

# GROCERY STORE SUSHI TAKEOUT MYSTERY SHOP

## INSTRUCTIONS • QUESTIONNAIRE

You will visit the sushi bar located inside your assigned grocery store, **within the timeframe of 3:30 PM – 5:30 PM local time**. You will interact with the sushi chef, and purchase sushi for takeout. You will evaluate the sushi bar area, sushi chef interaction and product knowledge, food quality, and overall experience. Photos of the sushi display case and your sushi purchase are required.

### Before You Begin

- Review your shop confirmation
- Know your assigned location and sushi brand
- Know your assigned timeframe—must arrive at least 15 minutes before end of timeframe
- Review purchase, photo, receipt requirements

### Don't Forget!

- Go within assigned timeframe of 3:30PM – 5:30 PM (local time) on your assigned shop date
- Follow instructions for locating sushi chef
- Ask a knowledge question
- Purchase a sushi item
- Take all required photos and get a receipt



### General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get an itemized receipt to upload with your report. You will pay in a normal checkout lane (not at the sushi bar) and should get a traditional grocery receipt, but ask if one is not provided or it does not print properly.
- Take a selfie photo for shop validation (this is part of your “receipt”).
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Hissho Sushi, Oumi Sushi, any competitive grocery store sushi brand, or the assigned grocery retailer.
- Children are not allowed to accompany you on this shop.

- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



## Shop Instructions

### Step #1: Arrive at the grocery store and proceed to the sushi bar.

- The assigned location address for this shop is a grocery/convenience store. The sushi bar will be located inside that store. Sushi brands vary by location! Review your shop confirmation so you know what sushi brand to look for and evaluate.
  - Hissho and Oumi are the client sushi brands. All other brands are considered competitive brands. Some questions in the survey form apply to the client brands only, and other questions apply to the competitive brands only.
- You must arrive at least 15 minutes before the end of the assigned timeframe, to allow enough time to locate the sushi bar and interact with the sushi chef.
- If you cannot find the sushi bar display on your own, ask a grocery store associate where it is. This does not count as your interaction, but you must locate the sushi bar display in order to conduct your shop.
- Evaluate the cleanliness and maintenance of the sushi bar area.
- Evaluate the appearance of the sushi display case.
- Note if case is stocked, if promoted products are available in the case, if there are a variety of raw/cooked/veggie options available, and if the case is organized in a way where these options are grouped together.
- When browsing, check to see if any of these types of items are available in the case: Wow Bao Starter, Poke Bowl, and Platter (larger than normal package).
  - If assigned a client brand (Hissho/Oumi), only select Yes in the survey form if you can find all three items.
  - If assigned a competitive brand, select Yes in the survey form if you can find any of the three items.
- Evaluate if prices are visible for all products, and if all products are marked with the item name and ingredients.
  - Give credit if the item label includes the “fine print” listing of ingredients.
- Check the “best by” date on at least two sushi packages to see if it is for the next calendar date or longer.
- Note if chopsticks and/or soy sauce are available for customers to take.
- Remember to take the required photos of the sushi display case (see below).

### Step #2: Interact with the sushi chef.

- Evaluate the presence of the sushi chef—attire is neat and clean, wearing a proper uniform, wearing a name badge, engaging and offering samples, wears gloves while handling products.
  - **Chefs should wear all required items (no matter the color) as indicated below:**
    - i. Sushi Cap**
    - ii. Chef Coat**
    - iii. Name Badge**
    - iv. Pen & Thermometer**
    - v. Apron (Only in Kitchen)**
    - vi. Black Pants**

### vii. Slip Resistant Shoes

- **Uniform should be in good working code (clean, no rips or stains or missing buttons/broken zippers).**
- If the sushi chef is not wearing a name tag (or you cannot read it), ask for their name. You will also need to remember their full physical description.



