



MISO HUNGRY

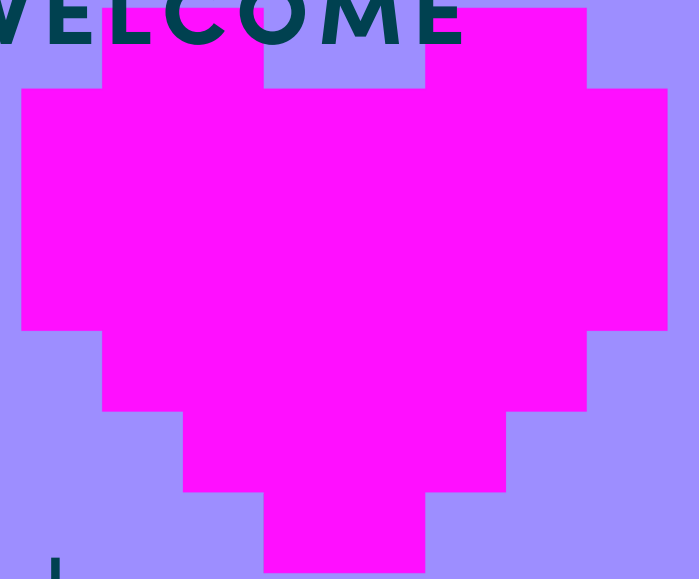
Innovate
Create
Elevate



PROPERTY INFORMATION BOOKLET
2025



“IRASSHAIMASE” - WELCOME



"Help people feel better by
providing an innovative way to
experience healthy high quality
fast service food"

MISO
HUNGRY





**VIBRANT.
FUN. BOLD. TONGUE-IN-CHEEK.**



M

Miso Hungry embodies a bold culinary revolution, showcasing that fresh, mouthwatering Japanese street food can be anything but ordinary.

Thanks to our secret recipe sauces and signature Miso dishes. Welcome to a new era of sushi! We're not your run-of-the-mill brand that adheres blindly to tradition. We're the kitchen rebels, the culinary mavericks, and the renegades of flavour.

We're living proof that Japanese street cuisine can be refreshingly unconventional, delightfully unpretentious, and infused with a touch of cheeky excitement."

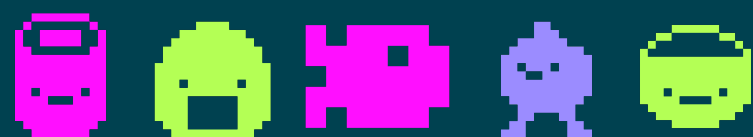
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EMBRACE THE BOLD | TASTE THE DELICIOUS | ROLL WITH US

MISO HUNGRY

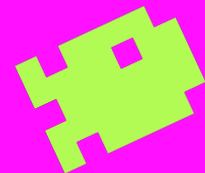
OUR MISSION

"To redefine the dining experience by offering a playful and unconventional take on Japanese street food, bringing a burst of creativity, flavour and excitement to every dish"





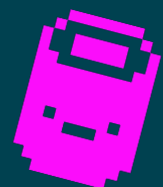
SUSHI PACKS



Experience convenience and taste in perfect harmony with our thoughtfully curated sushi packs, offering a delightful assortment of flavours to satisfy your cravings.



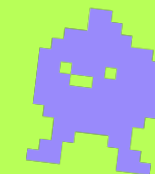
SUSHI ROLLS



Indulge in an exquisite culinary journey with our meticulously handcrafted sushi rolls, where premium ingredients unite to deliver a symphony of flavors in every bite.



RICE + NOODLE BOWLS



Indulge in a symphony of flavours and textures with our rice and noodle bowls, meticulously crafted to take your taste buds on a journey of savory satisfaction.



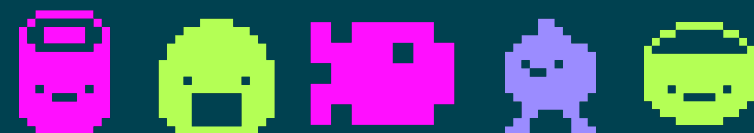
FRESH SALAD BOWLS



Elevate your dining experience with our fresh poke and salad bowls, where crisp, vibrant ingredients come together in perfect harmony to add a refreshing twist.



