



byFood

Making Every Restaurant in Japan

ACCESSIBLE TO FOREIGN TRAVELERS



Foreign travelers in Japan face multiple obstacles when placing restaurant reservations. Currently, only **4.4% of the restaurants** in Japan can be reserved online (based on statistics from Tabelog), and most of them require Japanese language ability. For other restaurants, making a reservation over the phone is possible; however, many restaurants cannot accommodate English speaking customers. ByFood aims to solve this problem.

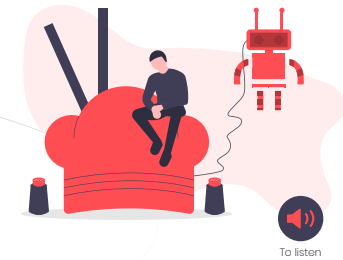
In August 2020, byFood will launch its **new restaurant reservation service**, with the mission of making every restaurant in Japan accessible to foreign travelers. The platform has an easy-to-navigate directory of restaurants, which filters by location, type of cuisine, price range, and dietary restrictions. ByFood also works with restaurant clients to create English content, making their websites and menus more foreigner-friendly.

To place a reservation using byFood, travelers just need to fill out their reservation details in English and the **robot call system** will notify the restaurant of the request in Japanese, at no charge to either the restaurant or the guest.



1. Reservation request sent

Traveler sends a reservation request through byFood in **English**.



2. Restaurant receives reservation request

Robot calls the restaurant to notify them of the request with a pre-recorded message in **Japanese**.



3. Reservation is confirmed

Restaurant confirms the reservation and guest is notified in **English** by email.



4. Guest dines at restaurant

Guest arrives at restaurant at the reserved time.



WHO WE ARE

Japan's One-Stop Food Platform

ByFood.com is Japan's one-stop platform for foodie travelers. Here, you can **book food experiences** like cooking classes and food tours, make easy **restaurant reservations** without using Japanese, read about Japanese food trends and culture, and watch videos featuring Japanese chefs and craftspeople.

ByFood makes Japan's food scene accessible to anyone, dissolving the language barrier and providing everything foodie travelers need to have a fulfilling (and filling) trip to Japan. And if you don't find what you're looking for on the platform, our VIP Gourmet Concierge will create the perfect food experience that's tailor-made for you.

By **sharing Japanese food culture with the world**, byFood strives to bring locals and travelers together, help small businesses, and celebrate authentic Japanese cuisine. Combining hands-on food experiences with our extensive and comprehensive articles and videos, we hope to encourage adventurous eating and savvy traveling in Japan.



OUR VISION...

To be the go-to food platform of the world while ensuring that all children have access to food, education, and ultimately, happiness.

OUR MISSION...

