

BRAND APPÉTIT ธุรกิจใกล้ครัว

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Book Title: **BRAND APPÉTIT ธุรกิจใกล้ครัว**

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Publication Date: 2568

Publisher: สำนักพิมพ์แซลมอน (Salmon Books)

ISBN: 9786162986703

One of the four core necessities for all living things is food. Food has been a fundamental human interest and a mesmerizing topic to talk about in every country and culture for a long period of time. Especially for us in the modern day, I think no one can deny that most of us always pay attention to what we eat and where to dine out every single day.

In this book, the author invites us to explore stories of some exquisite food, restaurants as well as convenience stores. All these brands have something in common. They have great inspirations, intentions and business concepts that differentiate themselves from other brands. Although some of these brands might have already disappeared from this world forever, some still operate until now. There are twelve brands in this book which include: (1) *Mehran's Steak House*, a steak house that opened only a day to fulfill a group of friends' playfully joking ideas; (2) *Yakult Lady*, a drinking yogurt that originally was invented to alleviate some of the intestine diseases and has evolved since 1935; (3) *Enoteca Maria*, an Italian restaurant that has a remarkable concept to hire grandmothers as chefs; (4) *Mirai Shokudo*, a Japanese restaurant that has only a menu a day, and allows customers to pay by their time; (5) *IKEA Restaurant & Café*, a furniture

store that gets plenty of money by selling some food and snacks; (6) *Haagen-Dazs*, an ice-cream brand that started by a Polish love couple who wants to make premium ice-cream; (7) *Café Joyeux*, a French café that cooks and serves by disabilities; (8) *Climate Candy*, a candy brand that concerns about environment by using leftover fruits and vegetables to produce candy; (9) *Lawson*, a Japanese convenience store that makes customers feel like they are in Japan; (10) *Noma*, the best restaurant in this world and its epic story when it closed its doors; (11) *Heinz's Way*, a more than one-hundred-year ketchup brand that still wants to be a part of our lives in every era, and (12) *Kajitsu*, a famous Japanese vegetarian restaurant with captivating music in New York.

Overall, this book might provide you with some new ideas about food and restaurants. Because food is very essential for us, food innovation will be on going and it is not difficult to predict that we will see some incredible things in the near future from the food industry.

References

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