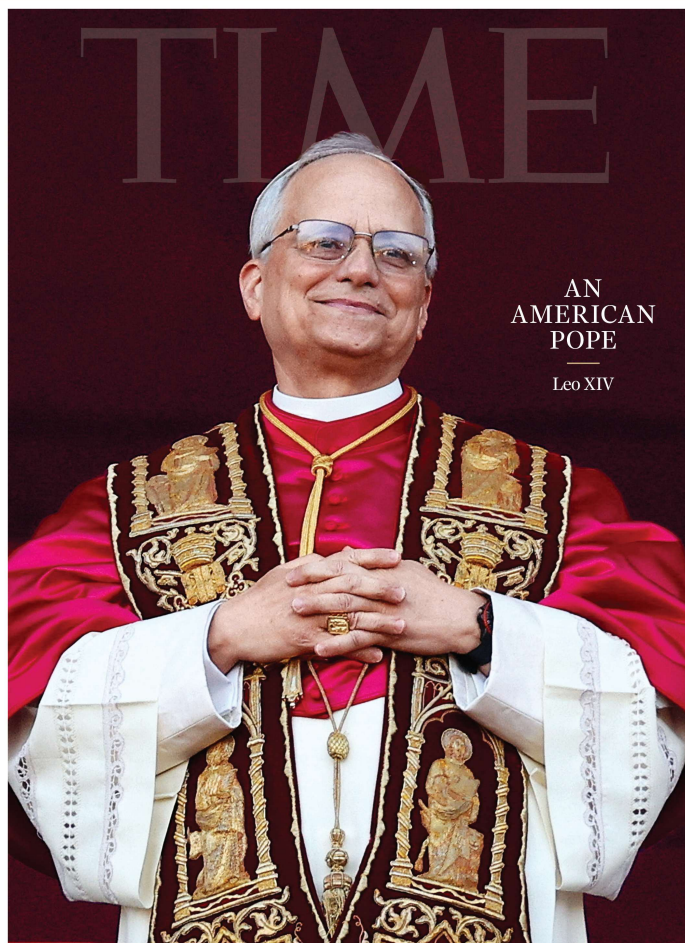


MAY 26, 2025



time.com

Content from Global Kigyo

Serving Smiles, One Plate at a Time

Kyushu-based family restaurant chain Joyfull is proudly sharing the region's rich cuisine.

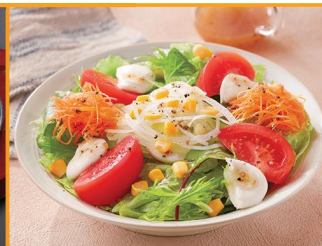


Kurumi Anami
President
Joyfull Co., Ltd.

Kyushu, Japan's southern island, is known for its unique customs, distinct from the rest of the country. Historically a gateway between Japan and the rest of Asia, its rich culinary culture reflects this connection. From tempura introduced via Nagasaki to *mentaiko* in Fukuoka, Kyushu offers a wide variety of culinary delights.

Kurumi Anami, president of Joyfull Co., Ltd., is dedicated to both her business and promoting Kyushu's cuisine locally and internationally. Operating in the casual family restaurant sector, Joyfull stays true to its mission of offering affordable enjoyment that fills the hearts of its customers. Inspired by 1970s American diner culture, the brand blends warm service with modern conveniences like mobile payments, all while serving a variety of meals at its 630 stores nationwide.

While Joyfull is a well-known and loved brand throughout Japan, as well as in Taiwan, it is now actively pursuing opportunities abroad. Anami says, "Our company is now well-positioned to expand both domestically and internationally. Looking ahead, we plan to conduct market research in Southeast Asia, Oceania and other regions with the goal of launching new restaurants."



 **Joyfull**
Restaurant

www.joyfull.co.jp

