

A typical raw food restaurant in Kallio

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<p>The objective of this thesis was to find out what kind of raw food restaurants there are in Kallio and what kind of concept is typical for them. Another target was, how could those restaurants be developed.</p> <p>The first part of theoretical framework contains a definition of raw food and raw food as a diet. The second part describes what is a concept and its main points; location, design, menu, kitchen planning, food and beverage systems and budgeting and control.</p> <p>The empirical part goes through the methodology used and the research results. The observational research was conducted in Kallio in six raw food restaurants and in six cafes that sell lunch. This method of research was chosen as then the natural restaurant scene can be studied. The research was conducted in March and April by visiting the restaurants on weekdays between 12 and 2 pm</p> <p>The main results of this thesis were that the raw food restaurants are mostly open only during the day and concentrate on lunch and healthy snacks and coffee. The prices on the products were higher than in the normal cafes that were also examined. The restaurants were showing values of nature both on their products and in the style of the restaurant. The products in the raw food restaurants were mostly healthy and often suitable for different kind of special diets. The customers of raw food restaurants were mostly 25-35-year-old women. To develop the raw food restaurants, there could be the opening hours changed to earlier for the early birds to come and buy coffee before work. The values and special diet products could be also promoted even more, as those are the things most of the raw food restaurants highlight. The raw food restaurants usually show that they value nature by using organic, local and fair-trade products and by their recycled furniture. They should market that even more, as many people have also the same values.</p>	
Keywords Raw food, restaurant concept	

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1 Introduction

Raw food has been known already for some years and it is nowadays becoming more popular. That can be seen in the cafes' and restaurants' selection of products and also in the shops. There is a lot of information about raw food both in Finnish and in English on the internet. There are also many books about raw food, for example, recipe books. Raw food has become known among the bigger audience as before it wasn't a known concept.

I ended up choosing Kallio where to research raw food restaurants as there were several of them and as it's known to have the trendiest restaurants in Helsinki. I decided to create a typical raw food restaurant concept by doing an observational research, in Kallio, in the restaurants that sold raw food. I decided to do the same research also in lunch restaurants so that I could compare the results and then create ideas how to develop the raw food restaurants. As a result, this thesis may be used by people interested in establishing a raw food restaurant in Kallio or somewhere else in Helsinki.

Raw food should be natural and unprocessed. It's either not heated at all or it can be heated to a certain point of 40-47 degrees Celsius. (Wong 2016.) The reason for not cooking it is that as heated it gets harder to digest. Foods might also lose some vitamins, enzymes and antioxidants when heated. (Axe.)

According to Ulrich & Eppinger (2012, 18) "A product concept is an approximate description of the technology, working principles and form of the product. It is a concise description of how the product will satisfy the customer needs." Restaurant concept is often defined by its menu and according to that there is designed a suitable style, atmosphere and décor. There are three categories that the restaurant can be: quick service, middle scale or upper scale. (All food business.)

My thesis project's timescale was from January to May 2017. I had four to five months to write my thesis which isn't too long time but as it was planned to be done in this time range it should be enough. It took a lot of time to plan my thesis topic. Especially finding the main question for my thesis was difficult.

The theory handles raw food and creating a restaurant concept. The main topics under the header are raw food as a diet, vegan food and gluten-free diet. Under the header creating a restaurant concept, there are concept, location, design, menu, kitchen planning, food and beverage systems and budgeting and control.

My observational research in Kallio is in the empirical part. There is analysed the products, facilities, locations and customers of the raw food restaurants. I did my research in March and April by visiting the restaurants and by observation analysing the places.

In the discussion section, there is analysed the typical restaurant concept for a restaurant that sells raw food and for a normal restaurant in Kallio. That chapter also includes development ideas for raw food restaurants in Kallio, the validity of the research, development ideas and suggestions for future research and analysing the thesis process and my own learning.

2 Raw food

Raw food is mostly fruits, vegetables, nuts and seeds. It shouldn't be processed or heated more than 40-47 degrees Celsius. There can be used blenders and grater or the vegetables and fruits can be for example dried. (Riihimaa 2015.) As it isn't so energy rich it helps you to lose weight. Raw food also has a lot of antioxidants, vitamins and minerals in comparison with heated food as heating would reduce them. (Helasti 2015.)

Raw food and living food have many similarities. The major difference between them is that raw food can include different extra virgin oils, salt and vinegar. In the living food diet, you get the necessary fats from seeds and nuts and salt is replaced by seaweed. Living food diet is stricter than raw food diet and it includes growing shoots and sprouts. That is in the daily diet to eat the juice of them and it's one of the most important things in the diet. In living food diet, grinding and souring are important ways of preparing the food. That is to make the foods' digesting easier. Raw food diet is easier to follow than living food diet as that takes more time and willingness. (Rautio 2013.)

The history of raw food could be considered to start from the hunter-gatherers when there was no knowledge of making the fire. That again made it obligatory to only eat raw food. The hunter-gatherers ate small fruits, seeds, grains and also roots. They had to eat a lot to fulfil their hunger. (Toussaint-Samat 1992, 688.) This is also considered as raw food consequently the history of raw food goes far back.

In 1800's raw food was already starting to develop with other health concerning movements. At that time healing by nature was becoming more popular. Raw food was becoming popular especially in Germany from where it went to the USA. (Väänänen & Mäkelä 2007, 4.)

Ann Wigmore is considered to be the founder of living food which she created from raw food, consequently living food is a diet formed from raw food. Her most important idea was that food should be people's medicine. That idea she has taken from Hippocrates "the father of modern medicine". Wigmore's idea was to do a lifestyle change and only eat unheated vegetables. By this, she was also trusting old traditions. Thales, the father of philosophy is considered to have told to Greek Pythagoras to eat this kind of food. The idea behind it was to have more time to do more important stuff and to have the need to sleep less. (Ervamaa 1983; Shurupov & Verho 2009, 1.)

In 1930's raw food was already eaten in Finland. The difference for this raw food, that we eat nowadays, is that people added loads of raw ingredients to already cooked food. Back then there was published cookbooks about raw food and it was in the favour of women. The reason for this being a trend was its healthiness as it has a lot of vitamins and minerals. The reason for this trend to diminish was the poor economic situation. People started to eat only domestic ingredients as the foreign products were too expensive. People were used to eating potatoes, carrots and beetroots as cooked, as a result, the raw food trend decreased. (Lennes 2015.)

In 2013 there started Johan & Nyström café in Katajanokka, Helsinki to sell only raw cakes instead of any other pastries. They are still selling the raw cakes with their self-grounded quality coffee. This café is one of the first ones to sell raw food after 1980-1990's in Finland. Back then there were a couple of restaurants selling raw food. (Tikkanen 2015.)

There are already several cafes in Helsinki now that sell raw food. There are cafes that are specialised in raw food but there are also cafes that want to have beside their normal pastries also raw cakes. For example, Café Carusel in Helsinki sells raw cakes beside normal pastries. Raw cakes are also sold in some stores in Finland for example in Ruohonjuuri, Anton & Anton, Stockmann Herkku and Pur (Murto 2014).

Launching raw food products, Germany has been the biggest in Europe. After Germany, there is France, the UK as third and Finland as fourth. In Germany, the biggest launched raw food products are snacks by 32%, second is dairy with 18%, third is chocolate with 12% and bakery with 8%. (Mintel 2016.)

In TripAdvisor (2017b), there are over 300 000 results when searching for "raw food restaurants". Those are situated all over the world: Czech Republic, England, Croatia, Australia, Japan, Northern Ireland, Sweden, Thailand, USA and many more, therefore raw food restaurants can be considered quite common. When searching "raw food", there are 42 500 results. There were also in addition to restaurants and cafes raw food culinary classes in Bali and walking tours about raw food. (TripAdvisor 2017a.)

2.1 Raw food as a diet

The ingredients for raw food diet are basic everyday food. The meals consist of vegetables, berries, fruits, seeds, nuts, grains, shoots and sprouts. The idea is to eat mostly organic food as much as possible. Manufactured vegetables are avoided because those

have pesticide, herbicide and other chemicals that are harmful to people's systems. (Elävä Ravinto.) Raw food is not cooked or boiled and it is organic and vegetarian food. As a result, it doesn't include meat or dairy products. (Elävä ravinto.)

