

Proposal of **KOSEI GR🔥LL**

Kosei Kogyo, Co.

倅生工業株式会社

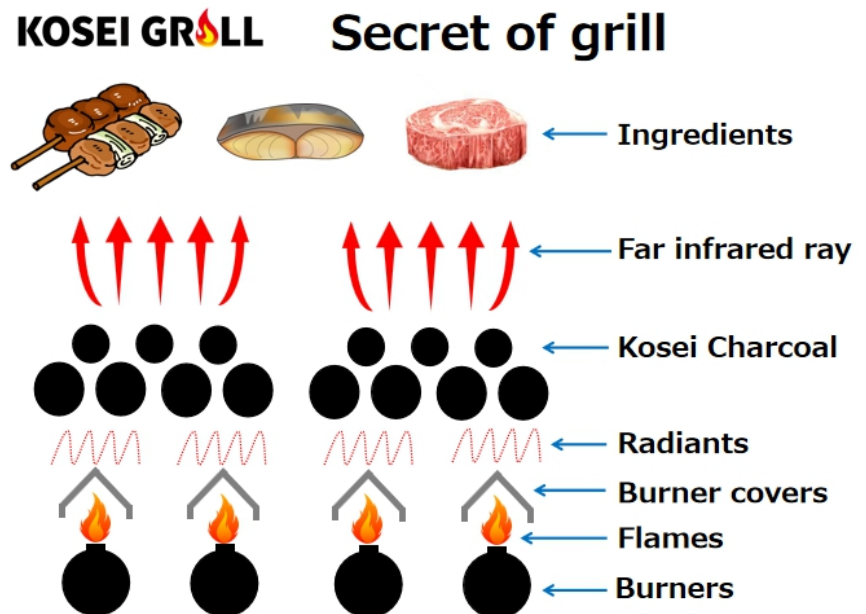
会社概要

- ◆ Kosei Kogyo, Co.
- ◆ President and CEO JIRO SUYAMA
- ◆ Head Office, Techno Dept, Show Room
2-28-3 Miyakochou, Chuo-ku, Chiba-shi, Chiba 260-0001,
JAPAN
- ◆ TEL +81-43-308-5050
- ◆ FAX +81-43-308-5052
- ◆ Founded November 1977
- ◆ Business description
Gas-type Grill machine "KOSEI GRILL"
Development / manufacturing / sales (patented No. 3921592)
- ◆ URL (English) <https://griller.jp/>
- ◆ URL (Japanese) <https://www.koseigrill.jp/>

What is Kosei Charcoal?

This is the name of the original ceramic charcoal. When heated, it emits far infrared rays with a quality very close to that of natural charcoal. For this reason, it is called "**Kosei Charcoal**".

It is also possible to use natural charcoal together to add charcoal scent and flavor.



KOSEI GRILL greatest strength

「Grilling so delicious」

- ◆ Due to the far-infrared effect of ceramic (Kosei charcoal)
Because it is ※ 「strong and long heated」
you can achieve a delicious finish that is very close to charcoal.
- ◆ Due to the above effects, many customers have evaluated it as
"delicious even when cold".
That is why, it is ideal for take-out business.
- ◆ By using natural charcoal together, can add charcoal scent and
flavor to ingredients.
we can provide the cuisine of quality comparable to
charcoal grilling.
Since that can be offered as charcoal-grilled,
the commercial value will increase.

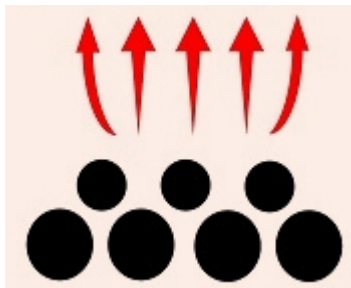
※ 「strong and long heated」 . . .

Burn a large amount of charcoal to create a high heat condition even in a long distance.
It is a state of charcoal fire that is generally ideal for charcoal cooking.

Analysis of deliciousness

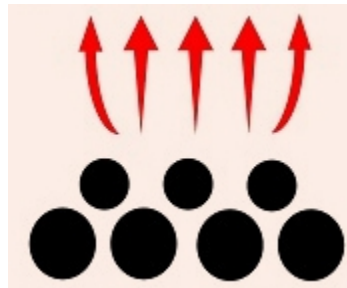
Created by KOSEI GRILL
Delicious grilled food

①Plump grilled

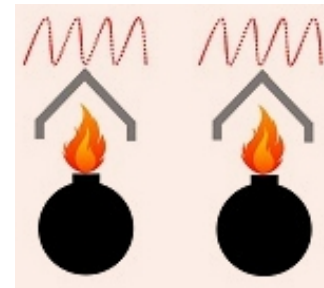


Far-infrared effect of original ceramic

②Juicy and glossy texture



③Fragrance surface griller brown crispy



Infrared radiant heat

④Due to charcoal smoke elegant fragrance effect



Smoke effect

"Easy to grill" Reproduction at the professional level

It's almost like charcoal grilling ,but the heat source is gas.

that is why stable firepower, and no need to depend on the experience of chef

We can provide **the cooking of stable quality**.

