



**YD!**



**SNOWFOX**  
GROUP



パンク  
**Panku**  
Streetfood

# franchise prospectus



# about snowfox



## We spark curiosity

We create a wide range of healthy, accessible, fresh sushi and Japanese food that sparks curiosity with bright and beautiful tastes and experiences.



## We challenge the status quo

We provide fresh, healthy and delicious meals and snacks for every day and any moment - offering new choices that help evolve and improve the 'grab & go' category.



## We craft with integrity

Integrity is the foundation of everything we do - from sourcing, to food preparation to sustainability...it's the Japanese way.

At **Snowfox Group** we believe in eating well without compromise, wherever and whatever the occasion. We believe great food can be healthy, delicious, affordable, fresh, and convenient.

## Our mission statement:

We want to make quality Japanese food accessible to everyone. Making sure we are in as many forms, locations, and homes as possible. Targeting everyone from the Japanese newbie to the foodie. We believe everyone deserves to 'Eat in Colour'.

## Our philosophy:

This is how we live and breathe Eat in Colour across every aspect of our businesses. From our food to our people, our restaurants, and our customers

- We strive to be different, we're proud to be disruptive
- We want to shake up every day eating with delicious Japanese food
- We deliver fresh food that tastes as good as it looks
- We don't do fast food, we do great quality food fast
- We design vibrant spaces that welcome people in
- We create personal experiences for every one of our guests
- We celebrate all the individual personalities of our people

## Our future:

Our vision is to be the **#1 Japanese food business** for revenue growth, brand recognition, stakeholder value and sustainability.

# the brands

The YO! logo is displayed in white, stylized, italicized font on an orange square background.

## Flavour's at the heart of everything

We're all about fresh, flavoursome, authentic Japanese food. Sushi is what we're known for. But we also have a mouth-watering range of street food available - from traditional classics to innovative fusion dishes. All packed with rich, aromatic flavours and all-natural ingredients.

We burst onto the restaurant scene in 1997, when we shook up London's Soho and showed the UK a new way of eating. Part of that was the 'kaiten' conveyor belt and colour-coded dishes which made our name. We still believe in eating in colour. Fast forward to today and we have close to 100 restaurants and 250 kiosks all over the planet.

The Panku Streetfood logo is located in a red circle. It features the Japanese characters 'パンク' (Panku) above the word 'Panku' in a bold, sans-serif font, with 'Streetfood' in a smaller font below it.

## Punk for Delicious

Inspired by years of exploring food culture and experiential cooking (we once cooked a Christmas Vegan dinner inside an old washing machine drum!) – we now want to share that knowledge, insight and great tasting food with like-minded people, like you!

Our food is all about flavour and giving all who eat it an amazing experience. From tasty and healthy meals right through to delicious snacks, everything has been prepared with you in mind (and some bits we like too!).

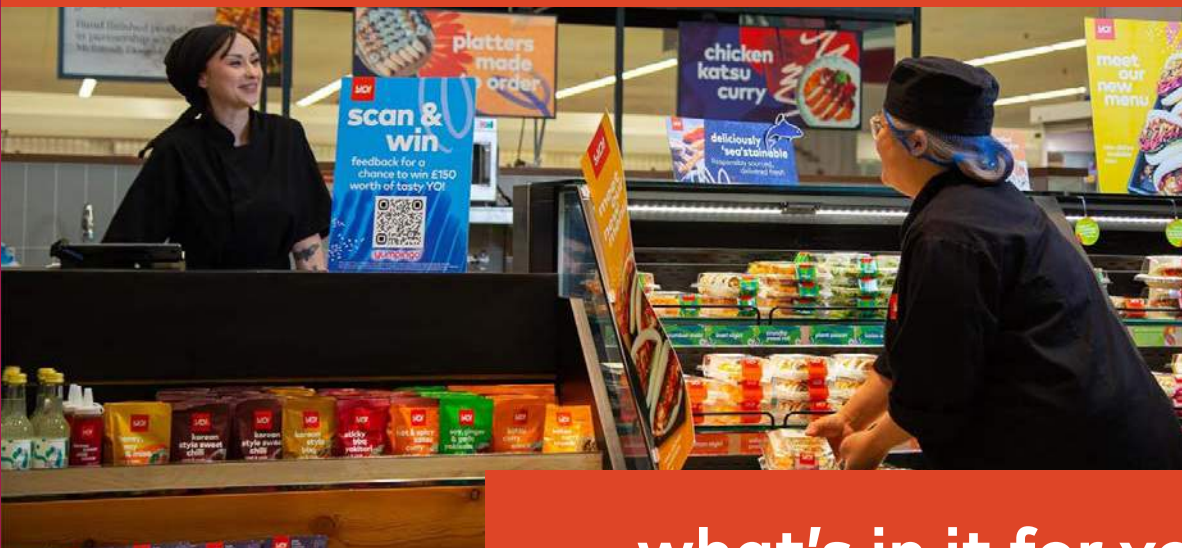
When we are not busy creating awesome new recipes, you'll find us on social where we will be sharing ideas, inspiration, recipes and maybe even our favourite punk playlists



# franchise opportunity

To own and operate a sushi kiosk business which is already generating **revenue** and **profit**. Operating under the **YO!** brand in Tesco supermarkets or **Panku** brand in Asda supermarkets, these freshly made sushi kiosks have a captive customer base with great potential to make significant personal earnings.

