

Siara Brown  
Professor Adomaitis  
Multi-sensory Paper  
10/12/20

### Multi-sensory Paper

**Question 1:** How were you addressed when you entered the restaurant? Did you need to make reservations? How long was the wait before you were seated?

**Answer:** The ethnic restaurant I went to was Gyu-Kaku Japanese BBQ. It's located in East Village New York. It opened at 11:30am and closes at 10:00pm. Since Covid-19 has started, it's changed the way we eat outside and it's very hard to sit out and enjoy food nowadays. There is very limited patio dining so reservations were made. Reservations were made because if my friends and I were to just go to the restaurant, we wouldn't be 100% sure we'd have a seat and it would've been outside because it's a first come first serve basis. When reservations are made, you're guaranteed a seat inside the restaurant. I was out celebrating a friend's birthday and we all got to the restaurant half an hour earlier than the reservations and waited about 10 minutes before we were seated.

**Question 2:** What are the cultural differences you notice? Using your five senses of taste, touch, sight, smell, & sound describe some of the cultural differences that you are not accustomed to in comparison to All-American restaurant or restaurant chains. For example, one can describe but not limited to the sights in the restaurant décor, odors from unusual foods, and sounds from music. One should use all five-senses in this cultural experience.

**Answer:** When I first entered the restaurant, it smelled like smoke. It smelled like a lot of different food being cooked on a grill. That sizzling sound was the first noise I heard as well as plates and utensils getting tossed around. Before being seated, my friends and I had to get our temperature checked to make sure it wasn't too high. The restaurant has a lot of different shades of brown furniture. The tables were small and dark brown and in the middle was a small cooking area in a circle shape to have your meat cooked. There were plants placed in the corners which made the restaurant look a bit more 'homey.' The lighting in the restaurant was very low and there were white brick walls. The music they were playing was actually american songs remixed.

I heard Justin Timberlake's song 'Sexy Back' playing but it was a remix. I found it interesting how this restaurant was playing American tunes because it is a Japanese restaurant. Some cultural differences I noticed immediately was how chopsticks were already set up on our table but they also gave plastic spoons, forks and knives.

**Question 3:** Look at the menu. What are the types of foods they offer? What are some unusual items? Do they describe the ingredients in the food? List various food items from the menu. What menu items did you order? Is there more than one language used to describe the foods on the menu?

**Answer:** The menu for this restaurant is very big and they have a variety of foods to choose from like ramen, different kinds of meat, rice etc. The menu is only written in English which I found a bit odd because it is a Japanese restaurant. Something I noticed a lot was the amount of different vegetables they would serve alone. For example, there was edamame, cheese corn butter, garlic cabbage, spicy cucumber, broccoli and yuzu shishito peppers. I found this really interesting because I've never seen a restaurant serve vegetables alone. Although these veggies are considered small plate or side dishes, these kinds of dishes aren't offered in most American restaurants (besides broccoli). This made me realize how different Japanese food is. The menu also contained meat like pork, shrimp, ribs, steak, chicken and beef tongue.

What I ordered off this menu was their Chicken Garlic Noodles with Fried calamari as my appetizer with a strawberry lemonade as my drink. One thing I noticed immediately was how small the appetizer was. In American restaurants, an appetizer is a decent sized plate of food that everyone in the group shared but in this restaurant, the calamari came in a small basket enough for one person.



Figure 1: Chicken Garlic Noodles with Fried Calamari Appetizer and Strawberry Lemonade.

**Question 4:** Is a traditional salad offered? If not, describe what is offered. What types of breads are offered (flat, pita, tortilla chips)? What type of desserts (cheesecake, fortune cookie, coffee)? What are they like?

**Answer:** Traditional salad was not offered instead, their meats that were served in ounces was something I believe is a tradition in any Japanese restaurant. We ordered pork belly with a side of rice and we (my friends and I) were able to use the small cooking area on our table to cook our pork. Some desert items I noticed were s'mores, tropical sorbet on a plate, green tea molle crêpe with ice cream, green tea flavored ice cream (and vanilla flavored), matcha tiramisu which is a white cake lady fingers with matcha green tea ice cream, mochi ice cream and chocolate lava cake with ice cream. I noticed this restaurant had at least 2 traditional American desserts which were the s'mores and chocolate lava cake served with ice cream. I found it really interesting that s'mores were served as a dessert because it's mostly known as camp food. Also, seeing that common American desserts are offered made me realize that this menu has options for people who are new to trying Japanese foods which is really considerate.