- Wait at least 10 minutes if there is not a sushi chef visible upon your arrival, to see if one arrives or becomes available.
- If there is no sushi chef, you must spend at least 10 minutes within your assigned timeframe at the sushi bar AND ask a grocery store associate about the sushi chef, for your shop to be valid.
  - Ask a grocery store associate during this time if there is a chef available, when they are normally here, etc. If the chef will be returning soon, please wait.
  - If after 10 minutes you do not see a sushi chef AND you have confirmed with a grocery store associate they will not be returning soon, select an item from the case and proceed with your purchase.
- Note how the sushi chef greets or acknowledges you, if they ask questions to determine your needs/likes, and if they offer suggestions or upsell.
  - If the sushi chef does not proactively greet you, ask a question to initiate the conversation. If there is a sushi chef present, you must have an interaction for your shop to be valid. Do not interact with a store associate instead (unless it's just to ask where the chef is, etc.).
- Ask an open-ended knowledge question about the sushi offerings and evaluate the chef's response. For example:
  - Which roll doesn't have a strong fish taste?
  - What comes on the [specific roll/item]?
  - What is [unfamiliar ingredient]?
- Order your desired sushi item or select it from the case. Even if there are other food options available, you must select a sushi item for purchase.
  - If you are looking for a specific item and don't see it available, you may ask about it, and evaluate if the sushi chef offers to make the item fresh.

- Evaluate if the sushi chef offers parting remarks.
- Proceed to the regular checkout lanes to complete your purchase. You may use traditional checkout or self-checkout. Remember to get an itemized receipt.

### Step #3: Evaluate food quality.

- Remember to take the required photos prior to opening your package and prior to consumption (see below).
- Prior to consumption, evaluate your sushi item for presentation, package/labeling, and the ingredients that *appear* fresh.
- During consumption, evaluate your sushi item for the ingredients that *taste* fresh, as well as if the overall taste is memorable and enjoyable.
- You must take photos and taste the sushi on the same day of your shop/purchase, to accurately evaluate freshness.

### Step #4: Evaluate your overall experience.

- Provide information about your history purchasing sushi from this grocery store, your likelihood to purchase sushi from a grocery store in the future, and your sushi eating preferences.
- Evaluate your overall impression based on this visit, including your likelihood to return or recommend this specific sushi bar, if the displays inspired you to buy, and anything that stood out as positive or negative.
- Do score down for factors outside the sushi staff's control.



## Purchase Requirements

### 1 Sushi Entrée

- Choose any available sushi item from the sushi bar.
- Even if there are other offerings, you must purchase and evaluate a sushi item.
- A guest is not required for this shop, and additional items are optional. The allotted reimbursement for this shop applies to sushi purchases only.



## Photo Requirements

### SUSHI DISPLAY CASE:

- Take at least two (2) photos of the sushi display case.
- Photos must be significantly different—taken from different angles, etc. Duplicate photos will not be accepted.

### SUSHI ITEM - PACKAGING:

- Take at least one (1) photo showing how the item is packaged and presented.
- Take this photo BEFORE opening the packaging.
- Photo must show the labeling on the package (name of item, price, cooked/raw/spicy, ingredients, etc.).

### SUSHI ITEM - FOOD ITEM:

- Take at least one (1) photo showing the actual food item.
- Take this photo immediately after opening the package but BEFORE taking a bite.
- Photos must show the different ingredients/layers.
  
- **Take food photos prior to consumption—before taking a bite of any food!** This is extremely important to ensure your shop is valid.
- Check your photos before eating to ensure they are clear and not blurry. Poor quality photos will NOT be accepted.
- You may need to take additional photos to clearly show labels, ingredients, layers, presentation, etc. depending on the product's packaging. It is best to take multiple photos if you aren't sure and upload all of them to your survey for BestMark's Quality Assurance staff to review.
- Take sushi item photos on the same day of your purchase, promptly after leaving the store/arriving home.

#### **LOCATION EXTERIOR SELFIE:**

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.

#### **ITEMIZED RECEIPT:**

- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**

 **QUESTIONNAIRE**

**Shop date:**

**Start time:**

**End time:**

### Sushi Bar Area

**1. Sushi bar area**

- Free of litter and debris and well-maintained (10 points)
- Substantial litter or debris visible - not well-maintained (0 points)

**2. Indicate how many customers are at the sushi bar upon your arrival:**

*Format response as a whole number (e.g., 5).*

**3. Indicate how long you spent at the sushi bar:**

*Format response as MM:SS (e.g., 12:00 for 12 minutes).*

**4. Sushi case appearance**

- Case is clean (10 points)
- Case is mostly clean with minor attention needed (5 points)
- Case is in need of immediate attention (0 points)

