

※The halal menu is not currently served as of Jul. 2020

## **dormy Inn Asakusa Ensures All Meals Conform to Halal Dietary Rules to Welcome Muslim Guests**

- 1st Japanese Business Hotel to Obtain 3-star Halal Certification -

TOKYO, Aug. 8, 2019

“dormy inn global cabin Asakusa,” a business hotel operated by Kyoritsu Maintenance Co., Ltd., has received halal certification in the eatery category from the Japan Halal Foundation, making sure that all meals it serves conform to Islam’s halal dietary rules since July 13, 2019.

The hotel has received a three-star halal certificate, which means “complete halal” and is the highest among the three levels of certification, becoming Japan’s first business hotel to receive such certification (\*1).

(\*1) Based on survey by Japan Halal Foundation

dormy inn global cabin Asakusa official website:

<https://www.hotespa.net/hotels/asakusa/>



A halal certification sign is seen at the entrance to the hotel.



“Yonakisoba” noodle that conforms to halal dietary rules is known as a popular late-night snack served at “dormy inn global cabin Asakusa.”

### **Background**

There are approximately 1.8 billion Muslims in the world, accounting for one-fourth of the global population, and the market for Muslims is estimated to be worth 300 trillion yen. Many of these Muslims live in Asian countries, including Indonesia, Malaysia and Singapore (\*2). As many people from these countries are expected to continue visiting Japan, Kyoritsu Maintenance, which operates business hotels and Kyoritsu Resorts across the country, introduced the halal menu so that Muslim guests can comfortably stay in Japan, and eventually applied for halal certification.

(\*2) Source: Japan Halal Foundation official website (as of July 30, 2019)

## About the halal menu

Kyoritsu Maintenance thoroughly considered guests' requests, the selection of ingredients and how to secure suppliers of ingredients and train staffers in introducing

the halal menu. Since Kyoritsu Maintenance regards halal diet not as special meals but as those that all guests can enjoy, the company is sure that the renewed menu can satisfy not only guests from overseas including Muslims but also Japanese guests.

Kyoritsu Maintenance has modified "Yonakisoba" noodle, which enjoys high popularity among dormy inn customers from overseas as a late-night snack, to conform to halal rules (\*3). In doing so, it carefully selected ingredients to maintain the original taste of the food. The company started serving the modified "Yonakisoba" noodle for a late-night snack and beef sukiyaki and cream stew for breakfast. Kyoritsu Maintenance is also considering expanding its menu.

(\*3) "Yonakisoba" noodle that conforms to halal dietary rules is served only at this particular facility (as of July 30).

## Renovation of the hotel

A prayer room has been set up on the 10th floor to help Muslim guests comfortably stay in Japan in not only meals but also other aspects.

Conditions for the three-star halal certification (eatery category):

- All food to be served must meet halal dietary rules;
- Using pork and pork-derived ingredients or serving food containing these ingredients is strictly prohibited; and
- Alcoholic beverages must not be served.

\*For details, visit the Japan Halal Foundation official website:

<http://japanhalal.or.jp/>

<http://japanhalal.or.jp/certification>



A three-star halal certificate



A prayer room



Japanese meal that conforms to halal dietary rules (breakfast)



Western meal that conforms to halal dietary rules (breakfast)

### **Overview of the facility & inquiries about reservations:**

Name: dormy inn global cabin Asakusa

Address: 1-3-4, Hanakawado, Taito-ku, Tokyo

Postal area code: 111-0033

Official website: <https://www.hotespa.net/hotels/asakusa/>

The information contained in this news release is a summary translation of [the news release that was issued in Japanese on July 30, 2019.](#)