

NO.1
GYOZA BRAND
IN JAPAN*



Gyoza

ギョーザ

THE ULTIMATE BAR SNACK

BEST BEERS FOR JAPAN'S FAVOURITE BAR SNACK



Eat Well, Live Well.





Flavour in fun formats

Social media use, communal dining and flexible mealtimes means consumers increasingly seek experiences as well as great-tasting food when dining out. New cuisines and informal formats are leading the way. Demand for authentic global flavours and more healthier choices has contributed to a rise in the popularity of Japanese food in the UK; an offering pubs are perfectly positioned to deliver on.

6 in 10
PUB CUSTOMERS

WOULD LIKE TO SEE
THE RANGE OF BAR
SNACKS IMPROVED¹

54%
OF PUBLICANS

ARE PLANNING ON
INCREASING THEIR RANGE
OF HEALTHY FOODS IN 2019²

OVER 70%
OF 18-34 YEAR-OLDS

LOOK FOR PUBS THAT PROVIDE
AN EXPERIENCE THAT YOU
CAN'T GET AT HOME¹

Japanese food in pubs

With more and more food-led pubs across the market and competition from high street chains and independent restaurants, it's imperative for operators to offer an exciting menu to maintain a point of difference and appeal to customers.

36%
OF CUSTOMERS

SAY THAT MORE INTERNATIONAL
CUISINES WOULD ENCOURAGE
THEM TO VISIT A PUB²

36%
OF CONSUMERS

ARE CHOOSING A PUB
OVER OTHER CASUAL
DINING OUTLETS²

The Gyoza

The Ultimate Bar Snack

The original Japanese bar snack

Gyoza are steamed or pan-fried and contain a filling of meat, fish or veg. Traditionally served in Japanese bars and enjoyed alongside beer and sport, Gyoza translate fantastically to the UK pub market – as an appetiser, on a sharing platter or to upgrade Asian soups, noodle dishes or salads.

AJINOMOTO FOODS EUROPE MAKES JAPAN'S NUMBER 1 GYOZA

- AVAILABLE TO UK FOODSERVICE OPERATORS
- SIMPLE TO COOK FROM FROZEN – NO WASTE!
- GREAT MARGINS
- CONVENIENT AND VERSATILE
- 100% AUTHENTIC AND ON-TREND

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Gyoza & food in pubs

With evolving menus and a wide range of beers, pubs are uniquely positioned to offer new foodie experiences, combining the two.

WHY DOES FOOD TASTE BETTER WITH BEER?

- **Water content** – composed of up to 95% water, beer refreshes the mouth, helping us to taste all of the flavours in foods.
- **Carbon Dioxide** is an efficient palate cleanser preparing the mouth for the next morsel.
- **Tannins** add structure to beer and cut through the fats and proteins many richer foods.
- **Acidity** in beer cleanses the palate in between mouthfuls.
- **Hops** add aroma and bitterness, which contrasts with other flavours to balance dishes.

Asian recipes pair especially well with beer, which naturally complements chilli, citrus and ginger. Pub-goers will love hand-held street food, packed with flavour but can be enjoyed standing up or while holding a glass.

OPERATOR HINTS AND TIPS

1. Match light textures such as sushi with lighter bodied beers, the heavier the food, the bigger the body of the beer.
2. Choose beers to go with the main flavours in the dish
3. Colour matching is a great way of pairing beer and food – pair shellfish or chicken with pale coloured beers such as wheat, Pilsner, or golden ales.
4. Consider how the food is cooked. Meat and vegetables caramelise when roasted or grilled so beers with a malty caramel flavour profile match well.

