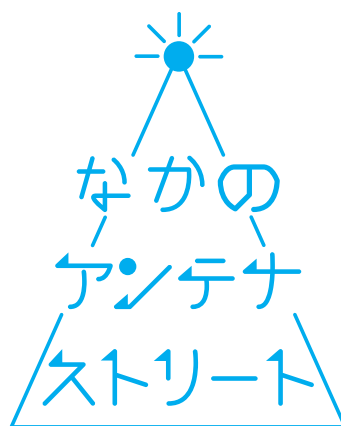


Event Brief

Hitsuji Festival 2018 in Nakano Antenna Street





What is Hitsuji Festival ?

The event is hosted by Hitujikajiri Association, which is group of consumers who love lamb. The association consists of 1,700 members and has two hubs in Japan and one in overseas.

What is unique about Hitsuji Festival?

Hitsuji Festival takes a unique form of an event as it is driven by groups of consumers who love lamb and aspire the world that lamb is consumed a lot more. Also, we consider all stakeholders such as guest restaurants and visitors are fellow to achieve a successful event. Therefore, Hitsuji Festival is supported by various sponsor and organizations that are related to lamb.

Who are the expected visitors of the festival?

Some of the past visitors were pretty influential people in the market such as famous chefs and restaurant owners, food bloggers and persons working in large media and publishers.

Also, the trend of past event shows that the visitors are 30-45 years old and the gender split is approximately 40% male and 60% female.

For companies and restaurants related to lamb, this festival is a opportunity as the visitors should be high value consumers who do love lamb.



Event Objective

Hitsuji Festival 2018 @ Nakano Antenna Street

Consumer driven countrywide summit for lamb lovers

- This is NOT a food festival! Hitsuji lovers engage and mutually understand each other.
- Gathering lamb lovers and sharing the love of lamb to all over the country.

Lamb lovers come together all over Japan!

2018 is the 5th year for Hitsuji Festival. The number of visitor has grown from 530 to 30,000 in 2017, which was a milestone for us to aim next phase of this event.

By 2017, this event targeted people who are not that familiar with lamb and made a best effort to scale. However, this event does not just aim for scaling the event. The event is going to focus on hardcore lamb lover and shift to provide a opportunity for whoever loves lamb all over the country to join in and spend a quality time.

To achieve successful festival in 2018 and satisfy all stakeholders, we are going to improve the operations and prevent running out of stocks that happened last year.



Event Detail

Name : Hitsuji Festival 2018 in Nakano Antenna Street

The Date and Time : November 3rd, 2018 (Sat) 11:00 – 19:00 (TBC)
November 4th, 2018 (Sun) 11:00 – 19:00 (TBC)

Promoter

- Hitsuji Festival 2018 in Nakano Antenna Street Committee
- Nakano-ku Tourism Association
- Hitujikajiri Association
- Batsukuri Co., Ltd

Special Sponsor

- Meat & Livestock Australia

Sponsor

- TBC

Support

- TBC

Venue: Nakano Central Park (4-10-2, Nakano, Nakano-ku, Tokyo)

Target: 25,000 Visitors

Contact: hitsuji festa@gmail.com / Kazuhiro Kikuchi



Hitsuji Festival Past Record

Hitsuji Festival 2014

Date: November 2nd, 2014

Venue: 3331 Arts Chiyoda

Number of visitors: 500

Event Summary: The advanced ticket was sold out 1 week before and 400 people signed up for waiting list.

Records of Past Media Coverage: Yahoo! JAPAN news and 40 web media

Hitsuji Festival 2015 @ Shimokitazawa University

Date: November 7th and 8th, 2015 (2015年11月7日、8日)

Venue: Shimokitazawa Station Plaza

Number of visitors: 10,000

Event Summary: Despite of the raining, the event was successful to have 10,000 visitors.

Records of Past Media Coverage: Total 66 media across 1 TV Station, 3 Newspapers, 4 Radio Stations and web media

Mega Hitsuji Festival 2016 in Nakano Antenna Street

Date: November 5th and 6th, 2016

Venue: Nakano Antenna Street

Number of visitors: 20,000

Event Summary: Collaborated with Nakano Tourism Association and hit 20,000 visitors

Records of Past Media Coverage: Total 100 media across 1 TV Station, 3 News Papers, 3 Radio Stations and web media



Hitsuji Festival in 2017

Event Summary

The festival was held in Nakano Antenna Street on Nov 4 and 5th. Despite of the rainy weather, the event successfully drew 30,000 people.