“WE TOOK A STEP BACK TO SURVEY OUR INDUSTRY'S COMPETITIVE LANDSCAPE, IN ORDER TO GAIN INSIGHTS THAT WOULD ALLOW US TO BETTER SERVE OUR CUSTOMERS. WE ACHIEVED THAT AND ALSO GAINED A DEEPER UNDERSTANDING OF OUR PLACE IN THE QSR INDUSTRY”



NEW PRODUCT DEVELOPMENT

We take pride in sourcing the finest ingredients, experimenting with exciting combinations and ensuring that each new addition to our menu embodies the spirit of creativity and excellence that defines our brand.

Collaborating tirelessly to craft unique and delectable offerings that not only satisfy cravings but also push the boundaries of traditional sushi and rice bowl experiences.





MEET THE TEAM

Tanya Tan

FOUNDER & CEO

Tanya has spent nearly 15 years working with Asian cuisine to transform her vision and create delicious menu items. She's has orchestrated and created impeccable processes to enable healthy fast service food to delight customers.

James Woo

FOUNDER & CPM

With a track record of leadership in innovative product development, James is now leveraging his expertise to bring new ideas to the creative industries.

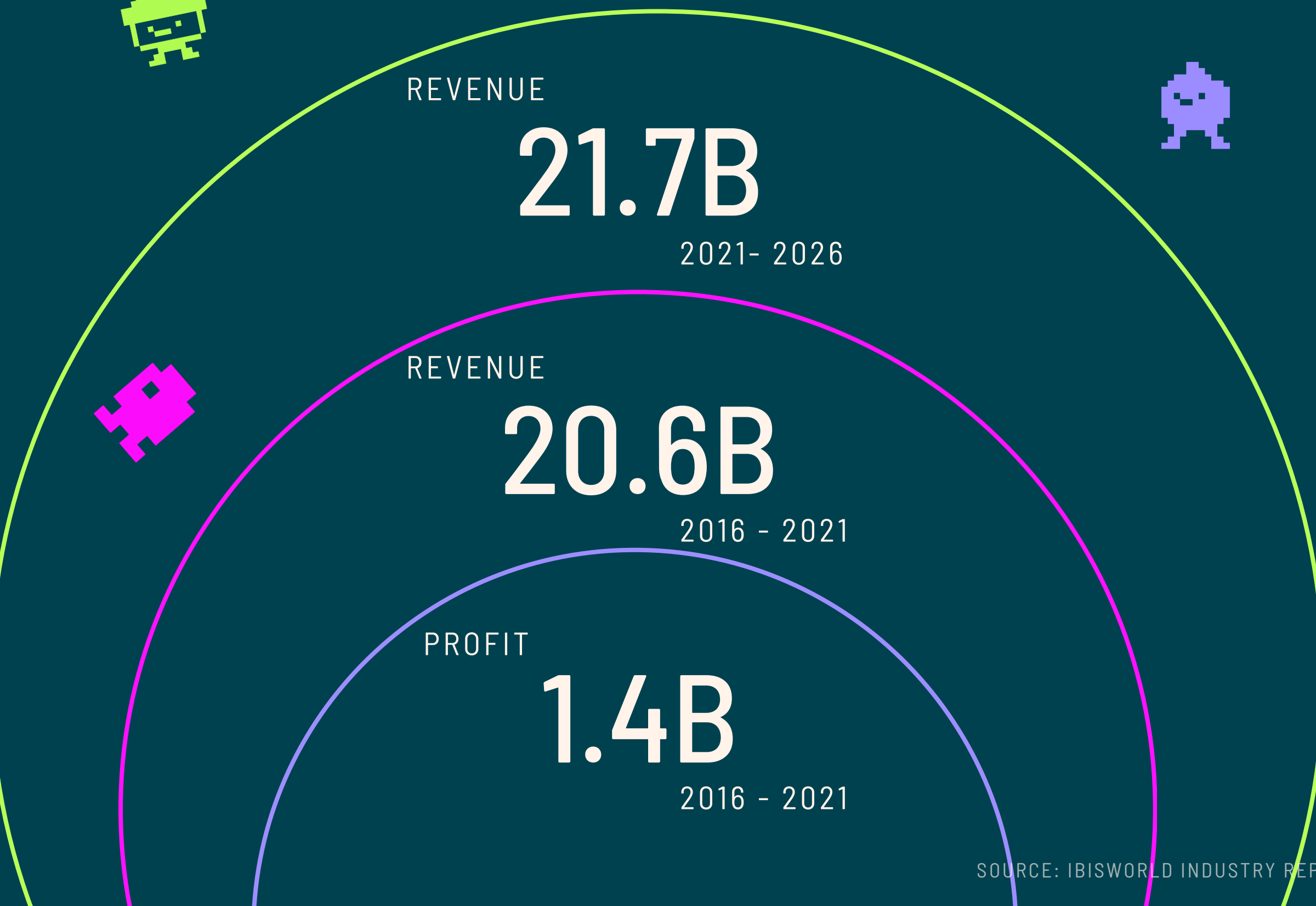
Ibby Zia

GROWTH & COMPLIANCE

Ibby has years of experience in advising franchisors about legal compliance and personally working with hospitality brands to grow their network by accessing his vast network of leasing professionals and commercial asset managers. Ibby has a commercial approach to business and franchising and is vital in implementing the strategic goals across large network of franchises.



SIZE OF MARKET



KEY INSIGHTS

Increased awareness of the nutritional content in fast food and a conscious effort by consumers to choose **healthier options**.

Changes in consumer preferences have also prompted an influx of new players offering **higher quality fast food options**.

There are opportunities for growth, particularly in the area of **innovative and premium sushi products**.

