TEAM FILE

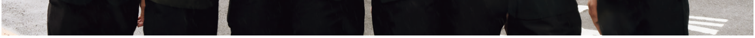
Route 48, Ayashi Yorktown Restaurant

McDonald’s operates approximately 3,000 restaurants across all 47 prefectures in Japan.
Here, we introduce the team members bringing smiles to customers every day.

“Give It a Try” Can Change a Restaurant.

Route 48, Ayashi Yorktown Restaurant

Located in the suburbs of Sendai, Route 48, Ayashi Yorktown restaurant is home to approximately 80 crew members. The restaurant is busy with regular customers and local elementary and junior high school students on weekdays, and families on weekends. Following its remodel in December 2025, the restaurant adopted “Flagship Ayashi!” as its vision and is taking on new challenges to drive further growth for both the restaurant and its crew.



(From left) Manager Tsukida-san, GEL Sato-san, Manager Murakami-san, RGM Kikuchi-san, Manager Ito-san, Manager Oikawa-san, GEL Kuwahara-san, GEL Sato-san

Our Challenge Starts Here

A favorite among local customers, the Route 48, Ayashi Yorktown restaurant has many long-serving crew members and a warm, welcoming atmosphere where everyone naturally looks out for one another. Following a remodel in December 2025, the restaurant was transformed into a more comfortable place for customers to enjoy.

Leading the restaurant through the remodel was RGM Kikuchi. "I wanted to do more than just remodeling. I wanted to take the restaurant to the next level." With this in mind, she established the restaurant vision, "Flagship Ayashi!" The goal was to lead the area in sales, customer satisfaction, and crew development. She began sharing this vision with the crew before the remodel.

It Starts with a Simple Conversation

As part of the remodel, four Self-Order Kiosks (SOK) were introduced. Amid concerns that the kiosks might be difficult to operate, Crew Oikawa took the lead in promoting their use. Taking the initiative, Oikawa-san actively reached out to customers—asking, “Would you like to try it together with me?”—while also sharing guiding tips with fellow crew members, building confidence through practice and ongoing feedback.

Murakami-san and Ito-san also took the lead in promoting Mobile Ordering. In the restaurant, the team made a point of encouraging every customer to try Mobile Ordering, while introducing them to features such as the fun of MyMcDonald’ s Rewards. Given that many customers visit by car, the team also actively highlighted that Mobile Ordering can be used at the Drive-Thru. These steady, friendly conversations gradually increased usage. Feedback from crew members shifted from “It didn’ t work out” to “They tried it!” These small wins quickly built into a sense of confidence shared by the restaurant.

The Courage to Take the First Step

Another focus of the remodel was encouraging crew members to take on new challenges. While Route 48, Ayashi Yorktown restaurant has many talented GELs and managers, many crew members hesitated to pursue a promotion because they felt, “I could never do that.” Tsukida-san was one of them. Developing the next generation is essential to the restaurant’ s continued growth. RGM Kikuchi and the managers began by talking to each crew member individually and encouraging them to take on new challenges. Murakami-san, who led the initiative, recalls, “McDonald’ s is a place where you can learn so much. If you’ re going to work here, I want everyone to have as many different experiences as possible.”

At first, some crew members were hesitant, saying, “I can’ t do it.” But as the managers continued talking with them and sharing what they saw as each person’ s strengths and potential, their attitudes gradually began to change. The number of crew members taking on promotions steadily increased, and many new GELs, trainers, and managers emerged. Today, Tsukida-san has also taken on a manager role and is now the one encouraging others to take that first step. Having experienced those doubts and uncertainties herself, she understands how her fellow crew members feel and supports them as they take on new challenges.

Striving to Be Number One in Japan

The words “Let’ s give it a try” have always been what drove change at Route 48, Ayashi Yorktown restaurant. And their journey is far from over. “Now that we’ ve become a great restaurant, I want to build on what makes us great and develop this into a restaurant that can be number one in Japan in something,” says RGM Kikuchi.

The remodel changed more than just the restaurant. More people are now willing to take that first step and say, “Let’ s give it a try.” That is the biggest change this restaurant has achieved.

Behind the Growth

Route 48, Ayashi Yorktown

4 Key Points

1 Make sure customers know about SOKs and Mobile Ordering!

Placed crew members at the SOKs to assist customers. Crew consistently and thoroughly encouraged customers in line to try Mobile Ordering, saying, “You can order at your table.” At the Drive-Thru, they asked, “Are you using Mobile Ordering or a coupon?”

ORDER & PAY HERE
Pay by cash at the counter after ordering

2 Always think about the next goal!

At every shift, managers checked each crew member’ s goal for the day. Afterward, they discussed what went well and what to work on next. By repeating this process, more crew members began setting their own goals and sharing their progress.

3 Stick to the basics!

The team consistently followed basic operating procedures, based on the belief that established guidelines allow every restaurant to deliver the same quality. Daily feedback helped maintain consistent quality while improving speed.

4 Be mindful of how customers see us!

The team shared the importance of thinking about how they appear to customers. Since the kitchen is highly visible, they focused on maintaining professional behavior while working and ensuring cleanliness.

GEL
Sato-san

When SOKs were first introduced, I wasn’ t sure if I could guide customers through the process. But by trying again and again and learning alongside customers, I gradually became more confident. I want to keep taking on new challenges, one step at a time, and continue growing.

GEL
Sato-san

What I like most about this restaurant is how comfortable everyone feels asking for advice. I’ ve learned so much from the more experienced crew members here. I’ m currently working toward becoming a Trainer, and now I want to be someone that newer crew members feel comfortable turning to for help.

GEL
Kuwahara-san

When I helped a customer use a coupon and they said, “Thank you so much,” it showed me how rewarding it can be to connect with customers. I’ ll continue to make sure I approach each customer in a way that meets their individual needs.

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