

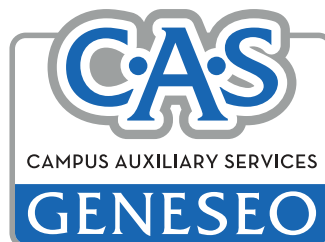
# 2024

## LOYAL E. HORTON DINING AWARDS:

Retail Sales: Single Concept  
of the Year



Sushi Platters • Sushi Rolls  
Bento Boxes • Rice Bowls  
Pot Stickers • Boba Teas • Soups  
Salads • Specialty Items and More!





# TABLE OF CONTENTS

Concept Development & Execution .....	3-4
Menu .....	5-9
Production Logs .....	10
Nutrition & Wellness .....	11-14
Advertising & Promotion.....	15-17
Customer Satisfaction .....	18-20



# CONCEPT DEVELOPMENT & EXECUTION



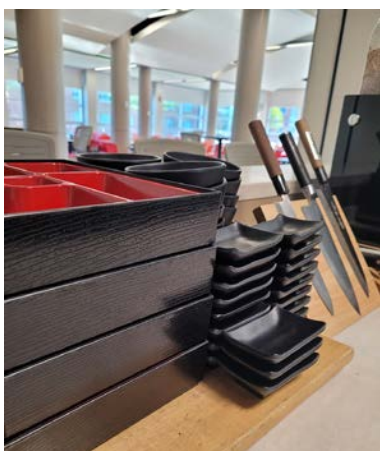
## Inspiration

We are Campus Auxiliary Services (CAS) and we serve the SUNY Geneseo campus and community (Geneseo Knights). Our retail sales, single concept of the year is for Kishido, our on-campus sushi bar. The name "Kishido" implies a link to Japanese culture and means "the way of the knight" or "chivalry". This name connects us with our representation as the SUNY Geneseo Knights. We also offer Kishido as part of our campuswide delivery service, Squire Express–True Blue Delivery. Both concepts were derived from the idea that CAS is at the service of our Knights.

Our logo consist of the madai, known as a "celebration" fish in Japan (also called sea bream and pagrus major). It's considered a luxury food often served on special occasions. It has a desirable umami flavor that compliments many types of cuisine. The madai is an iconic Japanese fish, known for its attractive, coppery-red color which inspired our branding and unifies the decor of the space occupied by Kishido.



# CONCEPT DEVELOPMENT & EXECUTION



## The Space

Kishido operates with its own dedicated kitchen in a bright and modern space. The space includes a sushi bar, reflective of industry trends, a unique curvilinear-shaped counter sits alongside the prep area. It's designed to allow customers to view the creative process and techniques used to produce their meals. The chef selected custom plateware to fit the overall aesthetic and enhance the desired atmosphere. The brand elements are introduced into the space through the signage and colors.

Customers can choose to dine at the sushi bar alongside the chef and culinary team as they prepare the beautiful and appetizing dishes. This more intimate setting encourages conversation between customers and the staff. Our staff is often complimented on the connections they make with students who frequent Kishido. On occasion the chef, who has additional Japanese-inspired talents, will make custom origami art to display or share with the students. Customers who need something fast can still select freshly-made items from our grab-and-go cooler display located adjacent to the sushi bar and beside the register. The design of this space maximizes our staff's ability to move around quickly and efficiently, while keeping up momentum with production to better serve our customers. Customers who are dining with friends or groups can also choose to stay and dine in the main seating area surrounding Kishido. This space helps manage the flow of traffic, especially during busy periods or larger events.

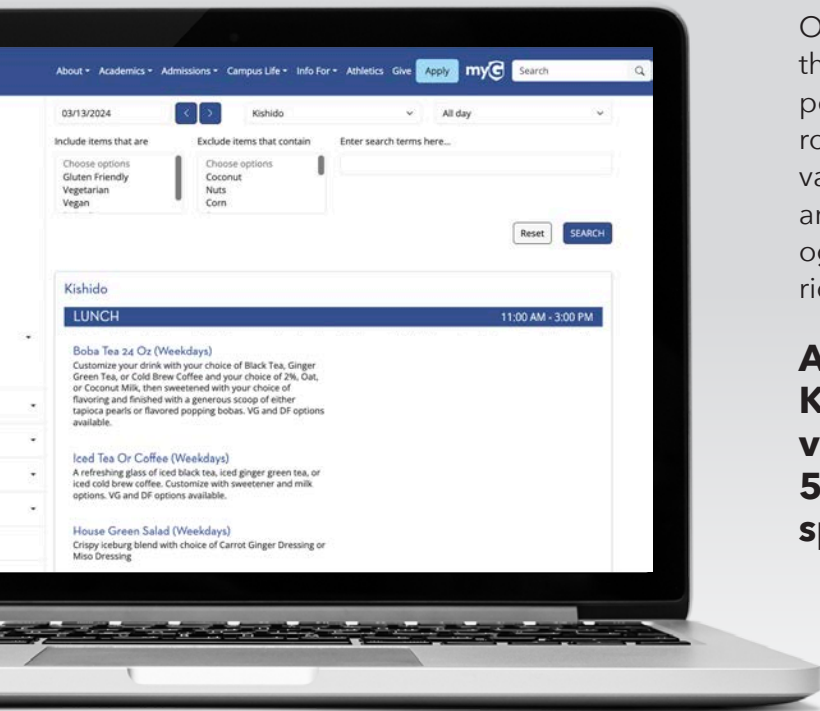
# MENU

Print, Online, Digital Signs, and Mobile Ordering



The Kishido menu includes a variety of sushi and Japanese-style cuisine crafted by our talented sushi chef. The menu is available in a variety of formats, including our online menu which is a frequently viewed digital menu with search and filter capabilities. Each menu type identifies common allergens, and whether a dish is vegan or vegetarian. Our digital menus also indicate if any of the top 9 allergens are present. We offer a Mobile Ordering App where customers can view the entire menu and place orders in advance for pickup directly from Kishido, or through our campuswide delivery service. Finally, we have a branded print menu and brochure that we distribute across campus.

