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Who is Yamato Furuya?



https://www.instagram.com/tacos_3hermanos_df/

Yamato Furuya is a social entrepreneur. He was born in Kodachi, Fujikawaguchiko town. He left Japan when he was 18. For a while, he had released his own music. From 2000, he started to create advertisements. After Great East Japan Earthquake, he quit his all jobs and went to Mexico in 2015. Now, he came back to Japan and runs enormous projects.

Why Mexico? Why tacos?

He went to Mexico to save Japanese spirits. One day, he attended a lecture and was inspired by the words of fourth-generation Japanese Peruvian. The words were “I do it if no one wants to do” and “Japanese never give up.



These phrases came from the story that some Japanese were forced to immigrate by the government. They had to deal with poor soil, spent a lot of energy, and it was unfair. However, they never gave up and took the initiative in doing tasks. Then, he realized that current Japanese do not have this kind of traditional spirits and thought that if this situation continues, Japan will disappear soon. Mexico did not have such Japanese spirits, therefore, he chose the country and decided to become a pioneer to preserve the spirits.

He has started to sell tacos because there is no authentic one in Japan. He found that Japanese people believe them as real tacos without any doubt and knowing the culture of Mexico. In order to change this situation, he decided to sell authentic and delicious tacos by himself.



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The origin of 3 hermanos

His shop's name "3 hermanos" means 3 brothers in English. He is the youngest of three brothers, however, he named his truck with a strong message for his "brothers". He has many friends everywhere in Japan, Mexico, USA, Brazil, Argentina, Italy, UK, and so on. He has strong bonds like true brother with them and regards them as his brothers, regardless of male or female. The name is the message that "Hey guys! Wherever you are we are brothers! Whenever you come, I welcome! My home is your home!" He hopes them to join his truck anytime.



Why does he sell tacos on the truck?

He sells tacos on the truck, not a store. The reason is associated with his "brothers". His brothers from overseas in Japan are not always in comfortable situation. For example, one of his brothers is discriminated for not being a Japanese. He did not have



A Japanese friend until he met Yamato. Yamato thinks truck can give them a ride and help them transfer to Fuji Hokuroku. Also, Yamato began tacos for Japanese unemployed people due to COVID-19 who worked at restaurants. He aims at those people joining his truck as franchisee. So his tacos truck is a part of his social activities. The tacos truck drives around Kanto to spread authentic tacos while fascinating people in Japan.

About Tacos



Price:

3 pieces: 1500 JPY

5 pieces: 2000 JPY

https://www.instagram.com/tacos_3hermanos_df/

This is the authentic tacos. One of the most remarkable points is that all ingredients are imported from Mexico. By eating his tacos, you can experience real Mexican food. Source tastes spicy, but it disappears soon. Then juicy beef and vegetables make you enjoy the whole of tacos. The tacos truck is open from 10:00 to 17:00, but usually they are sold out before the limit. Therefore, we recommend you to go earlier than 17:00. Also, you can enjoy communicating with Yamato and local people, eating tacos. Such an active communication is another attractive aspect of his truck.

The picture on the right represents the schedule for the end of July and August. On July 31st, August 1st, 14th, 15th, the truck will be at Oku-Kawaguchiko Marine. On August 7th, 8th, 21st, and 22nd, you can eat tacos at Bright Blue Brewing near Shimoyoshida station. For further information, please refer to the Instagram of 3 hermanos de Yamato https://www.instagram.com/tacos_3hermanos_df/.

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Protective Measures for Covid-19

This tacos truck began on June 2021, so the influence caused by the pandemic of Covid-19 was almost ZERO. Yamato wants people to eat tacos who do not hesitate to have meals outside. However, he sets alcohol-based sanitizer as his consideration. Also, he posts pictures of people wearing Mexican masks.

Action from Now on

He seeks smart people who can jump on the franchise. He approaches new action about meats named “BBQ Delivery Boy” as a solution for food-loss. It is that he makes a barbecue set like a pizza box. Then, the demand on surplus meats because of closed restaurants can be increased. Furthermore, production and consumption of local food will be encouraged and local area will activate, he hopes. You can enjoy delicious authentic tacos!

References: interview, https://www.instagram.com/tacos_3hermanos_df/

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