

## Proud of Providing Quality Food – Suzuhiro Group (Odawara)



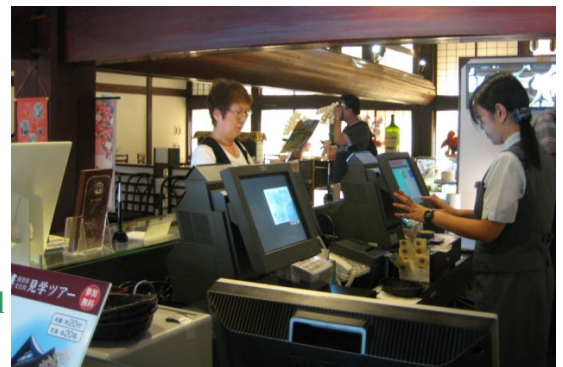
Founded in 1865, **Suzuhiro** started its business in Odawara. At the early beginning, the main business was producing fish paste (kamaboko). Suzuhiro insisted on manufacturing products utilizing natural flavour of ingredients. They used “100 percent of natural material” in their production so that consumers could enjoy their fish paste with confidence. From years to years, they kept on improving their production technology and thorough health management. Thus, customers feel obliged that Suzuhiro had played a serious role in health.

Suzuhiro in Odawara likes a small town for people to shop, eat and travel. The main shop is located there for relaxing shopping for various products including all kinds of famous fish paste products. There are a few restaurants for people to have great dining experience. “会席大清水”, “旬の割烹 潮の音”, “そば美藏”, “茶房 しゃざ” and “Restaurant & Shop えれんなごっそ” have different styles. For example, “Restaurant & Shop えれんなごっそ”, opened in June 2009, provides buffet style of dining service. People may order and eat within a fixed time period.



Finally, there is a Kamaboko Museum for people to visit. Visitors may experience the history of Suzuhiro and learn more about their production of famous fish paste.

In handling their restaurant operation, Suzuhiro has adopted **Seito Food & Beverage Management System** together with **Seito Wireless Ordering System**. The application of system enhances the efficiency of the operation. “A special function is provided for the buffet restaurant” **Mr. Yamaguchi, General Manager of Jcom Inc.\*** mentioned. “A time period can be set and displayed on each table number. The table button colour will be changed when a specific time arrives, e.g. 15 minutes left. So service staff can clearly know the status of each table for preparation.” System stability is always important for restaurant operation. High quality of equipment such as IBM SurePOS touch screen terminals and Widely wireless POS PDAs are used.



\* Jcom Inc. is Seito Authorized Dealer in Japan and responsible for Suzuhiro's project implementation.