**5. Sushi case has a premium look and feel**

- Yes
- No

**6. If no, explain:**

**7. Products promoted on the display case or on other marketing materials (e.g., sandwich boards) are available in the case**

- Yes (10 points)
- No (0 points)

**8. Sushi bar case is stocked**

- Case is stocked, organized, and visually appealing (10 points)
- Case is mostly stocked and organized, but minor attention is needed (5 points)
- Case is empty, disorganized, and is in need of immediate attention (0 points)

**9. Is your desired item available in the sushi bar case?**

- Yes
- No

**10. What was your desired item?**

**11. Product assortment**

- There are plenty of options for cooked, raw, and veggie products (10 points)
- Options are limited and/or seem to be a majority of one item (0 points)

**12. How many packages of sushi are in the case?**

- None
- 1-10
- 11-20
- 21-30
- 31-40
- 41-50
- 50+

**13. In addition to packages of sushi rolls, is there at least one of each of these three types of products in the case: Wow Bao Starter, Poke Bowl, and Platter? (Hissho/Oumi evaluations only)**

*Select Yes or No if assigned a client brand. Only select Yes if you can find all three items in the case. Select N/A if assigned a competitive brand.*

- Yes
- No
- N/A - did not evaluate client brand

**14. In addition to packages of sushi rolls, is there at least one of any of these three types of products in the case: Wow Bao Starter, Poke Bowl, and Platter? (competitive evaluations only)**

*Select Yes or No if assigned a competitive brand. Select Yes if you can find any of the three items in the case. Select N/A if assigned a client brand.*

- Yes
- No
- N/A - evaluated client brand

**15. Product pricing**

- Prices are clearly visible for all items
- Most prices are visible, but you cannot determine the price of all items displayed
- Prices are not visible

**16. Product labeling**

*Give credit if the item label includes the "fine print" listing of ingredients.*

- All products are clearly labeled with item name and ingredients (10 points)
- Most products are clearly labeled with item name and ingredients (5 points)
- Most products are NOT clearly labeled with item name and ingredients (0 points)

**17. Chopsticks are available for customers**

- Yes
- No

**18. Soy sauce is available for customers**

- Yes
- No

**19. Do you have photos of the sushi display case?**

*Upload at least two photos of the sushi display case. Photos must be significantly different (taken from different angles, etc.).*

- Yes
- No

**20. Sushi Bar Area Supporting Narrative:**

*Explain the responses you selected for the Sushi Bar Area questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 2000 characters.*

**Sushi Chef Interaction****21. Sushi chef is present/visible at the time of your visit**

*If you do not see the chef, ask a store associate.*

Yes (20 points)

No (0 points)

**22. Indicate the name of the Sushi Chef:****23. Indicate the approximate age of the Sushi Chef:**

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51 - 55

56 or older

**24. Indicate the gender of the Sushi Chef:**

Male

Female

Prefer not to answer

**25. Was the Sushi Chef wearing glasses?**

Yes

No

**26. Indicate the hair color of the Sushi Chef:**

Auburn/Red

Green/Blue/Purple

Black

Blonde

Light Brown

Brown

Dark Brown

Gray/White

Shaved/Bald

**27. Indicate the hair length of the Sushi Chef:**

Short

Ear Length

Shoulder/Collar

Mid-Back

Long

Pulled Back/Up

Shaved/Bald

**28. Indicate the approximate height of the Sushi Chef:**

5' or less

5'1"

5'2" - 5'3"

5'4" - 5'5"

5'6" - 5'7"

5'8" - 5'9"

5'10"

5'11"

6' - 6'1"

6'2" - 6'3"

6'4" plus

**29. Indicate the apparent race of the Sushi Chef:**

- |   |   |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Native-American        |
| <input type="checkbox"/> East Asian       | <input type="checkbox"/> Other                  |
| <input type="checkbox"/> South Asian      | <input type="checkbox"/> Prefer not to answer   |
| <input type="checkbox"/> Hispanic         |   |

**30. Sushi chef is sampling during your visit**

*Select N/A if there was no sample plate available.*

- Sushi chef is in front of the sushi bar actively sampling (handing out product samples and engaging with guests) (10 points)
- Sushi chef had a sample plate available, but is behind the sushi bar and not engaging with guests (0 points)
- N/A - sushi chef did not have a sample plate available