The sushi chef also puts together a variety of delicious specials inspired by trends in the industry that are promoted in our digital menus and across campus on digital signage.



Our experienced sushi chef stays well informed on the current dining trends to include, not only the most popular sushi rolls like the Philadelphia roll, dragon roll, and tempura shrimp roll to name a few, but also a variety of Japanese appetizers and entrées like pork tonkatsu, ogura toast, or a customizable rice bowl.

**About 30% of the Kishido menu is vegetarian with up to 50% accommodating special dietary needs.**



# MENU

## Tri-Fold Brochure

Front

### Appetizers

- Chili-Garlic Edamame** .....\$3.95  
Tossed with Garlic, Ginger, Chili, Soy Sauce, & Sesame
- Edamame (Plain)** .....\$3.95  
Steamed Soybeans
- Seaweed Salad** .....\$3.95  
Dressed in Sesame Seeds, Sesame Oil, Chili Flakes, Rice Vinegar, & Sugar
- House Green Salad**.....\$2.95  
Crispy Iceberg Blend with Choice of Carrot Ginger or Dressing or Miso Dressing
- Avocado Salad** .....\$4.95  
Sliced Avocado with Furikake & Creamy Miso Dressing
- Tofu Miso Soup** .....\$2.95  
Flavorful Dashi Broth with Tofu and Seaweed
- Chicken Teriyaki Potsticker**.....\$5.95  
Fried\* or Steamed Served w/ Dipping Sauce
- Pork Potsticker** .....\$5.95  
Fried\* or Steamed Served w/ Dipping Sauce
- Vegetable Potsticker**.....\$5.95  
Fried\* or Steamed Served w/ Soy Sauce
- Sticky Rice** .....\$1.25  
with Furikake Seasoning
- Soft Boiled Soy Sauce Egg** .....\$3.25  
Marinated in Sweet Soy Vinaigrette
- Shrimp Tempura\*** .....\$10.25  
Tempura Batter'd; Flash Fried Shrimp Served with Sriracha Mayo & Dipping Sauce

*Kishido means "the way of the knight." It often translates to chivalry, which is a code of conduct or a combination of qualities expected of an ideal knight, especially courage, honor, courtesy, justice, and readiness to help those in need.*



View Extended Allergens on Our Online Menu

\*Fried items may contain all allergens.

### À La Carte Nigiri (2 Pieces/Order)

with Ginger, Wasabi, and Soy Sauce

- Salmon** .....\$4.95
- Torched Salmon** .....\$5.25
- Smoked Salmon** .....\$4.95
- Tuna** .....\$4.95
- Tuna Tataki** .....\$5.25
- Ebi Shrimp** .....\$3.95
- Tobiko** .....\$4.95
- Avocado Inari** .....\$5.25
- Crab Inari** .....\$5.25
- Spicy Crab Inari** .....\$5.25

### Beverages

- Fountain Drink 16oz** .....\$2.25
- Green Tea (Hot)** .....\$1.95
- Iced Tea/Cold Brew Coffee** .....\$3.50
- Boba Tea (24oz)**.....\$4.95  
Your Choice of Tea/Cold Brew Coffee and Milk Sweetened with Your Choice of Syrup and Finished with a Generous Scoop of Tapioca Pearls or Flavored Popping Bobas
- Tea Choices:**  
Black or Ginger Green
- Milk Choices:**  
No Milk, 2% Milk, Oat, or Coconut



### Flexible. Quick. Convenient.

#### Faculty and Staff Flexible Prepaid Account

All SUNY Geneseo faculty and staff are eligible to open a FAST account, a flexible prepaid account that provides savings and convenience when dining on campus. FAST accounts load money onto your Geneseo ID card. You can use your FAST account at any on-campus restaurant or café including Starbucks and in all vending machines. For more information, visit [geneseo.edu/cas/fast-account](http://geneseo.edu/cas/fast-account).

#### Prepaid Student Account

Campus Cash is an optional, taxable, prepaid account that can be used at any on-campus restaurant or café, on-campus vending machines, and several local off-campus businesses. This debit-style account provides an easy and secure way to manage spending money and all through the convenience of your Geneseo ID card. For more information, visit [geneseo.edu/cas/campus-cash](http://geneseo.edu/cas/campus-cash)

Load money onto your Geneseo ID card, and a great meal is only a swipe away. Funds can be replenished online or in our Business Office in Blake-A 108.



- Sushi Platters • Sushi Rolls • Bento Boxes • Rice Bowls • Pot Stickers • Boba Teas • Soups • Salads • Specialty Items • And More!**



**OPEN WEEKDAYS 11:00 A.M. - 3:00 P.M.**

We accept Retail Dollars, Campus Cash, FAST Account, Cash, Credit Card, or Apple/Google/Samsung Pay

FALL 2023, 08/23

Back

### ROLLS

- Hosomaki Rolls (Seaweed Outside)**
- Salmon Roll** .....\$4.75
- Tuna Roll** .....\$4.75
- Avocado Roll** .....\$3.50
- Cucumber Roll** .....\$2.95
- Uramaki Rolls (Inside-Out Roll) with Sesame Seeds**
- Green Vegetable Roll** .....\$4.25  
Cucumber & Avocado
- Vegetable Roll** .....\$4.25  
Cucumber, Avocado, Pickled Carrots
- California Roll** .....\$6.25  
Imitation Crab, Cucumber, Avocado, & Mayo
- Philadelphia Roll** .....\$7.95  
Smoked Salmon, Cucumber, Cream Cheese, & Everything Bagel Seasoning
- Tempura Shrimp Roll\*** .....\$7.45  
Tempura Shrimp, Cucumber, & Mayo
- Salmon Cado Roll** .....\$6.95  
Salmon, Cucumber, & Avocado
- Tuna Cado Roll** .....\$6.95  
Tuna, Cucumber, & Avocado
- Salmon Salad Roll** .....\$6.95  
Cooked Salmon Salad, Cucumber
- Uramaki Upgrades**
- Spicy** .....\$1.00  
Spicy Mayo and Sriracha Drizzle
- BBQ** .....\$1.25  
Crunchy Onions and Kabayaki Sauce
- Wasabi** .....\$1.25  
Creamy Wasabi Sauce & Zesty Sprouts
- Deluxe** .....\$1.25  
Tobiko

\*Fried items may contain all allergens.

