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SUSHI-DAYS IN MIKKELI

Bachelor's Thesis
Hospitality Management

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DESCRIPTION

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Name of the bachelor's thesis Sushi-days in Mikkeli		
Abstract <p>Main purpose of this thesis is creation of a few Sushi events. Main theme is Japanese cuisine and Sushi in general. There was an additional task- to increase customer loyalty to new product as a new lunch by creation a popular event in restaurant Dexi. This event was conducted also for familiarization all Dexi's customers with Sushi and Sushi-eating culture. First event was made only for professionals in hospitality industry, concretely for Cumulus Hotel employees.</p> <p>In theoretical part, we considered problem points and main duties in organization of perfect events, marketing tools and the most common research methods such as literature searches, talking with people, focus groups, personal interviews. There are processes of creation events, taking and analyzing feedback in practical part. Our practical work divided on two parts –event in Huveretki, and event in Dexi.</p> <p>There is experience of creation a new lunch in Dexi, as a new product in our final part. Results also contain all analyzed data from feedback. As additional result here we have experience of creation new type of events in Mikkeli, obtained, and checked data about bad and good points in this project. Finally, we conducted few methods to improve our events, and create various excellent ways to make them perfect at all.</p>		
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1 INTRODUCTION

There are about three and a half thousand different ethnic groups and nationalities in the world, each having their own characteristics and cultures. Groups of people from each part of the world are getting closer and experiencing each other's culture. The last decades have seen the world record pace of global integration. Exchange of cultural heritage, knowledge, abilities and skills has increased at an incredible speed due to unprecedented advances in technology, communications, science, transport and industry. Introduction of the Internet has accelerated the processes of sharing information to an unprecedented level. Globalization is having an impact on all spheres of human activity, including the development of food preferences in different countries. Any large metropolis is filled with restaurants representing other countries and national cuisine. For example, St. Petersburg in Russia, have about 500 restaurants offering specialities from abroad. (Intesco Research Group, 2012, 8)

Finland, as well as other countries, is under the influence of globalization. In all big cities it is possible to sample excellent meals from Italian, Chinese, Russian and even Thai cuisine. The Finnish people show a high interest in foreign cultures, due to an innate curiosity that people have, and a penchant for self-education. This raises the question why Finland has not yet become aware of the extensive development of the country cuisine of the rising sun. Japanese cuisine takes a special place among the people of Russia. A real sushi-mania is currently alive in the whole of Russia. It has even come so far that every self-respecting restaurant tries to offer something from the range of Japanese cuisine. It was decided to organize an event that would introduce inhabitants of Mikkeli to Japanese cuisine, namely sushi. The project comprised a series of events aimed at introducing Japanese cuisine to the Finnish population. The main objective of the study was to find answers to the question, "Will Japanese cuisine be popular in Mikkeli?"

The object of this work was to advertise "Sushi day" to students in University of Applied Sciences, which was held at the Dexi restaurant in Mikkeli. Pizza, salads and sandwiches have repeatedly been on the menu at the Dexi restaurant and this semester, there is a new addition to the menu. Since February of this year we have offered freshly made sushi rolls. Students were being able to choose from six sushi meals, which included; Philadelphia Baked Shrimp with Philadelphia cream, California Vegetable and Sweet and Spicy Salmon for €4.63. All rolls will be served with salad and chicken soup. The research showed that the Finnish customers would like a greater variety of food.

2 AIMS AND BACKGROUND OF THE STUDY

Our aim was to offer a new and healthy lunch for students in our University of Applied Sciences in Mikkeli. We know that Finnish students were monitoring their health and diet and we wanted to promote, sushi as a fresh, delicious and nutritious alternative.

The thesis was written by two authors, Ivan Cherviskii and Vladimir Kotelnikov with contributions from, Zschock Day, Alexander V Shumovich, Tomi Tuovinen and S.E. Smith.

This topic was chosen because we are interested in different cultures and this is considered a good way to introduce Finnish people to an alternative cuisine. Our theme was to introduce Japanese cuisine to Finnish people and to find out their opinion. Japanese cuisine is new for Finland and some customers are afraid to try it. One of our aims was also to educate customers and staff about sushi. An interview technique was used as a method of data collection. There was found a valuable way to discover student's opinions, dining habits, and expectation towards Japanese cuisine.

Students were questioned at random, there were 34 respondents. Questionnaire is presented in appendix 2.

2.1 SUSHI IN GENERAL

Maki refers to any type of sushi that is made in a roll with various fillings, such as sushi rice, or toasted seaweed nori. The word maki means "roll," and most people who have eaten sushi have consumed maki in some form or another. Some forms of maki, such as uramaki, are complex, requiring the attention of a skilled chef. Others such as temaki are very easy to make, and frequently eaten at home and at social gatherings. Maki sushi comes in several varieties, depending on how thick the roll is and how the roll is prepared. The most common form is hosomaki, or thin rolls. Thin rolls are made by making a small strip of sushi rice with one or two ingredients along one edge of a sheet of nori and then rolling it up tightly to form a slender roll. Hosomaki is cut into small pieces before serving and is usually served on a platter with several other types of sushi, for contrast. Common hosomaki types include cucumber rolls, carrot rolls, and tuna rolls. (Smith 2010, 2) Maki sushi is very popular in Japan. They are easy and quick to cook, so we chose this type of sushi for our meal.

Benefits of Sushi

The three main foods in the Japanese diet are fish, rice, and soy products. These three foods, along with vegetables and condiments, are the ingredients of sushi, perhaps the most popular food in Japan. The diet is a prescription for a long and healthy life. Let's take a look at the health benefits of the common ingredients in sushi. Fish is low in calories, low in fat, rich in protein, a source of vitamin B12 and iodine. Crab and oysters may lower cholesterol. Tuna and salmon are rich sources of omega-3 fatty acids, which are beneficial in preventing heart disease and stroke. Rice is a source of protein and carbohydrates. Vinegar has antibacterial properties, aids digestion. Vinegar is a natural skin conditioner. Nori rich in protein and minerals, especially iodine. Also nori rich in vitamins A, B1, C, and niacin. Ginger and wasabi have antibacterial properties, aid digestion. Ginger alleviates nausea. Wasabi is rich in potassium, vitamin C. Fresh and pickled vegetables rich in fiber, minerals and vitamins. (Zschock 2005, 15)

As we can understand now, sushi is a quite simple, but very healthy food. Usually Japanese people look younger than they are. Perhaps it all because of their healthy everyday meals. Sushi is a combination of proteins, carbohydrates and fats. This is also a good resource of vitamins and minerals.

2.2 ORGANIZATION OF EVENT

When organizing an event, it is necessary to consider the following points: here are a few considerations. Any task requires preparation to achieve a successful outcome and will be done better by using project management methods in the process. Project management methods can help in the planning and managing of many tasks, especially complex activities.

People

One of the most important parts of planning is selecting of the team. Selecting and gaining commitment from the team members whether directly employed, freelance, contractors, suppliers, consultants or other partners is crucial to the quality of the project and the ease with which you are able to manage it. Establish the team as soon as possible. Identifying or appointing one or two people even during the terms of reference stage is possible sometimes.

Appointing the team early maximizes their ownership and buy-in to the project, and maximizes what they can contribute. Some of the most valuable team members are informal advisors, mentors, helpers, who want nothing other than to be involved and a few words of thanks. Project management on a tight budget can be a lonely business - get some help from people you can trust, whatever the budget. (Chapman 2010, 2)

Everything is important when you making any kind of event. In addition, people are a first here. Your result depends on staff that you have, so you have to be sure in everyone.

Products and services

Creating a list of products and services is the main thing to consider. This is a very important stage. When planning to create something, it is necessary to think about such things as, target group, prices, location etc. (Chapman 2010, 2)

While planning of creation events you have to think about products and services. How could you do something without understanding, what you are going to sell.

Planning an event

Planning the various stages and activities of the project. Where possible and certainly where necessary involve your team in the planning. A useful tip is to work backwards from the end aim, identifying all the things that need to be put in place and done, in reverse order. Additionally, from the bare beginnings of the project, use brainstorming (noting ideas and points at random - typically with a project team), to help gather points and issues and to explore innovations and ideas. Thereafter it is a question of putting the issues in the right order and establishing relationships and links between each issue. Complex projects will have a number of activities running in parallel. Some parts of the project will need other parts of the project to be completed before they can begin or progress. Such 'interdependent' parts of a project need particularly careful consideration and planning. A flow diagram will assist in achieving this. Some projects will require a feasibility study, before the completion of a detailed plan. (Chapman 2010, 3)

The planning is very important. You need to think about all details. Every small thing should be in your plan. If you didn't plan something, your event could go in a wrong direction.

Event evaluation

Event evaluation is necessary to make you and your team more efficient and effective, the next time you organize an event. It is all about finding your mistakes and learning from them. Event evaluation should be done immediately after the event is over or the next day. Conduct a meeting with your team members to evaluate your event. Following steps are involved in evaluating an event:

Step 1: Determine the extent to which event and advertising objectives have been achieved. If you are not able to achieve your event and advertising objectives through your event, then no matter how much people enjoyed the event or how much popularity your event got, it is a complete failure on a commercial level.

Step 2: Get feedback from your clients and target audience. One good way of getting feedback is through feedback form. To make sure that your clients give you feedback, make feedback form part of your Exit pass form. The exit pass form is required to get exit pass for security clearance, to remove exhibits from the facility. To get feedback from target audience/guests, make feedback form part of your gift voucher. A guest can redeem the gift voucher only when he/she fills the feedback form and give it back to an attendant. These tactics are required to get feedback, as people are generally reluctant to give any feedback in writing. You can ask following questions in your feedback form:

Q1. Did you enjoy the event? If no, then please state the reason?

