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Premium Fast Food

A photograph of a fast-food restaurant interior. In the foreground, a white plastic chair with a curved back and vertical slats is positioned. Behind it, a red plastic booth with a curved top runs along the wall. In the background, a counter area is visible with a menu board displaying "DRINK" and various beverage options. The scene is brightly lit, likely from large windows on the left.

1 in 3
Americans eat fast food **daily**

A collage of various fast-food restaurant signs. On the left, a Taco Bell sign is visible. In the center, a green sign for 'Grinder' advertises 'Breakfast Lunch & Dinner'. To the right, the iconic golden arches of McDonald's are prominent. Below the arches, a red sign mentions '\$3 BILLION SERVED'. Further down, a sign for 'PLAYPLACE' is visible. The background shows a blurred street scene with a building and a street lamp.

247,191

fast food establishments
were run in the US in 2018





A close-up, slightly blurred photograph of a person's hand holding a golden-brown french fry near their mouth. Below the hand is a red McDonald's paper bag filled with more fries. The background is a soft-focus outdoor scene with blue and green tones. The text 'the US boasts 43.1 McDonalds locations per million people' is overlaid in white, with '43.1' in a bold font.

the US boasts **43.1** McDonalds
locations per million people



that's **14,102**
in the entire country

A conceptual map of Europe is shown, with the landmasses outlined in black on a light background. Numerous thin, light-brown strings are stretched across the map, connecting various points. These points are marked with small, dark, circular pins or weights. The strings create a dense network of connections across the entire continent, illustrating a global or interconnected theme.

but mass consumed fast
food extends **beyond** the US

A young girl with blonde hair, wearing a blue top, is holding a red McDonald's box over her face. The box features the golden arches logo. She is smiling and looking up at the box. The background is a blurred indoor setting with large windows.

Sweden has the highest
McDonald's density in Europe at
23.5 locations / million people

However, fast food does not
mean **low quality food**.



A photograph of a MOS BURGER storefront. The sign is green with a yellow border. It features the MOS BURGER logo, which consists of three red, rounded, vertical bars of varying heights. Below the logo, the words "MOS BURGER" are written in large, white, 3D block letters. Underneath that, in smaller white text, is "Japanese Fine Burger & Coffee".

MOS BURGER
Japanese Fine Burger & Coffee

In Japan, fast food chains are popular for their **quality ingredients**.

A close-up photograph of a person's hands holding a large, sesame-seeded burger. The burger is filled with a thick patty, melted cheese, and other toppings. The background is blurred, showing a person in a blue shirt.

“There is a huge demand for premium
fast food products,”

Fairway Foodservice
catering specialists



several franchises are already
adopting a **premium ethos** such as
MOS Burger

“Consumers are looking for
interactive service to enhance
customer experience.”

