

○都市型観光について ～商店街支援(外国人受け入れ等)について～



区民委員会資料
令和元年12月2日
地域振興部商業・ものづくり課

商店街おもてなし店PR事業

※平成31年度(令和元年度)予算 9,700千円

区内の商店(街)に対して外国人受け入れの機運醸成を図るためのセミナーを実施すると同時に、外国人受け入れに対して積極的である商店(街)を発掘し、英語で各種メディアを通じて周知・発信等を行う。

【平成29年度の実施状況】

- ・在日外国人ヒアリング
- ・国際友好協会日本語教室参加者アンケート
- ・セミナー(全7回)開催
 - ☛ 外国人対応ってどうして必要な?何をしたらいいの?
(インバウンド事業、クレジットカード等の決済方法、免税制度、外国人アンケート結果について)
 - ☛ インバウンドを意識したSNSの活用方法
 - ☛ 接客接客コミュニケーション研修 他
- ・「SHOTENGAI IN SHINAGAWA」冊子製作
(外国人受け入れに積極的な店舗:自薦)
(英語版:店舗紹介43店・基本情報紹介70店※)
(※店舗紹介との重複含む)
- ・welcomeステッカー・ポスター製作



【平成30年度の実施状況】

- ・おもてなし店調査発掘(公募:区内大学生、国際友好協会日本語教室参加者の外国人および区民等 25名)
- ・セミナー(全4回)開催
 - ☛ 外国人接客セミナー
 - ☛ カタカナ接客英語セミナー 他
- ・日本語学校(ABK学館日本語学校)学生による実地研修
(訪問店舗数:30店舗 学生数:15名)
- ・おもてなし店紹介ホームページ制作(H29:70店舗 H30:71店舗)
- ・QRコード付きリーフレット製作
(おもてなし店紹介ホームページアクセス用)



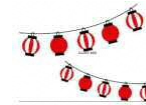
【平成31年度(令和元年度)の実施予定】

- ・おもてなし店調査発掘(公募:区民等 20名)
- ・日本語学校(ABK学館日本語学校)学生による実地研修
- ・おもてなし店紹介ホームページ制作
- ・ホテル配布用エリアマップ作製(英語版)



東京2020大会開催年

東京オリンピック・パラリンピックの年に、3年間かけて様々な切り口で集めたお店を来日された外国人に向けてPR。『おもてなし』に積極的な「しながわの商店街」を総合的に周知する。



SHOTENGAI IN SHINAGAWA

Discover the charms of the city's traditional shopping streets

品川区の商店街



Discover the Shotengai

While Tokyo is known — and loved — for its hustle and bustle, its neverending energy, its skyscrapers, and its high-end shopping and dining options, some might say there is more charm to be found in the local shopping streets. Called *shotengai*, these traditional lanes can usually be found near train stations, and are filled with mom and pop shops, friendly eateries, and plenty of other interesting stores and services. They are also filled with warm smiles, personal stories, and a strong sense of community and history.

In Shinagawa, there are 104 shotengai in total, each of which has its own unique personality. Their old-school buildings make a striking contrast to the surrounding skyscrapers of this busy business district,

and the characters you'll meet here will remind you that there's more to Tokyo — and indeed, Japan — than suits, trains, and robots.

Browse the many interesting shops and restaurants, and stop in at those that catch your attention. You can taste some of Japan's most celebrated foods such as sashimi, soba noodles, deep-fried tempura, and ramen. You can also find delicious sweets from traditional Japanese confections to more modern Western-style treats. Sip on delicious coffee or green tea while you take an afternoon break, and hit the shops for souvenirs or gifts. Highly recommended is handmade washi paper, beautiful calligraphy sets, and local sake or shochu. Lastly, be sure to stop by one of the game centers, and treat yourself to a relaxing massage — now that's a perfect end to a perfect day.

Welcome to the neighborhood



YOSHIDAYA OOIMACHI

This spacious traditional soba restaurant is a retro delight from the inside out. It serves traditional Japanese soba that is made by hand, which gives it an added sweetness and umami flavor that is otherwise hard to come by. Although soba is Yoshidaya-Ooimachi's mainstay, you'll also find delicately sliced sashimi, deep-fried tempura and vegetable-based dishes, as well as a number of seasonal items that vary depending on when you visit. There is an extensive selection of sake that goes well with soba — ask staff for their recommendations. Kaiseki course menus and a la carte options are available. The entire restaurant is non-smoking.



Opening hours > Mon, Wed-Sat : 11am-3pm & 5pm-9pm
Sun & Hols : 11am-9pm, Closed Tue
Address > 3-6-7 Oi, Shinagawa-ku **Tel** > 03-5718-5501



Ten Seiro:
A set of cold
soba & tempura

Kamojiru Seiro:
Cold soba with
duck & duck ball
sauce

**RECOMMENDED
MENU**

KOHIKAN

Opening hours >
Mon-Fri :
7am-9pm,
Sat, Sun & Hols :
7am-7pm,
Address >
1-1-16 Oi,
Shinagawa-ku
Tel > 03-3778-7557

This retro-style coffee shop is just a short walk from Oimachi station. Here, you'll be met with smiles and cheery service. Coffee is made fresh for every order. Apart from aromatic coffee, there are also freshly made sandwiches and pancakes. For adventurous diners, try the Café Symphonie, which is a coffee jelly-based dessert with whipped cream and chocolate cream. Smoking and non-smoking seats are separated.

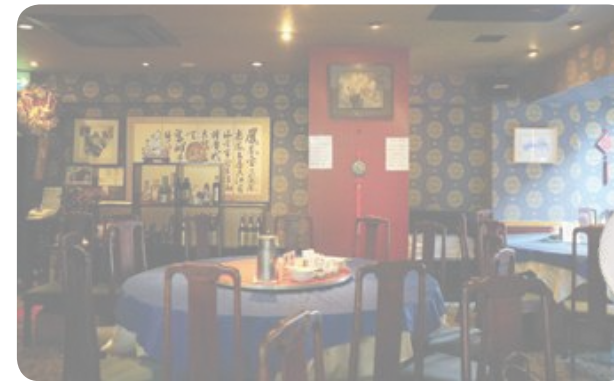


Kohikan blend



Chinese Restaurant TOKYO SHUROH

With over 25 years in the business, this Chinese restaurant specializing in Sichuan-style food is happy to serve their customers' needs. Using Sichuan cuisine as a base, there is liberal use of both garlic and peppers, making it heaven for spicy food lovers. For those a little less confident with hot spices, staff members are happy to accommodate accordingly. There is a vast selection of dishes from seafood to meat — something for everyone. The most popular and most highly recommended dishes are the spicy tantan noodles and genuine Sichuan-style mapo tofu.



Opening hours > Mon-Fri : 11:30am-2pm & 5pm-10pm,
Sat-Sun : 11:30am-2pm & 5pm-9pm (Irregularly closed,
please call before visiting.)

Address > 1-4-8 Nishi-Gotanda, Shinagawa-ku
Tel > 03-3493-1181



Sichuan-style
mapo tofu



**RECOMMENDED
MENU**

Choose between
ramen or
tsukemen

REPUBLIC OF NOODLE

Come for the food, stay for the charming and friendly owner. Republic of Noodle opened in 1975 and was inherited by the current owner from his parents. He speaks some English, Chinese, French, German, Italian and Spanish — not perfectly, but well enough to make anyone feel welcome and enjoy their meal. If you're up for a chat about Oimachi, then this is the right place to learn all about it. As the restaurant name implies, there are plenty of noodle-based dishes here including ramen and tsukemen, but they come with plenty of vegetables, making it a healthier option.

Opening hours >
Mon-Fri : 11am-2pm
& 5pm-9pm
Sat & Hols :
11:30am-2pm
& 5pm-8pm
Closed Sun
Address > 1-11-1 Oi,
Shinagawa-ku
Tel > 03-3776-7774

**RECOMMENDED
MENU**



Ten Seiro set:
soba noodles
served with a
side of tempura



Handmade 100% Soba KYOTO

For a true traditional soba experience in a warm and inviting setting, look no further. Kitted out with wooden tables and decorations, Kyoto offers a comfortable place to enjoy your meal. Here you'll find soba made from scratch, chopped rhythmically by hand and served with a variety of delicious side dishes. The Ten Seiro set includes soba noodles served with a side of tempura — a classic dish you can't go wrong with. To go with your meal, opt for some sake — all sake is personally selected by the restaurant owner. Foreign-language menus with pictures will be available soon.

Opening hours >
Tue-Sun:
11:30am-2:30pm
& 5:30pm-9pm
Closed Mon
Address >
2-5-4 Togoshi,
Shinagawa-ku
Tel >
03-5702-2136

RESTAURANT CHARTIER

This is a cozy, rustic French restaurant run by a French-speaking owner and chef, who studied his craft for many years in Paris. As an expert in his field, he's happy to explain the story behind his dishes, as well as the flavors, and even their "spirituality." Traditional French fare is their mainstay, but they also have Japanese soul food snacks like curry bread, potato croquettes, and minced meat cutlets. Located just a stone's throw away from Ebara-Nakanobu station, it's a convenient place to get some French food with a Japanese twist.

Opening hours >
Mon-Wed
& Fri-Sun :
11:30am-2:30pm
& 5pm-9:30pm
Closed Thu
Address >
2-8-4 Nakanobu,
Shinagawa-ku
Tel > 03-5702-0441



RECOMMENDED MENU



RECOMMENDED

MENU



Chef's special

Opening hours >
Tue-Sun :
11:30am-2:50pm
& 5pm-9:30pm
Closed Mon
Address >
5-13-15 Nakanobu,
Shinagawa-ku
Tel > 03-3782-4990

Chinese Restaurant YAMAKOHANTEN

This Chinese restaurant offers great food for reasonable prices. Their noodles are homemade in-store. One of their specialties is their gyoza (pot stickers), which are larger than average and have extra thick skins, giving them a pleasant slightly chewy — but still crispy — texture. It's popular as both an eat-in and takeout dish. Yamakohanten also prides itself on its thick noodles served with hearty soup bases. Their monthly recommended menus range from 8 to 10 dishes and offer a variety of classic Chinese favorites. Their staff can speak some English. Find the restaurant in the building with the dragon on the side.

ALL DAY BRUNCH TO GO

This comforting little shop offers all-day brunch options for takeout customers. Aside from classic sandwiches like tuna and ham, All Day Brunch To Go also has a creative Japanese-style offering including kinpira (sautéed root vegetables), and chicken with edamame beans. There is also an original selection of dessert and fruit sandwiches for those with a sweet tooth. More traditional sweets are freshly baked in store every morning, creating a "homemade" feel.

