

Smile Food Project Activity Report

First of all, we would like to offer our sincerest condolences to the families and friends of those who lost their loved ones due to the COVID-19 pandemic and wish anyone currently affected by the virus a full and speedy recovery.

Smile Food Project was founded in early April this year, based on a partnership between “Chefs for the Blue”, “CITABRIA Co., Ltd.” and “NKB Inc.” Our mission was to support the medical workers, who work on the forefront of COVID-19 crisis, by delivering delicious and nutritious bento-box styled food to their workplace. In turn, we had an overwhelming support from individuals and organizations by means of donations and sponsorships, for which we are eternally grateful. Thank you.

We set our initial target of delivering 20,000 meals. By July 17th 2020, we had exceeded this target which brings the current phase of the project to a close. The summary of our activity over the past three and a half months is outlined below.

Our achievement in numbers

- Duration of the project: 14 weeks (April 13th – July 17th)
- Number of bento-boxes provided: 21,086
- Number of deliveries made: 172
- Number of medical institutions covered: 38 (including, but not exclusive to the list below, in alphabetical order)
 - Eiju General Hospital (Taito-ku, Tokyo)
 - Izumi Memorial Hospital (Adachi-ku, Tokyo)
 - Juntendo University Hospital (Nerima-ku, Tokyo)
 - Kanagawa Cardiovascular and Respiratory Center (Yokohama, Kanagawa)
 - Kawakita General Hospital (Suginami-ku, Tokyo)
 - Keio University Hospital (Shinjuku-ku, Tokyo)
 - National Hospital Organization Tokyo Medical Center (Bunkyo-ku, Tokyo)
 - St. Luke’s International Hospital (Chuo-ku, Tokyo)
 - St. Marianna University School of Medicine Hospital (Kawasaki, Kanagawa)

- St. Marianna University School of Medicine, Yokohama City Seibu Hospital (Yokohama, Kanagawa)
- The University of Tokyo Hospital (Bunkyo-ku, Tokyo)
- Tokyo Medical and Dental University Medical Hospital (Bunkyo-ku, Tokyo)
- Tokyo Medical University Hospital (Shinjuku-ku, Tokyo)
- Tokyo Saiseikai Mukojima Hospital (Sumimda-ku, Tokyo)
- Yokohama City Minato Red Cross Hospital (Yokohama, Kanagawa)
- Yokohama Rosai Hospital (Yokohama, Kanagawa)
- Zama General Hospital (Zama, Kanagawa)

and many more...

During our deliveries, we were able to speak with those working on the medical frontline. We witnessed firsthand, how groups of professionals worked under considerable pressure yet they treated each patient as an individual, gave their full attention and provided the best treatment they could. This made us more determined to provide nutritious and great tasting food, to allow them to face another day of grueling work. Furthermore, heart-warming messages of thanks from the medical workers gave us a great boost, and further drove us to reflect the good wishes of our supporters through our work and deliver them to the frontline.

As much as we hope for a quick closure of the current pandemic, the increase in infection rate across Japan since late-June remains a concern. Although we bring our project to a close for now, we will continue to review the experience gained from this phase of our work, in a hope to reflect them in any future initiatives.

The onset of Coronavirus has changed the way we live, perhaps forever. For our part, we will continue to search for the way the restaurant industry can operate and thrive under the “new normal” standards. Thank you again for all your support for Smile Food Project.

July 2020

Smile Food Project



Chefs for the Blue

CITABRIA

INTERACTIVE COMMUNICATION
NKBINC.