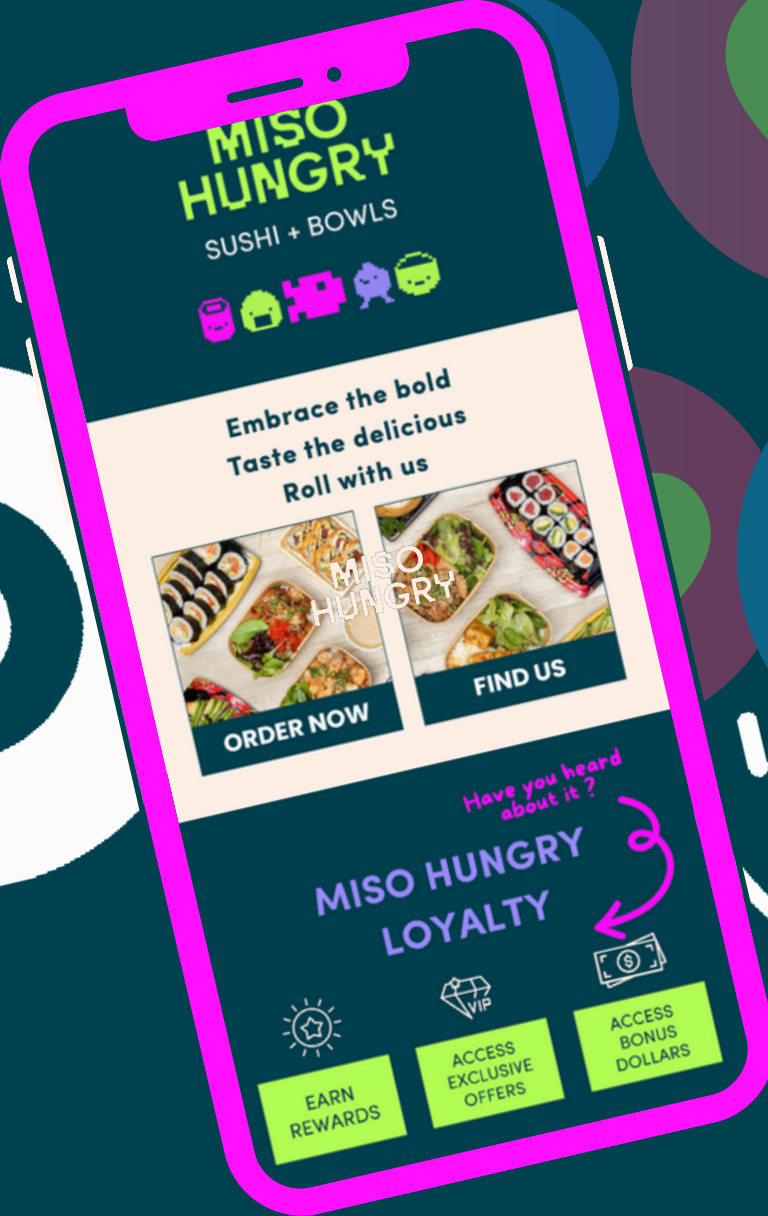
DIGITAL CONNECTION & ENGAGEMENT



DIGITAL INTERNAL COMMUNICATIONS,
OPERATIONS AND TRAINING MANUALS
FORMS, AUDIT & CHECKLISTS



DIGITAL ORDERING PLATFORMS
KIOSK SELF ORDERING
DELIVERY & TAKEAWAY



CUSTOMER ENGAGEMENT
MARKETING PLAN
(MISO DOLLARS & CUSTOMER REWARDS))



SOCIAL MEDIA ENGAGEMENT





TARGET CUSTOMERS

Inside Outside Roll Demographics!

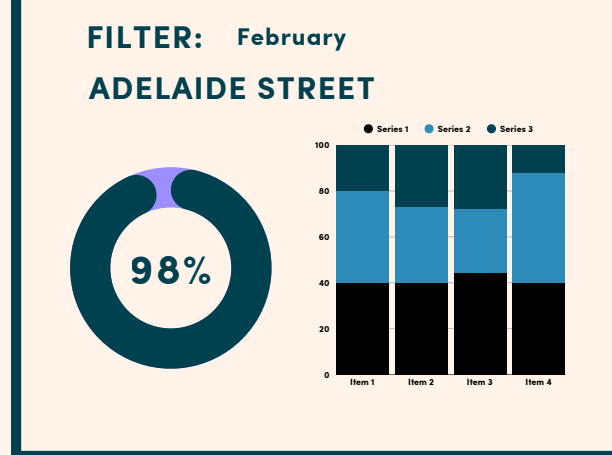
- **AGE GROUP:**
 - YOUNG ADULTS AND ADULTS BETWEEN THE AGES OF 18 TO 45
 - HEALTHY AND CUSTOMISABLE DINING OPTIONS.
- **INCOME LEVEL:**
 - MIDDLE TO UPPER-MIDDLE-INCOME INDIVIDUALS AND HOUSEHOLDS ARE OFTEN A KEY DEMOGRAPHIC.
 - HIGHER-QUALITY INGREDIENTS, TARGETING INDIVIDUALS WITH DISPOSABLE INCOME IS ESSENTIAL.
- **URBAN AND SUBURBAN AREAS:**
 - LOCATIONS IN URBAN AND SUBURBAN AREAS
 - URBAN AREAS WITH A DIVERSE POPULATION
 - SUBURBAN AREAS TO ATTRACT FAMILIES AND INDIVIDUALS LOOKING FOR CONVENIENT DINING OPTIONS.
- **HEALTH-CONSCIOUS CONSUMERS:**
 - PEOPLE WHO PRIORITISE HEALTH AND WELLNESS
 - FRESH, NUTRITIOUS AND CUSTOMISABLE MEAL OPTIONS
 - LOW-FAT, HIGH-PROTEIN, AND VEGETABLE-RICH MEALS.
- **ETHNICALLY DIVERSE COMMUNITIES:**
 - APPEALS TO INDIVIDUALS WHO APPRECIATE INTERNATIONAL CUISINE.