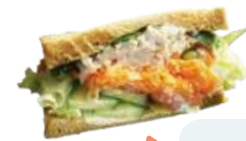
Address > 1F, 5-6-16 Nakanobu,
Shinagawa-ku
Tel > 03-6886-1603

Opening hours > Mon-Fri : 7:30am-5pm
Sat & Hols : 10am-5pm
Closed when sold out & Sun (Due to the irregular close, please call before visiting)

RECOMMENDED MENU



Ham and herb cheese sandwich



Chicken & edamame sandwich



Turkish Restaurant DEDE

Stylishly decorated in bold red, this restaurant is the real deal. The owner and chef cooks a broad selection of mouthwatering traditional Turkish dishes, but recommends his kebab for first-time visitors. From meze starters to doner and traditional-style pide, and course menus with over seven dishes, there are plenty of options for any appetite. Pair with one of the restaurant's most popular drinks, Turkish apple tea. Feel free to eat in store, order takeout, or have it delivered to your hotel. All dishes are made using halal ingredients, so Muslim guests can feel at ease. Vegetarian dishes are also available.

Opening hours > 11am-2:30pm & 5pm-11pm daily
Address > 5-6-17 Nakanobu, Shinagawa-ku

Tel > 03-3786-5600



RECOMMENDED

MENU

Assorted kebab dish for two



Chicken kebab



Chinese Restaurant AJIMARU

Rich in a variety of popular ramen styles and more, this restaurant offers Chinese food with a difference. Ingredients are selected with utmost care to bring forth flavorful umami-filled soup bases that are Ajimaru's pride and joy. Aside from ramen, there are many other specialties, including mouthwateringly good fried rice and jumbo-sized gyoza. True ramen lovers will know to eat all three together to balance the flavors. Sit at the counter for a front row seat to see veteran chefs in action in the kitchen while you wait for your food. Menus feature photos to simplify the ordering process.

Ajimaru ramen and gyoza



RECOMMENDED MENU

Chahan (fried rice)



Opening hours >
Tue-Sun :
11:30am-2:30pm
& 5pm-9:30pm
Closed Mon,
Sun's dinner time,
and when sold out

Address >
1F Honda Bldg.,
2-23-1 Kita-
Shinagawa,
Shinagawa-ku
Tel > 03-3458-0939



RECOMMENDED MENU



Homemade pomodoro sauce pasta



SPAGHETTI HOUSE OLIVE

This cozy Italian restaurant will make you feel right at home. With slow food as their main concept, guests can enjoy good food in a relaxing and comfortable setting. The restaurant's famous homemade sauce is made from scratch and used in all their pastas, pizzas and gratin dishes — all of which are made with the love and care you'd expect from a family-run eatery. There are vegetarian options available, and even if you simply want a quick coffee, you're more than welcome to drop by and take it easy here.

Opening hours >
11:30am-9:30pm
Closed Sun & Hols

Address >
2F Hiranoya Bldg.,
2-7-12 Minami-
Shinagawa,
Shinagawa-ku
Tel > 03-3474-3438

MASALA

Masala is just a one-minute walk from Aomono-Yokochi station and offers over 30 different kinds of delicious curries cooked by top Indian chefs. The curries use only high quality ingredients and over 50 different spices, which gives them their trademark vibrant colors and tantalizing aromas. All meat is halal-certified, which means Muslim visitors can eat here with confidence. Naan is freshly made and specialty options include naan with sesame seeds and coconut. Outside of the standard spicy chicken tandoori side options, they also offer shrimp tandoori and fish tikka, and a flavorful vegetarian biryani.

Opening hours > Mon-Fri : 11am-3pm & 5pm-10pm, Sat, Sun & Hols : 11am-3:30pm & 5pm-10pm
Address > 1F Tanakaya Bldg., 3-5-6 Minami-Shinagawa, Shinagawa-ku
Tel > 03-5495-9110



RECOMMENDED
MENU

A LUNCH
with Butter
chicken curry

Soba Restaurant HATORI

This is as local as you get — this no-frills traditional soba place provides one of Japan's most common staples: soba. All soba noodles, as well as the tsuyu dipping sauce is made in-house, from scratch. All dishes are made to order to guarantee freshness and springiness of the noodles. For a heartier meal, add a side of katsudon — a popular dish comprised of a bowl of rice topped with a fried pork cutlet and an egg and onion dashi sauce. Each meal comes with pickled vegetables to balance the flavors of the main dish.

Opening hours >
 11am-3pm
 & 5pm-9pm daily
Address >
 3-14-9 Futaba,
 Shinagawa-ku
Tel >
 03-3786-1297



RECOMMENDED
MENU



Mori soba &
mini katsudon set

Opening hours >
 Mon-Fri :
 8am-6pm,
 Sat : 10am-5pm
 Closed Sun,
Address >
 2-1-14 Minami-
 Shinagawa,
 Shinagawa-ku
Tel > 03-5463-5228



BEANS STATION

With over 30 types of beans sourced from all over the world, Beans Station can deliver freshly roasted coffee to suit even the pickiest connoisseur. Beans are roasted and ground in store to guarantee freshness (minimum order 200g), and those who choose this service are offered a free cup of coffee. Choose between single origin coffee and original blends for in-store or to go, and for non-coffee fans, there are plenty of other drinks. Fancy something to go with your brew? There are many delicious desserts, and curry buns for those who like a little spice. Beans Station welcomes customers from all over, and the shop manager can speak some Chinese.

RECOMMENDED
MENU

Selection of cake
and pastries



Opening hours >
 Mon-Fri :
 11:30am-2pm
 & 6pm-10pm
 Sat : 12pm-2pm
 & 6pm-10pm
 Closed Sun
Address >
 2-14-14 Minami-
 Shinagawa,
 Shinagawa-ku
Tel > 03-3450-1876

BISTRO LAPIN D'OR



Chef's special

RECOMMENDED
MENU

This French bistro prides itself on getting as close to the original source cuisine as possible in terms of flavor, portion size, and menu selection. The resident chef has spent countless hours studying both in kitchens abroad and online in Japan to offer his guests the best classic dishes with innovative twists. Place your trust in the chef's skills for his specially selected course menu, or order items à la carte. The interior and exterior are a charming shitamachi (traditional Japanese downtown) style so guests can feel at home in cozy, nostalgic surroundings. English-language food and drink menus are available.

Opening hours >
 10am-7pm
 Closed Sun
 & 1/1-1/3
Address >
 2-28-1 Higashi-Oi,
 Shinagawa-ku
Tel >
 03-3761-8865

RECOMMENDED
GOODS



Nori seaweed



The Laver and Japanese Tea of YAMAKI-ITOH

Opened in 1924, this store specializes in two of Japan's most traditional food items: laver (nori seaweed) and green tea. The tea selection on sale is focused on Japan's number one green tea producing region, Shizuoka, while the laver on offer comes from the best origins all over Japan. Staff will advise on which kind of tea or seaweed suits what time, place or occasion if needed. English labels explaining the products are also available. While you're here, pick up some souvenirs related to Ryoma Sakamoto, one of Japan's most beloved heroes, who lived in the area hundreds of years ago.



Japanese Sweets WAGASHITUKASA TAMAGAWAYA

Tamagawaya has served Japanese-style confectionery to Tokyoites for almost a century. Experience traditional sweets that vary with the seasons and offer a delight for all the senses. One of the store's mainstays is a Western-Japanese fusion, called butter dorayaki. It's a small pancake-like sandwich, with creamy whipped butter from Hokkaido and a green tinted bean paste in the middle. It's a true marriage of Western and Japanese flavors. Ask staff what's in season, as this may change with every visit and make sure to look around, as Tamagawaya's extensive selection of confectionery features both traditional staples and more modern, innovative sweets.

RECOMMENDED
GOODS



Wagonbon
Higashi



Mukashibanashi:
Senna

Gluten-Free Bakery & Café KINNOHO

Located a one-minute walk away from Musashi-Koyama station, this charming bakery offers gluten-free fare, baked daily in store. Ingredients are carefully selected, and the basic items use only domestic rice flour, organic sugar, eggs with high levels of omega 3, and grass-fed butter. There is absolutely no use of shortening or margarine. The coffee is sourced from Ethiopia by NPO KOMA. KINNOHO recommends buying a takeout box so you can enjoy eating in the park nearby. The café is registered with UberEATS and can deliver items to nearby hotels or parks.



Gluten-free bread, cake, and cookies



Ethiopia by NPO KOMA

RECOMMENDED GOODS

Opening hours > 11:00am-8:00pm daily, Closed irregularly
Address > 3-2-6 Koyama, Shinagawa-ku
Tel > 03-3713-8341



solco

You'll find over 40 different kinds of salt — all available for tasting — from regional Japan and other parts of the world. Sprinkle some salt from the salt bar on your snack-solco stocks rice balls (with both brown and white rice) and additive-free ice cream for an extra special treat. This is the place to buy a gift for the gourmet in the family — the salt bottles are as stylish as their contents are delicious. The store owner speaks English and will be happy to advise of great places to eat in the area. Payment by credit card is accepted. Free wi-fi is available.



Assorted salt 9ft set

RECOMMENDED GOODS



Opening hours > Mon & Wed-Sun: 11am-7pm
 Closed Tue
Address > 1F, 1-3-13 Yutakacho, Shinagawa-ku
Tel > 03-6426-8101

RECOMMENDED MENU



Three servings of high quality sashimi



UOKEI AKEBONO FISHERIES CO., LTD.

One of the most famous fishmongers in the area, Uokei is beloved by locals and visitors alike. Stop by on a Saturday for an exceptional deal on deli-style sashimi. Once they run out of fish, the feast is over, so be sure to get there early. Pick up a serving of high quality sashimi for a bargain ¥350 (pre-tax) and three servings for ¥1,000 (pre-tax). You can even bring your own drinks and dine at one of the tables at the store. Though staff are not fluent English speakers, they are happy to explain how to best handle and slice fresh fish.



Opening hours > Mon-Sat: 10:30am-7:30pm
 Closed Sun & Hols
Address > 1-6-18 Hiratsuka, Shinagawa-ku
Tel > 03-3786-7777



PET SMILE

Treat your favorite fur ball to a toy or some pampering from Pet Smile, a pet accessories shop that also offers grooming services. There are rows and rows of general items like dental care items, shampoos and brushes. For those looking for something a little more fun, there are fashionable raincoats, stylish collars with matching leads, and paw protectors. There are a wide variety of toys — ask staff for insight into popular items and how to use them. Staff members are not able to speak much English, but will do their best to assist you. Credit cards are accepted.

