

Rebranding Project Proposal: Kuu Ramen

Rebranding Project Proposal for
Pitching as an In-House Graphic
Designer for Kuu Ramen

Kuu Ramen Rebranding
KUU FINANCIAL DISTRICT
20 John Street
New York, NY 10038

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Content

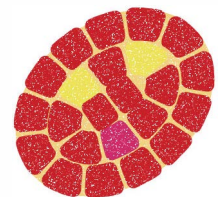
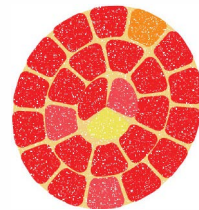
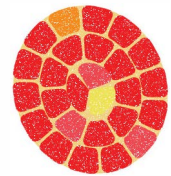
Introduction

Deepen The Target

Big Idea To Talk

Shout Out The Kuu!

Before Rebranding

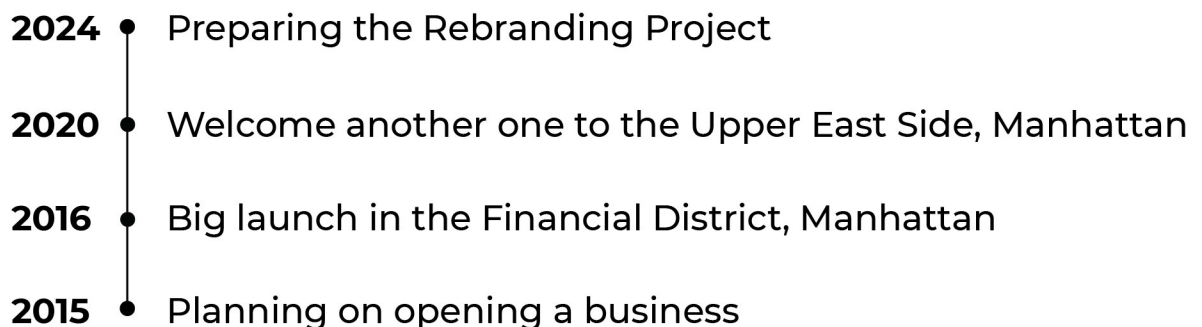


Introduction

What Kuu stands for?

食う (Kuu) means 'eating violently.' So, Kuu Ramen is a Japanese-style restaurant based in New York, with its brand DNA to encourage people to eat ramen violently, serving the very best, tasty ramen in a couple of minutes

Background story timeline

- 
- 2024** • Preparing the Rebranding Project
 - 2020** • Welcome another one to the Upper East Side, Manhattan
 - 2016** • Big launch in the Financial District, Manhattan
 - 2015** • Planning on opening a business

Deepen The Target

New Yorker: Primary Target

The target audience consists of individuals aged 25-35, primarily of Asian ethnicity, who live life in a rush and are accustomed to "weird shit." These ramen fanatics are open-minded, love noodles, and enjoy adventurous, bold flavors. They are interested in mixing ingredients from various Asian cuisines and are open to trying unexpected combinations, such as ramen with non-traditional proteins like seafood or fusion meat alternatives. Highly engaged with technology and social media, particularly Instagram and TikTok, they discover food trends and share their dining experiences online. This audience appreciates aesthetically pleasing and photogenic dishes and values dining environments that blend modernity with traditional Asian aesthetics, preferring hip, welcoming, and contemporary atmospheres that align with their cosmopolitan lifestyle.

Tourist: Secondary Target

The target audience includes tourists aged 25-35 who are drawn to landmarks and seek out photogenic experiences during their travels. These individuals are enthusiastic about capturing visually stunning moments, often believing in the power of reviews to guide their choices. They appreciate locations that offer unique photo opportunities and memorable experiences, making them more likely to engage with businesses and attractions that are well-rated and visually appealing.

What's It Like Being New Yorkers?

