



August 28, 2017

Second Pilot Measure under “Tokyo Metro ACCELERATOR 2016”

**Demonstration Experiment for “Tadaku – with locals” Cooking Classes for Foreign Visitors to Japan to Be Conducted!**

To take place between Monday, August 28 and Thursday, November 30, 2017

Tokyo Metro Co., Ltd.  
Tadaku Co., Ltd.

Tokyo Metro Co., Ltd. (Head Office in: Taito Ward, Tokyo; President: Akiyoshi Yamamura; “Tokyo Metro” below) and Tadaku Co., Ltd. (Head Office in: Chiyoda Ward, Tokyo; Representative Director: Shunsuke Ishikawa; “Tadaku” below) will jointly **conduct a demonstration experiment for “Tadaku – with locals,” which offers cooking classes for foreign visitors to Japan, between Monday, August 28 and Thursday, November 30, 2017.**

This demonstration experiment will be conducted as the first step towards achieving the “realization of a world where Japanese Tokyo Metro passengers can communicate with foreigners” proposed by Tadaku, which was bestowed with the Tokyo Metro ACCELERATOR Award in the “Tokyo Metro ACCELERATOR 2016” open innovation program conducted between October and December 2016.

**“Tadaku – with locals” is a service through which Japanese individuals who live in Tokyo suburban areas, particularly those along Tokyo Metro lines, host cooking classes for foreign visitors to Japan** with an interest in Japan dietary culture, who apply to take part in a class by accessing a special website and entering their requests for cooking and location. Based on those requests, Tadaku matches foreign visitors to Japan with an ideal host. After details have been finalized, a cooking class is held. In addition to this basic system, an optional service is also offered through which the Japanese host and foreign travelers go shopping for ingredients together. After the class has concluded, a questionnaire is administered to survey trends of visitation to Japan.

Alongside proposing a new food culture experience for foreign visitors to Japan through “Tadaku – with locals,” Tokyo Metro and Tadaku will go on to cultivate latent tourism resources in Tokyo.

Please see the attachment for a summary of this matter.



Lesson in cooking class (image representation)

## **Demonstration Experiment for “Tadaku – with locals” Cooking Classes for Foreign Visitors to Japan: Overview**

### 1. Purpose of Experiment

To verify the needs of foreign visitors to Japan with respect to culinary experiences in Japan as well as survey Japan visitation trends through “Tadaku – with locals,” which offers cooking classes for foreign visitors to Japan.

### 2. Period of Demonstration Experiment

Monday, August 28 – Thursday, November 30, 2017

### 3. Sites of Implementation

Homes of Japanese hosts residing in areas predominantly along Tokyo Metro lines or rental spaces

### 4. Description of Experiment

#### (1) Application

Foreign visitors to Japan access a special website (<http://locals.tadaku.com/>) around the time that they visit Japan. On that website, they verify information on the cooking lessons offered by Japanese hosts, enter their requests for cooking and location, and apply to “Tadaku – with locals” to take part in a class.

#### (2) Matching with Japanese host and finalization of class

Tadaku coordinates with the Japanese host over the class schedule and location and the content of the cooking to be featured, and contacts the foreign visitors to Japan who applied with the date, time and location of the class.

#### (3) Commencement of “Tadaku – with locals” cooking class

On the day of the class, the Japanese host receives the foreign visitors to Japan who applied for the class as guests. After introducing themselves, the host proceeds to actually cook while introducing elements of Japanese food culture, such as ingredients used in Japan, food preferences of Japanese people and the personal standards of the host towards their cooking, to their foreign guests. Additionally, an optional service is also available through which the Japanese host goes shopping for ingredients together with their foreign guests prior to the cooking class in order to have their guests develop an even better feel for dietary culture in Japan.

#### (4) Process between actual tasting and questionnaire on experience visiting Japan

While dining on what was cooked, the Japanese host and their foreign guests freely converse on topics such as Japanese modes of living and recommended sightseeing spots in Tokyo. At the end of the class, foreign guests will be asked to complete a questionnaire regarding their experience visiting Japan.

### 5. Other

Going forward, further pilot measures will be examined based on the above demonstration experiment.

# Top page of “Tadaku – with locals” special website (image representation)



## How it works



### Browse menus

Enjoy a variety of authentic Japanese food with locals, in either cooking classes or dining sessions.



### Send a request

Let us know when you want to join and we can recommend a session for you. All menus are customizable!



### Enjoy the experience!

Once the date and menu are decided, our warm-hearted hosts will look forward to welcoming you at their homes!

## Browse menus

Tokyo (Sangenjaya) Request a date

**TAKAKO** ¥13,000

Casual sushi party  
Cooking class | Dining session | Vegetarian (optional)  
[View menu details](#)

Kanagawa (Tsujiido) Request a date

**YUKI** ¥10,000

Local cuisine from Kagawa  
Cooking class | Dining session  
[View menu details](#)

Kanagawa (Shinyurigaoka) Request a date

**TORI** ¥12,000

Ayurvedic Japanese cuisine  
Cooking class | Dining session | Ayurveda, Vegetarian, Vegan  
[View menu details](#)

Tokyo (Ryogoku) Request a date

**NAHOKO** ¥11,000

Japanese classics - Halal friendly  
Cooking class | Halal  
[View menu details](#)

Kanagawa (Yokohama) Request a date

**KAORI** ¥10,000

Wagashi, Japanese sweets experience  
Cooking class | Sweets  
[View menu details](#)

Kanagawa (Shinyurigaoka) Request a date

**MICKY** ¥10,000

Japanese mom's taste  
Dining session  
[View menu details](#)