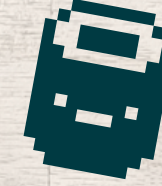




**MISO HUNGRY**



Innovate  
Create  
Elevate

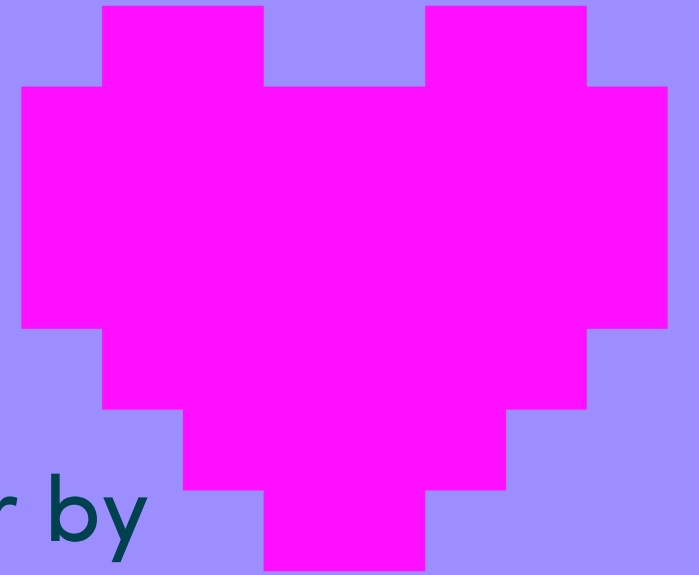


**FRANCHISE INFORMATION BOOKLET  
2026**





**“IRASSHAIMASE” - WELCOME**



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

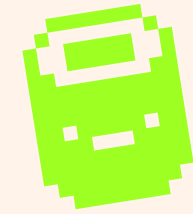


**MISO  
HUNGRY**





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



**M**

**\$**  
**O**

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."

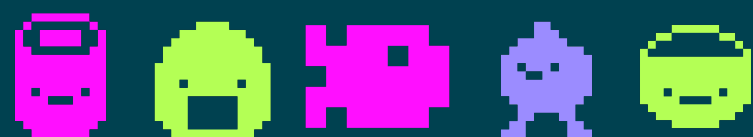
**EMBRACE THE BOLD | TASTE THE DELICIOUS | ROLL WITH US**



# MISO HUNGRY

## OUR MISSION

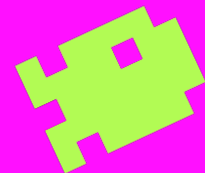
"To redefine the dining experience by offering a playful and unconventional take on Japanese street food, bringing a burst of creativity, flavour and excitement to every dish"







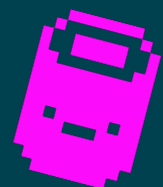
## SUSHI PACKS



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



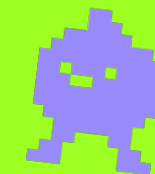
## SUSHI ROLLS



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.



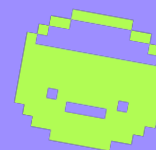
## RICE + NOODLE BOWLS



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

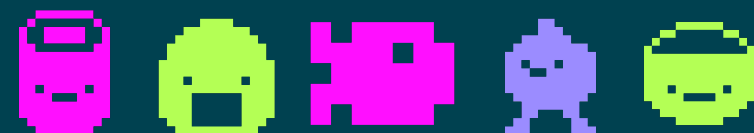


Elevate your dining experience with our fresh poke and salad bowls, where crisp, vibrant ingredients come together in perfect harmony to add a refreshing twist.





“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  
OFFICER

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.

