

Japanese Popular Kaiten Sushi Brand “Sushiro” Opened its 1st Store in Mainland China
“SUSHIRO PO PARK” Opened on Sep 22, Wed, in Guangzhou

F&LC to Expand Business to its 6th Overseas Countries/Regions

A subsidiary (Guangzhou Sushiro Restaurants Co., Ltd.) of FOOD & LIFE COMPANIES LTD. (HQ in Suita city, Osaka prefecture / President & CEO Koichi Mizutome) opened its 1st store, “SUSHIRO PO PARK” in mainland China on September 22, Wed, 2021 in Guangzhou. The Subsidiary (Guangzhou Sushiro Restaurants Co., Ltd.) prior to the opening, released a newsletter (shown below) for local media.

< **English translation of quote from the newsletter released by Guangzhou Sushiro Restaurants Co., Ltd.** >

‘Tasty Sushi for Value Price’ is finally coming to town. A Japanese popular kaiten sushi brand “Sushiro” opens its 1st store in mainland China on September 22, 2021. The store named “SUSHIRO PO PARK” is in PO PARK shopping mall in Guangzhou.

FOOD & LIFE COMPANIES LTD. (“The Company”) currently operating 600+ Sushiro brand stores in Japan and other Asian markets, opened its very first Sushiro store back in 1984 in Osaka, Japan. The Sushiro brand stores with its brand philosophy, “Tasty Sushi for All. Tasty Sushi for the Heart.,” have procured carefully-selected-ingredients from all over the world, thoroughly controlled ingredient freshness of the sushi they make, and have offered amazing taste and great joy to the people around the world. Seeing today’s grand opening in mainland China, the Company is now even more enthusiastic about further expanding its brand in mainland China as well as other Asian markets.



(Store Sample Image)

- A Positive Outlook : A Japanese Popular Kaiten Sushi Brand to Open the 1st Store in Guangzhou -

The Company, for many years, has closely monitored the growing mainland China market. It's truly a big market to start with. And the restaurant industry for local and foreign cuisines have grown so fast along with the overall economic trend. The infrastructure (incl. supply chain) for dining industry has been firmly established. And consumers' appetite for spending has grown stronger. For these reasons, many foreign restaurant brands have entered this market.

Sushiro brand for 37 years since its establishment has always placed its focus on 'tastiness & strict quality control,' and has entered 5 foreign Asian markets outside Japan so far. By launching this Sushiro brand in mainland China, the Company hopes to capture the growing demand for quality-food service in the dining industry, which will then lead to its bigger ambition to 'make people's everyday meals more delicious and the lives of people more fulfilled.'



(Store Sample Image)

- Fusion of Artisanship and Technology behind Fresh & Tasty Sushi -

The Company since it was first established, has never derived its focus from 'quality sushi for value price' for Sushiro brand. Leveraging its purchasing power backed by 600+ stores operating worldwide, the buying team of the Company run around the world to carefully select the right ingredients and place them under rigid quality control to offer 'quality sushi for value price.' To realize this philosophy yet again, this new Sushiro store opened in Guangzhou offers Japan-quality sushi starting from 1 RMB per plate. The store utilizes its patented 'Integrated Sushi Management System' to control freshness of the sushi on revolving lane. The system detects IC chip attached at the bottom of each plate to measure distance each plate travels on lane. When a travelling distance of a plate hits 350m, the plate gets automatically removed from lane. The system not only controls the freshness of sushi on lane, but also capture, in real time, sales data of each product on lane. These big sales data get analyzed to help optimize the volume of sushi that staff put on lane, which then leads to reduction of food waste.



- Overseas Expansion: The Next Stage of Challenge, the Mainland China, Starting in Guangzhou -

Guangdong Province that is leading the economic growth of China, is equipped with solid supply chain infrastructure (incl. cold chain), and often gets picked by foreign business with an ambition to enter to mainland China market, as its top priority region.

People often say, “Go To Guangzhou for a Fine Meal.” The philosophy of Guangzhou food culture seems to match that of Sushiro. In fact, many people in Guangzhou do like Japanese cuisine, that it gave the Company a push to open a store there. The new Sushiro store is in PO PARK shopping mall in the central business district of Tianhe, the most bustling area in Guangzhou. Preparation to open store No.2 and No.3 is also making good progress. The Company fully commits to offering fresh & tasty sushi to the people in mainland China, and it looks forward to seeing everyone at SUSHIRO.

