Hissho SUSHI

JOIN THE SUSHI REVOLUTION



CORPORATE PORTFOLIO

Hissho SUSHI

A lot of people have a hard time saying Hissho Sushi. Try to say it five times fast... its quite the tongue twister. In all seriousness, within that name is the heart and soul of our brand. Hissho translated means Certain Victory. When people visit a retail location where sushi is pre-made, there is that common misconception that maybe the product is frozen or maybe it is not fresh. The beauty of Hissho Sushi is our product is made fresh daily. There is a chef in every Hissho Sushi location making restaurant quality rolls every single day. It is our promise that all the ingredients we use in our sushi are fresh, high-quality, and responsibly sourced.

It's our passion to bring Hissho Sushi to all people where they live, work and play.

Now Serving...

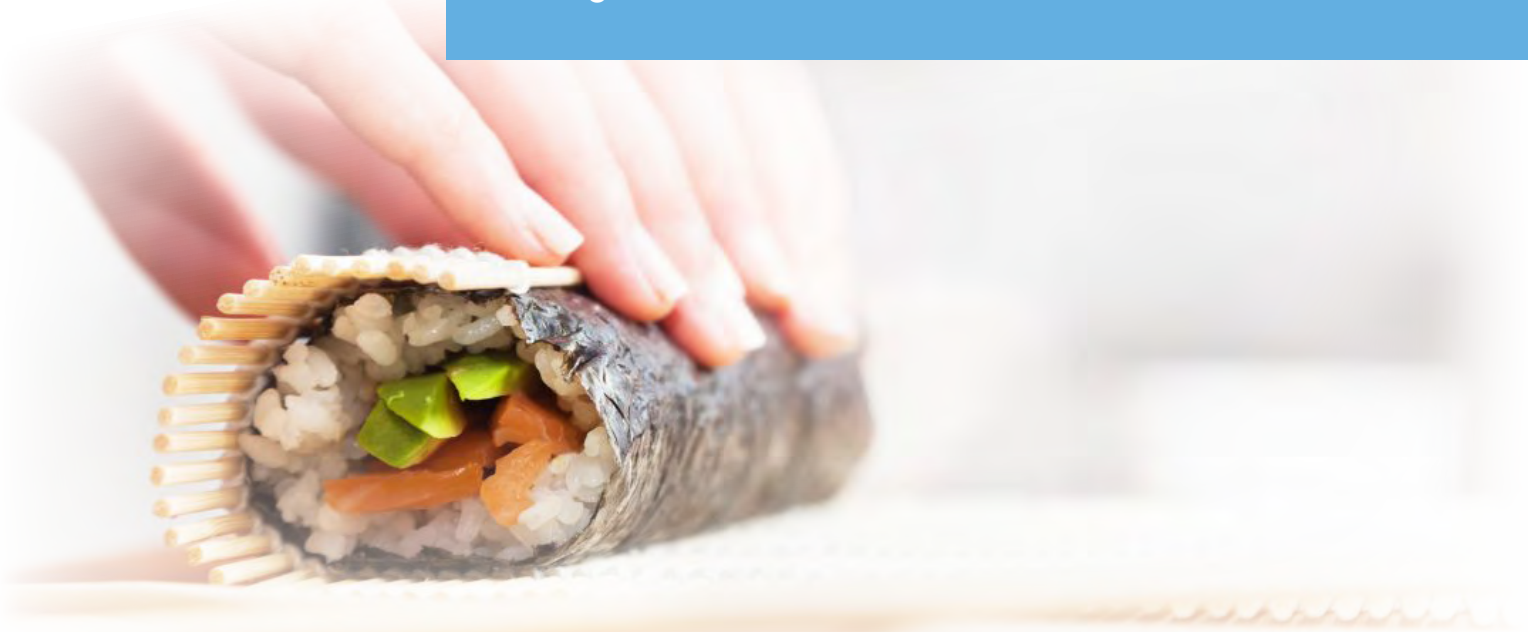
Hissho currently operates in over 1,800 locations across 42 states in the U.S. from local grocery stores, hospitals, universities, airports, military installations and more.