Q2. What do you like most in the event?

Q3. What do you like least in the event?

Q4. What are the problems you faced during the event?

Q5. What could have been done to make this event better?

Q6. How do you rate the various services provided by us (please check one of the option):

- Hospitality: Excellent, good, average, poor
- Catering: Excellent, good, average, poor
- Transportation: Excellent, good, average, poor
- Management Staff behavior: Excellent, good, average, poor
- Management Staff Services: Excellent, good, average, poor

Q7. Would you like to participate in our next event?

Step 3: With the help of the feedback form from your clients and target audience, discuss the problems which occurred pre-event, at-event and post-event with your team members. Write

all those problems on your notepad along with their possible solutions. Discuss how these problems can be solved or avoided in the next event.

Step 4: Evaluate the performance of the team members and the service providers. Find out how well they executed their duties and whether or not they should be hired in the next event.

Step 5: Determine the effectiveness of your promotional campaign i.e. how and why you're promotional campaign specific scientific area or question. (Mehndiratta 2008, 321)

Process of getting feedback is a one of the main thing here. Don't be scared to know bad sides of your work. It's always better to know if something wrong, than don't know anything. If you have bad feedback you know directions for developing your product. If you have good feedback you know that your product and services really satisfied customers.

2.3 MARKETING TOOLS

While getting feedback we use many different marketing tools. It was decided to use those tools in our project.

Interview

This is a form of verbal questioning. However, you must prepare in advance the questionnaire that is used by the interviewer. Interview involves a much greater element of personal participation of the organizers. During the interview, the conversation may turn in a totally unpredictable way. A participant may tell you something that you could not assume in advance. Interviews will allow you to obtain the opinions at a much deeper level. It is not necessary to interview everyone. It is possible to talk to some of your clients informally and ask about their experience and qualifications. This is also a form of questioning, except that it takes place in person and orally. Nonetheless, prepare your questions ahead of time in form of a questionnaire used by the interviewer. The interview foresees a much greater element of personal participation on the part of organizers. In the course of the interview conversation may turn out to be something completely unexpected. The participant may tell you something that you could not have foreseen. The interview will allow you to learn the opinions of participants in much more depth. It is not necessary to make your interview official. Or you can simply speak to some of your Clients, asking about their impressions in the informal atmosphere. You can also ask them other questions that are important to you. (Shumovich 2008, 30) It's simple and

fast way to make qualitative analysis of your work. You can ask every question, and you can change directions by the way.

Expert opinion

Sometimes it is not necessary to arrange a group discussion, but rather take into account the opinion of several experts in the relevant area. Such an approach can be useful as the experts can be free of stereotypes and opinions. The advantage in the use of experts is that they are not based on personal opinion, but can assess the situation as a whole. It helps to separate the important from the mediocre, to draw conclusions based on your data. The disadvantage of this approach is that sometimes the experts may have their head in the clouds, and can be detached from the reality of the situation. It is possible that you don't have to have a group discussion - it would be enough to take into account opinions of just a few people. But they have to be experts in the area that interests you. There is a saying that an expert is a person from out of town. It is true that such approach makes sense, since a new person may be free of stereotypes and formed opinions and will be able to offer a clear-headed evaluation of the issues that interest you. The advantage of inviting an expert is that his answers are not only based on his personal opinions, but he can also see situation as a whole (thus replacing a whole group). An expert will help to separate important things from the particulars, to make conclusions based on your data, etc. (Shumovich 2008, 31) If you know that someone is really experienced in something, you can use expert opinion. If you don't have experience you will know how to do. If you have it, you will get a ways how to do better.

Preparation of research

It is advisable to carry out some preliminary investigation before the event to clarify your goals. After collecting the data and analyzing the views expressed, you will need to interpret the information and draw conclusions for use in the preparation of the event. They should prepare a formal, written paper. This makes sense because otherwise after a while you may find with surprise that they act on their own findings, and not from the research findings. A formal document will ensure you take a single line of action. (Shumovich 2008, 40)

All things need preparation. And you need to make research before of event. Probably you will get an information how to do an event better, or some data about customer's expectations.

Atmosphere

Creation of an event is something more than just marketing. Here are additional things you should consider. Attention should be paid to creating the atmosphere of the event. This is the way the participants will remember the overall impression. It is worth considering the various senses, which are sight, hearing, touch, smell and taste. In general, care only about the visual and sound senses, from the standpoint of prioritization it is true that more than 80% of the information about the world we receive through sight and sound. (Shumovich, 2008, 43) The atmosphere really depends on customer opinions about event. If atmosphere is bad they will never come again. But sometimes if atmosphere is well, product can be not perfect.

Vision

If it is desirable to create a business atmosphere, the room should be brightly lit, but not too much. Subdued light assumes an informal atmosphere. While bright, aggressive light is more suitable for a ceremonial event or presentation. In the event that the light is too bright this may cause discomfort. It is necessary that during the event, you can change the intensity of illumination, for example, during a speech; a spot light may illuminate the speaker. At some point a screen may be required on which a movie or music video may be shown. In addition you may consider a vivid visual representation, such as a laser show. (Shumovich, 2008, 43) Basically human receive information using eyes. Ant it is about 80% of all information. You should give much more attention on a visual base – decoration, lights and so on.

Hearing

Our hearing organs enable us to communicate using speech, so any verbal contact with the audience will be perceived by hearing. Sound intensity will change the atmosphere of the event. Checks should be made in advance to ensure that sound equipment; microphones, etc are working satisfactory. Experiment with sound in advance, paying attention to where the sound is too loud, or insufficient. It is important to remember that the sound can also interfere with and spoil the impression of the event. Make sure that external sounds do not penetrate into the room. There is nothing worse than the sound of construction or foreign music penetrating the room at the wrong time, take care to avoid it. Music, of course, affects our perception of events. The rhythms make us move. The vibrant Latin music makes us smile. However, in some cases, members will feel much more comfortable and relaxed, if the background

music is soft, such as light unobtrusive jazz. In a hall full of people where nothing is happening, the typical background noise is a muted roar of a uniform note. (Shumovich 2008, 44) Sound is a second humans feeling. If you close eyes almost all information goes by sound. And if your sound decorations are bad, it may affect on full image of event of course.

3 JAPANESE DAY IN HUVERETKI

We decided to do our first part of work at the Huveretki restaurant. Main reason of this decision is that there were so many experienced people. All of them know well about Finnish food habits, tastes and likes or dislikes. So it was predicted as a training before big Sushi event in the Dexi Restaurant.

3.1 The Huviretki restaurant

The restaurant Huviretki is located near the city center of Mikkeli, on the first floor of the Hotel Cumulus. The menu includes dishes from international and Scandinavian cuisine. Also there is a good variation of drinks on the wine list. This cozy restaurant, where you can sit with family or friends is open to all. The venue has a 150-seat dining room. We have chosen this restaurant for a few reasons. First reason is place of our practice. We had a practical training there. In addition, we met there so many different interesting people. That people have big life and work experience, and we wanted to get their opinions about Japanese food and it was like training before big project at Dexi restaurant. The second reason is that Huveretki restaurant always trying to improve their menu. They are always looking for new types of food. Sometimes they add to their menu any kinds of traditional meals of different nations and countries. We wanted to suggest a special Japanese menu for them.

3.2 Planning

We started developing the menu two weeks before beginning this project. Our menu has been developed with assistance from the staff of the Huviretki restaurant. You can see it at table 1. When we were creating the menu it was a challenge to adapt the sushi dishes to the tastes of the local population. We provided a list of required products. Buying the ingredients involved the manager of the restaurant. We have arranged sushi day for workers at the restaurant and hotel Cumulus. During the period of Sushi day we had eight customers. All the dishes we

served were free of charge, because the management of the restaurant paid all bills for products.

TABLE 1. Pre-menu

<p>Appetizers:</p> <p>Mussels baked</p> <p>Shrimps tempura with red caviar</p>	<p>Salads:</p> <p>Salmon salad with crabmeat</p> <p>Salad with shrimps and red caviar</p>	<p>Soups:</p> <p>Miso</p> <p>Tom kha</p> <p>Kim-chi</p>
<p>Main dishes:</p> <p>Shish kebab with shrimps in teriyaki sauce</p> <p>Udon with seafood with teriyaki sauce</p> <p>Chicken with rice and egg</p> <p>Salmon in teriyaki sauce</p>	<p>Sushi:</p> <p>Spicy salmon</p> <p>Spicy tuna</p> <p>Spicy shrimps</p> <p>Baked salmon</p> <p>Baked tuna</p> <p>Baked shrimps</p>	<p>Rolls:</p> <p>Fried shrimp with Philadelphia cheese and red caviar</p> <p>Hot Crab</p> <p>Roll with bacon, salmon and avocado</p> <p>Canadian roll</p> <p>Philadelphia roll</p>

3.3 Time table of an event

Ingredients were purchased at 10:00; at 15:30 hours, our Sushi day in Huviretki restaurant was finished. At 12:30, all guests arrived. The meal begun with salad and crabmeat, smoked salmon and red caviar with a special sauce. After that, there were shrimps in tempura with red caviar. Shish kebabs with shrimps and salmon under teriyaki sauce. This was followed by two kinds of Thai soups (Appendix 5 (3)): Tom Kha with chicken and coconut milk, spicy hot Tom Yam with shrimps, field mushrooms and coconut milk. This was followed by various kinds of sushi rolls, with smoked salmon, shrimps, cheese Philadelphia and baked sushi with crab. It looked effective on the big board. The guests ate in two sittings, because there was too much sushi on the first board, (Appendix 5 (3).) there was not enough room on the board for the remaining rolls.

