

Dear our guests.

Welcome to our restaurant, Fuku-shin. We have been a *Fugu & Hamo* specialty restaurant since we started in 1959. Our policy has been we offer food & drinks which we judge only the finest. And thanks to being patronized by so many guests, we have been here until today.

The name of us is *Fuku-shin*, not *Fugu-shin*. The reason why we don't avoid the voiced consonant is, because we follow the way that inhabitants/fishermen, who live in Shimonoseki, the westernmost city of Honshu Island, pronounce. *Fugu* fishes we serve here are from Shimonoseki, therefore we follow them to do so.

People in Shimonoseki call it *FUKU*. Why people in Shimonoseki avoid calling the fish *FUGU* is its sound is inauspicious. Because one of the homophone word, *FUGŪ*(不遇) means "misfortune" in Japanese language! On the contrary, a word without voiced consonant *FUKU*(福) means "happiness" and people in Shimonoseki take that way.

Very fresh (in Japanese language, fresh = *shin*) fishes are only offered here and we are the specialist of not *Fugu* but *Fuku*. So the name has come from these meanings.

Anyway, we would like you to have a good time here with us. Enjoy!

Fukushin

Nishi-Kiyamachi Shijo sagaru, Shimogyo-ku, Kyoto 600-8019, Japan

お客様へ

ようこそお越し下さいました。1959年の創業以来、ふぐと鱧を出させていただいております。私達は自分達が美味しいと思ったものしかお客様にお出ししません。それが私達のモットーです。お陰さまで、お客様にかわいがっていただき、1959年に開業以来現在に至っております。

店名は「ふく新」といいます（「ふぐ」ではありません）。それはふぐの仕入元である下関での呼び方に倣っているからです。「ふぐ」は「不遇」につながるとされ、彼の地では避けられています。「ふく」ならば「福」となり、幸運を招く魚となります。

私どもは、新鮮な「ふく」をお出しするということで、「ふく新」とさせていただいております。

小さな店ですが、どうぞお食事をお楽しみくださいますとともに、末永くご最良に宜しく願い申し上げます。

Fukushin

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