



IRO SUSHI[®]

A Fantastic New
FRANCHISE
OPPORTUNITY

irosushi.com

Become part of a fantastic franchise built on growth and success.

Franchise opportunities available across the UK. Start your entrepreneurial journey with us today!



info@irosushi.com

Welcome to **IRO Sushi**

Sushi is experiencing a remarkable surge in popularity, quickly becoming a favourite dish among food lovers across the globe. Amidst this growing trend, **IRO Sushi** stands out as the number one sushi brand, known for its exceptional quality, innovative menu, and commitment to excellence.

At **IRO Sushi**, quality and freshness are at the heart of everything we do. We carefully select our ingredients, working closely with trusted suppliers to ensure every piece of fish, every grain of rice, and every vegetable meets our high standards.

Our vision is to become the leading Fast Casual sushi chain.

After successfully operating more than 30+ locations in London, we are now expanding across the UK and Internationally. That's why we're looking for investors, restaurateurs, and skilled sushi chefs to join us. As a franchisee of **IRO Sushi**, you'll be part of a growing market with enormous potential. With a proven business model and strong brand recognition, **IRO Sushi** offers a competitive advantage in the quality fast food sector.

We know starting your own business can be risky, which is why we're here to support you.

Join us and start your entrepreneurial journey today!



irosushi.com

Who are **IRO Sushi**?

It all began in 2014 with our founder and Managing Director, Mr Chhong Sherpa.

With growing demand for fresh fish at an affordable price, while always maintaining the highest standards – Chhong identified a major opportunity in this expanding market and quickly got to work.

Today, **IRO Sushi** is in full expansion mode, and we offer a variety of new franchise opportunities in the UK, Europe, and the United States.

If you'd like to join us as we continue to grow across the UK, we'd love to hear from you.



IRO Sushi - **The Idea**

IRO Sushi began in 2014, in a small kitchen where our founder, Mr Chhong Sherpa, prepared sushi for delivery with just two staff members and two drivers. Thanks to fresh and delicious sushi, demand grew quickly, leading to the opening of our first **IRO Sushi** store in Clapham in 2014.

That was just the beginning. With a commitment to exceptional quality, authenticity, freshness, and affordable pricing, **IRO Sushi** quickly became one of the leading QSR (Quick Service Restaurant) sushi brands in London. Today, we have over 30+ stores, expanding across the UK and now internationally.

*You can be part of this success story.
Open your own **IRO Sushi** franchise and enjoy the benefits of a proven, established, and rapidly growing business model.*



Why an IRO Sushi Franchise?

Many people consider starting their own business – not just for the financial rewards, but for the opportunity to be their own boss and take control of their lives.

The downside is that while you enjoy the rewards, you also have to take on the risks. Buying into a franchise with a proven system significantly reduces those risks.

And by joining IRO Sushi, you can reduce them even further!

info@irosushi.com

Key Benefits

Proven Business Model: Leverage a well-established and successful business framework.

Brand Recognition: Be part of a brand known for its quality, excellence, and authenticity.

Marketing Support: Benefit from our extensive marketing resources.

Quality Ingredients: We source the freshest and highest-quality ingredients from trusted suppliers.

Use of Cutting-Edge Technology:

Including state-of-the-art POS systems and online ordering.

Make the most of the fastest and most advanced technology in the food service industry.

Comprehensive Training and Staff Support:

Receive full training and team assistance to support your business.

Dedicated and Personalised Support Team at All Times:

Your problem is our problem. You'll get help for any issues – as quickly as possible.

Help Securing Premises and Lease Negotiation:

Take advantage of our exclusive access to prime locations.

Low Investment, High Return:

Get the most out of your investment with us.



irosushi.com

The Business Model

Franchise Models

We offer two business models for our franchisees:

Sole Proprietor

Run your own store independently, earn profits, and maintain full control over your business.

Partnership

Partner with us and co-manage a successful IRO Sushi franchise.

Who Are We Looking For?

Skilled sushi chefs

Restaurateurs

Investors

Passionate individuals eager to enter the food industry

Struggling businesses seeking real transformation

If you fit the profile we're looking for, get in touch with us for more information.

Scan the QR code to connect with our team.

We're excited about the opportunity to work with you!



SCAN ME



Types of IRO Sushi Stores

Takeaway and Delivery Store

Location: High street areas

Size: 65 to 75 m²

Offerings: Full menu available for takeaway and home delivery

Concept: A compact, efficient space designed for quick service. Ideal for customers who prefer to enjoy their sushi on the go or have it delivered to their door.

Delivery and Dine-In Store

Location: Prime areas with seating options

Size: Larger space with customer seating capacity

Offerings: Full menu plus a premium dining experience

Concept: A blend of fast service and dine-in comfort, where customers can enjoy Japanese cuisine in a relaxed atmosphere, along with takeaway and delivery convenience.