“Same shit, different day”

Naturally, very normally, and honestly, anyone who lives in New York, no matter how long they have been there, experiences the “same shit, different day” mantra. Living in such a BIG city with daily chaos means you have to MAKE FUN of it to stay sane. That's why most people are automatically sarcastic, FOR LIFE'S SAKE!

“Diversity of spectrum”

And yes, we experience the same shit on different days, yet we are so individually and beautifully diverse. In such a big, chaotic city where all careers, classes, ethnicities, and genders are chasing their particular dreams, we find a unique blend of cultures and experiences that enrich our lives. This vibrant tapestry of people adds depth to our daily routines, reminding us that while we may share similar struggles, our stories and aspirations are what truly set us apart. Embracing this diversity fosters a sense of community, allowing us to navigate the chaos together with resilience and humor



Ingredients (New York's DNA)

Subway Hustle

People read, eat, poop, dance, scrolling through their phones, reading books, moving their apartment

Cost Consciousness

With high living costs, New Yorkers carry their own drinks—water bottles, coffee, or even wine—avoiding overpriced purchases and highlighting their practical, money-saving strategies in a pricey city

Street Art Everywhere

New York's walls are alive with murals and graffiti that reflect the city's culture and creativity. From political messages to abstract art, these pieces bring color and meaning to the urban landscape

Seasonal Shifts

Each season in New York brings a different vibe. In winter, the city feels crisp and bundled up, while in summer, outdoor life explodes with festivals and park picnics. New Yorkers adapt, but their energy remains constant no matter the season

Big Idea To Talk

NO MATTER WHO YOU ARE

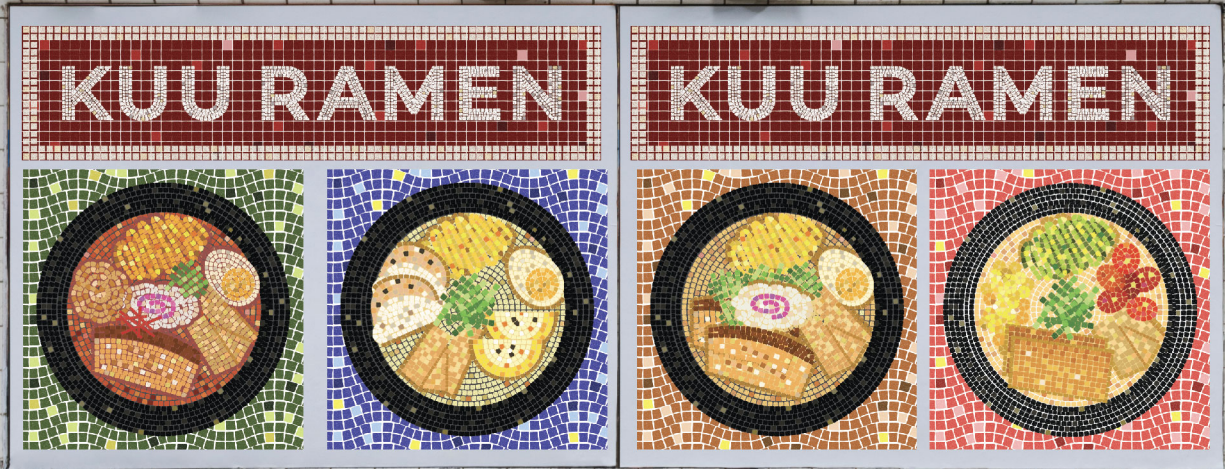
KEEP KUU

EAT RAMEN

SHOUT OUT THE KUU!

NEW YORK RAMEN





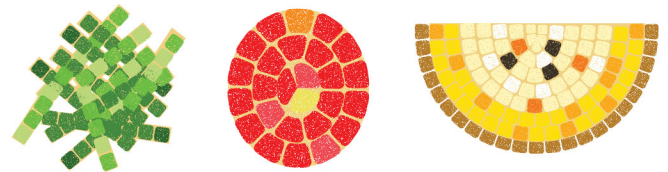
KUU

**RAMEN
BAG**





Just as the New York subway's mosaics tell the unique stories of each station



Kuu Ramen's dishes serve as a culinary mosaic, reflecting the vibrant tapestry of New York's diverse flavors and cultures

I O N Y



**WHAT ELSE
NEW YORKERS
LOVE ?**



**SOMETHING
QUICK &
AFFORDABLE**

**SPECIAL
SANDWICH DEAL!**



BUY 1 GET 1

ONE OFFER
PER CUSTOMER
PER VISIT

FREE

FREE ITEM:
SAME OR LOWER
VALUE!