Pet kotatsu (traditional heated table and blanket combo)



How about a yummy cake for your little buddy?

RECOMMENDED GOODS



Opening hours > 11am-8pm daily
Address > 2-6-4 Togoshi, Shinagawa-ku
Tel > 03-5751-8697

Opening hours > 11am-7pm daily
Address > 1-7-4 Hiratsuka, Shinagawa-ku
Tel > 03-5749-5466



AMITIE

A specialized clothing store for women seeking something sophisticated. Amitie caters to all styles and sizes, and stocks casualwear in Japanese sizes 7 to 15 (S to XXL) and formal attire in sizes 7 to 19 (S to 5L). Formalwear can be bought either as a full outfit or as separates for the customer to mix and match to their own tastes. In autumn and winter, the shop has an extensive range of down coats by famous Japanese brand ZANTER. Accessories like corsages, necklaces and hats are also on display — feel free to ask shop staff for advice on coordinating items.

RECOMMENDED GOODS

Dried natto (fermented soybeans)



Sugar-coated soybean snack and minty white chocolate covered soybean snack



Opening hours > Mon-Sat: 10am-7pm, Closed Sun
Address > 2-6-24 Nakanobu, Shinagawa-ku
Tel > 03-3781-9898

ENSHUYA YOKOHARA SHOP

Morocco Yogurt

For a trip into Japan's past, find your way around old-timey sweets (called dagashi) and mame gashi (sweets made with beans) in this homey old store. Dagashi sweets are something most Japanese adults will know and feel nostalgia over, but are hard to find these days. Mamegashi are carefully selected and you'll find domestically well-known Asahimame from Hokkaido, and peanuts from Chiba Prefecture's Yachimata city, among other famed products. Another Enshuya specialty is its soft-serve ice cream, which features seasonal flavors like sakura in spring, and ramune (traditional lemon soda) in summer.



Umai-bo



Japanese Green Tea Shop ICHIGENEN

This green tea specialist shop is the place to find the perfect cuppa. Opened in 1926, it has served the community for almost 100 years, offering the best teas from all over Japan. Here you'll find everything from the latest popular matcha and long selling favorites to rare offerings you may not find elsewhere. Customers are met with a welcome drink of either matcha or sencha upon entry so they can get a taste for a sample of the shop's offerings. A green tea instructor is also onsite and can give recommendations based on season, occasion, and food.

Opening hours > Mon-Sat : 9am-7pm, Closed Sun
Address > 2-16-4 Nakanobu, Shinagawa-ku
Tel > 03-3782-2363



MINAMOTO

This rustic little shop serves many traditional Japanese snacks and sweets, and displays its wares with beautifully handwritten signs. Homemade rice balls with tamagoyaki (fried egg) and salty tuna fillings that line the display counter are great snacks if you're on the go. For those with a sweet tooth, traditional delights like dango (sweet dumplings made from mochi), kusamochi (mochi sweets with Japanese mugwort), and ohagi (made with sweet adzuki beans and mochi rice) will offer a culinary experience you may never have experienced before. Best enjoyed with a cup of hot green tea.

Minamoto's
homemade rice balls



RECOMMENDED
GOODS

Mochi
with beans



Opening hours > Mon-Sat : 7am-7pm
 Closed Sun
 irregularly
Address > 4-6-2 Nakanobu, Shinagawa-ku
Tel > 03-3781-8585

Opening hours > Mon-Sat : 10am-7:50pm
 Closed Sun
Address > 5-7-7 Nakanobu, Shinagawa-ku
Tel > 03-3781-2665

Origami



RECOMMENDED
GOODS



Thousand cranes
origami set

Stationery Shop KUZUMAKI

This small but well-stocked stationery shop has everything you need — perhaps even some things you didn't know you needed. From school accessories like notebooks, pencils, and book bags, to exclusive Japanese washi paper and origami, Kuzumaki packs plenty into its space. You'll find traditional Japanese toys like kendama in one corner and decorative wedding envelopes in another. This is the ideal stop for crafters, stationery nerds, and those simply looking for souvenirs. There are more treasures to be found, but you'll have to drop by to find them. Free wi-fi hotspot.



HINOYA

Hinoya prides itself on having one of Tokyo's best wine selections. Currently there are about 20,000 bottles in store, with 1,000 different wines at varying prices, so perfect for all budgets. Whether you're looking for a wine to be enjoyed straight away or as a gift, knowledgeable staff will guide you on how best to match it with food or for a special occasion. Hinoya imports wines directly from some of the most famous winemaking regions, including Bordeaux, Alsace, and all wine regions in Germany. Become a member (free) to receive an immediate 20% discount on price tags marked in yellow.



RECOMMENDED
GOODS



Brennfleck Silvaner
Iphofen

Opening hours > Mon-Tue & Thu-Sun : 10am-8pm
 Closed Wed
Address > 4-17-19 Ebara, Shinagawa-ku
Tel > 03-3781-2800

Opening hours > 9:30am-9:30pm daily
Address > 5-3-5 Nishi-Gotanda, Shinagawa-ku
Tel > 03-3493-6565

RECOMMENDED
GOODS



Kurokikonten
"Q"



NAITŌ SHŌTEN



This store specializes in Japanese sake, shochu, whisky and wine, and has been in business since 1912. With over 2,000 different items in stock, you're guaranteed to find what you're looking for. Browse traditional giant sake and shochu bottles at leisure, and ask staff any questions if you're unsure about anything. There are also smaller bottles available, perfect for souvenirs to take home and share with your friends. Visitors spending more than ¥5,001 are eligible for tax free services. Naitō Shōten will also deliver your goods to your hotel with a fee (takes one to two days).



Opening hours > Mon-Sat : 9am-6pm, Closed Sun & Hols
Address > 1-14-9 Higashi-Gotanda, Shinagawa-ku
Tel > 03-3443-8611



RECOMMENDED
GOODS

Sakamoto's
various flavored
miso pastes



Mixed miso

SAKAMOTO SHOTEN



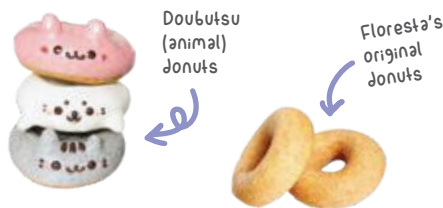
Opened in 1922, this miso specialty shop has been serving the local area for almost 100 years. Here, you can get an up close and personal look at this traditional seasoning, which is used to flavor many of Japan's most famous dishes. No two miso pastes are the same, and with the help of knowledgeable staff you can enjoy an aroma "tasting" to get insight into how different they can be — starting with their fragrance. Sakamoto Shoten offers sample packs of miso for international visitors and residents who are keen to try miso but don't want to commit to a standard 500g portion.

FLORESTA (Togoshi Ginza)

Using very few additives or preservatives, and using domestic ingredients as much as possible, Floresta strives to offer healthy yet flavorful donuts. The most popular items are donuts with cute animal designs, decorated by hand. Find your favorite and bite its head off! The animal designs change every day, and other offerings rotate seasonally, so there's always something new. Their donut rusks are also very popular and come in flavors including plain (Nature), Earl Grey, chocolate, and coffee. They're not only delicious but also make great souvenirs.



RECOMMENDED GOODS



Opening hours > Mon-Sun : 10am-8pm
Address > 2-18-8 Hiratsuka, Shinagawa-ku
Tel > 03-6426-2890



RECOMMENDED GOODS

TIME IN HEART CAT'S SHOP

Welcome to heaven for cat lovers and cat owners. First, find everything for your cat here: items range from toys, food and collars to daily care necessities. Then, find something for yourself: choose from a wide selection of bags, clothing and towels, as well as tableware and other household items — many of which you won't be able to find outside of Japan. Many items make excellent souvenirs to take home. Some English information about the products is available. If you see something you like, and later regret not buying it, check out the online store as they offer overseas shipping.



Opening hours > Mon-Sat : 12pm-8pm
 Closed Sun
Address > 1-29-31 Higashi-Shinagawa, Shinagawa-ku
Tel > 03-5463-1201



RECOMMENDED GOODS

NARAYA HONPO

Get a taste of traditional Japanese culture at this shodo (Japanese calligraphy) specialty store. Customers come from all over the world to buy calligraphy accessories here. Everything you could possibly need for the practice can be found at Naraya: brushes, ink, paper, books and frames for formal works. Veteran staff will guide you through your purchases, and advise you on the best accessories for your level. Whether you're a total beginner or a seasoned calligrapher, there'll be something to catch your eye with each visit. Both international and domestic delivery is available.



Opening hours > Mon - Sat : 10am-6pm
 Sun & Hols : 11am-5pm
 Closed 4th Tue & Wed of May, 12/30-1/5
Address > 3F TOC Bldg., 7-22-17 Nishi-Gotanda, Shinagawa-ku
Tel > 03-3494-2905

MIMORI TRADING

Find fur and leather items at extremely reasonable prices at this outlet shop that imports items from all over the world, including France, Italy, Taiwan and China. Get a touch of luxury in your day-to-day life by accessorizing with authentic fur-trimmed wraps, scarves, hair clips, and earrings galore. Large leather handbags in calf leather, and small pouches made from supple ostrich leather come in a selection of bright colors and designs to perfectly coordinate any outfit. Staff members are on hand to give any guidance you may need.

RECOMMENDED GOODS

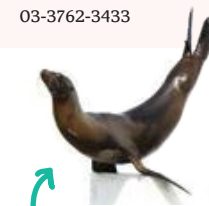


Opening hours > Mon-Sat : 9:30am-6pm
Address > TOC Bldg., 7-22-17 Nishi-Gotanda, Shinagawa-ku
Tel > 03-5437-4811



SHINAGAWA AQUARIUM

There are over 450 varieties of sea creatures here, numbering 10,000 individuals! From daring dolphin shows to amusing sea lion performances, there are plenty of activities to keep the whole family entertained. Move down to the basement floor of the building and walk under water through an aquarium tunnel and see stingrays, sea turtles and more from underneath! It's like exploring the bottom of the ocean. For international guests, Shinagawa Aquarium offers state of the art digital signage in English, Korean and Chinese. Download the app to access even more detailed information about each tank and the creatures that live there.



Popular sea lion and dolphin shows



Kitashinagawa Computer Classroom offers courses in computer literacy for all ages. Learn how to use an iPad, smartphone or computer in a warm and friendly environment. Skilled staff will help you along every step of the way — there's no need to feel shy about asking the same question twice! Most lessons are in Japanese, but there is some English language assistance available. There is a free wifi hotspot here too, so feel free to drop by while you explore the historical Kyu-Tokaido area.



