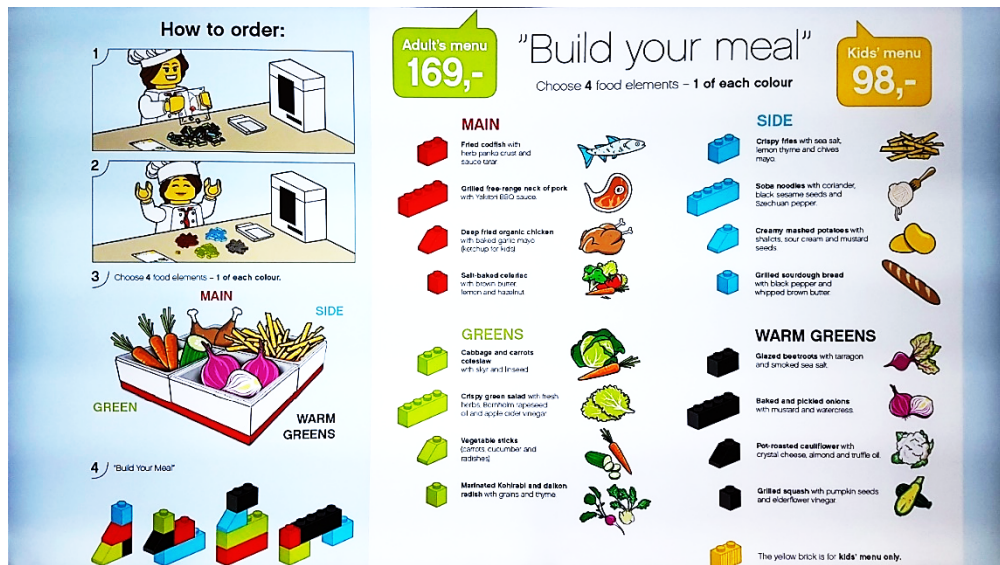


A Playful Dining Experience: A Case of MINI CHEF at Lego House



Source: Flickr (2017)

Background

Officially opened in summer 2017, the Lego House is a family attraction located near Lego's headquarters in Billund, Denmark (EATER, 2017). At the center of this 12,000 m² building is MINI CHEF, a concept restaurant that offers a unique interactive dining experience to all visitors (EATER, 2017).

Upon being seated, a staff member introduces the menu and explains the dining concept to guests. With small bags of Legos provided on the table, each guest builds their own meal using four of the blocks (Vice, 2017). There are different colored blocks to choose from, each representing a different course of the meal—for example, red signifies entrées, while green stands for raw vegetables, and different shapes indicate the corresponding dishes (ECK·LEC·TION, 2018). At the cost of HK\$200, an adult meal consists of 4 dishes, while the 3-dish-kids-menu comes at HK\$115 (Mighty Mama Bear, 2019).

Once decisions are made, guests are given a slate to build their blocks on and insert it into a machine at the end of their table (Mighty Mama Bear, 2019). The machine then scans and interprets the guest's order, displaying it on a screen for review and confirmation. After confirmation, an animation of a Lego minifigure assembling the order plays on the screen, adding a playful touch to the experience (Financial Times, 2024).

When the meal is ready, the screen notifies the guests and provides a collection number (ECK·LEC·TION, 2018). Using a conveyor belt system, the food—packaged in Lego-shaped lunchboxes—is delivered from the kitchen to the restaurant's pick-up counter, where two robots assist guests with their orders (Design Products & Applications, 2019). While waiting, the robots also entertain diners with dancing performances, further enhancing the fun atmosphere (Bricks for Bricks, 2019).

To encourage a healthy, balanced diet, the machine is programmed to reject orders containing two blocks of the same color (Vice, 2017). Additionally, young visitors who order the kids'

menu receive a complimentary minifigure chef, which comes with their lunchbox as a keepsake (ECK·LEC·TION, 2018). Overall, MINI CHEF is a modern and imaginative dining concept that combines technology, creativity, and family-friendly fun.

