



Supermarket Retail

Why Go Sushi adds value to your customer shopping experience.



GO SUSHI KIOSKS ADDING VALUE IN SUPERMARKETS

Australian supermarkets are changing to model global trends of innovative and a customer-first approach to grocery retailing. With a fast growing population of time poor customers, the Australian retail landscape and store operating models are adapting to this change by offering convenience retailing, with fresh, healthy, gourmet food options.

Our Go Sushi kiosk models are designed to service time poor shoppers, attract children, and operate out of 12sqm in the fresh food grocery section in supermarkets. The kiosks are grab and go and staff are trained on visual merchandising to ensure displays are full for key trading periods.

With a range of freshly made sushi on-site our design engages shoppers at the start of their customer journey. Go Sushi works hand in hand with community based independent supermarkets. Our supermarket stores have increased basket size by up to 20% since adding a Go Sushi.



It is a popular nutritional must-have your customers will love for breakfast, lunch or dinner and with a robust franchising system designed for success, the benefits to all are hard to ignore.

Why sushi?

A winning
choice on
taste and on
trend.



On trend and loved by more Australians every year!

- Sushi is hugely popular with over 8.5 million Australians ranking it as a favourite meal. According to leading market research organisation Roy Morgan, its popularity continues to rise year on year.
- With its fresh colours and creative presentation, sushi celebrates the notion that when you "eat with your eyes" the food becomes more appetising and enjoyable; a sensory experience that few foods can match.

Go Sushi wins on taste and leads on health.

DIVERSITY:

- Our menu is diverse to appeal to everyone:
 - › Sushi lunch and dinner packs
 - › Dumplings
 - › Poke salad bowls
 - › Gluten free and vegetarian options



HEALTH:

- With less sodium, sugar and preservatives than average sushi and featuring the freshest local ingredients, we are able to deliver the healthiest of Australian sushi favourites without compromising on taste.
- Following the Australian Guide to Healthy Eating, our meals are immune boosting, nutrient-dense and high-protein, and come complete with nutritional values on our labels.



PRODUCT INNOVATION:

- We are leaders in sushi product innovation and seek to constantly improve our menu. With the help of customer feedback and in collaboration with our experienced sushi chefs, new flavours and trends are being trialed and tested regularly. We are currently exploring meat free, plant-based high protein alternatives.

SUSTAINABILITY:

- To embrace sustainable and green principles, we are investigating reusable and compostable packaging solutions for launch 2021.

Why become a Go Sushi Franchise Partner?



OVER 20 YEARS' EXPERIENCE IN FRANCHISING EXCELLENCE.

- Our 20-year dedication to franchise management and leadership means we know what it takes to succeed and how to help you reach your full potential.
- Therefore, every Franchise Partner will benefit from our suite of tools and systems such as:
 - › Business Management, Expert Sushi and National Marketing points
 - › Expert sushi training
 - › National Marketing Calendar & Local Store Initiatives
- We pride ourselves on great franchise relationships and in providing the best support for every step of the business journey.



REGIONAL AND NATIONAL CAPABILITIES:

- We have the capability and resources to ensure Franchise Partners can operate effectively in any location, supported by the latest sushi technology and operational practices.
- We work with local businesses for fresh produce for the highest quality and use our national supplier partnerships for our key sushi ingredients.
- With a robust turn-key business model our sushi can be enjoyed far and wide.



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