< SUSHIRO PO PARK >

[Store Address] 广州市天河区林和中路 63 号东方宝泰购物广场 B1 层 PO PLUS 新区 1331 铺

[Open Date/Hour]

Sep 22 - Sep 28, 2021, 11:30a - 9:30p / From Sep 28, 11:00a - 10:00p

[WeChat Official Account] WeChat user can reserve seat via WeChat mini program. The user can collect store visit points that can be used as discount coupon or can be exchanged with original ‘Dakkozushi’ character goods.



风靡日本的回转寿司专家正式抢滩中国内地市场，
9月22日内地首店【寿司郎 东方宝泰店】进驻广州

真味不贵，惊鲜来袭。风靡日本的人气回转寿司品牌寿司郎，正式宣布将于2021年9月22日进驻中国内地市场，内地首店落地广州东方宝泰广场 PO PLUS 新区。

寿司郎作为 Food & Life Companies 集团的旗下回转寿司品牌，至今在亚洲及日本已拥有超过 600 家店铺。

自 1984 年诞生于大阪的寿司郎秉承着“美味寿司，肚子饱饱。美味寿司，幸福满满”的理念，在世界范围严选上等食材，坚持以亲民的价格提供新鲜地道的寿司，将日本的美味和幸福感传递给世界各地的朋友。本次内地首店开业，意味着寿司郎正式宣告抢滩中国内地市场，进一步拓展企业的亚洲版图。



图 1：风靡日本的人气回转寿司品牌寿司郎，正式宣布进驻中国内地市场

前景向好，日本人气回转寿司品牌正式入驻

寿司郎一直期待拓展中国市场，多年来持续关注中国市场的发展变化。中国餐饮市场规模大，本土地方美食和海外特色美食一齐蓬勃发展，产业链供应链完善，消费水平升级，持续吸引着海外餐饮品牌进驻和加大在华投资。

寿司郎历经三十七年，以对【美味】的坚持及严格的品质管理，已陆续在亚洲五个国家和地区开设分店。本次进驻中国市场，寿司郎相信既是顺应中国餐饮市场高质量发展的需求和趋势，也将为寿司郎进一步开拓亚洲市场，实现通过将日常的食物做得美味好吃，使顾客的生活乃至人生都变得丰富多彩的企业发展目标。



图 2：寿司郎希望进一步开拓亚洲市场，让更多海外顾客能在日常生活中享用美味寿司

真味不贵，用匠心 and 科技提供美味新鲜寿司

匠心经营，创业以来寿司郎一直坚持以亲民的价格提供新鲜地道的寿司。食材的品质高度影响着寿司料理的美味度，寿司郎凭借寿司匠人们专业的鉴别能力，甄选全球各产地的鲜鱼，严格把关食材的鲜度管理。同时，品牌发挥超过 600 家店铺的大规模国际采买优势，以较低价格采购鲜度极佳的寿司食材，进而以优惠的价格为顾客提供鲜美的寿司。本次广州首店【寿司郎 东方宝泰店】的定价也因此保持了每盘 10 元起的高性价比的优势，为广州本地消费者带来真味不贵的用餐体验。



图 3：真味不贵，寿司郎坚持以亲民的价格提供新鲜地道的寿司

科学管理，寿司郎运用独有的专利技术——回转寿司综合管理系统，让传送带上的寿司始终保持新鲜。寿司郎的每个寿司盘都植有 IC 芯片做到单品管理，可以监控菜品在传送带上的行走距离，当寿司在传送带上的传送距

离超过约 350 米之后将自动废弃。同时，通过 IT 技术实时掌握商品的销售情况，降低商品的废弃率并减少不必要的食材浪费。

以广州为起点，持续加大对华投资布局内地市场

广东作为中国经济发展的前沿阵地，拥有完善的冷链物流和健全的供应链，成为海外企业入驻中国内地的首选阵地。食在广州，广州饮食中重视食材新鲜、突出食物鲜美本味的特点与寿司郎的烹饪理念有着异曲同工之妙，广州人对于日料的高接受度也为寿司郎首店入驻广州带来了极大的信心。随着首店落地广州最繁华的天河 CBD 商业圣地——东方宝泰广场，寿司郎二号店和三号店也在密锣紧鼓地筹备中，并在不久的将来与公众见面。寿司郎决心以广州为起点，持续扩大在华投资，为更多内地消费者带来地道、鲜美的回转寿司体验。

附：寿司郎东方宝泰店开业信息：

开业时间：2021 年 9 月 22 日

门店地点：广州市 东方宝泰商场 PO PLUS 新区 B1 1331

试营业：2021 年 9 月 22 日（水）～9 月 28 日（火）（营业时间：11:30～21:30（LO：21:00）

正式营业：2021 年 9 月 29 日（水）～（营业时间：11:00～22:00（LO：21:30））

微信公众号：（二维码）

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