**31. Sushi chef's attire is neat, clean, professional, and chef appears to be well-groomed**

- Yes
- No

**32. Sushi chef is wearing a uniform and hat with company or brand logo**

*Refer to your shop instructions above for photos and description of the chef's uniform requirements. Please note that chefs should wear all required items (no matter the color/brand). Also, uniforms should be in good working code (clean, no rips or stains or missing buttons/broken zippers).*

- Yes (10 points)
- No (0 points)

**33. Sushi chef is wearing a name badge**

- Yes
- No

**34. How were you greeted upon approaching the sushi bar?**

*Select the middle response if you were not greeted verbally, but the chef acknowledged you with a smile or eye contact. Select the bottom response if you were not greeted or acknowledged at all upon approach.*

- Verbally AND with a smile/eye contact (10 points)
- Verbally OR with a smile/eye contact (10 points)
- You were not greeted upon approaching the sushi bar (0 points)

**35. Determines needs/wants**

- Sushi chef makes every attempt to understand what items you are interested in by engaging in conversation and asking probing open-ended questions
- Sushi chef does not attempt to understand what items you are interested in at all

**36. Sushi chef offers suggestions/upsells sushi, salads, appetizers, etc.**

- Yes
- No

**37. If yes, what items are suggested/upsold?****38. Displays a positive, caring, upbeat attitude**

- Enthusiastic and energetic - uses tone of voice, volume, inflection, gestures to convey positive energy and sincere concern about your experience
- Pleasant, polite, reserved, professional - minimal gestures and positive, steady tone

Appears to be going through the motions – disinterested

**39. Demonstrates knowledge of menu items, entrées, ingredients**

Yes

No

**40. Indicate question asked:**

**41. Indicate response:**

**42. Sushi chef seems to genuinely enjoy working at the sushi bar**

Yes

No

**43. Gloves are being worn while handling all products**

*Select N/A if the chef was not handling any food products.*

Yes

No

N/A - chef was not handling products

**44. Thanks you and/or extends a cheerful final parting remark**

*e.g., "Thank you!" or "Have a good day!"*

Yes (10 points)

No (0 points)

**45. Sushi Chef Interaction Supporting Narrative:**

*Explain the responses you selected for the Sushi Chef Interaction questions. Be sure to explain ALL responses of less than full point value. If you did not interact with the chef, explain how long you waited, who you asked for assistance, and what you were told. You must enter between 150 and 2000 characters.*

**Additional Food Items**

**46. Is boba tea available?**

*Select Yes or No if assigned a competitive brand. Select N/A if assigned a client brand.*

Yes

No

N/A

**47. How many cups of boba tea are available?**

*Format response as a whole number (e.g., 5).*

**48. How many varieties of boba tea are offered?**

*Format response as a whole number (e.g., 2).*

**49. Is there any ready-to-eat hot Asian food?**

*Select Yes or No if assigned a competitive brand. Select N/A if assigned a client brand.*

Yes

No

N/A

**50. How many total packages of ready-to-eat hot Asian food are available?**

*Format response as a whole number (e.g., 5).*

**51. How many varieties of ready-to-eat hot Asian food are offered?**

*Format response as a whole number (e.g., 2).*

**52. Additional Food Items Supporting Narrative:**

*If assigned a client brand, enter N/A (in that exact format). If assigned a competitive brand, explain the responses you selected for the Additional Food Items questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 2000 characters.*

## Food Quality

**53. Item purchased:**

**54. How many pieces of sushi are in the package you purchased?**

*Format response as a whole number (e.g., 10).*

**55. The "best by" date on the sushi package is for the next calendar date or longer**

*Check the "best by" date on a minimum of two sushi packages to see if it is for the next calendar date or longer.*

Yes (20 points)

No (0 points)

**56. Label makes it easy to identify whether an item is spicy, cooked, or raw**

Yes

No

**57. Indicate which of the following items are included in your product package:**

*Select all that apply.*

Soy Sauce

Ginger

Wasabi

Spring Roll Sauce

**58. The presentation is distinctive, eye catching, and stimulates your appetite**

*Select No if you comment to the chef that the presentation is not appealing, and evaluate if the chef offers to make the item fresh.*

Yes (10 points)