FOR
IN STORE PURCHASING
ONLY

(Limited quantity
available daily)

12pm - 3pm

on the date mentioned
at the specific location:

29-30
Apr

KUU FIDI
20 John St, New York

1-2
May

KUU UES
1275 1st Avenue, New York

3-6
May

KUU FIDI & UES
Both Locations!

* PROMOTION APPLIES TO SANDWICH ITEMS ONLY, NOT VALID WITH OTHER OFFERS OR DISCOUNTS
MANAGEMENT RESERVES THE RIGHT TO AMEND THE PROMOTION WITHOUT PRIOR NOTICE



KUU RAMEN
かぼちゃサンド
Kabocha Pumpkin
\$11.95 +\$2 for fries

KUU RAMEN
和風チキンカツサンド
Japanese-Style Chicken Katsu
\$11.95 +\$2 for fries

KUU RAMEN
ビーフメンチカツサンド
Beef Menchi Katsu
\$13.95 +\$2 for fries

KUU RAMEN
キムチブルドポークサンド
Kimchi Pulled Pork
\$12.95 +\$2 for fries

KUU RAMEN **FIDI**

NOW WE SERVE WINE

今、ワインを提供しています

赤ワイン
Red Wine
(Cabernet Sauvignon)
\$10/glass

白ワイン
White Wine
(Chardonnay)
\$10/glass

Kuu

HAPPY HOUR WARM UP HOUR

Limited Offer **HOUR** Only at Kuu Fidi

MONDAY · THURSDAY
3PM · 6PM

あつかん
Hot Sake
\$5

ぜんさい
Appetizer
\$7

サッポロなまビール
Sapporo Draft
\$5

Kuu Before Rebranding

2022 - 2023





NYC Japan Fes

2022



Menu Design

KUU RAMEN
 WWW.KUURAMEN.COM
 INFO@KUURAMEN.COM

* PLEASE TELL THE SERVER OF ANY ALLERGIES YOU MAY HAVE
 Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.

* TWENTY PERCENT SERVICE CHARGE WILL BE ADDED TO THE PARTIES OF FIVE OR MORE

APPETIZER おつまみ

KUU SPICY FRIED CHICKEN
Japanese fried chicken in chef's special spicy sauce, dried chili, scallions and cilantro
11

KUU FRIED CHICKEN
Japanese fried chicken served with homemade spicy mayo
10

HOMEMADE PORK GYOZA (5pcs)
(Crispy) or (Pan Fried)
Homemade pork gyoza with gyoza sauce
9

TAKOYAKI (5pcs)
Homemade Japanese style octopus balls, dried bonito, takoyaki sauce, and Japanese mayo
8

CRISPY SQUID LEGS
Deep fried squid legs served with spicy mayo, cucumber and lemon
9

KAKUNI BUN (1pc)
Braised pork belly bun
6

SPICY TUNA TARTAR 10
Raw spicy tuna, avocado and scallion served with wonton chips

NORI SHOYU FRIES 7.5
French fries with nori flakes and homemade shoyu sauce served with spicy mayo

EDAMAME 6
Soybean pods with sea salt

SPICY PULLED PORK BUN (1pc) 6
Spicy pulled pork, scallions and mayo

CUCUMBER SALAD 6
Fresh cucumber, tomatoes, marl tofu with yuzu dressing

PUMPKIN CROQUETTE BUN (1pc) 6
Japanese pumpkin croquette bun and tonkatsu sauce

KARAAGE BUN (1pc) 6
Japanese fried chicken, cucumber, spicy mayo and bbq sauce

HAND ROLL 手巻き寿司

HAND ROLL MEAL
Any 3 rolls served with miso soup
* Salmon Avocado Rolls +1 each
* Shrimp Tempura rolls +1 each
17