KITASHINAGAWA COMPUTER CLASSROOM

Opening hours > Mon-Wed & Fri-Sat : 9:30am-5pm, Closed Thu & Sun
Address > 1F, 2-9-11 Kita-Shinagawa, Shinagawa-ku
Tel > 03-5463-9147





AMNET GOTANDA

At the largest arcade in Shinagawa ward you'll find three floors of fun, with games ranging from music and rhythm testers to traditional racing video games, and much, much more. Taiko (drum) games are among the most popular here, as well as soccer and Gundam-related games. For those wanting to test their skills and impress their friends, look no further than the many UFO catcher games, where you can win toys and more. Friendly staff members are on hand and are happy to help you figure out any machines you're not familiar with. A cellphone charging station is available.

Taiko no Tatsujin:
the famous arcade
drum game

POPULAR
MOST

Opening hours >
10am-00:45am daily
Address >
1-27-5 Nishi-Gotanda,
Shinagawa-ku
Tel > 03-3495-2183

OKAZAKI PHOTO STUDIO

This photo studio is in its third generation of ownership, starting in 1929. Focusing on portrait photos, Okazaki offers a number of photo packages for anniversaries, events, and more. For visitors to Japan or those simply wanting a commemorate photo in traditional garb, there is a package including kimono or yukata rental. Complete the look with a paper umbrella or a katana, and try out different traditional poses as the camera snaps away. For a truly special experience, get a dry plate portrait — the quality exceeds digital and film, and you will receive both a photograph and the original glass plate negative.



Wista's
classic 1965
Rittreck View
camera



Colton shoe
care products

RECOMMENDED
GOODS

CHAPLIN

Chaplin is a one-stop shop for bag and shoe repairs, and boasts the skills and confidence to say that even if another repair shop has said they can't help you, there may still be hope here. Whether you want a new strap for your bag or the old one adjusted, the heel of your shoe needs changing, or your suitcase needs a wheel replaced, this is the place to go. You'll also find plenty of shoe and bag accessories like insoles, waterproof shoe sprays, and more. Staff are also happy to give maintenance advice on how to keep your accessories in tip top shape.

Opening hours > 10am-7:30pm daily
Address > 3-5-15 Ebara, Shinagawa-ku
Tel > 03-3787-5387

Thai Traditional Massage Y-GARDEN

Y-Garden is on the second floor, away from crowded streets, offering a space of calm and tranquility for those needing a break from a busy day or simply a special treat. From reflexology, aromatherapy, and eye and head massage to traditional Thai massage, Y-Garden has a range of therapeutic services to relax your body and ease your mind. Staff members are professional and skilled, with some trained in Thailand. Non-Japanese speakers can feel at ease, as there is information in English explaining services on offer. Stop by for a superb Thai massage with a sprinkling of Japanese-style hospitality.



Opening hours > 11am-11pm daily
Final Reception 10pm
Address > 2F Hyakuban Bldg., 1-15-15
Togoshi, Shinagawa-ku
Tel > 03-6426-1755



Relax your senses

RECOMMENDED
THERAPY



Stretch your body



loneat
products

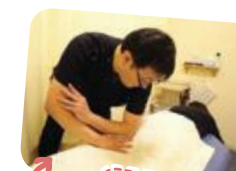
RECOMMENDED
GOODS

HAIR SALON RODAN

In business for over 50 years, this cute salon serves a broad clientele of all ages. Here you'll find great service with a smile, and a salon that puts both clients and the environment first. Outside of typical services like haircuts, dye jobs, and shoulder massages, they also provide a traditional barbershop-style face shave. Their head massage and spa service gives the scalp a deep clean, ridding you of both dead skin and easing your stress at the same time. Rodan is an eco-minded salon that uses and sells products that are kind to both your scalp and the environment.

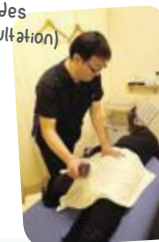


Opening hours >
Tue-Sun : 9am-8pm
Closed Mon & 2nd
and 3rd Tue of
every month
Address >
2-18-6 Hiratsuka,
Shinagawa-ku
Tel > 03-3785-3886



Chiropractic
session (first
treatment
includes
consultation)

RECOMMENDED
THERAPY



OKAWA CHIROPRACTIC HATANODAI SEITAIN

Opening hours >
Mon - Fri :
10am-8pm
Sat, Sun & Hols :
10am-6pm
Address >
1F Agario Bldg.,
4-7-5 Hatanodai,
Shinagawa-ku
Tel > 0120-517-626

Driven by the motto "We will give the support you need to live your life to the fullest," Okawa Chiropractic strives to give their patients the best care possible. Visitors or residents experiencing sudden pain or exhaustion from work or travel are welcome to stop by. Whether you're in need of pain management, general mental and physical care, or you simply want to improve your athletic performance, they can cater to your individual needs. Some English information is available and staff can communicate in basic English. Feel free to bring your children along to your appointment.



HAIR SALON GOTO

This traditional Japanese-style barbershop offers great haircuts and close shaves. The interior is spacious and airy, offering a great atmosphere to relax and chat while you get your hair done. Taking care of each individual customer's needs is Goto's motto, so although staff may not speak much English, they are happy to discuss hair designs through translation apps if needed. They are also well acquainted with the local area, so they'll be sure to help you find what you need nearby. Haircuts are followed by a relaxing shoulder and head massage, with options for a facial massage — and even ear cleaning!



Opening hours >
9am-7:30pm

Closed Tue &
2nd and 3rd Mon
of every month

Address > 2-11-1
Kita-Shinagawa,
Shinagawa-ku

Tel > 03-6433-3393



If you succeed,
you can get your
money back!

Opening hours >
7:30am-5:30pm
daily

Address >
2-2-3 Ebara,
Shinagawa-ku

Tel > 03-3785-1616

KAWARA WARI! (KAWARAWARI DOJO)



Ever wanted to feel like the karate kid or Bruce Lee? Now you can through kawarawari, which refers to breaking traditional Japanese roof tiles with your bare hands. In the ultimate battle of mind over matter, test your strength and mental fortitude by smashing a bunch of tiles. As an added bonus, you can pop up a video on social media to impress your friends back home. The experience can be catered looking for original souvenirs, you can find tableware and other household items made from the same material as the kawara tiles.



* SHOUYA HATANODAI
Opening hours: 4pm-2:30am
Closed New Year's hols
Address: 2F 3-12-3 Hatanodai,
Shinagawa-ku
Tel: 03-3786-1961

• SOBA RESTAURANT HATORI
Opening hours:
11am-3pm & 5pm-9pm daily
Address: 3-14-9 Futaba,
Shinagawa-ku
Tel: 03-3786-1297

• SPAGHETTI HOUSE OLIVE
Opening hours: 11:30am-9:30pm
Closed Sun & Hols
Address: 2F Hiranoya Bldg.,
2-7-12 Minami-Shinagawa,
Shinagawa-ku
Tel: 03-3474-3438

* TAKEMURA
Opening hours: 11:30am-2:30pm
(LO 1:30pm), 5:30pm-10pm
(reservation only, LO 7:30pm)
Closed Mon
Address: 5-12-3 Oi, Shinagawa-ku
Tel: 03-3775-0351

• TURKISH RESTAURANT
DEDE
Opening hours: 11am-2:30pm
& 5pm-11pm daily
Address: 5-6-17 Nakanobu,
Shinagawa-ku
Tel: 03-3786-5600

* YAKINIKU KAMETURU
Opening hours: 5pm-11pm
Closed Mon-Thu
Address: 2-6-20 Nakanobu,
Shinagawa-ku
Tel: 03-6426-6636

• YOSHIDAYA OOIMACHI
Opening hours:
Mon, Wed-Sat : 11am-3pm
& 5pm-9pm, Sun & Hols :
11am-9pm, Closed Tue
Address: 3-6-7 Oi, Shinagawa-ku
Tel: 03-5718-5501

* YOUSYOKU-YA KIHEI
Opening hours:
Mon : 6pm-10pm (LO 9:30pm),
Tue-Sat, Hols & day before :
11:30am-3pm (LO 2:30pm),
6pm-10pm (LO 9:30pm),
Closed Sun
Address: 1-14-23 Futaba,
Shinagawa-ku
Tel: 03-6451-3557

• RESTAURANT CHARTIER
Opening hours: Mon-Wed &
Fri-Sun : 11:30am-2:30pm
& 5pm-9:30pm, Closed Thu
Address: 2-8-4 Nakanobu,
Shinagawa-ku
Tel: 03-5702-0441

* SAISYOKUBI TUKIHO
Opening hours:
Takeout 10:30am-8pm,
Eat-in 11:30am-2pm,
6pm-8pm, Closed Sun & Hols
Address: 3-6-6 Futaba,
Shinagawa-ku
Tel: 03-6426-8585

GOODS : FOOD

* AGEHAMA
Opening hours: 10am-6:30pm
Closed Sun & Hols
Address: 1-1-2 Nishi-Oi,
Shinagawa-ku
Tel: 03-6809-9170

* COMMUNITY STORE
Kamurosaka-shita SUZUKI
Opening hours:
7am-11pm, Closed Sun
Address: 3-13-11
Nishi-Gotanda, Shinagawa-ku
Tel: 03-3491-1631

* YAMATOYA
Opening hours: 11:30am-8pm
Closed Mon & Hols
Address: 6-18-14 Minami-
Shinagawa, Shinagawa-ku
Tel: 03-3474-0719

• ENSHUYA YOKOHARA SHOP
Opening hours: Mon-Sat :
10am-7pm, Closed Sun
Address: 2-6-24 Nakanobu,
Shinagawa-ku
Tel: 03-3781-9898

• FLORESTA
(TOGOSHI GINZA)
Opening hours:
Mon-Sun : 10am-8pm,
Address: 2-18-8 Hiratsuka,
Shinagawa-ku
Tel: 03-6426-2890

• GLUTEN-FREE BAKERY
& CAFÉ KINNOHO
Opening hours:
11:00am-8:00pm daily
Closed irregularly
Address: 3-2-6 Koyama,
Shinagawa-ku
Tel: 03-3713-8341

• HINOYA
Opening hours:
Mon-Tue & Thu-Sun :
10am-8pm, Closed Wed
Address: 4-17-19 Ebara,
Shinagawa-ku
Tel: 03-3781-2800

• JAPANESE GREEN TEA
SHOP ICHIGENEN
Opening hours: Mon-Sat :
9am-7pm, Closed Sun
Address: 2-16-4 Nakanobu,
Shinagawa-ku
Tel: 03-3782-2363

