

# Onigiri — a product for marketing, a solution for hunger.

## Onigiri Marketing Project

For Developing Countries

### Food Aid with Onigiri



- ✓ Nutrition
- ✓ Easiness

When we considered the food problems in developing countries, we realised that spreading onigiri, which can be easily cooked and is nutritious, may be a solution.

### Joining Onigiri Action



53

We took part in a charity project called the Onigiri Action, as its policies were agreeable for us, and we thought we can find a hint for our future activities. We called upon for cooperation to our fellow students and were able to contribute 265 meals by 53 students.



265

### Indica Rice Experiment



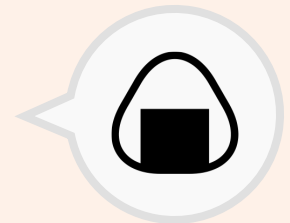
Chicken, Bonito, Kelp,  
Salmon Flakes, Tuna,  
Curry, Fish, Beans,

Indica Rice

Our group compared Indica and Japonica rice. With the ingredients listed above, based on the popular ones used in Japan, we started our experiment. The taste was not a problem. We were astonished by the fact that the ingredients we bought all suited the indica perfectly even though the two rice had a difference in taste. Moreover, the time and tool needed to make the indica rice was no different from the Japonica. The problem was the stickiness of the rice, as the japonica can be easily made into a ball while the indica couldn't. In order to solve this problem, we can add more water upon steaming the rice, or add ingredients that are glutinous, BUT THIS NEEDS MORE WORK

For Developed Countries

### Onigiri Marketing Project



To spread Onigiris overseas we came up with a plan to serve onigiris on airplanes. This way, the onigiris can be manufactured in Japan, and served to many people from all over the world, without having to worry about the process of making onigiri overseas. More specifically, this plan would be able to cut prices on building new factories abroad as well as the amount of work to keep the quality of onigiris produced overseas. The biggest benefit is that this is the fastest way to spread onigiris all over the world.

- ✓ served to many people
- ✓ reduce cost
- ✓ produced in Japan

**Fastest Way to Spread Onigiri**

If the customers enjoy the taste and compactability of the onigiri, they can spread the dish and this will lead to a positive economic effect. Giving out coupons and starting up new campaigns on board can be taken in place to rise the number of onigiri eaters after this plan is in place.

### Interviewing Airline Companies

#### Spring Japan

It is possible to serve Onigiri as an inflight meal, however the problem is that the rice may become hard when keeping it in cold storage.

#### Vanilla Air

Vanilla Air solved the problem of the hardness of rice by serving Su-meshi or Maze-gohan, in which rice wouldn't get hard.

#### JAPAN AIRLINES

JAPAN AIRLINES once tried serving Onigiri, but mainly because of Nori, their customer did not choose it.

Onigiri Project

Knowledge Materials

Spread Washoku

Using the profit created through the onigiri marketing plan, we can provide needed materials and knowledge needed for making onigiris in developing countries. This cycle of a sustainable plan of onigiris is sure to contribute in spreading washoku to those overseas and in the fight against world hunger.