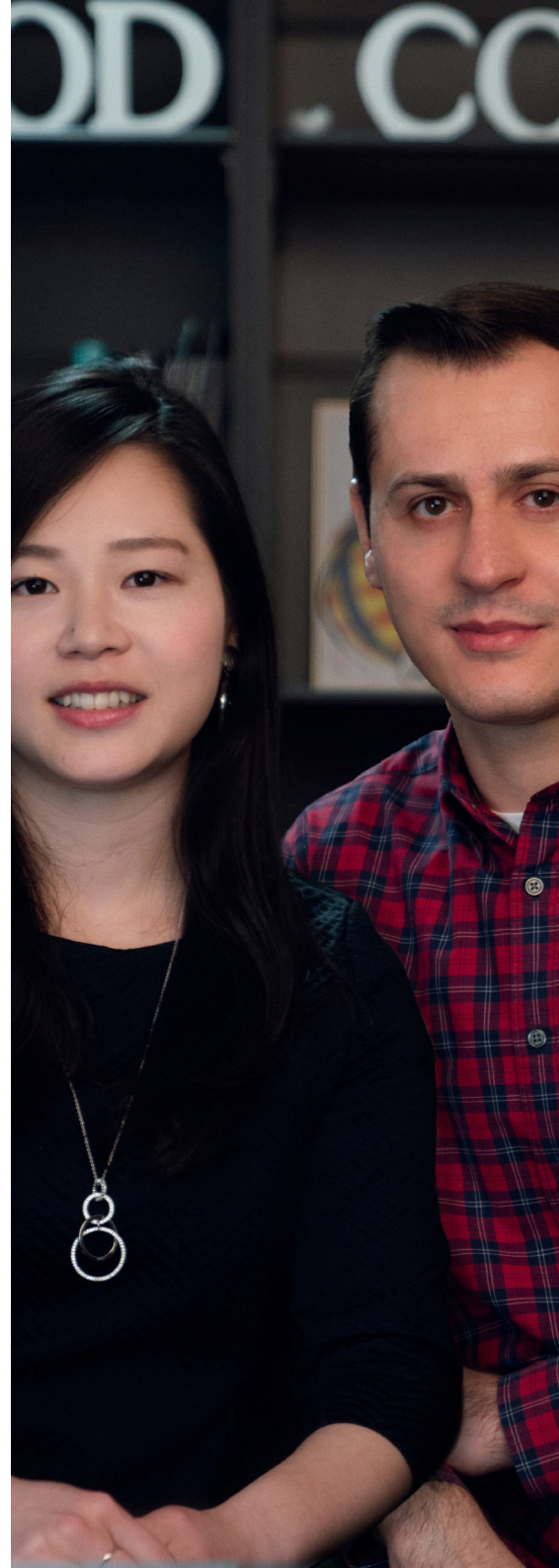
SPREADING HAPPINESS THROUGH FOOD

We believe that **happiness starts with food**. By bringing travelers and hosts together through food, we hope to create a space for cultural exchange, unforgettable experiences, laughter and new friendships.

“Food is our common ground, a universal experience.”

JAMES BEARD

Just by enjoying a meal in Japan through our services, **travelers can help children in developing countries** get access to necessities like nutritious meals, schools, and housing, so they can grow up healthy and happy, and ready to change the world.



OUR STORY...

Launched in January 2018 by Serkan Toso, byFood began as “Tokyo by Food,” a booking platform for food experiences in Tokyo.

A lifelong volunteer interested in solving social issues, Serkan integrated a donation system into his business model, pledging to give **10 school lunches to children in Cambodia** for each person who booked a food experience. In recognition of this commitment, Tokyo by Food was chosen as one of the world’s top social initiatives by One Young World in April 2018.

At the same time, Kaoru Joho, CEO of Tablecross Inc., was developing a similarly charitable Japanese business: a restaurant reservation app which also donated school lunch meals to children in developing countries. Shaped by early experiences witnessing poverty while traveling in Indonesia, Kaoru was an early proponent of the **CSV (Creating Shared Value)** company model in Japan.

Together, Serkan and Kaoru realized the combined potential of their two businesses to effect positive change and decided to merge, expanding byFood across Japan.

WHAT IS FOOD FOR HAPPINESS?

Each month, **byFood** raises money for a charitable project, setting a target goal for donations. A portion of each experience booking and paid restaurant reservation during that month goes toward the project. When the goal is achieved or time runs out, the donation counter for the next project begins.

PAST FFH PROJECTS

Past FFH projects have focused on the following UN **Sustainable Development Goals** :

- ① No Poverty,
- ② Zero Hunger,
- ③ Good Health and Well-being,
- ④ Quality Education.

These projects include :

- Providing school uniforms to children in Bangladesh and India
- Nutrition workshops and healthy snacks for Cambodian students
- Supporting a sustainable vegetable garden in South Africa

¥ 7,975,880

has been donated as of May 2020

NGO PARTNERS





WE STRIVE TO

01.

BECOME JAPAN'S ONE-STOP FOOD PLATFORM

With **330+ experiences** to discover, hundreds of reservable restaurants, and informational videos and blog posts, byFood aims to become the go-to platform.

02.

COMBAT OVER-TOURISM

ByFood has **115+ experiences** outside of Tokyo, Osaka, and Kyoto prefectures, providing alternatives outside of the tourist-saturated cities in Japan.

03.

MAKE JAPANESE CUISINE ACCESSIBLE TO ALL

Offers dietary accommodations such as vegan, halal, and kosher; barrier-free experiences; and information in English for foreign travelers.

04.

PROMOTE JAPANESE LOCAL CULTURE & LESSER-VISITED REGIONS

ByFood works with local governments to promote tourism in lesser-known areas of Japan. The EAT! MEET! JAPAN project with the **Ministry of Agriculture, Forestry, and Fisheries** is one example, where byFood was commissioned for video producing, website creation, and tourism consulting.

05.

PROVIDE AUTHENTIC EXPERIENCES ACROSS JAPAN

Supporting local communities by celebrating their distinct culinary heritages.



01.

Booking platform for food experiences like food tours, cooking classes, tastings, and dining experiences, with over **330 experiences across 26 prefectures**.



02.

Restaurant reservation system makes every restaurant in Japan accessible to foreign travelers (free reservations for casual restaurants & premium reservations for high-end restaurants).



03.

Promoting remote & lesser-known areas of Japan with influencer marketing and content creation (video collaborations have a cumulative 50M views).

SERVICES



04.

Covering the information gap with our English-language blog posts and YouTube channel.



05.

Offers consulting for local governments & hosts on how to improve their experiences and attract foreign travelers.

Company info

ByFood.com is managed by Tablecross Inc.

Company name: Tablecross Inc.

Date of establishment: 2014/6/25

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Ginza, Chuo-ku, Tokyo, 104-0061

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Email: info@byfood.com

Website: <https://www.byfood.com/>

Company registration number in Japan:
8010401112716

Authorized capital: ¥123,000,000

CONTACT



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