• JAPANESE SWEETS
WAGASHITUKASA
TAMAGAWAYA
Opening hours: 10am-6pm daily
Address: 2-16-5 Kami-Osaki,
Shinagawa-ku
Tel: 03-3442-9158

• MINAMOTO
Opening hours: Mon-Sat :
7am-7pm, Closed Sun irregularly
Address: 4-6-2 Nakanobu,
Shinagawa-ku
Tel: 03-3781-8585

• NAITO SHOTEN
Opening hours:
9:30am-9:30pm daily

Address: 5-3-5 Nishi-Gotanda,
Shinagawa-ku
Tel: 03-3493-6565

• SAKAMOTO SHOTEN
Opening hours: Mon-Sat :
9am-6pm, Closed Sun & Hols
Address: 1-14-9 Higashi-
Gotanda, Shinagawa-ku
Tel: 03-3443-8611

• solco
Opening hours: Mon & Wed-
Sun : 11am-7pm, Closed Tue
Address: 1F, 1-3-13 Yutakacho,
Shinagawa-ku
Tel: 03-6426-8101

• THE LAVER AND JAPANESE
TEA OF YAMAKI-ITO
Opening hours: 10am-7pm,
Closed Sun & 1/1-1/3
Address: 2-28-1 Higashi-Oi,
Shinagawa-ku
Tel: 03-3761-8865

• UOKEI AKEBONO
FISHERIES CO., LTD.
Opening hours:
Mon-Sat :10:30am-7:30pm,
Closed Sun & Hols
Address: 1-6-18 Hiratsuka,
Shinagawa-ku
Tel: 03-3786-7777

GOODS : OTHER

• AMITIE
Opening hours: 11am-7pm daily
Address: 1-7-4 Hiratsuka,
Shinagawa-ku
Tel: 03-5749-5466

* FUSHIMI OPTICIAN CO.
Opening hours:
10am-7pm, Closed Thu
Address: 1F Meguro Central
Square, 3-1-1 Kami-Osaki,
Shinagawa-ku
Tel: 03-3441-2034

* GIGI
Opening hours: 12pm-7pm,
Closed Sun, Mon & Hols
Address: 2-17-4 Minami-
Shinagawa, Shinagawa-ku
Tel: 03-5796-2720

* HUSH PUPPIES OIMACHI
SHOES SHOP
Opening hours:
11am-7pm, Closed Tue
Address: 1-1-16 Oi,
Shinagawa-ku
Tel: 03-3778-2492

* JEWELRY IMON
OOI-BRANCH
Opening hours: 10am-8:30pm
Address: 5-15-3 Higashi-Oi,
Shinagawa-ku
Tel: 03-3450-4818

* KIKUCHI DENKI
Opening hours:
9am-7:30pm, Closed Wed
Address: 2-18-1
Higashi-Magome, Ota-ku
Tel: 03-3777-7374

* KIMONO AND JAPANESE
GOODS OWARIYA
Opening hours:
9am-6pm, Closed Sun & Hols
Address: 2-4-21 Kita-
Shinagawa, Shinagawa-ku
Tel: 03-3471-3748

• MIMORI TRADING
Opening hours:
Mon-Sat : 9:30am-6pm
Address: TOC Bldg., 7-22-17
Nishi-Gotanda, Shinagawa-ku
Tel: 03-5437-4811

• NARAYA HONPO
Opening hours: Mon - Sat :
10am-6pm, Sun & Hols :
11am-5pm, Closed 4th Tue
& Wed of May, 12/30-1/5
Address: 3F TOC Bldg., 7-22-17
Nishi-Gotanda, Shinagawa-ku
Tel: 03-3494-2905

* COSMETICS STORE
OSHIMAYA
Opening hours: 11am-7pm
Closed Wed, Sun & Hols
Address: 3-8-10 Nakanobu,
Shinagawa-ku
Tel: 03-3781-7248

* PARETTO
Opening hours: 10am-7pm
Closed New Year's Hols
Address: 1F Honma Bldg.,
2-13-6 Hiratsuka, Shinagawa-ku
Tel: 03-5702-0203

• PET SMILE
Opening hours: 11am-8pm daily
Address: 2-6-4 Togoshi,
Shinagawa-ku
Tel: 03-5751-8697

* PET SMILE
Togoshiginza-ekimaeten
Opening hours:
11am-8pm daily, Closed 1/1-1/3
Address: 2-17-11 Hiratsuka,
Shinagawa-ku
Tel: 03-3781-9382

• STATIONERY SHOP
KUZUMAKI
Opening hours: Mon-Sat :
10am-7:50pm, Closed Sun
Address: 5-7-7 Nakanobu,
Shinagawa-ku
Tel: 03-3781-2665

* TANEDA MOTORCYCLES
Opening hours: 9:30am-8pm
Address: 3-13-15 Nakanobu,
Shinagawa-ku
Tel: 03-3785-1294

• TIME IN HEART CAT'S SHOP
Opening hours: Mon-Sat :
12pm-8pm, Closed Sun
Address: 1-29-31 Higashi-
Shinagawa, Shinagawa-ku
Tel: 03-5463-1201

SERVICES

• AMNET GOTANDA
Opening hours:
10am-00:45am daily
Address: 1-27-5 Nishi-Gotanda,
Shinagawa-ku
Tel: 03-3495-2183

* BEAUTY PARLOR
VINCENNES
Opening hours: 10am-7pm,
Closed Tue and first Wed of
every month
Address: 1F YK Bldg., 1-28-7
Kita-Shinagawa, Shinagawa-ku
Tel: 03-3471-3042

• CHAPLIN
Opening hours:
10am-7:30pm daily
Address: 3-5-15 Ebara,
Shinagawa-ku
Tel: 03-3787-5387

* COSMO CLEANING
Opening hours:
Mon-Sat : 8am-9pm, Closed Sun
Address: 2-8-10 Nishi-
Shinagawa, Shinagawa-ku
Tel: 080-5679-6906,
03-3491-1038

• HAIR SALON GOTO
Opening hours: 9am-7:30pm
Closed Tue & 2nd and 3rd Mon
of every month
Address: 2-11-1 Kita-
Shinagawa, Shinagawa-ku
Tel: 03-6433-3393

• HAIR SALON RODAN
Opening hours: Tue-Sun :
9am-8pm, Closed Mon & 2nd
and 3rd Tue of every month
Address: 2-18-6 Hiratsuka,
Shinagawa-ku
Tel: 03-3785-3886

• KAWARA WARI!
(KAWARAWARI DOJO)
Opening hours:
7:30am-5:30pm daily
Address: 2-2-3 Ebara,
Shinagawa-ku
Tel: 03-3785-1616

• KITASHINAGAWA
COMPUTER CLASSROOM
Opening hours: Mon-Wed
& Fri-Sat 9:30am-5pm,
Closed Thu & Sun
Address: 1F, 2-9-11 Kita-
Shinagawa, Shinagawa-ku
Tel: 03-5463-9147

* NEWWORLD CLEANING
Opening hours: 8:30am-7pm,
Closed Sun & Hols
Address: 3-5-3 Kami-Osaki,
Shinagawa-ku
Tel: 03-3473-0356

• OKAWA CHIROPRACTIC
HATANODAI SEITAIIN
Opening hours:
Mon-Fri : 10am-8pm
Sat, Sun & Hols : 10am-6pm
Address: 1F Agario Bldg.,
4-7-5 Hatanodai, Shinagawa-ku
Tel: 0120-517-626

• OKAZAKI PHOTO STUDIO
Opening hours: Mon-Sat :
9am-7pm, Closed Sun & Hols
Address: 1-21-9 Higashi-
Gotanda, Shinagawa-ku
Tel: 03-3445-1505

* SUGIYA-MASSAGE
Opening hours: Mon, Wed
& Sat: 11am-8pm, Fri & Sun :
2pm-8pm, Tue : 1pm-8pm
(Last appointment 7:30pm),
Closed Thu & Hols
Address: 7-16-3 Koyama,
Shinagawa-ku
Tel: 03-6426-6173

• THAI TRADITIONAL
MASSAGE Y-GARDEN
Opening hours: 11am-11pm,
Final Reception 10pm
Address: 2F Hyakuban Bldg.,
1-15-15 Togoshi, Shinagawa-ku
Tel: 03-6426-1755

* WATANABE ACUPUNC-
TURE, MOXIBUSTION &
SHIATSU CLINIC
Opening hours:
10am-9pm, Closed Sat
Address: 201, 3-33-1
Minami-oi, Shinagawa-ku
Tel: 03-3766-0076

OTHER

* GALLERY REN
Opening hours: 11am-6pm,
Closed Mon & Irregular occasions
Address: 1-24-21 Kita-
Shinagawa, Shinagawa-ku
Tel: 090-8230-3512

• SHINAGAWA AQUARIUM
Opening hours: 10am-5pm
Mon & Wed-Sun, Closed Tue
Address: 3-2-1 Katsushima,
Shinagawa-ku
Tel: 03-3762-3433

INDEX

Aside from the featured venues in this brochure, there are plenty more restaurants, shops and services to explore in Shinagawa. In the following list, those with * marks are not listed on the intro pages but are dedicated to wholeheartedly welcoming foreigners with omotenashi spirit.

