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## New Order System at Sushi Suigun

Written by Ms Shigemi



Filing for the patent

One of the Morimatsu's group company, Sushi Suigun (a revolving sushi bar), has introduced an innovative system. It is called "the touch-panel order system" and is equipped in every table of the restaurant. I would like to explain about this system which is under the process of patent acquisition.



▲Select the category.



▲Select in detail.



▲Input the number you order.

The system indicates the categorized menu on the panel like "Today's special", "Seasonal menu", "Sushi", "Vessel", "Rolled sushi", "Desert", etc. and the customers can order their choice from these categories.



The new system is very well accepted since it was uniquely developed to be able to respond to varied tastes and likings of customers.

For instance, the touch panel offers following selections:

- ◆The size of a rolled rice: "Large", "Medium" or "Small"
- ◆With or without "wasabi" (green horseradish): "With wasabi", "Without wasabi" or "Lots of wasabi"
- ◆Roast or do not roast: "Roast", "Roast with sauce" or "Roast with salt"



iPod touch

Furthermore, all tables are equipped with the iPod touch order system so that the customers can order from the palm-size iPod without interrupting their meals.



◇Self-counting mode for dishes:  
¥100 discount coupon or a toy exchange coupon.



By self-checking, benefits of a ¥100 discount coupon or an exchange coupon for the kid's toy are provided. So, this is a very attractive service for customers.



Once using this touch panel, it's so fun that you cannot resist ordering many dishes. Not only the customers living in Ehime prefecture, but also the customers from other prefectures and foreign countries are welcomed at "Suishi Suigun" restaurant. If you have any chance, visit "Sushi Suigun" and try this new ordering system. We promise that you can spend happy hours with delicious sushi line-up!

## Akase's Haiku (Written by Ms Rina Akase)

### "What a strong arm of the man who grabs winter yellowtail"

I will be happy if you would feel the power and energy of a man who is carrying heavy load at a working site such as a fish port.

Unlike women, men have arms on which blood vessels clearly stand out. Sometimes, I am afraid that those blood vessels will burst for some reason.

I'd rather like to watch the shape or color of the people's eyes and eyelashes more than their arms. But fish does not have eyelashes. I wonder why they don't have hairs. However, on the other hand, it will be so weird to see a hairy fish. Fish should stay as they are.

#### Yellowtail Column

During my schooldays, I was looking for a job before graduation. At a job fair where a number of companies had participated, I happened to find a booth of Morimatsu Suisan Co. At the booth, Ms Yuko Morimatsu, Senior Managing Director, was seated alone.

Due to a bad weather, few students had come to the job fair and no student was sitting at Morimatsu Suisan's booth. As I approached the booth, Ms Morimatsu received me with a smile, a very friendly smile. Looking at the huge yellowtail poster, the first thing she said was "Do you see that this yellowtail is very pretty?" Right away, I answered "I don't understand." She looked slightly sad and said "Well, it's a shame." This day, I gained a new perspective of the world, "whether a fish is pretty or not".



# Nippon-maru Came to Imabari

Written by Ms Sasaki



On October 22, the sailing ship “Nippon-maru” called at Imabari Port for the first time in two years.

Nippon-maru berthed at Kurashiki Pier of Imabari-city Port, where Morimatsu Suisan’s yellowtail pens were floating! It could have been a comforting sight for our site workers who were engaging in a hard work handling fish pens.

The main purpose of Nippon-maru’s calling at Imabari was to inspire young people who would be responsible for the next generation to have take interest in the sea. On the public open day, the port was crowded with many children who came to visit the ship.

Nippon-maru was called “The Swan of the Pacific Ocean” and it also showed a splendid sight at night. When lighting-up, it was graceful and elegant different from a gallantly look of daytime. Our female employees were so excited when they saw its beautiful appearance!

If you have a chance, visit this glorious Nippon-maru.





# QUESTIONNAIRE

**To our customers:**

**Please fill out the following questionnaire to help us serve you better.**

**Please circle the number you choose and give us your comments.**

① **Are you satisfied with the contents of this month's newsletter?**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

② **Are you impressed by any article?**

1. Factory equipment 2. HACCP article 3. Manufacturing technology 4. Information on seasonal fish  
5. Expo notice or report 6. System related information 7. Morimatsu Suisan's company events 8. Others ( )  
(Tell us why? )

③ **What kind of information you want to read in our newsletter?**

④ **Do you have any request regarding our newsletter?**

⑤ **How often do you read our newsletter?**

1. Every month 2. Every few months 3. Every six months 4. Once a year

⑥ **Do you wish to read our newsletter?**

Yes No

**Please give us your comments on the following matters.**

⑦ **Product quality**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑧ **Price**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑨ **Delivery schedule**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑩ **Information service**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑪ **Attitude toward customer**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑫ **Give us your further comments.**

Thank you for your cooperation. We look forward to a continued business relationship.

**▶ Please return this questionnaire via FAX or MAIL.**

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