

BENIHANA HISTORY

A Japanese Dream. An International Success Story.



The story of Benihana has its roots in Japan and begins when Yunosuke Aoki—a samurai descendant and a popular Japanese entertainer—together with his wife Katsu, opened a small coffee shop in Tokyo. A red safflower found in the neighbourhood streets gave the Aokis the inspiration for the restaurant's name: Benihana, or 'red flower' in Japanese.

The family's four sons grew up with the coffee shop, which later became a full-service restaurant. Each of them understood the restaurant business from the ground up—the importance of absolute cleanliness in the kitchen, using the freshest ingredients and the very best cooking tools money could buy.

The eldest son, Hiroaki also internalised the important lesson of offering guests something out of the ordinary and inherited his father's appreciation for the theatrical. There was something magical about this combination and the thought stayed with him as he completed college in Japan.

Hiroaki later earned a place on the Japanese Olympic wrestling team, which brought him to America. By the time Hiroaki arrived in the US in 1960, he had already begun to form the idea that this country might be ready for a marriage of a different kind of food, presented with flair.

Adopting a name that would be easier for westerners to pronounce, Rocky—as he now called himself—began to make his dream a reality. He worked seven days a week selling ice cream in New York City and studied restaurant management at night. Through saving and borrowing, Rocky scraped together enough money to finance his first four-table restaurant on New York's West 56th Street.

With an authentic Japanese farmhouse interior, and food prepared right at the table by highly trained chefs showcasing 'teppanyaki' style cooking (teppan meaning 'steel grill' and yaki meaning 'broiled'), the Benihana dining concept gradually came into focus.

Rocky believed that because the restaurant was near Broadway, the showmanship of the chefs was extremely important. Beef, chicken and shrimp would be the stars of the menu, all prepared "hibachi-style" (an American term for teppanyaki cooking). Guests would place their orders with the chef and watch in amazement as these items were sliced, diced and flipped in the air. The timing in cooking was critical and all the ingredients had to be ready to serve simultaneously.

In 1964, despite all the preparation and planning, Benihana was only serving one or two guests a day and Aoki family members were moonlighting at other restaurants just to pay the bills. But six months after the restaurant opened, an enthusiastic review by Clementine Paddleford, legendary restaurant critic of the New York Herald-Tribune, reversed the trend for good. New Yorkers flocked to the four-table Benihana and Rocky Aoki suddenly found he was having to turn diners away.

By bringing Japanese food into the mainstream and pioneering an entertaining style of presentation, Benihana has paved the way in America and beyond for the popularity of other Japanese cooking styles and food products. Sushi is now a favourite all over the world and soy sauce has become a staple in numerous international kitchens, all thanks to Benihana.

前菜

APPETIZERS

Grilled Scallops 650

Spicy Japanese rayu sauce
หอยเชลล์ย่าง ซอสน้ำมันพริกเผาแบบญี่ปุ่น

Ebi Tempura 530

Deep fried prawns tempura
กุ้งทอดเทมปุระ

Tori Karaage 380

Fried chicken marinated in Japanese spices and
served with Japanese mayo and fresh lime
ไก่ทอดคาราอาเกะ

Gyoza with Pork 350

Crispy pan fried Japanese dumplings
เกี๊ยวซ่า เกี๊ยวหมูทอดกรอบแบบญี่ปุ่น

Takoyaki 320

Japanese octopus ball dumplings, bonito,
homemade sauce and beni shoga
ทาโกะยากิ

Gyoza with Vegetables 290

Crispy pan fried Japanese dumplings
เกี๊ยวซ่า เกี๊ยวผักทอดกรอบแบบญี่ปุ่น

Vegetable Tempura 290

Deep fried seasonal vegetable tempura
ผักทอดเทมปุระ

弁当箱

BENTO BOX

Akira 890

Ebi tempura, 2 pieces of white house, roll 2 pieces of
tuna nigiri, Benihana salad, Red snapper teriyaki
กุ้งเทมปุระ ข้าวห่อสาหร่ายไวด์โอเอส 2 ชิ้น ข้าวปั้นไส้ปลาทูน่า
2 ชิ้น สลัดเบนิฮานา ปลากระพงแดงเทรียกิ

Katsuro 790

Beef teriyaki, prawn tempura and vegetables,
Benihana salad, garlic fried rice
เนื้อย่างเทรียกิ กุ้ง และผักเทมปุระ
สลัดเบนิฮานา ข้าวผัดกระเทียม

サラダ

SALAD

Hotatekai Ikura 650

Scallop salad with salmon roe, chuka chinmi &
kurae seasoned with Japanese yuzu dressing
สลัดหอยเชลล์

Tako Abokado 590

Octopus and avocado salad with
lettuce, ikura and tangy dressing
สลัดปลาหมึกกับอะโวกาโด

