



sushishop.com

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ORIGINS & VALUES

Sushi Shop is a pioneering Japanese fusion concept dedicated to crafting healthy, well-balanced meals. Since opening its first boutique at Montreal's Atwater Market in 2000—when sushi was still an emerging trend—Sushi Shop has experienced remarkable growth. Today, it stands as one of Canada's fastest-growing brands, with over 170 locations nationwide.

As a major player in the sushi market, Sushi Shop has solidified its position as the go-to destination for innovative and high-quality sushi. With a bold vision and an unwavering commitment to excellence, we've redefined the sushi dining experience, becoming a leader in the industry and setting the standard for others to follow.

With ambition, generosity, and sophistication, Sushi Shop has elevated the art of sushi, consistently upholding its commitment to quality, innovation, and aesthetics.

- **Sales Growth:** Strong presence in the Canadian market, driving consistent revenue.
- **Innovation:** Avant-garde flavours, impeccable presentation, and high-quality ingredients.
- **Unique Taste:** Authentic yet daring flavour profiles.
- **Leadership:** Constantly evolving menu with bold and diverse flavours.
- **Experience:** Outstanding creations designed to delight.

OUR FOOD OFFERING

Sushi Shop's unique approach to Japanese cuisine combines a vast à la carte selection of sushi, combos, poke bowls, and signature creations like the Blossom Collection, all prepared in-store by our chefs. Complementing this, Sushi Shop offers a daily selection of freshly prepared meals, creating a modern, convenient, and complete dining experience.

- **An extensive à la carte selection:** From timeless sushi classics to bold, innovative creations, we artfully blend tradition with creativity to cater to every palate
- **Vibrant Poke Bowls:** Our colourful Poke Bowls combine fresh protein, crisp vegetables, and seasoned bases, tailored with toppings and sauces for a satisfying meal.
- **Freshly prepared Combos:** Designed for variety seekers, our freshly made combos offer a balanced mix of sushi and complementary delights.
- **Signature Creations:** From the innovative Sushi Burrito to our exquisite Blossom Collection, these exclusive items are meticulously handcrafted in-store by our talented chefs.

INVESTMENT

ADDITIONAL INFORMATION	
Kiosk	220-300 pc.
Street	800-1200 pc.
Initial Investment	Between approx. \$300,00-\$450,000
Initial Term	10 years
Franchise Fees	\$35,000
Royalties	6%
Marketing Fees	3%
Personal Investments	20-35%



OUR COMMUNITY

PROFILE

Sushi Shop blends tradition and innovation to captivate those seeking new flavours, making it a global destination for sushi enthusiasts and appealing to a diverse clientele.

Customer Demographics

Sushi Shop attracts a balanced audience:

- **55% Women / 45% Men**

Tailored Offerings

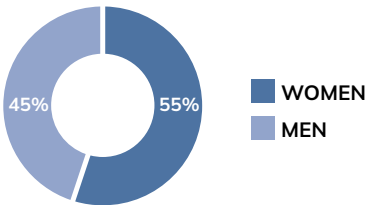
- **Appealing to Women:** Emphasizing health, creativity, and vibrant flavours to inspire and satisfy.
- **Engaging Men:** Offering robust, satisfying options that balance convenience with indulgence.

Wide Age Appeal

Catering to individuals aged 18 to 54, Sushi Shop bridges diverse lifestyles and preferences:

- **Food Enthusiasts & Adventurous Eaters:** A unique opportunity to explore traditional Japanese cuisine alongside bold fusion innovations.
- **Professionals & Busy Workers:** Quick, convenient meals that prioritize quality and freshness without compromise.
- **Couples & Groups:** Shareable platters and interactive dining experiences create a social and engaging atmosphere.
- **Families:** A wide variety of options ensures there's something for everyone, accommodating different tastes and preferences.
- **Multi-Generational Connection:** Dining experiences designed to bring together and delight customers of all ages.
- **Students & Young Professionals:** Affordable offerings like sushi rolls and poke bowls, perfect for those on a budget.

GENDER



AGE

