



# **FRESH** **Sushi** **ALL DAY. EVERYDAY.**





COAST TO COAST  
←→  
COVERAGE

OVER  
900  
*Chef* LOCATIONS

OVER  
2000  
BENTO® EXPRESS  
CUSTOMERS

BENTO EXPRESS FACTORY  
RICHMOND, BC

REGIONAL OFFICE  
& BENTO EXPRESS FACTORY  
CALGARY, AB

REGIONAL OFFICE  
& BENTO EXPRESS FACTORY  
WINNIPEG, MB

CORPORATE OFFICE  
MARKHAM, ON

BENTO EXPRESS FACTORY  
SCARBOROUGH, ON

BENTO EXPRESS FACTORY  
OTTAWA, ON

REGIONAL OFFICE  
MONTREAL, QC

BENTO EXPRESS FACTORY  
SMITHFIELD, RHODE ISLAND

REGIONAL OFFICE  
BRIDGEWATER, NEW JERSEY



## COMPANY OVERVIEW

Bento, founded in 1996 in Toronto, Ontario, Canada is **North America's second largest sushi company** providing the highest quality packaged sushi, ready to heat and made to order hot Asian food. Bento is a multi-channel business that provides exclusive and unique relationships with our business partners and in turn creates the perfect menu for customers. Bento continues to grow year after year based on its core values of serving high quality, visually stunning products.

Bento employs **over 1000 corporate chefs** and partners with **over 275 franchisees** across North America. Bento is proud to operate over **900 chef locations**, **25 Quick Service Restaurants** and deliver Bento Express products to **over 2000 customers**. This translates into **24 million servings of sushi every year**.

With operations in grocery stores, speciality stores, universities and colleges, hospitals and large businesses along with traditional Quick Service Restaurant store fronts, the ability to adapt to any footprint is a testament to Bento's flexible business models and sushi programs.

## OUR MISSION STATEMENT

To be the customer's **first choice** for **quick service sushi** based on **excellence, trust, innovation and service**.



## OUR BRAND PORTFOLIO



Prepared daily onsite by Bento chefs, we have a wide array of program assortments to meet the needs of each store based on demographics and location. Products available: fresh packaged sushi, poke bowls, and Asian hot foods such as bento boxes, noodle bowls and rice bowls.



Extended shelf life products manufactured at one of 6 commissary factory locations across North America. These products are excellent choices for grocery and convenience partners that want to provide high quality sushi products as part of their deli offerings.



Proprietary products to compliment core product offering and/or allow customers to prepare their own sushi at home\*. Items include: soy sauce, wasabi, ginger, rice, seaweed sheets, green tea, spicy mayo sauce, and goma dressing.

\*Currently only available in Canada.





# Udon



# Ramen



# Donburi



# Poke



# Bento Box



## BENTO SUSHI ON-SITE CHEF LOCATION MENU OPTIONS

Ability to meet the needs of our customers by providing a variety of menu options:

- > Vegetarian
- > Low fat
- > No MSG
- > High protein
- > Less calories
- > Sustainably sourced seafood

**Sushi** - made fresh daily, includes a variety of options and sizes such as maki, nigiri, hosomaki and futomaki along with sashimi options.

**Poke Bowls** - Poke means "to slice or cut" in Hawaiian and refers to diced raw, marinated fish which is then tossed over rice and topped with vegetables and sauce.

### Asian Hot Food

<b>Ramen</b>	Translated as "pulled noodles", this Japanese dish consists of wheat noodles served in a meat or fish-based broth, topped with sliced protein, nori and/or vegetables.
<b>Udon</b>	Thick, wheat-flour noodles served hot as a noodle soup in a mild broth topped with thinly chopped scallions, wakame seaweed and fish cake.
<b>Donburi</b>	A Japanese rice bowl dish consisting of fish, meat, vegetables or other ingredients simmered together and served over rice.
<b>Bento Box</b>	A single-portion take-out or home-packed meal common in Japanese cuisine. A traditional "bento" holds rice or noodles, fish or meat, with pickled and cooked vegetables and a sushi roll, in a box.







