

Juku Sushi Market Oy, High-quality Sushi-Bowl meals for grocery stores

Entrepreneur Juhani Rahko



Juku Sushi Market Ltd.

- ▶ Family business since 2014
- ▶ Runs shop-in-shop food courts inside supermarkets since 2019 when Juku Sushi Market was established
- ▶ March 2022: six sushi bars in supermarket, one sushi and wok bar in supermarket and one sushi and wok bar in gas station
- ▶ Same owners' another company delivers food from restaurants to supermarkets in Seinäjoki, Vaasa areas
- ▶ Estimated turnover in calendar year 2022 will be 3,0 million € (company's fiscal year is 1st of May to 30th of April)
- ▶ Hopefully small net profit with all the investments behind

Juku Sushi Market Ltd.

- ▶ Concept: find available place with good customer flow, agree with terms and plan & build kitchen and buffet tables + frigerated shelves
- ▶ Menu almost same in different locations, chefs have own recipes
- ▶ Employees, raw materials, packages, logos are paid by us. Shop offers the location and pays electricity, water.
- ▶ Construction costs for sushi bar inside supermarket is about 45 000€ without VAT. Costs are divided according to the agreement, usually all costs are paid by our company.
- ▶ In average 5% of the all ingredients are bought inside the shop (e.g. avocado)

Examples of sushi & wok bars

K-Supermarket Hämeenkatu Tampere. Sushi is prepared here, wok food needs extractor hood so it's prepared in shops' own kitchen facilities



Sokos Herkku Oulu

Chefs work usually inside the building.
Smaller buildings can be arranged if chef has facilities
elsewhere in the shop.





Product name	Price per piece, €
Pineapple chicken	7,99
Edamame	2,90
Fried bao bun	4,50
Fried chicken balls with sweet chili	4,99
Fried shrimps	2,99
Fried chicken breast	3,99
Chicken dumplings	4,90
Vegetable dumplings	4,90
Vegan tofu	6,99
Spring rolls 5 pcs	2,99
Spring rolls big 3 pcs	2,99
Kongpao chicken	7,99
Salmon poke bowl	7,90
Warm smoked onigiri	2,50/pcs or 4,90/2pcs
Mongolia beef	7,99
Beef with black pepper	7,99
Rice bowl	1,50
Siu mai	2,99
Sushi set, several different	price per kg
Teriyaki chicken	7,99
Teriyaki beef	7,99
Salmon onigiri	2,50/pcs or 4,90/2pcs
Vegan poke bowl	7,90
Wakame salad	2,99
Yaki udon noodles with shrimp	7,99

Example of products prepared in restaurant Juku Vaasa and sold in K-Citymarket Vaasa Center





Poke bowls
So far two variants:
salmon poke bowl and
vegan poke bowl



JUKU LOHI POKE BOWL



Ainekset: riisi, etikka, suola, sokeri, lohi, avokado, kurkku, edamame, wakame, majoneesi (kasviöljy, **kananmuna**, natriumglutamaatti E621, mausteute (sisältää sinappia)) Ankeriaskastike: **Soijakastike (soijapavut, vehnä, suola)**, sokeri, vesi, fermentoitu riisi (alkoholi, vesi, riisi, glukoosi, suola), modifioitu tärkkelys, väri (E15a), makea riisiviini (tahmea riisi, glukoosi, mallastettu riisi, alkoholi), väkevä etikka, hiivaute.



JUKU SUSHI BAR
Sokos Herkkä Oulu
Prisma Limingantulli Oulu
Prisma Linnanmaa Oulu



Poke bowls

- ▶ Sales is better in city center shops
- ▶ Poke bowls comprise now only about 3% of the total sushi sales in sushi bars where everything is prepared on site
- ▶ When delivering from Vaasa restaurant to shop 18 different products, two poke bowls make 6% of total sales
- ▶ Two poke recipes. 7 out of 10 customers choose salmon poke.

THANK YOU FOR YOUR ATTENTION