TABLE 2. Table outlining timing in Sushi day in Huviretki

Time	Program	Description
10-00	Preparations	We bought ingredients
10-30	Preparations	Making some changes in menu, because we did not find some products in supermarket
11-00	Preparations	Season fish. Make all fillings. Prepare all work places (Photo in Appendix 5 (2).)
11-30	Preparations	Set table for 8 guests
12-30	Preparations	Guests came
13-00	Busy time	Serving salads and appetizers (Photo in Appendix 5 (2).)
14-00	Busy time	Serving two types of Asian soups
14-30	Busy time	Presentation and serving of sushi rolls on a big wood boards
15-00	Quite busy time	Serving desserts. Fruits in tempura with vanilla ice cream
15-30	Start cleaning	

3.4 Results of the questionnaire

We collected feedback from the staff of Huviretki restaurant and Cumulus Hotel. Eight people answered the questionnaire.

In the first question we wanted to know the age group of people, which were invited.

As shown in Figure 1 half of the guests were younger than 24. This was ideal, because our target group was for young people.

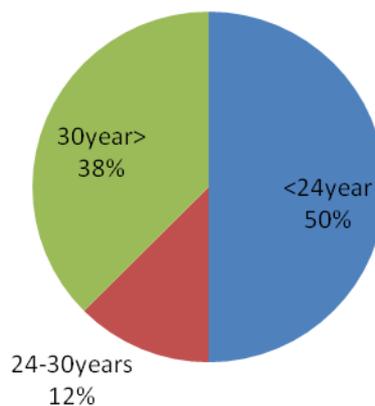


FIGURE 1. Age

From the second question, we wanted to know about ideal price for lunch.

As shown in the Figure 2 the most acceptable price for lunch was 12 euro with 50% of people ready to pay more.

Number of respondents

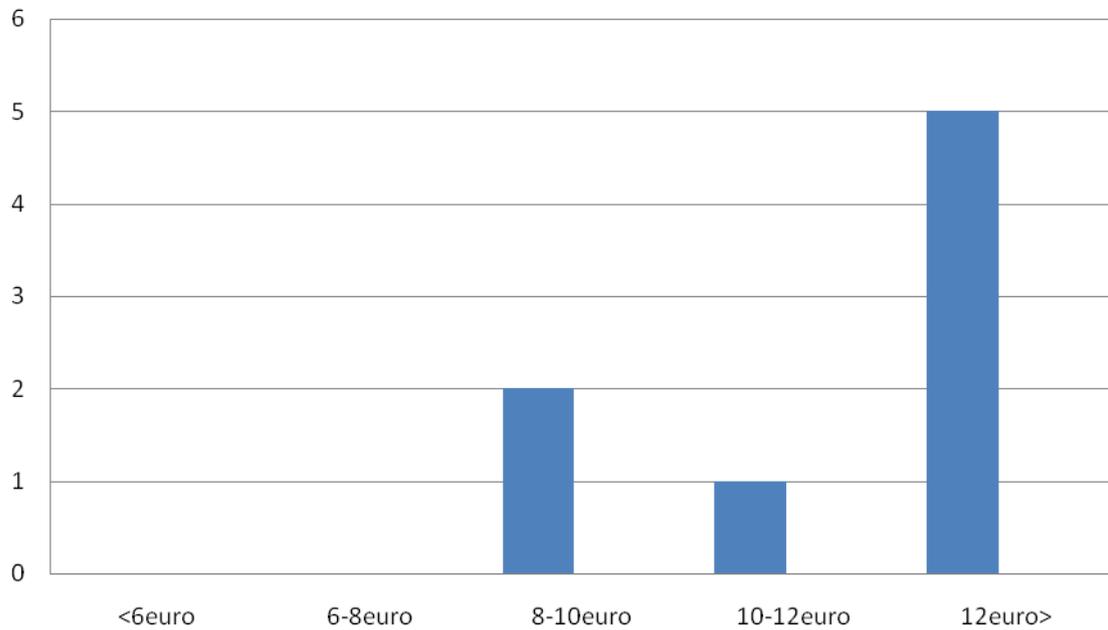


FIGURE 2. Ideal price for lunch/person

The most favoured types of food were Mexican (30%) and other European cuisine (30%). Alternatives Asian or Finnish cuisine were chosen by only 10%

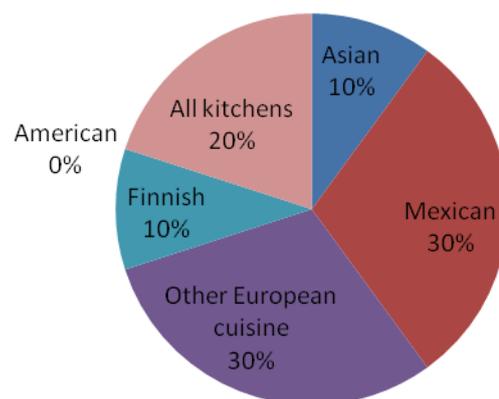


FIGURE 3. Favorite types of food

From question six, we wanted to understand whether people had ever tried sushi or other Japanese food. Only 13 % of respondents said they eat sushi or other Japanese food often while 50% tried sushi once in their life. It is shown in figure 4. No Finnish people answered

“No and I don’t care about trying it”. (37%) of Finnish people said, they have never tried it but they were interested.

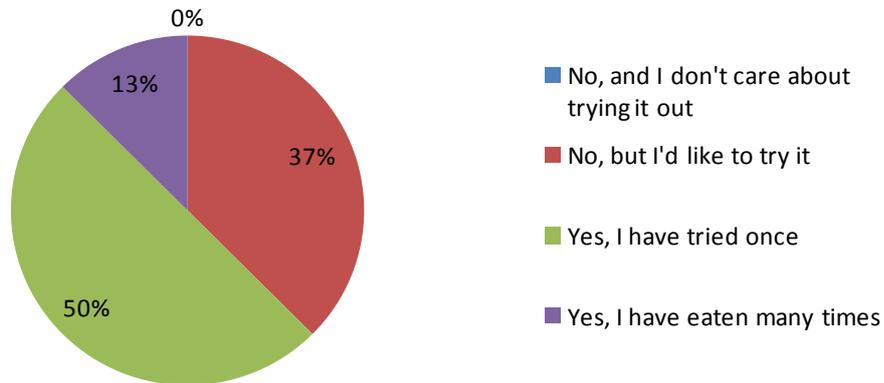


FIGURE 4. Have you ever tried sushi or other Japanese food?

The most common answer to this question was, in a restaurant in Finland answered by 50%. In second place (25 %) answered restaurants outside Finland.

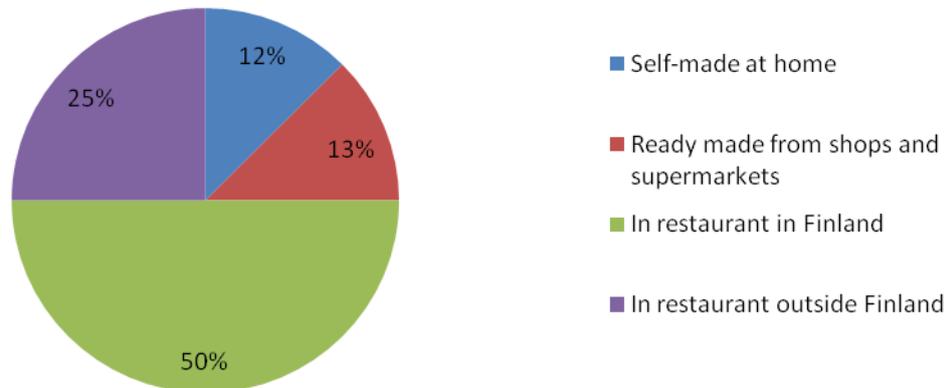


FIGURE 5. Where have you tried sushi or other Japanese food?

Five people would like to have the same experience at the same place, Huviretki restaurant. Four guests said they were willing to visit any different place to eat Japanese food.

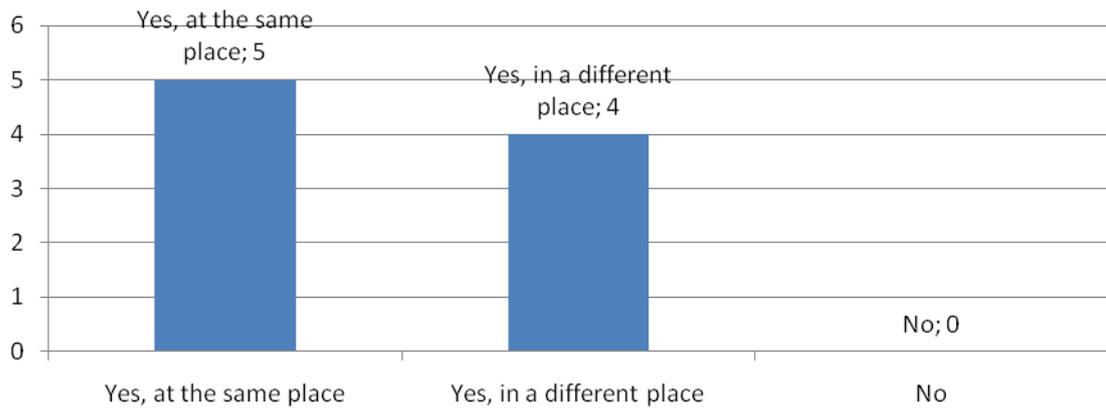


FIGURE 6. Would you like to have the same experience again?