### SPECIALTY ITEMS

- Volcano Roll** .....\$9.95  
California Roll Topped with Spicy Tuna Salad, Spicy Mayo, Sriracha, and Tobiko
- Dragon Roll\***.....\$10.95  
Tempura Shrimp Roll Topped with Avocado, Kabayaki Sauce, Spicy Mayo, and Tobiko
- Tuna Special Roll** .....\$11.25  
Tuna Cado Roll Topped with Torched Spicy Tuna, Tobiko, and Chives
- Rainbow Roll** .....\$11.95  
California Roll with Salmon, Tuna, and Ebi Shrimp
- Salmon Special Roll** .....\$11.95  
Salmon Cado Roll Topped with Salmon and Thinly Sliced Lemon, Torched with a Sugar Glaze and Drizzled with Creamy Wasabi Sauce
- Pork Katsu Plate\***.....\$5.95  
Fried Pork Cutlet on Sticky Rice, Served with Shredded Cabbage and Lemon then Drizzled with Tangy Katsu Sauce
- Pork Katsu Sando\***.....\$5.95  
Fried Pork Cutlet Served on a DiPaolo's Roll with Shredded Cabbage, Katsu Sauce, and Choice of Mayo
- Extra Sauce** .....\$ .95  
Kabayaki Sauce, Wasabi Sauce, Spicy Mayo, Sriracha, Miso Caramel, Tonkatsu, Sweet Ponzu



### KNIGHT COMBO

Build Your Own Combo with the Choice of 2 Uramaki Rolls, Choice of Potsticker (comes with 6), and Choice of 2 Appetizers

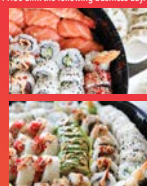
### BUILD YOUR OWN BENTO BOX

- Protein (Choose 1)**
- California Roll** .....\$4.75
- Shrimp Tempura\* (2 pcs)** .....\$7.45
- Avocado Inari (2 pcs)** .....\$5.25
- Salmon Nigiri (2 pcs)** .....\$4.95
- Tuna Nigiri (2 pcs)** .....\$4.95
- Avocado Roll** .....\$3.50
- Cucumber Roll** .....\$2.95
- Salmon Roll** .....\$4.75
- Tuna Roll** .....\$4.75
- Pork Katsu\*** .....\$5.95
- Sides (Choose 3)**
- House Green Salad** .....\$3.95  
With Carrot Ginger Dressing
- House Green Salad** .....\$3.95  
With Creamy Miso Ponzu Dressing
- Seaweed Salad** .....\$3.95
- Tofu Miso Soup** .....\$2.95
- Plain Edamame** .....\$3.95
- Chili Garlic Edamame** .....\$3.95
- Soft Boiled Soy Sauce Egg** .....\$3.25
- Fried Chicken Teriyaki Potsticker\*** .....\$5.95
- Fried Pork Potsticker\*** .....\$5.95
- Fried Vegetable Potsticker\*** .....\$5.95
- Steamed Chicken Teriyaki Potsticker** .....\$5.95
- Steamed Pork Potsticker** .....\$5.95
- Steamed Vegetable Potsticker** .....\$5.95
- Sticky Rice with Furikake** .....\$3.95
- Fresh Cut Fruit** .....\$3.95



### SUSHI PLATTERS

- Serve Eight to Ten People**
- Available Monday through Friday. Orders must be placed at least 24 hours in advance at the Kishido counter or from our Mobile Ordering App ([geneseo.edu/cas/mobile-ordering](http://geneseo.edu/cas/mobile-ordering)) and can be picked up at Kishido (first floor of Letchworth) after 11:00 a.m. the following business day.
- Sushi Dinner Platter** .....\$68  
Includes 10 chicken teriyaki pot stickers, 8 assorted nigiri, 2 spicy crab inari, 2 California rolls, 1 dragon roll\*, 1 tuna cado roll and 1 salmon cado roll.
- Sushi Roll Platter** .....\$58  
Includes 2 California rolls, 1 Philadelphia roll, 1 tuna cado roll, 1 salmon cado roll, 1 BBQ salmon roll, 1 volcano roll, and 1 dragon roll\*.
- Platters include soy sauce, wasabi, and pickled ginger



### BUILD YOUR OWN KISHIDO BOWL

- Your Choice of Protein, Sauce, and Toppings over Rice or Lettuce. Options Available
- Base (Choose 1)**
- Rice** .....\$1.00
- Lettuce** .....\$1.00
- Protein (Choose 1)**
- Shrimp Tempura\*** .....\$9.15
- Steamed Shrimp** .....\$7.75
- Salmon** .....\$10.95
- Tuna** .....\$10.95
- Tofu** .....\$7.00
- Pork Katsu\*** .....\$7.75
- Crab** .....\$7.00
- More Veggies** .....\$4.95
- Add-Ons**
- Avocado** .....\$2.00
- Soft-Boiled Soy Sauce Egg** .....\$1.00
- Sauce (Choose up to 3)**
- Kabayaki** .....\$1.00
- Wasabi Sauce** .....\$1.00
- Spicy Mayo** .....\$1.00
- Sriracha** .....\$1.00
- Miso Caramel** .....\$1.00
- Poke Sauce** .....\$1.00
- Ponzu Sauce** .....\$1.00
- Tonkatsu Sauce** .....\$1.00
- Creamy Miso Ponzu Dressing** .....\$1.00
- Carrot Ginger Dressing** .....\$1.00
- Toppings (Choose up to 7)**
- Shredded Carrots, Cucumber, Cabbage, Bean Sprouts, Apple, and Jalapeño** .....\$1.00
- Crispy Onions** .....\$1.00

