

Menu (e.g.)

Menu example

Signature :

※The HUG ROLL

(Original herb spice chicken + original sauce)

※HUG SUKIYAKI ROLL

(Beef belly + vegetables + egg + original sauce)

※Salmon & Cream cheese ロール

(Salmon + cream cheese + original sauce)

※DASHI EGG ROLL

(Dashi egg + original sauce)

※Garlic butter shrimp ROLL

(Fried shrimp + special garlic sauce + butter sauce)

Local Signature :

*Fukuoka shop's original menu

Hakata Mentaiko Butter Roll (Mentaiko, butter soy sauce, etc.)

*Nagoya shop's original menu

Fried shrimp roll (Fried shrimp + original herbs)

*American shop's original menu

Blue cheese & beef steak roll (Cut steak + blue cheese sauce)

*Korea shop's original menu

Possum cheese roll (Boiled pork + cream cheese + kimchi)

*Thailand shop's original menu

Hot chili & gai yang roll (Marinated chicken + hot chili sauce)

Customization :

A system for selecting basic menu items

and a system for selecting ingredients from scratch (example proposal)

1. Choose your base rice (white rice, enzyme brown rice, butter rice) and the number of grams
2. Choose your main ingredient (original chicken, salmon, shrimp, beef, etc.)
3. Whether to add vegetables (mixed vegetables, onion, paprika, etc.)
4. Choose your sauce (signature sauce, teriyaki, butter sauce, chili sauce, etc.)
5. Choose your toppings (fried onions, black pepper, french fries, etc.)



*Image is for illustrative purposes only.

HUG

New Japanese Sushi Roll



*Image is for illustrative purposes only.

Business data: 2024

What's

What is HUG ROLL?

A rolled sushi brand with the theme of "easy to eat and stylish".
The main focus is overseas.



*Image is for illustrative purposes only.

Base of S.I.

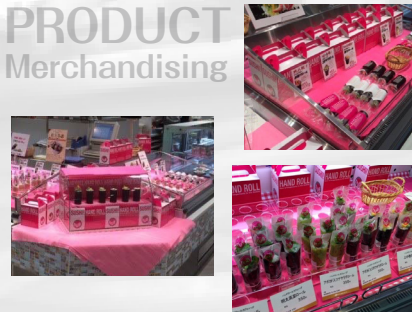
The predecessor (basis of current shop)

SHOP
Branding



Although the shop is small in scale, its distinctive colors and unique appearance give it a unique shop style and identity.

PRODUCT
Merchandising



We display and sell attractive products, both domestic and international, with a unique worldview.

Japan's proud food culture "Sushi" is called "SUSHI HAND ROLL" in Australia
~ Popular as staple of fast food ~ Sushi Revolution



HUG ROLL has opened shops in various countries to spread the word "Make SUSHI more easier and stylish."

[Shop opening record]

Domestic (directly managed)

Dazaifu shop / Hawkstowen shop / Event and special event shop

Overseas (Produced)

Shanghai (China) shop / Jakarta (Indonesia) shop

Characteristics

Our 3 characteristics

*In the following text: 1 tsubo = approximately 3.3 square meters

Part 1 :

Overwhelming product appeal, expansion capabilities and high cost performance of labour costs.

Operability as small shops of less than 10 tsubo, and flexibility for various shop formats, including "food trucks" or "ghost restaurants".

In addition to above, utilizing HUG's dedicated SUSHI robot even with no prior knowledge or experience, can make easy operation with a small number of people during peak sales times of a few hours, and compact business model.

<Examples of compatible sales styles>

- Food trucks ○
- Ghost restaurants ○
- Sub-restaurants and overseas sales ○
- Event sales ○
- EC business ○



* SUSHI Robot : Image

Part 2 :

Despite the overwhelmingly rapid recovery of the initial investment, this business model is able to ensure a final profit margin of approximately 40%. The average recovery period for the initial investment is approximately 8 months.

Running cost image (*Example of rent: 200,000 yen / 10-15 tsubo)

Sales (*Example of 8 hours of operation per day)

Average unit price 650 yen x 100 meals (mainly takeout) = 65,000 yen

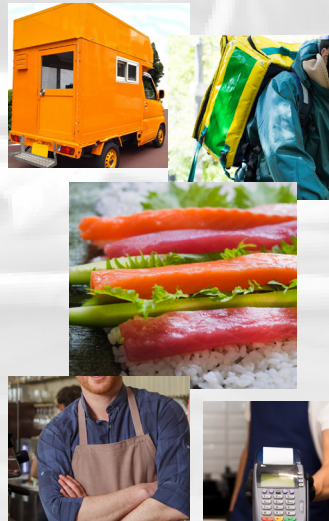
65,000 yen x 30 days of operation = **1,950,000 yen**

Profit

40% = **780,000 yen** (excluding holiday business and bonuses)

Initial cost image We recommend models around 10 million yen.

- Franchise fee : 3 million yen (additional fee if opening support is required)
- Property acquisition cost : 1 million yen or more (varies depending on area and conditions)
- Equipment and supplies cost : 2.1 million yen or more
(Sushi robot / Sushi rice machine (varies depending on property conditions, such as if the facility is vacant))
- Interior construction cost : 2.5 million yen or more
(varies depending on property conditions, such as if the facility is vacant)
- Supplies, reserves, etc. : Around 1 million yen



Part 3 :

In addition to standard ingredients, we can customize ingredients and product packaging to suit regional and global tastes.

We also have our own chefs develop original menus and propose menus based on the wishes of franchise owners.



*The photo shows the "Fukuoka Airport Shop" which opened in August 2024.
Menus using mentaiko, a Fukuoka specialty, and Fukuoka Airport shop exclusive menus are also being developed.

Members

Business Members

Starting with the founder who launched the "HUG ROLL" brand in Tokyo, Fukuoka and overseas and sparked a SUSHI HAND ROLL boom, the company is staffed by chefs who run brick-and-mortar restaurants as owner-chefs, consultants for Michelin-starred restaurants, chefs involved in founding food and beverage brands, and many other food professionals, including those involved in franchise headquarters operations and menu development.