# GRAB & GO!



## BENTO EXPRESS

- > Bento Express is a commissary program that serves over 2000 customers with pre-packaged sushi, bowls and sides.
- > Bento Express products are prepared using a **proprietary rice recipe** that is designed to offer a longer shelf life.
- > Bento Express is ideally suited for locations that do not have sufficient sales volumes to sustain an onsite chef sushi bar.
- > Displaying products in key, best in store positions enhances the HMR category.



### CANADA

- > 5 factories providing National distribution
  - » Richmond, BC
  - » Calgary, AB
  - » Winnipeg, MB
  - » Toronto, ON
  - » Ottawa, ON



### USA

- > 1 factory servicing Northeast US
  - » Smithfield, Rhode Island

## PROGRAM DETAILS



### QUALITY ASSURANCE & FOOD SAFETY PROGRAMS

- > Federally Inspected
- > Annual GMP Audits (Superior Rated)
- > Monthly 3rd party Food Safety Audit
- > Real Time Temperature Tracked Delivery Vehicles
- > Monthly Microbial Analysis



### POINT OF SALE SUPPORT MATERIALS

- > Variety of options marketing assets provided at no cost
- > Chopsticks at no cost

By utilizing the Bento Express program, customers are able to partner with Bento Sushi as **one trusted sushi provider to support all of their locations** with common products, **advertising and promotions.**





## PRODUCT INNOVATION

Bento's unique focus on product development separates the company from competitors, draws in consumers and drives value for partners due to increased foot traffic and sales.

Our Product Development team continually launches new and unique products to ensure that the menu is on trend and meeting the customers needs. Limited Time Offer promotions and new core offerings /line extensions are planned on an annual basis.

The new product launches are supported with creative and effective visual communications. Our marketing team provides customer support for print & digital assets, with point of sale materials provided at no cost.



## OUR PRODUCT DEVELOPMENT PROCESS

### Inspiration

Consumer feedback (i.e. surveys, crowdsourcing, phone calls, in-store interaction) Retailer feedback, Industry research, Foodservice experience

### Ideation / Formulation

Deep knowledge of consumer trends due to active customer / consumer feedback

### Development

Culinary Manager and team create the product, experimenting with ingredients and presentation

### Preparation

Develop packaging and marketing materials to generate consumer excitement

### Food Safety

Test shelf-life and confirm labeling adheres to requirements

### Testing

Leverage corporate locations to validate product demand and identify improvement opportunities

### Broad Launch

Launch new offering across all locations, using best practices to ensure product consistency and efficiency



## QUALITY ASSURANCE/FOOD SAFETY & REGULATORY COMPLIANCE

- > Mandatory food safety training meeting all legislative requirements
- > Company funded 3rd party food safety audits, bi-annual minimum, above industry standard, superior passing grade
- > Establish food safety SOP's and HACCP plans, approved at federal and local levels
- > Comprehensive micro testing and analysis program
- > Broad auditing platform for Bento Express factories [GMP, Federal, State &/or Provincial Inspection]
- > Meet all levels of compliance related to product labelling requirements in terms of list of ingredients, allergens, calories
- > Full nutritional information available on pack, at store and online







## SUSTAINABILITY

We are committed to making the right choices to ensure a sustainable tomorrow for future generations. With over 24 million packs of sushi sold annually, we understand the strength of our ability to impact the lives of our customers, partners, and the communities that we serve.

As such we have developed **three main pillars** under the sustainability umbrella that help to guide our actions, reduce our impact and focus our initiatives.



### SOCIETY

Fostering a creative and supportive work environment for our employees and nurturing a strong, inclusive healthy community wherever we operate.



### WASTE REDUCTION

Minimizing our demand on natural resources and focusing on Reduce, Reuse and Recycle in that order where feasible



### SOURCING

Protecting the environment in which our food is grown, from field or fishery to fork.



To ensure we are making the right choices of our business, our planet and our people, we promise to:

- > To work hand in hand with our partners to align with sustainability standards and programs where possible, creating win-win opportunities.
- > Provide high quality sustainable food with exceptional service
- > Take a leading role in the industry in sustainable and eco-friendly sourcing
- > Treat people with respect and have a positive impact on others
- > Be as transparent, trustworthy and honest about what we can achieve







**BENTO SUSHI**

25 Centurian Drive, Markham, Ontario, Canada L3R 5N8

1.866.337.8744

For additional information contact:

**bentosushi.com**

02.09.21