### BUILD YOUR OWN ROLL

- Your Choice of Fillings, Sauces, and Toppings. Options Available
- INSIDE...**
- Protein (Choose 1)**
- Crab** .....\$6.75
- Salmon** .....\$7.45
- Tuna** .....\$7.45
- Smoked Salmon** .....\$8.45
- Tempura Shrimp\*** .....\$7.95
- Salmon Salad** .....\$7.45
- Inari** .....\$6.75
- More Veggies** .....\$4.75
- Fillings (Choose up to 3)**
- Cucumber, Avocado, Apple, Carrot, Sprouts** .....\$3.00
- OUTSIDE...**
- Protein (Choose 1)**
- Avocado** .....\$2.00
- Salmon** .....\$6.00
- Tuna** .....\$6.00
- Rainbow** .....\$6.00
- Sauce**
- Kabayaki Sauce** .....\$1.00
- Spicy Mayo** .....\$1.00
- Sriracha** .....\$1.00
- Miso Caramel** .....\$1.00
- Wasabi Sauce** .....\$1.00
- Toppings...\$0.50**
- Chives, Zesty Sprouts, Jalapeño, Everything Bagel Seasoning and Sesame Seeds** .....\$0.50
- Crispy Onions** .....\$1.00



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts

# MENU

## Plated Specials & Platters

Menu items display unique textures, flavors, and colors of seasonal ingredients. Plated items are elegantly presented to highlight the beautiful colors and textures.



Ogura Toast



Kishido Bowl with Steamed Shrimp



Japanese Wing Special



Pork Katsu Sando



# MENU Photos



Smoked Salmon Nigiri



Dragon Roll



Tuna Nigiri



Salmon Special Roll



Avacado Inari



Pork Tonkatsu



Crab Inari



Ebi Shrimp



# MENU Photos



Chili-Garlic Edamame



Tofu Miso Soup



Avocado Salad



Fried Potstickers



House Green Salad



Tempura Shrimp



Sticky Rice



Pork Tonkatsu Bento Box

# PRODUCTION LOGS

## HACCP Guidelines, Temp Logs

Our chef and team methodically follow food production guidelines that incorporate HACCP controls to prevent hazards, and monitor food temperatures to ensure the quality and safety of all food items as they are prepared, served, and stored.

083023 WEDNESDAY

BATCH	EP CODE	ITEM	KISHIDO ordered	KISHIDO shipped	KISHIDO sold	MARYS ordered	MARYS shipped	MARYS sold	JACKS ordered	JACKS shipped	JACKS sold	TOTAL
A	13526	CALIFORNIA	25	25	21	6	6	6	12	12	10	43
B	13532	VEGETABLE ROLL	9	9	6	2	2	2	4	4	3	15
B	13538	GREEN VEGETABLE	6	6	4	2	2	2	2	2	2	10
A	13539	SALMON CADO	12	12	12	2	2	0	4	4	4	18
B	13541	PHILADELPHIA ROLL	8	8	7	2	2	1	6	6	4	16
B	13546	TUNA CADO	12	12	12	2	2	1	3	3	3	17
C	13763	TEMPURA SHRIMP	18	18	16	2	2	2	8	8	7	28
D	13555	SALMON SALAD	6	6	3	2	2	0	3	3	1	11
D	16327	SALMON POKE BOWLS	3	3	3	1	1	1	2	2	0	6
D	16328	TUNA POKE BOWLS	2	2	0	1	1	1	2	2	1	5
D	16329	CRAB POKE BOWLS	3	3	2	2	2	2	2	2	2	7
D	16301	TOFU POKE BOWLS	2	2	1	1	1	0	1	1	0	4
			106	106	87	25	25	12	49	49	32	180

Item	temp
CRAB STICKS	43 crab sticks
TUNA STRIPS	17 strips
SALMON STRIPS	18 strips
SALMON SALAD	11 rolls
SMOKED SALMON	16 portion
AVOCADOS	17 avocado
CUCUMBERS	14 cukes
CARROTS	15 rolls
TEMPURA SHRIMP	56 shrimp
SUSHI RICE	2 5/8 pots

G+G POKE BOWLS	
DICED SALMON	15 OZM
DICED TUNA	12.5 OZM
SHREDDED CRAB	21 OZM
DICED TOFU	1 BLOCKS
DICED CUKES	5.5 CUPS
SHREDDED CARROTS	3.6666667 CUPS
SHREDDED CABBAGE	2.75 CUPS
CRISPY CINCONS	2.7 CUPS
SPICY MAYO	22 SIDES
EEL SAUCE	22 SIDES
BROWN RICE	11 POUNDS

DAILY HACCP LOG

DATE: 8/30 WEDS

DAILY MELTER CALIBRATION	4:01	7:01	9:01	DISH MACHINE	AM WASH	AM RINSE	PM WASH	PM RINSE
	✓	✓	✓				155	180

Batch Number	Boiling of uncooked rice			Cooking Rice		pH Readings			Time out of rice goes into refrigeration	Operator initials
	Start Boil Time	End Boil Time	Soak end	Cooking time Start	Cooking time End	First pH reading	Second pH reading	Rice Temp at pH reading		
A	7:09	7:14	7:19	7:25	7:49	3.9	3.8	74	10AM	(PW)
B	7:15	7:20	7:26	7:32	7:58	3.8	3.6	75	10AM	(PW)
C	8:02	8:07	8:12	8:15	8:42	3.9	3.9	73	12PM	(PW)
D	N/A	N/A	N/A	7:45	7:50	N/A	N/A	N/A	9AM	(PW)

STORAGE	AM TEMP/INITIAL	PM TEMP/INITIAL	COOLER	AM TEMP/INITIAL	PM TEMP/INITIAL	STORAGE	AM TEMP/INITIAL	PM TEMP/INITIAL
SHG COOLER	42 @ 38	38 @ 38	DOUBLE DOOR COOLER	41 @ 39	39 @ 39	FRYER FREEZER	-6 @ 1	-4 @ 1
MAKE TABLE COUNTERTOP COOLER	38	36	DOUBLE DOOR FREEZER	5	5	MARBY CRAB AND GO	35	36
LOW REACH-IN	35	37	ROLL IN COOLER	32	36	TOP DRAWER FREEZER	2	0
SINGLE DOOR	39	40	WALK IN COOLER	35	35	BOTTOM DRAWER FREEZER	0	1
			WALK IN FREEZER	11	9			

