



Listening Questions 1:

1. What is the origin of the name *Yoshinoya*?
2. Why did Yoshinoya relocate to the Tsukiji Fish Market in 1926?
3. What are the selling points of Yoshinoya?
4. Where and when did Yoshinoya open its first international location?

Listening Questions 2:

1. How many locations does Yoshinoya have?
2. Name 3 countries that have Yoshinoya locations (other than Japan).
3. What are 2 items on the American menu that are not on the Japanese menu?
4. Where are almost all of Yoshinoya's locations in the US?

Transcript 1:

Yoshinoya was founded in 1899 by Eikichi Matsuda in the Nihonbashi Fish Market in Tokyo. He named the restaurant after his hometown of Yoshino in Osaka prefecture.

After the Fish Market was devastated by the 1923 Great Kanto Earthquake, Yoshinoya relocated to the new fish market in Tsukiji in 1926.

The restaurant specialized in gyudon or beef bowls, which featured sliced beef and onions simmered in a sweet sauce over a bowl of rice. The selling points of Yoshinoya have remained the same for over a century; the meals are delicious, affordable, and fast.

The company opened its first international location in Los Angeles, USA in 1979.



Transcript 2:

Yoshinoya has expanded internationally over the years and it now has over 1,400 locations in Japan, Australia, China, Malaysia, Singapore, Taiwan, the US, and the Philippines. Over 1,000 of those locations are in Japan.

In the US, the Yoshinoya menu is quite different from the one in Japan. In addition to the beef bowls, there are also teriyaki chicken bowls, vegetable bowls, combo bowls (with beef, chicken, and vegetables), and yaki udon bowls with a choice of chicken or beef. There is also a grilled fish plate that comes with grilled fish, rice, salad, and a choice of ponzu or teriyaki sauce.

There are dozens of Yoshinoya locations in the US, but almost all of them are in California. As of 2013, Yoshinoya has not been very successful in other American states. The first location in Texas closed in less than a year. The first location in Arizona lasted 3 years and the first location in New York, which was located in Times Square, closed after 10 years in business.