Challenges

Since its opening, the Lego House and its MINI CHEF restaurant have achieved global success, drawing visitors from around the world. However, the restaurant's unique interactive dining concept, which requires guests to actively build their meals with Lego blocks, has resulted in slower customer flow, leading to long wait times even with a reservation system in place. Additionally, the attraction has faced supply chain challenges, with demand far exceeding expectations. At one point, the company had to close another restaurant within the Lego House to allocate resources and support the operations of MINI CHEF (Lego House, n.d.).

Discussion Questions

1. What unique elements can you identify in the MINI CHEF dining experience that set it apart from traditional restaurants, and how do these elements contribute to the overall appeal of the attraction?
2. How does the interactive meal-building process enhance the overall dining experience for families?
3. What specific challenges has the MINI CHEF restaurant faced, and what strategies or solutions could be implemented to mitigate these issues and improve the overall experience for guests?
4. Considering the current challenges and successes, what future innovations could be introduced to further enhance the MINI CHEF experience and ensure its continued popularity?
5. How does MINI CHEF ensure food safety and quality with its unique ordering and delivery system?

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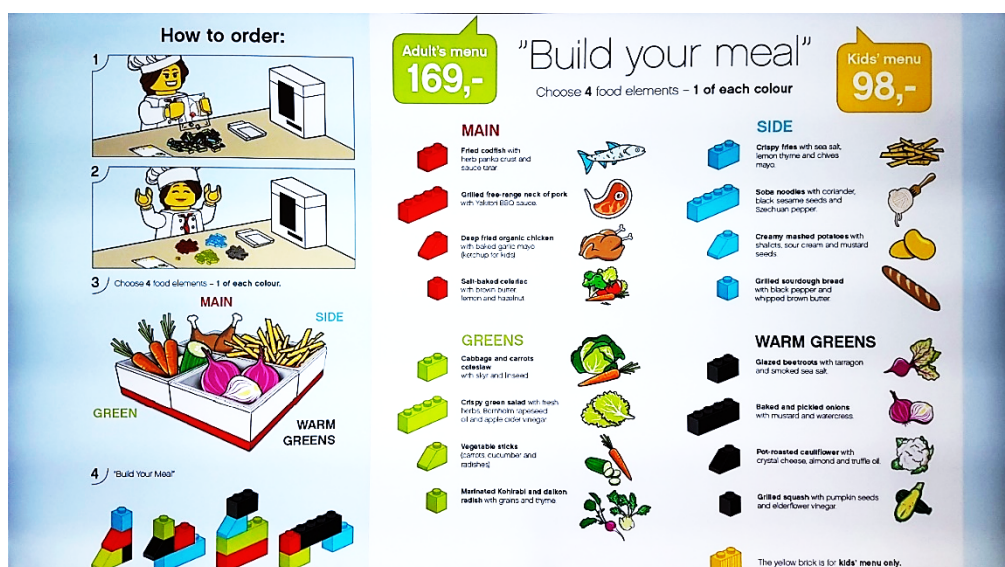
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Keywords

- Food and Beverage
- Themed Attraction
- Interactive experience
- Self-ordering
- Robot
- Family-friendly
- Customer Flow

趣味用餐体验：乐高之家 MINI CHEF 餐厅案例



Source: Flickr (2017)

背景

乐高之家于 2017 年夏季正式开放，是一个位于丹麦比隆乐高总部附近的家庭景点（EATER, 2017）。在这座 12, 000 平方米的建筑中心，是 MINI CHEF 餐厅，这是一家概念餐厅，为所有访客提供独特的互动用餐体验（EATER, 2017）。

客人就座后，工作人员会介绍菜单并向客人解释用餐概念。餐桌上提供了小袋乐高积木，每位客人需用四块积木来“搭建”自己的餐点（Vice, 2017）。有不同颜色的积木可供选择，每种颜色代表一餐的不同部分——例如，红色代表前菜，绿色代表生蔬菜，不同形状则对应相应的菜品（ECK·LEC·TION, 2018）。一份成人套餐包含 4 道菜，价格为港币 200 元；而包含 3 道菜的儿童菜单价格为港币 115 元（Mighty Mama Bear, 2019）。

