

Eat Well, Live Well.



Keeping Customers Onsite At Meal Times

AJINOMOTO'S GUIDE TO B&I CATERING



Gyoz ギョーザ



Konnichiwa from Ajinomoto

Keeping menus fresh, exciting and within budget, is a familiar challenge for B&I caterers, but, with a 100-year heritage of quality and innovation, Ajinomoto Foods can help you reap the rewards of a hit menu, with its range of innovative Japanese products.

Successfully catering for those who have little time to dedicate to meal times, means keeping one step ahead of the curve and serving a menu that not only competes with the high street, but also offers a compelling

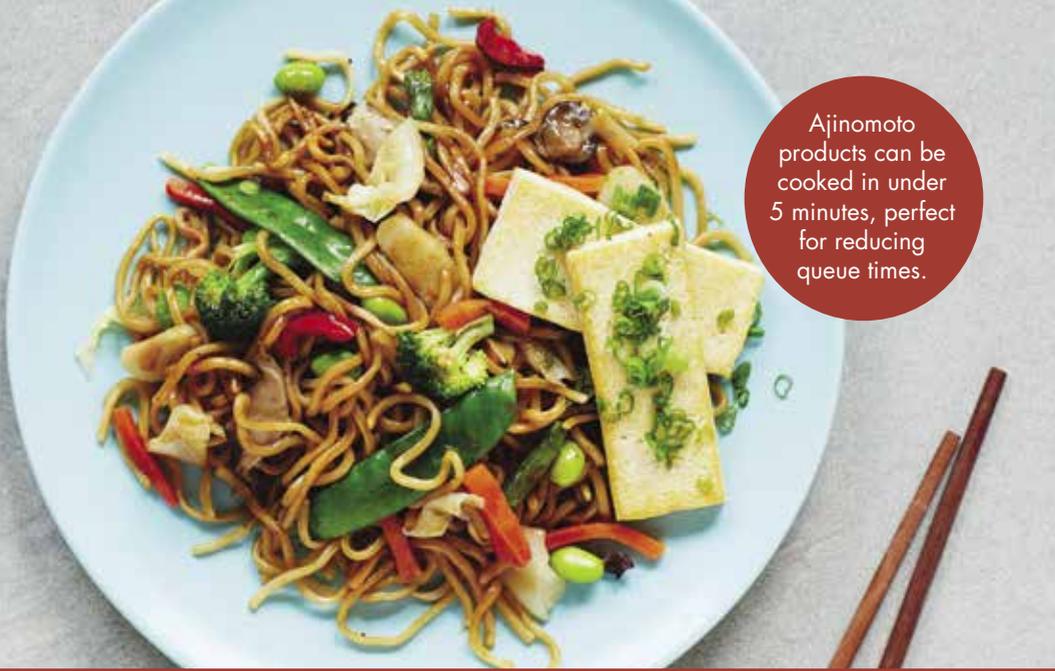
reason to stay on-site, whether that's a competitive price point, convenience or new flavour combinations.

Offering a wide selection of easy-to-serve, snacks, sides and main dishes that are convenient and delicious, Ajinomoto can help refresh your menu. So whether you want to experiment with a Japanese concept or revive your on-site offering, Ajinomoto can help ensure you are serving modern yet authentic flavours that customers will love.

Gyoza – Japanese inspired dumplings filled with meat and or vegetables, perfect served with soy sauce or Amoy Hoi Sin sauce.



Today's consumers are more strapped for time than ever before, ensure your menu consists of both hot and cold grab and go options to keep up with customer demand



Ajinomoto products can be cooked in under 5 minutes, perfect for reducing queue times.

SERVING AN ON TREND MENU

Pop-up restaurants, seasonal menus and high-street meal deals are a constant threat to keeping workers on-site, but there are many ways that B&I caterers can customise their offering, build brand loyalty and keep customer spend on-site.

Look to tap into emerging trends by ensuring your menu focuses on cost, convenience and customisation.

COST CONVENIENCE CUSTOMISATION



STREET FOOD

Having taken the nation by storm, the Street Food trend is a key selling point for B&I caterers looking to freshen up menus and provide customers with a quick service. With consumers now looking for deeper, bolder and more authentic flavours from around the globe, Ajinomoto's Gyoza, chicken Kara-age and Yakitori chicken skewers are the perfect way to deliver the Japanese street food they desire.