SPICY CHECK	ITEM/TIME/TEMPERATURE	ITEM/TIME/TEMPERATURE	ITEM/TIME/TEMPERATURE	ITEM/TIME/TEMPERATURE	ITEM/TIME/TEMPERATURE
INGREDIENT TEMPS	salmon 41	poke 35	CRAB 36	Miso 34	
SPICY CHECK	TUNA 38	cuke 39	CARROT 34		
INGREDIENT TEMPS					

PARAMETERS	Unit	Temp
#1	F	715
#2	F	32°

WATERS	Temp	PH	Time	PH
Change at least every 4 hours	7AM	200	1055	200

RECEIVING LOG			
SHOOP	TEMP	CONDITION	NOTES
PFS	TUNA 32	FRESH	good
	Salmon 39	good	fresh smell

BOBAS:

Add to boiling water, return to boil, and cook 15 minutes	start time	9:15
Turn off heat, cover with lid, and let sit for at least 30 minutes	start time	9:31
After at least 30 minutes, ensure temp is still above 140	time	10:40
	temp	165
Strain out water, add syrup, and place in soup well	time	10:45
	temp	108
Dispose after 4 hours.	waste time	2:45

# NUTRITION & WELLNESS

## Mission

Our mission is to provide the highest quality dining experience for our diverse campus and guests. As part of our commitment, we can accommodate those who have special diets, food allergies, and other health concerns. Customers who require gluten-friendly, vegetarian, vegan, nut-free, or dairy-free diets will find many options on our Kishido menu. All of our menus are labeled for easy identification of common allergens and diets. We label all top 9 allergens on our online menus. Customers can also consult with our Nutrition & Wellness Manager if they have additional needs or would like to look deeper into nutritional content.

Our Kishido menu offers a wide variety of healthy fats, such as omega-3-rich salmon and monounsaturated fat-rich avocado, plant-based proteins such as tofu and edamame, lean animal-based proteins like fish, shellfish and eggs, differently colored vegetables, and a range of herbs and spices including garlic, ginger, and chili. The ingredients used at Kishido support many healthy dietary patterns, including plant-based, vegan/vegetarian, and allergen-free.

Kishido features a key ingredient in several soups and dressing called miso, which is a fermented soybean paste. Fermented foods provide beneficial microbes to our gut microbiome, and are associated with a range of health benefits including antioxidant, anti-inflammatory, anti-diabetic and anti-atherosclerotic activity.

One of the menu items at Kishido, the seaweed salad, offers an excellent source of plant-based iodine, which is a mineral that is difficult to consume enough of on a vegan or vegetarian diet, but is vital to thyroid hormone production and metabolism. Seafood is another source of iodine that non-vegetarians can rely upon.

Green tea is also featured on the menu, which contains the antioxidant phytochemical EGCG. EGCG is associated with anti-cancer, anti-atherosclerotic and anti-diabetic effects. Green tea is a great way to add another layer of nutrient density to a healthy meal.



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts

# NUTRITION



## California Roll

Imitation Crab, Cucumber, Avocado, & Mayo & Sprinkled with Sesame



<b>Nutrition Facts</b>	
1 serving per container	
<b>Serving size</b>	<b>1 (0.0g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>410</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 12g	<b>15%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 440mg	<b>19%</b>
<b>Total Carbohydrate</b> 67g	<b>24%</b>
Dietary Fiber 5g	<b>18%</b>
Total Sugars 4g	
Includes 3g Added Sugars <b>6%</b>	
<b>Protein</b> 10g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 3.9mg	20%
Potassium 430mg	10%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

INGREDIENTS: SUSHI RICE (RICE, WHITE, SHORT-GRAIN, RAW, WHITE RICE (RICE VINEGAR (WATER, RICE), SUGAR, SALT)), IMITATION CRAB (FISH PROTEIN (POLLOCK AND/OR WHITING)), WATER, POTATO STARCH, TAPIOCA STARCH, CONTAINS LESS THAN 2% OF THE FOLLOWING: SUGAR, NATURAL FLAVORS (CRAB, POLLOCK), SALT, POTASSIUM CHLORIDE, EGG WHITE POWDER, NATURAL COLOR (PAPRIKA, TOMATO LYCOPENE), AVOCADOS, CUCUMBER, MAYO (SOYBEAN OIL, EGG YOLK, DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, CONTAINS LESS THAN 2% OF WATER, SALT, MUSTARD SEED, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), OLEORESIN PAPRIKA (COLOR). CONTAINS EGG.), SESAME SEEDS, NORI

### Allergen Key



# NUTRITION



## Dragon Roll\*

A Festive Inside-Out or Uramaki Roll  
Filled with Crunchy Tempura Shrimp  
Topped with Avocado, Kabayaki Sauce,  
Spicy Mayo, and Tobiko