One of the top answers when asking about customer satisfaction interviewees replied “Happy with the taste of food”.



FIGURE 7. Customer satisfaction

50% of customers willing to eat Japanese food a few times a year. Other respondents would like to have sushi meal 1-3 times in month. One of the respondents choose alternative “Never,” this answer really surprised us.

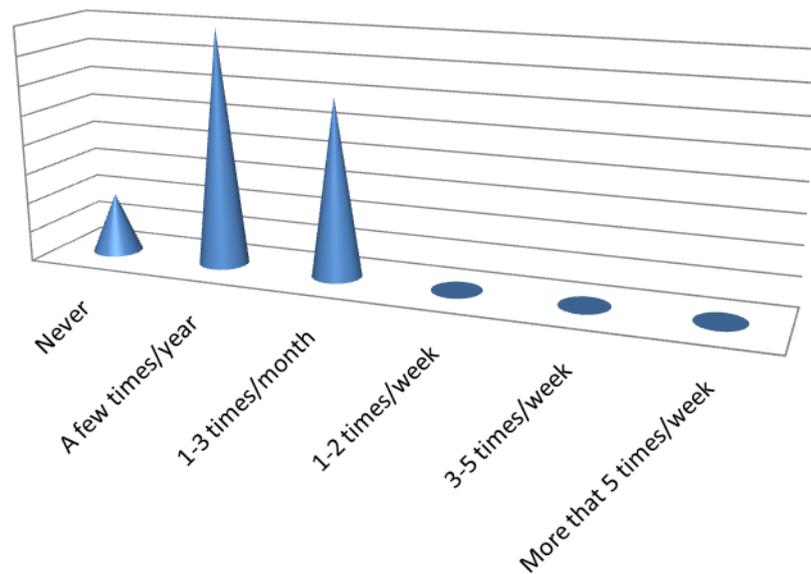


FIGURE 8. How often do you want to eat Japanese food?

Factors that can affect people's interest in Japanese food shows, that on the top positions are taste (27%), Japanese culture (27%) and curiosity (27%). It clearly shows figure 9.

■ Curiosity ■ Taste ■ Healthiness ■ Japanese Culture ■ Variation in Diet

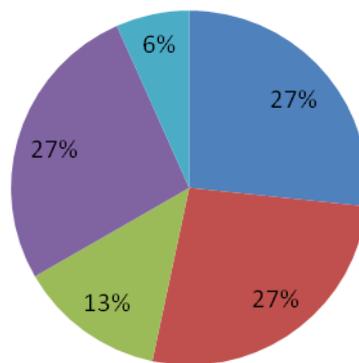


FIGURE 9. Factors that can affect people's interest in Japanese food?

A surprising observation was that 50% of people already eat Japanese food. Analyzed results from our survey showed that time has changed and sushi is not an exotic meal anymore. Japanese food is becoming more popular all over the world; Finland is not an exception. However, generalizations cannot be made because we took such a small sample of people to study.

3.5 Conclusions

We prepared slightly less items that were on the menu, because we did not find some products in the supermarket and we had to find a solution to this situation. The design of menu was not the best, because we are not professionals in this area (Appendix 5 (1)). We taught staff to use chopsticks, because some of them had never tried them before. The staff thanked us when we collected feedback from them. They were happy with the taste of food and would like to have the same experience again. The main purpose was to introduce for the staff of Huviretki restaurant to Japanese cuisine and prepare for them a sushi dinner. The experience gained would be used in the next event: Sushi-day in Dexi restaurant.

4 SUSHI DAY IN DEXI

The main part of our work is creating of good event in the Dexi restaurant. We made big preparations before. We decided to do this work in such a good place obligated on a few reasons. First reason was that manager of the restaurant Outi Turunen wanted to do Sushi Day in Dexi. Second reason was that were interested mostly in students. Ravintola Talli and Kasarmina were not matched with our thematic and style. The Dexi restaurant is a more popular place between young students. All customers of this place are trying to be fashionable, stylish and be keeping in touch with new trends in food.

4.1 The Dexi restaurant

The restaurant is located on the 1st floor of the University of Applied Sciences in Mikkeli. The restaurant is open to all and has 150 seats. It has both a lunch and event-stage restaurant. The menu included ready-made sandwiches, burgers or simple salads. The relaxed atmosphere comes from big soft sofas and the white-black tables making it a great place to lunch with a friend. In preparation for larger projects many things need consideration. The basis of the project is the location, which in our case was the restaurant Dexi. We have chosen this restaurant for few reasons. First reason that this restaurant is located in the main building of Mikkeli University of Applied Sciences, in which we studied on program double degree hospitality management. And in this restaurant many Finnish students have a lunch every weekday, just those customers on which we are focused. Chef of Dexi restaurant Outi know that we prepared sushi and other Japanese dishes at the hotel Cumulus, and proposed a big project in here area. In addition, she agreed to pay all of our ideas in exchange for cost recovery paid for products that will be used for the preparation of the new lunch menu and it

was the second reason. Negotiations with director of Dexi were conducted in a relaxed atmosphere. Our leader was very smart and competent and gave us an opportunity to do everything ourselves. She put the restaurant in our hands. With her help, we made the final menu, set priorities and developed a program for the day.

4.2 Planing

Sushi day in our minds was not just a day of selling sushi; it was organized to be a special event. This was a special fashion event aimed at introducing exotic food to the Finnish public. Our mission was to popularize and familiarize young people with Japanese dishes. One of the main objectives was to create a special atmosphere, showing the character of a trendy and popular event. It was decided to do everything possible to attract the maximum amount of young girls that would result, of course, to increase the number of young men. The focus on creating an atmosphere of fashion was to welcome visiting young women. Since fashion and style are the most important things for a young audience. Guided by the above factors, we derived the standard for the success of our event.

4.2.1 Atmosphere

We planned to have music to create a sense of presence on the trendy fashion scene. The younger generation is very unpredictable in musical tastes so, a lot depended on the choice of DJ and music style. We wanted our event to be accompanied by easy to listen to peaceful music, but at the same time fast enough and popular with the young age group.

The key to success of each event is creation and maintenance of necessary atmosphere, but it is not limited to music. The idea of creating a fashionable atmosphere and the creation of the so-called fashion effect require the relevant ideas. Everything should look like a fashion show for Italian designers. We would like to realize our ideas and views of ordinary people about various social events and parties.

4.2.2 Menu planning

Undoubtedly, the main part is food, because that was the main objective of our activities. We did not want to entertain visitors with standard Japanese dishes. Japanese cuisine, including sushi, is quite a specific food for an exquisite and refined taste. We wanted to do something

more appropriate for Finnish people, that is to make such dishes which will be appreciated by people who mostly do not have the opportunity to eat Japanese food.

Roll “Baked Shrimp” was baked with egg and tempura flour (Appendix 3 (1)). On the top of the roll, we put Philadelphia cheese decorated with red caviar. We achieved an exclusive and elegant roll. Our “Baked Shrimp roll” did not include raw foods. “Sweet roll” was also a type of Hosomaki roll. Philadelphia cheese, banana, pineapple and kiwi, were twisted into a gentle roll with rice paper. On the top was poured strawberry jam and powdered sugar. (Appendix 3(1)) The result was a wonderful dessert. It looked very cool, and none of the guests thought to call it a sushi roll.

The other sushi rolls that we included in our lunch menu were Uramaki. Uramaki is an inside out roll, meaning that the sushi rice is on the outside. Uramaki is made by layering a piece of nori with sushi rice and then flipping it over to line the bottom edge of the other side with ingredients. The maki is rolled up, and usually dipped in garnishes like fish roe or sesame seeds. Uramaki is actually more common outside of Japan, and includes famous sushi such as California and Philadelphia rolls. (S.E. Smith, 2010, pages 2-3)

“California roll” with crabmeat and caviar dressing. (Appendix 3(1).) “Philadelphia roll” with Philadelphia cream and slices of fresh salmon and cucumber on top. (Appendix 3(1).) The salmon was prepared within 8 hours of it being caught, therefore it was fresh, not frozen. In the early morning the fish was brought into Dexi restaurant, we immediately began to carve it and prepared slices of salmon for rolls Philadelphia and Spicy Salmon. Spicy salmon was also the type of Uromaki rolls. Inside we put scrambled egg, cucumber and on the top, pieces of salmon in a spicy sauce; black and white sesame seeds around. (Appendix 3(1).) For those who are afraid to eat raw fish, we have prepared Vegetable roll. (Appendix 3(1).) We know how important it is for students to receive a nutritious lunch, so we have included in every sushi lunch fresh salad and exotic chicken soup. With each sushi roll was added gravy with soy sauce. In addition, the plate was decorated with wasabi and ginger.

At every table were flyers with some additional information about sushi rolls. (Appendix 3(3).) Each student can read more information about the selected roll, as well as why the sushi was served with wasabi, ginger and soy sauce. We conducted a survey (figure 6) and realized that some guests have not tried sushi rolls. In Japan, people eat sushi with bamboo sticks.

They are not easy to handle, especially for those who eat sushi for the first time. In addition on each table were instructions, “How to use chopsticks?”

4.3 Process of event

We developed our day plan. In addition, director of Dexi restaurant was initiator of this.

