

Success again at Imperial College on White City campus

BACKGROUND



KOKORO

In September 2023, Taste Catering launched its Kokoro franchise at Imperial College's South Kensington campus, taking over a struggling Indian restaurant in the H-Bar. Specialising in Korean cuisine and sushi, the Kokoro outlet quickly gained popularity, becoming the first franchise model within the college.

The success of the South Kensington operation led Imperial College's catering department to approach Taste Catering with an opportunity to replicate this at their White City campus. However, with no available restaurant space, the challenge was how to extend the brand in this new location.

THE CHALLENGE

Unlike South Kensington, White City lacked a fixed restaurant outlet. The only feasible solution was to introduce a trailer-style food truck, positioned in a wide corridor between buildings. This required careful planning to ensure the food truck could replicate the same quality and operational efficiency as the South Kensington outlet while overcoming logistical constraints.

THE SOLUTION



A Mobile Food Truck

Taste Catering invested in the design and setup of a mobile kitchen that could deliver the full Kokoro experience in a limited space. Critical to the success of this food truck were:

- **Strategic Location:** Placed in a busy corridor, the food truck ensured maximum visibility and convenience for staff and students.
- **Optimised Operations:** The kitchen was streamlined to deliver Korean hot food and sushi, maintaining the same quality as the South Kensington restaurant despite space limitations.
- **Brand Consistency:** ensuring the food truck was operational by 13th May 2024 deadline required efficient project management.

EXECUTION AND SUCCESS

1. Brand Loyalty:

Kokoro's reputation from South Kensington helped attract immediate traffic.

2. Convenience:

The food truck catered to the busy, fast-paced lifestyle of students, staff and the general public offering quick, grab-and-go meals.

3. Marketing and Engagement:

Taste catering started a successful food tasting campaign with over 500 customers, followed by on campus promotions and social media to drive awareness and footfall.



CONCLUSION

Taste Catering's innovative response to the space limitations at White City has resulted in a mutually beneficial partnership with Imperial College. The introduction of a trailer-style food truck has maintained Kokoro's high-quality service while delivering financial gains for the college through a profit-sharing model. This case illustrates how creative, flexible solutions can successfully expand food service operations in challenging environments.

FINANCIAL IMPACT

A Win-Win Model

The collaboration between Taste Catering and Imperial College included a profit-sharing and sales ratio agreement. This financial model allowed both parties to benefit as Kokoro's popularity grew:

FINANCIAL INCENTIVES:

Imperial college benefits from a generous revenue share under the agent principal model, which not only provided heavily discounted student menu but also an excellent ROI for the college

MUTUAL SUCCESS:

Both parties share in the success, incentivising continued high standards and customer satisfaction.



OUTCOMES AND FUTURE POTENTIAL

The success of the Kokoro food truck at White City demonstrated the adaptability of the brand in non-traditional setups. The financial benefits to the college have reinforced the value of this partnership, paving the way for potential future expansions. Taste Catering is now exploring the possibility of deploying similar mobile solutions at other Imperial College locations and beyond.

For more information please contact us on:

info@tastecc.co.uk



[tastecateringofficial](https://www.instagram.com/tastecateringofficial)

