

GLOBAL BRAND STRATEGY

Kadoya

TAI TO KOME Global Brand Presentation

Transforming Ehime's Tradition into 'Japanese Craft Rice' to Captivate Asia

A new proposal challenging the perception that "raw fish isn't accepted in Southeast Asia".

Combining [**Piping-Hot Clay Pot × Rich Golden Dashi × Rice**] with

a universally appealing [**Karaage Hook Strategy**],

this strategy paves the way into restaurant markets across Taiwan, Hong Kong, and Thailand.



Company Overview & Features

Company Name	Kadoya Co., Ltd.
Established	September 1962
Net Sales	Approx. 2.15 Billion JPY
Location	Uwajima City, Ehime Prefecture
Employees	Approx. 390

Corporate Features & Brand Track Record

■ Pioneer of Regional Cuisine "Tai-meshi"

A long-established kappo restaurant boasting over 60 years of history in Uwajima, Ehime.

Expanding multiple locations centered on famous **"Uwajima Tai-meshi"** and **"Matsuyama Tai-meshi"**.

■ Outstanding Customer Attraction Record

Established high repeat rates, high turnover, and high profitability in major commercial facilities and transit hubs such as **Matsuyama Airport** and **Toranomon, Tokyo**.

■ Fusion of Tradition and Popular Appeal

Strong business concept development capabilities combining secret **"Special Dashi Culture"** with universally popular **"Karaage" (Japanese Fried Chicken)**.

Business Overview & Product Strategy

Market Strategy



1. Experiential "Tai & Rice"

Savory grilled sea bream × hot clay pot rice × special golden dashi. Craft Japanese cuisine directly aligned with Southeast Asia's warm meal & dashi rice culture.



2. Karaage Hook Strategy

Overcomes the plainness of white fish. Pairing with proven signature karaage drives repeat daily visits from youth and families.



3. High-Efficiency Licensing

Avoids direct operation risks. Focuses on exporting concentrated dashi and standard manuals, providing a lean package for self-sustaining local operation.

Sourcing & Flavor Policy

Core ingredients like **"fish"** and **"rice"** are **locally sourced** to optimize costs. Only the essential flavor component, **"Special Golden Dashi"**, is **exported directly from Japan**. We flexibly adjust **sauce localizations (sweet & savory profiles)** to meet local tastes.

Business Overview, Product Summary & Competitive Positioning

Comparison Item	Casual Sushi (Sushiro, etc.)	Grilled Fish Specialty (Yamaya, etc.)	【Tai & Rice Kadoya】 (This Proposal)
Expected Check	1,000–2,000 JPY	2,000–3,000 JPY	3,500–5,000 JPY (Affordable Luxury)
Value Proposition	Low-cost Raw Fish × Rice	Aromatic Grilled Fish Set	Hot Clay Pot × Golden Dashi × Karaage Experience
Target Market	Mass Market & Families	Business & Middle Class	Middle-to-Upper Class, Families & All Generations
Kitchen & Staff Load	Large-scale Conveyor Equipment	Specialized Large Grilling Station	Concentrated Dashi + Simple Clay Pot (No Chef Needed)

3 Core Strengths Chosen by Overseas Partners & Buyers

Winning factors

01

Breaking the "Raw Fish Barrier"

Cooked Fish × Dashi Rice Synergy

- Perfectly aligns with "cooked fish & dashi rice" culture
- Overcomes raw fish hesitation via "grilled sea bream × golden dashi"
- Secures steady repeat customers across demographics

✓ High affinity with Hainanese chicken rice & steamed fish culture

02

Attracting All Generations "Karaage Hook Strategy"

- Resolves plainness of white fish using signature Karaage
- Captures youth & family markets with juicy fried chicken
- Two-step approach leading to clay pot rice & golden dashi

✓ Creates new culture of "Karaage × Dashi Pairing"

03

No Master Chef • High Profit Standardized Operations

- No need to hire expensive Japanese sushi chefs
- Replicates high quality via imported dashi & standard manuals
- Achieves low cost & high profit with local staff alone

✓ Lean package operable with 2–3 local staff members

Track Record in Japan & Future Expansion Roadmap

Track Record & Roadmap

Solid Track Record in Japan

【Transit Hubs & Airports】

Matsuyama Airport Branch

Established a killer concept with "Tai-meshi × Karaage". Recorded full seats all day with tourists and business travelers before and after flights, achieving top-class turnover and profitability.

【Hotels & Resorts】

Renowned Hotel Restaurants

Proven track record of introducing regional cuisine and specialty dashi menus to luxury hotel chains in tourist destinations and urban areas. Highly acclaimed for both breakfast buffets and dinner.

【Metropolitan Business Hubs】

Tokyo (Toranomon, etc.)

Expanded into Tokyo's central business district at the forefront of food trends. Established brand recognition as "Uwajima Craft Japanese Cuisine" among discerning business professionals and affluent diners.

Track Record in Japan & Future Expansion Roadmap

Track Record & Roadmap

Overseas Track Record & 4-Phase Plan

Phase 1 (0-3 Mos)

Taste Verification & POP-UP Event

POP-UP stores in Hong Kong and Taiwan.

Verify response to Sea Bream Rice + Karaage, and test viral SNS diffusion of clay pot videos.

Phase 2 (3-6 Mos)

Menu License Introduction

Supply concentrated dashi to 3–5 local Japanese restaurants.

Establish a proven "sales in stores" track record first.

Phase 3 (6-12 Mos)

Flagship FC 1st Store

Form an alliance with major local operators (e.g., Four Seeds).

Open a flagship FC restaurant in Hong Kong.

Phase 4 (1-2 Yrs)

Master License & Multi-store Expansion

Expand presence to Taiwan and Thailand.

Simultaneously expand B2B dashi sales to high-end supermarkets.

3 Business Values Delivered to Partner Companies

Maximizing Revenue and Profit

Profitability

High-Profit Model & Rapid ROI



Monthly Sales: 7–10M JPY
~15% Profit Margin / 2–3 Yr Payback

- Captures "affordable luxury" segment (3,500–5,000 JPY avg. check)
- High-efficiency model with low initial cost & 2–3 year ROI

Flexibility

Versatile Store Formats



10 to 50+ Tsubo (33–165+ m²)

Malls, Streetfronts, Hotels & More

- Fits formats from small food courts/takeout to large flagship stores
- Flexible rollout adapted to commercial centers, office hubs, hotels, etc.

Operations

FL Cost Reduction & Localization



No Master Chef × Local Sourcing

Custom Flavors × Viral Clay Pot Experience

- Drastically cuts FL costs via local sourcing & standardized ops
- Drives viral SNS buzz via localized taste & sizzling clay pots