**Question 5:** What types of beverages are offered? Do they have an alcohol menu? What is not typically offered in an American chain restaurant?

**Answer:** This restaurant did have an alcohol menu. It included drinks like Bottled beer, Sake, Shochu, Umeshu, Wine (sparkling, red and white), Japanese spirits, Whiskey, Wodka, Rum, Tequila, Cognac and Cocktails. They also served normal fountain drinks like Coca Cola, Sprite, Lemonade, Ginger Ale, Iced Green and Oolong tea as well as juices like Apple, Orange, Pineapple and Calpico. Smoothies in the flavors Triple Berry and Mango Burst were also an option. Something I noticed that's not usually offered in American restaurants is Calpico, Japanese Spirits, Sake, Shochu and Umeshu.



Figure 2: Alcohol Menu from Gyu-Kaku Japanese BBQ

**Question 6:** Describe the dress? (Dress is inclusive of all five senses – you smell perfume, hear jewelry, see make-up, etc....) What are the employees, such as hostesses or wait staff wearing?

**Answer:** The waiter who brought my friends and I to our table was wearing a white button down long sleeve shirt with black pants and black shoes with a small block heel. Her hair was put in a low ponytail and she had minimal makeup on. Whenever the light hit her, her cheeks would glow a subtle amount. When she walked in front of us to the table, you could hear the small block heel hit against the wooden floors. As soon as we were seated another lady came around the table in all black with her hair down and put some water on our table. The restaurant seemed pretty busy this day because the noise of shoes hitting the ground and plates getting tossed around in the kitchen were constant. Our table was in the corner and all the waiters had to pass our table to get

to others and I could feel the wind from a waiter who rushed behind our table and hit behind my neck. When our waitress took our order, I got the smell of a floral yet soft scent from her.

Japanese food is reflective of its cultural geography and economic geography because Japan is located in an area that is surrounded by the ocean. People were able to catch fish four/five thousand years ago (Suzuki, 2015). Both Oyashio and Kuroshio currents have an abundance of fishing grounds because these areas carried small fish, which would also attract larger fish. Also, rainy weather was very common in Japan with annual rainfall and this caused a number of rivers to be formed. Fishes like sweet fish and dace were found in these freshwater rivers (Suzuki, 2015). Another common food that is well known in Japan is rice. Rice was grown in Japan around 1000 B.C or earlier (“The Evolution of Japanese Rice Farming”, 2014). There were reservoirs and marshes for making rice paddies (Suzuki, 2015). Fish and rice are both used in sushi which is why it’s so popular in Japan. Over the years, rice has become a staple food for countries outside of Asia like Africa, Latin America and the Caribbean (ricepedia). Fish has also become a popular food for countries outside of Asia.

My experience at this restaurant was amazing. This was my first time going and I would definitely go again. My grade for Gyu-Kaku Japanese BBQ would be an A. The restaurant is super clean and the service was great. The quality of the food was amazing and everything came in a timely manner. The price for everything I got was good, especially because they had a happy hour that lasted all day and everything on their menu was almost half off since it was happy hour the time I went. What I learned from this experience is that all foods are made different and use different techniques. I’ve had noodles before but never from a Japanese restaurant and the noodles looked much thicker than ones I was used to eating and the taste was different as well.

References:

Rice as food. (n.d.). Retrieved October 11, 2020, from <http://ricepedia.org/rice-as-food>

Suzuki, R. (2015, July). Highlighting JAPAN. Retrieved October 10, 2020, from [https://www.gov-online.go.jp/eng/publicity/book/hlj/html/201507/201507\\_02\\_en.html](https://www.gov-online.go.jp/eng/publicity/book/hlj/html/201507/201507_02_en.html)

THE EVOLUTION OF JAPANESE RICE FARMING. (2014, October). Retrieved October 11, 2020, from <https://www.seedgrowth.bayer.com/cases/japanese-rice-farming?id=%7B041B2680-C0EA-4CA2-8C84-B99B090D8AFE%7D>