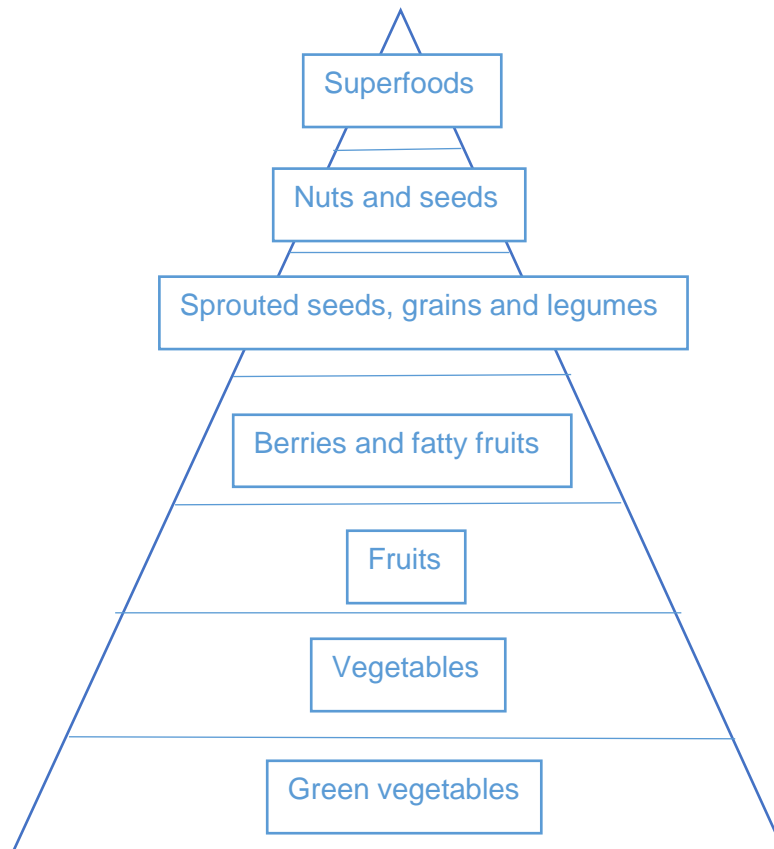


Figure 1. Raw food pyramid. (The Daily Good.)

The figure 1. introduces a sample of how to eat in a raw food diet. The biggest part of the diet would be green vegetables. The second is vegetables like mushrooms, carrots and onions. Then comes vegetable fruits which would include for example bell peppers, cucumber, aubergine and courgette. Then there is fruits and melon. Berries and fatty fruits are next. With fatty fruits, there are referred to fruits with high energy like avocado. Next section would be sprouted seeds, grains and legumes. The second is nuts and seeds and the smallest group is superfoods. (The Daily Good.)

A person that eats 75% of his food as raw food can be considered to be a raw foodist. That way the percentage of food that isn't raw is so small that the disadvantages of it aren't too big. For people on a 100% raw food diet, it is difficult to know which product is heated when produced, for example, spices that are imported to Finland. There isn't growing all the products needed as Finland is a cold country most of the time. In some cases, the products are processed a lot but it might be difficult to know if it doesn't say that in the

description of the product. As one example, there is seaweed as some of those have been heated over 42-47 degrees Celsius. (Salo 2010, 12, 20.)

As heating the food over 42-47 degrees Celsius isn't allowed, there are still many ways to prepare the food. The vegetables, fruits and berries can be dried. Nuts can be soaked to make them easier to digest. Fermentation of products is also one way. It increases the nutritional value of food and makes it easier to assimilate. It also creates better preservability for the product. Germinating the seeds and peas is also good because of the nutritional value of the sprouts as those have a lot of vitamins and proteins. (Helasti 2015; K-Ruoka; Skyttä; Tikkala.)

Raw food has a lot of fibre and it's low on energy and salt. That way raw food can lower person's blood pressure. It's also good for people wanting to lose weight or a person with heart problems. As the foods are not heated, those sustain the vitamins, minerals and antioxidants better. (Helasti 2015.)

In raw food diet, people can't get the vitamin B12 as human bodies can't absorb it from vegetarian food. Also zinc, calcium and iron have the same features that it's more difficult to assimilate them from vegetarian food. Broccoli and cabbage have quite a lot of calcium but you still have to eat them a lot to get enough. It might also be difficult to get enough D-vitamin from vegetarian food as the main source of it is fish. If the body can't get the D-vitamin from food it will take it from bones. That is why people that are on a vegan diet or raw food diet have often weaker skeletal system. As some raw food diets don't include salt, there can also be a lack of iodine. Although by eating seaweed it can be replaced. (Helasti, 2015.) One con about raw food diet is also digesting problems because it's more difficult to digest protein and starch from raw vegetables. That might appear as stomach illness. (Helasti 2015; Tikis 2014.)

Some foods have a good reason to be cooked, for example, beans have to be washed and boiled because of some damaging substances that can only be removed by boiling. Sprouts should be also cooked because seeds that aren't clean may contain microbes for example salmonella. Salmonella can be taken out by cooking, consequently, it's unsafe to eat it raw. Some vegetables like tomatoes and carrots have better nutritional values as heated. (Helasti 2015.)

2.2 Vegan food

There isn't used any animal products in the vegan diet. That includes meat, fish, dairy products, eggs or other products derivative from animals. There are many different kinds of vegans in the world because the vegan diet is so broad. Reasons for being a vegan has usually something to do with animal rights. (Vegaaniliitto.)

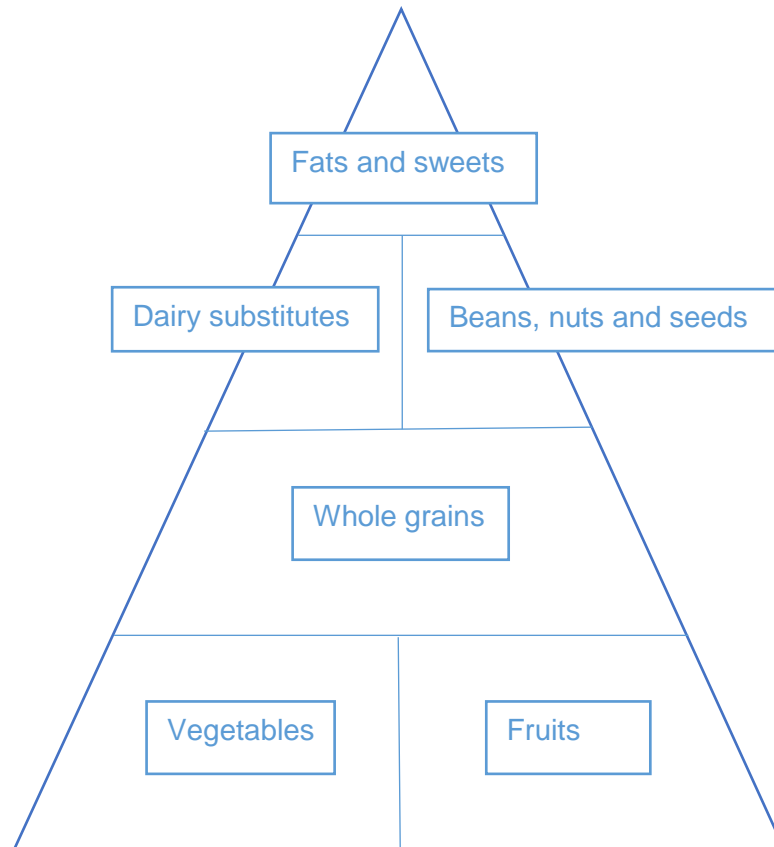


Figure 2. Vegan food pyramid. (Vegan Food Pyramid 2017.)

In the figure 2. there is presented an example of how vegan people should eat. The biggest part of their diet should be vegetables and fruits. The second part would be whole grains. Then as the second smallest part of the diet, there are fortified dairy substitutes like soy milk and another source of protein: beans, seeds and nuts. As the smallest part of the diet, there is fats and sweets. (Vegan Food Pyramid 2017.)

The pros of a vegan diet are that it often includes a lot of vitamins like C and E-vitamin and magnesium and potassium. The risk of getting type two diabetes might be also lower because over weighted people have a bigger risk of getting it and vegan food isn't that energy rich in comparison with diets that include animal products. (Ruokatieto 2011.)

