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● STP Marketing

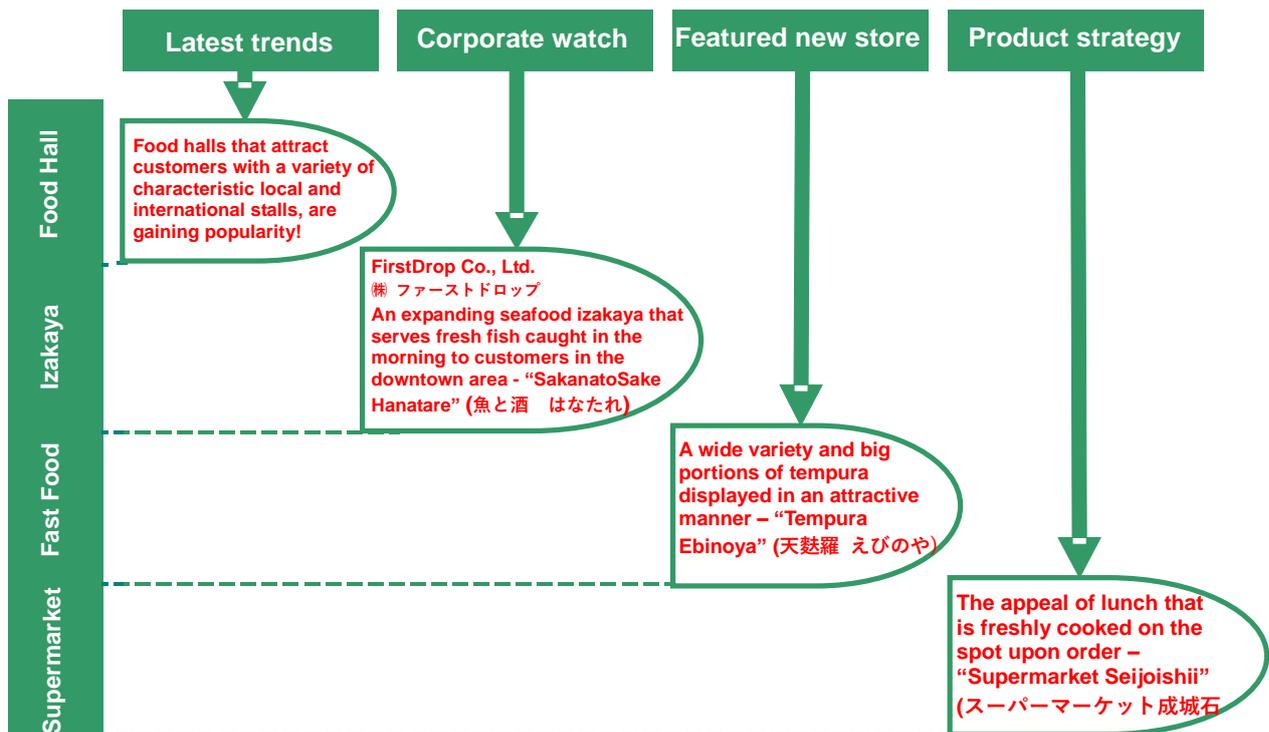
- There are a few curry shops in the apartment condominium near Takadanobaba Station. Naturally, no one would know if it is just an ordinary shop. There is this particular shop that has a long queue every day even before it is opened. We have passed mid-February of 2019. The stiff competition in the lunch segment intensifies the competition in the food services industry. The future of this industry is yet to be seen. But we should consider the fundamental principles of marketing.
- The theory of STP - Segmentation, Targeting, Positioning: customers' needs are increasingly segmented and unique. The time has come for us to consider whose and what demands we should meet. It was announced on 14 February that real GDP for October – December 2018 grew at 1.4%, positive growth for the first time in two quarters. How should the food services industry react to the change in consumer spending as the economy recovers? It is important for us to narrow down customers' needs.



