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Business Name: Inside out

I will create Inside Out, a restaurant that specializes in offal barbeques. Every year in the US, millions of tons of livestock organ is either wasted or used as animal feed. That is a tremendous waste of resources. Meanwhile, in many Asian Countries, Offal, such as chicken/cow/pig livers/heart can be a delicacy and is widely appreciated in a variety of cultural dishes.

The purpose of the business is to expand Asian Culture in the United States by blending Eastern food (offals) with Western cooking methods (barbeque). At the same time, we could cut down on food waste and replace the meat that would otherwise be used in the barbeque with offal.

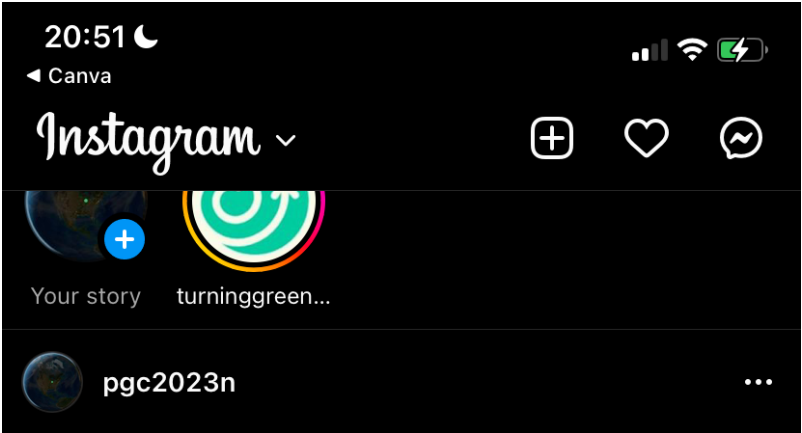
To ensure a sizable consumer base at the start, the restaurant could be based in Chinatown or a university with a significant Chinese population. I could form partnerships with locals to reduce food miles and to help them better manage waste ---- at the same time getting ideally cheap ingredients for the restaurant as they are otherwise going to waste.

There are many examples of offal specialized restaurants in Asian cities. I have personally dined in them in Shanghai, Chengdu, Nanjing, Taipei, and Toyko, and they are delicious. Specifically, I will compare it with a local restaurant near my home in Shanghai. That is a family owned restaurant that I do not know the name for, and it does not have a social media account, but is nonetheless one of my favorite place to dine in. All in all, I would say their operation is like any other restaurant in terms of sustainability. There will be waste generated due to barbeque sticks and fuel (charcoal) used for cooking the food. I could help minimize waste by using reusable barbeque sticks made of stainless steel and sourcing the charcoal from sustainable sources.

There are a few ways my business can make an impact:

1. Spread Asian culture.
2. reduce food waste by making offal that will otherwise be wasted into delicious barbeque
3. reduce solid waste by using stainless steel sticks
4. reduce food miles by sourcing from local farms
5. reduce demand for meat as I replace them with offal

Instagram link: <https://www.instagram.com/p/CymlOotLs87/?igshid=NTc4MTIwNjQ2YQ==>



EVANSTON, IL



INSIDE OUT

*A barbique using livestock
offals such as heart and liver*

CULTURAL DISHES

Experience a perfect blend between eastern food and western cooking methods by combining. Try time tested dishes from a world away.

REDUCE WASTE

Every year, millions of pounds of offals that could otherwise be turn into delicious dishes are wasted. With inside out, we will make this number a few thousand pounds less.

AFFORDABLE PRICE

Pricing will be cheaper than most other barbique food as the material are sourced locally and will otherwise be gone to waste. This bring minimum footprint to both your wallet and for the planet

