

# Testimonials

ver.1.0

A list of companies that are currently using Flash Freezing technology in their business.



DAY BREAK

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# case 1

When Flash Freezing Roman's most popular "Ni-Katsu-Sandwich", sales increased more than a hundredfold by expanding sales channels.

## Solution



Jazz Bar & Café Roman saw their high quality Hachi-Oji Katsu Sandwich drastically increase in sales and profit all thanks to the added benefit of using a flash freezing technology.

### Before implementing flash freezing technology into their business

One of Roman's most popular products in their menu, the cooked "NI-Katsu-sandwich" or **pork cutlet and egg base sandwiches** were well sold, but were hard to preserve.

Unfortunately, ROMAN saw their most famous product being thrown out in large numbers and they had a limit on how many sandwiches they could provide to customers that could come to their restaurants. Roman was unable to provide these customers with what they wanted as they were unable to visit the restaurant very often, but still wanted to eat Roman's delicious sandwiches.

Roman and the owner wanted to provide their sandwiches to customers in and outside of their restaurants, but they did not want to hinder their quality of their product, So they chose not to use preservation methods. That is , until they came across flash freezing technology.

### Results of Implementing Flash Freezing Technology

After extensive testing they saw that the quality of the sandwiches were unchanged even after freezing and defrosting the sandwiches. This created a great opportunity for Roman to decrease the amount of sandwiches they were throwing away, have large number of reserves and create a new business in which the sandwiches can be ordered online and sent directly to their customers.

After the implementation of the flash freezing machine into their business operations, they saw a direct correlation between the implementation of flash freezing technology into their business and the increase in sales revenue and profits that they were gaining from adding a shipping option of their products directly to their consumers.

### Personal Experience with Daybreak

"One of the best experiences with Daybreak as a flash freezer specialist is giving me the choice to test and work together throughout the entire testing process to find the best solution to freezing our product while still maintaining it's original freshness to it"



Company Name: Jazz Bar & Café Roman

Head manager : Mr. Takagi

Flash Freezer: Rejoice Freezer

Type of business: Food

distribution; food service industry

Quantity: 1,000 Sandwiches a day

Location: Tokyo

## case 2

# Making the impossible Possible: being able to freeze “Kamaboko” or Japanese fish paste using flash freezing technology.

## Solution

- ✓ Increasing shelf life and decreasing transportation and handling cost using Flash Freezing Technology.

### Before implementing flash freezing technology into their business

Some of the main issues that comes from Kamaboko (fish paste) is the fact that it has such a short retention period, making it particularly difficult for long distance transportation as it would go bad in a matter of days.

They have tested various freezing technology, but for most other industrial freezers would permanently damage the product and make the texture too spongy and ruin the original texture making the entire quality of the product much lower than the fresh counter part.

This was a big issue that they were facing, preventing them from expanding their business and being able to send their products to other parts of Japan while still maintaining the high quality of their product.

### Results of Implementing Flash Freezing Technology

Finding a resolution for the excess quantities that they would have to send their clients due to previous shipment going bad was something they wanted to find a solution as soon as possible as well.

With flash freezing technology, it gave them the opportunity to provide their clients the same high quality product while still being able to have a more cost effective strategy on how and when to ship and produce their Kamaboko without hindering the fresh quality of it.

With the use of flash freezing technology and the implementation in their production line, it gave them a way to increase production, reduce costs, and implement new ways to ship and store their products

### Personal Experience with Daybreak

“One of the great things about Daybreak is the fact that they focus on making sure they are not only transparent but give you the opportunity to test various freezer machines and even give you advice on what other freezers are available so we can test them and then choose the best freezer for our business. After testing, we did come to the realization that the 3D freezer was the one that gave us the best freezing quality and therefore we chose the 3D freezer to implement into our business production”



Company: Inouekamaboko

Main manager : Mr. Inoue

Flash Freezer : 3D Freezer

Food distribution: food service industry

Flash Freezing : Kamaboko

Location : Kanagawa



# case 3

## Maintaining the fresh quality for up to 6 months! Increasing storage and profitability!

### Solution

- ✓ Want to increase seasonal whitebait “shirasu” inventory.
- ✓ Want to keep a steady supply in restaurants all year round.