RESTAURANTS

• ALL DAY BRUNCH TO GO
Opening hours:
Mon-Fri : 7:30am-5pm,
Sat & Hols : 10am-5pm
Closed when sold out & Sun
(Due to the irregular close,
please call before visiting)
Address: 1F, 5-6-16 Nakanobu,
Shinagawa-ku
Tel: 03-6886-1603

• BEANS STATION
Opening hours:
Mon-Fri : 8am-6pm,
Sat : 10am-5pm, Closed Sun
Address: 2-1-14 Minami-
Shinagawa, Shinagawa-ku
Tel: 03-5463-5228

• BISTRO LAPIN D'OR
Opening hours:

Mon-Fri : 11:30am-2pm
& 6pm-10pm, Sat : 12pm-2pm
& 6pm-10pm, Closed Sun
Address: 2-14-14
Minami-Shinagawa,
Shinagawa-ku
Tel: 03-3450-1876

• CHINESE RESTAURANT
AJIMARU
Opening hours: Tue-Sun
: 11:30am-2:30pm & 5pm-
9:30pm, Closed Mon, Sun's
dinner time, and when sold out
Address: 1F Honda Bldg.,
2-23-1 Kita-Shiagawa,
Shinagawa-ku
Tel: 03-3458-0939

• CHINESE RESTAURANT
TOKYO SHUROH
Opening hours:
Mon-Fri : 11:30am-2pm

& 5pm-10pm, Sat-Sun :
11:30am-2pm & 5pm-9pm
(Irregularly closed, please call
before visiting.)
Address: 1-4-8 Nishi-Gotanda,
Shinagawa-ku
Tel: 03-3493-1181

• CHINESE RESTAURANT
YAMAKOHANTEN
Opening hours:
Tue-Sun : 11:30am-2:50pm &
5pm-9:30pm, Closed Mon
Address: 5-13-15 Nakanobu,
Shinagawa-ku
Tel: 03-3782-4990

* Entrée de Chateau
Opening hours: 12pm-2:30pm
& 6pm-11pm (Reservation only)
Address: 205, 1-24-4
Nishi-Gotanda, Shinagawa-ku
Tel: 090-3202-6138

• HANDMADE 100% SOBA
KYOTO
Opening hours:
Tue-Sun : 11:30am-2:30pm,
5:30pm-9pm, Closed Mon
Address: 2-5-4 Togoshi,
Shinagawa-ku
Tel: 03-5702-2136

* KARAOKE SNACK ASOKO
Opening hours: 6pm-12:30am
daily (karaoke ends 12am)
Closed 1/1
Address: 2-3-11
Kitashinagawa, Shinagawa-ku
Tel: 03-3450-8691

• KOHIKAN
Opening hours:
Mon-Fri : 7am-9pm,
Sat, Sun & Hols : 7am-7pm
Address: 1-1-16 Oi, Shinagawa-ku
Tel: 03-3778-7557

• MASALA
Opening hours: Mon-Fri :
11am-3pm & 5pm-10pm,
Sat, Sun & Hols : 11am-3:30pm
& 5pm-10pm
Address: 1F Tanakaya Bldg.,
3-5-6 Minami-Shinagawa,
Shinagawa-ku
Tel: 03-5495-9110

* RAINBOW
Opening hours: Lunch Mon-Fri :
11:45am-2:30pm (LO 2pm)
Dinner Tue-Sat : 7pm-11pm
(food LO 10pm, drinks LO
10:30pm), Closed Sun
& Irregular occasions
Address: 1-25-3 Oi, Shinagawa-ku
Tel: 03-3772-5566

• REPUBLIC OF NOODLE
Opening hours:
Mon-Fri : 11am-2pm

& 5pm-9pm, Sat & Hols :
11:30am-2pm & 5pm-8pm
Closed Sun
Address: 1-11-1 Oi,
Shinagawa-ku
Tel: 03-3776-7774

• RESTAURANT CHARTIER
Opening hours: Mon-Wed &
Fri-Sun : 11:30am-2:30pm
& 5pm-9:30pm, Closed Thu
Address: 2-8-4 Nakanobu,
Shinagawa-ku
Tel: 03-5702-0441

* SAISYOKUBI TUKIHO
Opening hours:
Takeout 10:30am-8pm,
Eat-in 11:30am-2pm,
6pm-8pm, Closed Sun & Hols
Address: 3-6-6 Futaba,
Shinagawa-ku
Tel: 03-6426-8585

Publisher

Shinagawa City
Shinagawa Ward Shopping Street Federation
1-28-3 Nishi-Shinagawa, Shinagawa-ku, Tokyo 141-0033
<http://shoren.shinagawa.or.jp/>

Production

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■表紙

品川区の商店街

「街の伝統的なショッピングストリートの魅力を見つけよう！」

■3 ページ

「これまで知らなかった商店街を見つけよう！」

東京はせわしなく動き、摩天楼のような街であり、たくさんの買い物や食事をする場所のある街として知られ、愛されているけれども、ローカルなショッピングストリートで見つけるものの方がより魅力があるかもしれません。それは商店街と呼ばれ、この昔からある小道は電車の駅の近くに多くあり、ポップなお店、親しみやすい飲食店、他興味を引く商品やサービスがあるお店で一杯です。温かい笑顔に包まれ、人間の物語があり、強い地域性と歴史があります。品川区には全部で 104 の商店街があり、そのどれもが独自性のあるものです。忙しいビジネスの地区に囲まれた商店街は高層ビルと対照的ですが、商店街で会う人々はもっと深い東京や日本を他のなにより、あなたの記憶に残すでしょう。

たくさんの興味深いお店やレストランを見て、注意を引くものを見つけて立ち止まってみて下さい。刺身やそば、天ぷら、ラーメン等日本食を味わうことができます。また、伝統的な日本の菓子から近代的な西洋の菓子までおいしいスイーツを見つけることができます。午後の休憩時間ではおいしい珈琲や緑茶を飲み、おみやげを買いにお店を見て下さい。特にオススメなのが、ハンドメイドの和紙、美しい書道セット、地方のお酒や焼酎です。最後にゲームセンターに立ち寄り、マッサージで自分自身を労れば、素晴らしい1日となるでしょう。

■ 4 ページ

珈 琲 館

このレトロなコーヒーショップは大井町駅から少し歩いたところにあります。ここでは笑顔と明るいおもてなしで迎えられます。店内ではコーヒー好きな人のために待ち時間を楽しませてくれるコーヒーサイフォンもあります。香り豊かなコーヒーだけでなく、作りたてのサンドイッチ、パンケーキ、軽食やランチも用意されています。ちょっと新しいものを試したければ、カフェシンフォニーを試してみてください。これはコーヒーゼリーをベースとしたデザートで、ホイップクリームと砕いたビスケットが添えられています。また、分煙されているお店です。

開店時間：月曜日から金曜日 午前 7 時～午後 10 時

土曜日・日曜日・祝日 午前 7 時～午後 7 時

住所 ：品川区大井 1-1-16

電話番号：03-3778-7557

■ 5 ページ

麵' s 共和国

チャームングでフレンドリーな店主との時間を楽しみに食事に来て下さい。麵' s 共和国は 1975 年に開店し、今の店主は両親からこの店を引き継ぎました。彼は英語、中国語、フランス語、ドイツ語、イタリア語、スペイン語を少し話します。完璧に話すことはできないけれども、誰でも歓迎され、食事を楽しめます。大井町のことでちょっと聞きたいと思ったら、いろいろ教えてもらえます。名前からも分かるように、ラーメンやつけ麵を含むいろいろな麵メニューが豊富で、健康的なたっぷりの野菜が乗っています。

開店時間：月曜日から金曜日 午前 11 時～午後 10 時

土曜日・祝日 午前 11 時半～午後 7 時

定休日 日曜日

住所 ：品川区大井 1-11-1

電話番号：03-3776-7774

■ 18 ページ INDEX

品川にはこのパンフレットに掲載されている以外にもたくさんの飲食店やショップ、サービスがあります。次のリストの＊マークが付いているお店は前のページに掲載はされていませんが、外国人に対しておもてなしの精神を持ち、お客様に尽くそうとしているお店です。

商店街おもてなし店PR事業 英語冊子配布先一覧

平成30年3月30日時点

NO.	種別	配布先
1	行政機関	東京都庁第1本庁舎1F（東京観光情報センター）
2		中小企業センター1F・2F
3		国際友好協会（区役所第三庁舎4F）
4		資料コーナー（区役所第三庁舎2F）
5		戸籍住民課（区役所議会棟3F）
6		地域活動課国際担当（区役所第二庁舎6F）
7		広報広聴課（区役所本庁舎5F）
8		地域センター（区内13か所）
9	空港	羽田空港京急ツーリストインフォメーションセンター横
10		羽田空港国際線旅客ターミナル2階（東京観光情報センター）
11	ホテル	ゲストハウス品川宿
12		ハートンホテル東品川
13		ホテルロイヤルオーク五反田
14		ダイワロイネット
15		ホテルマイステイズ大森
16		ヴィアイン東京大井町
17		フレックスステイイン品川
18		東急ステイ五反田店
19	駅	東京モノレール浜松町駅（品川PRコーナー）
20		大井町駅（中央口改札下まちかど観光案内所、東急線構内）
21		京成上野駅（東京観光情報センター）
22		立川駅（東京観光情報センター）
23		蒲田駅（東急線構内）
24	その他	掲載店舗（70店舗）
25		バスタ新宿（東京観光情報センター）
26		大崎駅バスターミナル
27		東京ツーリストインフォメーションセンター有楽町
28		しながわ観光協会
29		しながわ水族館（掲載店への送付とは別）
30		戸越銀座商店街事務所（観光案内所）
31		中延商店街事務所
32		荏原町商店街事務所
33		武蔵小山商店街事務所
34		北品川商店街事務所
35		KAIDO BOOKS（北品川）
36		八芳園

○都市型観光について ～商店街支援(外国人受け入れ等)について～

区 民 委 員 会 資 料
令 和 元 年 1 2 月 2 日
文 化 ス ポ ー ツ 振 興 部 文 化 観 光 課

1. 都市型観光と商店街

平成28年3月に策定した「品川区都市型観光プラン」において、「都内随一の元気な商店街」として、観光資源に位置付けている。区内各地に点在する商店街は、歴史やグルメに特化したもの、また集客力のあるイベントを開催するなど、様々な特色を持っている。

商店街は、区民の普段の生活に密着した、品川区の目指す生活環境そのものを舞台とした「都市型観光」の実践に欠かすことのできない重要な観光資源である。

2. 商店街支援の概要(文化観光課)

ラグビーW杯期間中は訪日外国人を中心に各開催地が大きな賑わいを見せた。2020東京大会での区内来訪者による需要の高まりが期待される。また、商店街の活性化を目的とした支援事業にも積極的取り組んでいる。

- ・外国人観光客おもてなしガイドブック
- ・謎解きウォーク
- ・えばら観光フェア
- ・しながわ観光大使の出演

外国人観光客おもてなしガイドブック (執行額 1,602千円)

○外国人のお客様への接客に使える「指で示せるフレーズ」を中心に“おもてなし”に役立つ情報をまとめたガイド

- 品川区商店街連合会の協力で飲食・販売営業の加盟店に配布(3,000部)
- 英語と中国語(簡体字・繁体字)に対応



謎解きウォーク (今年度予算額 2,300千円)

○商店街を舞台に謎を解くヒントを掲示、参加者は回答冊子(右写真)を手により各商店街の謎を解き最終回答を導き出す体験型イベント

- 参加者が商店街を巡ることによる、経済効果と認知度向上が目的
- 実施期間1ヶ月、回答冊子10,000部
- WEBメディア掲載件数は約60件
- 参加者の約25%は区外在住者



えばら観光フェア (今年度予算額 6,000千円)

○西小山駅前を中心に、地元町会や商店街、有志の方々と連携。和文化を中心とし、観光機運の醸成を図る

- ステージで西小山音頭、三味線ライブ、寸劇などを披露
- ブースは、隈取りや殺陣体験、地元飲食店・雑貨店、FMしながわなど多数出展



しながわ観光大使の出演 (出演料 350千円/回)

- 商店街イベントの賑わい創出とともに、しながわ観光大使としての認知度向上を図る
- 2020東京大会に向けては、品川区3競技応援キャラクターとのコラボ企画を実施
- 品川区オリジナルソング「笑顔の魔法」をPR



戸越銀座ハロウィンイベント(平成30年度)



欢迎光临

いらっしやい
ませ



Welcome to
our store.

