



CELEBRATING THE AUTUMN SEASON – deluxe Bento of seasonal flavors, brimming with grilled Nodoguro, Sashimi (Hon Maguro Kama Toro, abalone, crab three kinds, Ikura, wild salmon), Miyazaki beef sashimi, Matsutake, Uni Tamago, persimmon butter, chestnut. Prepared by Ootoro Sushi, Little Tokyo. Shippo Take-Out Box with Lid: quality, shiny lacquer-like finish, sturdy construction, 100% paper material. (Sm - #81584, Md - #81585, Lg - #81586).

## TAKE-OUTS WITH A FLAIR: PRESENTATION & THEMATIC MENU UPGRADES

### 付加価値のあるテイクアウト

COVID-19 has changed how Americans eat. Plainly, the freedom of choice in where and what to eat are narrowing. Albeit restrictions easing on restaurant occupancy limits, many consumers are still weary of returning to their familiar eateries. Recent survey of grocery shoppers shows more consumers dining at home every day, compared to pre-COVID 19 days. (Source: Acosta survey Sept 2020):  
- Lunch: 31% now VS 18% pre-COVID  
- Dinner: 33% now VS 21% pre-COVID

While a third of the respondents have swayed to newfound passion for cooking, a quarter are just fed up with having to prepare meals at home. They're tired of having to plan daily meals and yearn for cuisine that've been their

dining routine. Given the outlook on this long-prevailing restriction on restaurant operations, the quick remedy for most consumers have been take-outs.

Many restaurants have already adapted to take-out operations. Now, creativity and special services are appearing to break up the mundane as chefs add special flairs and produce thematic course menus. From ingredients, serving ware, and other value-additions, a fresh look on take-out presentations are offering guests added dining enjoyment, and in parallel for chefs, added business opportunities.

COVID-19によりアメリカ人の食生活は変わってしまった。どこで何を食べるかという選択の自由は、明らかに限られている。レストランの座席数制限の緩和にもかかわらず、多くの消費者は今でも慣れ親しんだ飲食店に戻ることに躊躇している。最近のグロッサリーショップパーによる調査では、COVID-19以前と比較して、毎日自炊をする家庭が増えていることが示されている。  
出典: Acosta survey Sept 2020  
-ランチ: 31% (現在) VS 18% (COVID19以前)  
-ディナー: 33% (現在) VS 21% (COVID19以前)

回答者の3分の1は自宅での調理の新しい発見に喜びを感じている一方、4分の1は家で食事の準備に対してうんざりしている。毎日の献立に頭を悩め、以前は当

り前であった外食を懐かしむ。長期間レストランが制限されているので、今はテイクアウトがその代わりとなっている。

現在、多くのレストランはテイクアウト業務を展開しており、ここ最近、シェフが独自のセンスを加え、テーマ別のコースメニューを作成している流れが目立ってきている。その創造性と特別なサービスにより、平凡なメニューに付加価値を与えている。食材、容器、その他の付加価値に基づいたテイクアウトに対するプレゼンテーションの差別化は、食事の楽しさを顧客に与え、同時にシェフにも更なるビジネスチャンスを提供している。

### THEMED MENU: A CHEF'S CULINARY JOURNEY - JAPAN

By Chef Jordan Kahn, Vespertine in Culver City



In 2017, I visited Japan to meet with several artists from various regions to collaborate on custom pieces designed for the Vespertine experience. During my visit, each artist shared special restaurants from their region, for me to experience. This a collection of dishes which left a particularly strong impression on me.

left: Tonkatsu packed over hot stones to keep heat and crispy finish.

Black Cod Hitsumabushi, styled after Atsuta Houraiken Honten (Est. 1873) - Toki, Gifu Prefecture

Kurobuta Pork Tonkatsu, in style of Butagumi - Tokyo

Fresh Tofu Kinugoshi, inspired by Tousiuro Restaurant - Kyoto

Handmade Soba Hourai, inspired by Honke Owariya (Est. 1465) - Kyoto

Sashimi - prep inspired by Chefy Takayoshi Yamaguchi - Kanazawa

Taiyaki, inspired by Magikarp Fluffy Custard - Yokohama Station

Matcha Cream Puff

Strawberry Sando - inspired by Coffee Nikki - Kagurazaka Station

### TAKE-OUT CONTAINER SELECTIONS



**9-CMP. BENTO BOX YUMESAI**  
#81589  
24x24x4.9cm



**6-CMP. BENTO BOX YUMESAI**  
#81570  
Lid #81572  
27.6x18.5x4.7cm



**5-CMP. BENTO BOX YUMESAI**  
#81573  
24x24x4.9cm



**Spill Resistant Miso Soup Cup**  
#81468  
6oz  
11.2d.x6.3cm



**MARBLE NAKAGO 80-80C-88**  
#81497  
24x24x3.5cm



**MARBLE NAKAGO 90-60C-20**  
#81498  
27.5x17.6x3.5cm



**NAKAGO ARITA FOR U-73-C**  
#81668  
29.5x26.5x3cm



**MIYAKO NAKAGO 80-80F-A**  
#81576  
24x24x3.5cm



**FOOD CONT. WAPPA WU-830**  
#81690  
Lid #81691  
24x24x3.9cm



**KURO ORIBAKO 1.5 SET**  
#81058



**KURO NAKAGO 80-80**  
#98296  
24x24x3.5cm



**KURO NAKAGO 80-80C-3**  
#81575  
24x24x3.5cm



**Hot Seller NAGATE KAISEKI KUROMO-KUME SET**  
#81587  
31.5x10.8x4.5cm



**Hot Seller NAGATE KAISEKI KUROMO-KUME SET**  
#81588  
31.5x10.8x4.5cm



Uni Three Ways: Truffle infused Caviar & Uni over Hotate, Tairagai, and Hirame. Styled by Ootoro Sushi, Little Tokyo.