## Shawn Kerr

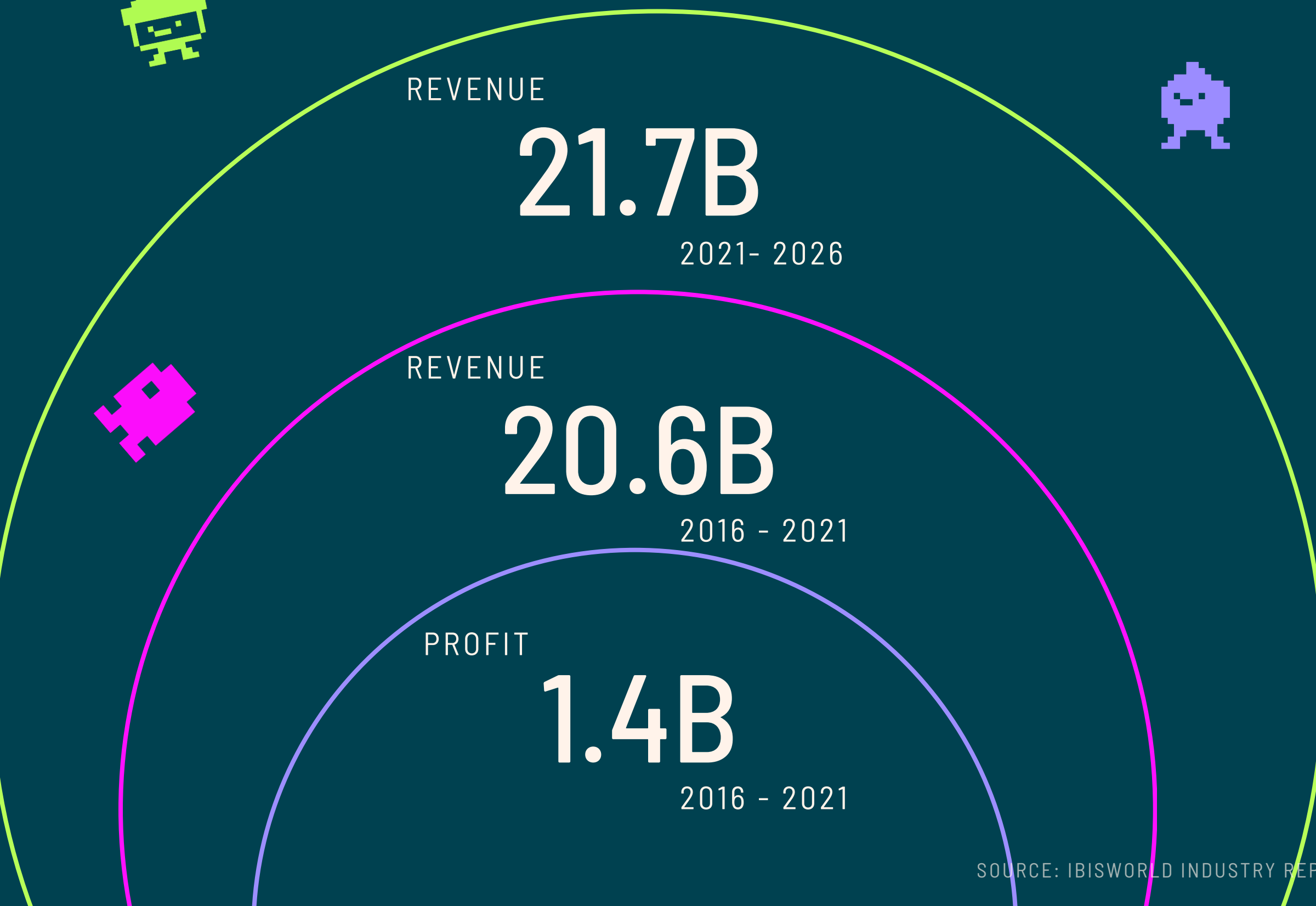
HEAD OF NETWORK  
DEVELOPMENT

As a seasoned franchising expert with proven record in driving franchise expansion, leading international new market entry, and delivering operational excellence across competitive food and beverage, retail, and hospitality sectors, Shawn has joined the brand to help expand the franchising footprint around the country and internationally.





