

Introduction



Anime MIX Café!!?



Introducing Taiwan's Anime Café – MyAnime Café

Anime cafés are a type of specialty café that blends anime culture with dining. The world's first anime cafés originated in Japan, and Taiwan, heavily influenced by Japanese culture, began to see the emergence of such establishments around the year 2000. There have also been various pop-up cafés themed around anime series.

As anime enthusiasts, we're especially curious about what kind of marketing strategies MyAnime Café, as a leading anime-themed café, uses. Located on the 7th floor of Syntrend Creative Park in Taipei, MyAnime Café regularly rotates its anime themes based on popular series such as Inuyasha and Detective Conan. The café offers dishes, desserts, and drinks inspired by these characters. With a finely designed interior and official merchandise for sale, anime fans can enjoy delicious food while collecting memorabilia.



Product Prices

Main Course: NT\$330
Desserts & Beverages:
NT\$150–190

Reservation & Ordering Methods

Online reservations
and manual ordering

Theme Rotation Frequency

High (every 1–2 months)