In a vegan diet, there are difficulties with the lack of some vitamins as in raw food diet. There is B12- and D-vitamin and getting enough calcium and iron. Vegans can get those vitamins by drinking soy or oat milk that have those added. (Aro 2016.)

Teeth are suffering in a vegan diet. The food is harder to chew and at least berries are acidic. The tooth enamel is suffering from the acidity of the berries. As people that eat animal products eat for example cheese, that will neutralise the berries effect on teeth. As vegan diet has a lot of carbohydrates it might also have bad effect on teeth. (Peräkylä 2016.)

2.3 Gluten-free diet

Gluten-free diets are usually obeyed by the people that have celiac disease. It's also becoming more in common for other people to follow gluten-free diet. Some people might have a reason that it's healthier and others might have sensitiveness to most of the grains.

"Celiac disease is a serious genetic autoimmune disorder where the ingestion of gluten leads to damage in the small intestine". Gluten is in the protein of wheat, rye and barley. (Celiac Disease Foundation.) When the intolerance of gluten is permanent it's considered as a celiac disease. The only treatment for celiac disease is a gluten-free diet. Nowadays the selection on gluten-free diets is broad. There are all kinds of normal food products for example pasta, bread, pizza and pastries available as gluten-free. (Mäki, Collin, Kekkonen, Visakorpi & Vuoristo 2006, 15, 81.)

Raw food is often also gluten-free and that's why people with celiac disease or people trying to avoid gluten find it as a good option. At least the restaurants and cafes that sell raw food may be in the favour of people in gluten-free diet and you may not even have to ask separately on gluten-free pastries or something else gluten-free.

Gluten-free diet trend came from the USA. There many people consider wheat as unhealthy and bad. William Davis, an American cardiologist, says that wheat is unsuitable for human bodies as it hasn't been included in the diet longer than 10 000 years. (Kaaria 2013) According to dietician Hanna Lehikoinen, a gluten-free diet isn't a better option. On that diet, you can also eat everything except gluten. Then the variety of carbohydrates isn't very broad as there aren't that many sources from where to get it. (Harjumaa 2015.)

3 Factors of a restaurant concept

A product concept consists of the technology, working principles and character of the product. The way how the product satisfies customer needs is clear from the product concept. (Ulrich & Eppinger 2012, 118.)

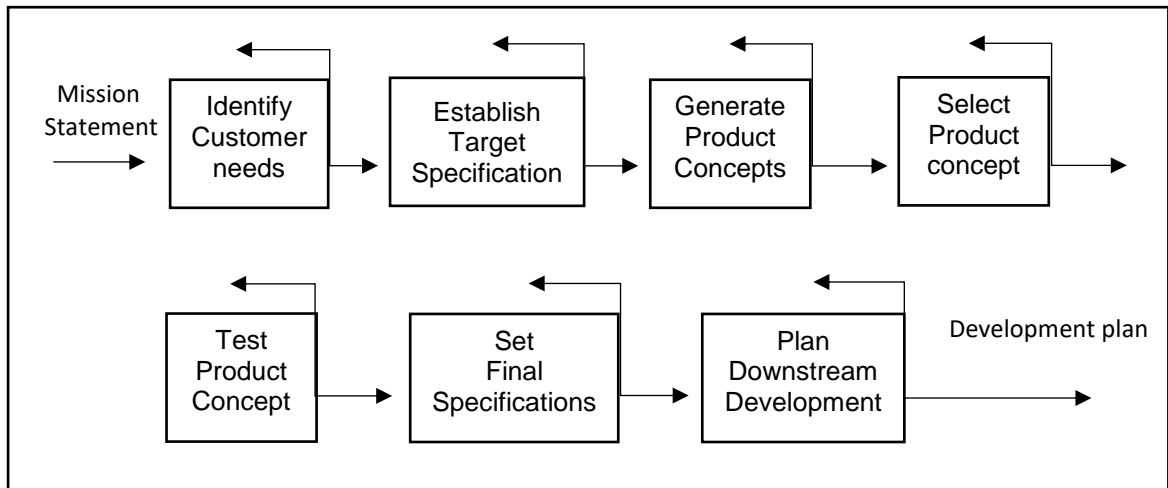


Figure 3. Concept development process model (Ulrich & Eppinger 2012, 118.)

Basically, according to the figure 3. first there should be identified customer needs. In raw food restaurant, customer need could be healthy food. Then you should specify what is needed and that could be because of the increase of vegan diet and gluten-free diet it would be raw food. Then you should specify the product concept. What kind of food there would be in the selection; food that is made there, or bought from a wholesale, sweet food or salty food. Next thing would be testing the product concept which could be for example done on a restaurant day and that way establishing a restaurant for one day. After testing the products, you should think would it be better to do something differently. After deciding the final product concept, it's time to decide on the final details. And then plan the selling phase of the products to the customers. That could be for example is the product ordered from the counter or is there a waitress taking the orders. There should also be considered what kind of quality the service would be. (Ulrich & Eppinger 2012, 118.)

3.1 Concept

When planning to establish a restaurant it is important to create a restaurant concept. That is done by writing the ideas on paper and defining if the ideas would be profitable and in favour for people. That is why there is also determined the target market of the restaurant. The concept should attract the certain type of people, for example, 20-30-year-old women or families. For example, S-group restaurants are often attracting families because there is usually a playground for children and a separate children menu. The restaurant

concept should give an impression to people of what kind of restaurant it is. The concept contains everything that gives some kind of impression to people; advertising, menu, staff, how the restaurant looks like outside, style, furniture etc. (Walker 2011, 63, 64.)

In the restaurant, there should be a well-shaped image that would be clear for the customers. The furniture, dishes, staff uniform and style should fit together. The name should be also suitable for the restaurant, for example, if it's an Italian restaurant it could have something to do with pasta. The name should also be easy to remember. (Walker 2011, 64, 65.)

When planning a restaurant, it's good to copy other restaurants' best parts. You should check at least the restaurants that have a good reputation and that are doing well. It is good to think about the characteristics of why they are doing so well. There doesn't exist a restaurant concept that would be totally new. If a restaurant was to be a totally new kind, there might not be any customers as it would be so strange. When copying some parts of a restaurant, not only observing a restaurant that is doing well might not be enough. It's better to have worked in that restaurant or at least in some restaurant. (Walker 2011, 78.)

3.2 Location

There are four most important aspects to take into consideration when you are establishing a restaurant and you want to find the right location for it. Those are the area, access, noticeability and the neighbourhood. When you consider the area you have to think what kind of people live close. It is ideal to have your target market living near, for example, when establishing a family restaurant you might want to have a close distance to suburbs. Access is also an important key factor. Are there many people passing by when going to work? When the place is in a location that can be seen easily, it is more likely that the people who don't know about it, do visit it. The neighbourhood is also an important factor. Anything where people go, like a zoo, movie theatre or shopping mall will help to get more customers. (Prosser 2013.)

Location of a restaurant is a crucial part of its success. The structure of the population in the area is important to take into consideration, including the age, religion, nationality, occupation, education, are there couples or families living and what is the average income in the region. The location is good to be a place which is passed by a lot of potential customers. When the restaurant is a dinner or a family restaurant, it's not so important for the location to be that convenient. When you compare Hesburger and a nice dinner restaurant, the location is different. Hesburger needs to be conveniently located for it to have as many

people to pass by as possible to stop for a quick bite or takeaway. When you think of a dinner restaurant, people have often already decided at home, where to go. Although it's also important then to have a good location to have some people passing by when they are looking for a place where to have dinner. As it's difficult to make a restaurant successful, it is important to try to find the best possible location. (Walker 2011, 94,95.)

It is import to consider also if the area is growing economically or declining and what would be the future condition of it. It's safer to have a restaurant in an area that seems to have economic growth. The competitor restaurants should also be regarded. How much is there similar kind of restaurants? Is there a niche for a new restaurant? The income level of the people in the area should be considered because your restaurant style, quality and prices should be suitable for it. Often restaurants that do well in some areas might be failing in other areas only because they're not suitable for that place. (Walker 2011, 98,100.)