*\*Fried Items May Contain All Allergens*

## Nutrition Facts

1 serving per container	
<b>Serving size</b>	<b>(0.0g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>580</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 23g	<b>29%</b>
Saturated Fat 3.5g	<b>18%</b>
Trans Fat 0g	
<b>Cholesterol</b> 55mg	<b>18%</b>
<b>Sodium</b> 900mg	<b>39%</b>
<b>Total Carbohydrate</b> 76g	<b>28%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 11g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 12g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 3.8mg	20%
Potassium 430mg	10%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: SUSHI RICE (RICE, WHITE, SHORT-GRAIN, RAW, WHITE RICE (RICE VINEGAR (WATER, RICE), SUGAR, SALT)), AVOCADOS, CUCUMBER, SHRIMP TEMPURA (SHRIMP, TEMPURA BATTER (WHEAT FLOUR, STARCH, CORN FLOUR, DEFATTED SOYBEAN FLOUR, BAKING POWDER (SODIUM BICARBONATE), FOOD COLOR (RIBOFLAVIN), MODIFIED STARCH, RICE FLOUR, SALT, VEGETABLE OIL, EMULSIFIER), WATER, SOYBEAN OIL, SODIUM BICARBONATE, CITRIC ACID, SODIUM CITRATE, POTASSIUM CITRATE, SODIUM CHLORIDE), EEL SAUCE (TAMARI (WATER, SOYBEANS, SALT, SUGAR), SUGAR, MIRIN (CORN SYRUP, HIGH FRUCTOSE CORN SYRUP, WATER, FERMENTED RICE SEASONING, VINEGAR, SODIUM BENZOATE: LESS THAN 1/10 OF 1% AS A PRESERVATIVE. CONTAINS SULFITES.), ALCOHOLIC BEVERAGE, RICE (SAKE), XANTHAN GUM), SPICY MAYO (MAYO (SOYBEAN OIL, EGG YOLK, DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, CONTAINS LESS THAN 2% OF WATER, SALT, MUSTARD SEED, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), OLEORESIN PAPRIKA (COLOR). CONTAINS EGG.), SRIRACHA (CHILI, SUGAR, SALT, GARLIC, DISTILLED VINEGAR, POTASSIUM SORBATE, SODIUM BISULPHITE, XANTHAN GUM), LEMON JUICE, SESAME OIL), TOBIKKO (FLYING FISH ROE (INDONESIA/CHINA/BRAZIL, WILD), HERRING ROE (SCOTLAND, WILD) SUGAR, GLUTEN FREE SOY SAUCE (WATER, SALT, SOYBEANS, ALCOHOL), SALT, NATURALLY STEEPED KELP BROTH, NATURALLY STEEPED BONITO BROTH, FD&C RED #40), NORI

## Allergen Key



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts

# NUTRITION



## Philadelphia Roll

Silky Smoked Salmon, Cucumber, Cream Cheese, & Everything Bagel Seasoning

GF

### Nutrition Facts

1 serving per container	
<b>Serving size</b>	<b>1 (0.0g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>510</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 17g	<b>22%</b>
Saturated Fat 8g	<b>40%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 90mg	<b>30%</b>
<b>Sodium</b> 830mg	<b>36%</b>
<b>Total Carbohydrate</b> 58g	<b>21%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 2g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 31g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 3.9mg	20%
Potassium 470mg	10%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: SUSHI RICE (RICE, WHITE, SHORT-GRAIN, RAW, WHITE RICE (RICE VINEGAR (WATER, RICE), SUGAR, SALT)), SALMON, RED (SOCKEYE), FILETS WITH SKIN, SMOKED (ALASKA NATIVE), CREAM CHEESE (PASTEURIZED MILK AND CREAM, WHEY PROTEIN CONCENTRATE, SALT, CAROB BEAN GUM, XANTHAN GUM, CHEESE CULTURE), CUCUMBER, PHILLY SEASONING SUBRECIPE (SESAME SEEDS, SEA SALT, POPPY SEEDS, GARLIC, ONIONS, MINCED), NORI

### Allergen Key



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts

# ADVERTISING & PROMOTION

Since our grand opening, we've hosted a variety of events, tastings, and promotions while continually engaging students in raffles, contests, and surveys to get feedback.

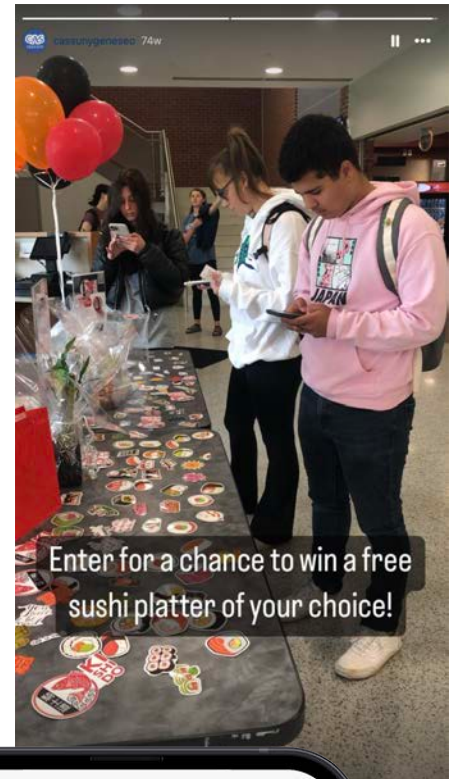


**KI SHI DO**

## FREE TASTING AND SURVEY

Kishido (Letchworth)  
Thurs, December 7  
12:30 PM - 2:00 PM

Enter for a chance to win a free sushi platter of your choice!

