

Feature

New Food Ideas for Changing Times



Lawson

Dedicated Small-Portion Ready-Made Food Counters for Post-COVID-19

Since the spread of COVID-19, there has been a growing need for ready-to-eat meals, as people tire of cooking at home and the government urges people to stay home. A recent survey by **Lawson** reveals that as food tastes become more personalized, even within families and especially for women, there is a growing preference for favorite foods sold in small portions. Responding to this, Lawson has launched the “Local Specialty Deli” series of 11 new small-portion meals, most featuring colorful salads. The company has also added five new small-portion items to its fried food series. Colorfully bedecked counters selling only these small-portion foods have been installed in stores, making for an easy-choice and fun shopping experience.



Matching the store to its locality. Thought has also gone into fittings and how the foods are displayed.



A touch of cheese sauce adds richness to this shrimp and calamari with mentaiko salad. Part of the small-portion “Local Specialty Deli” series.



Pesto risotto croquette bites that are fried in-store. Hassle-free and tasty convenience.

For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



The **Mitsubishi Monitor** is published by the Mitsubishi Public Affairs Committee

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