

# 第一回 東京グルメレポート

## THE GREAT BURGER

東京都渋谷区神宮前6-12-5

お店のコンセプトは南カリフォルニアを感じられる場所



Instagramのフォロワーは約1万

客層：表参道や原宿から近いため外国人が多いが主婦やインスタの映えを求めた女性層



↑プロフィールでUberへの集客あり



↑土曜日の15時の様子

店内は約30席で従業員は多めの7人ほど



# メニュー

**SALADS AT THE TRACT FARM**

- ★ TRACT FARM SALAD \$100 (税込)
- ★ TRACT FARM SALAD WITH AVOCADO \$120 (税込)
- ★ TRACT FARM SALAD WITH CHICKEN \$130 (税込)
- ★ TRACT FARM SALAD WITH TUNA \$130 (税込)
- ★ TRACT FARM SALAD WITH SALMON \$150 (税込)
- ★ TRACT FARM SALAD WITH TUNA AND AVOCADO \$150 (税込)
- ★ TRACT FARM SALAD WITH TUNA AND SALMON \$170 (税込)
- ★ TRACT FARM SALAD WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ TRACT FARM SALAD WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**SOUPS**

- ★ SOUP OF THE DAY \$70 (税込)
- ★ SOUP OF THE DAY WITH AVOCADO \$80 (税込)
- ★ SOUP OF THE DAY WITH CHICKEN \$90 (税込)
- ★ SOUP OF THE DAY WITH TUNA \$90 (税込)
- ★ SOUP OF THE DAY WITH SALMON \$110 (税込)
- ★ SOUP OF THE DAY WITH TUNA AND AVOCADO \$110 (税込)
- ★ SOUP OF THE DAY WITH TUNA AND SALMON \$130 (税込)
- ★ SOUP OF THE DAY WITH TUNA AND SALMON AND AVOCADO \$140 (税込)
- ★ SOUP OF THE DAY WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$160 (税込)

**POTATOES**

- ★ POTATOES WITH CHEESE SAUCE \$100 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND AVOCADO \$120 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND CHICKEN \$130 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND TUNA \$130 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND SALMON \$150 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND TUNA AND AVOCADO \$150 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND TUNA AND SALMON \$170 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ POTATOES WITH CHEESE SAUCE AND TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**EATING VEGETABLES AND FRUITS**

- ★ EATING VEGETABLES AND FRUITS \$100 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH AVOCADO \$120 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH CHICKEN \$130 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH TUNA \$130 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH SALMON \$150 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH TUNA AND AVOCADO \$150 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH TUNA AND SALMON \$170 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ EATING VEGETABLES AND FRUITS WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**GRILLS**

- ★ GRILLED BEEF BITE \$120 (税込)
- ★ GRILLED BEEF BITE WITH AVOCADO \$140 (税込)
- ★ GRILLED BEEF BITE WITH CHICKEN \$150 (税込)
- ★ GRILLED BEEF BITE WITH TUNA \$150 (税込)
- ★ GRILLED BEEF BITE WITH SALMON \$170 (税込)
- ★ GRILLED BEEF BITE WITH TUNA AND AVOCADO \$170 (税込)
- ★ GRILLED BEEF BITE WITH TUNA AND SALMON \$190 (税込)
- ★ GRILLED BEEF BITE WITH TUNA AND SALMON AND AVOCADO \$200 (税込)
- ★ GRILLED BEEF BITE WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$220 (税込)

**SIDE DISHES**

- ★ FRESH SALAD \$100 (税込)
- ★ FRESH SALAD WITH AVOCADO \$120 (税込)
- ★ FRESH SALAD WITH CHICKEN \$130 (税込)
- ★ FRESH SALAD WITH TUNA \$130 (税込)
- ★ FRESH SALAD WITH SALMON \$150 (税込)
- ★ FRESH SALAD WITH TUNA AND AVOCADO \$150 (税込)
- ★ FRESH SALAD WITH TUNA AND SALMON \$170 (税込)
- ★ FRESH SALAD WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ FRESH SALAD WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**PLEASE CHOOSE YOUR FLAVOR**

- ★ BEEF \$120 (税込)
- ★ CHICKEN \$130 (税込)
- ★ TUNA \$130 (税込)
- ★ SALMON \$150 (税込)
- ★ TUNA AND AVOCADO \$150 (税込)
- ★ TUNA AND SALMON \$170 (税込)
- ★ TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**OMELETS WITH HASH BROWN AND SOURDOUGH TOAST**

