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# THE NATIONAL BUSINESS REVIEW **24/7**

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## SumoSalad set to wrestle NZ takeaway

Niko Kloeten | Tuesday December 16 2008 - 11:30am

Another competitor has entered the crowded fast food market, with fast-growing Australian takea

The first store has opened at Auckland Airport, and if it proves anything as successful as it has in  
Zealand for long.

In a health-conscious era when even McDonald's offers a salad menu, SumoSalad is expanding  
campaign focusing on healthy eating.

But Sumosalad has shown it has some unconventional marketing methods up its low-fat sleeve.

An example of this came in June 2006 when SumoSalad staged a protest at the opening of a Kr  
because of concern about the obesity epidemic (but the media coverage of the young brand didi

Expect similar publicity stunts in New Zealand from a company that has grown from one store in  
five years.

It also opened stores in the UK and Dubai before crossing the ditch.

SumoSalad managing director Luke Baylis says SumoSalad is about living and eating well.

"We believe in promoting healthy eating within the community in a fast-food format, which these  
need something quick and easy, without compromising on quality and nutritious value."

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