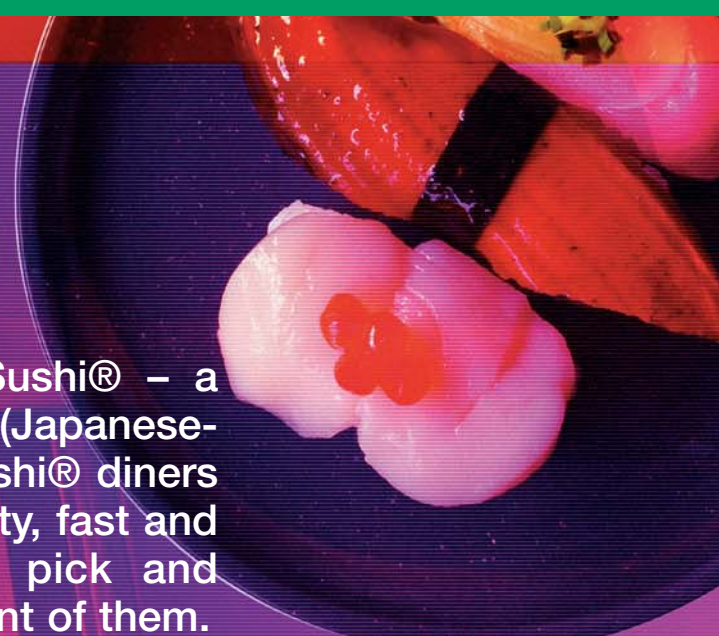




Introduction

Simon Woodroffe is the founder of YO! Sushi® – a conveyor belt restaurant specialising in sushi (Japanese-style raw fish with vinegar and rice). YO! Sushi® diners eat in a Japanese sushi bar, enjoying a quality, fast and fun dining experience, where customers pick and choose their food from a conveyor belt in front of them.



1 The idea is born

- 1997 – a Japanese-style sushi restaurant with conveyor belts.

2 Trade mark

- 1998 – YO! Sushi® trade mark is registered.

3 The beginning

- 1999 – The first YO! Sushi® restaurant opens.

4 Brand success

- People queue around the corner to get into the restaurant. The YO! brand is established.

5 YO! Japan

- 2003 – YO! Japan range of quirky clothing is launched.

6 A new idea

- 2004 – YOTEL! An innovative hotel concept is announced.

