



PRESS RELEASE

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OnJapan Inc.

“Umami HAKKO” Café for Foodies Relocates to “Oku-Shibu” in February 2018

OnJapan CAFÉ to encounter new neighbors of the hottest gastronomic culture district in Tokyo

The CAFÉ is now ready for the next move. In February 2018, based on the experience and expertise gained in Harajuku, OnJapan CAFÉ will be relocated to the so-called “Oku-Shibu” area in Tokyo, near, Yoyogi-Koen district, an up-and-coming center of the urban gastronomic culture.

OnJapan, a team with full passion towards “Something Japan,” has directly operated the OnJapan CAFÉ, in Harajuku of Tokyo since its establishment in 2014. The CAFÉ featured a food and drink menu that introduces the richness and essence of Japanese food and beverage culture with *Umami* or taste/ flavor. The CAFÉ was also well-known for a community hub where people can enjoy and learn through Japan-related live events and workshops, as well as information and resources to support promotional outreach activities.

The new CAFÉ’s menu, created around the *Umami* of *HAKKO* or fermented foods theme, features specialty regional ingredients from throughout Japan, together with seasonal produce and special Japanese seasonings. The *HAKKO* menu extends to a drinks menu by offering a selection of high quality Japanese teas from artisan producers, as well popular Japanese Sake’s and Shochu’s from leading and special regional breweries.

The design of the CAFÉ is in harmony with the natural theme of the menu, with the extensive use of wood creating a natural feeling of warmth and welcoming atmosphere that complements the casual and eclectic environment of the neighborhood. The CAFÉ has seating for approximately 40 people, with the capacity to host up to 100 people for events.

Building on the schedule of events and workshops that were so popular in Harajuku, the new CAFÉ will expand the hosting of food and drink-related events, as well as live Japanese culture in various genres including music, rakugo and stand-up comedy.

OnJapan provides Japanese towns and cities, organizations and companies with an active channel for promoting their products, destinations and knowledge throughout Japan and internationally, by hosting events and live activities in the CAFÉ, together with professional marketing and PR support activities. The expertise is provided by TrainTracks Inc. (www.traintracks.jp/en/), a 15-year Tokyo-based independent boutique marketing and PR veteran, that brings a wealth of knowledge and experience in domestic and international marketing and communications.

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