



# 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**

**ISO**

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 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.



## 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.



## 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.

# 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.



# 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.



2025-2026

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.





“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”



## SIZE OF MARKET



REVENUE

21.7B

2021- 2026

REVENUE

20.6B

2016 - 2021

PROFIT

1.4B

2016 - 2021

## 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**.

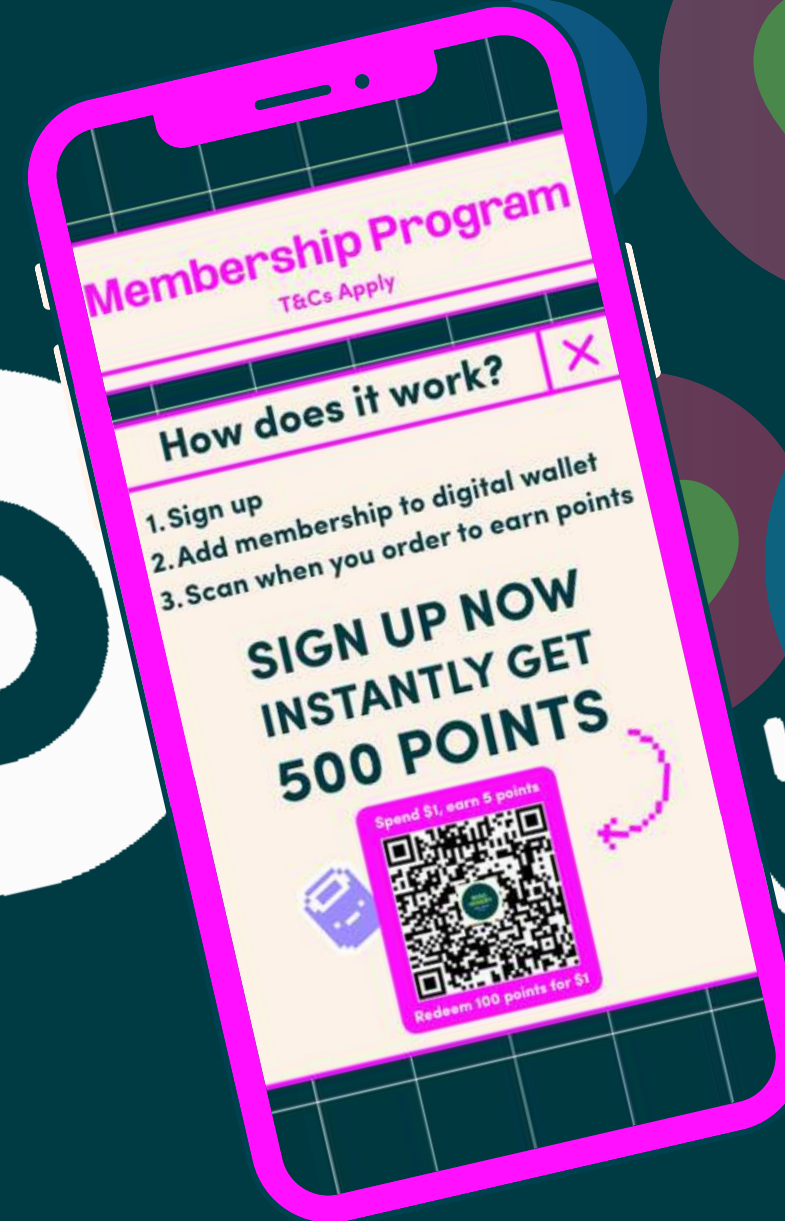




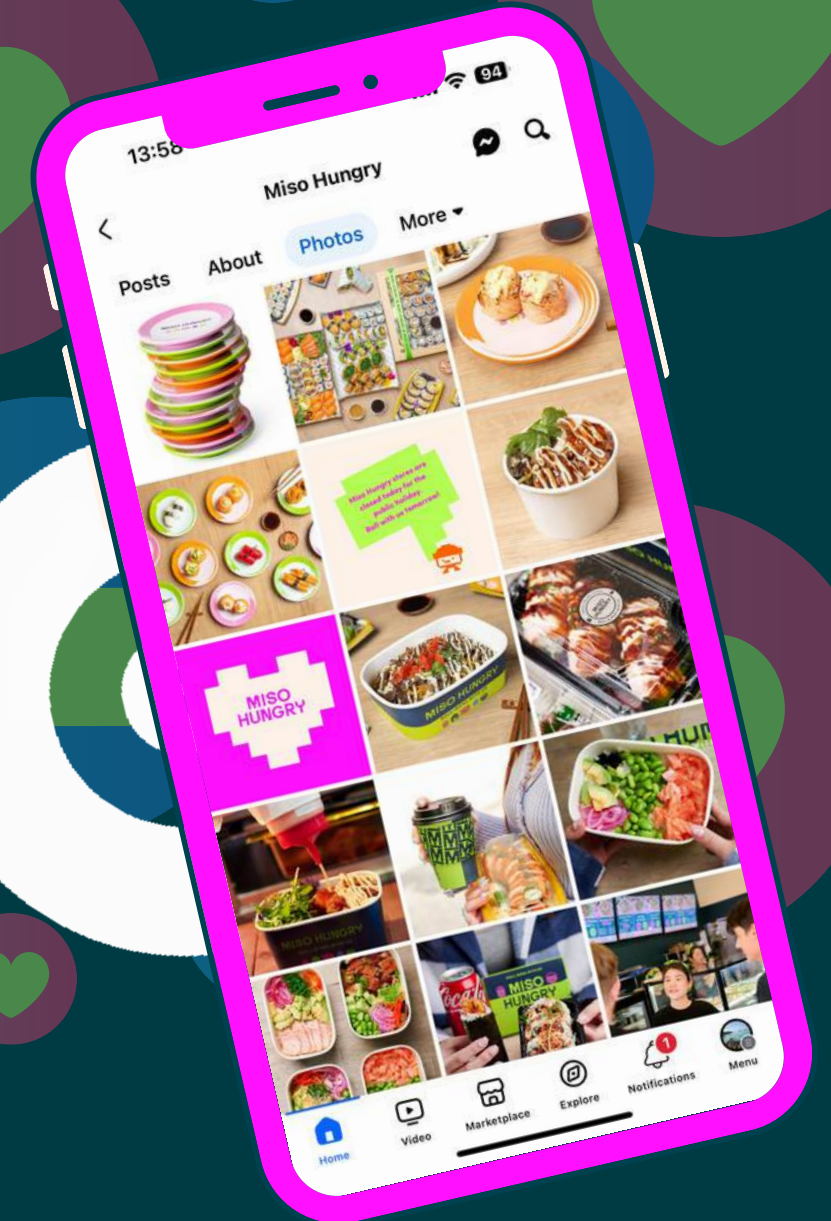
DIGITAL INTERNAL COMMUNICATIONS,  
OPERATIONS AND TRAINING MANUALS  
FORMS, AUDIT & CHECKLISTS



DIGITAL ORDERING PLATFORMS  
KIOSK SELF ORDERING  
DELIVERY & TAKEAWAY



CUSTOMER ENGAGEMENT  
MARKETING PLAN  
(MEMBERSHIP PROGRAM & CUSTOMER  
REWARDS)



SOCIAL MEDIA ENGAGEMENT



# In-store Space & Floor Plan Layout

Adelaide Street, Brisbane



# 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



The interior exudes an energetic and playful ambiance, with a burst of colors that invoke a sense of youthful vibrancy.



# NEW STORE DESIGNS



# 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

### RESTAURANT / DINE IN

- 100m2 -200m2, Long Lease Terms
- \$1000 - \$3000 p/m2
- 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

Rentals vary from property to property,  
This is a guide only.\*\*



# SUPPORT & TRAINING?

At Miso Hungry, our dedicated teams are here to support you every step of the way, ensuring you have the best opportunity to kickstart your franchise journey.

Here's a look at the departments leading the way at Miso Hungry, ensuring you have everything you need for success!



## Operations

Our operations team offers hands-on training and support to ensure smooth day-to-day management and high operational standards.

## Recruitment & Training

We assist in recruiting the right talent and provide digital training modules to ensure your team delivers exceptional service and maintains brand standards.

## Marketing

We help you drive visibility and customer loyalty through targeted local promotions, digital marketing, and social media campaigns.

## Technology

Our tech team provides innovative solutions like digital ordering and loyalty programs to streamline processes and improve the customer experience.