AUSSIE

FOOD RULES:

GYOZA & BEER STADIUM
RECENTLY OPENED IN
SYDNEY

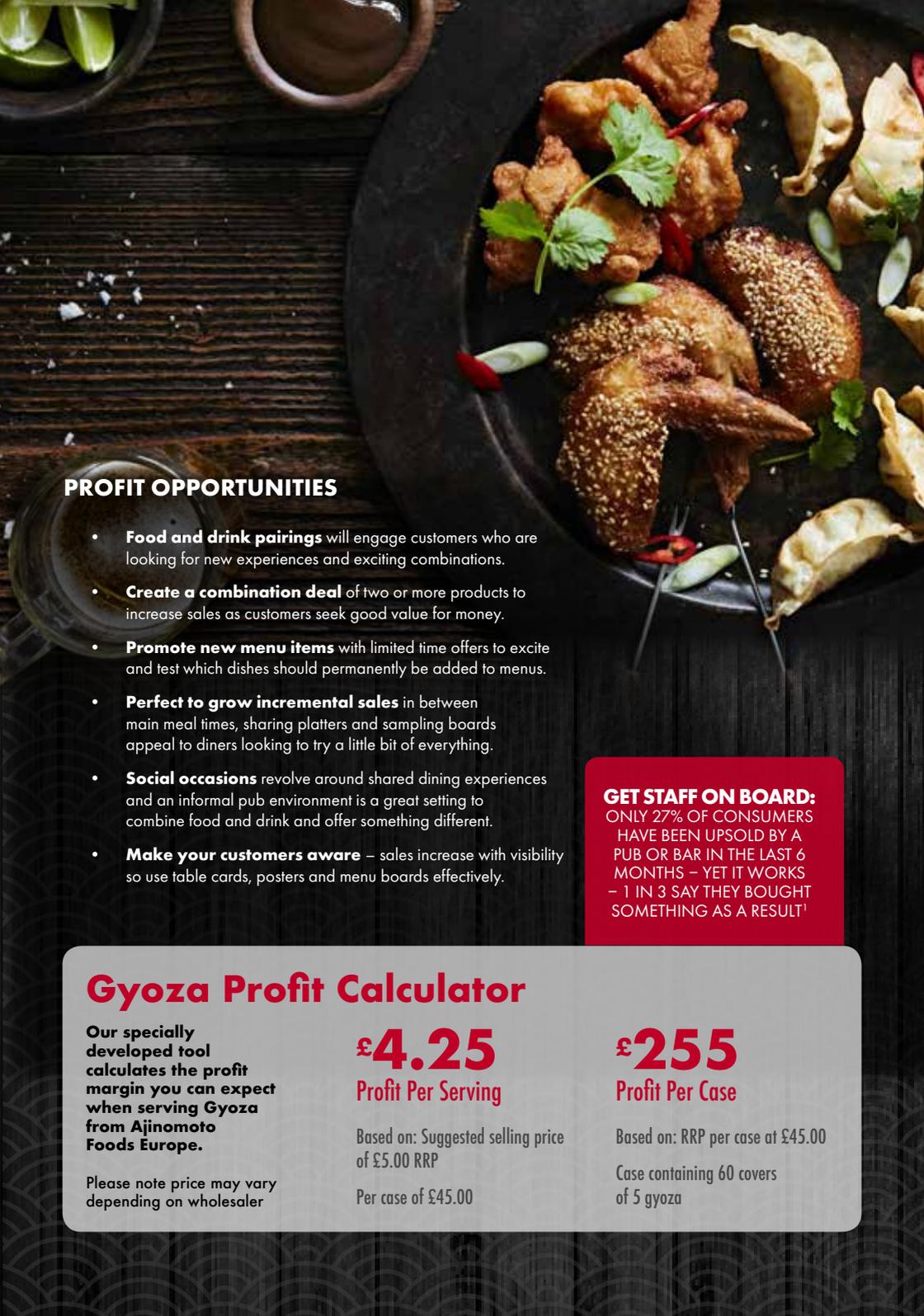
MATCH ANY

ALES, LAGERS OR
STOUTS WITH
FOOD TO UPLIFT
BEER SALES

AROUND HALF OF CONSUMERS

SAY IT'S IMPORTANT
FOR THEM TO BE ABLE
TO CUSTOMISE THEIR
FOOD WHEN VISITING
A PUB OR BAR!





PROFIT OPPORTUNITIES

- **Food and drink pairings** will engage customers who are looking for new experiences and exciting combinations.
- **Create a combination deal** of two or more products to increase sales as customers seek good value for money.
- **Promote new menu items** with limited time offers to excite and test which dishes should permanently be added to menus.
- **Perfect to grow incremental sales** in between main meal times, sharing platters and sampling boards appeal to diners looking to try a little bit of everything.
- **Social occasions** revolve around shared dining experiences and an informal pub environment is a great setting to combine food and drink and offer something different.
- **Make your customers aware** – sales increase with visibility so use table cards, posters and menu boards effectively.

