

Osaka Gas launches the new business “FitDish,” a regular delivery service for refrigerated pouched foods that utilizes “automatic diagnosis” to solve the problems of “menu-planning fatigue” and “freezer congestion.”

September 12, 2023
Osaka Gas Co., Ltd.

Osaka Gas Co., Ltd. (President: Masataka Fujiwara, hereinafter referred to as “Osaka Gas”) started the regular home delivery (subscription) service “FitDish” nationwide*1 today (September 12), using “automatic diagnosis” to deliver refrigerated pouch foods tailored to each customer’s needs by inputting lifestyle and preferences.



Osaka Gas has expanded its business domain in order to respond to the diversifying needs of its customers as a one-stop provider, utilizing digital technologies and other means, while staying close to the changes in the lifestyles and business styles of its customers.

In recent years, with the increase in dual-income households and single-person households, many people are busy with work, housework, childcare, etc. But they also express a desire to prepare rich and colorful meals while keeping cooking time short and easy, saying, “I am too busy to prepare meals” or “I want one more side dish.” In order to solve this problem, we launched a service called FitDish that combines “automatic diagnosis” and “refrigerated pouched foods” to support the three tasks of “planning a menu,” “going shopping,” and “cooking.”

With “automatic diagnosis,” you enter information on the Web about your family structure, allergies, and other preferences that match your lifestyle, and receive monthly menus that are estimated to be highly satisfying according to your needs by using our proprietary algorithm. Personalization accuracy is further improved by evaluating the food afterwards. It eliminates the “menu-planning fatigue” of having to think about the menu, such as “What should I do for today’s menu?” or “What should I do for one more dish?”

The dishes we deliver are supervised by Osaka Gas Cooking School.*² In order for our customers to eat with peace of mind, we use as few preservatives and coloring agents as possible and focus on a gentle, home-cooked taste that they will never get tired of. In addition, we also provide arranged recipes so that you can enjoy the dishes you receive even more.

Moreover, by delivering refrigerated pouch foods that do not need to be thawed, not only does it take less time to cook compared to freezing, but it also eliminates “freezer congestion” where the freezer is full and no more space is available, allowing space-saving storage in the refrigerator. You can also store the dishes in the refrigerator for about a month, so you can use them whenever you like. At present, we have over 40 types of main dishes and side dishes, but we plan to gradually increase the number of types based on customer evaluation data.

By proposing value-added solutions as a quick and flexible response to changes in customer needs, the Daigas Group provides optimal services and solutions for individual customers, aiming to help customers establish a lifestyle or business corresponding to the “new normal” amid sweeping change.

*1: Excluding some remote islands

*2: Its predecessor is the Kappo Laboratory, which was founded by Osaka Gas in 1924, and will celebrate its 100th anniversary next year (2024).

1. What is FitDish?

(1) Service overview

FitDish is a regular home delivery (subscription) service of “automatic diagnosis” plus “refrigerated pouched foods” that supports the three tasks of “planning a menu,” “going shopping,” and “cooking.”

Delivery area / frequency	Nationwide ^{*1} /Delivered once a month
Price (includes consumption tax and shipping)	10 packs 4,850 yen – 40 packs 15,800 yen
Storage period	Approximately 30 days
Number of menu items	Combination of Japanese, Western, and Chinese main and side dishes Over 40 types (Scheduled to be updated sequentially)
Cooking time	Can be heated in the microwave for 1 to 2 minutes or cooked in hot water

(2) Service flow

1) Automated diagnosis

By inputting the customer’s preferences, such as family structure, preferences, allergies, likes and dislikes, and lifestyle, etc. from a smartphone etc., our unique algorithm selects a menu that meets the customer’s needs.



Smartphone screen for automatic diagnosis

2) Delivery/storage at home



Delivered once a month in a refrigerated pouch



Can be stored in the refrigerator to save space

3) To eat



Heat in the microwave oven for about 1 minute



Can be cooked in hot water



We offer over 40 types of menu items including Japanese, Western, and Chinese main dishes and side dishes.

4) Product evaluation (optional)

 <p>塩麴でしっとりやわらか 北海道産鮭の塩麴焼き 数量：3パック</p> <p>詳細情報・お役立ちレシピへ ></p> <p>..... 商品进行评估してください</p> <p><input type="radio"/> << 不満 もう届けない でほしい</p> <p><input type="radio"/> 平脸 たまに届いて もよい</p> <p><input type="radio"/> 笑顔 ときどき届けて ほしい</p> <p><input type="radio"/> 大笑 すぐに届けて ほしい!</p>	 <p>ぷりっとエビ入り 八宝菜 数量：3パック</p> <p>詳細情報・お役立ちレシピへ ></p> <p>..... 商品进行评估してください</p> <p><input type="radio"/> << 不満 もう届けない でほしい</p> <p><input type="radio"/> 平脸 たまに届いて もよい</p> <p><input type="radio"/> 笑顔 ときどき届けて ほしい</p> <p><input type="radio"/> 大笑 すぐに届けて ほしい!</p>
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Personalization accuracy is further improved by evaluating the food afterwards.

2. First purchase bonus

When you apply for FitDish for the first time, you will receive one of the following discounts. (Common to all packs)

- For those applying for “1-time trial”: 1,000 yen
- For those applying for “Monthly delivery”: 1,500 yen

3. How to apply

Please click here to apply for automatic diagnosis and services.

<https://www.fitdish.jp>

4. Official Social Media

Information on products and arrangement recipes, as well as the producers' thoughts, etc., is available from the official social media accounts below.

Such information will be released regularly.

Instagram : https://www.instagram.com/fitdish_official/

Facebook : <https://www.facebook.com/fitdishOfficial>

X (formerly Twitter): <https://twitter.com/fitdishOfficial>

5. Contact information

FitDish office

(TEL: 0120-609-048 Mail: FitDish@kbinfo.co.jp)

Reception hours: 9:00-18:00 (excluding year-end and New Year holidays: December 29 to January