TABLE 3. Day plan

Time	Program	Description
8-00	Preparations	Season fish. Make all fillings. Prepare all work places
10-45	Meeting in dining room	Allocate all tasks and final instructions
11-00	Meeting in the kitchen	Allocate all tasks and final instructions
11-30	Busy time	Serve sushi and entertain guests
13-00	Busy time is over	Start cleaning, collect feedback
15-00	Go home	Work with received data

A calculation was made to assess the number of visitors, which we found to be in the order of 200, in a typical day the restaurant is visited by about 150 people. Given that the advertising campaign was conducted, we expected an increased number of visitors.

TABLE 4. Actual day plan

Time	Program	Description
8-00	Preparations	Season fish, make all fillings, prepare work places
10-45	Meeting in dining room	Allocate all tasks and final instructions
11-00	Busy time	5 orders in line
11-30	Busy time	20 orders in line
12-00	Busy time	20 orders for every position
13-00	Busy time	People line goes down
14-00	Quite busy time	Last orders go to customers
15-00	Start cleaning	

As you can see, we were not ready for such a large number of customers. This problem needed to be addressed. We did not anticipate so many orders. At 11-30 we had so many orders that we could not do anything other, than prepare food, the planning let us down.

Figure 10. Shows the amount of customers coming in Dexi restaurant. The green line shows the number of consumers that we planned and red line shows how many people came at different times. As shown in figure 10, amount of people was more than we expected. We were not ready for so many customers at one moment. We were expecting a quite slow customer-flow.

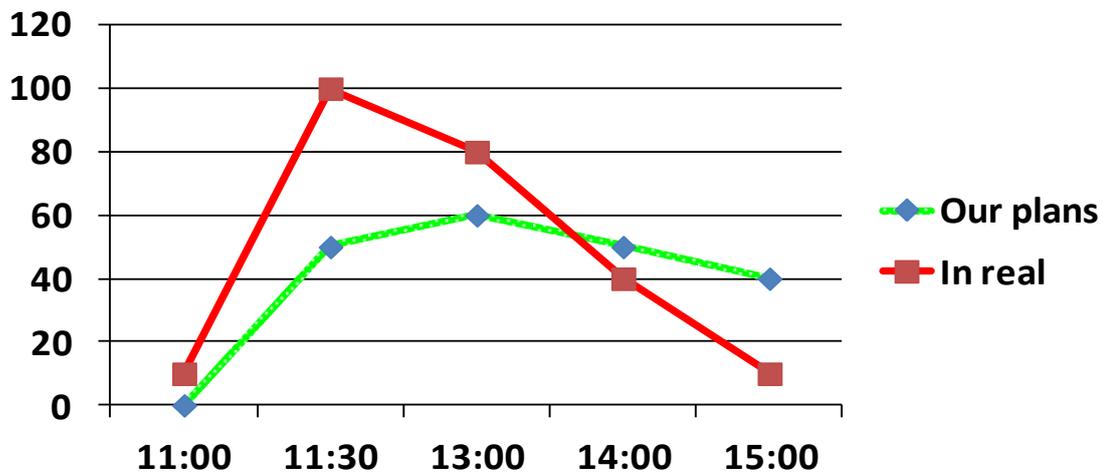


FIGURE 10. Customer-flow on Sushi day in Dexi restaurant

4.4 Research

The method we used to carry out market research was a verbal survey method. We decided that the interview technique is the most effective type of research. We asked questions to students of various specializations and ages. We interviewed students for three days before the event.

We found the questionnaire in the diploma and took it as an example for our research. (Zou; Phuong, 2011, 77)

Our survey was in free form. We tried not to be intrusive to them. That is the way why this type of research was chosen. There were 34 answering people. All of them were students. We asked mostly Finnish students. There were 30 Finns and 4 International students. We asked

them in Dexi restaurant, in canteen Kasarmina, in the Gym, in library Mikpoli. We used personal interview because we decided that this method gives more honest results than any other. We asked them, using our questionnaire (Appendix 2). Questions asked in our survey were all with pre-determinate alternatives. This way the questionnaire was clear and understandable. We asked only seven questions from each respondent, it was our choice to keep the survey as simple as possible. Then we checked all of them and analyzed. The results are listed below.

The first question that we asked was about ideal price for lunch per person. The results are shown in figure 11 below. We can see the answers about the most acceptable price for lunch. More than half of respondents 55% think that 6-8€ is the most suitable price for lunch. 30% of students thought that 8-10€ was a fair price. Only 6% would like to pay 10-12€ for their lunches, While no students were ready to pay more than 12€. 9% of students thought that the price should be less than 6€, owing to their financial situation.

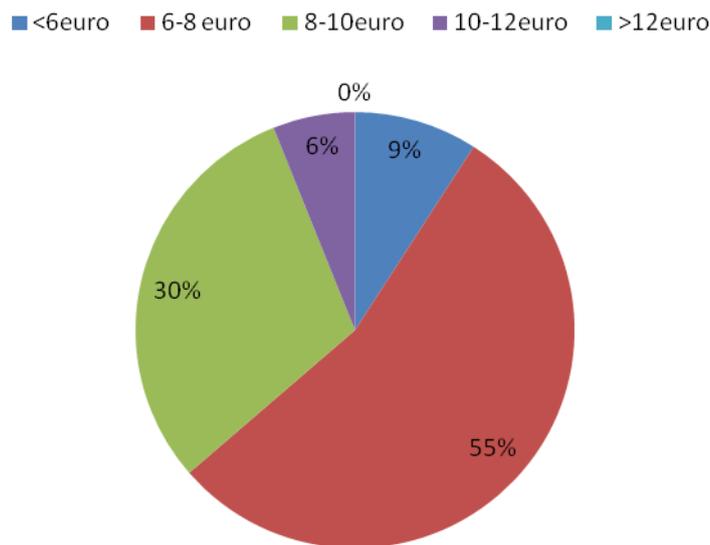


FIGURE 11. Ideal price for lunch/person

From the second question, we wanted to know which cuisine is the most favoured among students. The questionnaire is referred to in the text and also displayed in appendix 2.

Students mostly agree that Mexican cuisine is the best type of food for lunch. You can see it in figure 12. The second most popular answer surprised us. Students prefer the same as a Finnish meal and an Asian, they scored 18%. 15% of respondents love all cuisines of the world. Some students (9%), was not able to choose which cuisine they prefer and answered “Other

European cuisine”. Nobody selected American cuisine, which shows that people think about their health and nutrition.

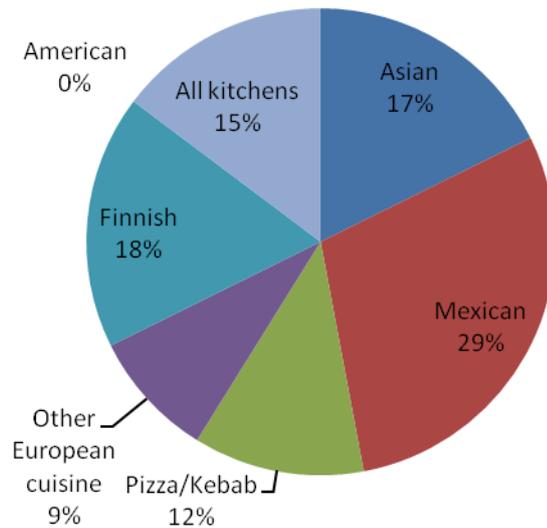


FIGURE 12. Favourite types of food

The third question we asked was “Have you ever tried Sushi or other Japanese food?” As shown in figure 13, most students have tried sushi and other Japanese food (59%) previously. About 2/3 of respondents claimed that they never tried it but they were willing to try. The numbers gave us a positive picture of Mikkeli as a niche market for a new Sushi bar. Some people (12%) answered that they have eaten the food many times.

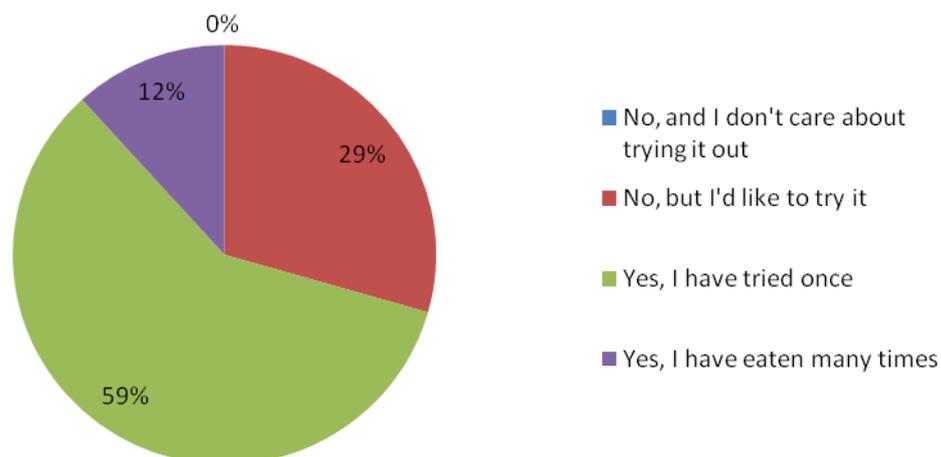


FIGURE 13. Have you ever tried Sushi or other Japanese food?

