



CHIHARU
Sushi & Noodle

Chiharu Sushi

**PRESENTED BY: SEBASTIAN GERMOSEN, GABE LEE,
MEIJING REN, JESSICA SAAVEDRA, JULIA SIEGAL AND
YOSHIKO SLATER**

617-487-8684 / 617-487-8583 (FAX)

370 BOYLSTON ST, BROOKLINE, MA 02445

SEE MORE AT: [HTTPS://WWW.CHIHARUSUSHI.COM](https://www.chiharusushi.com)



SITUATION ANALYSIS

Chiharu Sushi & Noodle serves delicious authentic sushi and Japanese dishes.

The company's infrastructure is relatively small, with no social media presence or delivery service option.

Chiharu is presented with the **opportunity** to grow its customer base and strengthen its brand reputation by establishing a social media existence and discovering a unique brand persona.

Our **key goals** are to build the Chiharu name as one of Brookline's top sushi restaurants and develop stronger brand loyalty.



INTERNAL PUBLICS / EXTERNAL PUBLICS

Internal

Employees:

- Owner
- Head Chef
- Sous Chef
- Restaurant Manager
- Assistant Manager
- Hostess
- Waiters
- Bartender
- Bussers

External

Customers:

- The Regulars
- College Students
- Boston College
- Northeastern University
- Boston University
- Tourists
- Food Critics
- Local Businesses
- Sushi Lovers
- People who want to eat healthy
- High School students
- Brookline residents
- High-quality sushi suppliers



CHIHARU GOALS & OBJECTIVES

Informational

- To increase awareness among 3% (2,673) of all audiences of Chiharu, its services, location, and specials to create an identifiable brand aesthetic/personality.
 - Chiharu is within Brookline and near Chestnut Hill and Mission Hill. Total
 - population: 89,102
 - Brookline population: 63,191
 - Chestnut Hill population: 8,100
 - Mission Hill: population: 17,811
 - 3% of 89,102 \approx 2,673
- To increase awareness of the delivery service and catering options to 3% (1,895) of all audiences in the primary target region
 - Primary target region of Brookline
 - Approximately 63,191 live in Brookline, 1,895 = \sim 3% of 63,191



CHIHARU GOALS & OBJECTIVES

Motivational

- To establish a social presence through social media (Instagram and Tiktok) allowing Chiharu Sushi & Noodle Restaurant to connect with its customers and stay on trend within the restaurant social media realm.
- Establish more engagement and following with online community
- By May 31, 2024: create a Instagram following of 1,000, Twitter following of 500-1,000, and Facebook page with a following of 1,000-1,500
- To increase website traffic by 50% as well as help cater to online orders.
- Establish 2 or more special sushi events per year
 - Example. June 18th National Sushi Day All You Can EAT
- To attract more students to the restaurant
 - Example. Sushi Sunday, Lunch Specials
 - Goal of 250 students per month visiting Chiharu by 2024
- To increase and improve connections with new and existing partners by 400
- To create and organize 1-2 annual Chiharu Sushi & Noodle Restaurant fundraising events to unite the community 5 - 10 catering events each month



CHI HARU KEY MESSAGES

Local Community Members

Are you looking for a wide array of fresh, authentic Japanese dishes? Chiharu Sushi and Noodle serves high-quality sushi and authentic Japanese dishes with fresh ingredients sourced daily from Japan and Norway. Whether you are looking for a quick, on-the-go option, looking to relax in the intimate environment of our dining room or want to have your corporate or special occasion catered, Chiharu offers great tasting, top quality sushi and Japanese cuisine. To view menu items, go to our website at <https://www.chiharusushi.com/> or stop by 370 Boylston Street, Brookline today.

High School/College students

Enjoy high-quality sushi on a student budget with Chiharu's lunch specials from 1-3 pm. This menu will have discounted sushi rolls and complimentary soups every Mon.-Fri. So whether you are in a hurry and want to grab and go or you want to dine in, Chiharu Sushi and Noodle is the best lunch spot to relax and enjoy a great meal whether you want something light and simple or a unique special roll freshly prepared by our chefs. Go to <https://www.chiharusushi.com/> to view our menu or call 617-487-8684 to order today!