## FUROSHIKI: HUMBLE BEGINNINGS TO A FASHIONABLE ECOLOGY STATEMENT

### 今注目される風呂敷

Furoshiki is one of Japan's enduring items, long embedded in the Japanese culture. It's a square cloth, usually in beautiful ornate colors, used for utilitarian means of wrapping and carrying various items. They're compact, reusable, fashion-minded, and suited to today's ecological trends as indicated in their resurgence in recent times.

Its roots date back to the 8th century Nara Period, when they originally appeared as Hirazutsumi or "flat wrapper", a plain piece of cloth to bundle articles to carry. During the Edo Period as public bathing houses became popular, they were often used to

hand carry personal articles and also served as floor mats. From then, the name Furoshiki or the "bath lining", became its common name.

Since then, Furoshiki has evolved to an everyday item reaching its peak in the 60's as an indispensable outer wrapper when presenting a gift. The reveal process of undoing the folds represents the Japanese Omotenashi as the contents are presented as a heartfelt gift. Although paper bags have taken over in today's lifestyle, Furoshiki is making a comeback as an expression cultural identity and a conservation statement.

風呂敷は、日本の文化に長く根付いた伝統的なアイテムの1つ。コンパクトで再利用可能、そして今の時代に合ったおしゃれで人に優しいアイテムである。この地球環境を守るトレンドは、最近注目されている。

そのルーツは8世紀の奈良時代にまで遡る。もともとは「平包み」と呼ばれる持ち運び用の物を束ねる無地の布だった。江戸時代に銭湯が普及するにつれ、手荷物を持ち込みや敷物として使われることが多く、そのため風呂敷という名前が定着。

風呂敷は日常品として進化し、ギフトを贈る際に欠かせない包みとして60年代にピークを迎えた。結び目を解く動作は、

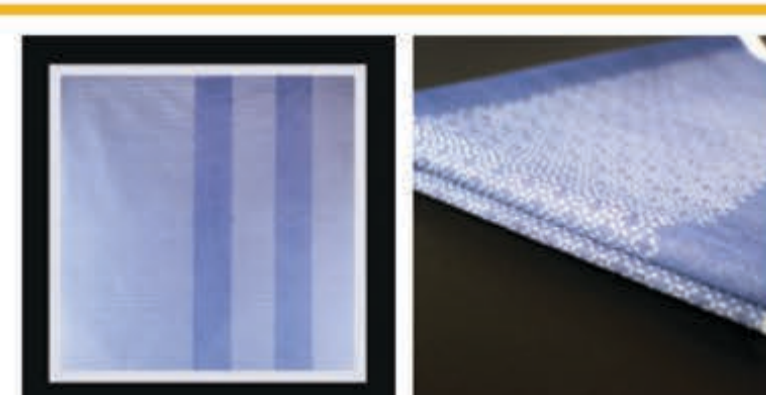
それが貴重な贈り物ということの意味するので、日本人の心からの「おもてなし」文化を表している。紙袋は今日のライフスタイルの多くを引き継いでいるが、風呂敷は文化的象徴と環境保護の両方の意味合いを持ちながら見直されている。



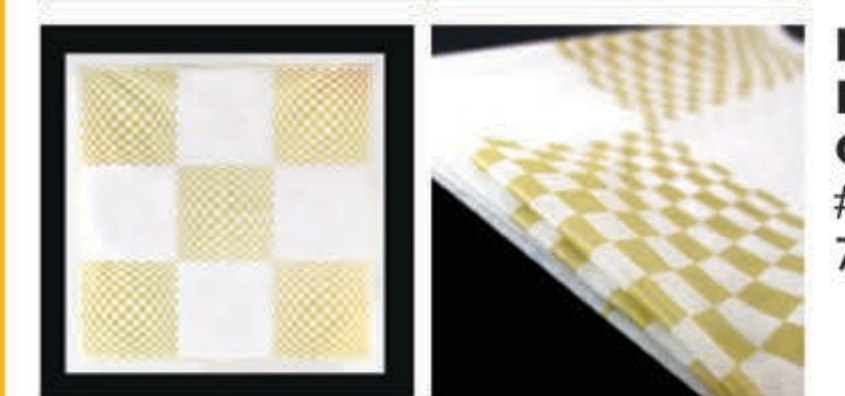
Below: Disposable, 100% paper-woven Furoshiki. Versatile and a perfect dress-up for the large Bento containers which do not fit standard-sized paper bags.



**FUROSHIKI KASUMI PURPLE**  
#98296  
75x75cm



**FUROSHIKI NAVY**  
#81651  
90x90cm



**FUROSHIKI ICHIMATSU GOLD**  
#81650  
75x75cm

### FUROSHIKI SELECTIONS

