井の庄
inosho

INOSHO BRAND BOOK

TOKYO SURVIVE Inc.
株式会社東京サイバイブ

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EN

BRAND MESSAGE

Whenever you come, enjoy a bowl overflowing with the joy of eating.

INOSHO prioritizes entertainment that goes beyond just deliciousness.
We want to deliver the joy of eating to our customers.
Every shop's menu offers bowls filled with such feelings.

Since its founding in 2006, INOSHO has been creating and selling products with a focus on "richness × spiciness."

"Richness" refers to a soup that feels good on the palate and makes you feel like you're "eating INOSHO" with just one bite

"Spiciness" includes an element of entertainment that surpasses even delicious ramen.

By combining "richness" with "spiciness," we deliver a unique INOSHO bowl that can't be found anywhere else.

With our bowls of ramen honed over 18 years,
we want to bring smiles to people around the world.
With this passion, we continue to strive every day globally.



NAMING HISTORY



From TOKYO INOKASHIRA to the world

From a place filled with memories to the world.

INOKASHIRA in KICHIJOJI, TOKYO, is the birthplace of our founder, Mr. NAKAMURA.
It's a place filled with childhood memories and youthful aspirations.

"SHO" in our name means a place for gathering,
reflecting our desire to bring people together through a shared love of exceptional ramen.
We hope to create a place where many people gather to enjoy ramen.

LOGOMESSAGE

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The "I" in "INOSHO" (our group and brand name) is stylized.
For INOSHO, the shop is a place for staff and customers,
and customers among themselves, to meet and connect.
This mark signifies the existence of many such intersections,
and there's always delicious food present.

The circle around the "I" is a design used
in Japanese family crests since ancient times,
such as well shafts and well frames.
We aim to keep a firm eye on the origin
of food and deliver the goodness
of handmade food and ensure safety.

INOSHO HISTORY

2006: Founded Men-dokoro INOSHO

2009: Opened KOISAIMEN INOSHO

Opened MENDOKORO INOSHO TACHIKAWA

※Cup Ramen supervised product
“辛辛魚 (KARA KARA UO)” released

2012: Opened INOSHOW

2018: Opened KOISAIMEN INOSHO OGIKUBO

2020: Opened HIKARIGAOKA INOSHO

2023: Opened EKITON INOSHO

Since our founding in 2006,
we have opened various ramen shops.



BRAND INTRODUCTION

麺処 井の庄

MENDOKORO INOSHO

INOSHO is our origin,
and since its opening in 2006,
it has continued to captivate customers.
We always provide products
that are "rich" and "impactful









KOISAIMEN

Pork×vegetables,
aiming for a new and supreme cup
that you can't find anywhere else.



INOSHOW

A true ramen restaurant
with the feel of a family
restaurant.
We aim to offer a menu lineup
that will fully satisfy families.



HIKARIGAOKA INOSHO

Even in a food court,
we never compromise.
This is a new form of INOSHO
in the food court. Enjoy
exclusive items only available
at HIKARIGAOKA.



EKITON

At our specialty TONKOTSU
ramen shop, you can enjoy
various menu items centered
around our "EKITON,"
a refined yet powerful TOKOTSU
ramen.
The pork bones are simmered for
three days, being replaced in the
stockpot as needed.

つけめん

The star is the "TSUKEJIRU" (dipping sauce)

TSUKEMEN

Our signature product embodies INOSHO's rich TOKOTSU and seafood soup.
It's a bowl crafted by discarding the common notion that "the noodles are the star."
At INOSHO, the "TSUKEJIRU" is the main attraction,
with the noodles playing a supporting role.
This perfectly balanced signature product is the ultimate bowl.





MAIN MENU INTRODUCTION



辛辛魚ラーメン

IMPACT×ENTERTAINMENT

KARA KARA UO ramen

A unique bowl topped with special chili oil and spicy fish powder in a tonkotsu seafood soup.

It combines impact with entertainment value, attracting customers from all over Japan just for this one bowl.

PEOPLE

Creating the ultimate "deliciousness" together.

人

井の庄の人

Ramen shops often have high staff turnover,
but INOSHO boasts many staff members
who have worked with us for over ten years.
Founder NAKAMURA believes ramen is a form of cooking,
and cooking is created by people.
At INOSHO we treat all our staff with the feeling of
"we have them working for us."
We value each individual,
regardless of gender, age, or appearance.
This spirit creates the taste of I.no.sho.













PHILOSOPHY



Field-first principle

現場第一主義

Founder NAKAMURA of INOSHO does not appear in the media or interviews.
His belief lies in the "field-first principle."
It is the staff working at the shop who serve a bowl of ramen to the customers.
It is the staff working at the shop who say "Welcome" to the customers.
It is the staff working at the shop who say "Thank you" to the customers.

AtINOSHO, around a single bowl of ramen,
many staff and customers gather.
This is the essence of INOSHO and what we cherish.
Being the founder does not make you the main character.
NAKAMURA's field-first principle is rooted in this belief.

PRESIDENT MESSAGE

I wanted to create the ramen I wanted to eat.

As a college student, I ate ramen at countless shops every day.
After graduating, I planned to get a normal job,
but the desire to "make the ramen I want to eat myself" grew stronger.
I then underwent four years of intense training at various ramen shops.

At the age of 27, in 2006, I founded MENDOKORO INOSHO.

What started as just one bowl of ramen
I wanted to make turned into "a bowl of ramen I want you to eat."

The logo of INOSHO represents a place where people,
including customers, meet and connect.
There's always delicious food there.
It's INOSHO's role to create and showcase these rich encounters.

Each store has a different concept and menu,
but our goal is always to satisfy our customers.
We regularly check the taste at each store to ensure you're satisfied every time you visit.



COMPANY　PROFILE

TOKYO SURVIVE Inc

-ADDRESS-

3-25-21 Shakujiimachi,

Nerima-ku, Tokyo-to 177-0041

Japan

-PRESIDENT&FOUNDER-

Taisuke Nakamura

-STORE-

1.MENDOKORO INOSHO(Tokyo)
2.KOISAIMEN INOSHO(Tokyo Nerima)
3.INOSHOW（Tokyo Hoya)
4.KOISAIMEN INOSHO(Tokyo Ogikubo)
5.HIKARIGAOKA INOSHO
6.EKITON INOSHO

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