Established businesses in Brookline area

Cater your next work meeting or event with Chiharu Sushi and Noodle's fresh variety of authentic sushi and Japanese dishes. Our high-quality sushi and authentic Japanese shiehsa re made with fresh ingredients sourced daily from Japan and Norway. Contact is for our catering options and we will set up and deliver our high-quality sushi directly to your establishment. Contact us today at 617-487-8684 or view our menu at <https://www.chiharusushi.com/>

BIG IDEA

Chiharu Sushi & Noodle Hosts:

THE CHIHARU ANNIVERSARY & CULTURAL FESTIVAL

Sunday, June 18, 2024 @ Cypress Street Playground
224-298 Davis Ave Brookline, MA 02445

STREET FAIR-STYLE FESTIVAL CELEBRATING:

CHIHARU | ASIAN CULTURE | INTERNATIONAL SUSHI DAY

Local Cultural Food & Art Vendors | Live Music | Student Performances

\$25 Unlimited Chiharu Sushi

Special Food & Art Giveaways | Limited-Time Food & Drink Offerings

Play Areas For Kids | Activities For All Ages | Unforgettable Experiences

AND SO MUCH MORE!



E-NEWSLETTER

- Invitation E-newsletter to Chiharu anniversary event.
- Important news and resources for loyal restaurant clients as well as new customers.
- Off the menu special items, drink collaborations, and street art leading up to the June 18th event.
- Provides awareness of the festival, boosts reservations, increase in sales, and direct access to website/social media pages.



CHIHARU Sushi & Noodle



You Are Invited!

The countdown to Chiharu Sushi's Anniversary Party begins now! Leading up to June 18th our Brookline location will be featuring outdoor street art, special menu items, local drink vendors and more! Follow [@chiharusushiboston](https://www.instagram.com/chiharusushiboston) to stay up to date on our countdown to our anniversary party. Please visit www.chiharusushi.com to RSVP to the event!



Off The Menu

Enjoy special access to our secret menu created for our anniversary countdown. Handcrafted unique rolls and new specialty plates will be offered from a new fixed menu curated by famous Chef Li. Please visit [@chiharusushi](https://www.instagram.com/chiharusushi) on Instagram and Facebook to stay up to date with our newest menu items.



Art and More!

What better way to celebrate an anniversary than a street art pop up right outside our Brookline location? Local Japanese and Bostonian artists will display their work for the community from May 1st - June 18th. Additionally, during for this limited time we will carry Brookline owned sake brands such as Drink Lunar and Farthest Star Sake.



WWW.CHIHARUSUSHI.COM

[@chiharusushiboston](https://www.instagram.com/chiharusushiboston) [f chiharusushi](https://www.facebook.com/chiharusushi)



CHIHARU FEATURE STORY

- Grand opening in June of 2017
- Chef Li has always been an integral part of Chiharu's main purpose- serving fresh and delicious Japanese cuisine to the community he is part of.
- With his expertise in cooking , Li has had many years of experience in creating sushi dishes that are works of art.
- Passion for foods and creating a welcoming and relaxing environment



CHEF LI'S PASSION FOR FRESH SUSHI

A BRIEF HISTORY PRESENT DAY

CHIHARU

If you're ever in the Brookline area craving some high-quality, fresh sushi, be sure to visit Chiharu Sushi & Noodle located on 370 Boylston St. A family-owned sushi restaurant opened by Chef Qun Li in 2017 which has become known as a classic to the locals in the area. Crafting brilliantly unique and creative special sushi rolls, Chef Li brings the authentic taste of Japanese fine dining to you along with other traditional foods such as sweet potato tempura, gyoza and a variety of ramen flavors to choose from. All the fresh ingredients including tuna, salmon and yellowtail are supplied directly from Norway and Japan to ensure that customers always get to enjoy the full immersive flavors of delicious Japanese foods.