# 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**.



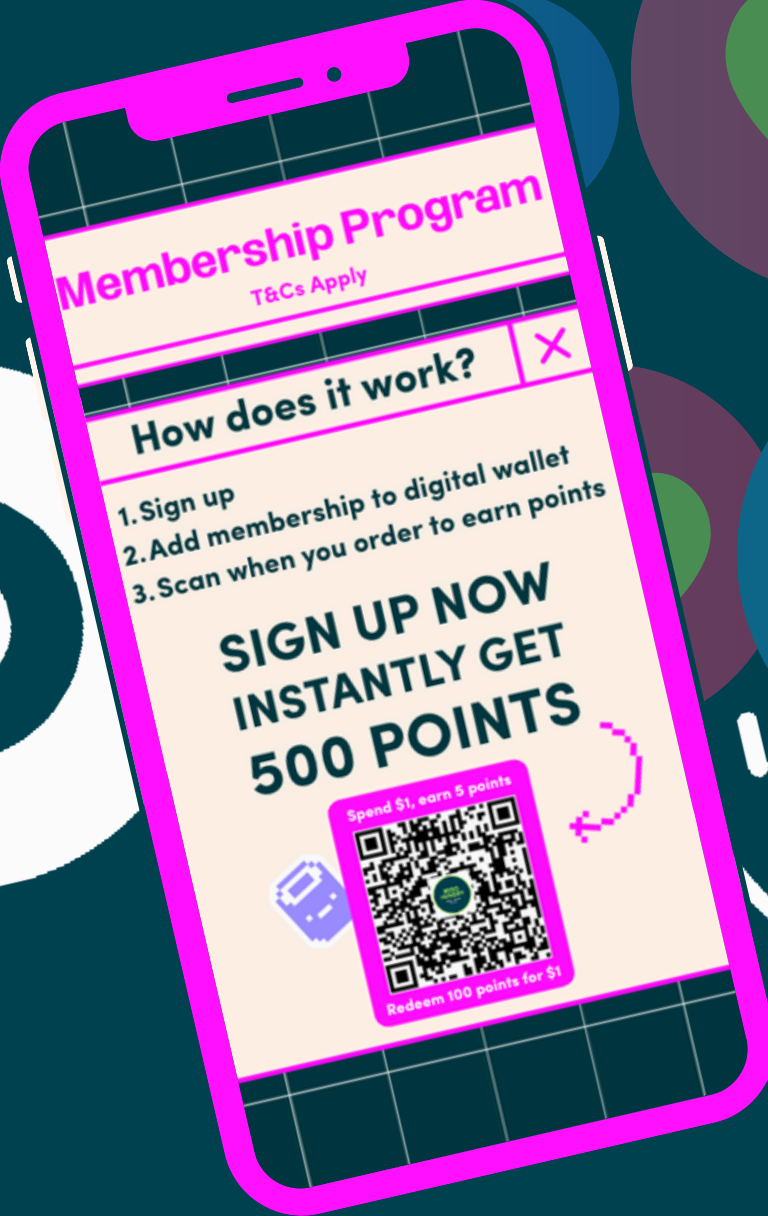
# DIGITAL CONNECTION & ENGAGEMENT



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



DIGITAL ORDERING PLATFORMS  
KIOSK SELF ORDERING  
DELIVERY & TAKEAWAY



CUSTOMER ENGAGEMENT  
MARKETING PLAN  
(MEMBERSHIP PROGRAM & CUSTOMER  
REWARDS)



SOCIAL MEDIA ENGAGEMENT





# 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.





# 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.

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
- \$800 - \$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



### CASUAL DINING

- 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







INTERESTED ?  
Time to Roll with us!

SCAN ME



## NEXT STEPS

Sign our confidentiality form to  
progress to find out more...

"Our commitment to innovation,  
fresh, experimental, and authenticity  
sets us apart and propels us into a  
promising future"