Wendy's

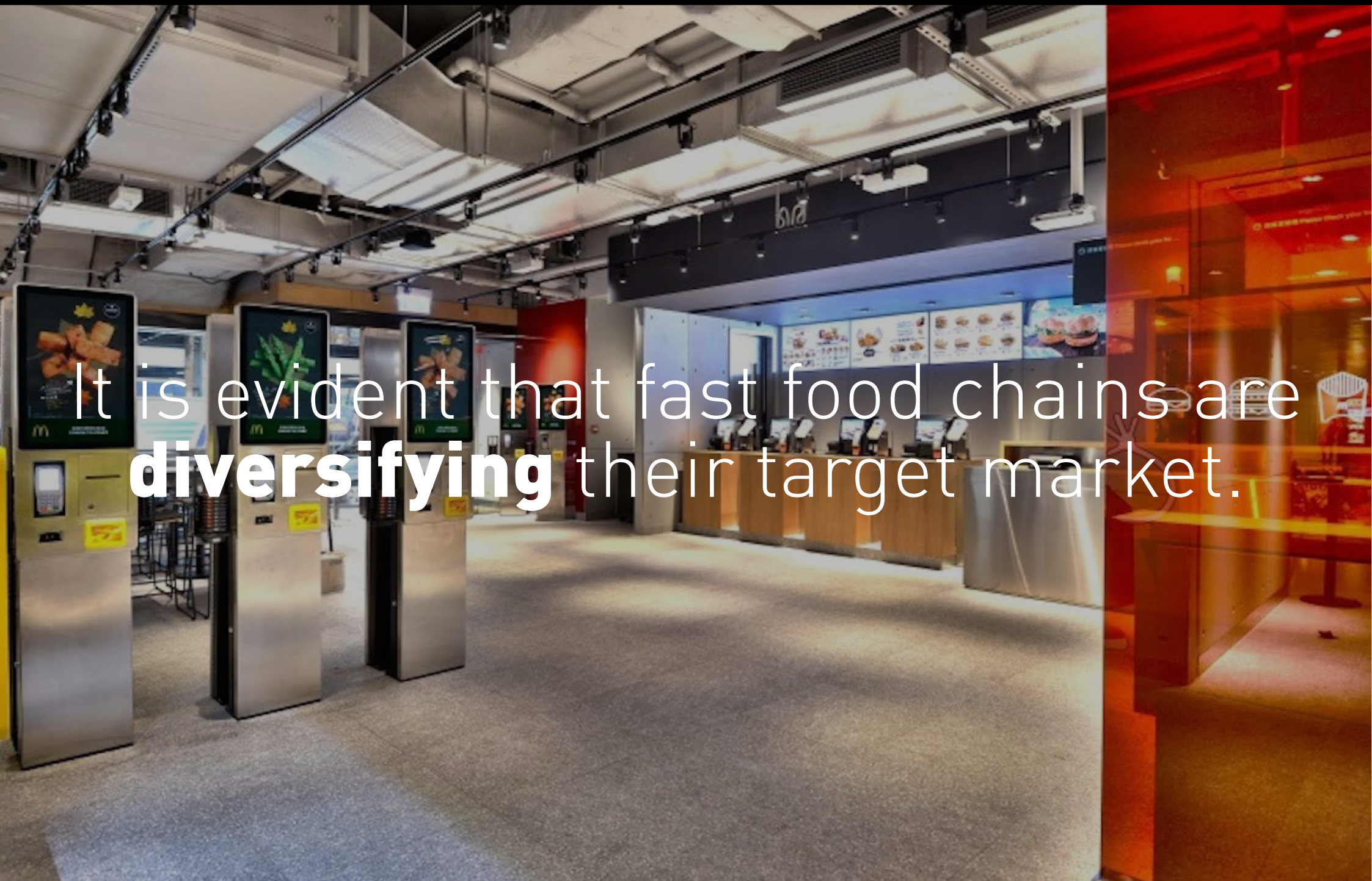




“they want **high quality**, a good experience, but they’re time starved.”
Chick-Fil-A

“We’ve set new progressive goals to improve our **packaging**, **reduce** waste and **recycle** more.”
McDonald’s





It is evident that fast food chains are **diversifying** their target market.



They are steering towards a more
eco & quality conscious audience.

But there's a **misalignment** between this new **premium sector** and what fast food chains are **providing**.



fast food giants are yet to adopt
eco friendly or **reusable materials**

A photograph of a beach heavily littered with plastic waste, including bags, bottles, and food containers. In the background, a person stands under a black beach umbrella near a wooden rack holding more bags. The ocean and sky are visible in the distance.

fast food makes up **50%**
of America's litter



An island of garbage the
size of Texas has formed
in the Pacific Coast...

A large, sprawling pile of waste and debris, including wood, plastic, and other unidentifiable materials, dominates the foreground and middle ground. The pile is dark and textured, with various colors of trash visible. The background is a flat, overcast grey sky.

... weighing **3.5 million** tons.

A gloved hand holds a white plastic fork and spoon covered in sand, set against a background of a beach and ocean under a cloudy sky. The text is overlaid in the center.

“31% of trash could be eliminated
by reusable alternatives” CWA



Our Proposal



What if we could **eliminate waste**
& provide a **premium experience**
all in one?



Porcelain dishes in
the **style** of fast food.