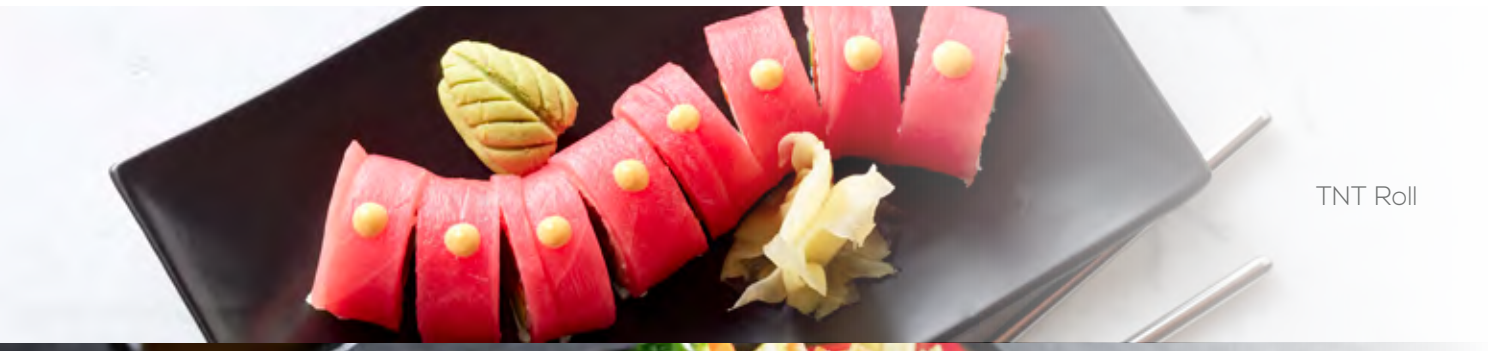
How We Roll

THE HISSHO DIFFERENCE

We're passionate about our franchisees and the opportunities created for local business owners and their communities. People who want to roll with us immediately discover the Hissho difference: we train, equip and support franchisees through every step of their journey to achieve success and their dreams - **Big, small, or anywhere in between.**



