

## **YO! LAUNCHES NEW CHILLED MEAL RANGE AT TESCO STORES**

*Flavour-packed ready meals will be available at up to 800 Tesco stores across the UK*

**26 November 2021** - The Snowfox Group, the leading international Japanese food group, today announces the launch of its new YO! chilled meal range in Tesco stores.

Five new dishes have been launched in Tesco stores as part of the chilled meal range, which includes Japanese Sweet Chilli Chicken, King Prawn Noodles and Panko Pumpkin. This follows the launch of 12 YO! chilled meals in Tesco stores in June, bringing the full range to 17 dishes.

YO!'s Chicken Katsu Curry, the most popular meal in the range, is available in 800 Tesco stores across the UK.

The launch builds on the strong existing partnership between Tesco and YO!, which currently operates 79 kiosks across Tesco's UK sites and supplies pre-packaged YO! Food-to-Go products to 390 of its stores, including a bespoke vegan sushi selection made specially for the retailer.

**David Hampton, Managing Director of Retail at YO!, said:** "We are delighted to have developed and launched a new chilled meals range at Tesco, a longstanding partner of the YO! brand. We want everyone to be able to experience healthy, exciting food, which offers convenience without any compromise on nutrition or flavour. With YO! kiosks available at 60 Tesco sites, and 390 Tesco stores offering YO! Food to Go and pre-packaged sushi, this launch represents a next step in expanding our multi-channel offering to Tesco customers."

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### **About The Snowfox Group**

The Snowfox Group is the leading international, multi-channel Japanese food business. The Group brings together and drives sustainable growth across four outstanding brands – Snowfox, Bento, YO! and Taiko – serving a large and growing international customer base.

Selling 60m trays of sushi a year, Snowfox takes leading positions in attractive and growing Japanese food markets: #1 in UK, #1 in Canada, #2 in USA. The Group reaches reaching customers across routes to market, with over 1,900 kiosks, 3,700 pre-packaged locations, and 50 restaurants. It has strong relationships with more than 40 blue-chip retailers, underpinned by the Group's scale, expertise and operational strength. The company is growing at twice the rate of the broader fast-growing Japanese food market.