

# TOFU POCKET SHOP

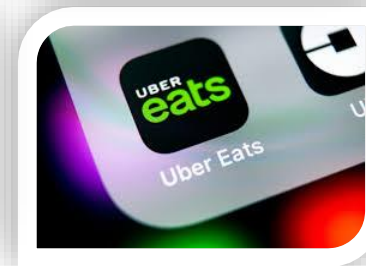
– Cool, cute and healthy new food trends –



## Business Concept

### **“TOFU POCKET” can target women with its cute style**

Various fast food stores, such as hamburgers and pizzas, which are in a turmoil due to fierce competition, will now incorporate Japanese taste, TOFU POCKET" is a new concept aimed at women with a healthy and cute image. This business model is based on the concept of space-saving, easy operation, small capitalization, and short-term payback, and can be developed as a take-out as well as delivery menu.



## Sushi Pocket Menu Concept

### Handmade "TOFU POCKET" from \$3/pc~

There are many inexpensive, mainstream fast food options such as hamburgers, pizza, and sandwiches, but the "TOFU POCKET" is the one that can appeal to women and differentiate itself from the rest. The "TOFU POCKET" is an inexpensive, tasty, and cute food that can be prepared in the restaurant and can be developed with low-cost ingredients. "TOFU POCKET" can be offered to customers at a low cost.



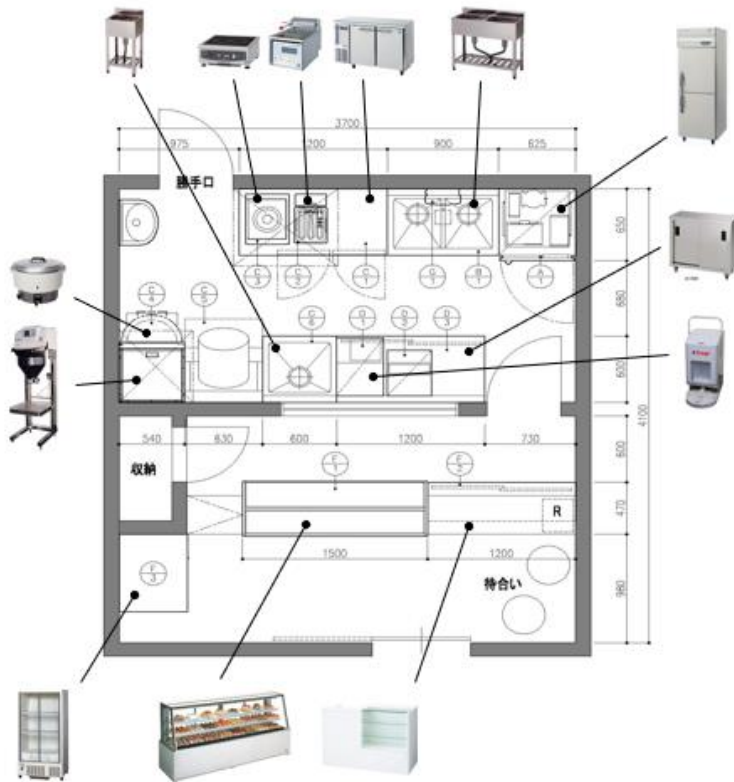
### Asian cultural food with an appealing, cross-cultural presence

"TOFU POCKET" is a fusion of "SUSHI" and "TOFU" of Japanese food culture, which is an adorable and healthy food with an Asian flair. Sweetly seasoned and fried tofu stuffed with rice balls and topped with ingredients that women like, "TOFU POCKET" is a food that can be matched as a side menu of trendy drinks popular among women.

# Easy Operation & Kitchen equipment

## Easy Operation and Quick Start “TOFU POCKET SHOP”

TOFU POCKET SHOP is a business model that does not require expensive capital investment and is easy to develop into a chain or franchise. It does not require complicated and difficult store and kitchen design like a restaurant, and does not require a long preparation period.



**-Rice ball machine for tofu pockets-**  
When rice is set, rice balls are made.

Only a machine is required. Other items are purchased in your local market.

## New Business Model in the world

### Japanese classic sushi item = TOFU POCKET [INARI-SUSHI]

TOFU POCKET is popular in Japan among both children and adults. The taste is a mix of rice balls and ingredients wrapped in sweetened fried tofu, and unlike sushi, it has the appeal of a Japanese-style hamburger. It is easy to prepare and operate for those who serve it, and the food style can be matched with all kinds of ingredients, including Japanese, Western, Chinese, and Korean foodstuffs. It has potential as a food business model overseas.



### New Business Models Expanding Globally

The Japanese food market in countries around the world is expected to continue to expand and grow due to the increasing global demand for Japanese food such as sushi, onigiri, and ramen. As a new business model for your country's changing food culture, "TOFU POCKET," which can be opened with small capital, short payback, space saving, and easy operation, is expected to become a new food business targeting women and young people. It is expected to be a new food business targeting women and young people.

*Let's start the new business in your country.*