

BentOn Cafe

123 Williams St., (bet. John & Fulton Sts.), New York, NY 10038
 TEL: 212-608-8850 | www.bentoncafe.com / www.benton.nyc
 Mon-Fri: 8 am-9 pm, Sat: 11 am-10 pm



Though originally from Japan, bento boxes are now taking on a new style that perfectly accommodates the lifestyle of busy, health conscious and quality oriented New Yorkers. BentOn Café in the Financial District has recently introduced a new serving system “BENTO on demand”, catering freshly cooked items to customers who like to mix and match what they want to eat. “We have had a significant number of those requests from our customers,

which made us decide to develop the system,” says Mr. Toru Furukawa, owner of BentOn, whose family has run a bento and catering business for three generations in Tokyo. At the “on-demand” counter, you simply choose 6 items (2 from main and 4 from side dishes) to fit into the box with six separate compartments, and BentOn staff arranges it beautifully for you. One of the reasons why they section the space of the box is not to mix up the hot and cold foods. Thanks to this system, you can easily make your own customized bento, whether it’s a nutritiously balanced bento, vegetarian bento, gluten-free bento or just a pretty-looking bento, all at \$9.99. “We are planning to apply this system to online orders as well,” says Mr. Furukawa. They still serve their pre-packaged bento boxes and made-to-order kitchen menus at the café, so regulars do not lose anything. Ordering just became more convenient and versatile!



Salmon Teriyaki (left) is the most popular item, and *Simmered Root Vegetables* (right) is a tasty and healthy choice.



Customers can choose 6 out of over 15 items, including a special of the day to make a jewelry-box like bento.



Experienced staff quickly and neatly assembles items for you.

3 Best Sellers

- **Salmon Teriyaki (Main)**
- **Kale & Red Pepper Salad (Side)**
- **Red Cabbage & Cauliflower Salad (Side)**

The listed items are all from on-demand bento boxes that cost \$9.99 total.