In Japanese cuisine, it is said "To become professional,10 years of grilling experience required" but If you use KOSEI GRILL,even beginners with little cooking experience can provide the cooking that are comparable to the professional chef create

「Durability of KOSEI GRILL」

For example, a major izakaya chain stores that has been delivered more than 200 units KOSEI GRILL since 2014

There are only 5 repairs until now

<Service life>

It is said that a general gas griller is 5 to 6 years service life.

KOSEI GRILL has been available to many customers for 10 to 15 years, some customers use more

* Based on hearings from our customers and maintenance data

「Easy maintenance」

Simple

Speedy

Low cost

Most parts can be maintained without using tools

The restaurant staff can disassemble and clean and replace parts. Therefore, there is no need for on-site repairs, and repair costs can be reduced.

(Depending on the repair area, on-site repair may be required)

▼ How to install and remove the main maintenance parts "Burner", "Burner cover", and "Kosei charcoal"



STEP01

Burner can be attached and detached with one touch



STEP02

Just put the burner cover on the burner



STEP03

First, put Kosei charcoal 27φ on the charcoal stand.



STEP04

Completed by placing 16φ kosei charcoal in the middle of the 27φ

Comparison with competitors

(Comparison with each device that we compete with)

Comparison items	Electric type Company A	Gas type Company B	Charcoal (100%)	KOSEI GRILL
①Price (Width of the device body, about 1M)	× About 900,000	○ About 50,000	◎ About 100,000	△ About 600,000
②Fuel cost	△ (electric bill)	◎ (Gas Fee)	× (Charcoal charge)	◎(Gas only) ○(Combined use of gas and charcoal)
③Maintenance fee (Parts fee / repair fee)	△	×	◎	○
④Ease of maintenance	△	△	◎	◎
⑤Ease of cooking	◎	○	×	◎
⑥Deliciousness after grilling	△	△	◎	○(Gas only) ◎(Combined use of gas and charcoal)

Benefits of introducing KOSEI GRILL (Example)

	general Gas griller	KOSEI GRILL (grilling with natural charcoal)
Yakitori average unit price	120 yen	150 yen
Number of sales / day	500	650
Sales / date	60,000 yen	97,500 yen
Gross profit / day Calculated with material cost of 36 yen	42,000 yen	74,100 yen
Gas fee (yen), 12 hours a day	1,200 yen	1,200 yen
Charcoal charge / day (yen)	-	1,000 yen
Unit price	About 150,000 yen	About 600,000 yen
Depreciation / per day	51 yen	205 yen
	8 years (legal useful life) use	
Labor cost / day (1 person)	8,000 yen (Hourly wage 1000 yen, 8 hours)	8,000 yen (Hourly wage 1000 yen, 8 hours)

**Increase
added value**

(Per day)
Yakitori selling price is up 30 yen
The number of sales is increased
by 150
Sales increased by 37,500 yen
Gross profit increased by 32,100
yen

Gas bill is the same
Charcoal cost increased by
1000 yen

Depreciation per day
 $51 - 205 = \triangle 154$ yen effect

Labor cost are the same

(Gross profit) 32,100 - (Charcoal cost) 1,000 = **31,100 yen / (day)**
increase in profit

Case of the introduction

■ Business category

5-star hotel, a major izakaya chain nationwide, a long-established Japanese restaurant

Yakitori restaurant, Restaurant, Steakhouse, Set meal restaurant, Italian, French, Thai food, Korean food, Hamburger steak, Pork bowl, Eel restaurant, Sushi restaurant, beef tongue, employee cafeteria, side dish, lunch box, delivery, takeout, kitchen car etc

From major chain stores to individual stores, from luxury stores to cheap everyday food that most people enjoy

It is used in a wide variety of situations.

■ Overseas exporting country

Mainly in the United States and Canada, Asian countries, the Middle East, and European countries, China, South Korea, Singapore, Malaysia, Indonesia, Thailand, Taiwan, Hong Kong, Mongolia, Israel, Qatar, UAE, Germany, Lithuania, Estonia, Netherlands, Slovenia, Poland, Australia

*** We have acquired the US safety and sanitation certification ETL for the first time as a Japanese gas appliance.**



Introduction of more than 5,500 units worldwide

Introduction of each model :

KA-G model

Compatible with all kinds of dishes, great trust,
Overwhelming long-selling product representing our
company

Skewers, robata grill, grilled fish,
steak hamburgers, etc
Widely compatible

Can be used with natural charcoal

KA-115G



Introduction of each model :

KY-KL model

Patented

Smoke is kept to a minimum
Specialized machine for
grilling yakitori (skewers)

KY-85KL



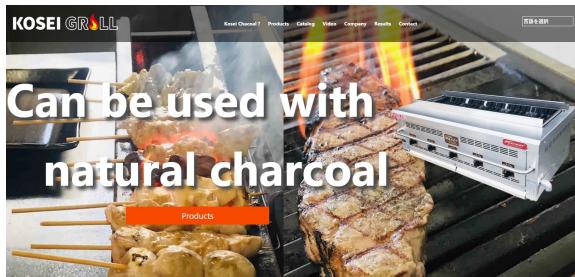
Can be used with natural charcoal



Thank you for your consideration

Please check our website for details.

<https://www.koseigrill.jp/en/>



Please come and try at the show room
(Chuo-ku, Chiba)

