



YO!

Sushi & fresh Japanese food

YO!

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Sushi & fre

# an introduction to YO!

YO!

YO!



# founded in 1997: YO! was the first restaurant chain to bring Japan to the UK

Today we have:

- **Sushi in 6,000+ retail locations**
- **Licensed products in 2,500+ supermarkets**
- **375+ kiosks inside Tesco**
- **37 UK restaurants**
- **22 franchised restaurants across Europe, the Middle East and Australia**



# the sushi revolution

Meeting customer demand for high-quality sushi to-go.

“ Food To-go is a **£48bn market**, growing **40%** by 2028. Sushi is a growing category but under-represented in this space. ”  
AHDB, 2024

“ Sushi **surges +60%**. An extra **10.2m packs** have been sold since 2019 ”  
Kantar, 2024

“ Sushi **overtakes classic sandwich** as it becomes UK's **fastest growing** premium lunchtime treat ”  
Grocery Trader, 2023



# YO! national footprint

Over 6000 customer touchpoints in the UK, both made fresh and scalable factory supported models

made fresh daily



restaurants



concessions

factory supported



grocery



travel



kiosks



QSR



foodservices



licensed goods

# grocery category penetration

spanning multiple supermarket categories, the YO! brand is viewed as #1 for quality vs. key competitors.

sushi, snacks, poke, bowls & salads

frozen meals

cooking sauces & coatings

chilled meals

slow cooked meats



6,000+ stores

375 kiosks

696 stores

2,588 stores

400 stores

150 stores

TESCO

Sainsbury's

ASDA

Morrisons

WH Smith

CO OP

TESCO

TESCO

TESCO

Ocado

Sainsbury's

ASDA

Morrisons

CO OP

Morrisons

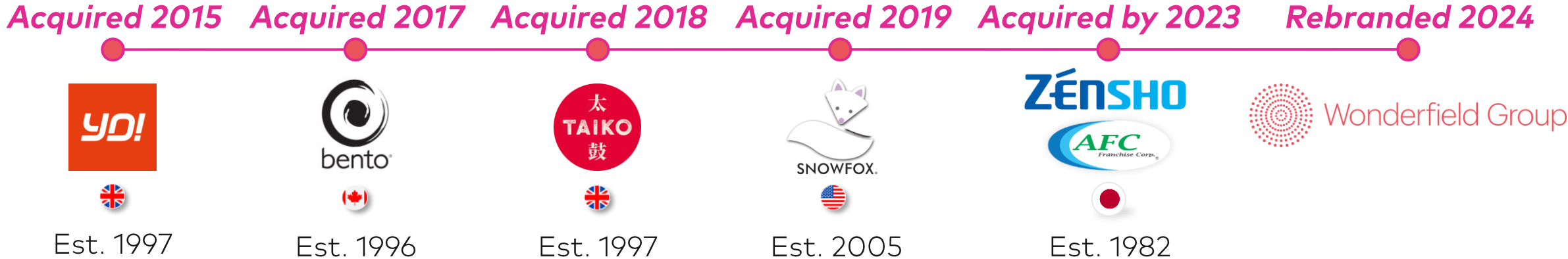
Ocado

ASDA

YO!

# Wonderfield Group

YO! proudly sits as part of Wonderfield group – a leading, international, multi-channel food business.

