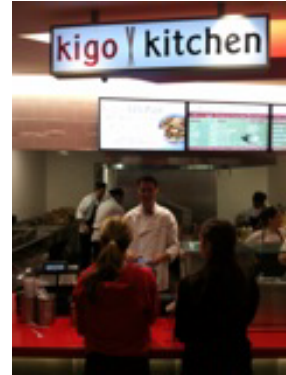


## A Delicious Dish of a Restaurant

*Cooked up by Members of the Tuck 2011 Class*

If you're in Boston sometime soon, or if you live there, be sure to check out Northeastern University's new Curry Student Center, which is also the new home of Kigo Kitchen – a delicious dish of a restaurant concept cooked up by members of the Tuck class of 2011.

Here's how to find it: From the Boloco on Huntington Ave. and Forsyth, head south toward the Curry Center. Then, if it's about noon, get ready to stand in a long line of students and professors, all waiting to "build a bowl" of piping hot, "Asian-Inspired, Quick-Fired" deliciousness. Don't worry though; it takes just a few minutes to make it through the line to the register, and the cooking process is even faster, not to mention fun to watch.



*Kigo Kitchen is located in Northeastern University's new Curry Student Center*



*"Build a Bowl"*

You can either "build a bowl" from scratch or choose from a selection of five "chef-built" bowls. To build your own bowl: pick a protein, a sauce, rice or noodle, and your veggies. For an extra kick, throw in some fire sauce. The bowl-builder then passes it back to the chefs who cook it up in their super-fast quick fire woks. A minute or so later, you get your bowl of mouth-watering tastiness, that's also pretty good for you, especially compared to what you'll find to the right and left of them in the Boston University Food Center (Popeyes, Taco Bell, a hamburger joint, and a pizza place).

This August Kigo opened its first licensed location at Northeastern after several months of planning, working with culinary, restaurant consultants, and an executive chef. We even called on the expertise of two Tuck 97s: Scott Heydon T'97, former VP of Global Strategy at Starbucks and John Pepper D'91, T'97, founder of Boloco, both of whom sit on the Kigo Kitchen board.

The rollout has been a little bit upside down from what the founders originally intended, which was to first open a company store in Seattle, then start licensing. But an opportunity presented itself (with John Pepper's considerable help) and the Northeastern location is doing exceedingly well, more than holding its own against its competitors in terms of overall revenue and meals served, despite having shorter hours than anyone else in the center. Given that Kigo was a completely new and unproven model, Northeastern decided to launch Kigo conservatively.



Next steps are to develop our first company-owned store in CEO Steve Hooper's hometown, Seattle, and also to get several more licensing deals in place over the course of 2013.

Check us out at [www.kigokitchen.com](http://www.kigokitchen.com). If you'd like to know more about what we're up to, please feel free to reach out to Steve Hooper T'11 at [steve@kigokitchen.com](mailto:steve@kigokitchen.com). Any and all feedback is welcome and appreciated.

