



**MEDIA RELEASE**

**FOR IMMEDIATE USE  
17 December, 2007**

## **NZ SOON TO GET THE HUGE TASTE OF SUMOSALAD**

While we are all very familiar with American sandwich chain Subway\*, there's a new kid on the block in New Zealand that's taking the world by storm, and it's a lot closer to home than the US!

Young Aussie brand, SumoSalad, has revolutionised the concept of healthy fast food with its delicious and nutritious meal options, becoming one of the nation's most popular takeaway outlets, and now it's headed to New Zealand!

From humble beginnings in 2003 with just one store in Sydney, SumoSalad currently has 47 stores trading throughout Australia plus five international stores in Dubai and the UK. New Zealand is now the next country set to get a taste of SumoSalad and help kick-start Kiwis into improving their diets.

Currently there are several SumoSalad franchises available to purchase in Auckland and other areas, 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 Australia, SumoSalad is rapidly becoming one of the most popular franchise companies, and it's not hard to see why with numerous business and marketing awards, a great culture and added benefits for business owners, being just some of the reasons more people are choosing this young and fun brand.

In addition to being 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 company, and buying into the lucrative growing health industry.

SumoSalad is going places and so by owning one of the first New Zealand franchises, 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 your 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. This and the fact that SumoSalad is an Australian brand and not one of the large overseas junkfood giants, I feel will appeal greatly to New Zealand franchisees,” said Luke Baylis, Director for SumoSalad.

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 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 New Zealanders, 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](mailto:franchisee@sumosalad.com), call +612 9569 7866, or visit [www.sumosalad.com](http://www.sumosalad.com).

**- ENDS -**

For further information or high resolution images, please contact:

**Magnum PR**

Susan Wood or Michelle Hampton

Phone: +612 9439 9316

Mobile: +61 402 308 305

Email: [susan@magnumpr.com.au](mailto:susan@magnumpr.com.au) / [michelle@magnumpr.com.au](mailto:michelle@magnumpr.com.au)