

TOILET THEMED RESTAURANT (ТЕМАТИЧНИЙ РЕСТОРАН)

Власова І.М., гр. МО-13

Науковий керівник – викл. **Кондратенко М.В.**
Харківський державний університет харчування та торгівлі

Туалет – тематичний ресторан, організований для клієнтів у Тайвані, які бажають, поїсти їжу з тарілки й миски, сформованих на зразок аксесуарів західних і японських туалетів.

A toilet-themed restaurant is proving a huge draw for customers in Taiwan, eager to eat food off plates and bowls shaped like western loo seats and Japanese "squat" toilets.

Marton Theme Restaurant, named after the Chinese word "Matong" for toilet, has become a hit in Taiwan's second largest city since its opening in May 2004. Though bathroom decor seems a bizarre way to whet the appetites of diners, the idea has been so successful owner Eric Wang opened a second and bigger branch just seven months later.

The top orders are curry hot pot, curry chicken rice and chocolate ice cream because, well, "they look most like the real thing", Wang says. The price ranges from 150 to 250 Taiwan dollars (\$6-\$10) for a meal set including soup and ice cream. Customers, however, flock to Marton Restaurant mainly for its quirky dining wares and interior decor. She sits by a table converted from a bathtub with a glass cover while looking at a wall decorated with neon-lit faucets and urinals turned into lamps.

They are exactly the kind of customers owner Wang are counting on - drawn by novelty and who return with friends in a city crowded by a wide variety of restaurants. "Our restaurant is the first and only of its kind in Kaohsiung and that gives us an advantage in the saturated market here. Our major challenge is to lure customers back after the initial fun," he says.

Other gimmicky restaurants in Taiwan using themes such as a prison, zombies and even China's Mao Zedong achieved quick success but folded within a few years after the novelty wore off. His idea came from a popular Japanese comic featuring a robot doll fond of eating excrement in ice cream cones. The young entrepreneur is planning to expand his business to other cities on the island though franchising after adding more items to the menu. "After the curiosity fades, we have to hold on to customers with upgraded food and services," Wang says.