

Introducing Japanese food culture in English

Japan Trend Ranking to launch on April 25

Creating Japan enthusiasts overseas

<http://sg.sushiandsake.net/>

Tokyo, April 25 2013 - Gurunavi, Inc., operator of Japan's leading restaurant search site, GURUNAVI, announces the launch of *Japan Trend Ranking*, an English web site created with the goal of increasing the understanding of Japanese food culture while creating Japan enthusiasts overseas.

Japanese cuisine has been enjoying a recent global boom but the country's food culture is not necessarily correctly understood. GURUNAVI is in an excellent position to improve understanding based on its up-to-date, accurate, and authentic information from more than 500,000 restaurants nationwide, its network of producers in every city and municipality, and its community of about 20,000 chefs. In improving knowledge about Japanese cuisine and Japanese food culture, GURUNAVI can also contribute to the healthy development of Japan's dining-out culture.

In order to develop repeat visitors to Japan, it is important that detailed local information is available. For the past eight years, GURUNAVI has provided detailed information on the Tokyo metropolitan area through its *Let's Enjoy Tokyo* site, operated in partnership with Tokyo Metro. In addition, its *Gurutabi* site has been the definitive source of regional information contributed by local people for the past three years. *Japan Trend Ranking* will link with these daily-updated sites to provide detailed, accurate, and fresh local information.

GURUNAVI has previously launched initiatives focused on inbound tourism under the theme of dining spots popular with foreign visitors. With the launch of *Japan Trend Ranking* and its concept of "Japan, one visit is never enough", the project to create Japan enthusiasts overseas is about to get fully under way.

Inbound tourism initiatives by GURUNAVI to date

2004	GURUNAVI foreign language version launched
2005 - 2009	Produced MLIT's "Tokyo restaurant guide"; a booklet for foreign visitors
2011	Provided restaurant information for the restaurant page on Japan National Tourism Organization's web site
2012	Launched "Inbound training seminar"
2012	Established GURUNAVI Singapore
2013	Operation of Michelin Guide Digital English version

Overview of Japan Trend Ranking

Launched: April 25, 2013 (Thurs.)
URL: <http://sg.sushiandsake.net/>
Main content:

- A broad range of information, from traditional Japanese dishes to gourmet cuisine
- Historic and scenic spots, hot springs resorts, and art & culture information
- Information on shopping, seasonal events, and more.

Japan Trend Ranking is designed to increase understanding of Japanese food culture in a fun way that encourages users to keep coming back. A wide range of seasonal information from each region in Japan is presented and information on the latest trends is ranked according to popularity.

PC version (top page)



Smartphone version. (top page)



About GURUNAVI

Established in 1996, GURUNAVI is Japan's leading restaurant search site providing accurate, up-to-date and detailed information on menus, courses and daily specials. The site has more than 500,000 nationwide listings and offers tailored search services to meet the needs of our 28 million monthly users. Our Menu Review Ranking service allows for search by menu preference, while the Premium Restaurant service can be used to find the ideal spot for business entertaining and special occasions. The site also introduces restaurants offering regional specialties with local ingredients, and our Gurutabi service has become a valuable tool for business and leisure travelers.

URL: gnavi.co.jp/en/

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