



4 June 2021

YO! LAUNCHES NEW CHILLED MEAL RANGE WITH KERRY FOODS

YO!, the multi-brand, multi-channel Japanese and Asian food group, today announces it will partner with Kerry Foods, a market leader in chilled and frozen prepared meals, to launch YO!'s first ever range of chilled ready-made meals, available exclusively to Tesco.

The new range consists of seven SKUs, three mains and four starters and sides and includes favourites such as YO! chicken katsu curry, duck udon noodles, chicken gyoza and panko pumpkin. It will be available in 424 Tesco stores from next week.

The launch of YO! branded chilled meals in Tesco follows the recent agreement to supply YO! Food-to-Go products to 390 Tesco front of store fridges. YO! also supplies Tesco with YO! branded sauces, seasonings, marinades and mayos, as well as operating 52 YO! kiosks, offering freshly made sushi to eat on the go or at home.

David Hampton, Managing Director of Retail at YO!, said: "We're really excited about moving into another category, and having YO! products available in the chilled meals section. It's another important step in our diversification strategy and reflects the increasingly multi-channel nature of the brand. As the demand for Japanese and Asian food continues to grow, we see this as another great way to introduce consumers to YO!".

Louise Stone, Category Lead for Chilled Meal Solutions at Kerry Foods, said: "Consumers are increasingly looking for new food experiences at home, but in a way that makes it easy and accessible, particularly with dishes that many find hard to replicate well from scratch. YO! is a very strong brand in a cuisine which is growing fast. We are delighted to be partnering with them and see this as a huge opportunity to attract younger foodies currently less engaged in our category".

Products Launching:

YO! chicken katsu curry
YO! Japanese style fried chicken
YO! duck udon noodles
YO! teriyaki beef
YO! chicken gyoza
YO! Korean style fried chicken
YO! panko pumpkin

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About YO!

Founded in 1997, YO! (formerly YO! Sushi) was the first to bring to the UK the concept of a Japanese 'kaiten' sushi bar that delivered food via a conveyor belt. Today, YO! has over 80 sites across the globe in the UK, United States, Europe and the Middle East.

In November 2017, the group acquired North America's second largest sushi brand, Bento Sushi, creating one of the largest sushi companies outside of Japan. Bento sells almost 20 million servings of sushi a year through 600 + conveniently located 'grab and go' kiosks and sushi bars in supermarkets, colleges and universities, shopping centres and workplace catering facilities. In April 2018, the group subsequently acquired Taiko Foods Limited, the first company to produce sushi for a supermarket, and supplier to Waitrose. In July 2019, the Group merged with SnowFox, the second largest sushi kiosk company in the US, making it the largest Japanese food company outside of Japan.

These acquisitions have significantly diversified the group's business model by creating a global multi-brand, multi format Japanese food platform. The combined YO! Group is well positioned to meet the growing demand for Japanese food and healthy eating in restaurants, on-the-go, and in supermarkets.

In the UK, YO! now operates 52 YO! kiosks in Tesco and 37 Panku Kiosks in Asda offering freshly made food which can be enjoyed on the spot or later at home. YO! Food-to-Go pre-packaged sushi is available in Tesco, Sainsbury's, Co-op stores, WH Smith and David Lloyd Leisure Clubs. YO! also has a range of branded sauces available in supermarkets.

YO! sources all its fish from reputable suppliers who share the same concerns with regards to environmental issues and sustainability of at-risk species through overfishing and the subsequent depletion of certain fish.

YO! was acquired by Mayfair Equity Partners in November 2015.

About Kerry Group

Kerry Group provides the largest, most innovative portfolio of Taste & Nutrition technologies and systems and Functional Ingredients & Actives for the global food, beverage and pharmaceutical industries.

Since the commissioning of its first dairy and ingredients plant in Listowel, Ireland in 1972, it has grown to become the industry's leading provider of technology-based ingredients and solutions for all sectors of the food, beverage and pharmaceutical markets.

Its consumer foods division, Kerry Foods, is a leading manufacturer and marketer of added value branded and customer branded chilled foods to the UK & Irish consumer foods markets and selected international markets.

Quoted on the London Stock Exchange and Euronext Dublin, with headquarters in Tralee, Ireland, its 2018 Group revenue was €6.6billion.