

Tonkotsu Lab

June 25, 2026 · 5 competitor signals detected

 **CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE**





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5 competitor changes detected for Tonkotsu Lab today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

tap to expand ▼

HIGH PRIORITY

  **Menya Ginga (Nakameguro)** HIGH  [EXAMPLE ↗](#)  [contact](#)

Opened a 2nd location in Shibuya — now a 2-shop brand

 NEWS

Menya Ginga added a "Shibuya branch" page to their site yesterday with a grand-opening date next week, two stations from your shop. Their tonkotsu is priced at ¥1,150 (¥100 under yours). A second location near a major hub pulls foot traffic and lunchtime salarymen away from your catchment.

→ **ACTION:** Lock in your lunch crowd before the Shibuya opening: launch a weekday 11:30–13:00 "set menu" (ramen + gyoza + rice) at a price that beats their à-la-carte total. Put a sandwich-board at the station exit this week, not after they open.

  **Ramen Doppo** HIGH  [EXAMPLE ↗](#)  [contact](#)

A food influencer reel hit 1.2M views — queue now around the block

 NEWS

A Tokyo food influencer (480K followers) posted a reel of Ramen Doppo's tsukemen yesterday that has 1.2M views and is still climbing. Comments are full of "going this weekend." Expect a 2–4 week queue surge and a wave of tourists with translation apps looking for "the viral ramen."

→ **ACTION:** Ride the wave, don't fight it: post your own short-form video THIS WEEK with English subtitles and your nearest-station directions. Tourists who balk at Doppo's queue will search for the next-best bowl nearby — make sure that's you, in their language.

MEDIUM PRIORITY

  **Ichiraku Express** MEDIUM  [EXAMPLE ↗](#)  [contact](#)

Added a ¥390 weekday "mini-ramen" to capture the budget lunch

 NEWS

Ichiraku Express introduced a smaller ¥390 weekday-lunch bowl yesterday, aimed at students and price-sensitive office workers. It undercuts the entire street on entry price and could reset what local

diners expect to pay at lunch.

→ **ACTION:** Don't match the ¥390 race-to-the-bottom — protect your margin with a "value-add" not a price cut: a free seasoned-egg or extra noodles (kaedama) with any full bowl on weekdays. Diners feel they got more, you keep the ticket size up.

  **Industry News** MEDIUM  EXAMPLE ↗  contact





Tokyo pork-bone supplier announces price increase from next month

 NEWS

A major Tokyo restaurant-supply distributor notified buyers yesterday of a pork-bone and back-fat price increase taking effect next month, citing import costs. Every tonkotsu shop in the city faces the same input-cost pressure — the ones who plan now will absorb it best.

→ **ACTION:** Pre-buy or lock a forward price with your supplier this week before the increase lands. If you must raise prices later, raise the side items (toppings, drinks) first — customers anchor on the headline bowl price, so a ¥50 topping bump is far less visible than a bowl bump.

LOW PRIORITY / FYI

  **Kogane Ramen (Ebisu)** LOW  MAPS ↗  contact

Recent reviews complain of long waits and rushed service

 NEWS

Kogane Ramen has several reviews this week (Japanese and English) citing 40-minute waits and feeling rushed out for table turnover. Their frustrated diners — especially the English-writing tourists — are your prospects.

→ **ACTION:** Make "no rush, counter seats open" your quiet edge: post a short Google update and an Instagram story showing your current wait and an open counter. Diners burned by a 40-minute wait nearby will pick the bowl they can get now.

.jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like "Summarize the top 3 actions from this competitive brief."

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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