- ★ CHEESE OMELET \$100 (税込)
- ★ CHEESE OMELET WITH AVOCADO \$120 (税込)
- ★ CHEESE OMELET WITH CHICKEN \$130 (税込)
- ★ CHEESE OMELET WITH TUNA \$130 (税込)
- ★ CHEESE OMELET WITH SALMON \$150 (税込)
- ★ CHEESE OMELET WITH TUNA AND AVOCADO \$150 (税込)
- ★ CHEESE OMELET WITH TUNA AND SALMON \$170 (税込)
- ★ CHEESE OMELET WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ CHEESE OMELET WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**HOT DOGS**

- ★ HOT DOG \$100 (税込)
- ★ HOT DOG WITH AVOCADO \$120 (税込)
- ★ HOT DOG WITH CHICKEN \$130 (税込)
- ★ HOT DOG WITH TUNA \$130 (税込)
- ★ HOT DOG WITH SALMON \$150 (税込)
- ★ HOT DOG WITH TUNA AND AVOCADO \$150 (税込)
- ★ HOT DOG WITH TUNA AND SALMON \$170 (税込)
- ★ HOT DOG WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ HOT DOG WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**"Specialty House-Made Raw Sausage & Natural Yeast Bread"**

トウモロコシの香ばしさを生かしたソーセージ、オーガニック小麦の天然酵母ブレッドが、ササミと一緒に美味しく召し上がれます！

**TOKYO FANTASTIC SAUSAGE**

**BUTTERMILK PANCAKES**

- ★ BUTTERMILK PANCAKES \$100 (税込)
- ★ BUTTERMILK PANCAKES WITH AVOCADO \$120 (税込)
- ★ BUTTERMILK PANCAKES WITH CHICKEN \$130 (税込)
- ★ BUTTERMILK PANCAKES WITH TUNA \$130 (税込)
- ★ BUTTERMILK PANCAKES WITH SALMON \$150 (税込)
- ★ BUTTERMILK PANCAKES WITH TUNA AND AVOCADO \$150 (税込)
- ★ BUTTERMILK PANCAKES WITH TUNA AND SALMON \$170 (税込)
- ★ BUTTERMILK PANCAKES WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ BUTTERMILK PANCAKES WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**BUTTERMILK WAFFLES**

- ★ BUTTERMILK WAFFLES \$100 (税込)
- ★ BUTTERMILK WAFFLES WITH AVOCADO \$120 (税込)
- ★ BUTTERMILK WAFFLES WITH CHICKEN \$130 (税込)
- ★ BUTTERMILK WAFFLES WITH TUNA \$130 (税込)
- ★ BUTTERMILK WAFFLES WITH SALMON \$150 (税込)
- ★ BUTTERMILK WAFFLES WITH TUNA AND AVOCADO \$150 (税込)
- ★ BUTTERMILK WAFFLES WITH TUNA AND SALMON \$170 (税込)
- ★ BUTTERMILK WAFFLES WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ BUTTERMILK WAFFLES WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

**BRIOCHE FRENCH TOAST**

- ★ BRIOCHE FRENCH TOAST \$100 (税込)
- ★ BRIOCHE FRENCH TOAST WITH AVOCADO \$120 (税込)
- ★ BRIOCHE FRENCH TOAST WITH CHICKEN \$130 (税込)
- ★ BRIOCHE FRENCH TOAST WITH TUNA \$130 (税込)
- ★ BRIOCHE FRENCH TOAST WITH SALMON \$150 (税込)
- ★ BRIOCHE FRENCH TOAST WITH TUNA AND AVOCADO \$150 (税込)
- ★ BRIOCHE FRENCH TOAST WITH TUNA AND SALMON \$170 (税込)
- ★ BRIOCHE FRENCH TOAST WITH TUNA AND SALMON AND AVOCADO \$180 (税込)
- ★ BRIOCHE FRENCH TOAST WITH TUNA AND SALMON AND AVOCADO AND CHICKEN \$200 (税込)

- ・ サラダやスイーツ、グリルがあるものの
- ・ メインメニューはハンバーガーとポテトのセット
- ・ ハンバーガーは約1600~3000円
- ・ 客単価は約2500円
- ・ シンプルなハンバーガーからアボカド入りや焼きアップル入りやメニューは豊富
- ・ 一番安いもので1500円のバーガー
- ・ 立地がとてもしっかりと常回転している

**PREMIUM LIMITED MENU**

**THE GREAT WAGYU BURGERS WITH FRENCHRIES**

特別の天然酵母ブレッドと150g 黒毛和牛(赤身)を使用し、「Natural Yeast Bread and Sustainable Meat Party」をテーマに「Lettuce」「Chopped Onion」「Pickled Miso」を All Wagyu Burgers.