Uminosachi 570

Japanese shirauo fish, vegetable,
salmon roe, tobiko, wasabi sauce
สลัดปลาเงินญี่ปุ่นทอด ใช้ซอสวอน ซอสะวาซาบิ

Hamachi Marine 490

Marinated hamachi on a bed of
vegetables with yuzu sauce
สลัดปลาหางเหลือง

Yawarakani-So 380

Crispy soft-shell crab salad
with white miso vinaigrette
สลัดปูนิ่มทอด

Hiyashi Wakame 270

Seaweed salad with sesame dressing
สลัดสาหร่ายวากาเมะ ราดน้ำสลัดงา

他の

OTHER SPECIALTIES

Unagi Don 650

Cooked freshwater eel with kampyo
served over steamed rice
ข้าวหน้าปลาไหลย่าง

Miso Udon Noodles – Prawns 490

มิโซะอุด้ง เสิร์ฟพร้อมกุ้งทอดเทมปุระ

Miso Udon Noodles – Vegetarian 370

มิโซะอุด้ง เสิร์ฟพร้อมผักทอดเทมปุระ

Miso Soup 150

Tofu and seaweed
ซุป์มิโซะ เต้าหู้ และสาหร่าย



Chef's Recommendation



Vegetarian

Prices are subject to 10% service charge and applicable government tax.

Please inquire with senior management if you have any dietary restrictions, allergies or special considerations.

Some products may contain traces of sesame seeds and nuts.



鉄板焼き肉

TEPPANYAKI PREMIUM BEEF

“TRADITIONAL TEPPANYAKI” includes:

Japanese Onion Soup, Benihana Salad, Hibachi Vegetables, Prawn Appetizer, Steamed Rice

เทป็นยากิเสิร์ฟพร้อมซุปลหัวหอม สลัด ผักผัด กุ้ง และข้าวสวย

🍷 Wagyu Tomahawk Score AA6 5,250

Australian Wagyu 1000 g.
เนื้อสันนอกติดซี่โครง 1000 กรัม

This large-format Australian Wagyu Tomahawk is celebrated for bold flavor, juiciness, and impressive marbling. Grain-fed and award-winning, it offers a truly indulgent teppanyaki experience.

🍷 Wagyu Rib Eye Stockyard MB 5–6 4,900

Rib Eye 500 g.
เนื้อสันนอกติดมัน 500 กรัม

Premium Australian wagyu rib eye with a distinctive cherry red meat color and beautifully distributed marbling. Fed on a specialized diet, it delivers a tender, full-bodied flavor with every bite.

🍷 Sendai Gyu Striploin A5 4,400

Striploin 200 g.
เนื้อสันนอก 200 กรัม

Sendai Beef is one of Japan's most prized wagyu, known for its silky texture and refined umami. Each cut is raised under meticulous care, resulting in superior marbling and balance.

🍷 Iwate Wagyu Striploin A4 4,200

Japanese Striploin 200 g.
เนื้อสันนอกญี่ปุ่น 200 กรัม

A rare crossbreed of Japanese Shorthorn and Holstein, known for its balanced sweetness and rich umami. Finished on Iwate rice straw, it offers a tender texture that melts in the mouth.

🍷 Japanese Wagyu Omi Rib Eye A5 3,900

Wagyu Omi Rib Eye 200 g.
เนื้อสันนอกติดมันญี่ปุ่น 200 กรัม

Omi Beef, one of Japan's oldest wagyu brands, is famous for exceptional marbling and natural sweetness. Raised near Lake Biwa, it delivers a buttery tenderness and elegant flavor.

🍷 Japanese Hakata Wagyu Rib Eye A4 3,900

Japanese Rib Eye 200 g.
เนื้อสันนอกติดมัน 200 กรัม

Hakata Wagyu from Fukuoka is renowned for its softness and juicy beef flavor. Carefully raised by select farmers, it produces a smooth and luxurious mouthfeel.



Chef's Recommendation

Vegetarian

Teppanyaki Premium Beef is not eligible for any promotional offers or discounts. | Prices are subject to 10% service charge and applicable government tax. Please inquire with senior management if you have any dietary restrictions, allergies or special considerations. Some products may contain traces of sesame seeds and nuts.