#### Before implementing flash freezing technology into their business

One of the main issues with products like whitebait is the fact that it is a seasonal product and a flux in terms of the amount that can be harvested and sent to restaurants can vary greatly depending on the weather, season, and day in which the whitebait is caught. Demand of the whitebait on the other hand is more consistent. Expected increase in demand has always been higher during the weekend. The problem is that the weather is bad during high demand, the suppliers who are providing the whitebait may not be able to do so due to the inconsistent amount that can be caught on a day to day bases.

Due to the fact that whitebait is delicate and the flavor can change quite easily from aging (takes only a few days for the flavor to change ) or regular freezing as the texture and flavor changes severely and the original flavor is ruined. That is until they had chance to see for themselves how flash freezing technology works. With several tests and consultation, they decided to purchase a flash freezer (in this case it was a 3D freezer).

#### Results of Implementing Flash Freezing Technology

With the use of flash freezing technology, they were able to increase storage of their whitebait 30 times over! Most fresh whitebait is recommended to be eaten a day or two after purchase from the whitebait provider, but with flash freezing technology and a storage unit with temperatures of -18 C, you can extend the storage period for minimum of 30 days after the whitebait is received from the whitebait supplier. This can be extended up to 3 to 6 months if the storage unit’s temperature is -30C ~ -40C.

Since flash freezers can freeze hot products as well, it gave the whitebait suppliers an opportunity to expand their product line up and possibly provide ready made meals where cooked food is mixed with the whitebait and provide these products to various businesses and customers across the country without worrying about the quality of the whitebait being negatively affected.

#### Personal Experience with Daybreak

“With the help of Daybreak I was able to fully conduct tests my way. Having full control of the test with addition of direct consultation where the freezer specialist were fully involved from start to finish in the entire testing, purchase, and installation process. Daybreak has great costumer service and the knowledge that I needed to help me use the flash freezer to the fullest capacity to benefit business”



Company: Unkaimarushirasuchokubaijo

Main Contact: Mr. Miwa

Flash Freezer: 3D Freezer

Business: Seafood Distribution

Freezing: Japanese Whitebait

Quantity : 10kg per day

Location: Kanagawa



## case 4

**“Being able to flash freeze Soba noodles gave us the opportunity to not only sell soba in our restaurant, but be able to expand and ship their delicious soba across the country”**

### Solution

- ✓ Before the soba noodles could only be stored in 3 days.
- ✓ Handle demand during the busy season.

#### Before implementing flash freezing technology into their business

Ishihara Co Wanted to be a food provider outside of their own restaurants. Before the implementation of the flash freezing technology, they made soba on a daily bases and were only able to provide soba to one restaurants due to the very short shelf life of the soba after it is made.

This made keeping inventory available during the busy hours very difficult as it was hard to maintain a stock of soba that is enough for the customers but not too much that it will not go to waste at the end of the day.

Wanting to preserve the soba noodles was always something they wanted to do but since regular blast chillers and blast freezers were not able to freezer the soba and keep the original flavor. In addition to this it was not possible to freeze soba; That is until they contacted Daybreak and tested flash freezing technology. With the 3D freezer they were able to freeze, defrost and keep the original flavor of the soba.

#### Results of Implementing Flash Freezing Technology

Ishihara Wanted to expand outside the sales of the restaurant and be a soba food provider.

Before implementing a flash freezer into the business production, the first focus was to increase the number of restaurants. After having 4 restaurants, they wanted to expand their food production and be a soba food provider. With just implementation of the 3D freezer into their business production, they saw an over 200,000 yen increase in total monthly revenue.

It also made it possible for them to approach potential clients and expand their business and product line over time.

#### Personal Experience with Daybreak

“Consulting with daybreak was a great experience as we were able to not only test our product with various flash freezers, but also receive consultation on how to implement the flash freezer into our business and help us look at where we can benefit from investing in a flash freezer”



Company: Ishihara

CEO: Ishihara

Flash Freezer : 3D Freezer

Main Products: restaurant, food distributor

Freezing: Fresh Soba Noodles

Location: Tokyo



## “Being able to store Japanese puffer fish for over a year and still maintain the original freshness and reduce food waste, increase storage, and decrease profit loss”

### Solution

- ✓ After processing Japanese puffer fish, it usually only has a 2 day shelf life before the fish is no longer edible; Flash Freezing was able to increase storage.
- ✓ Keeping a steady stock of Japanese puffer fish on and off season via Flash Freezing

#### Before implementing flash freezing technology into their business

Due to constant fluctuation of demand, it was almost impossible to predict how much fresh Japanese puffer fish should be caught and served to customers.. Some days Shiha Sankyo Suisan Co had made too much and having to throw away the rest of the product due to the very short, 2 day shelf life after the fish meat was been prepared.

