



MEDIA RELEASE

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SumoSalad – a healthy choice for reaping sumo sized profits

Australia's answer to healthy fast food, SumoSalad, is rapidly becoming one of the most popular franchise companies in Australia, and it's not hard to see why with numerous awards, a great culture and added benefits for business owners, being just some of the reasons more people are choosing this young Aussie brand.

From its humble beginnings in 2003, SumoSalad has gone on to become famous for revolutionising the health fast food franchise industry by inspiring Australians to replace fatty foods with more nutritious choices. With currently 44 stores trading throughout Australia plus international stores in Dubai and most recently the UK, SumoSalad is forging a path of continued expansion.

Currently there are numerous SumoSalad franchises available to purchase across Australia and overseas, so if you've ever wanted to be your own boss in a successful business you genuinely believe in, then SumoSalad is the fast food franchise opportunity you've been looking for.

In addition to being very affordable, the other benefits of owning a SumoSalad franchise over other companies include: a higher return on investment; being part of a young, fun and unique Australian company, and buying into the lucrative growing health industry.

As well as the impressive incentives offered to franchisees, SumoSalad has been awarded numerous industry accolades including BRW's highly sought after award for the "Fastest Growing Franchise of the Year," something which is great for the overall brand.

SumoSalad is going places and so by owning a franchise you could be too. No prior experience is needed, with full training provided plus access to SumoSalad's effective systems, operations, marketing and advertising programs and other group initiatives. Each franchisee runs their own business, with the support of a successful organisation behind them.

For people longing for the flexibility and control that comes with being your own boss, a SumoSalad franchise is a fun, affordable way to make this dream become a reality, and is also a chance to offer something unique to their local community.

“SumoSalad is all about living and eating well which our franchisees love, as they can combine a personal lifestyle choice with a profitable business that they own and manage themselves,” said Luke Baylis, Director for SumoSalad.

“The fact that SumoSalad is an Australian brand and not one of the large overseas junkfood giants, also appeals to many of our franchisees,” he added.

According to Min Chua and Angela Ramsay, franchisees of SumoSalad Myer Centre Adelaide (the first SumoSalad store in South Australia), after their initial decision to run their own business, they looked at different franchises for about a year and a half before finally choosing SumoSalad.

“What attracted us to SumoSalad was the concept of serving healthy food attached to a young, fresh and national brand, as well as the professionalism of the franchisors,” said Min.

“We have been open for just over four months now and while it was hard work in the beginning, we have found the experience very rewarding. In fact, we’ve decided to purchase a second store that will begin trading by the end of the year! For anyone looking to purchase a franchise, we would definitely recommend SumoSalad.”

So get rid of the suit and tie and get ready to earn some healthy profits, Sumo style!

The delicious, healthy menu items available from SumoSalad include freshly made to order warm and cold express salads, hearty soups in winter, delicious long rolls and toasties, hot pasta salads, organic coffee and healthy breakfast options, plus a great range of traditional Vietnamese spring rolls.

For enquiries simply email franchisee@sumosalad.com, call 02 9569 7866, or visit www.sumosalad.com.

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