Korean-Key Words

Positive Words:

Delicious Dishes Tofu Chicken Worth Spicy

Insights

* Taste always comes the first!
* If you want to compete with other Korean restaurants, pay more attention to the side dishes!
* Korean restaurants always have reasonable price!
* People prefer spicy food!

Negative Words:

Taste Service Soup Cold Busy

Insights

* Taste always comes the first!
* Service is always important. Whenever you have busy hours, make sure you have enough waitress/waiters.
* Korean restaurants always offer ice water. Consider to provide hot tea/water as well might be a good start.
* Most side dishes are pre-prepared, probably think about warming them up before serving.

Our Suggestion: If you want to open a Korean restaurant in town,

* Consider offering SPICY FRIED CHICKEN and SOONTOFU JIGAE in your restaurant!
* Have multiple spicy level to choose.
* Warm up the side dishes before serving!

Chinese-key words

Positive Words: Delicious Tasty Authentic Dim Sum Spicy

Negative Words: Taste Salty Service Slow Rude

Insights:

* The waiter/waitress in Chinese restaurant always have rude attitudes. You may want to train your employees on the service.
* Service is clearly a big problem. Consider hiring more people during busy hours.
* Most restaurants in Toronto are Dim Sum places.
* Most Chinese restaurants taste authentic to Canadians.
* People prefer spicy flavor.

Our Suggestion: If you want to open a Chinese restaurant in town,

* Consider opening a dim sum place with good service!
* Have multiple spicy level to choose.

Japanese-key words

Positive Words:

Delicious Fresh Garlic Friendly Ice Large

Insights:

* Taste always comes the first.
* The serving portions are large enough.
* People prefer garlic flavor.
* Servers are usually very friendly here!
* Since Japanese restaurants offer a lot of sashimi, freshness is all people care about

Negative Words:

Taste Cream Broth Salty Price

Insights:

* Creamy flavor might be too sickly sweet for most people.
* Taste of broth might be artificial.
* Before opening a decent Japanese restaurant, don’t let your place be too pricy!

Our suggestion: If you want to open a Japanese restaurant in town,

* Keep your sashimi and vegies as **FRESH** as you can!
* Reduce the dishes with too creamy
* Save your salt!
* Don’t make everything too **PRICY**.

Thai-key words

Positive Words:

Delicious Curry Fresh Friendly Tea Vegan Coconut Salad

Insights:

* Thai curry is very popular!
* Thai restaurant might be a good place for vegetarian.
* Coconut flavor is very popular!

Negative Words:

Food Sauce Taste Service Mango Chicken Small Portion Pad Thai Atmosphere

* Mango might not be very sweet in the north because of the weather!
* Chicken is not very popular.
* Portion can be bigger in Thai food.
* Some southeast Asian spice might be too be for Canadians.

Our suggestion: If you want to open a Thai restaurant in town,

* Consider importing some sweet mangos from the South.
* Consider offering special menu of **COCONUT** flavor.
* Open a **VEGAN** Thai restaurant might be a good idea!

Vietnamese- key words

Positive Words:

Delicious, Fresh, Pork, Banh mi, Pho, Price, Quick

Advise:

* Vietnamese cuisine contains a lot of fresh vegetables such as spring roll and pho.
* People prefer Banh mi and pork in Vietnamese restaurants
* If you are in rush, go to a Vietnamese restaurants might be a good choice.
* Vietnamese restaurants always have reasonable price.

Negative Words:

Small, food, soup, tofu, noodles

* Food portions are always small.
* The taste of soup might not be good enough.
* Tofu and noodles are not good choices.

One suggestion: If you want to open a Vietnamese restaurant in town,

* Consider offering PHO and Pork Belly Banh Mi
* Consider opening a GRAB&Go serveice through phone APP.
* Try more western way to cook Tofu!