

Unique and Classic – Ichiran Ramen



Founded in 1960 in Hakata, Fukuoka, Japan, **Ichiran** operates more than 50 restaurants in Japan. Insisting on quality of the food, Ichiran does not diversify their menu and focuses on tonkotsu ramen. Their classic ramen uses only highest quality food ingredients and in fact, the flavour of every bowl is the work of over 40 specialists.

With its success in Japan, in 2013, Ichiran opened its first overseas store in Causeway Bay, Hong Kong.

With its innovative restaurant experience and unique dining area design, the performance of the store was outstanding. Now, long queues of customers outside the store can also be seen even in non-peak hours. Sitting in individual counter seats, customers are asked to fill out an order form to customise their ramen and press a button to call staff.

Ichiran explained that the unique individual counter seats are designed to let customers focus on the flavour.



In 2015, Ichiran opened a new store in Tsim Sha Tsui. The new store has bigger area than Causeway Bay store. It provides a total of 182 seats in two different styles. One is called “Yatai”, which is a classic 1960’s Japanese food stall and the other style is the unique individual counter seats. In addition, all stores in Hong Kong are operated 24 hours daily. Nevertheless, the popularity of the Tsim Sha Tsui store remains high compared with the first store.



Maintaining quality and taste is the key to success. In fact, quality of food and service are both important. Thus, Ichiran adopted **Seito Food & Beverage Management System** for the business operation.

The latest V8.1 provides versatile functions to cater for operation need. In Tsim Sha Tsui store, 40 units of professional wireless terminals are assigned to the staff for ordering use. With **Seito Wireless Ordering System**, the staff is able to provide fast and accurate ordering process in front of customers. Service quality can be greatly enhanced.