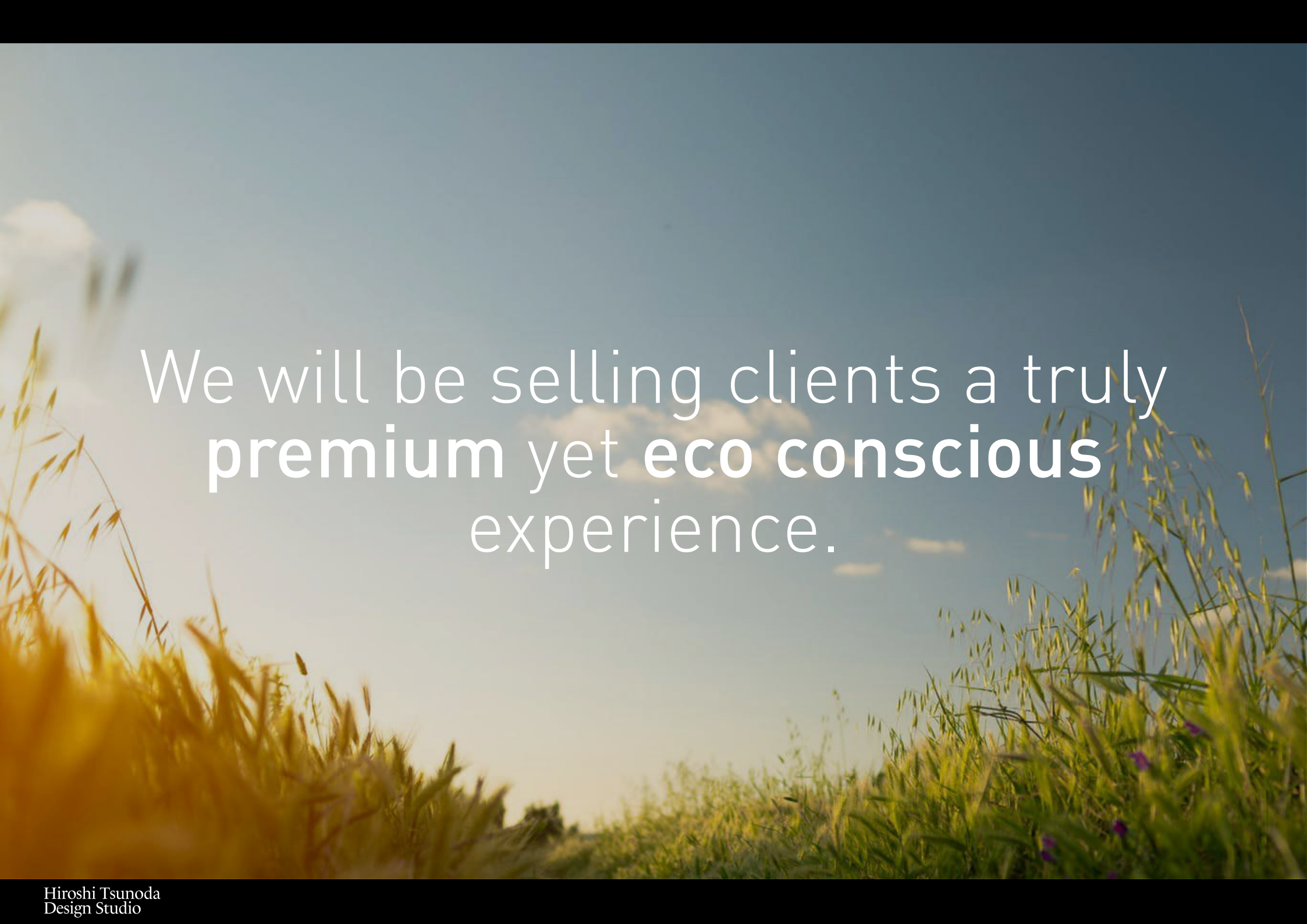
Introducing **Slow Fast**

The Slow Fast collection allows diners to enjoy their favorite burger and fries in a high end setting. The inspiration for Slow Fast comes from the fast food container and the design brings this iconic shape to high-quality porcelain tableware. SlowFast now offers the opportunity for restaurants to serve burger and fries or fish and chips cuisine with a classy, chic presentation.



A photograph of three white ceramic dishes on a wooden table. In the foreground, a tall, fluted, conical cup stands prominently. To its left is a small, shallow, wide-mouthed bowl. To its right is a taller, more complex vessel with a wide rim and a narrower body. The background is a blurred wooden surface. A semi-transparent dark band across the middle of the image contains white text.

Users will feel that they are eating
the **best quality**, with the familiar
experience of **fast food style** dishes.

A photograph of a field of tall grass and wildflowers under a blue sky with soft clouds. The text is overlaid in the center.

We will be selling clients a truly
premium yet **eco conscious**
experience.

Hiroshi Tsunoda Design Studio

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