GET STAFF ON BOARD:
ONLY 27% OF CONSUMERS
HAVE BEEN UPSOLD BY A
PUB OR BAR IN THE LAST 6
MONTHS – YET IT WORKS
– 1 IN 3 SAY THEY BOUGHT
SOMETHING AS A RESULT!

Gyoza Profit Calculator

Our specially developed tool calculates the profit margin you can expect when serving Gyoza from Ajinomoto Foods Europe.

Please note price may vary depending on wholesaler

£4.25
Profit Per Serving

Based on: Suggested selling price of £5.00 RRP

Per case of £45.00

£255
Profit Per Case

Based on: RRP per case at £45.00

Case containing 60 covers of 5 gyoza



Chicken & Vegetable Gyoza

Why? Chicken is a delicate meat so the beer should not overwhelm the Gyoza. Both blonde and golden ales have a honeyed biscuit malt character that complements the flavours.



Recommended Beer Styles



Blonde Ale



Golden Ale

Look for beers with these tasting notes:



SEE

Pale, Cloudy



TASTE

Sweet, Citrus, Crisp, Floral



PAN FRY



STEAM FRY



BOIL



DEEP FRY

5 Vegetable Gyoza with Spinach Pastry

Recommended Beer Styles



Amber Ale



Brown Ale

Look for beers with these tasting notes:



SEE

Dark, Amber



TASTE

Biscuity, Malty, Spicy Hops,
Rich, Full Bodied,
Hints of roasted creamy toffee



PAN FRY



STEAM FRY



BOIL



DEEP FRY

Why? The 5 Vegetable Gyoza has bittersweet flavours and is spiced with ginger for a gentle warming heat. Both amber and brown ales have pronounced malty and caramel characters as well as subtle sweetness, which nicely contrast with the Gyoza.

The 5 Vegetable Gyoza with spinach pastry is suitable for vegans – appeal to vegans by offering a combo deal for a vegan beer paired with a vegan dish.





Duck Gyoza

Why? The rich flavour of duck combined with crunchy vegetables makes this Gyoza really flavoursome. Accompanying beers need to have assertive flavours and full body to stand up to it. Porters have coffee and umami tastes which complement duck's big flavour. Abbey and trappist beers offer rich toffee flavours and an underlying sweetness that contrast with the rich savoury depth of taste.

Recommended Beer Styles



Porter

Trappist

Belgian abbey

Look for beers with these tasting notes:



SEE

Dark Caramel



TASTE

Sweet, Fruity, Malt, Hints of Bitter Orange, Spicy after taste.



PAN FRY



STEAM FRY



BOIL



DEEP FRY

Prawn Gyoza

Recommended Beer Styles



Helles Lager



Wheat Beer

Look for beers with these tasting notes:



SEE

Clear, Bright, Cloudy



TASTE

Clean, Crisp, Dry,
Spicy, Sweet, Fruity



PAN FRY



STEAM FRY



BOIL



DEEP FRY

Why? Prawn has a light flavour and texture so matching beers should not overpower it. Helles lager is light bodied with a gentle malt character that will enhance the flavour of the Gyoza. Wheat beers have a smooth and creamy texture with zesty lemon flavours – citrus and shellfish always match very well!



POS

Making your pub stand out from the crowd can be difficult in a highly competitive market place, but using innovative POS materials to promote your offering is key to setting you apart, driving sales and footfall.

Ajinomoto Foods Europe has developed range of free POS material to help increase your sales available for download from pro.ajinomoto.co.uk

POS AVAILABLE FROM AJINOMOTO FOODS EUROPE:

- **Our guide:** Serving a point of difference, introducing Japanese food to pub menus



FOR ADDED THEATRE

Ajinomoto Foods Europe offers a Street Food Bike, to serve the Gyoza from. Stamped with Japan's number one Gyoza brand as a seal of quality it's a simple yet effective way to drive interest and sales even before the customer has a chance to open the menu.