No (0 points)

**59. If no, is a request made/offered to make the product fresh?**

Yes

No

N/A - presentation was eye-catching

**60. It is easy to find the product you wanted in the case**

Yes

No

**61. Case is organized in a way where raw, cooked, and mixed products are grouped together**

Yes

No

**62. Indicate all items that APPEAR exceptionally fresh:**

*Select all that apply.*

- Fish
- Vegetables
- Rice
- Fruit

**63. Indicate all items that TASTE exceptionally fresh:**

*Select all that apply.*

- Fish
- Vegetables
- Rice
- Fruit

**64. The taste is distinctive, making this a memorable and enjoyable choice**

- Yes
- No

**65. Does the package price match the receipt price?**

- Yes
- No

**66. Overall, how would you rate the value received (comparing the quality of the product received to the price paid)?**

- Exceptional Value
- Good Value
- Neutral
- Little Value
- No Value

**67. Do you have photos of the sushi item you purchased?**

*Upload at least two photos of the item you purchased: 1) One photo prior to opening showing package/labeling, 2) One photo showing item after package opened but before taking a bite/prior to consumption. You may need to take and upload additional photos to clearly show labels, ingredients, layers, presentation, etc. depending on the product's packaging.*

- Yes
- No

**68. Food Quality Supporting Narrative:**

*Explain the responses you selected for the Food Quality questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 2000 characters.*

## Overall Experience

**69. Have you purchased sushi from this grocery store prior to this experience?**

- Yes
- No

**70. Have you had Hissho/Oumi Sushi before?**

*Select Yes or No if assigned a client brand. Select N/A if assigned a competitive brand.*

- Yes
- No
- N/A - did not evaluate client brand

**71. Overall, how memorable was your experience on this visit?**

- It was better than I expected
- It was positive but not memorable
- It was as good as I expected
- I was slightly disappointed
- It was worse than I expected and I was very disappointed

**72. Based on this visit, how motivated would you be to return to this location on your own?**

*Evaluate your likelihood to return to this sushi bar in this specific store, for the purpose of purchasing sushi.*

- I am very likely to return
- I am likely to return
- I am moderately likely to return
- I may return
- I will not return

**73. Based on this visit, how likely are you to recommend this sushi bar to your friends and family?**

- I am very likely to recommend to others
- I am likely to recommend to others
- I would occasionally recommend it to others
- I would usually not recommend it to others
- I would never recommend it to others

**74. How often do you purchase/eat sushi?**

- Once a week
- 2-3 times a month
- Once a month
- Less than 6 times a year
- I have never purchased sushi before

**75. Based on this visit, how often do you plan on purchasing sushi from a grocery store?**

- Once a week
- 2-3 times a month
- Once a month
- Less than 6 times a year
- I won't continue purchasing sushi

**76. Do you prefer raw offerings over cooked rolls?**

- Yes
- No

**77. Did the case provide enough vegetarian options?**

- Yes
- No

**78. If the case were to display appetizers and beverage offerings, how likely would you be to purchase a complete meal?**

- Very likely
- Likely
- May or may not
- Unlikely
- Very unlikely

**79. How likely are you to try new/innovative sushi rolls made with non-traditional ingredients?**

- Very likely
- Likely
- May or may not
- Unlikely
- Very unlikely

**80. From a convenience standpoint, would you be more likely to purchase sushi if it were closer to the checkout?**

- Yes
- No

**81. Did the POP display persuade you to purchase/try an item you wouldn't normally try?**

- Yes
- No

**82. Where do you most frequently purchase/eat sushi?**

**83. Overall Experience Supporting Narrative:**

*Explain the responses you selected for the Overall Experience questions. Be sure to explain ALL responses of less than full point value. Do not evaluate the grocery store or grocery store staff. Do not score down for factors outside the sushi staff's control. You must enter between 150 and 2000 characters.*

## Shop Validation

**84. Do you have a receipt?**

*Select Yes then upload your receipt. Make sure the image is clear and not blurry.*

- Yes
- No

**85. If you do not have a receipt, explain why:**

*Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.*

**86. Did you take a location exterior selfie photo?**

*Select Yes then upload your location exterior selfie.*

- Yes
- No

**87. If you do not have a location exterior selfie photo, explain why:**

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE