Why Do Japanese Restaurants Display Fake Food?

日本餐廳門口為什麼擺著假的食物？

The menu behind glass

玻璃櫥窗裡的菜單



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Names you can see

看得到的菜名

A life-size food replica gives an unfamiliar dish a recognizable shape. You can compare a rice bowl with a noodle soup before reading the menu.

等比例食品模型把陌生菜名變成看得到的形狀。還沒讀懂菜單，也能分辨哪一份是蓋飯、哪一碗是湯麵。

A complete meal

整份餐點

Look across the whole tray before choosing. A set meal may show a main dish, rice, soup and pickles in separate bowls.

選餐前先看整個托盤。一份定食可能把主菜、白飯、湯和醃漬小菜分別裝在不同器皿裡。

The name card

菜名牌

Look for the card immediately beside or below the model. Keep the dish name handy so you can match it with the menu inside.

尋找模型旁邊或下方對應的菜名牌，記住菜名，進店後就能與菜單核對。

[1] [2] [3]

Compare two trays

用兩份模型比較



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Main dish

主菜

Start with the largest plate or bowl. Grilled fish, a breaded cutlet and noodles look quite different even when several side dishes are shared.

先比較最大的盤子或碗。即使兩份定食的小菜相同，烤魚、炸排和麵類通常一眼就能分辨。

Set or single

套餐或單點

Check whether the listed name refers to the whole set or one dish. A model of rice beside a main dish can belong to a separate option.

確認標示的菜名是整套還是單點。看見白飯擺在主菜旁邊，也可能是櫥窗裡相鄰的另一個選項。

Size and extras

份量與加點

Use the model to judge the overall arrangement. Ask about rice size, included sides or an extra charge if those details affect your order.

用模型掌握整體搭配；若飯量、附餐或加點費用會影響你的選擇，就向店員確認。

[1] [2] [3]

Why it looks freshly cooked

為什麼像才剛上桌



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Surface
表面

Look closely at the edge of a tempura model. Uneven batter catches light differently from the smooth, glossy surface of a molded vegetable.

靠近觀察天婦羅模型的邊緣。凹凸麵衣和光滑蔬菜在燈光下形成不同反光，看起來就有酥脆或濕潤的差別。

Color
色澤

A single grilled fish shows several colors, from its pale flesh to darker skin. Painted changes in tone suggest where heat touched the food.

一塊烤魚從魚肉到魚皮會有深淺不一的顏色。模型的局部上色讓人看得出哪些地方帶有焦香。

Placement
擺盤

Notice how the pieces are arranged on the plate. An angled prawn or a raised noodle makes a shape easier to recognize from outside the window.

留意模型怎麼擺盤。斜放的蝦、挑起的麵條，都讓從櫥窗外看過來的人更容易辨認餐點。

[1] [2] [3]

How a model takes shape

食品模型怎麼製作



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Materials

材質

Wax played an important role in early food models. Many modern restaurant replicas are made of plastic, and traditional wax techniques can still be demonstrated.

早期食品模型常用蠟，現代餐廳常見塑膠材質。部分體驗活動仍會示範傳統的蠟製作法。

Shape first

先塑形

In one manufacturer's process, a mould reproduces the shape of the real item. The uncolored cast then becomes the base for painting.

依製造商岩崎的流程，先從食物取得形狀並製模，再做出供後續上色的模型本體。

Finish

再組合

Color and assembly give the separate components a finished appearance. Look at a model meal and count how many small parts had to come together.

分別上色、組裝，才有一份完整餐點。可以試著數數看，一盤定食要把多少個小部件組在一起。

[1] [2] [3]

From window to table

從櫥窗走到點餐

Window

先找想吃的模型與菜名

Choose one tray and note its Japanese name or menu number if present. Check that you have the card belonging to the right model.

選好一份，記下日文菜名或餐號，核對拿來比對的標示與模型確實相對應。

Menu

對照當天價格、供應與套餐內容

Check the current menu for price, service time and availability. A lunch set in the window may have a limited ordering period.

進店後看當天菜單上的價格、供應時間和是否售完。櫥窗裡的午間套餐可能有點餐時段。

Table

指著菜名點餐並確認份數

Point to the matching menu entry and say “**これをお願いします**” (“I’d like this, please”). Add how many portions you want.

找到對應菜名，指給店員看並說「これをお願いします」（我想點這個），再補充需要幾份。

[1] [2] [3]

Ask about what is hidden

模型裡看不到的事

Visible

主菜形狀、擺盤與碗盤配置

Broth, dressing and dipping sauce may contain ingredients that are invisible in a replica. Ask the restaurant about the actual recipe for your dish.

模型看不出湯底、沙拉醬與沾醬包含哪些食材。若影響你的飲食選擇，請店員確認這道菜的實際配方。

Ask the kitchen

湯底、醬汁、實際食材

If you have a food allergy, name the specific ingredient and explain it is an allergy before you order. Show a written card if helpful.

若有食物過敏，點餐前說明是「過敏」，並指出特定食材。可以把食材名稱寫在卡片上給店員看。

Allergy

先說過敏原，等店員確認再點

If staff cannot confirm an ingredient or the preparation important to you, choose a dish or venue that can answer your question clearly.

若店家無法確認你在意的成分或製作方式，可改選能清楚回答這些問題的餐點或餐廳。

[1] [2] [3]

From model to menu order

從食品模型對到菜單

Match name and number

對照品名和編號

Read the tag by the replica, then match it to the current menu. Check if the displayed sample is a set with sides.

先讀模型旁的標籤，再對照現用菜單。確認展示的是單點還是含配菜的套餐。

Ask about ingredients

成分要向店家問清楚

Treat the replica as a visual guide. If ingredients matter, ask about sauces, stock, garnishes and shared preparation.

把模型當外觀參考。有飲食限制時，另問醬汁、高湯、裝飾配料和是否共用調理器具。

Check today’s version

確認當天出餐內容

Use the menu and staff confirmation for possible substitutions or sides. A model can illustrate the format without showing that day’s ingredients.

套餐配菜或替換選項，以當天菜單及店員確認為準。模型能示意餐點形式，成分仍要另問。

[4]

REFERENCES

Sources & links

資料來源與原文連結

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01 **japan.travel**
日本政府觀光局 | Love that Plastic Food →

02 **iwasaki-ts.com**
岩崎 | 食品模型製作流程 →

03 **National Consumer Affairs Center · Dietary restrictions**
国民生活センター | 食物禁忌への理解 →

04 **Consumer Affairs Agency · Dining with food allergies**
消費者庁 | 外食・中食での食物アレルギー →



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Diagrams redrawn for this edition. Scene images are illustrative.
圖解依資料重新編排。內頁影像用於說明情境。