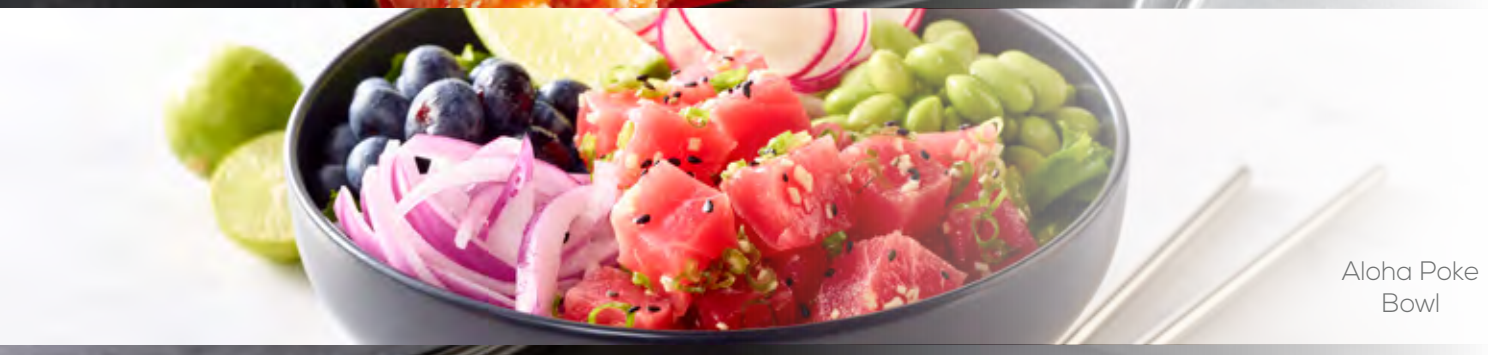
SCALABLE BUSINESS MODELS



TNT Roll



Shrimp Tempura Bento Box



Aloha Poke Bowl



Singapore Noodles

INNOVATIVE OPTIONS

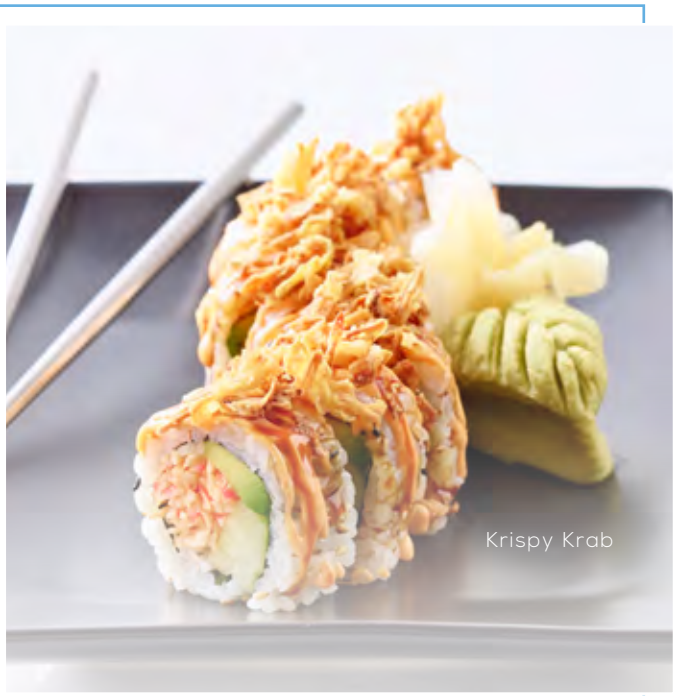
Hissho is committed to being the leader everyone looks to and the innovator who is taking the sushi industry to the next level. What does that mean for our retail partners?

Hissho Sushi makes our space a destination for your store by delivering fresh, innovative and premium rolls and menu items that shoppers think they can only get in a restaurant. We're bringing our sushi to the masses where they work, live and play.

	REAL ESTATE REQ.	MINIMUM EQUIPMENT REQ.	MIN. WEEKLY SALES EXPECTATIONS	CAP. INVEST. RANGE
On the Go Commissary Program	2 FT	Freezer Refrigerator	$1000 / week	$0
Inline Sushi Bar Deli Counter	200 SQ. FT	Freezer, Refrigerator Prep. Space Storage	$2,500 / week	$20K
Wine & Craft Beer Bar	2000 SQ. FT	Freezer, Refrigerator Prep. Space Storage	$5,000 / week	$250K - 500K

In conjunction with any standard sushi bar, we can also provide complimentary menu programs to cater to a variety of consumers and retail settings.

ON THE GO Commissary Program





OVERVIEW

In 2019, Hissho Sushi developed an exciting new concept: Hissho on the Go. Specially trained Hissho Sushi chefs handcraft Hissho on the Go sushi every day at a single commissary site. The rolls will be immediately delivered to partners like Walmart where shoppers can conveniently pick up their favorite rolls while shopping.

IDEAL FOR

- Medical Campuses
- Corporate Centers
- Airports
- Non-Traditional Venues

BENEFITS

- Fully permitted and licensed for specific use
- Designed to allow for multiple production lines and shifts to provide room for growth
- Technology is being leveraged with Sushi Robots to ensure efficiency and consistency
- Blast Chillers are used to provide efficient cooling and ensure food safety is maintained
- Our proprietary tablet software is utilized to allow for oversight as well as accurate and compliant labels
- All commissary employees are Hissho employees, adhering to our standards & policies
- Our General Manager provides oversight of the day-to-day operations with all management completing our world-class HQ training program
- Employees are ServSafe trained and comply with additional requirements based upon municipality



PROGRAM BASICS

TERM

30-day trial

No annual commitment

30-day mutual release

Minimum 25-unit daily drops
(number of days per week negotiable)