Contents: Food and beverage, Lamb PR booth, Hitsuji Festival University (Learning contents), stage performance.

- 13 Food stalls
- 2 booth by sponsor companies
- 1 booth by Nakano-ku
- 2 booth by Hitujikajiri Association

Record of Past Media Coverage

Yahoo! Japan News, Mynavi News, OZ mall, Umai Meshi, Walker Plus, Shokuraku Web, JAPAN Attractions and other 90 web media

TBS Radio Nichiyō Tengoku powered by Shinichi Azumi

Newspapers: Asahi, Yomiuri, Tokyo, Nikkei and 5 other newspapers

Online TV program: Uranai TV

Price of the food

- Lamb Chop: 600-800 JPY
- Lamb Stick: 300 JPY
- Stewed Lamb: 700 JPY
- Fried noodle: 500 JPY
- Boiled Lamb in salt water: 1,200 JPY
- Lamb Curry: 900 JPY
- Mongolian mutton BBQ: 2,000 JPY

Sales Performance

- Lamb chop: 1,200 per day
- Lamb stick: 2,000 per day
- 350,000 – 1,000,000 JPY (Ave. 700,000 JPY)

The number of visitors: 30,000

* 80% of the guest restaurants were sold out.

Hitsuji Festival 2018 in Nakano Antenna Street



Hitsuji Festival 2017

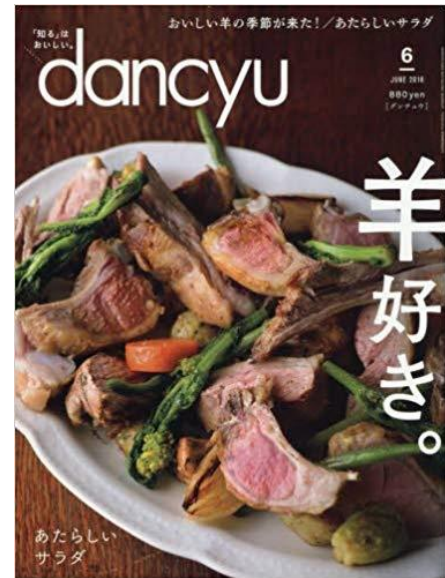




Some of the examples of Hitujikajiri Association's media exposure



◀ 2018 August 1st
NHK
Asaichi



2018 dancyu June editorial supervisor ▶



◀ 2018 June 7th
Abema Prime

2018 May
Shibata Shoten
Senmon Ryori



Nikkei MJ2017 November





Hitujikajiri Association Chairman Kazuhiro Kikuchi's Track Records

Sichuan Festival 2018

Date: April 2nd – 3rd, 2018

Venue: Shinjyuku Central Park

Number of Visitors: 65,000

Event Summary: The event was held by Ma La Ren Mei, which Kazuhiro Kikuchi organized.

Media Coverage: 2 TV stations, 2 radio stations and over 100 web media.

▼The link to Sichuan Festival

<http://meiweisichuan.jp/sisen-fes2018>

Lambassador Festival

Date: April 29, 2018

Venue: Nakano Central Park

Number of Visitors: 12,000

Event Summary: Australian Lamb's PR event, which Hitsujikajiri Association planned and executed. Despite of the small scale of the event (Only 5 food stalls and 5 hours event), we successfully drove 12,000 people.

Media Coverage: Total 100 across TV, newspaper and web media.