3.3 Design

For a restaurant, it's important that the style and design are compatible; how the restaurant looks from outside, the style of the furniture, the space inside the restaurant, the bar and also how the kitchen and storage look like. (Walker 2011, 105.)

Lighting of the restaurant is also extremely important. With lights, you can highlight some design or area. Those can create also different kind of atmospheres and make the room look even better. In worst cases, it can make the space look undesirable. When choosing the lighting it is important to take into consideration also the colours of the furniture and design. Both should be thought of before making any decisions. Together those create a certain mood. Darker colours make the space look smaller and can create intimacy. Then again lighter colours make the room look bigger. Bright pastel colours might make the customer feel more relaxed. Colours can be used outside of the restaurant on the door or awnings to make it more noticeable for customers. In fast food restaurants, there are used bright lights and colours to make the customer leave faster. (Walker 2011, 105, 106.)

The furniture of the restaurant may also show what kind of place the restaurants is planned to be. For example, when there are hard and not so comfortable chairs that can be considered to mean that they want the customers to leave when they are finished. That is used often in fast food restaurants like Hesburger and McDonalds. When the chairs are comfortable and nice and the table has a tablecloth and some decoration, they want the customers to stay longer and buy more. That again is used in dinner places.

3.4 Planning the menu

The menu is the most important thing in the restaurant. The menu should be one of the first things to plan when thinking of a restaurant concept. After planning the menu it's easier to create and develop the concept and think of other things like location and design. When creating a menu, it's good to check the competitors' menus and think of the pros in each menu, check the prices and the number of different items. You can compare your menu and the competitor's menu and check the similarities and differences. That way it is easier to think how your menu could be improved and how it could be better than others. When considering the look of the menu, it should have clear text for people to see and understand and the font size should be big enough. The way the menu looks should be compatible with the design of the restaurant. The colours should be in harmony. The layout of the menu should also be simple, that way it's nicer for the customer to read it and easier to understand it. The names of the dishes should also be harmonious to the style of restaurant. For tourists, names that infer to the country or a city of the restaurant might be appealing because they want to try something traditional. (Walker 2011, 114.)

When considering the menu items there are many factors to regard. You have to think about your target market and what would the customers want to eat. There should be also thought of the trends and added there some new things that customers can't wait to try. The ingredients' seasonality is good to think of. It's smart to favour the ingredients of the season as it is cheaper. The prices of the ingredients have to be compared with the prices you want to charge for each dish. The customers' willingness to pay the amount of money has to be well considered. It's important to create a pricing strategy. The ability of the chefs to prepare and cook the dishes is important to keep in mind. The space in the kitchen and the equipment capacity may limit the menu. For each dish, there should be created a standard recipe to keep the quality at the same level. The standardised recipe should also include the way of preparing the food and not just the amounts of ingredients, that way the level is easier to maintain. (Walker 2011, 115, 116.)

When creating prices for menu items, it's not just deciding that this price feels good. There are many factors to consider to make the product profitable. The customers should think that the price and value are on the same level and the competitors' products should be also in the comparison. There should be considered the portion size, quality, the consistency of the product, the divergence of the product from others, options in the menu, service quality, the reliability of service and offers on the products. There are also other factors that should be regarded; competition on the same kind of products, cost of ingredients of the dish, the labour cost of the dish, other costs, what is the desired profit and the

contribution margin. When the competitors change as there comes new restaurants and old ones disappear, the market has to be researched again. (Walker 2011, 117, 118.)

3.5 Kitchen planning

There should be planned already the type of service and restaurant when planning the kitchen. If it's an a la carte restaurant there should be more space for preparing the food and it should be well organised for the service and cooking to go smoothly. When the space is going to be a café, the kitchen doesn't need to be so big. (Walker 2011, 147.)

In the selection of kitchen equipment, it's difficult to choose the right ones for you. The equipment should be suitable for your menu, not too expensive and those should work for some time. The purchase cost and operating cost should be compared. The efficiency of the equipment. Is it fast enough? Buying equipment used is also one good option. As the equipment, should be suitable for the menu there are many things to consider. There should be compared each item with the amount of equipment needed. If the menu is fixed and not changing too much, you can spend more on the equipment as it will be used more. The size of the menu, the size of the kitchen and the amount of equipment should be compared. How fast they want the service to be? Then you have to regard also the capacity of the equipment and also the efficiency. There has to be considered the staff and their skills. (Walker 2011, 156, 158.)

3.6 Planning the food and beverage systems

The values of the restaurant are often defined by the purchasing decisions. The restaurateurs may want to support local producers or be sustainable. This too is good marketing and attracts some target groups. (Walker 2011, 175.)

A purchasing system for food should be created. The first step is to think of your menu and decide the quality level of food you want to have, for example, do you want to use fresh or frozen vegetables. Next, is defining the product specifications and then you should gather information on the products and their suppliers. There should be regarded price, quality, consistency and service. With these criteria, it is good to compare suppliers. You should also think of the storage space and the area for each product group. Then you should set up an inventory control system to keep the storages in order. The delivery size is also important to keep in the same level to have enough space. It's also important to check for the quality and quantity of the products and that you get the right amount. At the end, the control and cost control systems should be tied together. As all these are taken

into consideration, the purchasing of products won't be that big of a work every time. (Walker 2011, 178.)

Having alcoholic beverages is usually important in full-service restaurants. When you're planning to establish a lunch restaurant or a café it might not be so important. The beverage sales are often a big part of the total income as the prices are quite high for beverages and it doesn't take much time for the waitress or bartender to pour and serve it. To serve alcoholic beverages you have to have the licenses in the restaurant. (Walker 2011, 200.)

The bar layout is important in the restaurant. There are many factors that have to be taken into consideration. The style and layout of the restaurant to make the bar fit there has to be regarded. The design of the bar also has to match the other design of the restaurant. The number of bartenders to have working there and the profitability of the bar that you want to reach has to be also thought of. The water and electric supply needed are important to consider. The distance to the storeroom has to be also thought of and the location of the equipment and beverages in the bar for it to be convenient for the bartender. (Walker 2011, 202, 203.)

The location of the bar in the restaurant has to be convenient for the target group. Should the bar be close to the entrance or should it be only a possibility to order drinks from the table? That depends also on the style of the restaurant. (Walker 2011, 204, 205.)

The drink menu should be in the same line with the food and style of the restaurant. The owners can show their values also by the choices of beverages, as they may choose organic beverages or local products. The wine menu should be compatible with the food menu so that the waiters can suggest some wine with certain food.

3.7 Budgeting and control

The income of each item in the menu should be counted. A certain amount of income is needed to be profitable. That is why the chefs have to follow the recipes well. The control of the food and beverages have to be well planned, not to have anything missing. Theft and abuse have to be thought of as those are normal in this business. (Walker 2011, 238, 239.)

In full-service restaurants, the largest variable cost is often labour cost. The amount of staff is important to have at the right level. The amount of staff working shouldn't be too

high and not too low. If there are too many people working you might not be making enough profit. There's also a problem with too little amount of staff. You might not be making as much profit as possible because your staff can't handle all the workload and they are also suffering from it. (Walker 2011, 244.)

For restaurants, it's important to make some productivity analysis. According to Walker (2011, 251) "Various measures of productivity have been developed: meals produced per employee per day, meals produced per employee per hour, guests served per waiter/waitress per shift, labour costs per meal based on sales." Other typical ways are to count the sales produced per employee in each year and dividing by the amount of staff with the income, that way you get the income per employee. When there are problems the manager can easily point out where is the problem by using that kind of analysis. (Walker 2011, 251, 252.)

4 Observational research on raw food restaurants in Kallio

The objective was to find out what kind of raw food restaurants there are in Kallio area and how could those be developed. As a comparison, I also did a research in lunch restaurants. My goal was to find out what kind of concepts there are and create a typical raw food restaurant concept by comparing the answers of the research. As I did the same research also in the normal lunch restaurants, I could create a typical lunch restaurant concept too.