BILLING

Net 30 billing terms

Credit card or ACH accepted

Detailed invoicing by day

SCOPE

Deliveries will be made before
a pre-determined time

Designated refrigerated display

Designated employee to receive delivery
and shrink removal within 24 hours

HOW IT WORKS



1 **Commissary›**
Sushi Chef

2 **Van / Transport›**
Delivery to ensure stocked items
during peak lunch and dinner times



3 **Delivery›**
Restocking and removal
of expired units

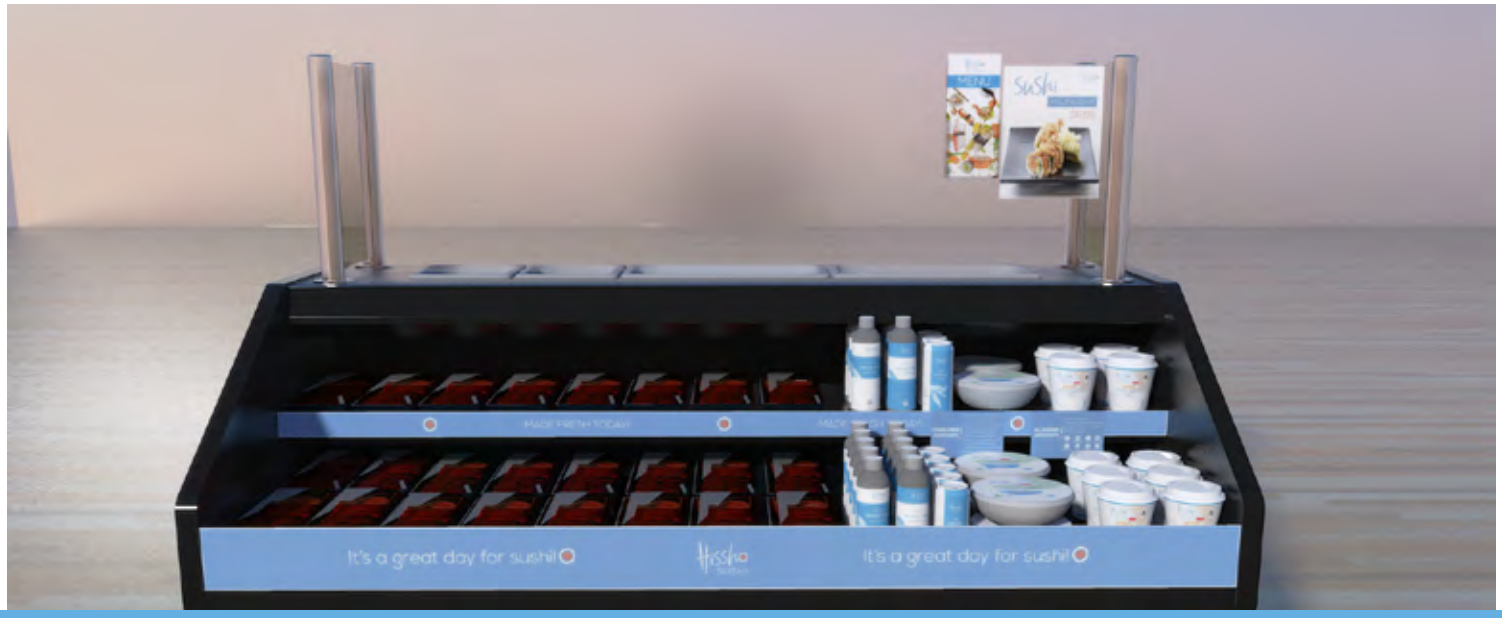
4 **Customer Grab›**



5 **Ca$h Out**
at Front Desk
or Register

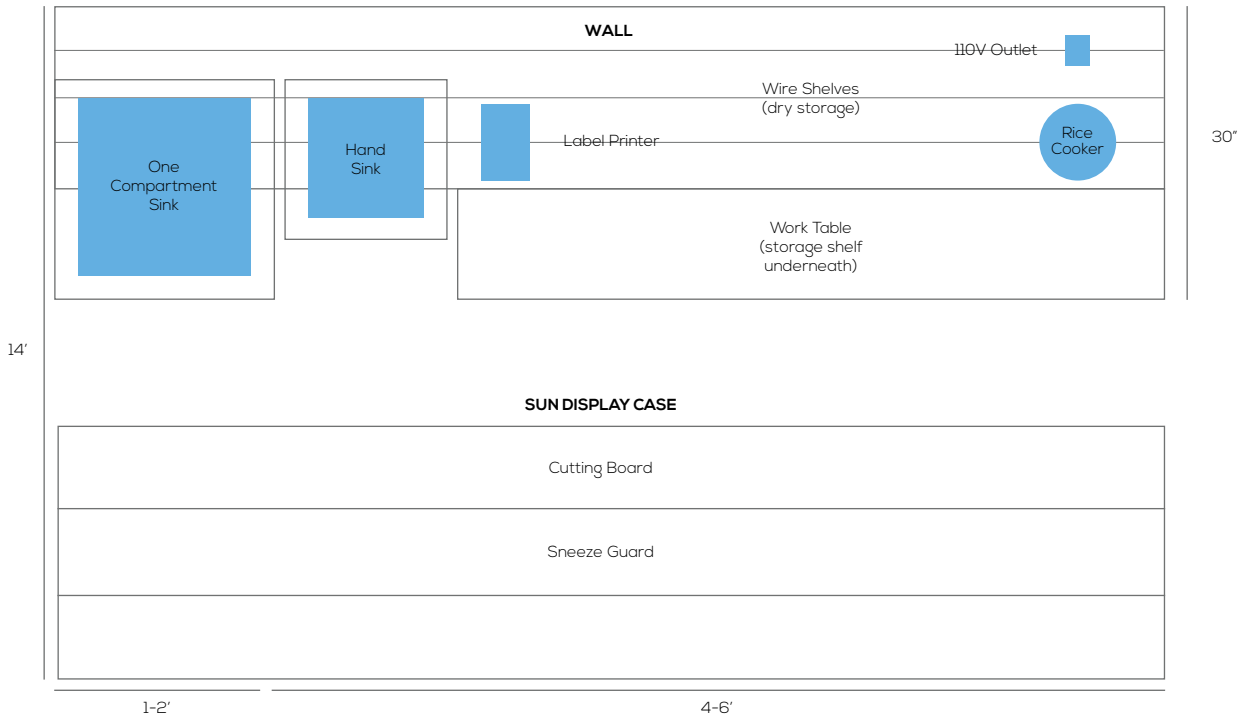


INLINE SUSHI BAR Deli Counter



This convenient setup allows both shelf space for product and a kitchen area for our local chefs to roll fresh sushi throughout the day. From sushi rolls to nigiri and poke, your customers can always choose from a selection of our most popular recipes or simply ask the chef to make a custom order.

INLINE BAR LAYOUT



BENEFITS

- Made to order
- Full-time sushi chef
- $2500 avg. / week
- Retailer keeps % of retail sales
- Healthy meal alternative
- Made fresh daily
- Ongoing marketing support

REQUIREMENTS

- Visible location within deli prepared foods section
- Chef prep area with under counter refrigeration unit
- Refrigerated merchandising display case
- Rice cooking area with 110v outlet and storage
- Walk in freezer (one metro rack), cooler (one metro rack), and dry storage (one metro rack) for storage
- Multi-purpose rolling cart
- Hand-washing sink

IDEAL FOR

- Grocery
- Retail
- High foot-traffic venues
- Universities
- Corporate Centers
- Medical Campuses



WINE & CRAFT BEER BAR



Hissho's concepts create a destination inside your store that customers will flock to. This format offers made-to-order sushi and hot appetizers, paired with pours from a selection of local craft beers and highly-rated wines on tap. This concept will elevate consumers sushi experience.

BENEFITS

Sushi Bar with added alcohol and asian-inspired hot appetizers

Multiple Day Parts

IDEAL FOR

- Military Bases
- Retail Centers
- Airports




Asian Chicken Wings


Pork Dumplings


Pumpkin Bao

HISSHO SUSHI PRODUCTS

At Hissho Sushi, we prepare fresh sushi on-site, daily - That's the only way we roll. Every day our talented chefs prepare delicious sushi that will keep your customers happy and healthy.