POPULAR

SALMON AVOCADO (1pc)
Raw Scottish salmon, avocado, sesame
7

SPICY SALMON (1pc)
Cooked salmon with spicy mayo, sesame and scallion
7

SHRIMP TEMPURA (1pc)
Shrimp tempura, scallion, eel sauce, sesame seeds, and Japanese mayo
7

AVOCADO CUCUMBER (1pc)
Avocado, cucumbers, sesame seeds
6

SPICY TUNA (1pc)
Raw spicy tuna, sesame seeds, scallions
7

SUKIYAKI BEEF (1pc)
Sukiyaki beef with scallions, sesame seeds, Japanese mayo sauce
6

CALIFORNIA (1pc)
Kani (imitation crab), avocado, sesame seeds
Choice of Tokyo or Regular
6

EXTRA

EEL SAUCE 1.50 **SPICY MAYO** 1.50 **GINGER** 1.5

CURRY RICE カレー

MAKE IT A SET!
DINE IN ONLY **46.99** Bun & Homemade Drink **49.99** Gyoza & Homemade Drink

BEEF MENCHI KATSU CURRY RICE
10-hour homemade beef-based curry with Kuu original beef menchi katsu (hand-breaded minced beef patties) and red pickles over rice
17

PORK KATSU CURRY RICE
10-hour homemade beef-based curry with hand-breaded pork loin and red pickles over rice
17 +2.50 CHEESE

SUKIYAKI BEEF CURRY RICE
10-hour homemade beef-based curry with sukiyaki-style sliced beef and red pickles over rice
17

KARAAGE CURRY RICE
10-hour homemade beef-based curry with Japanese fried chicken (karaage) and red pickles over rice
16

PUMPKIN CROQUETTE CURRY RICE
10-hour homemade beef-based curry with Japanese pumpkin croquette and red pickles over rice
16

NEW

ADD ON CHEESE 2.50 EXTRA CURRY 5

KUU RAMEN
* PLEASE TELL THE SERVER OF ANY ALLERGIES YOU MAY HAVE

ラーメン RAMEN

MAKE IT A SET!
DINE IN ONLY **46.99** Bun & Homemade Drink **49.99** Gyoza & Homemade Drink

RECOMMENDED

KUU CHILI CRISPY PORK
Crispy pork, chicken broth, spicy ground chicken, marinated egg, naruto, corn, bamboo, garlic paste, sesame, chili oil, chili skin
18.95

KUU CHILI KAKUNI PORK
Kakuni pork, chicken broth, spicy ground chicken, marinated egg, naruto, scallion, bamboo, garlic paste, sesame, chili oil, chili skin
17

BEEF CURRY RAMEN
Beef curry based ramen with sliced beef, marinated egg, scallion, red onion, Naruto, umami anchovy powder, corn and chili oil
18

11-HOUR PORK

TONKOTSU SHOYU (Soy-based)
Pork broth, kakuni pork, scallions, garlic paste, marinated egg, sesame, kikurage mushroom, and black garlic oil, naruto
18

SPICY TONKOTSU MISO (Miso-based)
Pork broth, spicy pulled pork, scallions, garlic paste, egg, sesame, kikurage mushroom, chili oil, naruto
18

CHICKEN

MISO PORK (Miso-based)
Miso based ramen with kakuni pork, marinated egg, naruto, corn, scallions, bamboo, garlic paste, butter, sesame, and chili oil
17

MISO BEEF (Miso-based)
Miso-based ramen with sliced beef, marinated egg, scallions, naruto, corn, bamboo, garlic paste, sesame, butter, chili oil
17