We offer ongoing guidance, compliance support, and strategic advice to help you grow and succeed as a Miso Hungry franchisee.

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## Franchising



We help franchisees secure prime locations and guide them through leasing, store fit-out, and design to maximize visibility and customer traffic.

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## Property

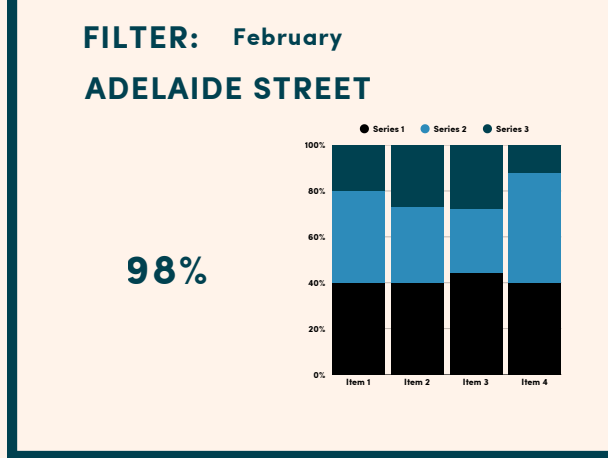
## Supply Chain

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Our supply chain team ensures consistent access to high-quality ingredients and supplies at competitive prices to keep your restaurant running smoothly.



# DIGITAL INNOVATION



OPERATIONS  
MANUALS

TRAINING

COMPLIANCE

**MISO HUNGRY**  
SUSHI + BOWLS

Embrace the bold  
Taste the delicious  
Roll with us

**ORDER NOW**      **FIND US**

Member Ship Program  
T&Cs Apply

**How does it work?** ✕

1. Sign up
2. Add membership to digital wallet
3. Scan when you order to earn points

**SIGN UP NOW**  
INSTANTLY GET  
**500 POINTS**

Remaining Gift Card Balance

Expires: 10 Oct 2025

01234567890000000

Scan the code in store to use your gift card balance.

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

**STEP 1**  
Wet your hands and apply soap.

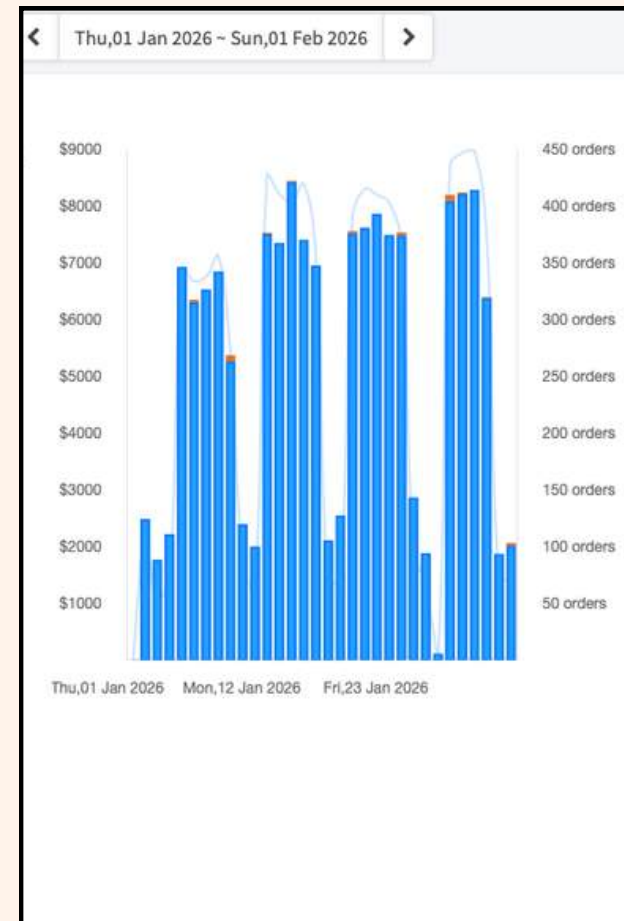
**How to wash you hands**

**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 all under clean, warm running water.

**20 SEC**

**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.



Sushi Platters

**CATER WITH US**

**FRESH. VIBRANT. JAPANESE FOOD.**

Cold Box Selection      Hot Box Selection

**ORDER ONLINE**

INTEGRATED  
ORDERING

CUSTOMER  
REWARDS

DIGITAL  
WALLET

MEMBERSHIP  
PROGRAM

Welcome to Miso Hungry  
Sushi + Bowls

**Order Now**

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

Front of House + 5

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

Completed

Front of House + 5

**MISO HUNGRY**

**NUTRITIONAL  
GUIDE  
& ALLERGENS  
MATRIX**

SCAN ME

**JOIN NOW**



Terms and conditions. This card is entitled to the offer above. this card to redeem offer.

