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TENDON
KOHAKU





Ingredients, batter, & sauces comes together in a hearty “KOHAKU TENDON”

The name “KOHAKU” means amber and like an amber gem shining mysterious with plant inclusions, fresh ingredients are dipped in the golden batter and fried to an amber perfection to satisfy our customers’ palates. Living up to its name, the KOHAKU TENDON is a hearty bowl topped with tasty and beautiful tempura.

Mouth-watering “crispy batter”

The taste of tempura depends on the “batter”. KOHAKU’s “batter” is an original blend of several kinds of flour, and the fryer oil is a unique blend of salad and sesame oil. We have installed the newest fryers to fry tempura, preventing oxidization of the fryer oil and achieving a crispy texture and great aroma. Our TENDON cannot go without this crispy batter.



“Two kinds of sauces” keeps you coming back for more

KOHAKU has “two kinds of sauces” blended originally. “KOHAKU sauce” is flavorful and refreshing with just the right amount of brown sugar. It’s common to grow tired of eating TENDON, but that won’t happen with this sauce. “Spicy sauce” uses original spices having just the right kick, increasing your appetite. These two kinds of sauces have drawn new and returning customers to KOHAKU.



KOHAKU’s Pride A success business model



“Hand-picked ingredients”

Flavors and prices range depending on the production area, producer, and brand. Flavors are more likely to be guaranteed in expensive ingredients. However, selecting ingredients right for each dish is what becomes the most important. KOHAKU’s selects ingredients after tastings based on expert knowledge rather than values added when the ingredients were put on the market.



“Hand-picked rice”

Bad rice spoils everything even if the tempura and sauce are good. But that doesn’t mean all good rice pairs well with tempura. Delicious rice in this context is rice that pairs well with tempura. KOHAKU studied rice in Japan and chose “Nanatsu-boshi” made in Hokkaido that is suitable to TENDON and produced without using many agricultural chemicals.



“Hand-picked oil”

Reusing the fryer oil over a long time oxidizes the oil. Frying tempura in bad oil spoils the flavor. However, changing the fryer oil frequently while serving customers is difficult. To solve that problem, KOHAKU has installed a state-of-the-art water fryer that significantly slows down oil oxidization. With the new fryers, KOHAKU keeps the originally blended oil fresh, serving foods with guaranteed taste.

Introducing TENDON culture to the world!



TENDON is popular among various generations. It has recently been gaining popularity around the world. However, the number of stores serving TENDON is not enough when taking the global popularity into account. That is where we see our possibilities. With the world in its view, "KOHAKU" aimed for Asia and opened its first branch in Singapore. This is because opening in a multiethnic country like Singapore, it would be easy to collect data required to extend out to the rest of the world. As expected, locals have different opinions about our food, and we are able to collect valuable data. We will continue our research and use that information to promote Japanese TENDON culture to the world.

The growing lines at the opening

Shortly after the opening, "KOHAKU" in Singapore became a popular restaurant where people line up to eat. That has continued to this day, and the number of guests is increasing day by day. This was possible due to detailed research in advance as well as expert experience and skill in designing products to serve based on that research. However, success is not guaranteed. Running a business is not simple and even with the same preparations, a business could fail. So as not to miss opportunities, we always run businesses at its best.



Listening to the locals and developing products for each location.



"KOHAKU's" strength lies in product development. Food culture and preferences are different from countries to regions. That is why foreign dishes are altered to match their food cultures and are sometimes lost or become something else in transition. However, "KOHAKU" can upgrade the dishes to suit the land without hindering the essence of the dishes. In other words, it is not about imitating the culture, but promoting "development of products that offer a new culture".