- ★ THE GREAT WAGYU BURGER 1950 (税込)
- ★ THE GREAT WAGYU MUSHROOM MOZZARELLA BURGER 2300 (税込)
- ★ THE GREAT WAGYU BACON CHEESE BURGER 2350 (税込)
- ★ THE GREAT WAGYU DOUBLE BURGER 2750 (税込)
- ★ THE GREAT WAGYU WICKOAD BURGER 2100 (税込)
- ★ THE GREAT WAGYU MUSHROOM MOZZARELLA BURGER 2300 (税込)
- ★ THE GREAT WAGYU DOUBLE BURGER 2750 (税込)

**THE GREAT LAMB BURGERS WITH FRENCHRIES**

特別の天然酵母ブレッドと150g 羊肉(赤身)を使用し「Natural Yeast Bread and Lamb Party」をテーマに「Lettuce」「Chopped Onion」「Miso」を All Lamb Burgers.

- ★ THE GREAT LAMB BURGER 1850 (税込)
- ★ THE GREAT LAMB CHEESE BURGER 2050 (税込)
- ★ THE GREAT LAMB BACON CHEESE BURGER 2250 (税込)
- ★ THE GREAT LAMB WICKOAD BURGER 2000 (税込)
- ★ THE GREAT LAMB MUSHROOM MOZZARELLA BURGER 2200 (税込)
- ★ THE GREAT LAMB DOUBLE BURGER 2650 (税込)

**THE GREAT PLANT BASED BURGERS WITH FRENCHRIES**

特別の植物性天然酵母ブレッドと120g 植物性(代替肉)を使用し「100% Plant Based Natural Meat Based and Plant Based Party」をテーマに「Lettuce」「Chopped Onion」「Pickled Miso」を All Plant Based Burgers.

- ★ THE GREAT PLANT BASED BURGER 1650 (税込)
- ★ THE GREAT PLANT BASED CHEESE BURGER 1850 (税込)
- ★ THE GREAT PLANT BASED DOUBLE CHEESE BURGER 2500 (税込)
- ★ THE GREAT PLANT BASED JALAPENO CHEESE BURGER 2000 (税込)
- ★ THE GREAT PLANT BASED TERIYAKI BURGER 1800 (税込)
- ★ THE GREAT PLANT BASED AVOCADO MOZZARELLA BURGER 2000 (税込)
- ★ THE GREAT PLANT BASED MUSHROOM MOZZARELLA BURGER 2000 (税込)
- ★ THE GREAT PLANT BASED GRILLED PINEAPPLE BURGER 1800 (税込)
- ★ THE GREAT PLANT BASED BAKED APPLE BURGER 1850 (税込)
- ★ THE GREAT PLANT BASED BAKED APPLE CHEESE BURGER 2050 (税込)

**For Vegan 100% PLANT BASED NUGGETS 600 (税込)**



焼きリンゴ入りのハンバーガーとチーズハンバーガーを注文

- ・ハンバーガーのバンズは味付きで凝っていた
- ・肉もジューシーで食べ応えがあった
- ・焼きりんご入りは珍しくバーガーとの相性が良かった
- ・チーズバーガーは予想どおりで他の店舗と同じ感じ
- ・ポテトは薄切りのもので大きいものを選択可能
- ・カリカリで食感は例えるならモスバーガーのオニオンリングの食感と酷似
- ・水はレモン風の味

・ハンバーガー店の競合は原宿、表参道に約15店舗

・ハンバーガー市場は拡大傾向にあるが今後は環境にいいメニューやベジタリアン向けメニューなど個性豊かなメニューの多様化が見られると予想される。一方でチェーン店に比べて集客力が劣るため集客力やInstagramでの映えや話題性を呼ぶメニューが必要とされる。