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● ¥380 Delivery Fee

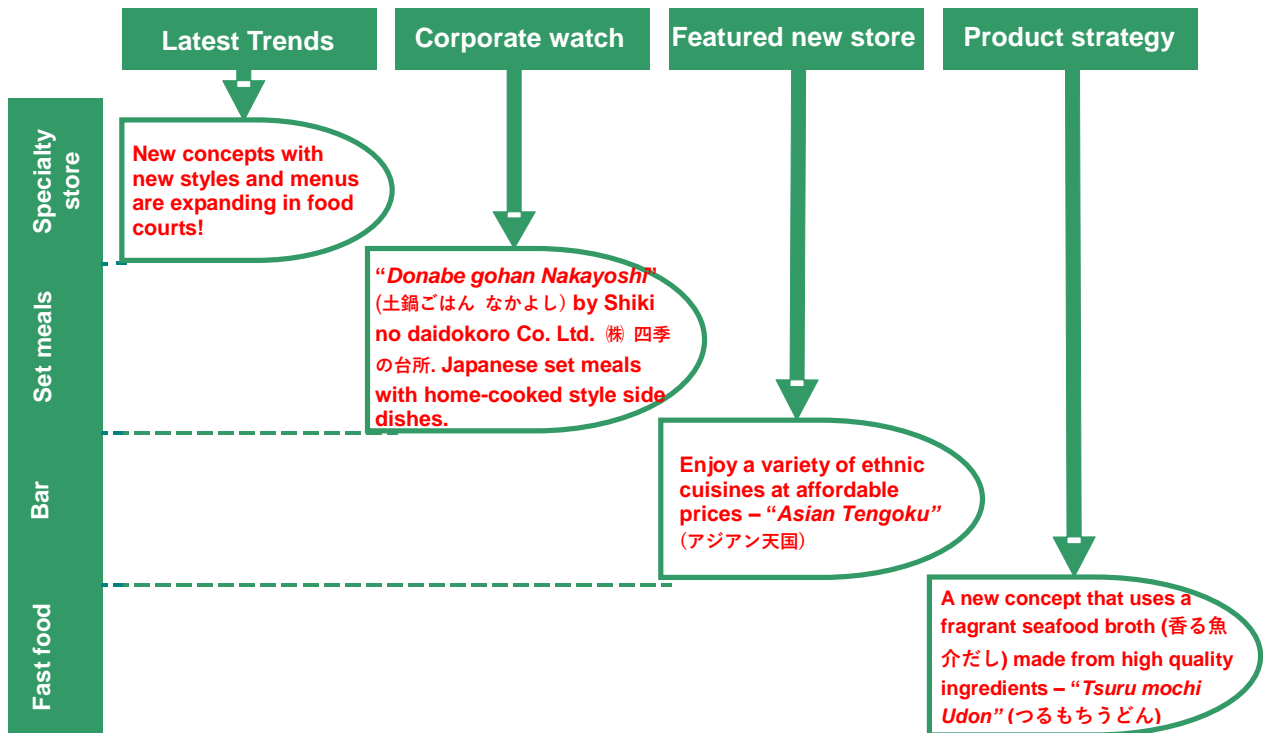
- Even though Uber taxis are not allowed to operate in Japan, UberEats, which delivers food from restaurants, is gaining popularity. UberEats bicycles are a common sight in the city. A delivery fee of ¥380 is required, but the demand for the service and the order amount are high both during weekdays and the weekends. Delivery sales are starting to take up half of the total sales proceeds for food services. There are advantages in paying the commission even if it takes up one third or more of sales proceeds, as the customer check size is high for restaurants. There is a growing demand for new food options, other than dining out.
- Ordering using smartphones, tracking and notification of delivery status through GPS, maintaining records of purchase history, and supported by an IT system to push out promotions, help to maintain a high level of repeat purchases. The market is expected to expand further in the future.



- Jotaro Fujii

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HOT NEWS! China: Alibaba and Starbucks collaborate to offer coffee delivery



1. HOT NEWS! [China: Alibaba and Starbucks collaborate to offer coffee delivery](#)

Starbucks first started in China twenty years ago. There are now 3,500 outlets in the country. A new outlet is opened every 15 hours. In August 2018, Alibaba, an e-commerce giant with 500 million customers, entered into a partnership with Starbucks. The two companies will offer coffee delivery, through a mobile application, at 2,000 stores in 30 cities by the end of 2018. Trials were first carried in Shanghai and Beijing, and the service was subsequently extended to 17 cities due to overwhelming demand. They plan to further increase sales by using containers that can handle both hot and cold drinks.