Created in Partnership

with Jane Peyton, Founder and Principal School of Booze

Jane Peyton is a drinks industry expert, broadcaster, pub expert, writer and public speaker, she is the founder of the School of Booze - drinks consultancy and corporate events production company.

Jane has won many accolades for her work including Drinks Educator of the Year, and in 2018, received a Lifetime Achievement in Beer Award from the All Parliamentary Beer Group. She has also achieved several 'firsts' including the UK's first certified Pommelier (cider sommelier) and the UK's first Beer Sommelier of the Year.



Eat Well, Live Well.



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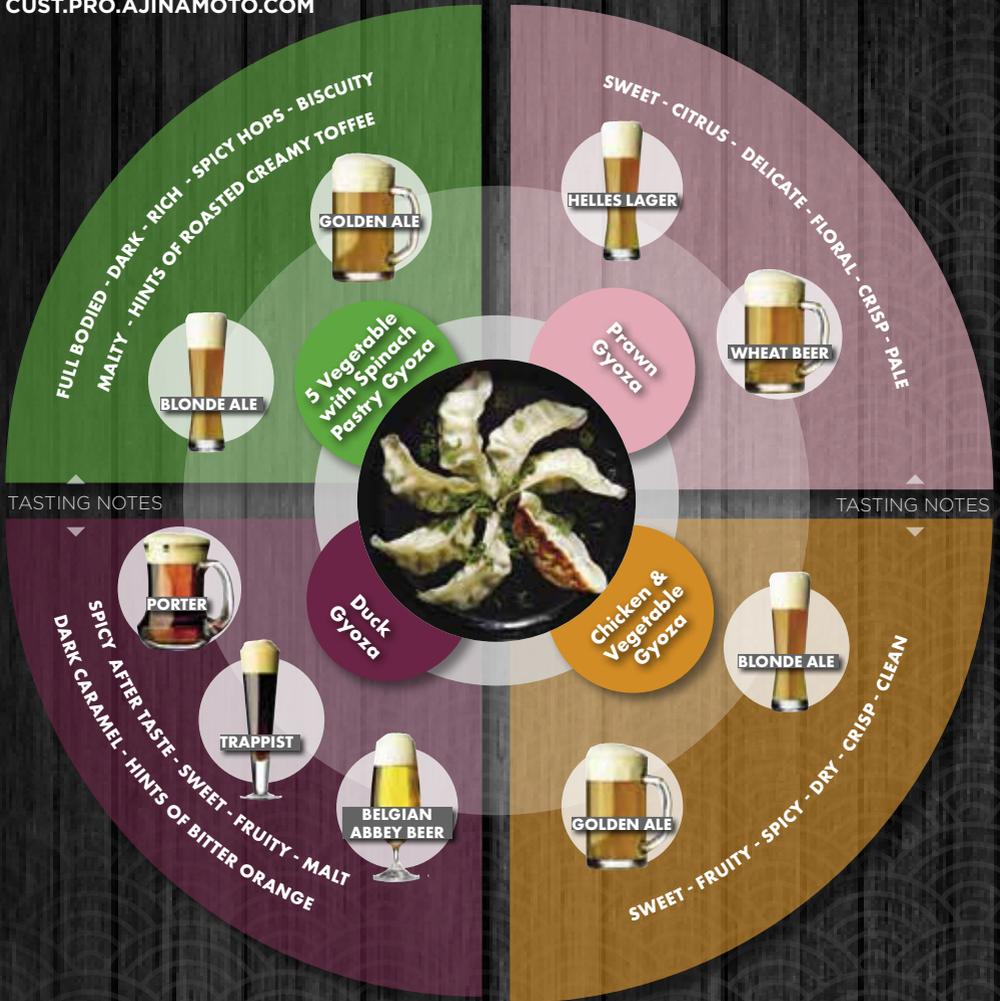
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Perfect Pairing Guide

FIND YOUR PERFECT PAIRING AT
CUST.PRO.AJINAMOTO.COM



KEY CONSIDERATIONS FOR PERFECT MATCHES

Co-ordinate the beer style with texture and density of food – choose lighter foods with a light-bodied beer.

Cut through rich textures and flavours.

Complement the flavours of the food, pair a savoury beer with umami rich food.

Contrasting with the flavours of the food - Try matching a beer with salty food