▼Link to Lambassador Festival

<http://www.429day.jp/>

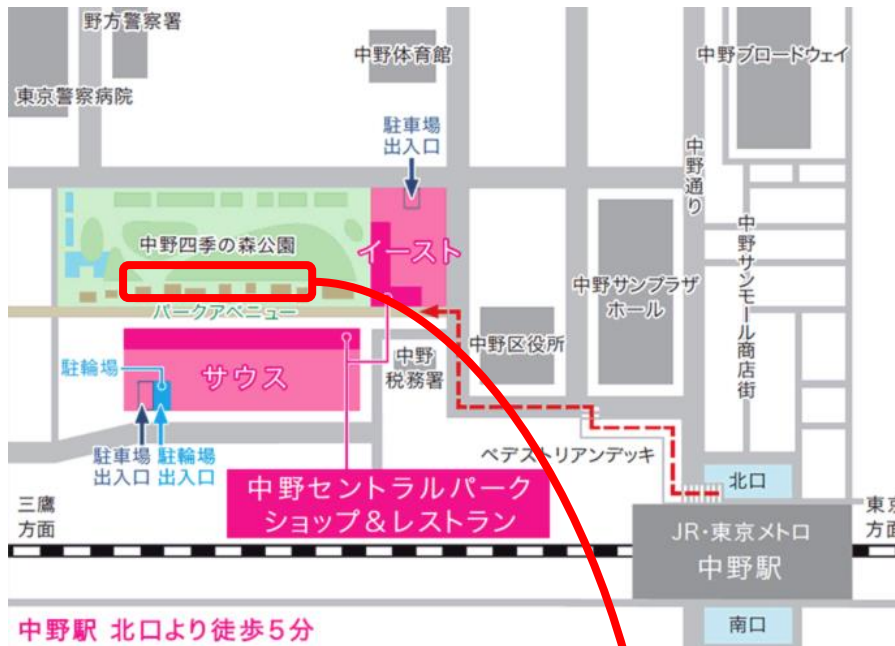
Hitsuji Festival 2018 in Nakano Antenna Street



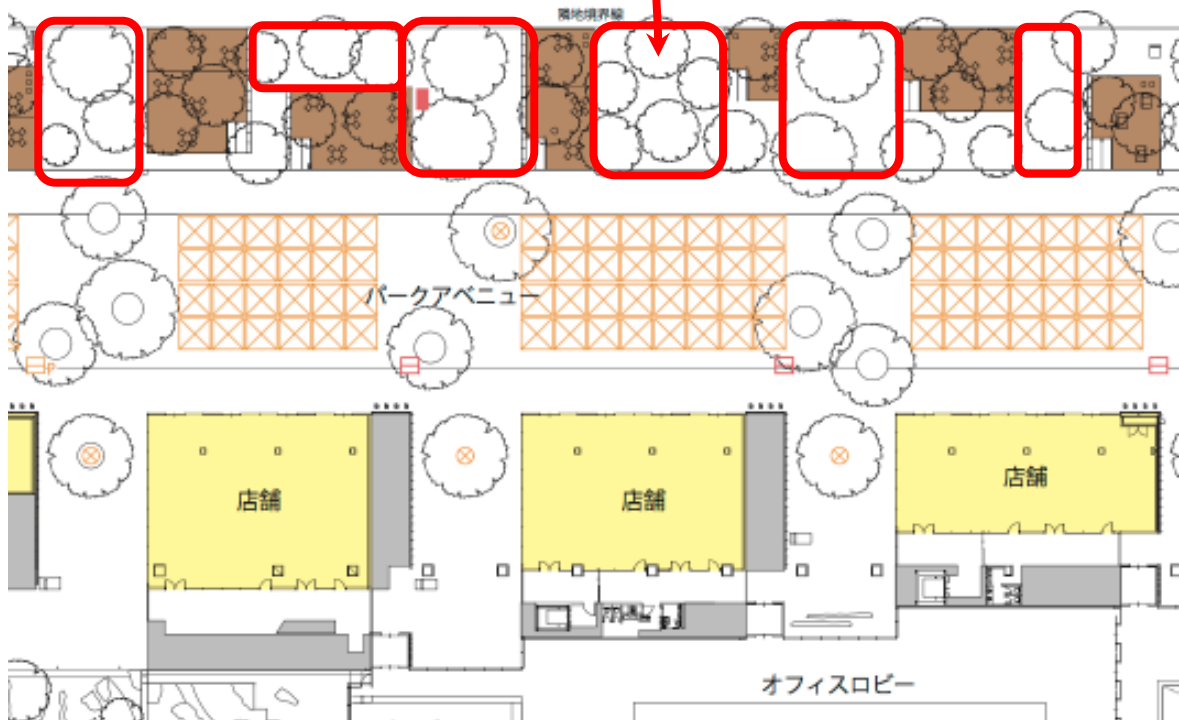
Sichuan Festival in 2018



Event Map



Nakano Central Park: Daily average 3,000 visitors without special occasion.
Nakano Station: 19th biggest station in Japan, which has 0.31 million daily users.
The wood deck area is the space for Hitsuji Festival.



【Note】

Nakano Antenna Street allows the users to serve meals and sell things with kitchen-cars. However, it is instructed to locate the food stalls that have smokes in left-hand side. The position of guest restaurants is determined by Hitsuji Festival Committee, so the none of request regarding the position is accepted.