

A guidebook introducing vegan/vegetarian-friendly restaurants Now seeking restaurants to feature in the TOKYO Vegan & Vegetarian Restaurant Guide 2024-2025!

The Tokyo Metropolitan Government and the Tokyo Convention & Visitors Bureau are teaming up to produce the TOKYO Vegan & Vegetarian Restaurant Guide. This guidebook seeks to welcome vegan and vegetarian travelers from all countries and cultures, to ensure everyone enjoys a comfortable and safe stay in the city by introducing restaurants and other useful information for those interested in Tokyo's array of plant-based cuisine. If you would like to have your Tokyo business included, please read on to learn more about the selection process.

◆ Guidebook overview

1. Who are we looking for?

Restaurants in Tokyo that strive to serve vegan/vegetarian travelers, and where some or all menu items are vegan or vegetarian.

- Planned number of stores to feature: About 120 stores

2. Contents

The extent of Vegan / Vegetarian cuisine, and other points about each store (Example)

"vegan/vegetarian menu available" / "English menu, free Wi-Fi," etc.

3. Appearance

Roughly 40-page booklet 210mm×130mm

English guidebook:

Printed and bound edition: Distributed at various locations in Tokyo, including the Tokyo Tourist Information Center (Scheduled to be issued in March 2024, number of copies undecided)

Online version: Published in the Tokyo Tourism Digital Pamphlet Gallery (scheduled to be released in March 2024)

- For reference (last year's version)
<https://www.gotokyo.org/book/en/list/5175/>

Japanese guidebook:

Online version: Posted in the Tokyo Tourism Digital Pamphlet Gallery (scheduled to be released in March 2024)

- Reference (last year's version)
<https://www.gotokyo.org/book/list/6930/>

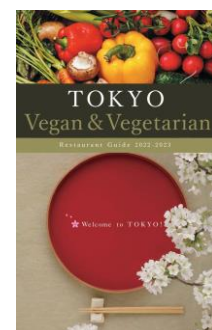
* Currently no plans to print the Japanese version.

◆ Application period

From 2pm, Monday, July 31, 2023 to 23:59 on Thursday, August 31, 2023



Inside (image)



Cover (last year edition)

◆How to apply

Please apply through one of the following two methods.

1. Facilities listed in previous years only

Reply to the notification email of the open call for participants.

Fill out the necessary information in the email and send.

*Please check the information published about your store in the previous year.

2. For new applicants or others who did not select 1

Please enter the necessary application information at the following website. Also accessible from mobile / smart phones.

<https://forms.gle/udQjqktiS4t7s3NQ6>

(Move to the Google application form)



*If you wish to register using a method other than the above (email or fax), please contact our office.

- The publication is distributed for free.
- Please select a photo of a menu item to be published in the guidebook (image size of 500KB or more is recommended).
- Only stores in Tokyo are eligible.
- Even after submitting an application, please be aware that after careful analysis of each establishment and depending on the number of applicants, information on some shops might not be included in the booklet. You will be contacted in early September if chosen to be featured in the magazine. Thank you in advance for your understanding.

◆Content details

Posted sample

The image shows a sample listing for 'VEGAN Restaurant' with various annotations. Red lines point from text labels to specific parts of the listing card and an adjacent photo. The listing card includes: a green box with the number '1', the name 'VEGAN Restaurant' and 'ヴィーガンレストラン', a phone number '03-0000-0000', a price range 'Lunch ¥1,000~ Dinner ¥1,500~', a website URL 'www.veganrestaurant.com/', business hours '9:00-21:00 (L.O. 20:30)', 'Closed days: Open 365 day', an address '4-40 Yotsuya Honshio-cho, Shinjuku City', and 'Access: Yotsuya (JR, Subway)'. It also features icons for a knife and fork, a book, a person, and Wi-Fi. To the right of the card are two QR codes labeled 'WEBSITE' and 'ACCESS MAP'. Further right is a photo of a plate of food. Annotations include: 'Store name' pointing to the restaurant name; 'Type of Cuisine' pointing to 'Other foods'; 'Only 1 image is posted' pointing to the food photo; 'Phone number' pointing to the phone number; 'Average budget' pointing to the price range; 'Store URL' pointing to the website URL; 'Business hours' pointing to the hours; 'Regular holiday' pointing to 'Closed days'; 'Address' pointing to the address; 'Nearest station' pointing to the access information; 'Information about the shop (icons)' pointing to the bottom icons; 'QR for the store website' pointing to the 'WEBSITE' QR code; and 'QR for Google Maps' pointing to the 'ACCESS MAP' QR code.

Icon guide



No five pungent vegetables (green onion, scallion, leek, garlic, and chives) in some menus



English menu available



English assistance available



Free Wi-Fi

Category guide

* Icons indicate ingredients used also in broth and seasonings.

Category 1

No animal ingredients in **ALL** menus



No meat



No fish



No crustacean



No shellfish



No egg



No dairy



No honey

Category 2

No animal ingredients in **SOME** menus



No meat



No fish



No crustacean



No shellfish



No egg



No dairy



No honey

Category 3

No meat, no fish, no crustacean and
no shellfish in **SOME** menus



No meat



No fish



No crustacean



No shellfish

◆Contact:

Finex Co., Ltd. Muslim and Vegetarian Guide Office (Kanemitsu, Seki, Iwamura, Takahashi, Hara)
TEL: 03-6384-1471 (Mon~Fri 10:00~18:00) FAX: 03-6384-1472 Email: musvege@finex.co.jp