客人做出决定后，会拿到一块板，在上面搭建积木，然后将其插入餐桌尽头的机器中（Mighty Mama Bear, 2019）。机器随后扫描并解读客人的订单，将其显示在屏幕上供客人核对确认。确认后，屏幕上会播放一个乐高仔组装订单的动画，为体验增添趣味（Financial Times, 2024）。

餐点准备就绪后，屏幕会通知客人并提供一个取餐号码（ECK·LEC·TION, 2018）。通过传送带系统，装在乐高形状餐盒里的食物从厨房运送到餐厅的取餐台，那里有两个机器人协助客人取餐（Design Products & Applications, 2019）。在等待时，机器人还会用舞蹈表演娱乐用餐者，进一步增添欢乐氛围（Bricks for Bricks, 2019）。

为了鼓励健康均衡的饮食，机器被设定为会拒绝对包含两块相同颜色积木的订单（Vice, 2017）。此外，点儿童菜单的小客人会免费获得一个乐高人仔厨师，随餐盒一起作为纪念品（ECK·LEC·TION, 2018）。总体而言，MINI CHEF 是一个结合了技术、创意和家庭友好乐趣的现代且富有想象力的餐饮概念。

挑战

自开业以来，乐高之家及其 MINI CHEF 餐厅取得了全球性的成功，吸引了世界各地的游客。然而，餐厅独特的互动用餐概念要求客人主动用乐高积木“搭建”餐点，这导致了客流速度较慢，即使有预订系统，等待时间也很长。此外，该景点还面临供应链挑战，需求远超预期。该公司一度不得不关闭乐高之家内的另一家餐厅，以便调配资源支持 MINI CHEF 的运营（Lego House, n.d.）。

讨论问题

1. 您能在 MINI CHEF 的用餐体验中识别出哪些独特元素，使其有别于传统餐厅？这些元素如何提升该景点的整体吸引力？
2. 互动式的餐点“搭建”过程如何提升家庭的整体用餐体验？
3. MINI CHEF 餐厅面临哪些具体挑战？可以实施哪些策略或解决方案来缓解这些问题并提升客人的整体体验？
4. 考虑到当前的挑战和成功，未来可以引入哪些创新来进一步优化 MINI CHEF 体验并确保其持续受欢迎？
5. MINI CHEF 如何通过其独特的点餐和送餐系统确保食品安全与质量？

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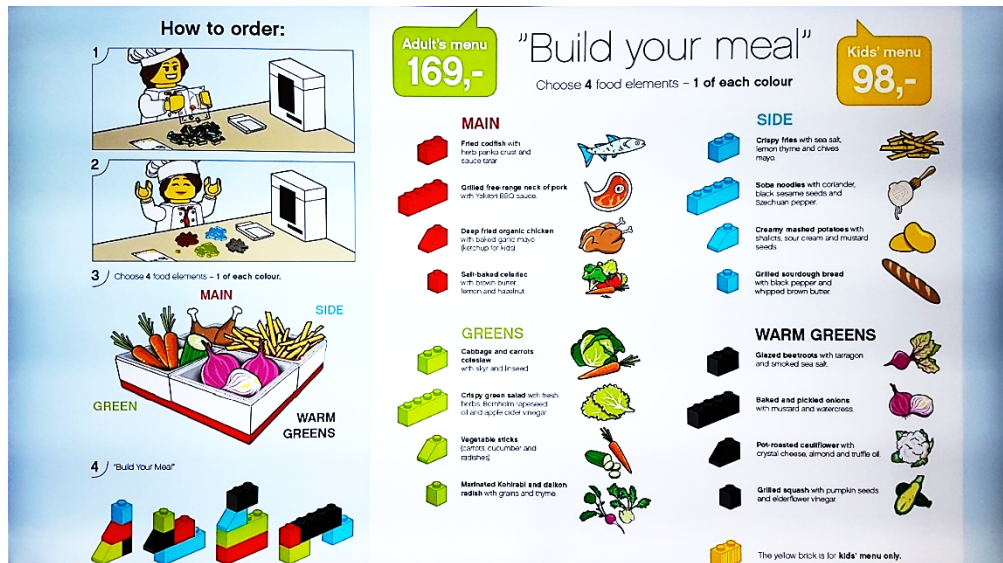
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关键词