HIS STORY

Chef Li has always been passionate about cooking. Before coming to the United States, he worked as a head chef at the famous Beijing Hotel located on East Chang An Avenue. Coming to Boston and working in the field for many years, he was named a top chef by the *Improper Bostonian*. Before opening his own restaurant- Chiharu, he worked at the popular NY-based sushi restaurant Haru for many years, where he was an executive chef. Chiharu is a quality family-style Japanese restaurant that he designed and created, serving fresh food to the community. At Chiharu, you can come taste fresh and simple Japanese cuisine and share Li's stories and dreams. Join us and enjoy our warm and welcoming environment with your family and friends.

PRESS RELEASE



CHIHARU Sushi & Noodle

FOR IMMEDIATE RELEASE

CONTACT:

Chef Li, Owner, Chiharu Sushi and Noodle
617-487-8684, info@chiharusushi.com

Chiharu Sushi And Noodle To Celebrate Its Six-Year Anniversary On June 18

Chiharu's customers and Brookline residents to come together to celebrate Chiharu's history and Japanese culture with art, music and cuisine

March 6, 2023 (Brookline, MA)- Chef Li, owner and top chef of Chiharu Sushi and Noodle, is elated to announce that the beloved, family-owned Japanese restaurant, will celebrate its six-year anniversary on June 18 with its first ever community celebration and block party. The celebration will be based at 370 Boylston St, Brookline, Mass., in honor of Chiharu's history in what started out as a chef's dream and evolved to a chef's greatest success. The celebration will also pay homage to the rich Japanese culture that Chiharu represents in its cuisine through music, art and many other cuisine options as well.

"Chiharu wouldn't be what it is today without the amazing community we have here in Brookline. We have some of the best, most loyal customers any business can get and we at Chiharu are truly grateful for it," Chef Li said.

- Announcement of Chiharu's six-year anniversary celebration
- First-ever celebration held by Chiharu
- "Chiharu wouldn't be what it is today without the amazing community we have here in Brookline. We have some of the best, most loyal customers any business can get and we at Chiharu are truly grateful for it," Chef Li said. Despite having to face some competition in the sushi industry at Brookline, Chef Li is honored to be welcomed with open arms by the community. "In response to the love and support that let us open our doors, keep them open during COVID, and continue to help Chiharu grow and thrive, I want to give that love back through this celebration. This community deserves it and I can't wait for the people to not only fall more in love with Chiharu, but Japanese culture as well."

Media:



EVENT CALENDAR LISTING



FOR IMMEDIATE RELEASE

CONTACT:
Gabriel Lee, General Manager
(617)487-8684 Cell:(857)-271-9566
Gabriel_lee@emerson.edu

Chiharu Sushi & Noodle Hosts: The Chiharu Anniversary & Cultural Festival

**Sunday, June 18, 2023 @ Cypress Street Playground
224-298 Davis Ave Brookline, MA 02445**

WHAT: Street-fair style festival celebrating Chiharu's Anniversary, Asian Culture, and International Sushi Day

WHERE: Cypress Street Playground 224-298 Davis Ave Brookline, MA 02445

WHEN: Sunday, June 18, 2023. 12 a.m. - 6 p.m.

REGISTRATION: Fill out the digital registration form on Chiharu's website or at the festival's entrance; No entry fee; Pay at the vendors

DETAILS:

- Local Cultural Food & Art Vendors
- \$25 Unlimited Chiharu Sushi
- Student Performances
- Live Music
- Special Food & Art Giveaways
- Limited-Time Food & Drink Offerings
- Play Areas For Kids
- Activities For All Ages
- Unforgettable Experiences

LOCAL VENDORS: Drink Me Boba; Reservoir Wine & Spirits; Museum of Bad Art; Thuro; The Vault Lifestyle Boutique; Peanut & Jelly Dance Company; and many more!

