
Mahiro Kuwabara

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Mr. Kuwabara's past

As soon as he graduated from high school, he decided he wanted to make a living from music, so he moved to Tokyo and worked as a musician for about three years.

However, the band's activities did not go well and they broke up.

Why he decided to open a restaurant?

At that time, when he was thinking about how to live his life, he remembered the part-time job he had been doing since he moved to Tokyo, along with his music career.

His part-time job provided him with Inclusive meals, so even if he didn't have any money, he was able to eat at least one meal a day. It's no exaggeration to say that the Inclusive meals was the only thing that supported his life. From this experience, his desire to open a restaurant gradually grew.

At first, he was thinking of opening a restaurant after saving up some money, but his parents said, "Don't think about it, just give it a try," and lent him some money to push him forward. In 2004, he rented a tenant and opened his first store to run it, but the customers continued to love it, so he was able to build his current store in 2009.



Encounter with his customers

In his restaurant, many foreign tourists have visited. First customer is **Spanish**. Mr. Kuwabara could **not** speak English and he depended on his friend on condition that not to pay for meals bill.

After that Mr. Kuwabara got used to talking with foreigners gradually. He used ways to talk which moving hands and let them show the pictures in his smartphone. And he is a good at playing the guitar.

He communicated with tourists by finding common favorite songs each other. His listening power is improving.



The reason why the restaurant has become popular



One day, Spanish customer gave a **high-rating on-trip adviser** site about his restaurant. Trip adviser is the website and application which were established by American company

translated **49** countries, areas and **28** languages. We can reserve hotels and restaurants on this website. He also wrote review like the restaurant's okonomiyaki is very delicious, so he recommends people go there! Mr. Kuwabara originally wanted locals to eat okonomiyaki, but many tourists wanted to eat it in his restaurant. But as I told you before, tourists check where they go in advance. That's why this **review reflected customer's attraction**.

One European visited his restaurant. He is a **photographer** and introduced his restaurant in a magazine which show the photos of sightseeing spots and explanations. He told us that tourists should go this restaurant if you visit around Mt. Fuji! Mr. Kuwabara is very glad to hear that. After 1 year, the European came there again.



The connection with his customers

Mr. Kuwabara got acquainted with a man from America. He planned to start new bar. He had an idea to run this bar by his friend from America. The man was chosen and decided to manage, and he works this bar on every Saturday now. He was an originally regular customer.



In his Instagram, he holds Year-end party with his customers who are from other countries. He also holds farewell party when his friends go back to their countries. It is very interested in that he plans to tell scary stories in Summer with him and his customers.

Their connection is very deeply.

On his restaurant's wall, many customers wrote messages about gratitude, and thoughts. We can write messages freely and see how many countries they visited there. Their communication is not only talking but it is also writing.



Relationship

important for him not only Halloween party and drink Anyone can take part in drinks alcohol. He drinks his attractive. You may not you do not have



introduces hotels and cottages around Kawaguchi Lake on YouTube. If tourists want to stay near Mt Fuji, they can get information by Mr. Kuwabara's movies. Tourists have ways to enjoy tours.

with anyone is very

locals. He plans to hold alcohol with his family. this party, and he also like customers, and this is think he is a master when information. He often

The reason why Mr. Kuwabara started the okonomiyaki restaurant

In the past, Mr. Kuwabara often invited his friends home to play music, at that time, he used to make okonomiyaki. Okonomiyaki was not so expensive and easy to make for him, so he often made it at home. In addition, in order to keep costs down, he made okonomiyaki from powder, so instead of using the okonomiyaki powder sold at the store, he used his original okonomiyaki powder. That is how he started making okonomiyaki.



About the restaurant menu

The most popular is ‘Mochi cheese mentai monja’, especially popular with women. Also, ‘butatama’, and seafood mix okonomiyaki are popular among foreigners. Besides this, there are many kinds of okonomiyaki and monjayaki. And, because it’s also a bar, there are wide variety of alcohol, we can enjoy many kinds of alcohol. Also, due to the large number of foreigners, the restaurant has a menu written in English.

“臭獣- shuujuu Channel”

Mr. Kuwabara posted a video on YouTube, and there are some videos introducing the restaurant’s dishes, so if you are interested, I recommend watching it!



[臭獣チャンネル -](#)
[YouTube](#)

He is very good at playing the guitar!

As you know, he loves Fujiyoshida city and the people in Fujiyoshida and he is close to the local people.

For example, he has great friends in Shisekaikannpai street. Shinsekaikannpai street is one of the streets that have many bars or restaurants in the Nishiura area in Fujiyoshida. There is a ***Shinsekai band***. And also he is a member of that. That band is composed of all of the owners of bars or restaurants at Shinnsekaikannpai street. He enjoys singing songs there and also plays the guitar.

In addition, he uses ***a guitar as a communication tool*** at his bar when he talks with foreigners. He can't speak English very well so he plays the guitar and amuses his foreign customers.



What is his current goal?

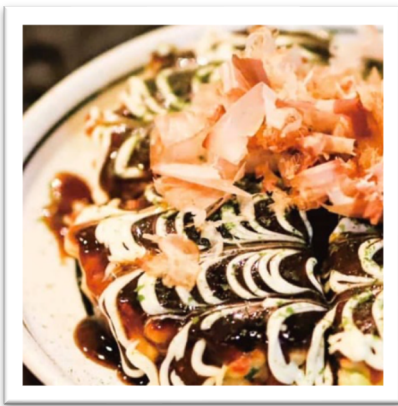
He has mainly two goals.

One is ***"don't be depressed too much about the decline of the number of customers"***. Because of the covid19, his restaurant had damaged a lot. However, he is never disappointed and looking for a bright future.

Next is ***"to continue to provide a warm place for communication"***.

He is working towards keeping the same place as before the pandemic.

He always thinking about other people such as customers, friends, and residents.



Conclusion

We were moved by his passion for his bar and restaurant. And we hope many people include foreigners could come back to his restaurant again after this pandemic!