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YO! EXPANDS FOOD-TO-GO PARTNERSHIP WITH TESCO

YO!, the multi-brand, multi-channel Japanese and Asian food group, today announces a new trial agreement to supply pre-packaged YO! Food-to-Go products to 390 Tesco stores.

The trial builds on YO!'s existing partnership with Tesco which includes 52 YO! kiosks offering freshly made sushi to eat on the go or at home, and YO! branded sauces, seasonings, marinades and mayos.

The new agreement will see YO! Food-to-Go products available in Tesco front of stores fridges from late May. As well as YO! favourites such as Crispy Salmon Rolls, Chicken Katsu Bites, the range will include a bespoke vegan sushi selection specially made for Tesco.

YO! Food-to-Go pre-packaged sushi is already available in 600 Sainsbury's stores, 160 Co-op stores, 110 David Lloyd Leisure Clubs, and a trial partnership is also underway with WHSmith. The group's Taiko brand is also available in Waitrose. Within the retail division, YO! also operates 37 kiosks in Asda under the Panku brand offering freshly made food which can be enjoyed on the spot or later at home.

David Hampton, Managing Director of Retail at YO!, said: "We're really excited to be expanding our partnership with Tesco as part of our multi-channel strategy aimed at introducing more people to Japanese food and sushi. With all of us starting to go out and about more, now is the perfect time to test our ready to eat front of store range in Tesco, and we are excited to see the response from consumers."

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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.

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.