

DENNY'S (DENNY'S JAPAN CO., LTD.)

Address: 4-1-4, Shiba-Koen, Minato-ku, Tokyo 105 Tel: 03-459-3521	
JAPANESE PARENT COMPANY	ITO-YOKADO CO., LTD. Address: Same as above Tel: 03-459-2111
ANNUAL TURNOVER (Period ending February 1987)	58 431 million yen
TOTAL NUMBER OF OUTLETS	298
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan:
AVERAGE ANNUAL SALES PER STORE	196 million yen
TOTAL NUMBER OF EMPLOYEES	5 492 Full-time: 1 520 Part-time: 3 972
YEAR ESTABLISHED	1973
TYPE OF FOOD SERVICE	Western-Style Family Restaurant
MENU (as of July 1987)	(Unit price: yen) Japanese Steak ¥1 280 Japanese Hamburg Steak ¥780 Big Teriyaki Hamburg ¥980

Denny's is the third largest family restaurant chain in Japan. Denny's entered the Japanese market in 1973 under a licensing agreement with Ito-Yokado, one of the largest retail conglomerates in Japan. By 1987, Denny's had opened 298 stores, mostly in and around the Tokyo area.

Denny's and other Denny's-like restaurants in North America have served as the models for the development of family restaurants in Japan. Denny's style of food in the limited menu format, with a reasonably priced cup of coffee, has proved readily amenable to Japanese tastes. The restaurant appears to have made the move to Japan with little modification of its food service methods, though it is reported to have changed the taste of some of its products. The Japanese were clearly ready for larger, brighter restaurants easily accessible by car, as well as for more Western-style food.

Customers make an average purchase of about ¥900 (\$8.65 Cdn). Denny's restaurants are all owned by Denny's Japan, with the financial backing of Ito-Yokado. The chain expects to continue opening branches at a rate of 20 or 30 per year. Denny's spends about 35 per cent of its sales on raw and processed food materials.