We search the world for only the highest quality products. Our seafood, rice, vinegar, soy sauce and other ingredients are procured and tested at our headquarters before they are released to our consumers.

Our chefs buy fruits and vegetables locally to ensure absolute freshness every day. Our research and development team develops items based on consumer trends. Some of our latest launches include plant based rolls and poke bowls. Our products consistently maintain the health benefits and authentic taste of true Japanese sushi.


Living Color Roll


Mango Salmon Poke


Nigiri

CRAVEABLE CREATIONS

RESPONSIBLY SOURCED

Hissho is partnering with Resiliensea to meet long-term sustainability goals. Hissho responsibly sources our products and has a goal of being 100% responsibly sourced by 2020.

Food Safety & Compliance Hissho Provides

- Audits, assessments, root cause analysis and enforcement
- Liaison to work with local and state health departments
- ServSafe manager certification for all chefs and managers
- Dedicated protocols to address recalls, food-borne illness, investigations, and food defense security
- Seafood HACCP certified team
- NSF and FDA audited warehouse facility

MARKETING & BRAND SUPPORT

The marketing team at Hissho develops all marketing materials at the corporate level, tailored to the specific needs of the individual partner. Hissho provides active sampling, giveaways, and customer engagement. A team from Hissho can also be available for on-site events such as grand openings, remodels and Sushi 101 classes.







MARKETING

- Hissho promotions are designed to create awareness and drive trial
- Relevant product offerings that are consistent across the country and customized by account
- Includes price promotions ($5 Sushi Wednesday, limited time offerings, and temporary price reductions)

OUTREACH

- Hissho leverages our own platforms -- Facebook, Twitter, Instagram & more
- We are also able to provide assets for our partners to leverage in their social media platforms
- Hissho Sushi provides support for these promotions through signage, roll production training for the chefs, and social media posts

OPERATIONAL SUPPORT

At Hissho University, you'll learn everything you need in order to run a successful business. You will become a specially-trained sushi chef, and gain essential customer service, marketing, and sales skills. The Hissho Sushi method provides a collaborative environment, offering support where you need it.



TRAINING

Hissho has created a "World Class Training Program" that uses a Holistic Approach to Training - Investing in the entire person as a business owner for optimum growth and development that results in your success as a business owner.

We focus on Hissho Standards throughout our training and have designated programs focusing on Professional Development, Sushi Technique and Skills, Food Safety, Inventory Management, Finance, Marketing, & Human Resources.

Hissho UNIVERSITY

- Hands on Sushi Training
- Marketing and Sales Training
- Food Safety Training
- Products, Packaging, Marketing and Branding
- Ongoing Support from Hissho Field team & HQ
- Phone Conferences and Webinars
- Team Building Opportunities

LEADERSHIP EXPERIENCE



Dan Beem

CEO

Serving as CEO since 2017, Danny's ability to lead, identify new business opportunities, and create industry change continues to aid Hissho's expansion enabling the company to bring high-quality sushi to all people.

Favorite Roll
Blazing California Roll



Matt Wilken

CFO

Spending nearly 20 years advising major brands, Chief Financial Officer Matt Wilken's experience and expertise has helped accelerate Hissho's business strategy and improve profitability for the company and its business partners.

Favorite Roll
Dazzling Dragon Roll



Corey Wilde

VP Business Development

A food industry veteran, Corey Wilde, Hissho's Vice President of Business Development, plays a pivotal role in identifying opportunities in new markets, strengthening partnerships with our current retail partners and helping develop results for our franchisees.

Favorite Roll
Living Color Roll



Lauren Kraemer

Sr. Director of Operational Innovation

Since joining Hissho in 2017, Lauren's passion for our people has evolved from one-on-one trainings with our franchisees to directing development and strategy for our products and concepts.