2. Latest Trends

New concepts with new styles and menus are expanding in food courts!

- The Original Kawari Katsu Meshi Specialty Store Katsuemon (元祖 変わりかつめし専門店 かつ煮もん)
By [Kichiri & Co. Ltd](#) (株) きちり



- On 2 November 2018, the first outlet opened in the Tokyo Gourmet Stadium foodcourt, on the second floor of Divercity shopping mall, located near the Tokyo Teleport station on the Rinkai Line. There are 8 types of set meals that come with rice and pickles, with prices from ¥680 to ¥880. They include the “Egg Katsu with rice” (玉子かつめし) that is served with an egg over deep-fried pork cutlet in a sauce, the “Tomato Katsu with rice” which comes with a tomato sauce, and the “Demi sauce Katsu with rice” which comes with a demi-glace sauce. Additional toppings such as cheese, eggs and kimchi, are available at ¥100 to ¥200. Male customers tend to prefer the egg version, while female customers prefer to add cheese to the tomato sauce.

- Takamaru Sengyoten (タカマル鮮魚店) By [Takamaru Sengyoten Inc.](#) (株) タカマル鮮魚店



- On 1 November 2018, the seafood specialty company opened an outlet in the Machinoma Kitchen & Café (マチノマキッチン) foodcourt on the second floor of the Machinoma Omori (マチノマ大森) shopping centre, about 10 minutes' walk from the Omorimachi Station. This is the company's first outlet in a foodcourt. It is a seafood wholesaler from Tsukiji market, and has been operating seafood retail stores and izakayas. The outlet offers over 50 kinds of rice bowls and set meals, that come with sashimi, tempura and deep-fried seafood. There are also side dishes, such as “deep fried squid tentacles” (イカゲツの唐揚げ) and “mozuku seaweed in vinegar” (もずく酢), which are commonly found in izakayas. The store attracts customers by placing tanks of live prawns, abalone and oysters, at the counter.

Discussion : The future of “food court specialty stores”

More specialty stores are showing up in foodcourts recently. Examples are Sushiro’s “Sushiro-konomi” (スシローコノミー) and Ringerhut’s “Tonkatsu University” (とんかつ大学). “Katsuemon” attracts customers of a wide age range, by using a concept that allows customers to choose the combination based on their own preferences. “Takamaru Sengyoten” provides a professional and quick service, and gives customers a dining experience that is similar to eating in a fresh seafood market. These new concepts offer the full menu of specialty stores or restaurants, but with the convenience of dining in a foodcourt. They plan to expand with more new locations to tap the potential demand of customers.

3. Progressive Companies

■ Shiki no daidokoro Co. Ltd 株式会社 四季の台所

Shiki no daidokoro Co. Ltd was formed in 2014 (founded in 1981). In 1981, the company started a Chinese restaurant named “Akatonbo” (赤とんぼ), along Meiji-dori, at the West Exit of JR Ebisu station. In 1985, they started “Junsai Ryori Nakayoshi” (旬菜料理 なかよし). In May 2011, the company converted “Akatonbo” to “Nakayoshi” and expanded from there. This was followed by the launch of “Obanzai Ryori Nakayoshi Hanare” (おばんざい料理 なかよし はなれ) in November 2014 at the East Exit of JR Ebisu station, and subsequently expanded to Namikibashi in December 2015. On 13 September 2018, the company entered Shibuya Stream, a commercial complex at the South Exit of JR Shibuya station. This was the first outlet in a commercial facility. All the previous outlets were set up along roadsides. On 8 November, the 7th outlet opened in Nijubashi Square, which is near the Nijubashi Mae Station on the Tokyo Metro Chiyoda Line. There are now 8 outlets across 2 concepts under the company.

● Japanese set meals – Donabe Gohan Nakayoshi (土鍋ごはん なかよし)

The menu offers 11 types of set meals throughout the day. Rice is complemented with home-cooked style dishes such as “Nikujaga” (肉じゃが or meat and potato stew), “Tori Tsukune and Atsuage stew” (鶏つくねと厚揚げのスープ炊き or chicken meatball with thick fried tofu stew), and “Mackerel simmered in miso” (鯖の味噌煮). The dishes are all lightly seasoned without artificial seasoning. Their prices range from ¥930 to ¥1,280. Customers could request for bigger servings of the earthen pot-cooked rice, which will be served in rice bowls of different sizes based on the request. There are other dishes such as sashimi, tempura, eel croquette (穴子コロッケ), and oysters with miso butter (牡蠣味噌バター) in the dinner menu, similar to the dishes found in izakayas. There are many repeat customers, and mainly female customers during lunch time.



