



Salad Days

'Step aside Subway! There's a new health hub in town' That's how one Australian magazine reported the arrival of SumoSalad on the local eating scene and it's clearly a message that has hit home. After just four years, there are 47 SumoSalad stores trading throughout Australia and 5 internationally in Dubai and the UK.

Now New Zealand is to get its first taste of what the company calls 'healthy fast food,' with outlets offering freshly made-to-order warm and cold express salads, hearty soups in winter, delicious long rolls and toasties, hot pasta salads, toasted wraps, organic coffee and various breakfast options plus a range of traditional Vietnamese spring rolls. It's an exciting range with something for everyone. Small wonder, then, that SumoSalad has become one of the most popular franchises in Australia.

Company founders Luke Baylis and James Miller created SumoSalad after working in America for several years where they were surrounded by an endless array of fatty fast foods. Returning home, they realised that Australia wasn't much better and created SumoSalad to inspire consumers to choose more nutritious items by the simple approach of making them delicious. The SumoSalad

SumoSalad offers a healthy choice for reaping sumo-sized profits

Eat well, live well and enjoy life: Sumo Salad's fresh image is coming to New Zealand

name gave them a chance to play to guerrilla marketing at the expense of traditional competitors.

'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,' says

Luke. 'If you've ever wanted to be your own boss in a successful business you genuinely believe in, SumoSalad is the fast food opportunity you've been looking for.'

Top Locations Available Now

The company is aiming high in New Zealand, with two franchises already available to purchase in Auckland's St Lukes and Newmarket centres and more to come. Investment levels start from \$350,000 and, says Luke 'offer higher returns than other types of business. We want hands-on operators who will enjoy being part of a young, fun and unique company which operates in the ever-growing and highly-profitable health industry.'

No previous experience is needed to run a successful SumoSalad outlet, just passion, enthusiasm and the ability to build a strong relationship with customers. 'We provide full training, plus access to SumoSalad's effective systems, operations, marketing and advertising programmes and other group initiatives,' advises Luke. 'Each franchisee runs their own business but has the support of a successful organisation behind them at all times.'

SumoSalad has been awarded numerous accolades in Australia including *BRW's* highly sought-after award for *Fastest-Growing Franchise of the Year* – 'a great demonstration of the strength of the brand and the concept,' says Luke.

Publicity Plus

The SumoSalad team has a talent for publicity which we can expect to see fully utilised in the New Zealand launches. In September 2007, the increasingly influential *Men's Health* magazine analysed popular offerings from all the major fast food chains for energy, saturated fat and sodium. In the final of the knock-out competition, SumoSalad's

Franchise Profile

Sweet Chilli Chicken Roll defeated Subway's Roast Beef sub by a clear margin with less than half the sodium content. Publicity from such a quarter reinforces SumoSalad's belief that, once you make it attractive, healthy fast food is the way of the future.

'Originally, people thought that salads were just for female office workers in the CBD,' says Luke. 'Yes, at first our market was 90% female but we've given the menu a lot more depth and range since then and now we find we have a 60:40 split between females and males.'

While the franchise enjoys a fresh, irreverent image, it is backed up with a great deal of detailed planning. The company makes great use of IT, using viral email campaigns as an inexpensive and effective way of promoting the brand, and an online management system to help franchisees manage their own businesses and achieve maximum results. At the same time, regular customers are rewarded with a straightforward loyalty card programme.

Flying Start In New Territory

Min Chua and Angela Ramsay bought their SumoSalad franchise in the Myer Centre in Adelaide just four months ago. After their initial decision to run their own business, they looked at different franchises for about 18 months before finally choosing SumoSalad.

'What attracted us was the concept of serving healthy food attached to a young, fresh and national brand, as well as the professionalism of the franchisors,' says Min. Despite the fact that their outlet was the first in South Australia, it has got off to a flying start – a promising sign for the first New Zealand franchisees. 'While it was hard work in the beginning, we have found the experience very rewarding,' says Min. 'In fact, we've decided to purchase a second store that will begin trading in December! For anyone looking to purchase a franchise, we would definitely recommend SumoSalad.'

Luke Baylis has the final word. 'If you're interested, it's time to get rid of the suit and tie and get ready to earn some healthy profits – Sumo style!' ■

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