MORE INFORMATION: For more information, go to <https://www.chiharusushi.com/> or call Chiharu Sushi & Noodle at (617) 487-868

Chiharu Sushi & Noodle, established in 2017, is a family-owned restaurant serving authentic sushi and Japanese dishes with a warm and friendly atmosphere. Chiharu is proud of its food and culture and wants to celebrate related holidays and national days with everyone. We would love to connect with you please follow us on Instagram @[insert tag], TikTok @[insert tag], and Facebook. For more information, please visit our website at <https://www.chiharusushi.com/>

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- Create Calendar Listings for major Chiharu events
- Send to all local media
- Post on Chiharu's website, event listing sites, and community blogs
- Keep events on the website updated
- Ex: Calendar Listing for "The Chiharu Anniversary & Cultural Festival"
 - Can be used as a template for future Chiharu Calendar Listings

370 Boylston St Brookline, MA 02445

(617) 487-8684



CHIHARU

Sushi & Noodle

[Hours](#) [Menu](#) [About Us](#) [Takeout](#) [Private Events](#) [Reservations](#) [Contact](#)



Welcome to Chiharu

We serve delicious Japanese Sushi & Noodle at a warm, friendly atmosphere

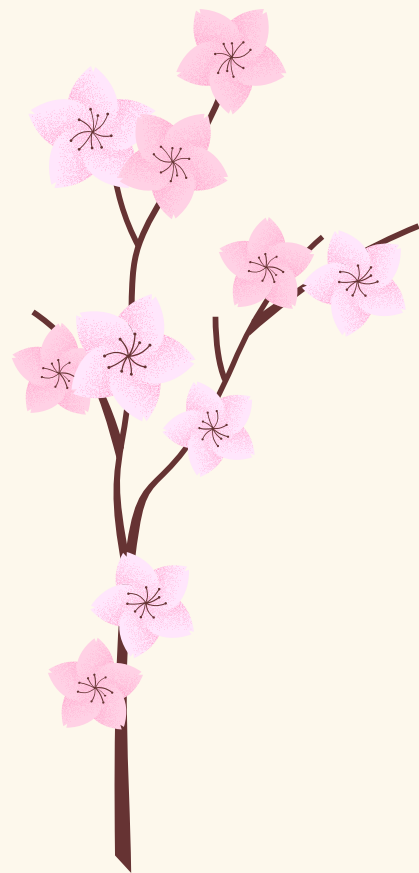
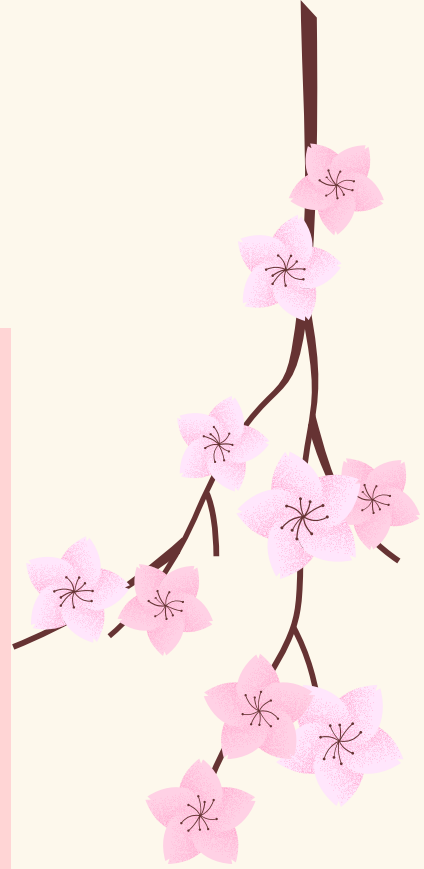
Read More

CLICK HERE



SOCIAL MEDIA GOALS AND EXAMPLES

Our goal is to create an online presence for Chiharu Sushi. Our mission is to spread Chiharu's positive brand image and family-like environment to every potential customer. Therefore, we would like to create several social media pages, each with its own KPI to fulfill over a year. In our next slides, we are going to introduce our future media plan that we created for Chiharu Sushi.



