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## YO! LAUNCHES FOOD-TO-GO TRIAL WITH WHSMITH

YO!, the multi-brand, multi-channel Japanese and Asian food group, today announces it has signed an agreement to supply YO! food-to-go products to WHSmith.

Launching in April, the trial will see a specially selected range of YO! Food to Go items such as chicken katsu bites, vegan sushi, and salmon and avocado poke initially on offer in seven WH Smith stores.

The initial trial will run in hospitals at Pinderfields in Yorkshire, and Southampton, as well as several travel hubs. This includes Victoria, Waterloo, Liverpool Street and Euston stations, as well as Heathrow Terminal 2.

The move reinforces YO!'s growth into retail channels, and specifically its expansion in the grab & go market. YO! Food to Go pre-packaged sushi is already available in 600 Sainsbury's stores, 160 Co-op stores and 100 David Lloyd Leisure Centres. The group's Taiko brand is also available in Waitrose. In addition, the YO! Group has 52 kiosks in Tesco stores and 37 kiosks under the Panku brand in Asda offering food for now and food for later.

**David Hampton, Managing Director of Retail at YO!, said:** "With the country about to start to reopen, we're delighted to commence this trial. With an extensive network of stores on the high street and in travel hubs, as well as hospitals - WH Smith is a great partner as we look to increase the availability of high-quality, Japanese food across the UK."

**-ENDS-**

### Press Contacts

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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.