

Entertainment Izakaya restaurant where you can participate and enjoy Awa Odori Dance.

Shinjuku Awa Odori

Renual Open on September 3rd (Wed) as a Japanese Culture Entertainment Restaurant!

Shinjuku Awa Odori, produced by Daiamond Dining Ltd., (main office: Minato-ku Tokyo, C.E.O. Atsuhisa Matsumura) will be renewed as a "Japanese Culture Entertainment Restaurant" with more attractive concepts and menus that would make an enjoyable experience for customers from overseas.

-  JAPANESE
-  CULTURE
-  ENTERTAINMENT
-  RESTAURANT

Japanese Culture
Entertainment Restaurant
where you can enjoy
traditional Japanese folk dance
Awa Odori and
popular Japanese Washoku dishes.

Awa Odori dance is one of the Bon Odori -Nenbutsu folk dances which originated from Tokushima prefecture (Awa is the former old name for Tokushima) and is known as the top three famous festivals in the country with a 400 year history. Every year, during Aug 12th to 15th, the Ohayashi (Japanese Orchestra) of Awa Odori dance reverberate throughout the town, and all the Awa Odori dancers and crowds get filled with excitement for Zomeki (One of the Awa Odori dance themes) and its rhythm. The crowds become Odoru Aho (Dancing fools) with the shout of Yattosa from dancers. The four day non-stop festival swoops everybody in the town into a wave of excitement.
Shinjuku Awa Odori is a place where you can enjoy this experience and participate in one of the most famous Japanese festivals as well as the Japanese Izakaya restaurant culture.



It is the brand new Entertainment and Participating Restaurant in Shinjuku. You will enjoy Traditional Awa Odori dance, Popular Izakaya menu and Regional specialties from Tokushima.
Awa is the former name of Tokushima. The Awa-Odori is characterized by irregular steps and by the jovial and energetic up-tempo rhythm.

2 min. walk
from the east exit of JR Shinjuku Sta.

In Awa Odori dance, there are dance forms for men and women and their costumes differ from each other.

Male dance form (Left) : Hanten dance wearing Hanten (traditional Japanese straight-sleeved coat) or wearing male Yukata (casual summer kimono) tucking up its hem.

Female dance form (Right) : It's distinctive style is wearing female Yukata (casual summer kimono) and also a hat made of braided straw with Geta (Japanese wood sandals). The female dance is coquettish and classy. kimono) tucking up its hem.



Authentic Awa Odori Dance Show

Drink, Eat! Watch, Dance! The Entertainment Restaurant that customers participate in dancing within a traditional Japanese Festival theme.

Shinjuku Awa Odori is an entertainment restaurant where you can experience the authentic Awa Odori dance from Ren (Groups of choreographed dancers and musicians) The dancers perform and also teach the guests how to dance! As their renowned song says "Erai Yatcha Erai Yatcha Yoi Yoi Yoi Yoi, Odoru Aho ni Kuu Aho, Onaji Ahonara Odora nya son son..." ("It's a fool who dances and a fool who eats! If both are fools, you might as well have fun dancing!). Let's become Odoru Aho (dancing fools) and have fun together with our staff!

Authentic Entertainment Show Twice A Day

Two shows per day from 7:30pm and 9:30pm. Everyday is a party and our guests can enjoy themselves no matter where they are from. Our authentic Awa Odori dance shows are supervised and performed by dancers from the Tokyo Koenji Awaodori Ren Association. Awa Odori dance is easy for everybody to dance and with its jolly image it is danced not only in Tokushima but in many other regions throughout Japan. Numbers of Associations and Ren (Groups) grew to over 1,000 and is also performed at many areas in Tokyo. Amongst these areas Tokyo Koenji Awa Odori has over 50 years of history and the holds the biggest associations within Tokyo.

<Introducing some of the performers> *Kiku Sui Ren

* Tokyo Shin Nonki Ren *Fue Daiko Ren



<Awa Odori dance Terminology>

Ren - Groups of choreographed dancers and musicians.

They are a variety of many Rens such as traditional renowned Ren, Company Ren, Student Ren and more.



Zomeki - Awa Odori dance's distinctive jolly and cheerful duple time rhythm and melodies. Zomeki literal means "Noisy" and it means dance in jolly and high spirits.



Yatto sa - One of the shouts which is shouted out at the beginning and in the middle of the dance. When somebody shouts "Yattosa", the other people reply with the shout "a, Yatto Yatto". "Yatto sa" meaning "How have you been?"



Nari mono - Musical instruments including Shamisen (Threestringed Japanese guitar), O-Daiko (Japanese Large Bass Drums) ShimeDaiko (Japanese Small Drums), Fue (Japanese Flute), Kane (Japanese Bell) and such.



The reasons why Shinjuku Awa Odori is loved by customers from overseas.

