

**Opened for just one year in the suburbs of Manhattan, New York, and has already doubled its performance, achieving tremendous success!**



**[Left Image]** Gyuzo offers all-you-can-eat yakiniku set meals with multiple tiers. With each upgrade, customers can enjoy higher-quality ingredients. The top-tier Signature Set (97 items, \$88) includes A5 WAGYU Ribeye imported from Japan and King Crab. The Premium Set (66 items, \$68) offers Lobster Tail, Snow Crab Legs, U.S. Wagyu Short Ribs Boneless, and U.S. Wagyu Hanger Steak. The mid-tier Classic Set (86 items, \$58) includes U.S. Wagyu Short Rib Cubes and U.S. Wagyu Short Rib Top Blade. **[Right Image]** Even on a Monday during school summer break, the restaurant can fill nearly two-thirds of its seats. Outside of summer break, dinner time on weekdays is almost always fully booked. From lunchtime, families and couples start arriving at the restaurant, patiently waiting in line to enjoy high-quality all-you-can-eat barbecue.

## The Japanese BBQ market is expanding from urban centers to the suburbs.

### [Proof of Great Success]

32-year-old Walter Tabelisma and his 28-year-old wife Onla Tabelisma visit Gyuzo every Monday. "We've been regulars since last October. There really aren't many Japanese BBQ places around here. The meat quality is excellent, and the sauces are delicious. The staff here are incredibly thoughtful—ever since they found out I'm gluten-intolerant, they've proactively helped me avoid any related ingredients. The atmosphere is also very relaxing. There's no other place like this," said Onla firmly.

Loyal customers like them, especially families, are steadily increasing. Although the restaurant has only been open for a year, residents of West Nyack—a typical suburb of Manhattan—had long been looking forward to a place where they can relax like at home and enjoy their favorite foods to the fullest.



### [Secret to Success 1]

Gyuzo's all-you-can-eat yakiniku menu offers a wide variety of options, so even if someone in the family doesn't eat meat, they can still enjoy delicious grilled vegetables and seafood. Whether it's a family gathering or a get-together with friends, everyone can join in without any pressure. The pricing is

also very reasonable.

1. Essential Set (44 items, \$38)
2. Classic Set (71 items, \$58)
3. Premium Set (86 items, \$68)
4. Signature Set (97 items, \$88)

Children aged 7 to 12 enjoy a 50% discount, greatly reducing the burden on parents.

### [Secret to Success 2]

The spacious dining area is decorated with Japanese sake barrels, and the Japanese-style interior makes customers feel as if they've stepped into Japan. With Japan becoming increasingly popular among tourists in recent years, Gyuzo cleverly extends this trend into the dining experience, creating a yakiniku space that blends cultural ambiance with quality.



### [Secret to Success 3]

The server takes personal joy in sharing the fun of "grilling your own food" in the style of Japanese BBQ. Store manager Andy Hsu (32) said, "For many customers, grilling meat and seafood by themselves is something they've never experienced—it goes beyond what they imagined. But as long as we guide them carefully, they quickly realize that the food they grill themselves tastes even better. Many of them become repeat customers—not just locals, but even some who come all the way from New Jersey." Andy has worked



Manager Andy (left), who is familiar with yakiniku equipment, and senior server Erika.

at several restaurants before, but he says the sense of accomplishment he gets from seeing customers fall in love with the hands-on grilling experience is something he's never felt anywhere else.

20-year-old Erica Campos has been working at the restaurant since it opened. She said, "Seeing customers surprised and happy when they grill delicious meat by themselves makes me happy too. Almost every guest leaves with a brighter smile than when they walked in—that transformation really moves me. I look forward to meeting new customers every day."

Store manager Andy also praised her highly: "Erica is the most attentive American staff member I've ever worked with—her level of care even surpasses that of many Japanese employees." At Gyuzo, customer satisfaction is the greatest joy for the staff.