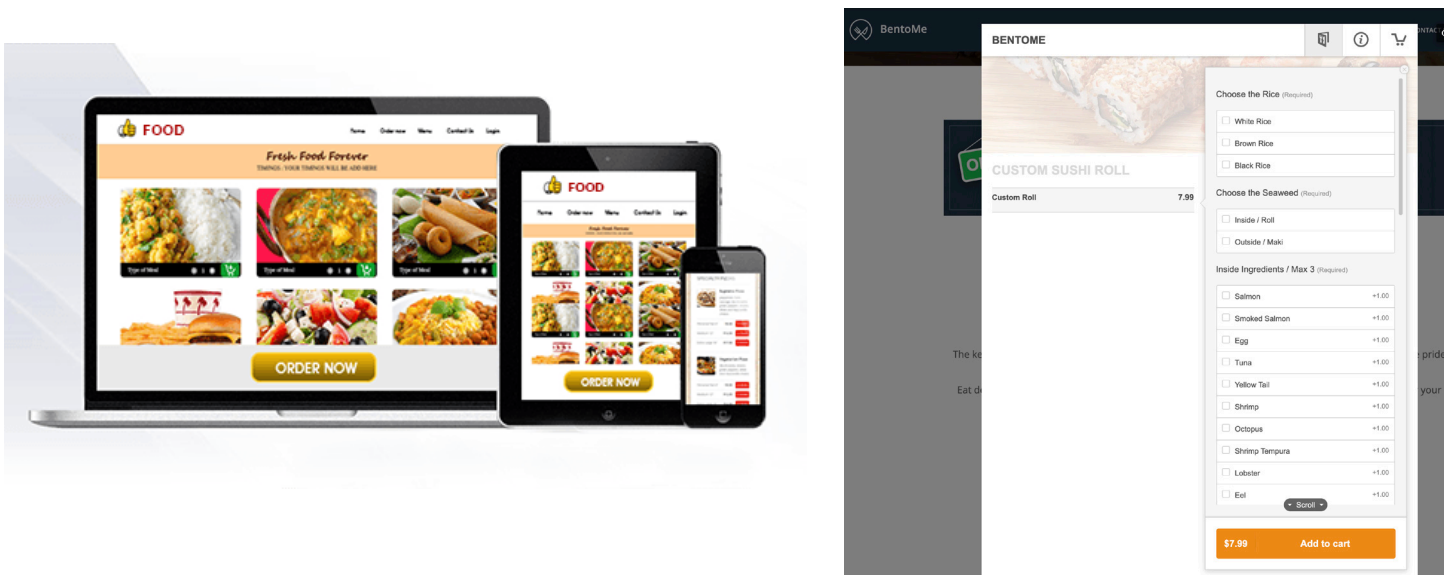


# About Us

BentoMe was established a few years ago in hopes of wanting to introduce sushi rolls that can be customized for and by the customers.

All you can find nowadays in groceries are ready-made sushi rolls packaged in plastic containers. From time to time, you might also come across sushi chefs preparing and crafting those rolls behind the display cabinets. Though many sushi vendors have added 'healthy' ingredients such as brown rice and quinoa to their menus to adopt the current trends in the food industry, there's only so much they could get the combinations of ingredients right down to the last detail. And what better way than to give customers the flexibility to build their own rolls for themselves exactly the way they want them to be?

This is where we come in - our "build-your-own" menu is accessible on the kiosk machines, the UI designed in a way that is friendly and streamlined. Start by picking the type of rice you'd like for the chefs to use, then move on to fillings and toppings.



What's the story behind the name 'BentoMe'?

'Bento' is a Japanese term for 'lunch box' and 'Me' is - yes, you guessed correctly - me. We intentionally placed "-Me" at the end to incorporate our mission statement, which is to provide meal options that are unique and tailored to each individual's palate.

Though our focus is currently on introducing Japanese cuisine made more accessible and convenient for the general public, we plan to go beyond providing just sushi and bentos - and ultimately branch out and expand our product portfolio, encompassing Korean and other Asian foods.