SHOYU (Soy-based)
Soy-based ramen with kakuni pork, marinated egg, scallions, naruto, bamboo, garlic paste, sesame
16

BUTTER CHICKEN RAMEN
Creamy chicken and vegetable Japanese dashi-broth, noodles, Tandori chicken skewer, Naan chips, scallion, cilantro, finger red pepper, lime and dash of heavy cream
16

TRIPLE CHICKEN YUZU RAMEN
Dashi-salt and yuzu base chicken paitan broth, yuzu pepper chicken, chashu, marinated egg, bamboo, scallion, lemon, black pepper, and chimi pepper
16

VEGGIE
Vegan miso-based broth with egg-free noodle, corn, bamboo, kikurage mushroom, inari tofu, garlic paste, tomatoes, sesame and scallions
17

DONBURI SERVED WITH MISO SOUP 丼物

MAKE IT A SET!
DINE IN ONLY **46.99** Bun & Homemade Drink **49.99** Gyoza & Homemade Drink

SPICY TUNA DON 18
Raw chopped tuna mixed with green onions, sesame, miso dressing and Japanese pickles

SUKIYAKI BEEF DON 17
Sliced marinated beef, arugula, tomatoes, Japanese pickles, sesame, scallions, cucumber, miso dressing

SESAME CHICKEN DON 16
Fried chicken thigh with teriyaki sauce, scallions, sesame seed, miso dressing, cucumber, arugula, tomatoes, and Japanese pickles

TERIYAKI CHICKEN DON 16
Chicken thigh in teriyaki sauce, green onions, sesame, arugula, tomatoes, Japanese pickles, sansho pepper, scallions, miso dressing, cucumber

POKE BOWL NO SUBSTITUTIONS ポキ丼

MAKE IT A SET!
DINE IN ONLY **46.99** Bun & Homemade Drink **49.99** Gyoza & Homemade Drink

KOME WAZA CLASSIC TUNA POKE 17
Tuna (cubed), sushi rice, mixed greens, red onion, hijiki, edamame salad, ogo seaweed, scallion, Hawaiian style shoyu sauce, sesame, kizami-nori

KOME WAZA POMEGRANATE CITRUS SPICE POKE BOWL 17
Scottish salmon, sushi rice, mixed greens, cherry tomato, red onion, cucumber, hijiki, edamame salad, pomegranate citrus sauce, ogo seaweed, sesame seed

KOME WAZA SPICY TUNA POKE BOWL 17
Spicy ground tuna, sushi rice, mixed greens, cherry tomato, hijiki, edamame salad, cucumber, ogo seaweed, gluten free soy sauce, onion chips

KOME WAZA EXTRA SPICY MAYO BOWL 17
Scottish salmon, Tuna (cubed), brown rice, mixed greens, hijiki, edamame salad, Cherry tomato, cucumber, Kome Waza spicy mayo sauce, onion chips

KOME WAZA HATCHO MISO TOFU BOWL 17
Sesame tofu, sushi rice, arugula, hijiki, edamame salad, ogo seaweed, cherry tomato, hatcho miso glaze sauce, Kizami nori, avocado

EXTRA NOODLE 4	KIMCHI 3	GREEN ONION 2	CORN 1.5
SLICED BEEF 4	BAMBOO 3	NORI SEAWEED 2	BUTTER 1.5
SPICY PULLED PORK 3	ARUGULA 3	MARINATED HALF BOILED EGG (IPC) 1.5	TOFU (IPC) 1.5
CHICKEN SKEWER 3.5	KAKUNI PORK (2PCS) 3	NARUTO (5PCS) 2	HOMEMADE CHILI OIL 1.5
CHICKEN 3	AVOCADO 2.5		SCALLIONS 1.5
EXTRA BROTH	VEGIE BROTH .. 5	MISO BROTH .. 5	SHOYU BROTH .. 5
			TONKOTSU BROTH .. 6

EXTRA
 PROTEIN .. 3
 MIX IN .. 2
 TOPPING .. 1.5
 SAUCE .. 1.5