**COUPON**  
over \$25)

**PRESENT & REDEEM**

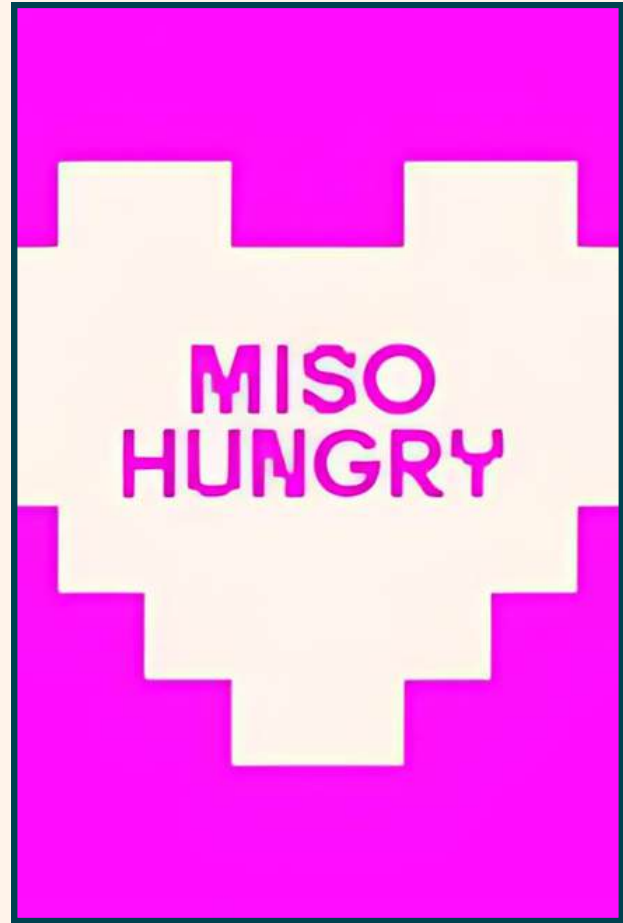


**MISO HUNGRY**

**DISCOUNT**  
15% OFF YOUR PURCHASE\*  
(\*excludes drinks)

**FREE MISO SOUP**  
PRESENT THIS COUPON FOR A FREE MISO SOUP WITH ANY PURCHASE\*

EXPIRY 30 JUNE 2025

**DIGITAL SOCIAL MEDIA**



**MARKETING STRATEGY**

**PROMOTIONS**

**MEMBERSHIP PROGRAM**


**Membership Program**  
T&Cs Apply

**How does it work?** X

1. Sign up
2. Add membership to digital wallet
3. Scan when you order to earn points

**SIGN UP NOW INSTANTLY GET 500 POINTS**

Spend \$1, earn 5 points



Redeem 100 points for \$1

**DID SOMEONE SAY FREE SUSHI**




**ROIN FREE**

**MISO HUNGRY**

WINNERS DRAWN EVERY MONTH

BECOME A MISO HUNGRY CORPORATE VIP FOR A CHANCE TO WIN A CATERING PLATTER FOR THE OFFICE / PARTY

JOIN NOW

T&Cs on website  
www.misohungrysushi.com.au



**MARKETING**



# BENEFITS

## Inside Outside Roll with us!



**01**

### Initial Enquiry

Opens the door to a world of exciting possibilities, where you can explore the journey of joining our family



**02**

### New Site / Existing Site

Strategically position your franchise in prime locations that resonate with our brand's vibrant identity

**03**

### Franchise Network

Unlocking the pathway to a vibrant community of fellow franchisees passionate about our brand

