

Eat Well, Live Well.



Catering For Generation Z

AJINOMOTO'S GUIDE TO UNIVERSITY CATERING



Gyoza ギョーザ



Konnichiwa from Ajinomoto

Feeding our student population can be challenging, 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 Generation Z means keeping one step ahead of the curve and serving a menu that not only competes with the high street, but also offers something more, whether that's a compelling price point, convenience or interesting flavour combinations.

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 student union small plate offering, Ajinomoto can help ensure you are serving modern, yet authentic flavours that your students will love.

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



Don't be scared to introduce new flavours or formats. **Gen Z love to experiment** but sampling is a good way to gauge student demand before diving-in and bulk-buying



SERVING AN ON TREND MENU

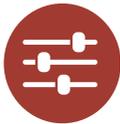
Pop-up restaurants, seasonal menus and meal deals are a constant threat to keeping students on campus, but there are many ways that universities can customise their offering, building brand loyalty and keeping student spend onsite.

Ultimately the key to success is avoiding menu fatigue and following the three Cs.

COST

CONVENIENCE

CUSTOMISATION



ON AVERAGE
FOOD & DRINK
ON THE HIGH
STREET COSTS

43%
MORE^{THAN}
ON CAMPUS¹

67% OF INTERNATIONAL
STUDENTS LIKE TO
TRY DIFFERENT DISHES THAT THEY
MAY NOT HAVE TASTED BEFORE²

42% OF
GENERATION Z
WANT STREET FOOD
ON THE MENU³



Use POS to
raise awareness
of new dishes,
a concept or
meal deals

STREET FOOD

The Street Food trend has swept the nation and this unsurprisingly has not escaped the attention of Generation Z. When ordering street food dishes, students have some key expectations, the food needs to be easily consumed standing up, it must have a quick service time and most importantly it must be authentic. Gyoza, Yakitori chicken skewers, chicken Kara-age and Yakisoba are perfect for offering a Japanese inspired street food menu.

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. Gyoza are a great addition to a healthy

broth or a salad, while chicken Kara-age and Gomateba are perfect for the growing trend for 'Dude Food'.

MEAL DEALS

Often living on a tight budget, students are on the look out for ways to save money. In keeping with the trend for sharing platters and tapas-style dishes, offering three dishes for a set price or a single dish with a drink is a great way to cross-sell. A deal offering Gyoza and a pint works particularly well in student unions and will help to keep student spending on site.



Ajinomoto offers a wide range of products, which can help universities serve an on trend menu across all of its outlets offering food to go and hot snack options, as well as Japanese inspired sharing platters and salad ingredients for casual dining environments.

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