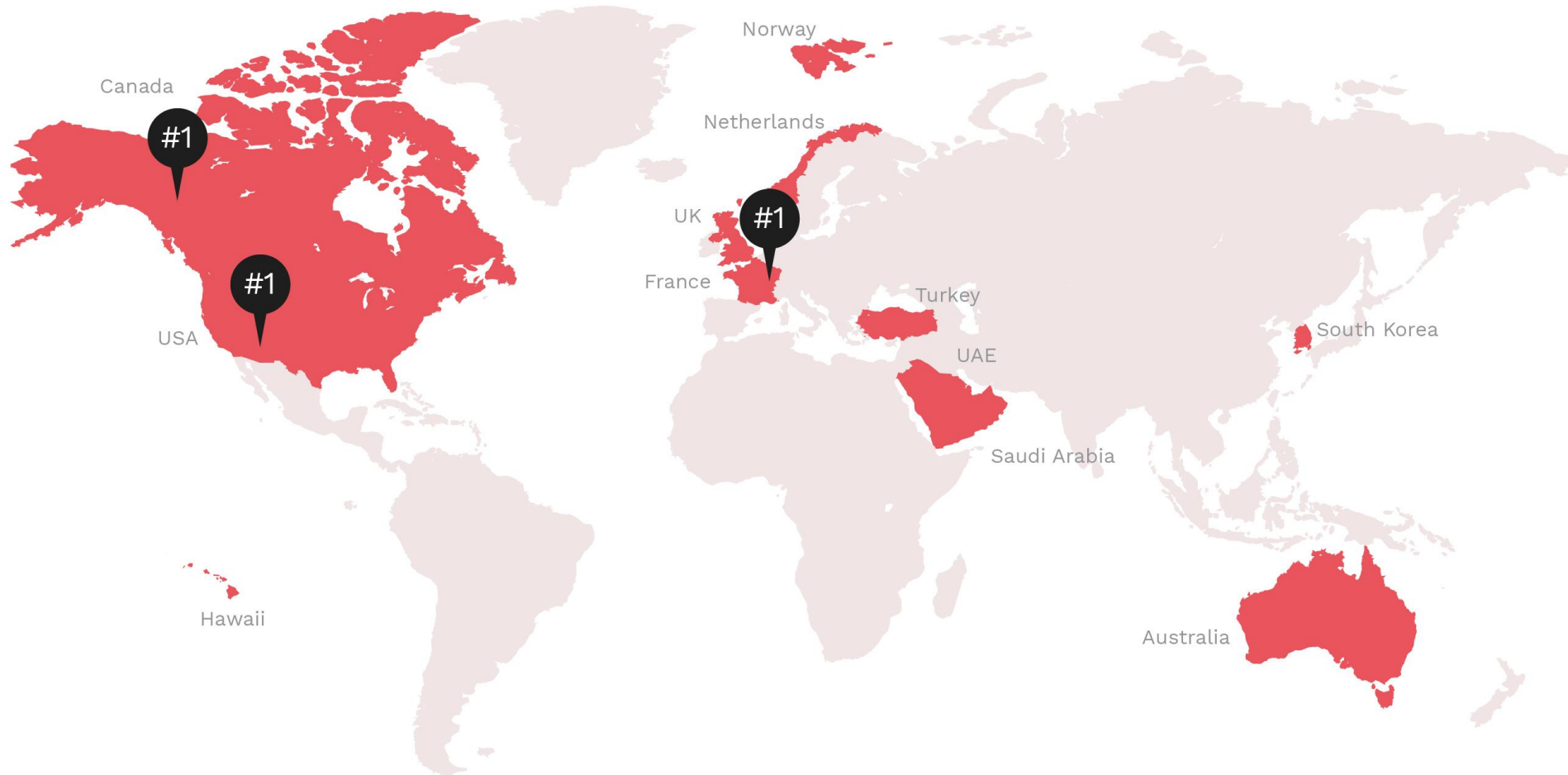


We reach customers across multiple routes to market, selling over 500 million trays of fresh sushi a year.

- 9,000+**  
In-store sushi kiosks
- 3,700**  
Grab & go locations
- 65**  
Innovative restaurants
- 50+**  
Retail partners

# Wonderfield Group: Global overview

A leading, international, multi-channel food business.



Generating **\$2.9bn+**  
in system sales



In **12,500+**  
locations\*



Over **5,500**  
team members

# Wonderfield Group: UK overview

Wonderfield Group UK spans many brands, channels and sectors.

restaurants



37 locations

kiosks



375 kiosks



146 kiosks

grocery



7,500 locations

branded goods



2,500 locations



# established & growing production facilities

Providing high-quality pre-packaged and foodservice products.

## Current facilities

**Bonsai & Sakura:** Sushi Factory  
Size: 40,028 Sq. ft.

**Fuji:** Warehouse, Office & Sauce Pot Factory  
Size: 16,706 Sq. ft.

**Koi:** Warehouse & Innovation Centre  
Size: 25,000 Sq. ft.

**Yuzu:** Salads & Snacks Factory  
Size: 22,373 Sq. ft.



why YO!