- **STUDENTS AND YOUNG PROFESSIONALS:**
 - COLLEGE STUDENTS AND YOUNG PROFESSIONALS
 - QUICK AND HEALTHY LUNCHES OR DINNERS
 - LOCATED NEAR COLLEGES, UNIVERSITIES, OR BUSINESS DISTRICTS CAN BE ADVANTAGEOUS.
- **FAMILIES:**
 - FAMILIES WITH CHILDREN. OFFERING KID-FRIENDLY OPTIONS AND A COMFORTABLE, FAMILY-FRIENDLY DINING ENVIRONMENT.
- **FOOD ENTHUSIASTS:**
 - PEOPLE WHO ENJOY EXPLORING DIFFERENT TYPES OF CUISINE AND ARE OPEN TO TRYING NEW FLAVORS
 - SUSHI AND RICE BOWLS OFFER A RANGE OF UNIQUE TASTES AND COMBINATIONS.
- **TECH-SAVVY CONSUMERS:**
 - EMBRACING TECHNOLOGY FOR ONLINE ORDERING, DELIVERY, AND MOBILE APP-BASED LOYALTY PROGRAMS CAN BE APPEALING TO TECH-SAVVY CUSTOMERS WHO PREFER CONVENIENT AND CONTACTLESS DINING EXPERIENCES.



DIGITAL INNOVATION



IMPORTANT NOTE:
THE SINK IS A DESIGNATED HAND WASHING SINK ONLY

STEP 1
Wet your hands and apply soap.

How to wash your hands

STEP 2
Lather your hands by rubbing them together with soap. Be sure to lather the back of your hands, between your fingers and under your nails. Wash up to elbow height.

STEP 3
Scrub your hands for at least 20 seconds. Then rinse well under clean, warm running water.

STEP 4
Dry hands with fresh paper towel or air dry before preparing or eating food. Turn the tap off using the paper towel before discarding it in the bin.

MISO HUNGRY

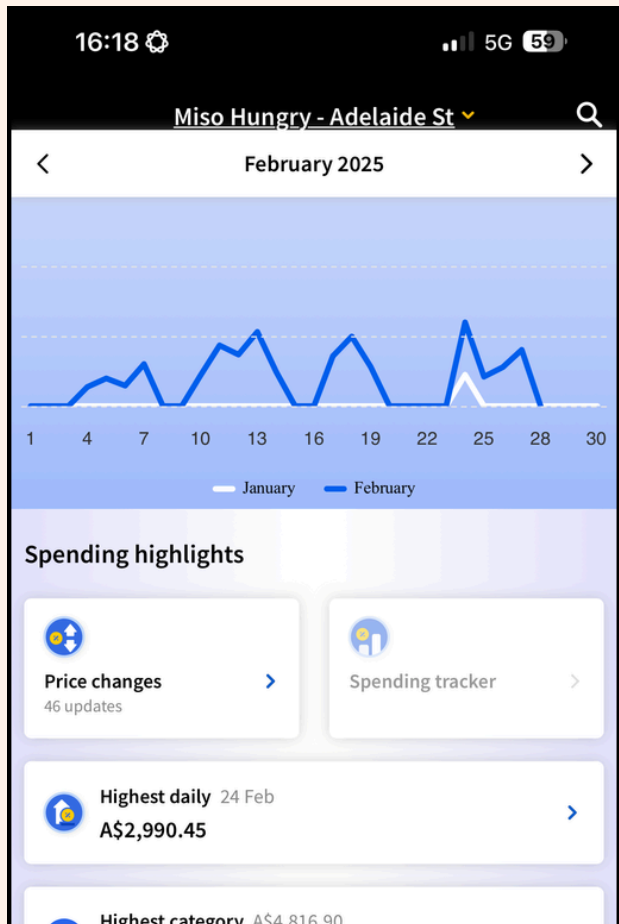
Operations Manuals

- Employee Handbook**
Konnichiwa! This Employee Handbook has been thoughtfully designed to provide you with valuab...
- Food Safety Manual - Sushi Display (All Operational St...**
- Food Preparation Guides (All Team Leaders)**
The Food Preparation Guide section

OPERATIONS
MANUALS

TRAINING

COMPLIANCE



Front of House + 5

AM Temperature Checks(FOH)
Mar 12: AM Temperature (FOH)