- Jotaro Fujii

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HOT NEWS! Hawaii: Liliha Bakery – popular for its Coco Puff & Pancake



1. Hot News! Hawaii: Liliha Bakery – popular for its Coco Puff & Pancake

This year's Golden Week had 10 days of public holidays consecutively. The flight to Hawaii costs more than ¥500,000 per person. Many tourists from all over the world are attracted to Hawaii by its wide variety of cuisines and good old traditional American food. They include many shops selling delicious pancakes, and the competition among them is fierce. Japanese pancakes are popular and long-established items but most of the stores selling them are simple and basic concepts. **There is room for concepts with a diner-style ambience. Liliha Bakery is an example of such a concept.** It has only two outlets in Hawaii, but their choux cream (or cream puffs) are highly popular and attract customers all day long. The diner dishes are delicious as well. Their **popularity continues to rise** even though they have only two outlets.



2. Latest Trends

Food halls that attract customers with a variety of characteristic local and international stalls, are gaining popularity!

■ Food Hall Blast! Tokyo (フードホールブラスト！トーキョー) By K&BROTHERS (株)



● On 9 February 2019, the large food hall opened near the South Exit of JR Shinjuku Station. It has a seating capacity for 172 spread over two floors, and 6 different concepts under one roof. They include American brands such as Mexican “Chronic Tacos”, custom-made pizza “Cucinova”, coffee roaster “Greenberry’s Coffee Co.”, a meat bar and a pub restaurant. The food hall features a casual “self-style” format on the first floor where diners can enjoy a little drink or meal. The pub restaurant on the second floor is stocked with a selection of barrel craft beer, and orders are taken using tablets. The food hall opened another outlet in Osaka on the same day.

■ Goo Food Hall (グー・フードホール) By Eirin Co., Ltd. (株) 榮林



● On 7 December 2018, Goo Food Hall opened on the restaurant floor (9th floor) of commercial facility “Ueno Marui” (上野マルイ). It includes various types of cuisine such as “Grilled food” (グリル料理), “Indian food” (インド料理), “Korean food” (コリアン), and a “Café Bar” (カフェバー). The food hall is popular with groups of customers who enjoy jumbo-sized “Naan plate” (ナンプレート), “Galbi Ramen” served in a pot, and chunks of steak. It has a seating capacity for 119.

Discussion: The Future of Food Halls

In trendy and popular places such as “Shinjuku NEWoMan” and “Tokyo Midtown Hibiya”, the direct connection to subway stations provides an all-day flow of customers. This is a boost for food services that serve breakfasts, drinks and dinners. “Food Hall Blast! Tokyo” (フードホールブラストトーキョー) allows customers to order and enjoy food from all the stalls at their tables. “Goo Food Hall” (グー・フードホール) features a group BBQ-style dining of various cuisines. The anchor tenants of restaurant floors are popular brands that attract many customers. New concepts that gather original and “buzz worthy” brands under one food hall, have revitalized the restaurant floors.

3. Progressive Companies

■ FirstDrop Co., Ltd. (株式会社 ファーストドロップ) **Generated ¥1.6 billion of sales for fiscal year ended August 2018**

● **An expanding seafood izakaya that serves fresh seafood caught in the morning to customers in the downtown area**

FirstDrop Co., Ltd. was first established in November 2003 with the “SakanatoSake Hanatare” (魚と酒 はなたれ) concept at the North Exit of JR Kannai Station. In July 2006, another outlet was set up at Sakuragicho, and the company continued to expand with more outlets in Tsuruyacho and at the East Exit of JR Yokohama Station. In August 2012, it started a new wine bar concept, “Sakanato Wine Hanatare” (魚とワイン はなたれ) in Sakuragicho. Further expansion took place in February 2015 with the franchise yakiniku concept “Jiromaru” (治郎丸). Currently, the company operates 27 outlets across 4 concepts.