# a market-leading partner: high brand awareness & commitments to innovation



**A global brand**  
available in 11 countries,  
with 16 customer  
touchpoints in the UK



**63% consumer awareness**  
established in 1997, YO! is the 2nd  
most well-known East Asian food  
brand, and growing 10% year on year



**Quality at heart**  
the only Japanese brand to provide  
"restaurant quality" across 6 growing channels.  
Our UK factory holds BRC AA\* rating



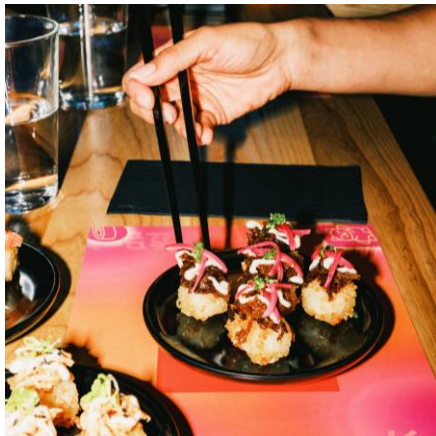
**Market leader in ready to eat sushi**  
more than 50 million packs  
produced per annum, with more  
than 1000 employees



**Elevated health perception**  
35% of consumers purchase Japanese  
cuisine for health reasons post-covid  
demand for better food choices



**A brand of experiences**  
customers note YO! as a leading  
experiential and fun brand



# innovation is at the heart of what we do

Our Japanese culinary journey is designed to satisfy every occasion and craving



# committed to exceptional quality

We strive for high-quality operations, safety standards and innovation. Elevating the strong YO! brand.



## Operational & service excellence

Rooted in service-led restaurants, YO! puts big emphasis on high quality customer management and support



## Outstanding food safety

Food quality and safety is non-negotiable.  
YO! is proud of our BRC AA\* rating



## Dedicated to product innovation

Our dedicated product development teams are committed to keeping our range fresh, relevant and exciting for all customers



## Reputational marketing standards

International brand awareness and heritage, evolving messaging to suit our customer's needs



## Devoted to sustainability & CSR

As part of the Wonderfield Group, YO!'s purpose is aligned; feed the world with safe, quality, affordable food

# sustainability at YO!

## Achievements, Commitments & Credentials

### Sourcing responsibly

- 100% sustainable seafood achieved (including tuna, salmon, shrimp and surimi)
- All tier 1 suppliers signed the responsible sourcing standards

### Smarter packing

- Member of UK plastics pact & OPRL
- All primary packaging is recyclable/compostable