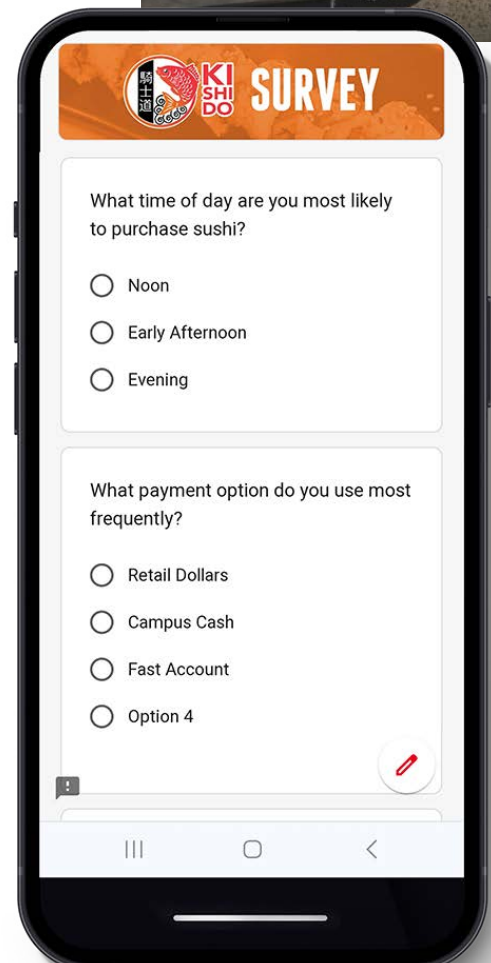


**KI SHI DO**

## FREE TASTING AND SURVEY

Kishido (Lower Letchworth)  
Thursday, December 7  
12:30 PM - 2:00 PM

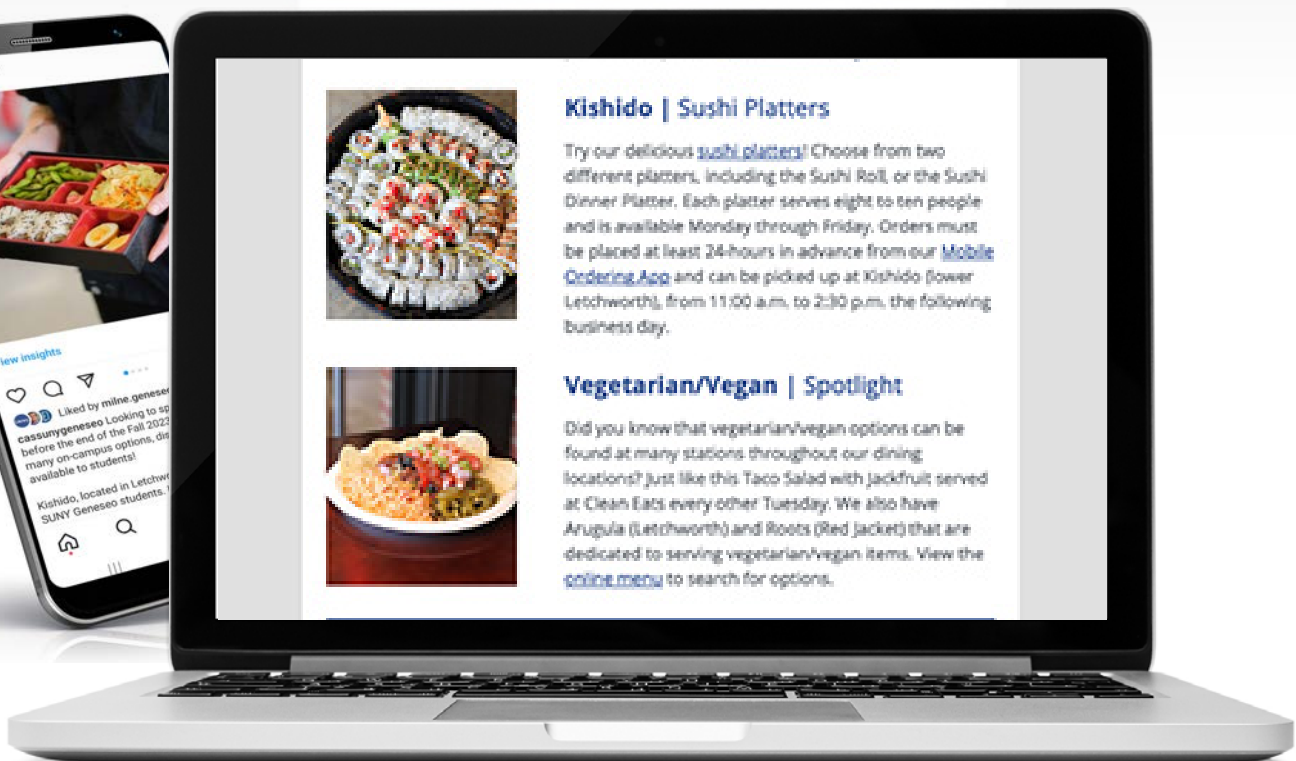
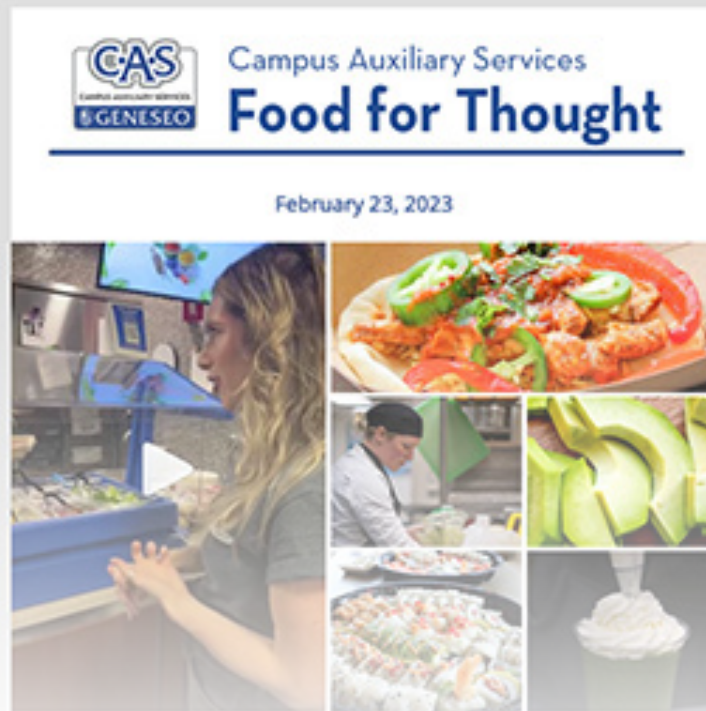
Steamed shrimp samples will be served over rice with a cucumber and carrot garnish. Poké sauce also available!



# ADVERTISING & PROMOTION

## E-Newsletter

Kishido events, promotions, and specials are posted on our website, in our online menu, in our mobile ordering app, and shared through our bi-weekly e-newsletters that go to all students, faculty, and staff members. We also promote on our digital screens/menus located in all of our dining complexes.





# ADVERTISING & PROMOTION

## Digital Signs

We advertise across digital displays in our dining areas, along with social media, email communications, print signage, and through our website and online menu.