Completed

Front of House + 5

MISO HUNGRY
SUSHI + BOWLS

Embrace the bold
Taste the delicious
Roll with us

ORDER NOW **FIND US**

CATERING & PARTY

TASTE THE DELICIOUS MISO HUNGRY EST. 2013

ORDER HERE

MISO HUNGRY LOYALTY

EARN REWARDS ACCESS EXCLUSIVE OFFERS ACCESS BONUS DOLLARS

FIND OUT MORE

MISO HUNGRY DOLLARS!
Powered by livēn
Buy now, eat more later!
Earn a bonus when you buy food upfront.
Tap now to purchase

INTEGRATED
ORDERING

CUSTOMER
REWARDS

LOYALTY
APP

MISO HUNGRY

NUTRITIONAL GUIDE & ALLERGENS MATRIX

MISO HUNGRY CORPORATE MEMBERSHIP

STAFF PERKS EXCLUSIVE CATERING GROUP DEALS

FIND OUT MORE

Order & Pay here

TOUCH HERE

SCAN ME

JOIN NOW




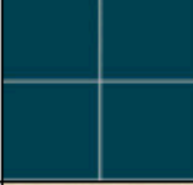
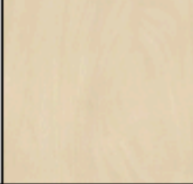
NEW STORE DESIGNS

It is not just about food; it's about creating a memorable, playful, and bold dining adventure in our design that resonates with a diverse audience.

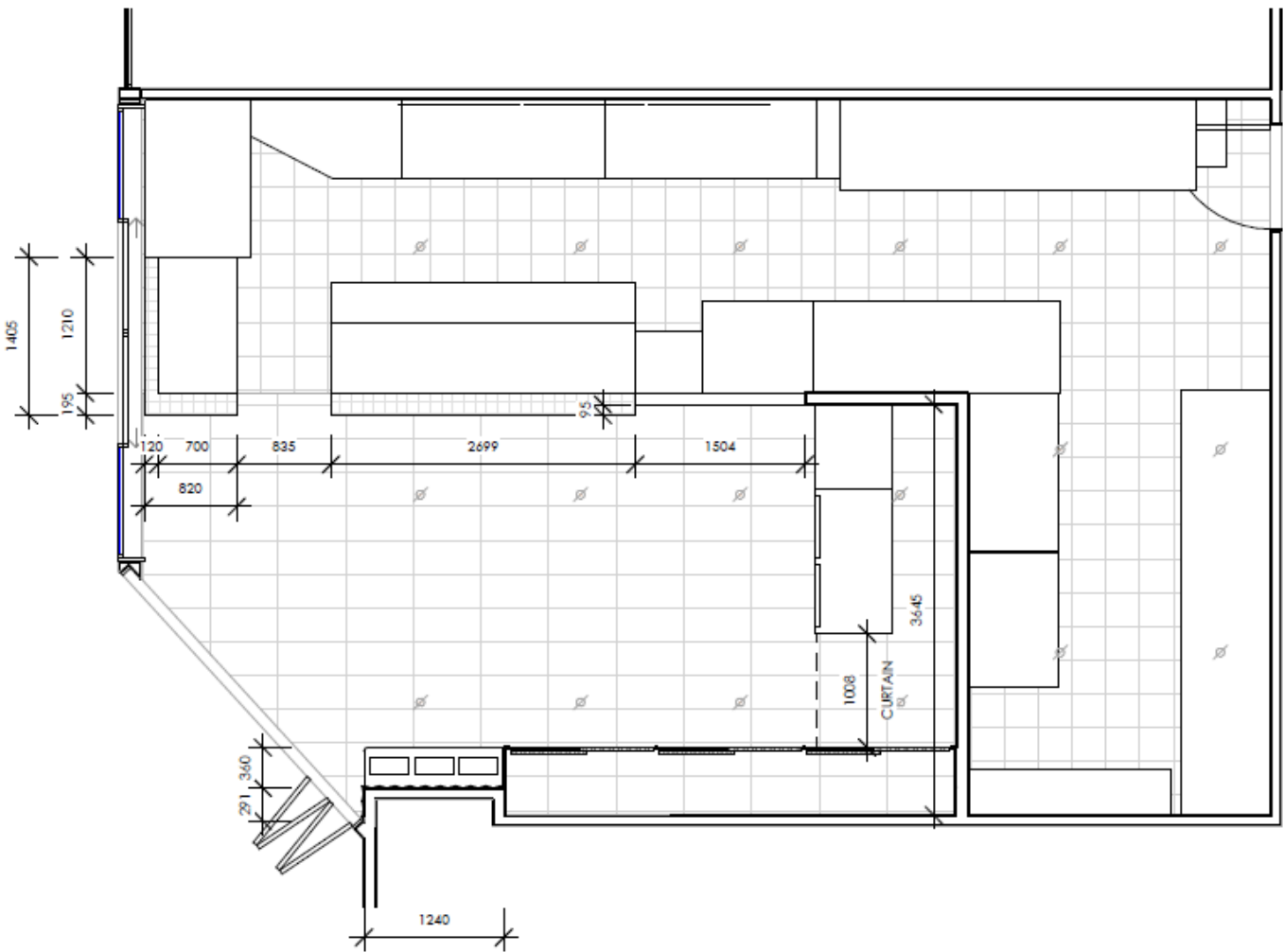
While staying true to its core values, through continued innovation, creativity and a commitment to delighting customers, we're poised to establish ourselves as a pioneer in the culinary landscape.