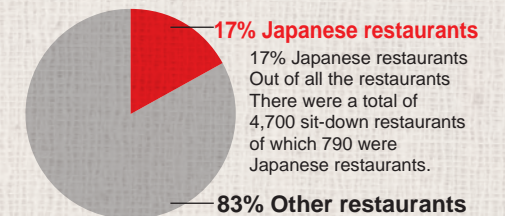


This is where it starts! Japanese TENDON business

Possibilities in Japanese food businesses

Japanese food is increasing in popularity. However, it just means there is more interest in Japanese food and Japanese restaurants around the world is still in development. In fact, Japanese food does not account for much of the menu in restaurants around the world and some of it is Japanese fusion foods were altered to match each food culture. With very little competition, now is the chance to open Japanese restaurants serving authentic dishes at a Japanese quality.

Overview of food service industry in Singapore
Number and styles of restaurants



March 2016 Japan External Trade Organization (JETRO)
Singapore Office Report

Catering to various store models

"KOHAKU" caters to various store models. This is not only because our store specializes in bowls—a relatively an easy dish to prepare, but also because it has an efficient and simple operation independent from the working environment. In addition, with our strength in product development, we can cater to changes in the menu depending on stores, designing the best product proposals for each store location and size.



Realize your dreams with the three options

Stand-alone stores Stores in rail station buildings



Lot area: 49.6m² or greater
Floor Space: appx. 99m²
Location:
One-floor or two floors connected Facing the sidewalk, around the station or shopping district where there is high pedestrian traffic

Food Court Stores



Lot area: 33 to 49.6m²
Location: Large commercial facilities, shopping malls etc.

One example of Kohaku products

STANDARD



KOHAKU Tendon s\$15.00
KOHAKU Tendon Spicy flavor s\$15.00
Udon set plus S\$4.50



Vegetable Tendon s\$14.00
Vegetable Tendon Spicy flavor s\$15.00
Udon set plus S\$4.50

SEASON



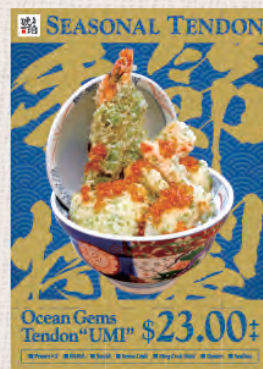
SAKURA \$23.00+



NATSUMI \$17.00+



Yuzu Salmon and Mushrooms Tendon \$17.50+



Ocean Gems Tendon "UMI" \$23.00+

Seasonal Tendon ~ s\$23.00
Seasonal Tendon Spicy flavor ~ s\$23.00
Udon set plus S\$4.50

SPECIAL



Anniversary Tendon s\$10.00
Anniversary Tendon Spicy flavor s\$10.00

Steps for opening a store

Depending on the requirements, it takes
3 to 6 months from the first meeting to the opening of the store.

1 Inquiries

Feel free to contact us.
We can schedule a meeting.

2 Counseling and explanation of the business

With the tour of the venue and counseling, we will explain the business and administration in detail.
We would be more than happy to coordinate to meet your needs.

3 Interest to join the business and registration

Once you have set your mind, we will start the registration process.
Will go into more specific details on the planning and research towards the opening.

4 Payment

Once the payment is confirmed, a license contract will be sent.

5 Signing the license agreement

Adjustments to the accession agreement will be made at the main office.

6 Locational survey

The main office will suggest available venues, but you could also make arrangements on your own. In either case, an authorization from the main office is required to sign the venue contract.

7 Acquisition of property

The franchisee is responsible for all the paperwork for the property contract, but the main office will be happy to provide any possible support. Please feel free to contact us.

8 Construction

We will introduce an affiliated construction company, but you could also make arrangements on your own.

9 Preparation of the opening and administration of the business

We will introduce the following businesses:
• Food & beverage suppliers • Human resources
• Grand opening promotions • Opening support
• Quotes for various equipment

10 Pre-opening training

We will send a main office staff to run a pre-opening training with your staff at the venue. In addition, we will prepare for the opening.

11 Reception

We will hold 2–3 days of reception for the people concerned at the venue.

12 Grand Opening

To keep a standard quality and performance, we will send teaching staff for management and chef training from the main office upon request.



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