

YO! LAUNCHES NEW DELIVEROO TRIAL

Freshly rolled sushi will now be delivered from 14 new YO! kiosks across the UK

20 January 2022 - The Snowfox Group, the leading international Japanese food group, today announces a new trial with Deliveroo to deliver freshly rolled sushi from 14 YO! kiosks located in Tesco stores across the UK.

The 14 new sites being trialled on Deliveroo include Southport, Swansea, Chelmsford, Craigmarloch, Pitsea, Bournemouth, Bridgend, Horsham, Peterborough, Brooklands, Northampton South, Sunbury, Aylesbury and Colchester. . The menu on offer include some of YO!'s most popular dishes, including its signature salmon box, gyoza and mochi.

This trial builds on YO! and Tesco's strong partnership to date. YO! 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. In June, YO! launched a range of 12 chilled meals at Tesco stores, with dishes including Japanese Sweet Chilli Chicken, King Prawn Noodles and Panko Pumpkin. This was extended to 17 lines in November.

David Hampton, Managing Director of Retail at YO!, said: "Whether you're ordering lunch to the office or spending an evening at home, this trial forms part of our multi-channel strategy to bring our healthy, freshly-rolled sushi to even more people. Japanese food has never been more popular, and we are constantly looking at ways to build our presence across channels and fulfil consumer demand."

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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.