Favorite Roll
Sushicado Roll



Penny Kirsch

Sr. Director of HR

Offering more than a decade of experience, Penny Kirsch leads our human resources department, executing Hissho's mission to be an employer of choice that focuses on its people the value they bring to our company every day.

Favorite Roll
Salmon Lover



Brian Kiel

VP Operations

Brian Kiel, Hissho's Vice President of Operations, is a results-driven leader with more than 20 years of experience and expertise in multi-unit management, brand development, growth and franchise operations.

Favorite Roll
Krispy Krab Roll



Myo Thu

Director of Ops. (East)

Myo has been part of the Hissho tribe for over a decade, opening stores and training sushi chefs nationwide. Myo's mission lies in helping the Franchisee community to create their business with low investment.

Favorite Roll
"Create Your Own" using Hissho's secret recipe vinegar



Soe Kyi

Director of Ops. (West)

Soe Kyi , Director of Operations - West, has over 20 years of experiencing in multi-unit management in the food industry space. Soe works to actualize the ideas of those looking to begin their own small business dreams.

Favorite Roll
Crunchy Shrimp Roll

PRIVATE LABEL

Come, eat! Explore our exciting new collection of Asian-inspired foods that are good for your tummy and spirit. Hissho partners with healthy food experts, like Nona Lim, to create modern meals, steeped in tradition.

Real. Simple. Delicious.



Our Food. Your Way.

Whether you're on-the-go or crunched for time at home – never sacrifice flavor, health or quality for speed.

Clean Ingredients

We use the best ingredients without additives or preservatives – so our products are always chilled.



Grab & Go

Ramen • Bone Broth • Organic Tea





Experience Umami!

ONBOARDING

Standard Inline Sushi Bar

You will have an Account Manager assigned to you. This individual will be on-call for you at HQ-level to help coordinate promotions, specials, new store openings, etc. Regional Management in your geographical area will inspect and manage the store on a regular basis to ensure compliance and consistency. These individuals will have relationships with your Store Managers as well; they are the first point of contact for your individual stores.

An aggressive sampling schedule will be created for each store to increase sales, attract customers and offer new products. Also, once every quarter, our team conducts on-site training and meeting sessions. Our management team will also arrange a quarterly business review with your management team.

PHASE 1

- Site Survey Completed
- Equipment & Needs Identified
- Agreement Execution with Retailer

PHASE 2

- Chef Recruiting Begins
- Business License & Permitting Begins
- Special Branding Requirements Identified
- Franchisee Disclosed (FDD)
- Shipping Date Assigned and Agreed Upon by Retailer / Partner

PHASE 3

- Franchisee Training Begins
- HR Requirements & Onboarding
- Strategic Mwweeting with Operations & Marketing

PHASE 4

- Franchisee Agreement Signed
- Special Branding Materials Produced
- UPC & Pricing Information Sent to Retailer
- Opening Date Confirmed
- Product Delivery Date Scheduled
- Health Inspection Scheduled

PHASE 5

- Opening Order Received at Location
- Health Inspection Passed
- Organize Space & Prepare for Opening

OPENING DAY

- Opening Sampling Event



Ready to Join the Sushi Revolution?

For information on how to become a retail partner,
check us out at www.hisshosushi.com or contact us at
704.926.2200 | **jointhesushirevolution@hisshosushi.com**

FRESH

MADE FRESH DAILY

Variety, quality and the convenience you crave! Our specially trained chefs prepare hundreds of rolls every day so that our sushi lovers only get the freshest products.

PREMIUM

PREMIUM PRODUCTS

At Hissho, we're boldly taking the lead in culinary innovation to deliver premium, restaurant-style sushi, hot appetizers and menu items that consumers crave.

RESPONSIBLE

RESPONSIBLY SOURCED

Hissho Sushi is dedicated to answering the call to action to be a responsible community partner. That is why Hissho purchases all seafood from sources that keep in mind the long-term well-being of the species and our oceans.

JOIN THE SUSHI REVOLUTION



Sazanka Platter

It's a great day for sushi!

www.hisshosushi.com