

■ Some Important Information About Certified Perfect English Menu For Restaurant Owners

Certified Perfect English Menu is search website for Japan-based restaurants with English menus. The site is used by both foreign residents of Japan as well as tourists. All restaurants on the site have had their menu translated or reviewed by native English speakers.

Why foreigners?

Approximately 8,350,000 foreigners visited in 2008. About 40% of those foreign visitors are looking forward to enjoying delicious Japanese cuisine. In addition to the visitors, we have growing number of foreign residents, currently we have 2,100,000 in the country.

Japan doubled its tourist trade in the past 10 years, increasing from only 4,000,000 visitors in 1997 to 8,000,000 in 2007. However, compared to the rest of the world, the number of foreign visitors only ranks Japan in 29th which is the lowest among the developed countries. A recent report from World Economic Forum also ranked Japan 25th, again the lowest of all developed countries. But these ranking are not due to a lack of things to see do, and experience in Japan. Japan has tons to offer tourists, especially if we can make it easier for them. Making it easy for tourists to enjoy Japanese food is one of the most common sense ways to welcome more foreigners to the country.

“We don’t have any foreign customers!”

The simple reason you don’ t have foreign customers might be because you don’ t have an English menu. As mentioned above, the tourist market is growing. However, many restaurant owners don’ t realize the importance of having English menus. We often encounter the reaction such as “We don’ t have any foreign customers” or “I don’ t think it is necessary to focus on getting foreign people as customers”. We understand you may be afraid of getting into a trouble with foreigners by not serving them properly. If you feel this way, foreigners also feel uncomfortable coming back to your restaurant. An English menu is one way both you and your foreign patrons will be put at ease.

Foreigners use the Internet as their main source to get Japanese information. Besides word of mouth, CPEM is one of the few resources that foreigners have to get reliable and updated information about restaurants with English menus.

“We want try new restaurants... but”

When foreigners search for a new place to eat, they have to first find out whether or not they can go without any troubles. Therefore, they usually stick with Family restaurants, fast food restaurants where the menus come with pictures or restaurants owned by foreigners.

But there are many foreigners who are looking for new restaurants and tourists who want a Japanese dining experience. This website will be essential for those foreigners.

This site is ONLY for restaurants offering an English menu.

These listings are exclusively for restaurants that have an English menu. If you don’ t have one, we can translate it for you. If you do have one, our professional English-speaking copywriters can make it “perfect”.

We are a marketing company

Yes, we offer translations, but we are primarily a restaurant marketing services and tourist reference business. We provide translation services, as well as design and marketing services in both English and Japanese. We also provide all of our restaurants with bright red stickers that say “Certified Perfect English Menu” so that English speakers can recognize your restaurant on street level.

Our staff consists of professional marketers that are intimately familiar with the English-speaking community in Japan as well as the inbound tourism industry. We understand the type of service and level of English necessary to attract foreigners and keep them coming back.

We hope this information has been useful to you. If you have questions or would like our listing fee information write us at info@engmenu.com or call us at 078-795-6875 (10am-6pm Mon-Sat)