歡迎光臨

外国人のお客様をおもてなし

指で示せる接客フレーズ & 役立ちツールガイド



明日からできる 外国人のお客様に接客で“おもてなし”を

この冊子は、外国人のお客様への接客に使える「指で示せるフレーズ」と「おもてなし」に役立つ情報をまとめたガイドです（英語、中国語（簡体字、繁体字）に対応）。外国人のお客様とのコミュニケーションにご活用ください。

※繁体字とは伝統的な字体のことで、主に台湾や香港で使われています。繁体字を簡単に覚えやすとしたのが簡体字で、主に中国大陆やシンガポールなどで使われています。

おもてなしのポイント

外国人のお客様と接するときは、次のポイントを意識してみましょう。

1 気持ちや姿勢が大切です

言葉が伝わらなくても、「一生懸命対応してくれたことが嬉しかった」と感じるものです。人と接するときの基本は、外国人も日本人も一緒。笑顔で、誠心誠意接することが大切です。

2 マナーはそれぞれです

マナーが悪い外国人のお客様を見かけることがあるかもしれませんが、文化、風習、宗教はそれぞれ異なりますので、食事のマナーなどが日本と同じとは限りません。違いがあることを理解し、接するようにしましょう。

訪日外国人の多くは、 日本での食事とショッピングを楽しみにしています

外国人のお客様を受け入れることは、お店にとって大切になってきています。

外国人のお客様が食事やショッピングを楽しめるように、できることから始めてみましょう。

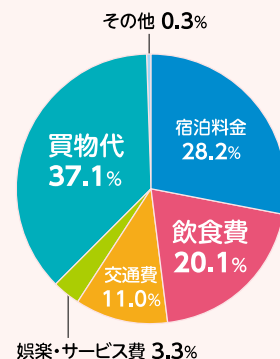
訪日前に期待していたこと



訪日外国人の旅行支出平均

153,921円/人

訪日外国人旅行者消費額内訳

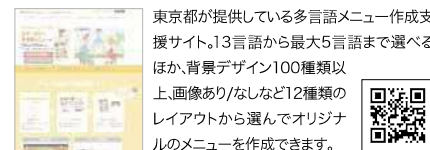


（観光庁：訪日外国人の消費動向 平成29年報告書より）

外国人のお客様を受け入れるために

外国人のお客様を受け入れるために役立つツールや必要な対応についてご紹介します。

飲食店無料翻訳サービス「EAT TOKYO」



① メニューは写真付きがわかりやすい

日本語を読めない外国人のお客様でも、写真入りのメニューがあれば、指で示すだけで注文ができるので便利です。

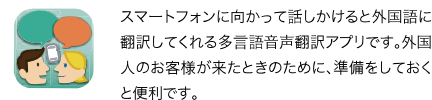
決済サービス

現金派が多い日本とは異なり、海外ではクレジットカードでの支払いが普通です。また中国ではWeChatペイやAlipayといったアプリ決済を利用する人も多いためです。お客様の利便性向上のために対応できるといいでしょう。

Wi-Fi

ちょっとした調べものやSNSの投稿など、訪日外国人にとってインターネットに接続できる環境はとても大切です。店内でWi-Fiを整備してお客様を呼び込みましょう。

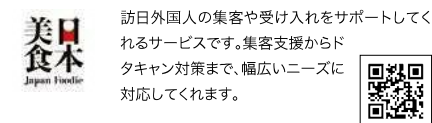
多言語音声翻訳アプリ「VoiceTra」(ボイストラ)



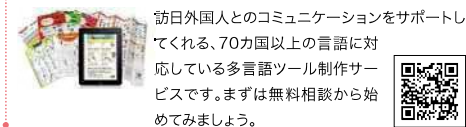
VoiceTraは研究用アプリです。試験的にご利用いただけますが、VoiceTra技術を活用した民間サービス(※)のご利用もご検討ください。
※http://gcp.nict.go.jp/news/products_and_services_GCP.pdf
提供元：情報通信研究機構(NICT)



飲食店紹介サービス「日本美食」



指差し会話ツール



品川区内における“おもてなし”の取り組み

武蔵小山商店街「英語少し通じます商店街」プロジェクト

少しの英語に「おもてなし」の気持ちを込め、外国人のお客様を積極的に受け入れることを目的としたプロジェクトで6店舗が参加しました。外国人講師に直接質問でき、実際に英語での接客に挑戦しました。実践的な内容なのですぐに活かせそうです。

▶武蔵小山商店街振興組合より

イタリアン&ビストロ BISTRON 荏原町店

EAT TOKYOを活用して多言語メニューを展開しています。メニューに写真をつけることで、説明が難しい場合でもどんな料理なのか伝わり、オーダーもスムーズになりました。お客様にとってもスタッフにとってもストレスがなくなり、よかったです。

▶イタリアン&ビストロ BISTRON 荏原町店 店長より

船清

日本の文化が体験できるということと、ホームページを英語対応にしていることもあり、外国人のお客様にも多くご利用いただいています。料理の品数も多く、それぞれ食材が違いますので、どんな食材を使っているかひと目で伝えられるアイコンはとても便利です。

▶屋形船・クルーザー 船清 女将より

北品川商店街通訳機導入

外国人のお客様が増えてきていることもあり、簡単に外国語対応ができる通訳機を導入しました。使い方が覚えれば、あとは話しかけるだけなので使いやすいです。突然外国人のお客様が来て慌てずすむので安心しておもてなしできます。

▶北品川商店街協同組合より

指で示せる 接客フレーズ


飲食店、物販店での接客によく使われるフレーズです。
伝えたいフレーズを指差しで示し、
外国人のお客様とコミュニケーションを取ってみましょう。

～基本のフレーズ～

「いらっしゃいませ」「ありがとうございます」は日本語で声掛けしましょう！

飲食店 	物販店 
いらっしゃいませ Welcome to our store. 欢迎光临 欢迎光临	なにかお探ですか Are you looking for something? 您需要什么？ 您在找什麼呢？
少々お待ちください Please wait a moment. 请稍等 請稍候	大変お待たせいたしました I'm sorry to have kept you waiting. 让您久等了 讓您久等了
飲食物の持ち込みはできません You can't bring food or beverages in here. 不能带饮料和食物入内 禁止攜帶飲食入内	申し訳ございません I'm sorry. 非常抱歉 很抱歉
ありがとうございます Thank you. 谢谢 謝謝	

飲食店 	何名様ですか？ How many people? 请问您几位？ 請問幾位？	タバコは吸いますか？ Do you smoke? 您吸烟吗？ 是否吸菸？
全席禁煙です All seats are non-smoking. 店内禁止吸烟 店內全面禁菸	ただいま満席です We don't have any seats available right now. 现在没有空位 目前店內客滿	席にご案内します I'll show you to your seats. 我带您到座位上 我將為您帶位
ご予約はされていますか Do you have a reservation? 您预约了吗？ 您有沒有預約？	お席の準備まで○分かります Your seats will be ready in ○ minutes. ○分钟以后可以为您准备好座位 請稍候○分鐘，我們將為您安排座位	

物販店 	ごゆっくりご覧ください Please take your time to look. 请慢慢看 請慢慢看	手に取ってご覧ください Please pick it up and look at it. 请不妨拿起来看看 請用手拿起來看一看
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① 食べ物の持ち込み禁止を伝える

別のお店で買った食べ物を持ち込める国や地域もあります。持ち込み禁止であることをお店の入口などに掲示しておくことが大切です。

外国人のお客様からのご質問には裏表紙をお見せください。



注意書きは 多言語で

前もってお知らせしたいことは、多言語（日本語、英語を含めて3言語以上を併記）で
注意書きを作成したり、店内に掲示したり、メニュー表に記載することが望ましいです。

～接客のフレーズ～

飲食店 	物販店 		お支払いは現金のみです We only accept cash. 只能用現金支付 限現金付款
クレジットカードは使用できません Credit cards are not accepted here. 不能使用信用卡 無法使用信用卡			このクレジットカード / 電子決済サービスが使用できます You can use these credit cards and/or electronic money services. 可以使用这种信用卡 / 电子支付服务 可使用此信用卡、電子支付服務 
こちらに署名してください Please sign here. 请在此处签名 請在這裡簽名			
暗証番号を入力してください Please enter your PIN number. 请输入密码 請輸入密碼			
価格は 税込み / 税抜き 価格です The price includes tax / The price does not include tax. 价格为 含税 / 不含税 价格 價格為 含税 / 未含税 價格			領収書は必要ですか？ Do you need a receipt? 您需要发票吗？ 是否需要收據？

指で示して必要枚数を伝えてください



指で示せる 接客フレーズ

～接客のフレーズ～

飲食店 注文時



注文が決まりましたら店員にお声掛けください

Please tell a staff member when you're ready to order.

需要点菜时请叫服务员
決定點餐後，請通知店員

ボタンを押すと店員が来ます

A staff member will come when you push the button.

按下按钮后服务员就会来
按下服務鈴後，店員即會前來

ご注文はお決まりですか？

Are you ready to order?

请问您需要点菜吗？
您是否已經決定點餐內容？

先に食券を買ってください

Please buy a meal ticket first.

请先购买餐券
請先購買餐券

何か飲み物はいかがですか？

Would you like something to drink?

您要喝点什么吗？
需不需要點用飲料？

こちらがおすすめメニューです

These are our recommended items.

这是本店推荐菜
這是本店推薦菜色

熱いので気をつけてください

It's hot, so please be careful.

很烫，请注意
餐點燙口，請多加小心

注文はすべて揃いましたか？

Did you receive everything you ordered?

请问您点的菜都上齐了吗？
您點的餐點是否已經到齊？

何か必要なものはありますか？

Is there anything you need?