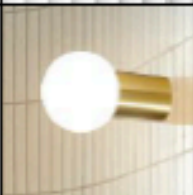



NEW STORE DESIGNS

FINISHES SCHEDULE					
LEGEND	PICTURE	NAME & CODE	SUPPLIER	POSITION	VALIDITY
PT1		PAINT TYPE 1 NAME: LITTLE MERMAID CODE: S32A9 RGB: 44-70-74 FINISH: LOW SHEEN- WALLS, FLAT - CEILING	DULUX	FOH WALLS & DROPPED CEILING	AVAILABLE
PT2		PAINT TYPE 2 NAME: OFF WHITE CODE: SW1E7 RGB: 255-243-234 FINISH: LOW SHEEN	DULUX	FOH WALLS	AVAILABLE
PT3		PAINT TYPE 3 NAME: DYNAMIC GREEN CODE: S21H8 RGB: 172-225-66 FINISH: LOW SHEEN- WALLS, FLAT - CEILING	DULUX	FOH WALLS & BULKHEAD	AVAILABLE
TI1		TILE 01 NAME: EVERSTONE FLASH ITALIAN SUBWAY COLOUR: PEARL SIZE: 250 x 60 x 9mm FINISH: MATT CODE: IT-FLA-PE-25060M	BIG PANDA FLOORING	FOH - COUNTER	AVAILABLE
LAM1		TIMBER LAMINATE COLOUR: NATURAL PLY FINISH: WOODMATT	POLYTEC	FOH - BENCH TOP	AVAILABLE

Floorplan is a testament to thoughtful design, combining functionality with aesthetics to create an vibrant and energetic ambiance



①	DIMENSION FLOOR PLAN 1 : 50		FINISHES SCHEDULE					
	LEGEND	PICTURE	NAME & CODE	SUPPLIER	POSITION	VALIDITY		
	LAM2		LAMINATE 2 DESIGN: PURE MINERALSTONE II CODE: 8540 FINISH: NATURAL FINISH	LAMINEX	BENCH TOP, COUNTER FACE	AVAILABLE		
	WT1		WALL CLADDING 1 DESIGN: SURROUND SCALLOP 135 SIZE: 135 mm FINISH: PT3 - DYNAMIC GREEN PAINT FINISH	LAMINEX	FOH - FEATURE WALL	AVAILABLE		
	LT1		WALL LIGHT NAME: MFL By Masson artisan Dot LED FINISH: Brass SIZE: H: 93mm x L: 60mm x D: 60mm GLOBE TYPE: INTEGRATED LED WATTAGE: 3-5W	BEACON LIGHT	FOH - WALL	AVAILABLE RRP \$ 169.00		
	LT2		LED - PURPLE LED STRIP LIGHT COLOUR: PURPLE	CONTRACTOR TO SELECT	FOH - UNDER COUNTER LIGHTING	AVAILABLE		

OUR JOURNEY TO EXPANSION



2013

FIRST CBD SITE

Establishment of our very first store in the bustling Brisbane CBD, marking the exciting inception our commitment to delivering exceptional flavors to sushi and Japanese cuisine enthusiasts.

