

CASE STUDY

Atisuto
UAE
Japanese Casual
Street Food Brand

アーティスト
atisuto
Tokyo Street Food



OVERVIEW

Atisuto was the brain child of a prominent UAE national who had visited Tokyo and fell in love with their back alley eateries that offered so much more than the well known sushi selection.

He launched a chain of casual street food venues and wanted to capitalize on the initial success by brining the concept to the franchise market.

Initially brining The Restaurant Guru to tackle the basics , we focused on brining the systems , practices and procedure to an international standard – starting with the engineering of the menu,

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The Issues

The menu in terms of the food offering was superb, crafted and developed first by a Japanese chef then polished by his number two who had become the executive chef for the brand.

The issues lay with food images which were of low quality, did not reflect the Instagram world we live in and did not cover the whole menu.

Further to this the physical menu lacked strong descriptive text, lacked aesthetic design appeal and had not been proofed , with clear spelling and formatting issues.

The menu was in fact negatively impacting sales which called for a completed re-vamp.

What was done

The menu was re-developed to include new dishes, the visual presentation of each dish carefully crafted and the price point re-engineered to reflect a wider cost point attracting new , regular customers. The custom varnished wooden board delivered a rustic Japanese feel and delighted guests with its old world style

CHALLENGES

The brand had 6 outlets but little brand understanding from people passing by – hence the decision to scrap the original tag line and replace it with “Tokyo Street Food”

Challenge 1

Educating the team on menu engineering and its business principles.

Challenge 2

Selling the adaptations to the owner as the initial branding was his creation.

Challenge 3

Ensuring all menu elements and changes tied into the new branding and completing a full new menu concept within 3 months.

Menu Engineering principles

Not just the process of design, menu engineering is a multi layered process which starts with analysis of existing sales data and leads to an informed , contracted menu that leaves nothing to chance.

- Full photo shoot of the new menu
- Write appealing descriptions of each dish that entice
- Use the chosen design to reflect the brand
- Place each dish in a specific location with purpose according to popularity
- Include symbols and features to highlight dishes
- Insert appealing photography sparingly to enhance the menu.
- Ensure staff are fully trained on each dish, have tasted them and can confidently sell all items,
- Review menu sales every 3 months and re-engineer if req.

Phase 1

Review the current menu data and decide what to keep , drop or re-engineer.



Phase 2

Develop each dish , description, price point and presentation so that it has more universal appeal.



Phase 3

Test each dish, engineer the menu and devise a unique and attractive sales strategy through the menu design.



RESULT

The brand saw 230% increase in revenue across the then 5 outlets, lunch sales tripled and focus groups described the new branding as on-point and easy to understand.

Franchise opportunities

As a result of the new menu and re-branding several new potential partners came forward and a 5 outlet deal was signed.



Delivery

Delivery sales spiked after the new menu was introduced which included a delivery menu. The amount of deliveries increased by a factor of 4.



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Atisuto Menu Engineering & Re-brand overview