Our products can currently be found in grocery stores and supermarkets, but we aim to make our way into airports, shopping centers, corporate dining facilities, and schools across the United States in the near future.

# Our Brand Concepts

## Transparency

The art of making sushi as well as our brand's value are deeply rooted in transparency, and so it felt almost natural to make our working station into an open kitchen.

We have got all of the ingredients of sushi rolls laid out in front of the customers so they can choose the perfect combination to make their perfect meals.

With more and more customers taking a keen interest on how and from where food companies source their ingredients, prepare the food, and present to the end consumers, our open kitchen just made sense. And the concept of customization seemed to strengthen and bolster our attempts at trying to deliver the transparency element, for customers can directly watch the sushi chefs craft the rolls with the ingredients they had just picked out for themselves through the use of kiosk machines. Above everything else, our main objective is to instill trust in the minds of customers about our brand, values, and the products we offer.

## Bento Academy

BentoMe aspires to train and educate chefs around the world interested in becoming a part of BentoMe. And thus, through both online and offline methods, BentoMe will have them undergo rigorous trainings, in which they will not only learn the essential culinary skill sets of being professional sushi chefs, but also precautionary measures in the kitchen needed to perform tasks that satisfy the strictest and harshest food safety guidelines.



## Marketing Support

We strongly believe the success of our brand begins - and only after - the success of the store itself. And that is why we go the extra mile by assisting with both online and offline marketing efforts. Online marketing will deal mostly with SNS social media marketing in which we will post contents that primarily focus on communicating with our potential and target audience. Such content posts can range from deal announcements to polls and behind-the-scenes. Offline marketing will include digital signages that give an insight into the brand and inner workings of the art of sushi making. The central or main office will be responsible for creating and updating the contents (at least every quarter).



# Product

## Sushi

Our sushi products fall under 3 categories: raw, cooked, and veggie.

Raw sushi products are essentially raw fish served with rice and adorned with other ingredients such as cucumber and/or avocado.

Cooked sushi products consist mainly of fried and steamed salmon, tuna, lobsters and shrimps.

Lastly, veggie products are rolls without the fish and/or other source of protein.

### -Raw



8 pc Nigiri

Roasted Nori Sheet, Sushi Rice, Hamachi, Tuna, Salmon, Tamago, Octopus, Shrimp

### -Cooked



Shrimp Tempura Roll

Roasted Nori Sheet, Cucumber, Imitation Crab Sticks, Shrimp Tempura, Avocado, Carrot, Soy Sauce, Sushi Rice

## -Veggie



### Veggie Spring Roll

Rice Paper, Avocado, Cucumber, Carrots, Cabbage, Lettuce, Seaweed Salad

## Poke

Inspired by the regional American-based cuisine from Hawaii, BentoMe also offers poke bowls with its own signature sauce!



### Spicy Tuna Poke Bowl

Rice, Baby Spring Mix, Quinoa, Cabbage, Edamame Beans, Onions, Tomato, Corn, Carrot, Avocado, Spicy Mayo, Masago, Parsley, Tuna

## Platters

Suitable for special occasions and big catering events



## Samgak

A Korean take on a sandwich: seasoned rice with fillings, all wrapped up in a sheet of crispy seaweed. Made in a triangular shape for optimal convenience in terms of portability and ease at which one can consume.



### Lobster Samgak

Roasted Nori Sheet, Maine Lobster Meat, Soy Sauce, Sugar, Garlic, Sesame Oil, Seaweed Salad, Sushi Rice, Black Pepper

## Bento

Filling and nutritionally balanced lunchbox meals, including one of our most loved products: pork cutlet over rice with side banchans.



Sample BentoBox

## Bowl

Similar yet different from 'Bento' in that you can experience more of other Asian foods such as Thai and Korean fusion dishes.



Grilled Salmon Bowl

# Regulations

BentoMe has established for itself a HACCP plan and implements it for use in day-to-day operations, in an effort to promote food safety within the organization. By implementing our own HACCP plan, we keep our employees accountable and always prepared to handle food safely as well as kitchen space/utensils appropriately. More importantly, this is all done to protect the end consumer from harmful biological, chemical, and physical contaminants.