4.1 Observational research

Observational research is about watching and observing. There are three different methods of observation: controlled observation, naturalistic observation and participant observation. Controlled observation is often carried through in a laboratory, that kind of research is often structured. The researcher decides the time, place and participants. The researcher also decides on the matters of what to observe in advance. In naturalistic observation, the researcher observes participants without them knowing it, in a natural environment. In this kind of researches, the validity of the study is often more valid as the participants are acting naturally. Although as it can't be repeated the same way as the participants won't be the same, that might decrease the validity of the study. The researcher will join a group in participant observation. The researcher doesn't tell the participants about the research. It might be even carried out in a false identity. (McLeod 2015)

I carried out my observational research by naturalistic observation. As I did the research in the cafés and restaurants it wouldn't have helped me to tell about it to the owners or workers. It was better to have it more natural and real to get valid results. According to Hirsjärvi, observational research functions when the unforeseen or changes happen fast as it may in this kind of environment. (Vilkka 2006, 43.) As stated by Uusitalo, in natural observation, quantitative research can be carried out by defining matters of what to research in advance and by executing it systematically. Then the aspects of research will only be the ones decided earlier. (Vilkka 2006, 43.) In my research, the aspects of what to observe were defined in advance.

4.2 Outlining the targeted restaurants

As an area for my research, I chose Kallio. As it is a place that is known to have always the trends coming up first in Helsinki. I also already knew some raw food restaurants located there. I did research on Google and found out where in Helsinki there are restaurants that sell raw food. I found several places in Kallio and also some famous ones, consequently, I thought that it was a suitable area to conduct this research.

In Kallio, there lived in the year 2016, 29 068 people. Over half of the people living in Kallio are 20-34 years old and that's why Kallio was suitable for this research. (Helsingin kaupunki 2017.)

The area was defined according to Kallio's postal codes of 00500 and 00530.



Picture 1. 00500 postal code area (Google Maps c.)

The 00500 postal code area is marked with a purple line on the map above. The area mostly includes parts of Kallio but there are also some parts of Sörnäinen



Picture 2. 00530 postal code area (Google maps d.)

Area of 00530 postal code is marked with a purple line on the map above. It is mostly Kallio area except for Merihaka, which belongs to Sörnäinen.

The subject restaurants of the research were narrowed down, in the Kallio area. There was no point of doing the research in the bars and nightclubs because the main products there are drinks. Also the fast food restaurants like pizza, kebab and hamburger places were not studied. That's because those places have totally different kinds of products and it can be immediately assumed that there isn't raw food sold.

I found the restaurants and cafes that sell raw food on the internet or by walking around in Kallio. I searched for the restaurants/ cafes in Google, TripAdvisor, Facebook and Google maps. Most of the places I found on the internet by using different search words but some I found when I was actually walking in Kallio.

There are 117 restaurants, bars, nightclubs or cafes in Kallio area (Google Maps a; Google Maps b; Google Maps e; Google Maps f; Google Maps g). There were 48 places that I cut off because they were bars or fast food places. After that, I had left 69 restaurants and cafes that might be selling some raw food.

Next step was to check out the restaurants by their website and see if there is an on date menu. From most of the restaurants, I could see already on the internet their menu and do they have raw food offered in the restaurant or café. According to the menus on the websites, Facebook or Instagram posts, I found seven places that sell raw food. And there

were seven places that didn't have a menu and that had to be checked there. As mentioned before, I also chose some lunch restaurants that would be similar to typical raw food restaurants.

After finding those seven raw food restaurants I had 62 restaurants left. Those I could categorise to different kind of restaurants or restaurant bars and cafes.

I made the selection of normal lunch restaurants to be studied while doing the research in raw food restaurants and while walking on the streets of Kallio. There I could check out each place and find out if it sold lunch, coffee and pastries, which were my criteria. I found five places like this and I chose to take one café that sold coffees and different kind of sweet and salty pastries. I chose to do that because I had also in the raw food cafes some places that didn't sell lunch.

4.3 Conducting the research

The objective of this research was to find out what is a typical raw food restaurant concept in Kallio and how could it be developed. In each restaurant, there were certain factors examined. When I had gathered all the data from each place, I compared the results. This research was done also in normal lunch restaurants that sell lunch but don't sell raw food. The places that sell raw food were examined separately as well as the restaurants that don't sell raw food. Those places were also compared together at the end to get results how do the places differ.

I based the research questions on the different aspects what you have to consider when you are planning a concept. To get a valid picture of the restaurants I made a list of all the questions that I had to answer in each restaurant, that list is appendix 1. The questions of appendix 1 are described in this chapter. The first question of the research was: is there raw food sold. With that question, I could outline the restaurants that aren't useful for this research. After that, I could also choose the lunch restaurants that would be suitable for the research.

My observational objects were the opening hours and location as those already tell quite a lot about the target market. Other targets were also the design and style of the place. Is it compatible when you take into consideration also the menu, staff uniform and dishes? The lighting of the place, how big is the place and what kind of furniture there is. The style of the place is also one target as that is what the customer sees first in there.

One of the most important objects was, of course, the products there; what products were there, were there only raw food products, did they show their values and what were the prices. The workers and service were also targets that had to consider. Gender and age of the workers and what kind of service there is. By that, I mean full-service or self-service. One target was the customers' age and gender. Also, the name of the place was considered and was it compatible with the restaurant.

In this research, it was important to go to the restaurants approximately at the same time. That way there was likely the same kind of situation on the customers and the results are that way more valid. As for example going to some restaurant on Saturday in the afternoon, it would have been most likely much fuller. There was also considered that if there was some events happening at that time, which might change the number of customers. I decided to do my research on weekdays during 12 and 2 pm.

The time scale that I went to the restaurants that I studied was in March and April. There were seven restaurants where I thought would be raw food sold. One of them didn't have but all the others did. In the restaurant that didn't have raw food, I bought a coffee to go but still made notes to use it in the comparison of cafes that don't sell raw food. In three out of six restaurants I bought something and stayed there for 20 minutes to an hour. In two places that were big and were also a la carte restaurants, I didn't buy anything. In those places, I stayed for five minutes and did some notes. There were a lot of people and I didn't feel the pressure to buy anything. One cafe that I went to was also a vintage shop and art gallery. There I didn't either buy anything, although I went there twice to observe.

In the normal lunch restaurants, I bought something in three out of six places. In the three other places, I only did some observation for five minutes without buying anything. One of them I already knew quite well, consequently, that place didn't take much time to study. The restaurants where I bought something I stayed for 10 minutes to one hour.

As I in each restaurant wrote notes, I had always a chart where I had each factor that I had to examine and then I wrote an answer to each question. Another way for me to remember the places better afterwards was to take pictures in each place about the furniture, menus and products that they were selling. When I had gathered all the data I added it to excel file. I had a different page for the raw food restaurants and normal restaurants. I put the answers from each restaurant side by side in the chart. That way I could examine each factor at a time. From the excel file, I still made more notes and summarised the answers from each factor by writing on a paper.

4.4 Research results on raw food restaurants

There are all in all 117 restaurants in Kallio and six of them sold raw food. I went to all the six restaurants or cafes in Kallio that sell raw food. The locations of all of them were quite good when you consider the local transportation. Especially from the centre, it is really easy to go everywhere in Kallio either with tram, bus or subway. It is also close to the centre, so you can even walk there. That is one factor that can be considered to be appealing to people. There is also quite a lot of people living as there are a lot of apartment houses. Since there are a lot of people they might want to get a coffee or breakfast on the way to work or school. Especially three out of six restaurants had really good locations as those are next to a tram or bus stop. These might be advantages for them to be on the way to people's work.

The opening hours of the cafes and restaurants were mostly longer on weekdays than on weekends. On weekdays, the places open approximately 9:30 and close around 19:30. On Saturdays, they open around 10 and close around 19. On Sundays, one place is closed but other places open around 10:30 and close around 18:30. Consequently, on Sundays, the opening hours are usually shortest. For raw food restaurants, the most common opening hours are from 10 to 19. When you consider the opening hours of weekdays and if there are some people wanting to get a coffee before work, there are only two that open at eight and one that opens at nine. That way the opening hours may not be so great. Then again if you think of the closing time, those are quite late and people may go there and get something after work. The earliest time to close is at 17.

The staff of the restaurants were mostly around the age of 25-35. The staff was also mostly female but some places had both male and female working. Two places had men working and three places had women, consequently, it's quite even. In one restaurant, there were around six to eight people working as there were different cashiers in the café and lunch side and the place was quite big. In three places, there were three to four people working. Those places were also selling lunch. The other two places had one to two people working. There weren't lunch sold, consequently they don't need that many workers. The customers were also mostly 25-35 years old. Although in some places there were also some middle aged people. In all places, there were either more female customers or then there were approximately same amount of both.