**04**

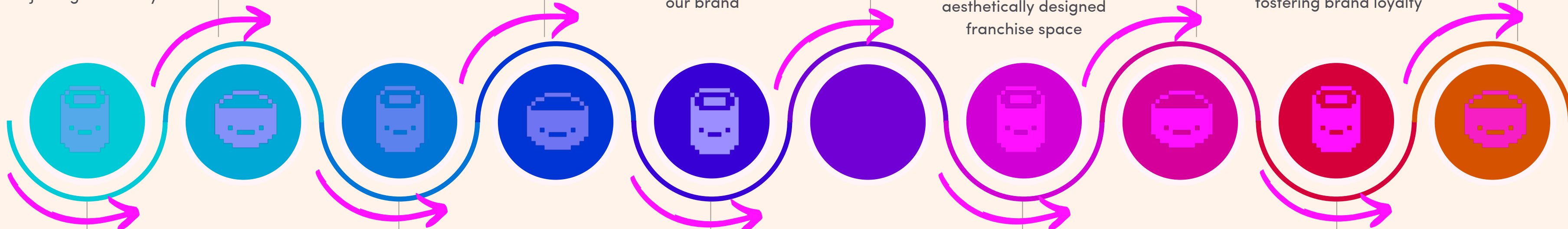
### Turnkey Solution

Seamless advantages where we handle the intricate details, allowing you to step into a fully-equipped and aesthetically designed franchise space

**05**

### Marketing

Established marketing framework, we effortlessly connect with our audience, fostering brand loyalty



**06**

### Initial Training

Our comprehensive initial training program, designed to equip you with the skills, knowledge, and confidence to run a Miso Hungry franchise from day one.

**07**

### Supply Chain

Delivery of the finest ingredients, ensuring the most delectable food encounters for our customers

**08**

### Technology

Advanced technology has significantly amplified our operational efficiency,

**09**

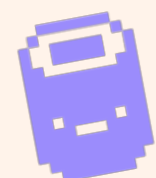
### Ongoing Training

Our continuous training sessions, ensuring you and your staff are up-to-date with the latest industry trends

**10**

### Operations Support

Dedicated operational support, you can confidently navigate challenges and capitalise on opportunities while running your Miso Hungry franchise



# HOW MUCH?

## A cost-effective option beyond your expectations!

### Establishment Costs

**\$200k - \$550k**

Including site preparation, project management, specialised equipment, signage, interior design and initial inventory

UPFRONT COSTS

### Royalties structure

Management  
Fees

Discounted from 8% if compliance  
meets expected standards

**6%**

Marketing  
Levy

**1%**

Ensures ongoing support for operations, marketing campaigns, and cutting-edge technology, helping maintain brand standards, drive customer engagement, and streamline business processes. Gross sales ex GST.

### Franchise Fee

(includes onboarding and buy-in to  
our systems and processes)

**\$30k**

Franchise partners reinvest in our brand because our business models, systems and processes are strategically crafted.

### Site Selection & Negotiations

**\$5k**

Strategically position your franchise in prime locations that resonate with our brand's vibrant identity. We study demographics, negotiate the lease agreement to ensure you get the best possible deal.

UPFRONT COSTS

### Opening Marketing Costs

**\$10k**

Opening budget makes an impact with a free sushi celebration, digital ads, local SEO, and eye-catching promotions to draw in customers and generate excitement.

UPFRONT COSTS

### Initial Training Cost

**\$10k**

6 weeks of intensive hands on initial training. We will teach you everything you need to know. how to prepare our products, how to manage your stock, how to greet customers, how to lead a team, and much more.

UPFRONT COSTS

Note: All costs quotes are ex GST, please refer to the Disclosure Documents for all updated costs

# WHO ARE YOU?

## The ideal candidate?

**WE ARE LOOKING FOR THE NEXT GENERATION OF ENTREPRENEURS. INDIVIDUALS WHO ARE BUSINESS MINDED AND UNDERSTAND THE INVESTMENT AND DEDICATION OF WHAT IT TAKES TO SUCCEED.**

We're looking for leaders with the **the RAW deal**:

