

Eat Well, Live Well.



# Serving a point of difference

INTRODUCING JAPANESE FOOD TO  
PUB MENUS BY AJINOMOTO



**Gyozō** ギョーザ



## Konnichiwa from Ajinomoto

The desire for communal dining when eating out has grown in recent years and continues to offer operators a variety of ways to keep their menus fresh and interesting. Having fully embraced tapas-style dining, consumers are looking for ways to experiment with new flavours and formats. This, coupled with a growing demand for healthier options has contributed to a rise in the popularity of Japanese food in the UK, presenting a fresh offering and huge opportunity to pub operators.

Introducing new flavours and formats can pose a challenge 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 whether it's a light snack or a heartier meal.

Offering a wide selection of easy-to-serve appetisers, 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 sharing platter offering, Ajinomoto can help ensure you are serving modern yet authentic flavours that your customers will love.



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



Small plates are growing in popularity, ensure that your customers can choose two or three small plates that have flavours that work well together

## SERVING AN ON TREND PUB MENU

In the last five years consumer expectations have far surpassed being satisfied with a pint and bag of pork scratchings when visiting their local. Pubs are quickly becoming a foodie destination of choice, with many customers choosing which venue to visit based on a quick Google of menus beforehand. The changes in consumers' eating and drinking habits means that pubs now, more than ever, have to adapt quickly and keep food offerings exciting and on-trend.

Whether you're catering to millennials, Generation Z, families or the grey pound, all audiences have the same three expectations when visiting a pub, and you can achieve these by tapping into key trends.

VALUE FOR MONEY    QUALITY OF FOOD    VARIETY OF FOOD



**50%** WITH OF CONSUMERS THINKING PUBS DON'T DO ASIAN FOOD WELL, SERVING AUTHENTIC, CONSISTENT ASIAN FLAVOURS IS KEY TO OFFERING A POINT OF DIFFERENCE<sup>2</sup>

FOOD REPRESENTS UP TO **50%** OF TOTAL SALES IN PUBS<sup>3</sup>

<sup>2</sup> Wing Yip Oriental Food Report 2016 <sup>3</sup> Pub Market Report, MCA



## THE FOOD DICHOTOMY

Operators are currently challenged by two opposing food trends, one driven by the health conscious looking for healthier ways to enjoy flavour, while the second demands indulgence. Extremely versatile Japanese dishes lend themselves perfectly to either offering as a non-guilty pleasure. Gyoza are a great addition to a broth or a salad, while chicken Kara-age and Gomateba are perfect for the growing Dude Food trend.

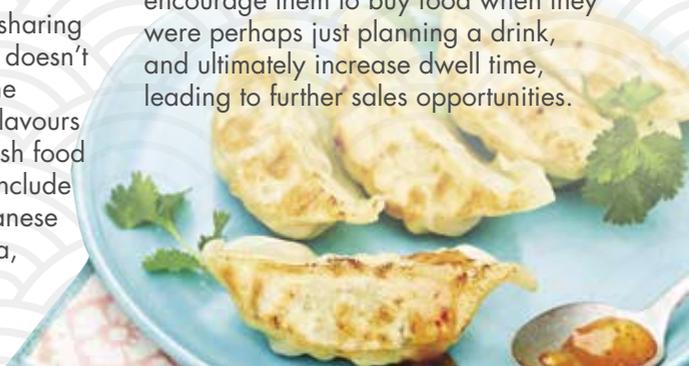
## SHARING PLATTERS

Consumers now expect to see sharing platters on pub menus, but this doesn't mean they want to see the same traditional items. With global flavours continuing to influence the British food scene it's important that pubs include global options. Perfect for Japanese inspired sharing platters Gyoza,

Kara-age, Yakitori, Gomateba and Tsukune offer an alternative to more traditional sharing platter items and offer real authentic flavours. Sharing platters also help ease the guilt of over indulgence by offering a little bit of everything.

## MEAL DEALS

Meal deals present a prime opportunity to increase incremental sales. Offering a portion of Gyoza with a pint of beer or number of small plates and a bottle of wine is a good way to get your customers to sample your offering, encourage them to buy food when they were perhaps just planning a drink, and ultimately increase dwell time, leading to further sales opportunities.



## Adding Ajinomoto to your menu

Ajinomoto offers a wide range of products, which can help pubs serve an on trend menu, offering inspiration for Japanese sharing platters, small plates and main meals.

### 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



MICROWAVABLE

DEEP FRY



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)

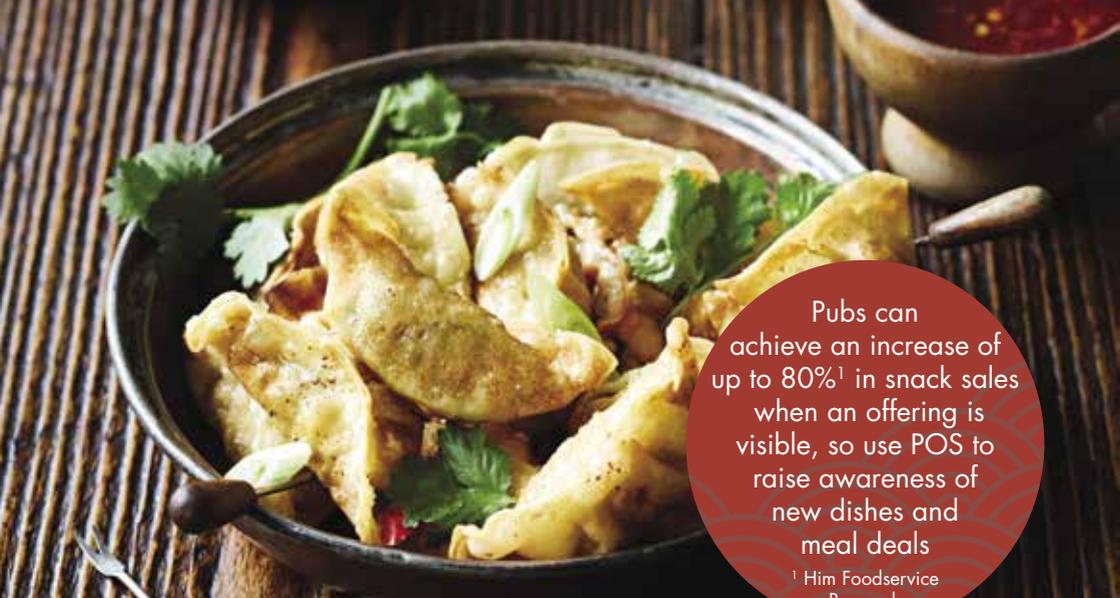


## GOMATEBA - Japanese chicken wings with a sesame seed coating



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





Pubs can achieve an increase of up to 80%<sup>1</sup> in snack sales when an offering is visible, so use POS to raise awareness of new dishes and meal deals

<sup>1</sup> Him Foodservice Research

## 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](http://pro.ajinomoto.co.uk)