This is when they were looking for a special freezer that could maintain the high quality of the puffer fishes. During this time they did come across our flash freezer site and catalog , but due to the fact that they did not really understand what flash freezing technology is capable of, they ended up not choosing to test the flash freezers and thinking that the freezer may not be capable of freezing their product properly.

That is until they had a chance to consult with a flash freezer specialist from daybreak and have the specialist list the merits and demerits of the flash freezer.

#### Results of Implementing Flash Freezing Technology

and how running tests would be the most accurate way to see the results first hand and make a decision on whether a flash freezer would be beneficial to their business. With tests and data analysis on the test results, they saw that a flash freezer would greatly benefit their business greatly. Shortly after they decided to invest in one of the flash freezers, the 3D freezer.

With the implementation of the 3D freezer, they were not only able to increase sales and manage their inventory, but also they were able to get rid of the food waste problem entirely, decreasing lost profits for the company.

They were also able to start a new project where they would send their frozen meat which they would defrost and send it to their customers within 1 to 2 days in select areas.

#### Personal Experience with Daybreak

“Daybreak was professional and helpful throughout the entire process. Not only were they helpful in outlining the merits and demerits of flash freezers, continuous support of testing and test analyzing, freezer implementation plans, how to best use the freezers, and after purchase support”



Company: Shiha Sankyo Suisan Co., LTD

Main contact: Itou

Flash Freezer: 3D Freezer

Type of business: Food distribution

Freezing: Japanese Puffer Fish

Location: Ōita Prefecture

## case 6

# Implementing flash freezing technology increased sales !

## Solution

✓ Want to implement an e-commerce to the business

### Before implementing flash freezing technology into their business

A company based in Osaka on their 7th year in business. With a large number of customers that are very satisfied with their curry and have eaten it numerous times. Knowing how popular their curry was on a local scale they wanted to increase their reach and start expanding via selling their delicious curry online.

They wanted to maintain the quality of their delicious curry, so they started to research about freezing technology when they contacted our freezer specialist in Daybreak.

Prior to contacting Daybreak they had a chance to test other freezers, but the quality was not good enough for them to justify selling to their customers that are expecting their high quality curry.

### Results of Implementing Flash Freezing Technology

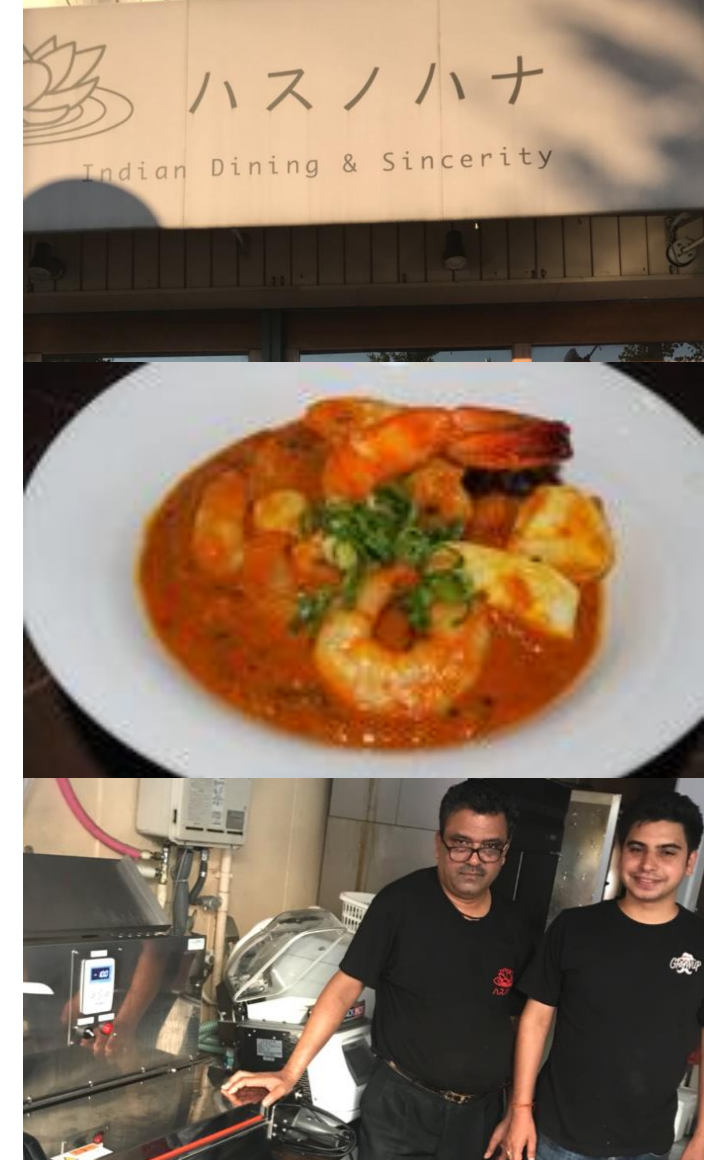
Once they were able to contact and consult with Daybreak and conduct several tests, they decided that the Rejoice flash freezer was the perfect flash freezer for their business.