The Nijubashi Square outlet opened on 8 November 2018.

4. Featured New Stores

Enjoy a variety of ethnic cuisines at affordable prices – “Asian Tengoku” (アジアン天国)

“Asian Tengoku” Bar バル「アジアン天国」 BY OICY



- On 8 November 2018, “Asian Tengoku” opened near Exit No. 2 of Akasaka Station on the Tokyo Metro Chiyoda Line. The operating hours are from 11:30 to 14:30 and 17:00 to 23:30 (17:00 to 23:30 on weekends and public holidays). The store has a seating capacity for 50. The menu includes items such as “Yum Woon Sen” (Thai glass noodles salad) [ヤムウンセン(タイ風春雨サラダ)], “Som Tam” (Thai green papaya salad) [ソムタム(青パパイヤ)], “Gai Yang” (Thai grilled chicken) [ガイヤーン(タイ風焼鳥)], “Rice paper fried spring roll”, and 40 other items which include Chinese dishes such as gyoza, “Sichuan Mapo” (四川麻婆) and fried chicken topped with scallion and oil (油淋鶏). The items cost between ¥280 and ¥980. The store uses an electronic pen ordering and checking out system. The average check size is around ¥2,000 per customer, and the outlet is mainly patronized by groups of office workers. This outlet is the first in the Kanto region. The first outlet was set up in Dojima, Osaka.

Evaluation

“Coca Restaurant & Mango Tree Café”, which specializes in Asian cuisine, has opened many outlets in commercial facilities and ekinaka (shopping areas within train stations). “Asian Tengoku” aims to attract customers by serving Asian cuisines and drinks, and a new easy-to-use ordering system. “Asian Tengoku” is a new business format with a distinctive fast food concept, catering to many hotel guests and foreigners in the area around Akasaka.

5. Product / Business Strategy

Udon Specialty Store

A new concept that uses a fragrant seafood broth (香る魚介だし) made from high quality ingredients.

“Tsuru mochi Udon” (つるもちうどん)

BY Sanko Marketing Foods Co., Ltd. (株) 三光マーケティングフーズ

- **Features** : The store serves 19 types of udon such as “Odashi udon (kake)” [おだしうどん(かけ)] and “Kama tama udon” (釜たまうどん), with prices from ¥390 to ¥690 (small portion). There is also the signature “Fuwatoro bonito flakes udon” (ふわとろ鰹節の追いがつおうどん) that is sold at ¥490 (small portion). It comes with a topping of thinly shaved bonito flakes. Customers could place the bonito flakes in a tea strainer and soak them in the broth for 15 seconds to bring out the flavor and the distinctive fragrance. There are also 10 other types of toppings and sides such as tempura and “Fuwatoro bonito flakes rice” (ふわとろ鰹節ごはん). The store is patronized mainly by male customers. On 6 November 2018, the company rebranded their “Rakugama Seimenjo” store that was located in front of the North exit of JR Okachimachi station, to this new concept.



- **Strategy** : There are many competing Sanuki Udon stores and standing soba restaurants in downtown Tokyo. For example, Marugame Seimen (丸亀製麺) and Hanamaru Udon (はなまるうどん). “Tsuru mochi Udon” attempts to beat the competition by using 100% Japanese wheat, and a high-quality broth that uses 7 kinds of quality ingredients. Most Sanuki udon stores use “iriko dashi” (anchovy stock), but “Tsuru mochi udon” differentiates from the rest by using stock made from bonito flakes, and plans to expand with their distinctive “shaved bonito flavor” (削り立ての風味) and affordable prices.

- Latest new store

7 November Ekiteria Pronto (エキテリア プロント)

Opened on the second floor of the “Joinus Terrace Futamatagawa” building, directly linked to the Futamatagawa Station on the Sotetsu Line.

The store functions as a café in the morning and afternoon, and turns into a pub in the evening. They serve 7 types of draft beer such as the “The Premium Malts” (ザ・プレミアム・モルツ) and “Tokyo Craft Pale Ale” (東京クラフトペールエール). It is operated by Pronto Corporation.



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