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## NEW RESTAURANT COMING TO SNAKE RIVER LANDING

IDAHO FALLS, ID - Snake River Landing is pleased to announce a new restaurant is coming to Idaho Falls. Hokkaido Ramen & Sushi Bar will open this summer at 901 Pier View Drive near Love at First Bite and Bill's Bike & Run.

*"Hokkaido Ramen has such an exciting and unique menu,"* says **Eric Isom, Chief Development Officer for Snake River Landing.** *"The new restaurant will be an excellent addition to Snake River Landing and Idaho Falls."*

*"Our menu offers fresh, original dishes,"* says **Hokkaido manager John Schneider** *"We can't wait to bring our authentic Ramen and Japanese menu to Idaho Falls. We are unlike any other restaurant in the Idaho Falls area."*

Hokkaido Ramen is a casual Japanese ramen restaurant with locations in Helena, Bozeman and Great Falls, Montana. Hokkaido is also opening at the Rail Crossings Shopping Center near Costco in Pocatello this summer. The Hokkaido menu offers a wide variety of authentic Japanese ramen dishes including traditional Japanese ramen, appetizers, fresh sushi, rice dishes, and bubble tea for full-service dining room or carry-out options. Once open, Hokkaido will operate 7 days a week.

*"Some people hear 'ramen' and think about some chicken bouillon package and some noodles, or anything like that,"* says **Schneider.** *"We're doing the real, authentic, traditional ramen out of Japan. We serve high quality, gourmet wheat noodles; not like the typical noodles you would get in top ramen in the store -- which we all lived on for about a year and a half of college. To get the broth right is the trickiest part. It's a process that lasts more than eight hours. It is the core foundation for really top quality, authentic, traditional ramen."*

Hokkaido's most popular specialty menu selections include appetizers Gyoza and Bang Bang Shrimp, and a Tantanmen or the Spicy Beef Ramen. Thinly sliced "ramen eggs" and grilled pork "chashu" are signature accompaniments to any authentic Japanese ramen. "Chashu" is slow cooked and thinly sliced pork belly, from the same cut as American bacon. Hokkaido draws its name from the northernmost of Japan's main islands; a place known for its volcanoes, natural hot springs, skiing, and as the birthplace of ramen.

Hokkaido also enjoys giving back to the communities in which they open, including offering discounts to first responders and healthcare workers. More information about Hokkaido Ramen is available at [hokkaidoramen.life](http://hokkaidoramen.life)

### More about Snake River Landing

Snake River Landing is a master-planned waterfront community along the Snake River and Interstate 15 in the heart of Idaho Falls. At 450 acres, the project stretches from Pancheri Drive south to Sunnyside Road and includes areas for retail, office, medical, restaurant and residential space along with several parks, trails and water features. Snake River Landing features retail leasing, office leasing, ground leases, build-to-suit, and land for sale. For more information, please visit [www.SnakeRiverLanding.com](http://www.SnakeRiverLanding.com) or call 208.557.5300.

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