



15 June 2021

CREATION OF THE SNOWFOX GROUP

A leading international, multi-channel Japanese food business

The Snowfox Group has been created, bringing together four outstanding Japanese food brands – Snowfox, Taiko, Bento and YO! – in one place to drive their further growth.

The Snowfox Group is a leading international, multi-channel Japanese food business, selling over 60 million trays of sushi a year. Building on over 20 years of heritage, the renamed Group will support each brand in achieving continued growth in each of the different markets they operate.

The Group's operations encompass the US, UK and Canada, reaching consumers across multiple routes to market:

- It operates 1,900+ in-store sushi kiosks for international retailers
- Supplies fresh pre-packaged Japanese food to over 3,700 foodservice and grocery outlets
- Operates 65 restaurants

More than just a renaming exercise, the move is recognition that the Group has established a robust, innovative and fast-growing platform which supports its individual brands. This platform is able to maximise skills, expertise and insights across several international markets when it comes to bringing great Japanese food to as many people as possible.

As the Snowfox Group, the four individual brands are set to collaborate even more closely than before, underpinned by a common set of ambitions and shared values.

Richard Hodgson, CEO of The Snowfox Group, commented:

"The time is right for us to become The Snowfox Group. This reflects the reality of what we have become over these past few years: the dominant player within attractive and growing Japanese food markets. We have been outperforming the wider market for a number of years now, and as Snowfox Group, our shared expertise and experience will support the growth of our amazing brands around the world.

"As part of this, I am hugely proud of the hard work and support of each of my colleagues. They have been instrumental in the continued success of this business, and I look forward to engaging with them as we shape the wider Snowfox Group brand and values."

-ENDS-

Notes to Editors

The Snowfox group brings together four leading Japanese food brands:

- **Snowfox:** Founded in 2005 in Houston, Texas - Snowfox is the franchisor of over 1,100 full-service sushi kiosks in 25 states throughout the continental U.S., Hawaii and Alaska
- **Taiko:** Founded in 1997, Taiko was the first sushi manufacturer for UK supermarkets and has evolved into the most innovative manufacturer of sushi, bentos and snacks in the UK
- **Bento:** With over 900 locations, Bento was founded in 1996 in Canada and provides quality grab & go sushi and hot Asian food to 1,700 partners, including supermarkets
- **YO!** In 1997, YO! was the first to bring the 'kaiten' conveyor belt to the UK. Today, YO! has 65 restaurants across the UK

Press Contacts

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