**BOBA TEA**  
BLACK OR GINGER GREEN TEA  
NOW AVAILABLE!




**NEW MENU ITEM!** *Katsu Sando*



**\$5.95**

Fried pork cutlet served on a DiPaolo's roll with shredded cabbage, katsu sauce, and your choice of mayo\*

\*Fried items may contain all potential allergens.  
Retail Dollars, Campus Cash, FAST Account, Cash, Credit Card, or Apple/Google/Samsung Pay Accepted



**BUILD YOUR OWN**  
*Kishido Bowl*



Order Today on the Mobile App!

Begin with a base of rice or lettuce, then choose your protein, sauce, and toppings.



Cash, Credit Card, Retail Dollars, Campus Cash, and FAST Account Payments Accepted at Kishido.



**KISHIDO Special**



**WINGS PROMO\***  
March 25 - 29 | 11:00 a.m. - 3:00 p.m.

One pound of jumbo chicken wings, tossed in your choice of sweet kabayaki, spicy shichimi togarashi, or both!

**\$12.00**

\*Fried items may contain all allergens.




**MADE FRESH DAILY**  
**Grab-and-Go**

Available **MON-FRI**

We accept Retail Dollars, Campus Cash, FAST Account, Credit Cards, or Cash




**BUY 10 BOBA TEAS AND GET ONE FREE!**

Get your punches in before **MAY 12**






**FREE TASTING AND SURVEY**



Kishido (Letchworth)  
Thurs, December 7  
12:30 PM - 2:00 PM




*Sushi Platters*

**GREAT FOR MEETINGS OR TAKEOUT**  
Available Monday - Friday | 11:00 a.m. - 3:00 p.m.



Order at least 24-hours in advance through our mobile ordering app. Pickup at Kishido (located in lower Letchworth) between 11:00 a.m. and 3:00 p.m. the following business day.



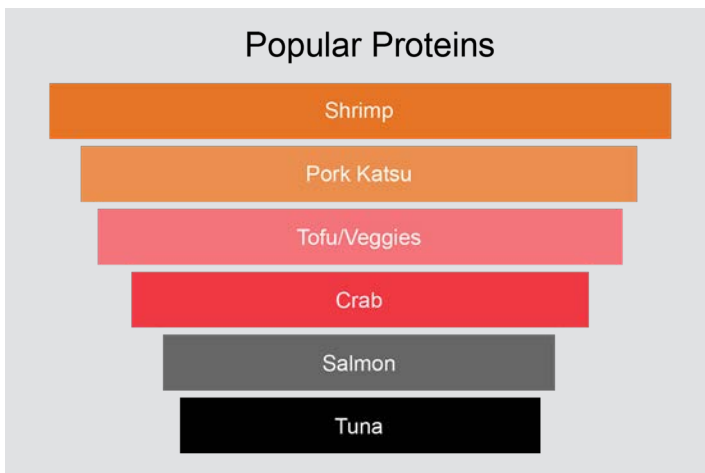
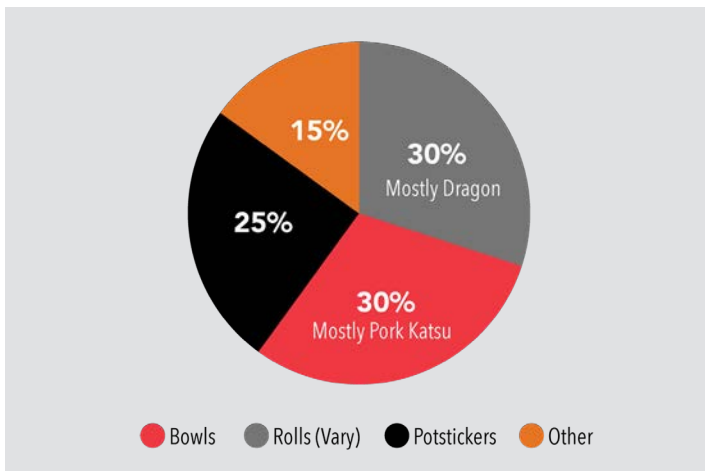
# CUSTOMER SATISFACTION

## Engagement & Feedback

We regularly request feedback from students in our CAS dining feedback form, but we also create surveys specific to events, like our grand opening and tasting events. Based on feedback from surveys, a majority of our participants prefer to eat sushi between 1 to 3 times per week. 47.5% of the participants were 3<sup>rd</sup> and 4<sup>th</sup> year students with 42.5% 1<sup>st</sup> and 2<sup>nd</sup> year students, and 10% faculty/staff. 82.5% of the participants previously purchased sushi from Kishido or grab-and-go locations. We serve sushi on weekdays from 11:00 a.m. – 3:00 p.m. and according to 84% of our feedback most customers prefer dining at Kishido from noon to early afternoon as opposed to evening hours.



## CUSTOMER FAVORITES



# CUSTOMER SATISFACTION

## Engagement & Feedback

### TESTIMONIALS

"It's one of my favorite places to eat on campus."

"The food is well cooked and tasty."

"So good and convenient. The staff are so nice."

"Kishido is something I eat everyday, because the quality is great and the people working are so nice. I've convinced people to get the retail plan so they can eat more Kishido."

"It's a great place to sit down and eat or to grab something quickly to go. "

"Kishido is the best. It has incredible variety and the best flavors. I love bobas!"

"It's a very affordable option and a great way to add variety into your diet."

"It's very good and the quality is consistent."

"I've told many of my friends about it. I love it!"

"Great prices! It's a unique and tasty option on campus."

"It's so convenient and the people who work there are so nice."

"The menu has a lot of options!"

"The food is quality at a great price"

"The sushi tastes delicious and is always fresh. They have many options in addition to fish. The pot stickers and edamame are all delicious."

"If you are getting it made for you there, it's restaurant quality. If you want something quick and easy, the [grab-and-go] is just as good as Wegmans"



# FINANCIAL GOALS

Our grand opening for Kishido took place mid-semester in October 2022. Our sales grew 135% from fall to spring semester. While there are fluctuations between months, particularly due to breaks and holidays, our annual sales continue to grow. Through the month of March 2024 we are currently tracking at a 53% sales increase over last year—and still going!



## Monthly Sales Increase YOY