Do You Have What It Takes?

A strong desire to succeed and the motivation to run your own successful business

Willingness to work hard, work smart, and continuously develop new skills

A proactive mindset and the drive to take on a leadership role

Determination and perseverance

A passion for sushi

Financials and **Process**

Become an IRO Sushi Franchise Owner in 6 Easy Steps

- Step 1:** Submit your application
- Step 2:** Selection process
- Step 3:** Sign the Pre-Contractual Disclosure Document
- Step 4:** Secure the location
- Step 5:** Sign the Franchise Agreement
- Step 6:** Carry out the fit-out and complete training
- Step 7:** Grand Opening!

Grand Opening:

Open your doors with our full support and a marketing launch campaign. Congratulations! You are now the proud owner of an **IRO Sushi** franchise.



How it **Works?**

When you decide to open an IRO Sushi franchise, here's a breakdown of the costs and what you can expect in terms of revenue and profitability:

Upfront Franchise Fee:

£15,000 + VAT

Estimated Fit-Out Cost:

£65,000 - £90,000 + VAT

Equipment Cost:

£30,000 - £45,000 + VAT



PROJECTIONS



Ongoing Business Support

The **IRO Sushi** team offers a tailored package designed to match your individual goals and aspirations.

It includes initial training and business development, support in finding the right location, and preparation of sushi products and recipes.

You will receive a detailed franchise agreement and operations manual, corporate training, health and safety policies and procedures, plus regular on-site visits and ongoing support at your location.



info@irosushi.com

Eco-Friendly Packaging



IRO Sushi goes green, adopting eco-friendly packaging for a sustainable future.

In an exciting move aligned with modern sustainability values, **IRO Sushi** – a beloved local sushi restaurant – has taken a major step toward a greener future by switching to environmentally friendly packaging. With a strong commitment to protecting the planet while continuing to delight customers' palates, **IRO Sushi's** adoption of sustainable packaging reflects its dedication to both culinary excellence and responsible business practices.

As the demand for sustainable practices continues to grow, businesses across all sectors are recognising the importance of reducing their environmental impact.

IRO Sushi's decision to embrace eco-friendly packaging is a clear example of how small changes can make a big difference.



eco
FRIENDLY

By replacing traditional packaging materials with eco-conscious alternatives, **IRO Sushi** promotes a more responsible approach to food service.

irosushi.com

Our Customer Reviews

We have over 10+ years of experience refining our operations, our menu, and our customer offering – all of which have made IRO Sushi the success it is today.



This is reflected in our 3,000+ Google reviews, with an average rating of over 4 stars.

"I came in as soon as they opened because I was craving sushi after staying at a nearby hotel. It was amazing and the staff were very friendly!"

Helen Parker



"Delicious sushi with spectacular presentation. The staff were also very kind and attentive. I'll definitely be back next time I'm in London."

Carl Williamson



"Everything was excellent – the food was fresh and delicious, and the staff were very friendly and welcoming, especially Mingma, who made sure we had a perfect evening celebrating a birthday."

Elika Sadeghi



Franchise Testimonials

After running a local coffee shop in the Reading area – and with the business not doing well, especially after Covid – I wanted to try something different. I explored a number of options and decided to purchase an IRO Sushi franchise. The speed and efficiency with which the entire conversion process took place was impressive.

We now have a great business offering fresh, high-quality food at very competitive prices, with excellent support. I would recommend anyone consider owning an IRO Sushi franchise.

IRO Sushi Reading Franchise

I've owned and operated my IRO Sushi franchise for 24 months. Like any business, it's required a lot of hard work, with long days, and I've had to learn new skills to run it effectively.

It's been a very exciting experience that has allowed me to live my passion while building financial security for my family. I've been so impressed by IRO Sushi as a business that I've now invested in a second IRO Sushi location.

IRO Sushi Welling Franchise

As someone who has always been conscious of investments and finances, I knew that living off a salary alone wasn't going to be enough. That's why I took advantage of the investment opportunity with IRO Sushi. I'm not a sushi chef, nor do I work at the restaurant, but I am a happy owner of an IRO Sushi franchise. Being an IRO Sushi franchisee gives me liquidity, independence, financial security, and also the opportunity to spend more time with my family. My true happiness is being able to offer employment opportunities to my friends and family in need.

Although the business can sometimes be stressful and risky, for me it's much more rewarding. Today, I proudly invest in multiple IRO Sushi stores and look forward to continuing to expand.

IRO Sushi Stratford Franchise



Contact Us

CEO: Chhong Sherpa
Email: info@irosushi.com

Head of Operations: Sultan Thakur
Email: sultan@irosushi.com

Finance Head: Sanjay Hadkhale
Email: finance@irosushi.com



Interested?

Scan the code and fill out the form.
Let's start this journey together!



SCAN ME

irosushi.com