As I went to the restaurants and cafes around 12 and 2 pm, the ones that had lunch were a lot busier, consequently, the cafes weren't that busy. The busiest places were three restaurants that also sold buffet lunch. The customers were mostly 25-30-year-olds but there

were also younger and older people in some places. One place had a clearly higher age range but it wasn't so much concentrated on raw food and that place might appeal more to middle-aged or older people. In two out of six restaurants, there were mostly female customers and four out of six places had both women and men as customers. Two out of six places had only a couple of customers there, consequently, it wasn't so busy time for the cafes.

In two of the restaurants, there were about 100 seats and those ones were quite capacious. Two had about 60 to 70 seats and those weren't that capacious ones. One had 30 to 40 which had also quite a lot of space. One café only had about 20 seats but it was capacious too.

The furniture in the restaurants was mostly close to nature look. Mostly it was done by using wooden furniture, different plants or colours. In half of the restaurants, the furniture was same alike and in the other half, the furniture was all different sorts. In the places that the furniture was all different, it looked like recycled furniture. That way the places seemed to promote recycling and nature. In one restaurant, there were old wooden boxes hanging as shelves on the wall. There was also furniture that was bought from a certain design company, consequently, they might want to show how close to nature they are with their style but still have other furniture from the certain company that they were cooperating with.

Other ways for the restaurants to show their values were with their food. One restaurant had every Monday a meatless lunch buffet, which also favours seasonal and local products. One restaurant shows values on their website and in the restaurant by using organic, fair-trade, seasonal and local ingredients. That restaurant has also a vegetarian buffet which has 55 % of the food raw food. One restaurant is offering a lunch made from waste food. Three out of six restaurants consequently showed values with their foods.

The lightings of the restaurants were mostly natural. Four out of six places had a natural lighting. The two places that had brighter lighting were a la carte restaurants and bigger places than the four other ones.

The names of the restaurants were usually compatible. One restaurant had a name that refers to nature, consequently, that one had also close to nature design. One place had a reference to the owner and founder of the restaurant. One place had a reference on the type of food they were selling. Three other places had also quite memorable names that weren't either incompatible with the food and style of the place.

Most of the restaurants had their food prepared there. The raw cakes were usually home-made. Some places were in cooperation with Green Street which is a company that makes raw cakes and sells them (Green Street). Many places had something readymade and something homemade. Mostly the products seemed like homemade.

In all of the restaurants, there were raw cakes sold. In two of the places, there were as only raw food a raw cake as a dessert. In other places, the selections of raw cakes were larger. One place studied was a vegetarian restaurant which had 55% of living food in its lunch buffet. It had also a café which was selling many kinds of raw pastries. One other place was also concentrated on vegetarian food and it had a different kind of lunch options. In its selection, it had also different kind of raw pastries. One place had an all-day breakfast and in the side, it was selling normal pastries and raw cakes. One place had the waste lunch on weekdays and normal sandwiches and raw cakes. The price range of raw cakes and other raw pastries was 4-10 euros. There were in three out of six restaurants brunch on weekends. The price range of that was 23-30 euros. Three out of six restaurants were selling breakfast and one had all-day breakfast. Only one raw food restaurant didn't sell lunch. All the other places had either lunch buffet or lunch portions sold. The lunch price range was 5-15 euros. One place was selling lunch buffet for 22,30 €/kg and soup buffet for 17,80 €/kg. In two out of six of the restaurants were selling also alcoholic beverages. Those places also had a la carte menu.

The sizes of the menus varied a lot. One place had three to five different pastries including the raw cakes with all day breakfast and special coffees. Other one had lunch, coffees and quite many different pastries and sandwiches. Two places had a lot of different raw pastry options. One of those also had a lunch buffet with food that had over half of it living food. Another one of them had a soup buffet and some healthy lunch options as portions. These two were especially promoting healthy food. Two restaurants that were researched had a la carte menu and lunch. One of them had a large selection of pastries on daytime and the other one was mostly concentrating only on the a la carte menu and the buffet lunch. The a la carte menus were both quite wide with several options on starters, main dishes and desserts.

The restaurants mostly had self-service. During the day time in all of the places, the food was ordered and paid in the counter. There were also two places that had a la carte in the evenings. Some places had food bought from the counter but then it was brought to the table.

Only one out of five didn't have a website. All the restaurants had Facebook and Instagram. Only one of those wasn't active on Instagram. In social media, all the raw food restaurants were sharing their opening hours. Five out of six restaurants had pictures of the foods they were selling. Another linkage between the photos was that the foods were mostly vegetarian, they had many colours from different vegetables and there were many pictures from smoothies or raw cakes. As a result, most of the raw food restaurants promote healthy food on their social media. Three out of six were promoting foods as gluten-free, vegan or sugar-free. Three out of six were promoting some events that they have. Two out of six were promoting different offers on their products. Almost all of them had ratings of almost five in Facebook except one had 3,7 as rated review. Only one didn't have ratings in TripAdvisor at all but the reason for that might be that it was established only two months ago. Otherwise, it had five stars on Facebook.

4.5 Research results on normal lunch restaurants

I went to six normal lunch restaurants and did the same research about them also. The opening hours of the restaurants were on weekdays approximately 7:30-18:30 and on Saturdays 10-17. Only three out of six cafes were open on Sundays. The approximate opening hours for those were 10-18. The restaurants' opening hours are longest on weekdays and the shortest are on weekends.

The locations of the cafes that don't sell raw food were mostly very close to local transportation or next to it. Especially one place was next to the subway and it also had tram stops close to it. That place also opens early, consequently, it might be popular among early working people. As well as, the other normal cafes mostly open early and are close to local transportation. Two out of six places were quite close to the local transportation and maybe a bit out of the centre.

The staff in the restaurants were mostly 25-30-year-olds, in some places it was higher. In two out of six restaurants there were both men and women working but in four out of six there were only women. In all of the normal cafes, there were working in the restaurant side one to two people. In the kitchen side, there might be also one to two people working in all of them. The customers in the normal cafes were mostly 25-45-year-olds and they were both men and women.

Most of the places weren't that busy. Three places had quite many customers and two of them sold lunch which had also more seats. Other places had also some customers but there was also quite a lot of space to sit. There was one restaurant that had approximately

seventy seats. Three out of six restaurants had around 30 to 40 seats. Two out of six restaurants were quite small. Those had eight to ten chairs. Most of the restaurants didn't have much space. Only one bigger restaurant was quite spacious. Otherwise, the tables were very close to each other.

In all the restaurants, the design was compatible and tidy. Two places had quite a lot of flowers and decoration. Those places were cosy and cute places. Two places were quite official but tidy. Those places didn't have much decoration and the design wasn't very special. Although it was in both places compatible and nice. Five out of six restaurants had natural lighting in the restaurants. That lighting they use is to get the customers to stay longer, enjoy their time and buy more products.

All the places had compatible names especially one name was quite memorable and appealing which was referring to the products in the café. Two out of six restaurants were chain restaurants. Those had also compatible names and that way better-known names for people that haven't been that much in Kallio. One place had its name according to the street it was located and one place didn't have so normal name. It was still compatible with its design and it also had a positive sound which makes it a good name for the place.

Four out of six normal cafes had lunch and three out of six places had brunch. Three out of six places were selling also breakfast. All the places had special coffees in their selection and one place had also alcoholic beverages. All the places also had sweet and salty pastries and sandwiches. The price range on lunch in the restaurants was 7-11 euros. The price of the brunch was around 13-18 euros. The pastries in the restaurants were around 2-6 euros. The price range of the breakfast in the cafes was 5-9 euros. None of these restaurants had a la carte menu. Four out of six places had mostly home made products. At least one place has cakes from different bakeries in Helsinki. One place had products mostly ready-made but it had also some home-made ones. Only one place out of six was selling alcoholic beverages. That place had mostly different kind of beers and wines.

The sizes of the menus didn't vary that much in the normal cafes. All of them had a lot of different sweet and salty pastries and small snacks like sandwiches. One place still had more than others as it had pastries, smoothies, lunch, brunch, breakfast, coffees and alcoholic beverages. As many places had lunch and some had brunch or breakfast it is already quite a lot with the large selection of pastries. The service in the normal restaurants was in all of them self-service. In all the places, products were bought from the counter.