### Cutting carbon & energy use

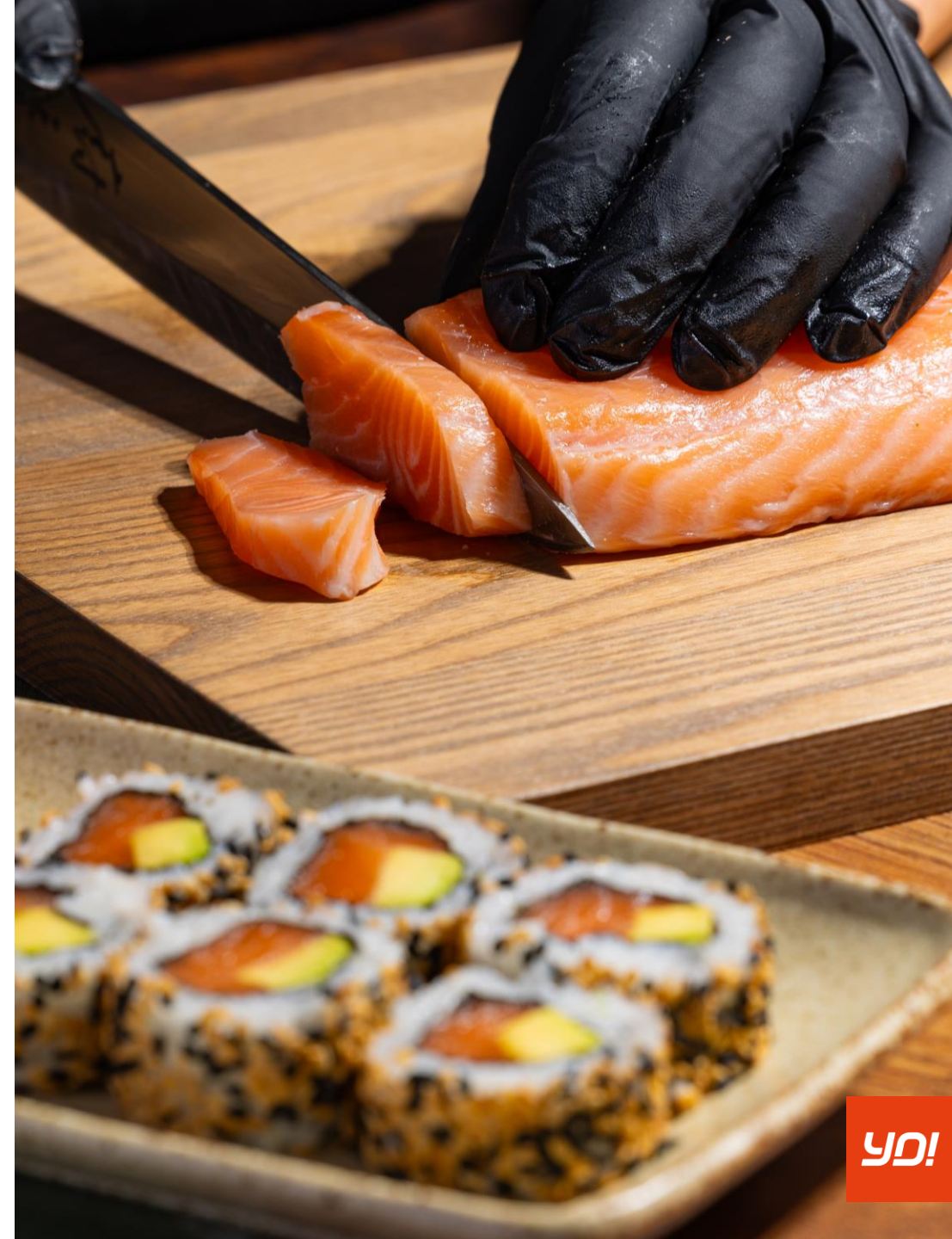
- First full carbon footprint: 29,717 tco<sub>2</sub>e baseline established
- Renewable electricity and energy-efficient upgrades are driving reductions
- Focus on scope 3 emission collaboration with suppliers (97% of total impact)

### Fighting food waste

- 57,000+ meals rescued with Too Good To Go in 2024
- Partner with City Harvest to redistribute surplus food to those in need

### Empowering people

- 53% women in our workforce, and 52% in management
- Employees proud of our ethical impact. 74% were favourable in survey



# our partners

Strong partner relationships are core to our continued business growth



# working with YO!

YO!  
MSC crispy  
californian  
dragon rolls  
MSC seafood, pepper &  
eggplant rolls with crispy  
eggplant & tobayako sauce  
see us

YO!  
crispy salmon  
selection

YO!  
crispy salmon  
dragon rolls  
salmon and cucumber  
rolls with crispy eggplant  
& tobayako sauce  
see us

YO!  
salmon & cali  
top hits

YO!  
chicken  
& sweet  
pepper poke

YO!  
veggie  
selection

YO!  
chicken katsu  
dragon rolls  
chicken katsu, salmon  
& cucumber rolls with  
crispy eggplant  
see us

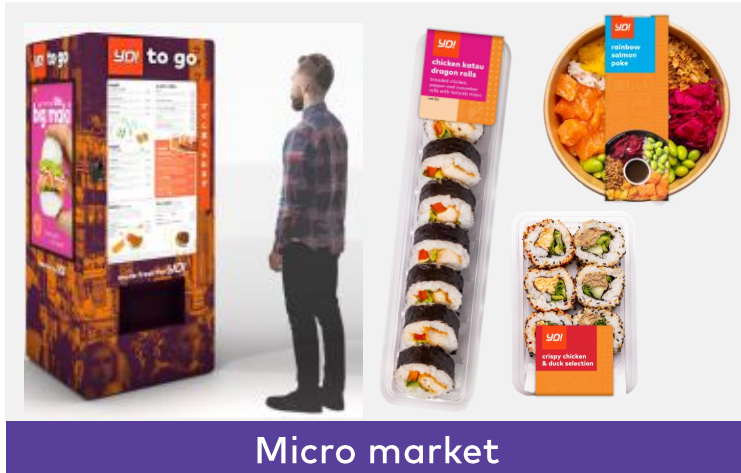
YO!  
rainbow  
salmon  
poke



# available channels

A tailored YO! Offering to meet all product and space requirements

1.