TWITTER



Chiharu Sushi
@ChiharuBoston



Welcome to our Twitter page!

At Chiharu Sushi & Noodle, we serve delicious sushi as well as other traditional Japanese dishes. Come and enjoy this fine dining experience to see for yourself!

See more:

<https://chiharusushi.com/about#sthash.Ppy7stXf.dpuf>

10:00 AM · Apr 1, 2023 · Twitter Web App



We created a Twitter page for Chiharu Sushi.

Our goal is to get 5k followers at the end of 2023.

We will keep a daily upload routine and plan to post on certain holidays for event previews.



SAMPLE POSTS FOR CHIHARU TWITTER



Chiharu Sushi @ChiharuBoston

We are offering a Delivery Option now on chiharusushi.com! Come check out our offer and get your sushi delivery to you asap.

FREE DELIVERY
*For a minimum order of \$25

Chiharu Sushi @ChiharuBoston

Check out our new campaign for Mother's Day!

CHIHARU SUSHI & NOODLE

HAPPY MOTHER'S DAY

COME JOIN US ON MOTHER'S DAY MAY 14TH, 2023 FOR SUSHI SPECIALS!

12:04 PM · Apr 20, 2023 · Twitter Web App

Chiharu Sushi @ChiharuBoston

Check out our new poster :) Order now on chiharusushi.com!

BEST SUSHI

ORDER NOW

EST. 2017 BROOKLINE, MA

370 BOYLSTON ST, BROOKLINE, MA 02445 @CHIHARUSUSHI

12:04 PM · Apr 2, 2023 · Twitter Web App

INSTAGRAM



Big idea



Key message



Endemic holiday



Geotag: Brookline, MA

TIKTOK POST

At Chiharu Sushi & Noodle, we serve delicious sushi as well as other traditional Japanese dishes

370 Boylston St, Brookline, MA 02445

Visit our website at <https://www.chiharusushi.com/about> to place your order today!

- .
- .
- .

#Chiharu #brookline #boston #sushitime #sushi #sushilovers
#authentic #cultured #japanesecusine #delicious #warm
#friendly #family



FACEBOOK



CHI HARU Sushi & Noodle

CHI HARU
Sushi & Noodle

THE CHI HARU ANNIVERSARY & CULTURAL FESTIVAL

FUN ACTIVITIES
DELICIOUS FOOD
BEAUTIFUL ARTWORK
AND SO MUCH MORE!

PERFECT FOR FAMILY & FRIENDS

SUNDAY, JUNE 18, 2023
@ CYPRESS STREET PLAYGROUND
224-208 DAVIS AVE BROOKLINE, MA 02445

YOU ARE INVITED

Facebook interaction icons: heart, comment, share, bookmark.

Big idea

CHI HARU Sushi & Noodle

IT'S SUSHI TIME

ORDER NOW AND GET IT DELIVERED TO YOUR DOOR IN MINUTES!

ORDER NOW

Facebook interaction icons: heart, comment, share, bookmark.

Elective

LINKEDIN



MEET THE TEAM



CHEF LI (SUSHI)

Chef Li is passionate about cooking. He has been working in the field for many years and was named a top chef by the Improper Bostonian. At Chiharu you can come taste Li's unique menu featuring an array of fresh, traditional Japanese cuisine.



JING (KITCHEN)

Jing has been serving traditional Japanese ramen dishes for many years. Here at Chiharu, she invites you to taste traditional Japanese appetizers and ramen dishes in a warm and inviting environment.



Joy Brendan Gabe

Joy & Brendan (Front Desk)

Responsible for customer service and managing orders, serving customers

GABE (KITCHEN+ SUSHI)

The everything everywhere all at once worker, responsible for cooking kitchen dishes, making sushi at the sushi bar, serving dishes to customers and helping out with all restaurant tasks.