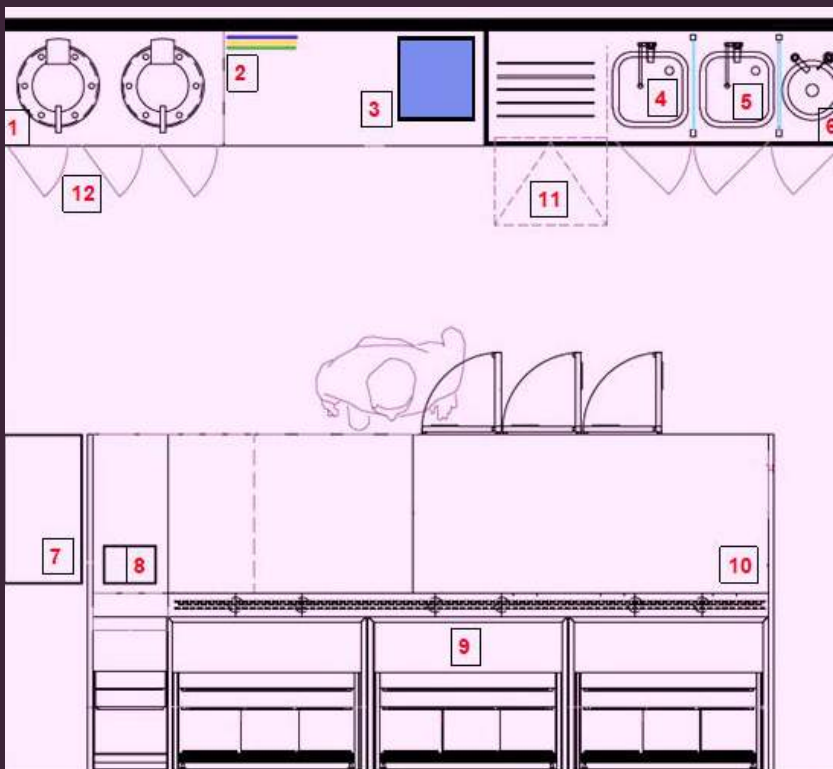
We are looking for enthusiastic, entrepreneurial sushi lovers to join our Snowfox UK group. You will also benefit from being a part of what will become the **UK's biggest sushi franchise system** and the support given by our group.



## what's in it for you?

- be your own boss!
- own your own business
- significant earnings potential
- full initial training
- support of best in class operators
- flexible working

# kiosk layout



1. Rice Cookers
2. Chopping Boards
3. Shari Box
4. Untensil wash sink
5. Food wash sink
6. Handwash sink
7. Rice bin
8. Tablet and printer
9. TO-GO fridges
10. Kiosk fridge & worktop
11. Dishwasher
12. Cabinets





# franchise package

## brand support

- Kiosk location selection support
- Marketing & campaigns support from our marketing specialists
- Regular new product development to enhance offering and generate additional sales
- Supplier infrastructure already set up and pricing support from Snowfox UK
- Dedicated franchise support manager for onboarding and documentation set up
- Dedicated franchise area manager for advice and guidance on operational issues
- Detailed training programme – in our Snowfox UK training academy and practical training in a kiosk

## key terms

- 3 year operating term with option to renew for a further 3 year period
- 2 weeks full training in Snowfox training academy and in a live kiosk
- Operational Manual and training tools to help you operate a successful business
- Ongoing brand, marketing & operational support visits
- Franchise fee to include all opening smallware's and set up equipment to operate from Day 1 in your kiosk

# testimonial

## Shiauli Wong

### Franchise Partner Panku Bearsden

Shiauli started with the Snowfox group as the kiosk manager of Panku in Bearsden in 2020. Following a successful year in her kiosk which included beating various sales and profit records, Shiauli took on the role of Regional Trainer for kiosks in 2021, delivering her knowledge and skills to help open 40 new kiosk sites in England and Scotland.

When the opportunity to become a franchisee with Panku was available in 2022, we were delighted that Shiauli decided that this was the right move for her.

Here's what Shiauli has to say about being a franchise owner:

"Franchising with the group has been nothing but a treat! The group provides the perfect platform for budding franchisees with their well tuned internal control systems accompanied with an abundance of opportunities to grow as an individual. Working with the group has also allowed me to excel in my leadership skills, to lead my team to sustainably generate revenue while maintaining top notch customer service"



# next steps

If you are interested in becoming a YO! or Panku franchisee and would like to discuss this opportunity in more detail please e-mail

**[nickb@yosushi.com](mailto:nickb@yosushi.com)**