您有什么需要的东西吗？
有沒有什麼需要的東西？

スプーン
Spoon
勺子
湯匙

ナイフ
Knife
刀子
刀子

フォーク
Fork
叉子
叉子

お箸
Chopsticks
筷子
筷子

水
Water
水
水

取り皿
Extra plates
小碟
分食用的盤子

お手ふき
Hand towel
擦手巾
擦手巾

エプロン
Apron
围裙
圍裙

メニュー
Menu
菜单
菜單

その他
Something else
其它
其他

VoiceTraへ



P.3

食べられない食材はありますか？

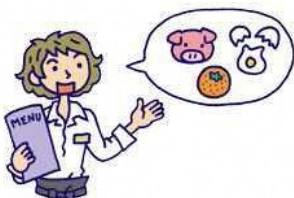
Are there any ingredients that you can't eat?

您有忌口的食材吗？
有沒有無法食用的食材？

このメニューには〇〇が入っています

This dish has 〇〇 in it.

这道菜里有〇〇
這道菜中有放〇〇



乳製品
Dairy products
乳制品
奶製品

卵
Eggs
鸡蛋
雞蛋

小麦
Wheat
小麦
小麥

そば
Buckwheat
荞麦
蕎麥

落花生
Peanuts
花生
花生

えび
Shrimp
虾
蝦

かに
Crab
螃蟹
螃蟹

牛肉
Beef
牛肉
牛肉

豚肉
Pork
猪肉
豬肉

鶏肉
Chicken
鸡肉
雞肉

大豆
Soybeans
大豆
大豆

あわび
Abalone
鲍鱼
鮑魚

いか
Squid
鱿鱼
花枝

いくら
Salmon roe
鲑鱼籽
鮭魚卵

オレンジ
Oranges
橙子
柳橙

キウイ
Kiwi
猕猴桃
奇異果

クルミ
Walnuts
核桃
胡桃

さけ
Salmon
鲑鱼
鮭魚

さば
Mackerel
鲭鱼
鯖魚

松茸
Matsutake mushrooms
松茸
松茸

桃
Peaches
桃子
桃子

山芋
Yam
山芋
山藥

リンゴ
Apples
苹果
蘋果

バナナ
Bananas
香蕉
香蕉

カシューナッツ
Cashews
腰果
腰果

ごま
Sesame
芝麻
芝麻

ゼラチン
Gelatin
明胶
吉利丁（魚膠）



～接客のフレーズ～

飲食店 ① 注意点



これはお通しで、料金がかかります

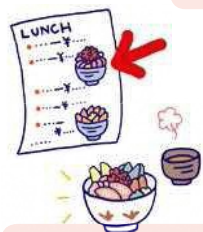
This is a starter called *otoshi*. It costs a small amount.

这是餐前小菜，需要收费
這是下酒菜，需要付費

〇%のサービス料がかかります

There is a 〇 % service charge.

收取〇% 的服务费
將收取〇%的服務費



1人1品以上注文してください

Please have each person order at least one item.

每人請点一道菜以上
每1人請點用1道菜以上

写真と実物は異なる場合がありますので、ご了承ください

Please be aware that actual items may look different from the photographs.

照片与实物可能有所不同，敬请谅解
照片僅供參考，可能與實物有別，敬請包涵

知っておくと安心

You can relax if you know this!

小知识！ | 先知道，更放心！



お通しとは？

What is *otoshi*? 什么是餐前小菜？ 何謂下酒菜？

主に居酒屋などのお酒を飲む店で、料理を注文する前に出される簡単な前菜。席料のようなもので、別途料金がかかります。

Otoshi is a simple dish that usually comes out before you have ordered, and it is mainly found at Japanese pubs or other restaurants that serve alcohol. Otoshi is similar to a table charge and generally costs a small fee.

主要是在居酒屋等饮酒餐馆，在上客人所点的菜之前上的简单开胃菜，类似座位费，需另外付费。

主要是在居酒屋等饮酒的店内，在客人所点用的餐点上菜前所送上的简单前菜，类似座椅费之类的東西，需要另外付费。

飲食店 ② 会計時



お会計はテーブルをお願いします

Please pay for your meal at the table.

请在座位上结账
請於桌前結帳

お会計はレジをお願いします

Please pay for your meal at the register.

請去收銀台结账
請於收銀機前結帳



お会計はご一緒でよろしいでしょうか

Will this all be together?

请问是一起结账吗？
是否一起結帳？



お持ち帰りはできません / お持ち帰りできません

You can't get take-out. / You can get take-out.

不能打包 / 可以打包
不可外帶 / 可外帶

① サービス料は事前にお知らせ

外国人のお客様から「なぜ支払う必要があるのか」とクレームになることがあります。サービス料がかかる場合は事前にお知らせしましょう。

② 会計がレジの場合は

海外ではテーブルで会計を済ませるのが一般的。レジで会計を行う場合には、そのことを伝えましょう。

～接客のフレーズ～

物販店 買い物中



店内の撮影はご遠慮ください

Please do not take photographs inside the shop.
店内請勿拍照
請勿在店內攝影

商品を開けないでください

Please do not open the products.
請不要打開商品
請勿開封商品

いくつ必要ですか？

How many do you need?
您需要多少？
需要幾份？

試着できます / できません

You can try it on. / You can't try it on.
可以試穿 / 不能試穿
可試穿 / 不可試穿

試食できます / できません

You can try tasting it. / You can't try tasting it.
可以試吃 / 不能試吃
可試吃 / 不可試吃



この商品が人気です

This product is popular.
本商品人氣很高
這項商品很受歡迎

よくお似合いです

It looks good on you.
非常適合您
非常適合您

これは限定品です

This is a limited item.
這是限定品
這是限定商品



これは日本製です

This is made in Japan.
這是日本製造
這是日本製的商品

在庫がありません

We don't have this in stock.
沒有庫存
沒有庫存

この商品には色違いがあります

We have this item in different colors.
本商品有不同顏色款式
這項商品還有不同色款

お探しのものはありましたか？

Did you find what you were looking for?
您找到需要的東西了嗎？
您找到要的東西了嗎？

物販店 会計時



ギフト包装は必要ですか？

Do you need gift wrapping?
需要禮品包裝嗎？
要進行禮物包裝嗎？



ギフト包装は有料ですが、よろしいですか？

There is a charge for gift wrapping. Would you still like it?
禮品包裝收費，沒問題嗎？
禮物包裝需要付費，可以嗎？

ほかの荷物とまとめましょうか？

Shall I put this together with your other bags?
要不要幫您把其它東西都裝在一起？
要和其他行李合裝在一起嗎？

もう1枚袋が必要ですか？

Do you need another bag?
您需要再一個袋子嗎？
還需要再一個袋子嗎？

当店では免税できません

We don't handle tax-free processing at this store.
本店不能辦理免稅手續
本店不提供免稅手續



① サンプルを用意しておく

外国人のお客様の中には、商品を開けてしまう人もいます。商品を確認できるよう、サンプルを用意しておくとういでしょう。

① 人気の日本製はアピールして

外国人のお客様にとっては「日本製」は大きな魅力で人気があります。日本製の商品はPOPをつけるとういでしょう。

外国人のお客様からのご質問

お聞きになりたいことを指で示してください

Please point at the question you want to ask.

请指点您想要问的问题

請以手指指出您想詢問的內容



英語	簡体字	繁体字	日本語	
Are there seats available?	有空位吗?	有沒有空位?	席は空いていますか?	➡ P.4
How long is the waiting time?	需要等多长时间?	需要等待多久?	待ち時間はどのくらいですか?	➡ P.4
Can I get my meal to-go?	菜可以打包吗?	餐點可以外帶嗎?	料理を持ち帰ることはできますか?	➡ P.9
What dish do you recommend?	推荐菜是什么?	推薦菜色是什麼?	おすすめ料理は何ですか?	➡ P.7
What is in this dish?	这道菜里面有什么?	這道菜裡放了什麼?	この料理には、何が入っていますか?	➡ P.6-7
I would like to pay now, please.	请结账	請結帳	お会計をお願いします。	➡ P.5
Please add ○○.	请加一个○○	我要加點○○	追加で○○をください。	➡ P.7
Can I smoke?	可以吸烟吗?	可以吸菸嗎?	たばこは吸えますか?	➡ P.4



What material is this item made of? (wool, cotton, polyester)	这个产品是用什么材料制作的? (羊毛、棉、聚酯)	這項產品是以什麼材質製造的? (羊毛、棉、聚脂纖維)	この製品の組成成分は何ですか? (ウール、綿、ポリエステル)	
Do you have a bigger/smaller size?	有更大 / 更小的号码吗?	有沒有更大 / 更小的尺寸?	大きい / 小さいサイズはありますか?	
Do you have different colors?	有其它颜色的吗?	有沒有不同顏色的?	色違いはありますか?	➡ P.11
Can I try this on?	可以试穿吗?	可不可以試穿?	試着できますか?	➡ P.10
Another bag, please.	请再给我一个袋子	請再多給我一個袋子	追加の袋をください。	➡ P.10
My question isn't here.	这里没有我想问的问题	沒有符合我要問的問題	該当がありません。	➡ P.3

緊急トラブル時の対応

体調を崩された、
ケガをした方が
いたら

救急車を呼びましょうか?

Shall I call an ambulance?

需要叫救护车吗?

要不要叫救護車?

病院の場所を教えましょうか?

Shall I show you where the hospital is?

需要告诉您医院在哪里吗?

要不要告訴您醫院的地點?

はい / いいえ

Yes / No

需要 / 不需要

要 / 不要

病院情報

東京都医療機関・薬局案内サービス

Tokyo Hospitals and Pharmacies Guidance Service
東京都医疗机构・药房指南服务
東京都醫療機構與藥局說明服務

外国語対応が可能な医療機関を探せます。
You can search for hospitals that can handle foreign languages.

可以寻找能够使用外语的医疗机构
可搜尋能用外語來應對的醫療機構

<http://www.himawari.metro.tokyo.jp/qq13/qqport/tomintop/>

東京都保健医療情報センター (ひまわり)

Himawari Medical Information Service
東京都保健医疗信息中心 (向日葵)
東京都保健醫療資訊中心 (向日葵)

外国語で受診できる医療機関を、英語、中国語、韓国語、タイ語、スペイン語で案内するほか、日本の医療制度案内も受けられます。

Information about hospitals that can handle foreign languages is offered in English, Chinese, Korean, Thai and Spanish, as well as information about the Japanese healthcare system.

除用英語、中文、韩语、泰语、西班牙语为您介绍可以使用外语就诊的医疗机构外，还可为您介绍日本的医疗制度。除了可以以英文、中文、韩文、泰文、西班牙语说明哪些醫療機構可以接受使用外語來就醫診治之外，也能夠獲得日本醫療制度方面的說明。

03-5285-8181 (9:00-20:00)

"Safety tips for travelers" by the Japan National Tourism Organization

日本政府観光局が提供している災害対策ホームページも参考にしてみてください。