THE AVERAGE
UK COMMUTER
SPENDS
MORE THAN **£10**
A DAY
ON FOOD AND DRINK¹

THE AVERAGE
BRITISH WORKER
TAKES JUST **34** MINS
FOR LUNCH
WHILST OVER 1/2 DON'T TAKE A LUNCH BREAK AT ALL²

¹ Visa research 2014 ² Workthere research 2017



British office workers are bored with their lunch choices, use POS material to raise awareness of new flavor choices and dishes

THE MAIN MEAL

For customers looking to take advantage of the opportunity to consume their main meal at lunch, it is important to offer a range of new and exciting dishes that they enjoy but don't have the time to prepare and cook at home. Noodle bowls, broths and salads with Gyoza, offer a filling option full of authentic Japanese flavours. While Yakisoba offers a fresh meal, which can be easily customised for a variety of diets by adding chicken, prawns or tofu.

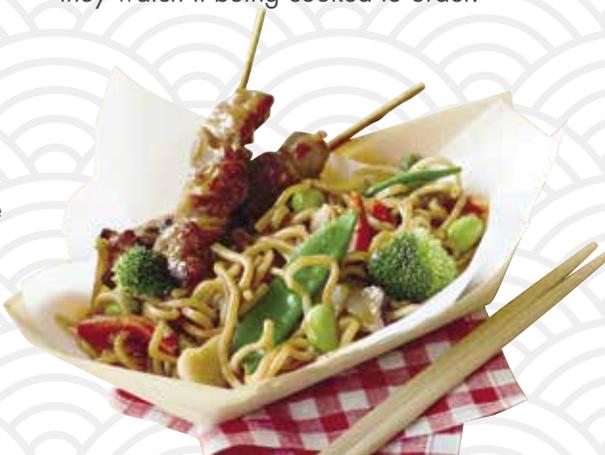
GRAB & GO

For UK office workers the lunch hour is precious, whether it's a dash to the shops, a trip to the gym or catching up on social media, it leaves little time for food. So offering a variety of hot dishes that can be served quickly, consumed on the go, or eaten at the desk is vital. Gyoza is a perfect

on-the go option, whilst Yakisoba served in take away packaging can be enjoyed back at the desk.

THEATRE STYLE

Keep customers on-site at lunchtime by adding a sense of theatre to your meal offering. Having an open kitchen, such as a wok station not only adds a sense of drama as the ingredients are tossed and sizzled, but, allows diners to customise their meals as they watch it being cooked to order.



Adding Ajinomoto to your menu

Ajinomoto offers a wide range of products, which can help B&I caterers serve an on trend menu offering, including food to go and hot snack options, as well as Japanese inspired salad ingredients.

GYOZA

Each case consists of 10 bags (600g each), containing 30 Gyoza pieces (20g per piece)

CHICKEN & VEGETABLE GYOZA



Made in EU

PORK GYOZA



Made in EU

VEGETABLE GYOZA –

The All Green Gyoza

Suitable for vegetarians



Made in EU

DUCK GYOZA



Made in EU

APPLE GYOZA

Each case consists of 12 bags (400g each), containing 20 Gyoza pieces (20g each)



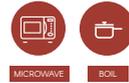
Made in EU

CHICKEN KARA-AGE - Japanese fried chicken



Each case (6kg) consists of 10 bags (600g each), containing approx. 24 pieces (25g each)

YAKITORI - Skewered charcoal grilled chicken with soy and sweet wine sauce



Each case (4.2kg) consists of 20 bags (210g each), containing approx. 6 pieces (35g each)

YAKISOBA – Fried Noodles with Vegetables



Each case consists of 12 bags (280g each)



GOMATEBA - Japanese chicken wings with a sesame seed coating



Each case (6kg) consists of 6 bags (1kg each), containing approx. 20 pieces (50g each)



Tsukune – Skewered and charcoal grilled chicken meatballs with a sticky sweet soy sauce



Each case (4kg) consists of 4 bags (1kg each), containing approx. 25 pieces (40g each)





Introducing Ajinomoto

With a 100-year heritage of quality and innovation, Ajinomoto Frozen Foods brings authentic and innovative Japanese menu ideas to the UK foodservice market.

More UK consumers are enjoying the taste of Japanese cuisine than ever, and Ajinomoto offers a wide selection of easy-to-serve appetisers, snacks, sides and main dishes that are convenient and delicious.

Refresh your menu with Ajinomoto's extensive range and choose from traditional Yakisoba or Gyoza with a twist, offering modern yet authentic flavours that your customers will love.

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Ajinomoto has developed a range of free POS material to help increase your sales available for download from pro.ajinomoto.co.uk