Micro market

Fits into your canteen, fridges or we can create a YO! micro market in your space

Utilising distribution partners and their networks to grow volume in FS spaces

2.



Optimise existing space

Get the most out of an existing space, or invest in an underutilised space with a well-loved brand and product offering

Solving future partner problems by increasing revenue through additional offerings while utilising existing labour and unit

3.



Stand alone

A YO! of your own, placed where you need it, a flexible footprint with no limits

Increasing brand presence and servicing work force/ students / travel consumers through a smaller QSR model

# 1. micro market

Flexible foodservice, anywhere you need it.  
Fits into existing / purpose-built canteens,  
fridges or vending.

Our simplest and most adaptable solution.

Ready to use product, available direct from  
distribution, can be placed into your existing  
fridges or a YO! Branded micro market (fridges /  
vending units)

- **Ideal for:** Office spaces without extraction  
(branded units) or expanding range and choice  
within existing canteen space.
- **Range:** Sushi, poke, salads, breakfast and snacks.  
Suits all dietary requirements and holds very low  
labour/skill requirements – simply keep them  
topped up.
- **Shelf life:** P+4 - Delivered pricing model



# 1. micro market: YO! range



Crunchy californian roll



Chicken katsu roll



Crispy chicken & duck rolls



Veggie selection



Chicken Katsu Rolls



Crispy Salmon Selects



Chicken katsu bites



Rainbow salmon poke



Teriyaki chicken poke

# 1. micro market: GLO range



Smoky chicken & rice salad



Spicy chicken & couscous salad



Hot smoked salmon & rice salad

## 2. optimise existing space

**A smart sushi solution: Compact and high impact, with low-labour requirement**

The model offers a simplified range with a small footprint and no extraction requirement; the perfect sushi solution for existing, low-volume spaces!

Add a vibrant, high-impact, branded offering to maximise your space and labour - boost engagement, footfall and revenue.

- **Ideal for:** Travel hubs and corporate spaces with existing food units
- **Range:** Sushi, poke, salads, breakfast and snacks cater for all customer needs. Delivered as finished products or just requiring the decorative touches – very little labour required. Hot food range also available.
- **Shelf life:** P+4 - Delivered pricing model



# 2. optimise existing space: range

## Sushi

Semi-finished bulk rolls, ready for the finishing touches on site.

Impress customers whilst removing operational complexities; minimising labour and driving value through varied pack sizes



Roll platters, sauces and garnishes delivered to site

Teams pack product and add finishing touches

Customer enjoys freshly made sushi straight from your fridge/vending unit



## Hot food

Delicious hot meals, designed to minimise wastage and meet volume needs.

Refresh pre-prepared, Japanese favourites, suitable to be hot held or heated to order in a Merrychef oven in under 2 minutes.



Cooked rice & ready to serve ingredients arrive to sites

Teams assemble range in YO! CPET bowls

Finished dishes refrigerated until needed

Cook to order or hot hold to meet demand



# 3. stand alone

Have your very own YO! kiosk situated where you need it. Available as a pop-up or permanent feature, concession or licensed model.

Eye-catching and easy to operate, they feature our wide product range, designed to maximise impact with minimal footprint.

- **Ideal for:** Educational campuses, airports, service and train stations as well as corporate spaces.
- **Range:** Sushi, poke, salads, breakfast and snacks cater for all customer needs. Delivered as finished products or just requiring the decorative touches – very little labour required. Hot food range also available.
- **Shelf life:** P+4 - Delivered pricing model



# 3. stand alone: site examples



# 3. stand alone: range

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# **white label solutions**

# Scalable, flexible & high-quality solutions

Our state-of-the-art facilities and processes also enable the provision of premium white-label solutions. Alongside our branded ranges, we provide tailored, bulk product supply of the following categories.

## Sushi Roll Platters

Complete sushi range including maki, rolls & nigiri. All available in several proteins for optimum choice.



## Compound salads & grains

Premium compound salad and grains. Available with/without dressing



## Sauces, condiments & dressings

Comprehensive list of quality dressings and sauces. Individual portion or large-scale provision. Bulk packs of soy, wasabi and ginger





Wonderfield  
Group

## Get in touch

If you're interested in a quality lead food occasion to solve your needs in whatever format works for you, reach out to:

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