

DIY TAKE-OUT MEAL KITS IN THE TIME OF COVID

コロナ禍でお勧め、テイクアウトミールキット —自宅DIY—



A Do-It-Yourself Take-Out Meal Kit: catering to customers to prep at home for a celebratory & memorable meal.

Already, COVID-19 has thrown the foodservice industry into disarray, displacing millions into unemployment and more the one percent of the nation's restaurants into permanent closure. In the fall as restaurants moved towards gradual recovery through al fresco dining and take-outs, the holidays suddenly brought on tighter restrictions once again. With the health and safety of their staffers and guests at their utmost priority, restaurateurs continue adapting operations and exercising creativity to survive through these difficult times.

Take-outs have been a major lifeline for sustaining businesses. To increase repeat visitors and entice loyalty, chefs have turned to creating take-out exclusive listings, rotating day's specials, and offering thematic cuisine to emulate dine-in experiences.

Normally, Valentines is an especially busy time for restaurateurs, however, under the on-going pandemic restrictions, how can this thematic service be catered out? Do-It-Yourself take-out meal kits may suit customers seeking such memorable celebrations: restaurant planned course meal kits, to be self-prepped and served at an in-home dining setting. Through creativity, this is an opportunity for restaurants to garner added income.

COVID-19は、すでに外食産業に壊滅的な打撃を与え、数百万人が職を失い、国内レストランの1%が完全な閉鎖に追い込まれた。屋外での食事やテイクアウトで徐々に回復する方向に進んでいたが、ホリデーシーズンは再び厳しい制限となった。

レストラン経営者の最優先事項は、スタッフの健康と安全であり、これらの困難な時代を乗り切るためにいかに創造性を発揮し業務に対応していくかが鍵となっている。

今やテイクアウト業務は、ビジネスを継続させる主要なライフラインとなっている。リピート客や固定客を増やすため、シェフはテイクアウト限定のメニューや日替わりスペシャル、また外食体験を味わえるテーマ料理などを日々試行錯誤して提供している。

通常、バレンタインはレストランにとって特に忙しい時期であるが、パンデミックの状況下では、それにふさわしい外食の場を提供する事が不可能である。一方で、DIYのテイクアウトミールキットは、自宅で調理し、思い出に残るロマンチックな祝いのシーンを家で再現したい顧客のニーズに応えられる。オリジナルティを活かす事で店側はプラスアルファの収益増を期待できる。



DIY MEAL KIT CONSIDERATIONS

- Design serving sizes for two. Take extra care in the packaging to reduce damage.
- Include step-by-step instructions including timing; add illustrations to aid directinos.
- Develop a complete course menu, starting from appetizers to desserts.
- DIY prep methods: fresh, broil, bake, pan fry, boil, steam are manageable; deep frying may be a challenge.
- Add unique, signature sauces.
- Homemade pickles are "IN", and heightens a chefs' originality.
- Offer extra add-on's menus to the basic package.
- Communal dishes such as hot-pot sets produce special, memorable meals.
- Recommend accompanying drinks.
- Consider special messages to complete the meal kit.
- Add other embellishments: flowers & candies, etc.

DIY RAMEN KIT – RAMEN DISTRICT

Contains all ingredients to make "Your Favorite Ramen at Home".



Photo provided by Ramen District
ramendistrict.store

DIY COURSE MENU IDEAS

VALENTINES DAY MENU

Take-Out-Meal Kit Menu Idea

Cold Appetizers Sashimi/Seafood Crudo Carpaccio Ceviche Tataki	Hot Appetizers Kara-Age Chawanmushi Dynamite Hamachi Collar
Communal Sets Temaki Sushi Set Hot Pot Set Yakiniku/Teppanyaki Set	Main Chirashi Zushi Marinated Black Cod/Seabass Cuts of Beef/Chicken/Duck Ramen/Udon/Soba Set
Desserts Mont Blanc/Cheesecake	Drinks-To-Go Tea Bags, Soft Drinks, Sake, Beer

DIY DONABE KIT – VEGETABLE DONABE SET

Orsa & Winston: 2020 LA Times Restaurant of the Year, Michelin Star
orsaandwinston.com



A meal to be shared and remembered.



Kit contains plenty of Dashi and fresh, pre-cut ingredients.



Easy, step-by-step preparation instructions with pictures help clients.

DIY TEMAKI/CHIRASHI SUSHI KIT INGREDIENTS

Pre-Cut, Ready-To-Use, Frozen Sushi Ingredients.
Simply add Sushi rice, Nori, and condiments for a complete meal kit.



Top L to R: SF-Amaebi peeled with tail, F-Sushi-Yo Unagi sliced, F-Tsubugai sliced, F-Atsuyaki Tamago, Takaakaya Tokkyu Miyabi Nori (Premium Quality Nori is KEY!), F-Shime Saba sliced, F-Amaebi, SF-Reiku Hamachi slices.

SWEET DESSERTS TO COMPLETE THE MEAL



Mont Blanc cakes, in three popular flavors: Purple sweet potatoes, Matcha, and black sesame. Frozen, ready-to-serve, quality ingredients, imported from Japan.

SAKE ACCOMPANIMENTS ARE A WIN-WIN!

Liquor offerings add convenience for the guests, and added profit opportunities for the restaurants.



L to R: Hakkaisan Clear Awa Sparkling Sake, MIO Sparkling Sake, Koishi So Shiso Shochu, Oze X Rose Junmai Daiginjo, Nanubijin Awa Sparkling Sake.