

**“Japan Restaurant Week 2011 Winter Premium”  
to be held in the Tokyo Suburbs and Kansai Areas  
Feb. 10th-28th, 2011**

Between February 10th (Thurs.) and 28th (Mon.), 2011, the Japan Restaurant Week Committee (co-promoter: Gourmet Navigator, Inc.) will hold “Japan Restaurant Week 2011 Winter Premium” in the Tokyo Suburbs and Kansai areas. This will be the second such event to be held in Japan.

Restaurant Week is a major food-related event with a history of about 20 years in New York. Held twice a year (in summer and winter), special menus can be enjoyed at reasonable prices in around 300 participating restaurants, making this a particularly popular period for tourists from abroad.

In Japan, the event was held for the first time last summer with the aim of stimulating the restaurant industry and nurturing Japan’s unique food culture. For this second Japan Restaurant Week, sponsored by Sumitomo Mitsui Card Co., Ltd. and NTT DoCoMo, Inc., the event has been expanded to reach a wider geographical area. As well as central Tokyo, it will extend to the Kanto Suburbs and the Kansai Area, and a number of Michelin-star establishments will join the list of participating restaurants.

Besides this, concurrent events are also to be held in Kyoto, Nihonbashi, Roppongi and Shinagawa, with the cooperation of commercial facilities and local authorities.

In future, we aim to publicize the attraction of Japanese food culture to the world through Restaurant Week as a twice-yearly event.

**Outline of “Japan Restaurant Week 2011 Winter Premium”**

Dates:	Feb. 10th (Thurs.) – 28th (Mon.), 2011
Promoter:	Japan Restaurant Week Committee
Co-promoter:	Gourmet Navigator, Inc. (Secretariat)
Sponsors:	Sumitomo Mitsui Card Co., Ltd., NTT DoCoMo, Inc.
Outline:	During the event, luxury restaurants will offer special Restaurant Week menus at special prices: Lunch – ¥2,500 (incl. tax & service), Dinner – ¥7,500 (incl. tax & service).
Areas covered:	Tokyo Suburbs, Osaka, Kobe
Participating restaurants:	About 150 (to be confirmed)
Official URL:	<a href="http://www.jrw.jp/">http://www.jrw.jp/</a>

**Official logo: please use one of the following two patterns.**



■ Vertical



■ Horizontal

## Attachment: Information on concurrent events

Japan Restaurant Week is expanding into new areas. Besides the “Winter Premium” in winter 2011, other events will be held in Kyoto, Nihonbashi, Roppongi and Shinagawa with the cooperation of local authorities and commercial facilities. In future, we aim to spread the event to locations all over Japan.

# JAPAN RESTAURANT WEEK 2011

### Winter Premium

**Dates:** Feb. 10th (Thurs.) – 28th (Mon.), 2011  
**Locations:** Tokyo 23-ward area, Yokohama, Chiba, Osaka, Kobe  
**Participating restaurants:** 148 (as of Jan. 5th, 2011)  
**Menu prices:** Lunch ¥2,500, Dinner ¥7,500 (incl. tax & service)  
**Sponsors:** Sumitomo Mitsui Card Co., Ltd., NTT DoCoMo, Inc.

### Kyoto Winter Special

**Dates:** Feb. 1st (Tues.) – 28th (Mon.), 2011  
**Location:** Kyoto  
**Participating restaurants:** 112  
**Menu prices:** Lunch ¥2,100, ¥5,250, ¥10,500 (incl. tax & service)  
Dinner ¥2,100, ¥5,250, ¥10,500, ¥15,750 (incl. tax & service)  
**Special cooperation:** Kyoto Restaurant Association  
**Support:** Kyoto City Tourism Association

### Nihonbashi 100th Anniversary Commemoration Week

**Dates:** Feb. 10th (Thurs.) – 28th (Mon.), 2011  
**Location:** Nihonbashi  
**Participating restaurants:** 20-40 (tbc)  
**Menu prices:** Lunch ¥2,500, Dinner ¥5,000,  
Optional menu ¥100 (incl. tax & service)  
**Special cooperation:** Mitsui Fudosan Co., Ltd.

### Roppongi Week

**Dates:** Feb. 10th (Thurs.) – 28th (Mon.), 2011  
**Location:** Roppongi  
**Participating restaurants:** 20-30 (tbc)  
**Menu prices:** Lunch ¥2,100, Dinner ¥5,250, ¥8,400  
**Special cooperation:** Mori Building Co., Ltd., Mitsui Fudosan Co., Ltd.

### Shinagawa Week

**Dates:** Jan. 21st (Fri) – Feb. 6th (Sun.), 2011  
**Location:** Shinagawa  
**Participating restaurants:** 40  
**Menu prices:** Lunch ¥1,500, Dinner ¥4,000 (incl. tax & service)  
**Promoter:** Japan Restaurant Week (Shinagawa) Committee  
(c/o Atre Shinagawa)