2014

SECOND CBD SITE

Proudly opened our second Brisbane CBD store, further enriching the urban landscape with our delectable offerings and reinforcing our presence as a beloved destination for sushi and Japanese cuisine aficionados.

2021

SYSTEMS PROCESSES

Amidst the challenges posed by the COVID-19 disruptions, we fortified our commitment to serving our valued customers by swiftly implementing robust processes and system.

2022

BRANDING + TECH

Navigating through the challenges posed by the pandemic, we strategically invested in researching and trialling platforms that seamlessly integrated with our operations. We not only sustained our operations but also elevated the overall customer experience in a rapidly changing landscape.

2023

FURTHER REFINEMENT

Focus on further refinement of our operational systems and technology platforms to support scalable growth, enhance consistency across stores, and improve the overall brand experience.

2024

3RD + 4TH SITE

Opened our third Brisbane CBD store added further brand awareness in the city and fast becoming recognised unique offering. Fourth store adding a new format to entice the market and attract a new customer base in the suburbs with new product development.

2025

FRANCHISE READY

We harnessed experience and expertise to develop a robust franchise system. This system, allows us to share our passion for exceptional food and service with aspiring entrepreneurs, enabling the rapid growth and scalable expansion of the Miso Hungry brand across diverse communities and regions.



WHY US?

Our culture and point of difference - not just sushi!



What is MISO HUNGRY all about??

Revolutionising QSR experience with our secret recipe sauces and a playful, unconventional approach to Japanese street food, we infuse every dish with a burst of creativity and flavor.

Why is MISO HUNGRY so popular?

Exceptionally inventive sushi menu selections, our exclusive secret sauces take center stage, elevating our made-to-order rice and noodle bowls through an optimised preparation process.



Comprehensive marketing, operations & technology support!

Offering comprehensive ongoing support platforms designed to help franchisees thrive in business. Includes all marketing and operations support including streamlined processes.



Our Culture

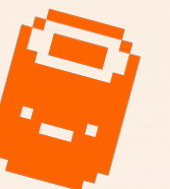
The essence of an exceptional sushi culture resides in nurturing a close-knit community and actively connecting and engaging with our valued customers.

Stakeholder Input!

We place a strong emphasis on collaboration and value the insights and feedback of our franchisees and business partners.

Multi-site Operations

We encourage our franchise partners reinvest in our brand because our business models are strategically crafted to optimise profits.



BUSINESS MODELS?

CHOOSE YOUR SUSHI TYPE!



SHOPPING CENTRE FOOD PROMENADE

- 70m2 - 120m2, 5+ 5 or 7 year term
- \$1000 - \$2000 p/m2
- Indoor and outdoor seating approx 15 - 40pax
- Part of an established or up-and-coming dining precinct. Including Asian cuisine
- High traffic areas and good visibility
- Strong lunch / dinner trade
- Proximity of population with the right demographic profile
- Stable internet connection and download speed
- Trading 9am - 5pm (FP - extended)
- Availability of additional access doors for pick-up/delivery services



CBD CITY CENTRE OR HIGH STREET

- 70m2 - 120m2, 5+ 5 or 7 year term
- \$800- \$2500 p/m2
- Indoor and outdoor seating approx 15 - 40pax
- Part of an established or up-and-coming dining precinct. Including Asian cuisine
- High traffic areas and good visibility
- Strong lunch / dinner trade
- Proximity of population with the right demographic profile
- Stable internet connection and download speed
- Trading 9am - 9pm
- Availability of additional access doors for pick-up/delivery services



RESTAURANT / SUSHI TRAIN

- 100m2 - 200m2, 10 + 10 term
- \$10k - \$20k per month
- Indoor and outdoor seating approx 40 - 60 pax
- Part of an established or up-and-coming dining precinct.
- High traffic areas and good traffic exposure
- Strong lunch / dinner trade - (extended trade)
- Trading 9am - 9pm
- Proximity of population with the right demographic profile
- Stable internet connection and download speed
- Availability of additional access doors for pick-up/delivery services





**MISO
HUNGRY**

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