Oversea customers' expectations when coming to Japan

No.1 Eat Japanese food

No.2 Shopping

No.5 Strolling through bustling streets

No.7 Drinking Japanese Sake

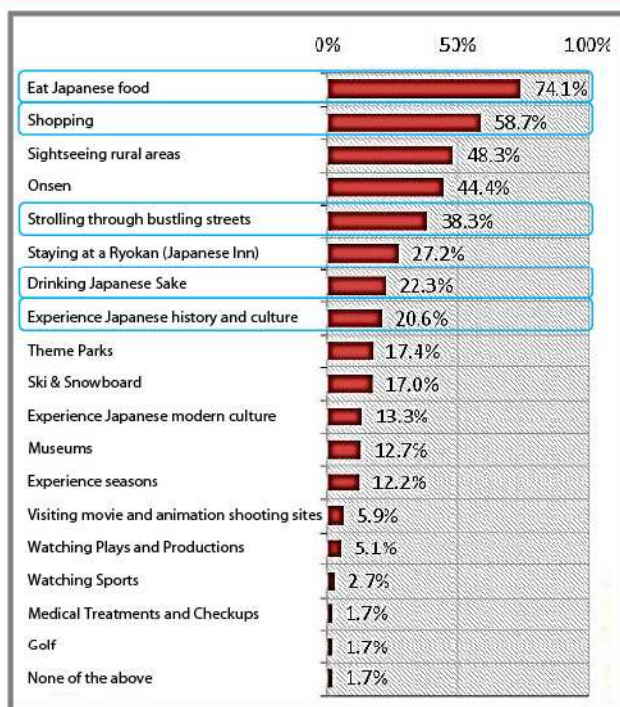
No.8 Experience Japanese history and culture

Announced on June 30th 2014 by the Japan Tourism Agency

* Guests can experience Japanese Traditional Culture

* We can offer highly satisfying quality Japanese food.

* Located in the heart of the Shinjuku district where it is popular for guests to shop and stroll.



Food Menu

Sushi and Yakitori menus represent Japanese food culture that are very popular among overseas customers. The menu offers a wide range of Japanese dishes including Sushi, Yakitori to authentic Tokushima local speciality dishes where Awa Odori dance originated. With our popular Hot Pot Dish Sukiyaki and Shabu Shabu as a main, we offer set course menus including popular Izakaya menus so our guests can fully enjoy

Japanese cuisines. Both course and à la carte dishes offer a very satisfactory menus for overseas guests in order to make their dining experience memorable.

Course Menus

*** Sukiyaki Matsuri Course 2,000yen (Tax excluded)**



- Edamame
- Classic Caesar Salad
- Carpaccio of Red Sea Bream
- 2 Kinds of CharcoalGrilled Chicken
- Homemade Fried Fish Cakes
- Iron Griddle Sukiyaki
- California Rolls

*** Awa Odori Course 3,000yen (Tax excluded)**



- Negitoro Cream Cheese (Tuna and chopped leek with cream cheese)
- Classic Caesar Salad
- Carpaccio of Red Sea Bream
- 2 Kinds Of Nigiri Sushi
- Iron Griddle Teriyaki Chicken
- TokushimaStyle Fish Cutlet
- Bimei Pork Sudachi (Japanese citrus) Shabu
- Shabu or Beef Loin Sukiyaki
- Ramen or Udon Noodles
- Matcha WarabiMochi (Bracken Starch Dumpling)
- Japanese Egg Omelette (2 Pieces) 280yen

Sushi Menu

- Tuna (2 Pieces) 300yen
- Salmon (2 Pieces) 300yen
- Red Sea Bream and Sour Plum Pressed Sushi 750yen
- [Limited to 10 servings per day] Spillover Portioned Sushi (6 pieces) 1,690yen
- California Roll 990yen
- Cheese Salad Roll 890yen



Yakitori and Other Izakaya Menu

- Chicken Thigh 180yen
- Chicken and Leek 180yen
- Bimei Pork Sudachi (Japanese citrus) Shabu Shabu 1,280yen
- Japanese Ginkgo Seed 180yen
- HaneTsuki Gyoza (Crunchy potstickers) cooked on Iron Griddle 590yen
- Beef Loin Sukiyaki (From the course)



Restaurant Information

With the bright Japanese paper Lanterns, the restaurant has a Japanese festivity atmosphere and offers open table seats to enjoy the Awa Odori performances up close and also in private rooms. The main floor has the main stage with a fine atmosphere and a relaxed Zashiki style (a room floored with tatami mats) room also with a Ren (group) stage. Both areas can be enjoyed by watching and participating in the Awa Odori dance shows.

<Seating Information>

Total Capacity 114 seats, Half Private rooms 3 rooms, Private rooms 3 rooms, Maximum Party Capacity 40 people>

Counter Seats 8 seats Table seats in front of the stage 6 people x 3 tables 4 people x 6 tables
Box Seats 4 people x 3 rooms Private room 4 people x 1 room 2 people x 2 rooms
Window side Couple Seats 2 people x 3 tables
Zashiki (a room floored with tatami mats) Seats 6 people x 3 tables 4 people x 5 tables



About

Name: Japanese Culture Entertainment Restaurant "Shinjuku Awa Odori"

Business: Entertainment Restaurant

Address: 5F Seno Bldg., 3184 Shinjuku Shinjuku, Tokyo 1600022

Access: 2min walk from the East exit JR Shinjuku Station

2min walk from the Subway Marunouchi line Shinjuku Station

TEL: 03-3226-2855 (FAX: 03-3226-2856)

Open Hours: 17:30 ~ 23:30 (L.O. 23:00)

Fri, Sat, Day before holidays (L.O. 3:00)

Closed: Non

Capacity: 114 seats

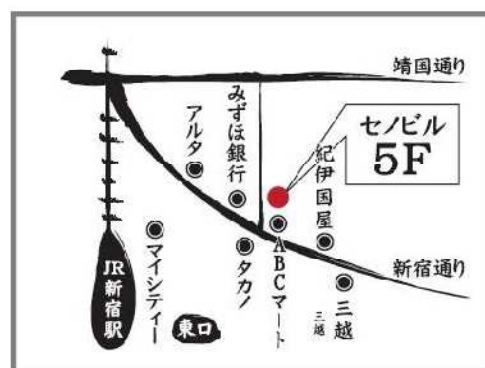
Area square: 295.81 m²

Clientel: Tourists from overseas, People who are interested in Japanese traditional culture.

Budget per guest: 3,800yen

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