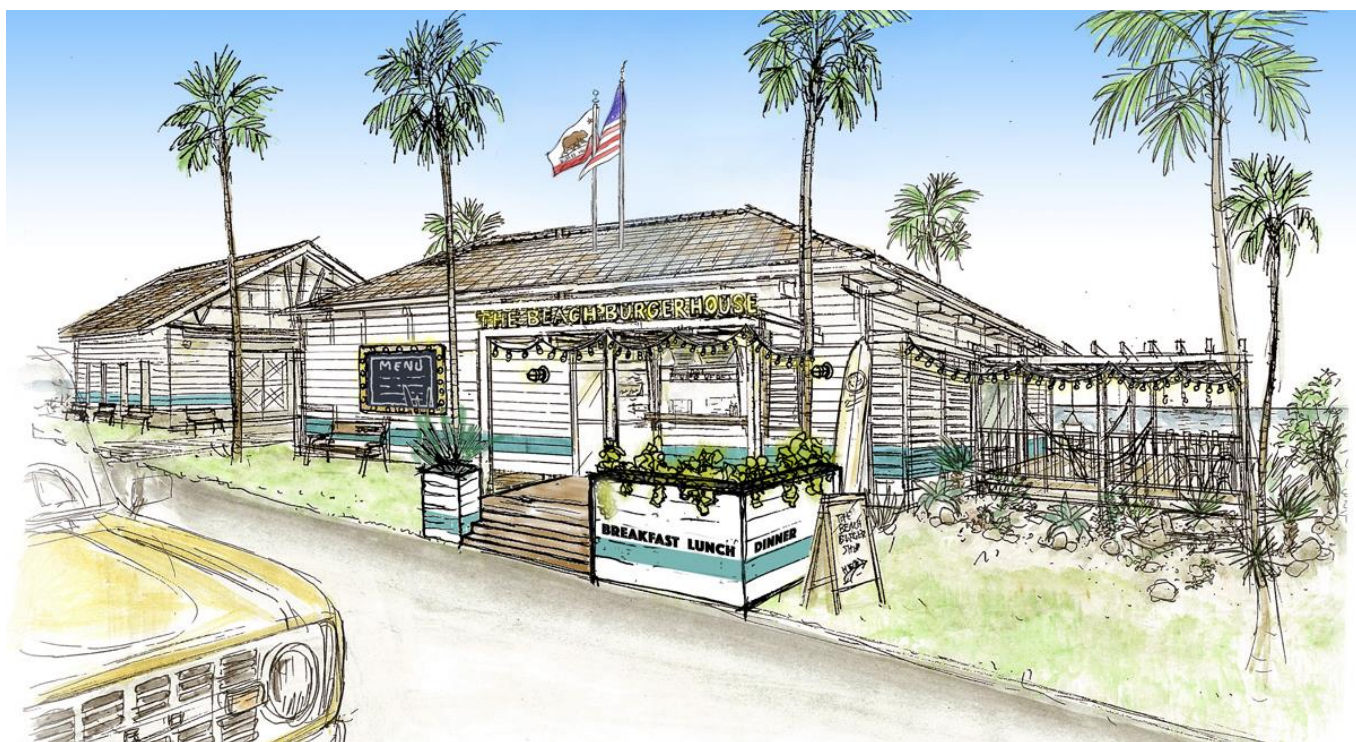


Designated administrator: Marine Parks
Miyazaki Parks Association
Phoenix Resort Co., Ltd.

THE GREAT BURGER Hamburger Shop produced
Miyazaki Sun Beach Hitotsuba!
THE BEACH BURGER HOUSE
Opening July 15, 2017 (Sat)

Designated administrator, Marine Parks, will open a California Beach-style restaurant **THE BEACH BURGER HOUSE**, on July 15, 2017 (Sat) at Sun Beach Hitotsuba. The new restaurant had been developed by the popular hamburger shop in Harajuku, Tokyo, THE GREAT BURGER.

Sun Beach Hitotsuba is the only man-made beach in Miyazaki. The North Beach area attracts marine sports enthusiasts, and the South Beach area is for swimming. Marine Parks, a company jointly operated by Phoenix Resort and the Miyazaki Parks Association, is the designated administrator for the reopening of this community center in the Hitotsuba Beach Area designed as a place where local people and tourists can interact freely.



A Group of Spirited Creators Participated in Development

Creators in various genre participated in the establishment of THE BEACH BURGER HOUSE. Overall management is a joint effort between Orange and Partners, also a general advisor for Seagaia, and Mr. Hideo Miyahara, representative of CANVAS and director of AOSHIMA BEACH PARK. The shop is produced by the popular Harajuku, Tokyo hamburger shop, THE GREAT BURGER. Facility design is by California Komuten, a company that designs beach houses throughout Japan.

A Variety of Healthy Items that Guests want to Share on Social Media

THE GREAT BURGER supervised the creation of the menu offered at THE BEACH BURGER HOUSE. It includes a variety of hamburger selections as well as fresh vegetable salads, soups, and breakfast favorites such as pancakes. There will also be an ice cream take-out counter. The plan is to develop unique menu items with local ingredients so beautifully presented that guests will want to take pictures to share with their friends on social media. Shop space is designed along the theme of "Beach Style for Grownups" and will be a new spot for both the locals and tourists to enjoy the beach.

The BEACH BURGER HOUSE HITOTSUBA MIYAZAKI



Creating a New Community Center at Hitotsuba Beach

THE BEACH BURGER HOUSE will not be just another restaurant. It will be a new community center in Hitotsuba Beach open for markets and other local events as well as beach parties. (details undecided)

We will be highlighting Miyazaki's coastline, which extends from Hitotsuba to Aoshima, as we publicize news about "beach life" in and outside of Miyazaki.

Shop Information

- Name: THE BEACH BURGER HOUSE
- Location: Sun Beach Hitotsuba, South Beach, 1400-16 Maehama, Shinbeppu-cho, Miyazaki City
- URL : <http://thebeachburgerhouse.com>
- ※Business hours to be announced

Designated Administrator Marine Parks

Miyazaki Parks Association
2-10-25 Tsurushima, Miyazaki City
URL : <http://mppf.or.jp>

Phoenix Resort Co., Ltd.
3083 Hamayama, Shioji, Miyazaki-City
URL : <http://www.seagaia.co.jp/>