

Domo is Proud to be a “*B Kyu Gurume*” Restaurant!

“*B Kyu Gurume*” is a popular new-style phrase used to describe types of restaurants and cuisine in Japan. “*B Kyu Gurume*” translates as “B” rank gourmet in English and is used for restaurants that feature more local, traditional foods; every day fare made from locally harvested ingredients and cooked with local recipes. “*B Kyu Gurume*” restaurants are not fancy restaurants; they reflect the home-style heritage and environment of the local people of Japan. Restaurants that are considered “*A Kyu Gurume*” or “A” rank gourmet in Japan, are restaurants that serve foods like sushi and other special delicacies that are not eaten every day; restaurants that serve foods for special occasions.

From the 80’s until a few years ago, Japan enjoyed a period of *Hoshoku No Jidai* (great affluence, which marked an era of excessiveness in Japan). If you visited Japan during this era of *hoshoku no jidai*, you know that everything under the sun, from all parts of the world were available to citizens of Japan, including every food imaginable.

Recently however, Japan has suffering from the same economic downturn as the most of the rest of the world, and the Japanese people have begin to return to a liking of simpler, more traditional Japanese foods. Restaurants serving local foods have seen a resurgence in popularity, and even local governments have sponsored campaigns and contests to promote the local fares of their regions. This trend has become a popular theme for the Japanese tourism trade, with tourists traveling to different prefectures and towns to sample the foods produced in local areas.

Most Japanese restaurants in Colorado are “*A Kyu Gurume*” in style and serve mostly sushi or other Japanese special occasion foods. Many of these “*A Kyu Gurume*” restaurants serve exotic dishes such as maguro fatty tuna (toro) sushi (for over \$10.00 apiece), or delicacies like giant clam sushi for an even higher price! Foods that are out of reach for everyday eating in Japan, and also endangered.

These “*A Kyu Gurume*” restaurants enjoy a popularity as places to go for Japanese food, but what most American’s don’t know is that by any means, sushi is not eaten in Japan every day or even some days; it is a specialty item eaten occasionally for special occasions.

Since its inception, Domo’s full name has always been named “Domo Japanese Country Foods Restaurant”, and has always been a “B” rank gourmet restaurant. Domo has a menu, cooking style and taste unique to Colorado and has been named the “Best Traditional Japanese Restaurant” in Colorado for the past 17 years.

One of Domo’s specialties is *nabemono* or traditional Japanese pot dishes. At Domo you have a choice of broth for this dish, and two of the favorites are a *sakekasu* (soy bean husk) broth or a *tonyu* (soybean milk) broth that cannot be found in other Japanese restaurants in Colorado. Domo also serves over 50 varieties of traditionally prepared root and leafy vegetable, seaweeds and bean side dishes that reflect not only Japanese tradition but the bounties and colors of the seasons.

At Domo, all of our foods are carefully prepared and we are probably the only Japanese restaurant in town that does not

provide soy sauce, salt or pepper on your table! We want you to enjoy the foods the way they were meant to be prepared, and carefully season them for you!

A variety of side dishes are served with both lunch and dinner entrees at Domo. These side dishes are complimentary at Domo, but would cost about \$4-\$7 each per serving at other "A" rank gourmet Japanese restaurants in Denver. For the dinner meal, seven of our famous Domo side dishes are served "family style" for your table to share; just like they would be served at the family dinner table at a home in Japan. Besides being delicious and plentiful, Domo's side dish service makes the meal an experience, one that tends to bring the table together.

At Domo we have just introduced new noodle menus for lunch and dinner that feature over 50 ramen, udon and soba noodle combinations. All of these special noodle dishes are prepared with Domo's own unique style and ingredients and have already become a popular favorite!

We wish everyone a Happy New Year in 2011 and promise to continue our tradition of proudly preparing and serving Domo's own unique "B" *Kyu Gurume* Japanese country food cuisine; the newest trend in Japan!



Pork *Yamakake* Soba

Thank you,

Gaku Homma

Domo Owner and Head Chef