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Reduce to the MiniMax. A retail principle for stress-free shopping.

In a consumer landscape of multi-choice, overload and high competition it is sometimes hard to make decisions about what you want or need as there are too many offers and too much information. Nowhere is this more apparent than in restaurants and cafes where trying to find your way through the menu is often like reading a book. And if a food outlet is offering 100 different dishes, how do you know what they do best?

Wouldn't it be nice to sometimes have the main decision made for you. Best of all perhaps is that you have no choice at all – or simply very little choice. This is what I call the need for the "MiniMax" trend – whereby there is a reducing down to minimum products with the maximum effect/taste. So in this case you would choose the restaurant/café/food outlet by one that has already honed down your choice. Such examples are the Banger Bros, a very consequent sausage take away shop on the Portobello Road in London. Here there are only four types of very different and differentiated sausage for sale – No.1 The Great British Banger, No.2 The Spanish Chorizo, No.3 The German Frankfurter and No.4 The Polish Smoky One. Each one is very individual/distinctive in flavour, and according to Banger Bros research and experience, simply the best in its category, which therefore gives you the concept of minimum choice and maximum taste. The hardest decision you have to make at this outlet, (once you have simply chosen your sausage) is whether you want your chosen sausage in a bun or on a salad. Or to be even more simplistic - maybe even on its own.

Other examples of attempts to cash in on the MiniMax trend in the food branch include Ooze, a restaurant in Central London specialising in risotto. If you don't like risotto, then you simply don't go there. If you do, then you have several risotto dishes to choose from, with the emphasis on making it as good as possible – they claim that it is healthier and less stodgy than the dish is often served in other restaurants. Another similar idea is the Cous Cous Café, serving, naturally only cous cous dishes. Small and to the point, the restaurant has only 7 tables and a limited but specialised menu.

This is a philosophy that is (and has been) adapted to many retail concepts in various forms and with varying degrees of success – from socks to underwear and candles to perfume to tea/coffee shops (see the Tea Palace etc). Donna Karan the clothes designer once summed it up with her parole, “I want more of less”. But the real trick (and key to getting it right) is to offer very little of the very best. The MiniMax principle. This kind of concept works best and most profitably on small scale concepts – imagine a small bread shop with simply 8 types of fantastic to choose from. Or a chocolate stand with the very best 10 chocolates in the world. The selection could change each season for example – but the ground principle of minimum choice and maximum taste stays. Making decisions easier and life less stressful.

www.banger-bros.co.uk

Ooze Restaurant, 62 Goodge Street, London, W1T 4NE

Cous Cous 7 Porchester Gardens, London W2