鉄板焼きプレミアムセット

TEPPANYAKI PREMIUM SET

“TRADITIONAL TEPPANYAKI” includes:

Japanese Onion Soup, Benihana Salad,
Hibachi Vegetables, Prawn Appetizer, Steamed Rice
เทป็นยากิเสิร์ฟพร้อมซุปรสหอม สลัด ผัดผัก กุ้ง และข้าวสวย

Benihana Royal 3,900

Beef tenderloin 100 g., scallops 100 g. &
lobster 600 g.
ชุดเนื้อสันใน หอยเชลล์ และกุ้งมังกร

Benihana Special 3,500

Wagyu beef tenderloin 100 g. & lobster 600 g.
ชุดเนื้อสันใน และกุ้งมังกร

Aoki 2,500

Beef tenderloin 100 g., tiger prawn 120 g. & salmon 120 g.
ชุดเนื้อสันใน กุ้งลายเสือ และแซลมอน

Seafood Diablo 2,300

Shrimps 100 g., calamari 100 g., scallops 100 g., udon
noodles 200 g. & mixed vegetables with spicy sauce
ชุดกุ้ง ปลาหมึก หอยเชลล์ และเส้นอุด้ง

Rocky's Choice 2,500

Japanese Hakata rib eye 100 g. & chicken 140 g.
ชุดเนื้อสันนอกติดมัน และไก่

Benihana Delight 1,800

Hibachi chicken 160 g. & juicy prawns 180 g.
ชุดไก่ และกุ้ง



Chef's Recommendation



Vegetarian

Teppanyaki Premium set is not eligible for any promotional offers or discounts. | Prices are subject to 10% service charge and applicable government tax.
Please inquire with senior management if you have any dietary restrictions, allergies or special considerations.
Some products may contain traces of sesame seeds and nuts.

海鮮鉄板焼き

TEPPANYAKI MEAT & SEAFOOD

“TRADITIONAL TEPPANYAKI” includes:

Japanese Onion Soup, Benihana Salad, Hibachi Vegetables, Prawn Appetizer, Steamed Rice

เทป็นยากิเสิร์ฟพร้อมซุปหัวหอม สลัด ผัดผัก กุ้ง และข้าวสวย

Wagyu Tenderloin Score AAA6 2,950
Tenderloin 200 g.

เนื้อสันใน 200 กรัม

Foie Gras 120 g. 1,790

ตับห่าน

Lamb Chops 180 g. 1,650

เนื้อแกะ

Japanese Hamachi 150 g. 1,050

ปลาหางเหลือง

Japanese Kurobuta 250 g. 990

หมูคุโรบูตะ

Chicken Thigh 180 g. 850

สะโพกไก่

Lobster 2,450

กุ้งมังกร

Japanese Scallops 160 g. 1,850

หอยเชลล์ญี่ปุ่น

Tiger Prawns 200 g. 1,750

กุ้งลายเสือ

Snow Fish 150 g. 1,650

ปลาหิมะ

Norwegian Salmon 180 g. 1,250

แซลมอนนอร์เวย์

Calamari 180 g. 950

ปลาหมึก

Red Snapper 170 g. 950

ปลากะพงแดง



火鉢野菜とサイドオーダー

HIBACHI VEGETABLES AND SIDES

Hibachi Rice with Prawns 450

ข้าวผัดกระเทียมใส่กุ้ง

Hibachi Rice with Chicken 350

ข้าวผัดกระเทียมใส่ไก่

Yaki Udon with Chicken 350

อุด้งผัดใส่ไก่

Hibachi Rice 220

ข้าวผัดกระเทียมสูตรเบนิฮานา

Asparagus 180

หน่อไม้ฝรั่ง

Mushrooms 180

เห็ดรวม

Mixed Vegetables 180

ผักรวม

Tofu 180

เต้าหู้

Zucchini 180

บวบฝรั่ง

Onion 100

หัวหอม



Chef's Recommendation

Vegetarian

Prices are subject to 10% service charge and applicable government tax.

Please inquire with senior management if you have any dietary restrictions, allergies or special considerations.

Some products may contain traces of sesame seeds and nuts.

紅花コンボ

BENIHANA COMBO



Fuji's Combo

3,400

Japanese Hakata rib eye 100 g. & wagyu beef tenderloin 100 g. with garlic butter
ชุดเนื้อสันนอกติดมัน และเนื้อสันใน

Rocky's Combo

2,900

Wagyu tenderloin 100 g.
& Japanese scallops 100 g. with butter lemon
ชุดเนื้อสันใน และหอยเชลล์ญี่ปุ่น

Shogun's Feast

2,700

Japanese Hakata beef rib eye 100 g.
& tiger prawn 100 g. with Japanese sauce
ชุดเนื้อสันนอกติดมัน และกุ้งลายเสือ

Seafood Delight

2,200

Salmon fillet 100 g., tuna 100 g., shrimps 100 g.
mixed vegetables, spicy sauce
ชุดแซลมอน ปลาทูน่า กุ้ง และผักรวม

Saishoku

590

Mixed seasonal vegetables, tofu & garlic fried rice
ชุดผักรวม เต้าหู้ และข้าวผัดกระเทียม



Chef's Recommendation



Vegetarian

Prices are subject to 10% service charge and applicable government tax.
Please inquire with senior management if you have any dietary restrictions, allergies or special considerations.
Some products may contain traces of sesame seeds and nuts.