Some places had some products brought to the table, for example in one café even a latte was brought to the table.

Five out of six normal cafes had a website. In Facebook, one place was rated with 4,8 stars, two with 4,7 stars, one with 4,6 stars, one with 4,4 stars and one with 3,4 stars. The average value of the rates was 4,4 stars. Five out of six normal cafes had Instagram. One of them wasn't so active but the four others were. In social media, three out of six restaurants were promoting healthy food options. Four out of six were promoting vegetarian food or vegan food and four out of six were promoting home-made products. All of them were telling their differing opening hours from normal days. All of them had ratings on TripAdvisor.

4.6 Summary

Locations for normal cafes were usually closer to the centre of Kallio and close to local transportation. Those also had usually earlier opening hours than raw food cafes. Raw food cafes again had the location a bit further from the centre of Kallio but also with quite good local transportation connections. As raw food restaurants had later opening hours and those were more open on weekends those could be targeted for people that want to relax there with friends or to work there with a computer. As normal cafes had better locations and earlier opening hours those might be targeted to early working people that way it's easy to get breakfast or coffee from there before work or go there during the day for a quick lunch.

The staff in the raw food cafes were 25-35 years old and there were working quite evenly both men and women. In the normal cafes, the staff was mostly 25-30-year-olds but there were also exceptions like one woman who was middle aged. There was mostly women working in the normal cafes. As a result, the age of the normal restaurants' staff varies more and there is more female staff working than in raw food restaurants. Customers of raw food restaurants were mostly 25-35-year-old women and in normal restaurants, the age range was 25-40 years. In normal restaurants, the customers were both men and women quite evenly. The normal cafes were a bit busier with the customers than raw food restaurants which might be because of the smaller target audience than in normal restaurants.

The size of normal restaurants and raw food restaurants was quite the same as both had bigger and smaller places. The difference between them was that raw food restaurants mostly had more space between tables. The design in normal restaurants was tidy and

compatible. In half of the raw food restaurants, there was furniture that looked like recycled and there was wooden furniture, consequently, the raw food restaurants are more promoting environmental issues and want to show that they care about nature. Half of the raw food restaurants showed values by favouring local, fair-trade or organic foods on their menu as normal restaurants didn't show any values at all.

In the raw food restaurants, there were quite big variations on the amounts of products. Normal restaurants had all a lot of products. Both had a lot of home-made products or products ordered from some bakery in Helsinki. The raw food restaurants had mostly higher prices on products, consequently, it can be assumed that it was because of the higher price of ingredients as they use more organic, local and fair-trade products. For example, in the raw food restaurants, the brunch price was clearly higher as it was 23-30 euros and in the normal restaurants, it was 13-18 euros. The lunch prices were in the price range of 5-15 euros which isn't much different to the normal restaurants that were 7-11 euros. The prices for raw cakes and pastries were 4-10 euros, consequently, it's higher than the price of normal pastries which was 2-6 euros. The service in both normal and raw food restaurants was self-service. In both kinds of restaurants, the food was ordered from the counter and it was sometimes brought to the table.

The situation with Instagram with raw food restaurants and normal restaurants was quite the same. On average the normal restaurants got really good or better reviews on TripAdvisor for 78%. Raw food restaurants got 74% really good or better ratings there, although one of the raw food restaurants didn't have any rating. As a result, normal restaurants had a little bit better ratings.

5 Discussion

The objective of the research was to find out what kind of raw food restaurants there are in Kallio and what is a typical concept for a raw food restaurant. The same research was done to the normal lunch restaurants in Kallio. Then the results were compared and there were created development ideas for the raw food restaurants. In this chapter, I will go through the results of the research and take into consideration the used literature.

5.1 Typical raw food restaurant concept in Kallio

The usual location for a raw food restaurant is quite close to the local transportation but not on the best spots in Kallio. As stated in the theoretical framework, according to Prosser (2013) for the location it is important to be accessible, noticeable and suitable for the neighbourhood. Raw food restaurants were close to local transportation and the neighbourhood can be considered suitable. Over half of the people in Kallio in 2016 were 20-34-year-olds (Helsingin kaupunki 2017). The people's age range in raw food restaurants was 25-35 years, consequently, the people living in Kallio and the age of customers in raw food restaurants is compatible.

Raw food restaurants are approximately open from 9:30 to 19:30. As a result of these opening hours, it can be assumed that raw food restaurants are not typically a la carte restaurants. As those open quite late and are open quite late, the target customers can be considered to be people that want to relax after their work or people that have flexible working hours. The opening hours don't make it possible that early workers could go there before work and pick up some breakfast or coffee on the way.

Most of the raw food restaurants weren't that busy, except the ones that had a buffet lunch. The sizes of the places varied a lot from 100 seat restaurant to 20 seat restaurant. The style of the raw food restaurants was typically close to nature with a lot of wooden furniture. Many places also had different kinds of chairs and tables which were clearly recycled and that can be regarded as an eco-friendly decision. One restaurant also sold waste lunch on weekdays which shows that they value nature. As a result, raw food restaurants want to stand out as ecological restaurants. The raw food restaurants often were also showing values by their menu and by choosing to use seasonal, organic, local or fair-trade products. By having recycled furniture and promoting environmental values the style and products of the restaurant can be considered compatible. As stated in the theoretical framework, in the restaurant it's important to have a well-shaped image that the customers can understand. The name of the restaurant should be also compatible with the style of

the restaurant. (Walker 2011, 64, 65.) Half of the raw food restaurants had somehow special name, which couldn't really be connected to it but was still easy to remember because it was so different. Although one place had a name referring to nature which was really compatible with the restaurant's style, ambience and food. As most of the restaurants had some way a special name which doesn't have a direct connection to the style of the restaurant, it might be a good idea to consider changing it.

Only one out of six restaurants was colourful outside the restaurant. As said in the theoretical framework, bright colours outside the restaurant make the restaurant more noticeable for customers (Walker 2011, 105, 106).

The sizes of the menus in the raw food restaurants varied a lot as some places had a la carte list and some had only café products. The prices of the products in the raw food restaurants were a bit high, consequently, it could be regarded to be targeted for people with higher income and people who want to spend more on culinary experiences. One reason for the higher price of the products is that they often favour local, organic or fair-trade products and also that they have more products for different diets. The ingredients then become more expensive and the prices of the products have to be raised. As stated in the theoretical framework, there should be considered in the pricing of the ingredients the competition on similar food, the costs of ingredients, labour cost and what is the desired profit (Walker 2011, 116, 117, 118). In the raw food restaurants, the prices of the raw cakes were mostly around six euros. It can be seen that they have considered the prices of the competitors. In two a la carte restaurants, they had the same 9 euro price for the raw cake, as a result, they have also considered the competitor's price. In this research, it wasn't possible to consider the labour cost and desired profit as it can't be seen by the customers.

Only two out of six raw food restaurants were selling alcoholic beverages. It can be assumed that alcoholic beverages aren't typical for raw food restaurants. One reason for that might be that raw food restaurants don't usually have table service. Other reason could be that as raw food restaurants highlight healthy lifestyle it wouldn't be suitable for their product selection. In raw food restaurants, three out of six restaurants highlighted vegan, gluten-free and sugar-free food which shows that they want to promote themselves as healthy. As mentioned in the theoretical framework, selling alcoholic beverages is often more important in a la carte restaurants than in cafes or lunch restaurants (Walker 2011, 200).

Most of the places were active on social media and had good ratings on TripAdvisor. All of the restaurants were posting and informing about their opening hours on holidays, consequently, all of them were using their social media to give information. Almost all of the restaurants had some pictures of their foods. By the pictures, they were showing their values by using different hashtags like #vegan #gluten-free #organic. As a result, they can attract more customers by posting delicious looking photos and showing their values at the same time.

As a result of these factors, there can be created a typical customer profile for raw food cafes: a 30-year-old woman who is interested in healthy food and nature. Possibly a vegetarian. A person that has flexible working hours or who goes to cafes to relax after work. She possibly is a single woman or in a relationship with no children. She has also higher income and she is interested in culinary experiences and willing to spend money on that.