The most common answer to question about where respondents have tried sushi or other Japanese food was in a restaurant outside Finland. (53%), the second most popular answer was “ in restaurants in Finland. (35 %)”

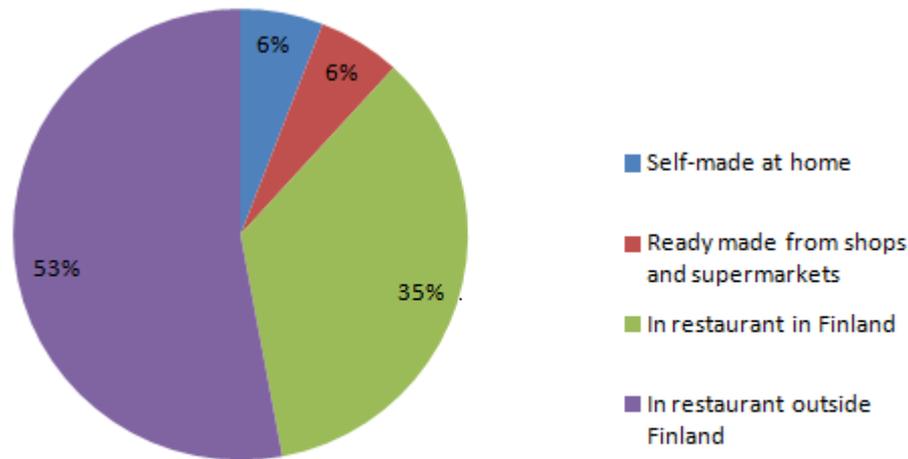


FIGURE 14. Where have you tried Sushi or other Japanese food?

At the fifth question we asked, “How often would you like to have sushi or other Japanese foods?”

The results in figure 15 show that most students choices fall into ‘1-3 times/month’ and ‘a few times/year’. It should be noted that most students would like to eat Japanese food at restaurants, but not so often. Obviously someone has had a bad experience with Japanese food, and will never again have sushi.

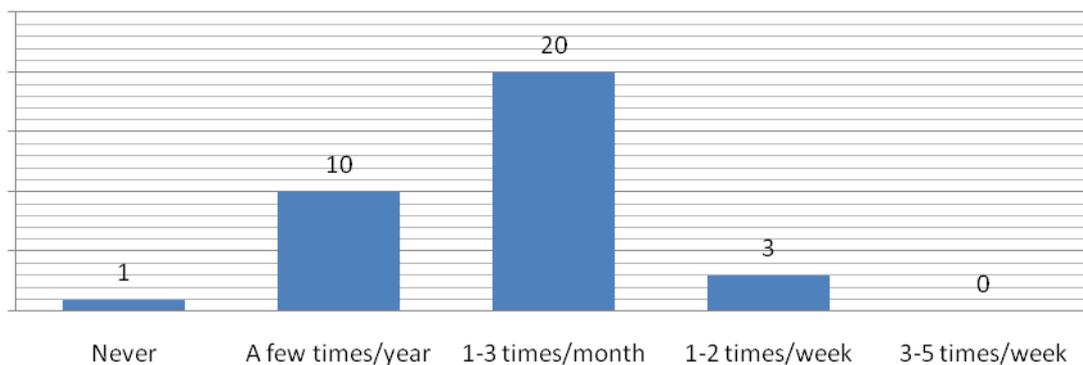


FIGURE 15. How often would you like to eat Japanese food?

In the sixth question, we asked, “Why are you interested in Japanese cuisine?” There are a few main reasons why students are interested in Japanese food: ‘nutrition’, ‘taste’ and ‘Japanese culture’. Japanese food is well known for simple, low fat and low salt, nutritious. Sushi and Japanese meals are able to keep people satisfied for a long time. (figure 16)

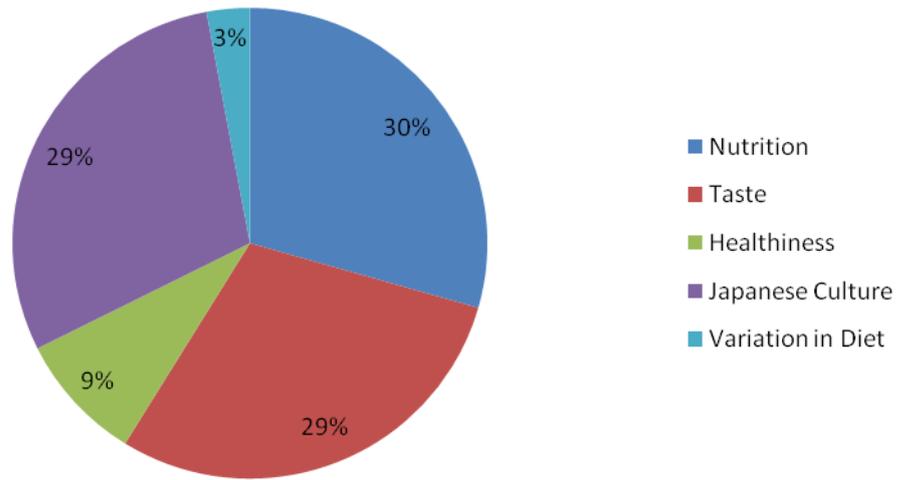


FIGURE 16. Why are you interested in Japanese cuisine?

In the last question, we asked our respondents “Do you know anything about Sushi-day in Dexi restaurant?”

Number of the respondents



FIGURE 17. Are you aware of Sushi-day in Dexi restaurant?

The results exceeded our expectations. The fact that Dexi will be an event connected with Japanese cuisine and fashionable music. Only a few students responded negatively to the seventh question.

4.5 Results

The campaign was launched about a week before the Sushi-day, but the systematic preparation of promotional tools started much earlier. The negotiations with the designers, the creation of a promotional video, all took about two weeks. Eventually it turned out that the results of promotion exceeded our expectations. A successful marketing campaign did not allow us to adequately realize all of our other ideas. However what was good and what needed to be improved, will discuss at the end of the work.

4.5.1 Advertisement

After this research we started organising an advertising campaign to focus on the target audience and also find the most profitable and successful location. Because the campaign is a fundamental element of the success of any event, work on advertising stood in an isolated position in relation to all other parts of the marketing work. Primarily it relies on visitors to the Dexi restaurant, secondly the university students and thirdly, the target audience of young people, mostly girls. It was decided to use the following types of advertising, guided by the above-mentioned factors. The first thing that came to mind was the creation of video advertising. We have done promotional video in the style of our event. Later, this movie was shown on the main screen in the restaurant and also in the online promotion. This is where we showed a few "attractive pictures" and also specified the time and place of our event.

Internet advertising was identified as a requirement for any event. The target audience is young people who are no doubt, on the Internet. We got a big response on our promotion video, which I've created previously on the University website and blog of one of the university students. In addition, this video was posted on video-hosting www.youtube.com. Undoubtedly this variant of advertising, may be considered as one of the most progressive methods today. (<http://youtu.be/TU9c2KDaOAA>)

4.5.2 Posters

Various promotional posters placed on stands across the university prompted us to do the same, but the main objective was to make the best poster, for this we appealed to a designer who was an acquaintance of ours. By the way, this designer, Anastasiya Evdokimova is famous in our university and is the famous author of the design of magnetic cards for the stu-

dent library. In general, after long and hard work, we got an excellent poster (Appendix 3 (4)). This poster was not just an advertisement, but also served as a business card of the event. We placed it on the stands across the university, and also in the restaurant "Talli" and at all entrances into the buildings.

4.5.3 Menu

We started developing the menu as soon as the first idea of creating this project. Our menu has been developed with an emphasis directly on the Finnish audience. By difficult negotiations, taking into account the availability of some ingredients, it was decided to include the following dishes in the menu. Philadelphia roll, Baked shrimp roll, California roll, Spicy salmon roll, Vegetable roll and Sweet roll. All rolls were served with salad and Asian soup with chicken. Everyone can take away their favourite roll in a plastic box complete with wasabi, ginger and bamboo sticks.

Techniques how to make these dishes, the ingredients and how much money we have spent for producing each roll are displayed in appendix 1.

4.5.4 Atmosphere

Creating an atmosphere was a fundamental part of our project, and probably took more effort than anything else. We decided to concentrate our effort this area. To do this, we gave the opportunity to students from other disciplines, which have agreed to help us to participate in this project. We used the following tools to create a special atmosphere:

1) Menu on TV screens. The presentation of the menu was done with the help of TV screens. Several large TVs were located around the perimeter of the Dexi restaurant. The use of these screens allowed the process of serving meals to be more efficient. Customers knew what they wished to order in advance. Slides from the menu started to be broadcast a few days before the event. Rational use all possible resources - is the key to success of the project. (Appendix 3 (1).)

2) The DJ. Special guest DJ DC Dimon was invited to our event. His task was to provide fashionable music and control the mood of the guests. We recognised this requirement long before the project and last week decided on a selection of musical style. (Appendix 3 (2).)

3) Video camera. In the hall there were two operators who filmed the process on video.

(<http://www.youtube.com/watch?v=cd7PJU4cMWs>)

4) Photo camera. The idea of creating the atmosphere of a fashion show, where the camera flashes accompanied all guests was implemented. Our goal was to fill the room with photographers who not only took pictures of guests but also performed a secondary function by giving a fashionable shade of the event.

5) The interview. During lunch there were two journalists who interviewed guests. They had fashionable make-up and asked a variety of funny and serious questions. All events were filmed on video camera. (<http://youtu.be/FY6R7pQkMlo>) This gave the event a special atmosphere of the popular club parties.

6) The photo wall. At the entrance to the restaurant was posted a photo-wall with logos of the project participants. The photographer took pictures of all interested persons against the wall. (Appendix 3 (2).)