CHIHARU

370 BOYLSTON ST
BROOKLINE MA 02445



STUDENT DEALS

@CHIHARU SUSHI AND NOODLE



**LUNCH
TIME**
EVERY MON.-FRI.
1-3 PM.

**SPECIALS
DISCOUNT SUSHI
AND
COMPLIMENTARY
SOUPS**

370 BOYLSTON ST
BROOKLINE, MA 02445



EVALUATION CHIHARU ANNIVERSARY & CULTURAL FESTIVAL EVENT

Track number to people who attended the event and ask attendees to fill out a survey about their experience after the event. Attendees will follow a QR link where they will enter their email information in order to enter the festival. An email will be sent after the festival to fill out a survey and offer a Chiharu appetizer on the house.

Some of our example questions:

- Rate their overall experience on a scale of 1-5
- How did they hear about the event?
- Why did they attend the event?
- Would you want to visit Chiharu?
- Would you come back/attend another event like this?
- Would you recommend this event?
- What were your favorite things about this event?
- Do you have any suggestions for making the following year's event even better?
- Ask event vendors to fill out a survey about their experience. Survey will be sent out to the event vendor by email after the event.
 - Rate their overall experience on a scale of 1-5
 - Did you find this event beneficial?
 - How did you feel about this collaboration?
 - Would you come back/attend another event like this?
 - Do you have any suggestions or comments?



EVALUATION - SOCIAL MEDIA

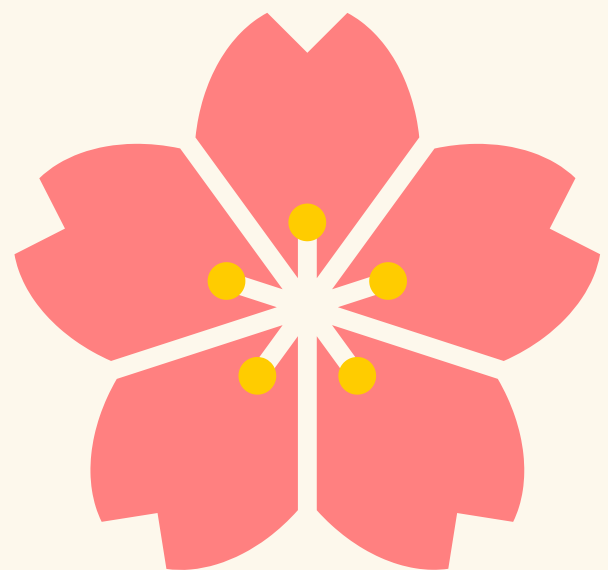


- Check how many people are clicking on the links on the website, Instagram searches, and Tik Tok views.
- Ask users how they heard of Chiharu Facebook page and website
- Twitter Page
 - Criteria:
 - Likes/Comments/Retweets
 - Local Trending
 - Chiharu-related tag views/clicks
 - How many times Chiharu was mentioned on Twitter
 - Chiharu reviews from customers and food critics on Twitter
- Through a business profile on Instagram and Facebook we can gauge the amount of engagement on the profile

EVALUATION - RESTAURANT EXPERIENCE



- Survey asking guests to review and comment on their experience after they leave the restaurant. If they made a reservation online a survey link will be sent to their email or phone number.
- Rate their experience with the service, food, and overall would they come back or recommend Chiharu to a friend
- Ask guests to rate and share their positive experience on Yelp/Twitter/Facebook/OpenTable/Instagram
- How would you rate the quality of our food? (Evaluating customer experience of food quality based on their visit to the restaurant)
- Examples of survey questions that are quick, efficient and provide valuable info
 - Was the food served hot?
 - Did the menu have a good variety of items?
 - Was the food tasty and flavorful?
 - What premium options or ingredients would you like us to offer?
 - Was the food served fresh?
 - Do you receive the same quality with every meal?
 - Do we offer enough upscale or premium ingredients?
 - Was the quality of the food excellent?
 - How is the delivery service?
 - Any suggestions?



CHIHARU
Sushi & Noodle

THANK YOU FOR LISTENING!