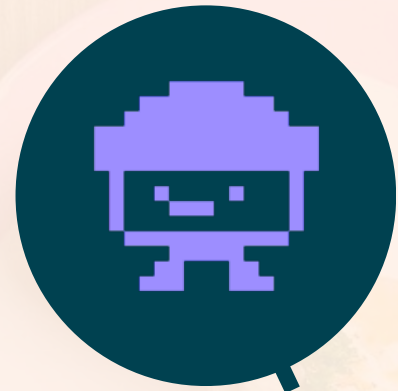


- Happy and enthusiastic
- Excellent customer service skills
- Honest, committed and hardworking
- Outstanding communication skills
- The ability to delegate and problem-solve
- Sales and marketing experience
- Team management skills
- Background in the food industry



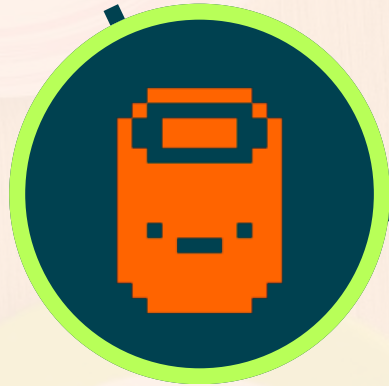
# THE PROCESS

## Its time to Bowl with us!!



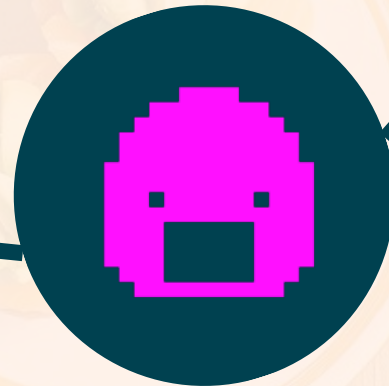
### Enquire & Information sessions

Initial enquiry stage serves to gather vital information to align our business goals benefiting both parties in making well-informed decisions



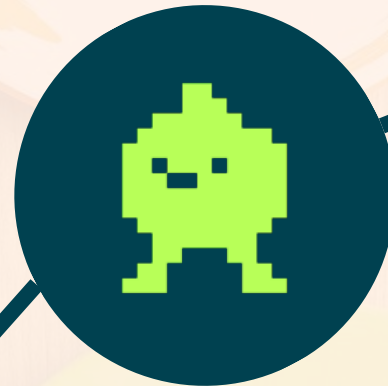
### Application & Interview

The application and interview stage allows us to delve deeper into your aspirations, ensuring a mutual fit for Miso Hungry's vibrant franchise community



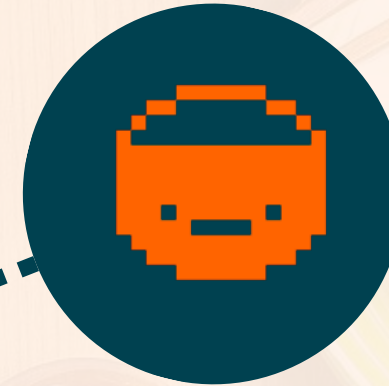
### Instore Experience + Business plan

In-store experience and observations not only offer firsthand insights but also contribute to developing a comprehensive business plan tailored to your Miso Hungry franchise journey



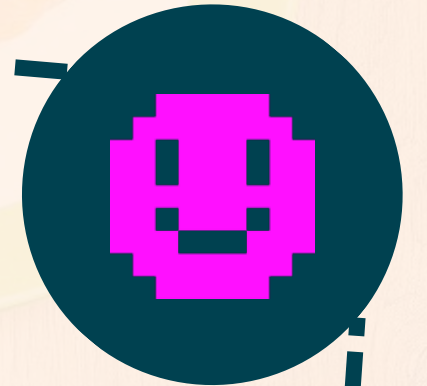
### Approval Process

From application to approval, our meticulous process at Miso Hungry Franchising ensures suitable applicants smoothly transition into our culinary innovation family



### Franchise Agreement

Franchise agreement is executed, solidifying your partnership, marking the exciting beginning of our collaborative culinary journey



### Training & Store Opening

Comprehensive initial and ongoing training program, preparing you for a successful store opening that embodies the vibrant spirit of Miso Hungry Franchising





INTERESTED ?  
Time to Roll with us!

SCAN ME



## NEXT STEPS



Completing the Franchise Application Form helps us understand more about your experience, transferable skills, and passion for the Miso Hungry brand. This is an important step in ensuring we're the right fit to build a successful partnership together.



MISO HUNGRY