● **“SakanatoSake Hanatare” (魚と酒 はなたれ)**

It serves a daily special of “Sakana Tamashi” (魚魂 or *Fish Soul*), which consists of 10 pieces of assorted sashimi using fresh local fish produce delivered directly from the Yokosuka Fish Market (横須賀漁港). Grilled, broiled, and deep-fried seafood are available at ¥580 to ¥2,800. Vegetable dishes such as salads and tempura, using local Shonan vegetables (湘南地物野菜) from the Miura Peninsula (三浦半島), cost between ¥290 and ¥800. The store is popular with office workers, middle-aged and older customers. The check size is estimated to be ¥4,000 per pax.



4. Featured New Store

A wide variety and big portions of tempura displayed in an attractive manner

Tempura “Ebinoya” 天麩羅「えびのや」

BY Fujio Food System Co., Ltd. フジオフードシステム



● On 31 January 2019, Ebinoya opened at the first basement of “Wing Kamiooka” (ウイング上大岡), a commercial facility directly connected to the Ooka Station on the Keikyu Line. It is the 6th outlet in the Kanto area, and the 39th outlet of the brand. The operating hours are from 11:00 to 22:00, and has a seating capacity for 65 persons. There are 5 types of set meals priced from ¥890 to ¥1,090; and tempura-don (ten-don) from ¥850 to ¥1,280. They also serve 11 types of ala carte items such as prawn, eel and other seafood; bell pepper, onion, and seasonal vegetables; at ¥100 to ¥300. For ten-don, the tempura prawns and seafood are displayed in such a manner that gives the impression of volume and high value for money. Ebinoya was awarded a Certificate of Excellence by TripAdvisor for achieving consistently good reviews in 2018. The store is patronized mainly by male diners.

Evaluation

Tempura specialty stores such as “Santen” (さん天), “Tenya” (てんや) and “Makino” (まきの), have been expanding in shopping streets, but Ebinoya has been targeting the shopping centres. Ebinoya focuses on attracting male customers by offering fried food, and creating the impression of big portions at affordable prices, in downtown areas. The concept is steadily expanding the number of outlets at prices and locations that are different from its competitors.

5. Product / Business Strategy

Supermarket that sells deli (side dishes)

The appeal of lunch that is freshly cooked on the spot upon order

Supermarket Seijoishii (スーパーマーケット 成城石井)

BY Seijoishii (株) 成城石井

■ **Features** : The supermarket cooks and serves “Deli Rice” from 11:00 to 14:00. It turns into a “Dessert Shop” during tea time, serving their signature desserts. There are 3 types of “Deli Rice” served during lunch time. They include the “Weekly Lunch” and “Roast Beef Donburi”, which are priced from ¥799 to ¥899. The supermarket also sells “Roast Beef with Parsley Banh mi Sandwich” at ¥599. The signature “Momochacha Soft Cream Set” is a limited menu item that combines soft cream with coconut blanc-manger and crème anglaise mousse. On 7 February 2019, the supermarket opened at the first basement floor of Gate City Plaza within the “Gate City Ohsaki” (ゲートシティ大崎) complex. The Complex is located in front of the South ticket gantry of the Osaki Station on JR Yamamote Line. The supermarket is patronized mainly by female customers.



Strategy:

“Gate City Ohsaki” is a mixed office and residential development. It is patronized by office workers on weekdays and residents on weekends. There is a foodcourt-style common seating area at the basement. Seijoishii uses a Grocerant concept and know-how where food is semi-processed at a central kitchen, to provide quick meal service for office workers. They plan to open more outlets in other area, and build on the concept that serves quality dishes in addition to their traditional product offering.

- Latest new store

1st February 2019 “FLIPPER’S STAND”

Located at Etomo Jiyugaoka (エモト自由が丘) found at the extended floor area of the Jiyugaoka Station on Tokyu Oimachi Line.

A new multi-outlet concept that specializes in takeaway “Miracle Souffle Pancake Pudding” (奇跡のスフレパンケーキプリン) freshly baked in the store. The concept is operated by apparel company, Baycrew’s Co., Ltd.



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