7) The podium. On the main screen, a broadcast video from the latest Milan fashion show created the illusion of being in Italy at the fashion week.

8) The light. Muted light made the event more relaxed and peaceful. All these elements created an atmosphere, conducive to eating. Moreover, at the same time, they created a sense of presence in the fashion show in Milan.

5 CONCLUSIONS

In this part of the work we considered the positive and problematic aspects of our project. To judge the level of success we considered what went well and what needs work. We will consider possible solutions that could improve the event.

Feedback must be processed first. We used several types of feedback in our project. During the project, many interviews were made, raising questions about product quality and about the attitude to the atmosphere at the event. The main feature of this kind of feedback is a qualitative analysis of all sides of the event. The set of opinions is a positive assessment of the event.

All the reviews can be assessed as positive. We found only a few disappointed customers who complained that the queues were too long and the roll sizes were too small. After the project we collected feedback from the staff of the Dexi restaurant. We asked if they could evaluate as a percentage, each part of the event, such as speed, organization, promotion, etc., (Appendix 4) we collected the answers and plotted the results in the table below (figure 18).

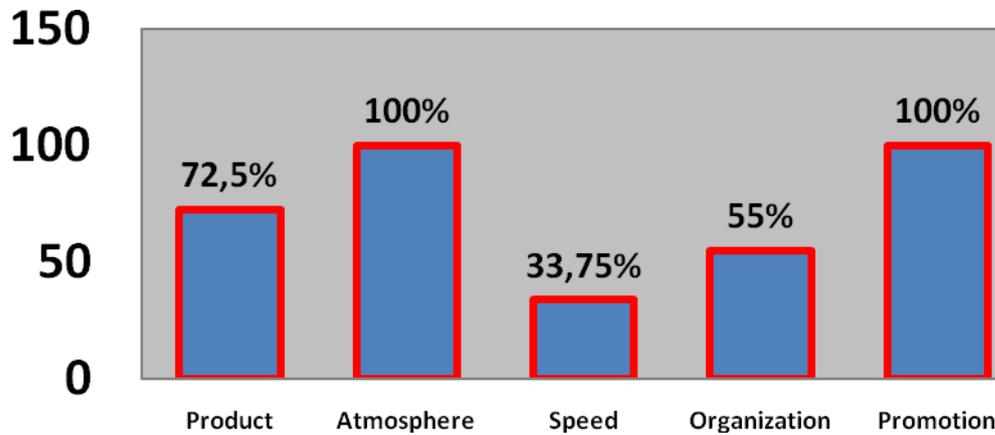


FIGURE 18. Results from questionnaire of staff Dexi restaurant

From this table, we can see that the problem was with speed. Moreover, at the same time, you can see that the atmosphere, organization and product do not require any modifications or improvements. A very big flow of visitors, and an insufficient number of practical exercises was also our downfall.

It may be noted that the general feeling was positive; no negative feedback has been identified just deficiencies and defects. All the reviews have been processed and have been plotted in a graph that shows the pluses and minuses of our event. What could be done to improve the event? In the process of planning, consideration must be made for all possible scenarios. You have to be ready for anything. From the problem areas identified above, it is necessary to develop options for resolving them.

Problems may be minimized or removed completely by the following means:

1. Training of cooks. Improved product quality can be achieved by training and practical exercises.
2. A clear statement of goals and tasks and strict control over execution of instructions are necessary to improve the organizational process.
3. Increase in the number of employees or improvement of their skills is necessary to improve speed.

The feedback has become characteristic of these events. Research shows a possible popularization of Japanese cuisine was one of the objectives of the project. It was necessary to find out if sushi will be in demand. We can make the following conclusions based on analyses of data.

The Finns are interested in the appearance of sushi meals and interest in Japanese cuisine increased as a result of it being introduced by our project. The results showed that most respondents are willing to regularly buy lunches, consisting of sushi. Most visitors have not enough knowledge about Japanese cuisine and do not have the skills of using chopsticks; several had no idea about Japanese cuisine in general. More than a half of the respondents are not willing to pay for a sushi lunch more than for a normal lunch. Nobody is willing to pay more than 12 euro. Acceptable payment is considered in the range of 6-8 euro. This fact may prohibit the option of using expensive ingredients.

People, who tasted sushi, tried it in restaurants outside of Finland in most cases. This suggests that the number of sushi bars and Japanese restaurants are not adequate. So there are vacant positions in this niche market.

Organizing an event was one of our objectives. During this project, we received experience of organizing and conducting an exclusive event. The first event went well, however it was only a practice session for the staff, without real customers. The event was part of preparations for the main project, Sushi-Day in Dexi cafe. All in all we may assume that the project was successful, despite the fact that there were problems, the overall picture is quite good. The practical part of the project was executed satisfactorily. Work has been done on developing methods to correct deficiencies. Despite the fact that the marketing of the work was done very well, errors were identified in the organizational process. This experience will help in organizing of next event.

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Name of Cook	Date	Name of the component
Ivan	22.02.2012	Philadelphia roll

Weight		loss %	Weight of use		Ingredients	price /kg	price of use	Whole price
0,085	kg	10,00%	0,072	kg	Salmon	10,70 €	11,89 €	0,86 €
0,015	kg	5,00%	0,01	kg	Cucumber	3,10 €	3,26 €	0,03 €
0,002	kg		0,002	kg	Nori	205,00 €	205,00 €	0,41 €
0,100	kg		0,05	kg	Rice	3,68 €	3,68 €	0,18 €
0,050	kg		0,05	kg	Philadelphia cheese	5,17 €	5,17 €	0,26 €
0,010	kg		0,01	kg	Wasabi	55,00 €	55,00 €	0,55 €
0,015	kg	3,00%	0,012	kg	Ginger	27,00 €	27,84 €	0,33 €
0,030	kg		0,03	kg	Soy sauce	12,43 €	12,43 €	0,37 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €

Ingredients	0,236	kg	100%
Loss of cooking	0,042	kg	18,00%
Ready food	0,194	kg	82,00%
Portion weight	0,194	kg	
Portions	1		

Price of ingredients	3,00
Price / kg	15,49
Price /one portion	3,00

How to make:

1. Put nori on the desk
2. Put rice on nori and allocate evenly
3. Turn nori with rice. rice must be the bottom
4. Make channel and squeeze Philadelphia-cream
5. Scroll it carefully
6. Put slices of salmon and slices of cucumber alternately
7. Leave for 2 minutes
8. Cut for 6 pieces
9. Put on plate and decorate with ginger, wasabi and fill soy pan with a soy sauce

APPENDIX 1 (2).

Name of Cook	date	Name of the komponent
Vladimir	22.02.2012	California roll

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
0,015	kg	1,00%	0,014	kg	Avokado	5,72 €	5,78 €	0,08 €
0,015	kg	5,00%	0,01	kg	Cucumber	3,10 €	3,26 €	0,03 €
0,070	kg		0,07	kg	Crab sticks	5,00 €	5,00 €	0,35 €
0,002	kg		0,002	kg	Nori	205,00 €	205,00 €	0,41 €
0,100	kg		0,05	kg	Rice	3,68 €	3,68 €	0,18 €
0,020	kg		0,02	kg	Mayonnaise	1,28 €	1,28 €	0,03 €
0,010	kg		0,01	kg	Wasabi	55,00 €	55,00 €	0,55 €
0,015	kg	3,00%	0,012	kg	Ginger	27,00 €	27,84 €	0,33 €
0,030	kg		0,03	kg	Soy sauce	12,43 €	12,43 €	0,37 €
0,015	kg		0,015	kg	Roe "Tobico"	48,26 €	48,26 €	0,72 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €

Ingredients	0,233	kg	100%
loss of cooking	0,021	kg	9,00%
Ready food	0,212	kg	91,00%
Portion weight	0,212	kg	
Portions	1		

Price of ingredients	3,06
Price / kg	14,45
Price/one portion	3,06

How to make:

1. Put nori on the desk
2. Pput rice on nori and allocate evenly
3. Allocate tobico roe and sesame on the rice
4. Turn nori with rice. rice must be on the bottom
5. Put avocado, cucumber and crab meat with mayonnaise
6. Scroll it carefully
7. Leave for 2 minutes
8. Cut in 8 pieces
9. Put on plate and decorate with ginger, wasabi and fill soy pan with a soy sauce

APPENDIX 1 (3).

Name of Cook	date	Name of the komponent
Ivan	22.02.2012	Spicy salmon roll

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
0,060	kg		0,06	kg	Salmon	10,70 €	10,70 €	0,64 €
0,010	kg		0,01	kg	Tabasco	120,00 €	120,00 €	1,20 €
0,015	kg		0,015	kg	Scrambled eggs	7,00 €	7,00 €	0,11 €
0,015	kg	5,00%	0,01	kg	Cucumber	3,10 €	3,26 €	0,03 €
0,100	kg		0,05	kg	Rice	3,68 €	3,68 €	0,18 €
0,020	kg		0,02	kg	Mayonnaise	1,28 €	1,28 €	0,03 €
0,010	kg		0,01	kg	Wasabi	55,00 €	55,00 €	0,55 €
0,015	kg	3,00%	0,012	kg	Ginger	27,00 €	27,84 €	0,33 €
0,030	kg		0,03	kg	Soy sauce	12,43 €	12,43 €	0,37 €
0,005	kg		0,005	kg	Sesame seeds	5,62 €	5,62 €	0,03 €
0,002	kg		0,002	kg	Nori	205,00 €	205,00 €	0,41 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €

Ingredients	0,224	kg	100%
loss of cooking	0,018	kg	8,00%
Ready food	0,206	kg	92,00%
Portion weight	0,206	kg	
Portions	1		

Price of ingredients	3,88
Price / kg	18,85
Price /portion	3,88

How to make:

1. Put nori on the desk
2. Put rice on nori and allocate evenly
3. Allocate black and white sesame seeds on the rice
4. Turn nori with rice. Rice must be on the bottom
5. Put scrambled eggs and cucumber inside
6. Scroll it carefully
7. Leave for 2 minutes
8. Cut in 6 pieces
9. Add spicy salmon on the top of every piece
10. Put on plate and decorate with ginger, wasabi and fill soy pan with a soy sauce

APPENDIX 1 (4).

