



Imperial College Kokoro Franchise Implementation

BACKGROUND



KOKORO



Experience the unique fusion of flavours with our branded Kokoro concept, bringing the vibrant energy of street food to your catering outlets or Events.

Whether it's a sophisticated soirée or a casual affair, our Kokoro concept adds a touch of excitement and variety to any menu.

Trust Taste Catering to elevate your hospitality solutions with innovative cuisine and unparalleled service.

THE CHALLENGE

Establishing the Kokoro franchise presented multiple challenges:

- **Compliance:** Meeting regulations from Imperial College, Kokoro, and Environmental Health Officers (EHO) for hot and cold food offerings.
- **Space Constraints:** Operating within a fixed area without major structural modifications to accommodate new preparation and service needs.
- **Foot Traffic:** The H-Bar's location away from main dining outlets required strategies to attract customers to a less central area.
- **Tight Timeline:** Ensuring the restaurant was fully operational by the September 1 deadline required efficient project management.
- **Staffing:** Recruiting and training sufficient staff to handle high volumes of customer service.



THE SOLUTION

To address these challenges, Taste Catering implemented several strategic solutions:

- **Sushi Bar Installation:** A dedicated sushi bar was established on the main restaurant floor, bypassing the limitations of the main kitchen. This setup enabled high-volume sushi production and became an attractive feature for customers.
- **Kitchen Reconfiguration:** Taste Catering reconfigured the kitchen layout to better handle peak demand, adding refrigeration, storage, and preparation space for Kokoro's popular fried dishes.
- **Optimised Service Model:** While Kokoro traditionally prepares food to order, Taste adapted the menu and setup to facilitate a grab-and-go model. Installing three till stations allowed for rapid service—each till could serve a customer every 10 seconds, enabling 500 transactions per hour.
- **Investment in Design:** Taste Catering invested in creating a functional and welcoming restaurant space capable of handling both immediate demand and future hospitality needs on campus.

THE KEY SUCCESS FACTORS

1. Operational Efficiency:

Thoughtful kitchen and service model design enabled high demand to be met without compromising speed or quality.

2. Customer-Centric Design:

The visually engaging sushi bar and streamlined grab-and-go menu catered to the preferences of students and staff, enhancing the dining experience.

3. Brand Synergy:

As Imperial's first franchise model, Kokoro benefitted from Taste Catering's approach to preserving the brand's essence while adapting to campus-specific needs.

4. Adaptability:

The franchise's success spurred further collaboration, with Taste Catering later expanding its offerings to include fresh sushi and vegan platters for college events.

Imperial College London

Benefits of the Franchise Partnership for Imperial College and Taste Catering

1. Enhanced Food Variety

- Imperial College: The addition of Kokoro's Asian cuisine diversified campus dining, meeting the demand for international, grab-and-go options.
- Taste Catering: Kokoro's brand appeal attracted immediate customer interest, helping it succeed in a competitive campus environment.

2. Increased Revenue

- Imperial College: Kokoro's success increased foot traffic to the H-Bar, boosting overall sales and engagement in a previously underused area.
- Taste catering serving on average 1300 meals daily
- Taste Catering: Serving a generous amount of students and staff daily, Taste achieved respectable returns on its initial investment, enabling further catering opportunities with the college.

3. Brand Recognition

- Imperial College: Partnering with a well-known brand like Kokoro bolstered Imperial's reputation as a desirable dining destination, enhancing student satisfaction.
- Taste Catering: Successfully establishing a franchise at a prestigious institution elevated Taste's reputation as a high-quality food provider in educational settings.

4. Long-Term Collaboration

- Imperial College: Kokoro's success prompted further collaboration, with Taste Catering becoming the exclusive provider for fresh platters and event catering on campus.
- Taste Catering: This partnership enabled Taste to expand its footprint, meeting broader hospitality and retail needs at Imperial College.

CONCLUSION

The collaboration between Taste Catering and Imperial College showcases the value of a franchise model within the higher education sector. By combining Taste Catering's operational strengths with Kokoro's brand appeal, the partnership delivered a food solution that resonated with students and staff alike. The partnership increased footfall and revenue and laid the groundwork for future catering opportunities, setting a new standard for franchise collaborations on college campuses.



For more information please contact us on:

info@tastecc.co.uk



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