- 餐饮
- 主题景点
- 互动体验
- 自助点餐
- 机器人
- 家庭友好
- 客流量

趣味用餐體驗：樂高之家 MINI CHEF 餐廳案例



Source: Flickr (2017)

背景

樂高之家於 2017 年夏季正式開放，是一個位於丹麥比隆樂高總部附近的家庭景點（EATER, 2017）。在這座 12, 000 平方米的建築中心，是 MINI CHEF 餐廳，這是一家概念餐廳，為所有訪客提供獨特的互動用餐體驗（EATER, 2017）。

客人就座後，工作人員會介紹菜單並向客人解釋用餐概念。餐桌上提供了小袋樂高積木，每位客人需用四塊積木來「搭建」自己的餐點（Vice, 2017）。有不同顏色的積木可供選擇，每種顏色代表一餐的不同部分——例如，紅色代表前菜，綠色代表生蔬菜，不同形狀則對應相應的菜品（ECK·LEC·TION, 2018）。一份成人套餐包含 4 道菜，價格為港幣 200 元；而包含 3 道菜的兒童菜單價格為港幣 115 元（Mighty Mama Bear, 2019）。

客人做出決定後，會拿到一塊板，在上面搭建積木，然後將其插入餐桌盡頭的機器中（Mighty Mama Bear, 2019）。機器隨後掃描並解讀客人的訂單，將其顯示在螢幕上供客人核對確認。確認後，螢幕上會播放一個樂高人仔組裝訂單的動畫，為體驗增添趣味（Financial Times, 2024）。

餐點準備就緒後，螢幕會通知客人並提供一個取餐號碼（ECK·LEC·TION, 2018）。通過傳送帶系統，裝在樂高形狀餐盒裡的食物從廚房運送到餐廳的取餐台，那裡有兩個機器人協助客人取餐（Design Products & Applications, 2019）。在等待時，機器人還會用舞蹈表演娛樂用餐者，進一步增添歡樂氛圍（Bricks for Bricks, 2019）。

為了鼓勵健康均衡的飲食，機器被設定為會拒絕對包含兩塊相同顏色積木的訂單（Vice, 2017）。此外，點兒童菜單的小客人會免費獲得一個樂高人仔廚師，隨餐盒一起作為紀念品（ECK·LEC·TION, 2018）。總體而言，MINI CHEF 是一個結合了技術、創意和家庭友好樂趣的現代且富有想像力的餐飲概念。

挑戰

自開業以來，樂高之家及其 MINI CHEF 餐廳取得了全球性的成功，吸引了世界各地的遊客。然而，餐廳獨特的互動用餐概念要求客人主動用樂高積木「搭建」餐點，這導致了客流速度較慢，即使有預訂系統，等待時間也很長。此外，該景點還面臨供應鏈挑戰，需求遠超預期。該公司一度不得不關閉樂高之家內的另一家餐廳，以便調配資源支持 MINI CHEF 的營運（Lego House, n.d.）。

討論問題

1. 您能在 MINI CHEF 的用餐體驗中識別出哪些獨特元素，使其有別於傳統餐廳？這些元素如何提升該景點的整體吸引力？
2. 互動式的餐點「搭建」過程如何提升家庭的整體用餐體驗？
3. MINI CHEF 餐廳面臨哪些具體挑戰？可以實施哪些策略或解決方案來緩解這些問題並提升客人的整體體驗？
4. 考慮到當前的挑戰和成功，未來可以引入哪些創新來進一步優化 MINI CHEF 體驗並確保其持續受歡迎？
5. MINI CHEF 如何通過其獨特的點餐和送餐系統確保食品安全與品質？

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關鍵詞

- 餐飲
- 主題景點
- 互動體驗
- 自助點餐
- 機器人
- 家庭友好
- 客流量