Name of Cook	date	Name of the komponent
Ivan	22.02.2012	Fried shrimp with Philadelphia cream

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
0,090	kg	3,00%	0,085	kg	Shrimp	40,00 €	41,24 €	3,51 €
0,015	kg	5,00%	0,01	kg	Cucumber	3,10 €	3,26 €	0,03 €
0,002	kg		0,002	kg	Nori	205,00 €	205,00 €	0,41 €
0,030	kg		0,02	kg	Tempura	17,00 €	17,00 €	0,34 €
0,050	kg		0,05	kg	Philadelphia cheese	5,17 €	5,17 €	0,26 €
0,003	kg		0,003	kg	Red caviar	31,00 €	31,00 €	0,09 €
0,100	kg		0,05	kg	Rice	3,68 €	3,68 €	0,18 €
0,010	kg		0,01	kg	Wasabi	55,00 €	55,00 €	0,55 €
0,015	kg	3,00%	0,012	kg	Ginger	27,00 €	27,84 €	0,33 €
0,030	kg		0,03	kg	Soy sauce	12,43 €	12,43 €	0,37 €
0,010	kg		0,01	kg	Eggs	1,78 €	1,78 €	0,02 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €
0,000	kg			kg			0,00 €	0,00 €

Ingredients	0,282	kg	100%
loss of cooking	0,031	kg	11,00%
Ready food	0,251	kg	89,00%
Portion weight	0,251	kg	
Portions	1		

Price of ingredients	6,10
Price / kg	24,30
Price/portion	6,10

How to make:

1. Put nori on the desk
2. Put rice on nori and leave nori without rice about 1 cm from one of the sides
3. Make channel and put there cucumber and shrimps
4. Scroll it carefully
5. Fry it in the deep-fryer using eggs and crackers
6. Cut for 6 pieces
7. Squeeze Philadelphia-cream on the top of every piece
8. Add ¼ of teaspoon of salmon roe on the cream
9. Put on plate and decorate with ginger, wasabi and fill soy pan with a soy sauce

APPENDIX 1 (5).

Name of Cook	date	Name of the komponent
Vladimir	22.02.2012	Sweet roll

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
0,002	kg		0,002	kg	Rice paper	20,00 €	20,00 €	0,04 €
0,050	kg		0,05	kg	Philadelphia cheese	5,17 €	5,17 €	0,26 €
0,015	kg	5,00 %	0,01	kg	Banana	3,10 €	3,26 €	0,03 €
0,015	kg	1,00 %	0,012	kg	Kiwi	5,00 €	5,05 €	0,06 €
0,015	kg	5,00 %	0,01	kg	Pineapple	16,00 €	16,84 €	0,17 €
0,005	kg		0,005	kg	Strawberry jam	7,00 €	7,00 €	0,04 €

Ingredients	0,089	kg	100%
loss of cooking	0,010	kg	11,00 %
Ready food	0,079	kg	89,00 %
Portion weight	0,079	kg	
Portions	1		

Price of ingredients	0,60
Price / kg	7,51
Price/ portion	0,60

How to make:

1. Put moisten rice paper on the desk.
2. Put Philadelphia cheese, banana, kiwi and pineapple inside
6. Scroll it carefully
7. Leave for 2 minutes
8. Cut in 6 pieces
9. Put on plate, decorate with strawberry jam and sprinkle with powdered sugar

Questionnaire.

Ideal price for lunch/person?

<6€

6-8€

8-10€

10-12€

>12€

Favourite type of food?

Asian

Mexican

Pizza/kebab

Other European cuisine

Finnish

American

Have you ever tried Sushi or other Japanese foods?

No, and I don't wish to try it

No, but I'd like to try it

Yes, I have tried once

Yes, I have eaten it many times

Where have you tried Sushi or other Japanese foods?

Self-made at home

Ready-made from shops or supermarkets

In a restaurant in Finland

In a restaurant outside Finland

How often do you want to have Japanese foods

Never

A few times/year

1-3 times/month

1-2 times/week

3-5 times/week

Why you are interested in Japanese cuisine?

Nutrition

Taste

Healthiness

Japanese culture

Variation in Diet

Do you know anything about Sushi-day in restaurant?

Yes

No

1. Menu

SUSHI DAY MENU

CALIFORNIA
CALIFORNIA ROLL + SALAD + TAI SOUP
Price with student card 4.63€

PHILADELPHIA
PHILADELPHIA ROLL + SALAD + TAI SOUP
Price with student card 4.63€

SPICY SALMON
SPICY SALMON ROLL + SALAD + TAI SOUP
Price with student card 4.63€

BAKED SHRIMP
BAKED SHRIMP ROLL + SALAD + TAI SOUP
Price with student card 4.63€

VEGETABLE
VEGETABLE ROLL + SALAD + TAI SOUP
Price with student card 2.43€

SWEET
SWEET ROLL + SALAD + TAI SOUP
Price with student card 4.63€

ALSO YOU CAN TAKE AWAY ANY ROLL

6€

DeXi Cafe
Patterstonkatu 3, 50101 Mikkelä
www.dexi.fi

SUSHI DAY MENU

2. Menu on TV screens



2. The Dj DC Dimon



3. The photo wall



4. Flyers on the tables

SUSHI DAY MENU

CALIFORNIA
CALIFORNIA ROLL + SALAD + TAI SOUP
Price with student card 4.63€

PHILADELPHIA
PHILADELPHIA ROLL + SALAD + TAI SOUP
Price with student card 4.63€

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SPICY SALMON ROLL + SALAD + TAI SOUP
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6€

DeXi Cafe
PATERNOERSTRAAT 3, 30101 MIAMI
www.dexi.fi

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PATERNOERSTRAAT 3, 30101 MIAMI
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How to use chopsticks?

1. Hold your hand as if you are going to shake hands with someone.
2. Secure the first chopstick in the crotch between your thumb and index finger.
3. Place the second chopstick on top and hold it with your thumb and index finger.
4. Tuck your ring finger underneath the first (lower) chopstick.
5. Tuck your middle finger underneath the second (upper) chopstick. To pick up food, move the second chopstick up and down to grip pieces with the ends of the two chopsticks.

dexi@mami.fi

All your photos and videos you can easily find at **mamker.com**

F.A.Q

Why Japanese calls sushi "MAKI"?
MAKI means "roll" in Japanese. Maki are rolls and seasonal rolls with fish and/or vegetables.

Why is shoyu (soy sauce) black?
Shoyu (soy sauce) is a fermented product, which means that when the soybeans, wheat and salt are combined with water, a water with mold called koji is used to ferment some of the soybeans in alcohol in a process somewhat similar to making beer. After a period of time, enzymes and chemical reactions create a liquid called shoyu that has fermented due to oxidation (essentially combining with oxygen).

Why is ginger is served with sushi?
Traditionally, ginger (used raw) is served with sushi as it will cleanse the palate when eaten between different kinds of sushi. Ginger also has minor antimicrobial properties and it is thought that eating it with raw food can aid in the prevention of sickness if there is any contamination of the product. Miso also exhibits similar characteristics and for this reason, both have stuck as an accompaniment to sushi.

www.mamker.com

ARE YOU READY?

THE MOST AWESOME LUNCH THAT YOU HAVE EVER SEEN.

Read inside for full details

www.dexi.fi

5. Posters



Questionnaire for staff

Questionnaire for staff

How can you evaluate Sushi day-project in Dexi restaurant from 0 to 100%?
Please write in front of every position.

1. Product 70, 80, 50, 90;
2. Atmosphere 100, 100, 95, 100;
3. Speed 45, 20, 40, 30;
4. Organization 60, 40, 70, 50;
5. Promotion 100, 100, 100, 100;

1. Menu

<p>Salads</p>  <p>chukka salad</p>  <p>salad with shrimps and red caviar</p>  <p>baked mussels</p> <p>Soups</p>  <p>cream soup with shrimps</p>  <p>miso soup</p>  <p>spicy thai soup</p>	<p>Main dishes</p>  <p>warm salmon salad</p>  <p>tuna salad</p>  <p>tempura shrimps with red caviar</p>	<p>SUSHI</p> 	 <p>mix of skewers</p>  <p>rice with chicken and egg</p> <p>Spicy salmon spicy tuna spicy shrimps baked shrimps baked salmon baked tuna smoked salmon with philadelphia</p>
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Rouletts



Fried shrimp-Philadelphia – red caviar
Hot Crab
Roll with salmon and spinach and cheese- salamander
Roll with bakon and salmon and avocado
classic salmon
Philadelphia roll
warm roll with shrimp and bakon

Desserts



Warm Ice Cream



Tempura fruits

2. Preparations



3. Appetizers



4. Sushi rolls



5. Tom Yam soup



6. Tom Kha soup