5.2 Comparison with normal and raw food restaurant concepts

Normal cafes in Kallio are open approximately from 7:30 to 18:30 and the locations are often good and close to local transportation. It can be assumed that people working in Kallio or living there go pick up coffee or breakfast on the way to work. As mentioned in the theoretical framework, access is an important key factor and it's good to have many people passing by on the way to work (Prosser 2013). As the opening hours aren't that long it can be presumed that working people might go there for a quick lunch or coffee break.

The normal restaurants weren't busy but all of them had some customers there. The styles of the normal restaurants were either quite neutral and tidy or those had a lot of decorations and flowers to make the place feel cosy. The normal cafes had on average lower prices than in raw food cafes. They weren't promoting any values of local, seasonal or organic products, consequently buying those usually higher the prices as then the costs of ingredients are higher. Most of them still had a vegetarian option on their lunch menu. The sizes of the menus were all quite large and there were a lot of options. That is good because then there is something for everyone.

The names of the normal restaurants were compatible and easy to remember which is often appealing to the customers. As stated in the theoretical framework, it's good to have a name that is compatible for the restaurant (Walker 2011, 64). The normal restaurants also were mostly active in social media. Normal restaurants had a bit better ratings in TripAdvisor. Half of the normal restaurants were also posting pictures of food that were healthy

looking. Over half were promoting also vegetarian or vegan foods, which is good marketing to offer foods for special diets and to promote healthy food options.

There could be also created a customer profile for normal restaurants: 35-year-old woman/ man that works on regular hours and wants to buy a coffee or lunch quickly before or during the working day. A person that wants to get homemade products at a fair price and conveniently. That person isn't so interested in nature nor from where the ingredients are from and she/ he is more interested in the price.

As a result of this research, raw food cafes and normal cafes are competitors for each other on some level. The customer's age range was approximately the same level, though the normal restaurants had a wider age range. The opening hours were different and early working people might favour the places that open earlier, then again raw food restaurants are approximately open later and early working people may go there after work.

The customers that go to raw food restaurants might have different values and expectations for their food, as the raw food restaurants have more nature-friendly ingredients. Raw food restaurants also might have better products for different diets as there isn't offered that much meat and as raw foods are often gluten-free and vegan. The people that have celiac disease might be used to paying more in the cafes than the people that can eat gluten. That way the higher price wouldn't be a problem for those people.

5.3 Development ideas

As the raw food restaurants weren't as busy as normal cafes and the ratings in TripAdvisor were a bit lower it might be a good idea to develop them. As the locations were also quite good in raw food restaurants, it may be good to change the opening hours and open the restaurants earlier to get the people that work on regular hours to come and pick up a coffee or breakfast.

Some places also didn't have so many products or options, consequently, the menu might be good to enlarge or add there something like lunch, brunch or breakfast. As stated by Walker (2011, 175) it's good to promote values and support local producers with food purchasing decisions at the same time it's good marketing for the restaurant and it attracts certain target groups. To sell the products better, it would be good to promote the values more that the restaurants have. Many places had the values only on their website but those could be advertised also on blackboards outside the restaurant or in the names of

the products on the menu. Many people don't know exactly what is raw food and that it's often vegan and gluten-free, that's why that point should be also advertised more.

One raw food restaurant had yoga space on the side of the restaurant which was also good advertising for the restaurant and a great way to get more customers. That place was also quite busy, consequently, the idea seemed to work. They were promoting the yoga class on the same blackboard as the menu and it was quite appealing as the price of the yoga class was only 12 euros which don't sound too bad. It might be good for the other raw food restaurants to also create something special on the side. It doesn't have to be anything big that needs space or effort a lot. It could be some events like one café in Kallio has every Monday a language day where you can come and learn languages. Other events could be for example a board game night for people that want to get to know new people in Helsinki. That kind of events might be good to get more customers and it's also good advertisement.

5.3.1 Development ideas and suggestions for further research

Doing this research by observation had many good sides. That way I could get the customers point of view as the staff didn't know about the research and this research was done in the restaurants' normal circumstances. Another way that this research could have been done, was by doing a qualitative research by interviewing owners about their restaurants. That way there might have been different kinds of results and there could have been studied aspects that can't be seen by the customers. Although that way the research might not be so reliable as the owners and staff might see some things in a different way than other people and the customers. A third way to do this could have been on the customers' point of view by doing a quantitative survey. The same survey could have been done to all the raw food restaurants and their customers. That way there would have been results from all the places that I researched and there would have been more opinions. That way the validity of the research might have been better. Although then there would have been different kinds of questions than what I had studied and also the answers and results would have been different.

For future research, there could be an actual concept development plan for one restaurant which then would be more specified. That way the research would be more useful when it's done for the commissioner.

5.4 Thesis process and my own learning

On the whole, my thesis process went how I planned it. I planned to do it during the spring of 2017. I already started to think of my thesis topic in 2016 November but it took a couple of months to think of something that I wanted to do my thesis about and to start writing. For me, it was especially hard to write the theoretical framework, particularly the part about raw food. The sources that I found on the internet were mostly articles or unreliable sources. It took about a month to write it. The second chapter of the theoretical framework on creating a restaurant concept was a lot easier but there I also had problems to find good sources. There I relied mostly on only one book which might not be so good as it's not reliable to have so little sources, even though it was a very good book. When I was doing the empirical part, it was quite hard to find all the restaurants and cafes in Kallio. As the internet is a good source, it still wasn't enough. I found many places still by walking in Kallio. It made my research more reliable, as I have walked almost all the streets through in the area. That way I could find out if there were more raw food restaurants.

Doing the observational research was quite easy and it wasn't too hard to analyse the places. I felt like I had quite a good theoretical framework from where I could take all the factors that I had to analyse in the restaurants. Although some chapters at the end of the second part of my theoretical framework weren't that useful and I couldn't analyse those that well with my research method. When I was doing the research, I always had my tablet or paper with me so that I could write answers to all the questions. After analysing the restaurants I put the results into an excel file so that it would be easier to analyse each part at a time.

As stated before, I did my research by naturalistic observation. I did my research questions in advance and in each restaurant went them through. By doing it this way and not creating the questions in the restaurants, guaranteed better and more valid results for me. There are still some factors that might affect the validity of the research. For example, one factor that might have affected the results was my feelings, although I think I could think of each place quite neutrally.

I decided to do the research on weekdays during 12 and 2 pm. That way the restaurants would have approximately the same situation. What may have disturbed the research might be that I did the research on some normal cafes during the Easter week, although those were normal working days. It might be still different for the restaurants as some of the places had shorter opening hours on those days.

One factor that might have also affected the results is that I didn't stay in all of the places for the same length of time. In most of the places, I bought something but some places I only went to look. It might affect that in some places I got a good look in the place, but some places I just checked each research question and didn't really think about them that much than in some places.

After doing this research, I feel like I have learned a lot. I know more about research processes and how to do it. I have also learned time management and setting goals. When I was starting to write my thesis I first felt that I didn't have enough time but when I got a better idea of my thesis, I got more into the subject and I could progress faster. I think the most interesting part for me was getting the results of the restaurants and evaluating them. Before doing my thesis I didn't know much about observational research method. That's why I also had to study about the method so that I could do the research. As a result, I have also learned how to execute an observational research. Now I feel that I have also learned a lot about raw food and how to create a restaurant concept.

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Appendices

Appendix 1.

The observations to do in the cafes and restaurants of Kallio

1. How the place looks like outside?
2. Opening hours
3. Location
4. Design and style
5. What kind of furniture? (new, recycled, what material)
6. Is the design compatible (inside, outside, menu, staff uniform, dishes)
7. Lighting of the place
8. How spacious is the place?
9. Amount of seats and tables?
10. What products there are?
11. Capacity of the menu
12. Are the products ready made or home made?
13. Prices of the products? (low, normal, high)
14. The gender and approximate age of the customers
15. Is the service self-service or table service?
16. How many customers there are?
17. The gender and approximate age of the customers
18. What is the name like? (easy to remember, in harmony with the style and food of the restaurant)
19. The webpage of the place? Facebook? TripAdvisor? Other social media available?
20. What do they show on their websites?
21. Are they showing any of their values? (local, organic, fair trade, vegetarian)

