

BARI-UMA Launches New Utsunomiya Hiramatsu Store in Tochigi, Japan

A New Strategic Growth Hub Opens in Utsunomiya, Tochigi Prefecture

With Link Co. Ltd. is proud to announce the grand opening of **BARI-UMA Utsunomiya Hiramatsu**, its newest ramen restaurant, on June 26, 2026, in Utsunomiya City, Tochigi Prefecture.

Founded in Hiroshima in 2003, BARI-UMA is known for its signature Tonkotsu Shoyu Ramen, featuring a rich pork-bone broth and a specially crafted soy sauce seasoning. The new store brings the brand's authentic ramen experience to customers in Utsunomiya while strengthening BARI-UMA's presence in the Tochigi market.

The Utsunomiya Hiramatsu store also represents an important step in the brand's future regional expansion strategy. By building stronger connections with local communities, BARI-UMA aims to further enhance its brand value and support continued growth throughout Japan and overseas.



■ A New Store Supporting Future Regional Expansion

Since its founding in Hiroshima in 2003, BARI-UMA has expanded both domestically and internationally, serving customers with its signature Tonkotsu Shoyu Ramen and a wide variety of menu offerings.

The opening of the Utsunomiya Hiramatsu store strengthens the brand's presence in Tochigi Prefecture while serving as a strategic base for future expansion into new markets and regions. Drawing on years of operational expertise, BARI-UMA remains committed to creating restaurants that are loved by local communities and valued by customers.

■ Bringing Hiroshima's Tonkotsu Shoyu Ramen to Utsunomiya

BARI-UMA's signature ramen features a rich and flavorful pork-bone broth combined with a specially crafted soy sauce seasoning that delivers deep umami and character.

The Utsunomiya Hiramatsu store offers the brand's signature BARI-UMA ramen along with a variety of menu items designed to appeal to a wide range of customers.

【Comfortable Dining Environment for Families and Individuals】

The restaurant features a seating capacity of 32 and provides a welcoming environment suitable for families, groups, and individual diners. In addition, the store offers 14 parking spaces, ensuring convenient access for customers traveling by car.

■ Store Information

Store Name : BARI-UMA Utsunomiya Hiramatsu

Opening Date : June 26, 2026, 10:00 AM

Address : 4-10-2 Hiramatsu, Utsunomiya City, Tochigi 321-0936, JAPAN

Phone : +81-28-680-7105

Business Hours : 10:00 AM – 10:00 PM (Last Order: 9:30 PM)

Seating Capacity : 32 seats

Parking : 14 spaces



Signature Tonkotsu Shoyu Ramen
BARI-UMA Ramen
JPY 750 (JPY 825 including tax)



Fried Rice
JPY 740 (JPY 814 including tax)

■ About BARI-UMA

Founded in Hiroshima in 2003, BARI-UMA is a premier ramen specialty brand renowned for its signature Tonkotsu Shoyu Ramen. With a diverse menu tailored to global palates, the brand has successfully expanded beyond Japan.

Today, BARI-UMA boasts a global footprint spanning **eight countries and regions, including the United Kingdom**, sharing authentic Japanese ramen culture with food enthusiasts around the world.

The name "**BARI-UMA**" combines the Hiroshima dialect word "**Bari**," meaning "very" or "extremely," and "**Uma**," meaning "delicious," with the Chinese character "**Ma**" (嗎), which is used in questions. The name reflects the brand's commitment to continuously asking customers, "**Is it delicious?**" while striving to create an even better ramen experience.

As the brand continues to expand both domestically and internationally, BARI-UMA remains dedicated to delivering authentic Japanese flavors and memorable dining experiences to customers worldwide.

■ Company Information

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