With great results and having loyal customers that were constant buyers of their high quality curry increasing their sales numbers.

Every month they received over 50 orders, with constant increase in demand and expected growth in sales in the first year!

### Personal Experience with Daybreak

“One of the best experiences with Daybreak was the fact that they were professional from start to finish. With exceptional consultation, sales, test analysis, and installation support. They were also very helpful even after installation with after sales support with them contacting us making sure that everything was going well. I would recommend Daybreak to anyone that is looking for an advanced flash freezing machine for their business”



Company: Hasunohana

Main Contact: Mr. Tarun

Flash Freezer: Rejoice Freezer

Businesses: Restaurant/ food distributor

Freezing: Special Indian Curry

Location: Osaka



## case 7

# Implementing a flash freezer into their business allowed them to decrease work shifts and enabled them to preserve food and dishes without affecting the quality.

## Solution

- ✓ Due to resource restrictions, flash freezing was a way to keep high production with minimal Resource requirements.

### Before implementing flash freezing technology into their business

While developing a new project in which they would ship their prepared dishes to their customers, their main focus was improving their operation efficiency. With a long standing restaurant and business, the owner of the establishment realized that they needed to change the way the business is operated to stay modern and keep it successful.

One of the main issues was the preparation of Kakashi Co's meals that would expire on the same day. Freezing was not an option at first as the quality would dramatically fall if chilled or frozen. Preparation was quite difficult as increasing workers during the busy shifts was not an option., but preparing the right number of meals for customers would also be difficult as making too many prepared dishes would create more food waste, but making too little would also reduce overall revenue for the business.

These issues were what they wanted to resolve. With the help of Daybreak, they were able to solve these issues using flash freezing technology.

### Results of Implementing Flash Freezing Technology

After consulting with one of Daybreak's freezer specialist, they decided to invest in a flash freezer to implement into their business operations.

Thanks to the option of being able to spread out the times in which the food dishes were prepared and being able to store the prepared meals for an extensive period of time. This flexibility allowed them to decrease their labor costs by roughly 40,000 yen per month.

By using flash freezing technology in addition to support from Daybreak and it's expertise in the flash freezing industry Kakashi Co were to achieve an overall increase in sales due to the constant supply of prepared dishes.

### Personal Experience with Daybreak

"With expert consultation, test analysis, and after purchase support with their great staff, we found the purchase process to be quite easy as Daybreak very helpful. They took the time and effort to make sure that the freezer we invested for our business was the perfect flash freezer for our business. In addition, having the option to test various freezing methods and compare raw data to see the difference in the freezing process and quality really helped us understand how flash freezing technology works. This helped us make an informed decision for our business."



Company: Kakashi Co., LTD

Main contact: Mr. Endou(CEO)

Flash Freezer: 3D Freezer

Business: Restaurant and Delivery service

Freezing: raw meat and various prepared foods

Location: Yamagata Prefecture



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## Flash Freezing Technology done right!

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We at [flash-freeze.net](https://flash-freeze.net) believe in bringing the best service and satisfaction to our valued customers.

Given the scale of our operations, there are several factors to keep in mind when making a purchase. However, with proper consultation and planning we will be able to assist you every step of the way!

When it comes to [quality](#), we do not compromise.

If you are interested and want to know more about Flash Freezing technology, please feel free to contact us via [support.en@flash-freeze.net](mailto:support.en@flash-freeze.net)

Thank you for your patronage.