



Wonderfield Group expands European footprint with acquisition of Polish food group, Sushi & Food Factor

19th March 2026: The Wonderfield Group (“the Group”), a subsidiary of Zensho Holdings, has announced the acquisition of Sushi & Food Factor (“SFF”), a leading Polish producer of packaged sushi and convenience food products, subject to anti-trust clearances in Germany and Poland.

Based in Poland, SFF is a key player in the packaged sushi category across Europe. The company manufactures and supplies sushi and other convenience products through private label and co-manufacturing partnerships with some of the largest retail chains across Poland and wider European markets.

The acquisition marks an important milestone in Wonderfield Group’s strategy to strengthen its presence across Europe. By integrating SFF’s production capabilities and established retail partnerships with Wonderfield’s operational expertise and the global network of Zensho Holdings, the Group will accelerate its growth across the region.

The acquisition of SFF will also unlock operational synergies across areas including menu development, ingredient procurement and logistics. These efficiencies are expected to support further expansion of the Group’s international operations while strengthening its position in the fast-growing European convenience food sector.

Locating production closer to consumers will allow the Group to further optimise the ultra-fresh food supply chain within Europe, improving product quality and freshness while helping reduce environmental impact.

SFF's management structure will remain unchanged following the acquisition, ensuring continuity in strategy, strong customer relationships and the agility required to respond quickly to evolving market needs. The transaction is expected to be completed promptly following approvals and permits from the Polish and German competition authorities.

The acquisition follows a period of significant investment by Wonderfield Group in its European operations. In 2025, the company opened a new state-of-the-art production facility in West London, furthering its ability to supply fresh, high-quality sushi and convenience products to retail partners across the UK.

Will Human, Wonderfield Group's European CEO, commented: "The addition of Sushi & Food Factor is a major step forward for Wonderfield Group in Europe. SFF brings outstanding production expertise, strong retail partnerships and deep understanding of local markets. Together, we will accelerate our growth across the continent, invest in local production capabilities and continue delivering innovative, high-quality convenience food to our retail partners and their customers."

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Media enquiries

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About the Wonderfield Group

The Wonderfield Group specialises in the preparation of Japanese cuisines with a focus on sushi, a traditional Japanese food featuring specially prepared rice combined with fish, meat, or vegetables in easy bite-size portions. It also offers a variety of food-to-go products including cut fruit & vegetables, salads, bento and poke. The Wonderfield Group's mission is to create better food for everyone, the Japanese way.

The Wonderfield Group is well positioned to meet growing consumer demand for high quality healthy food offerings through its versatile business model across three key channels: its Kiosk business, its Sushi Commissaries business, and its Restaurant business.

The Group has chef-operated and Franchised sushi kiosks globally, with customers including blue chip grocery retailers. Overall, the Wonderfield Group is a trusted operator in North America, Australia, Europe and the UK. The Wonderfield Group is part of Zensho Holdings' global network, the leading Japanese food group and number one food service company in Japan by sales.

About Sushi & Food Factor

Sushi & Food Factor is one of the key players in the packaged sushi category in Europe – a manufacturer and supplier of ready meals specializing in packaged sushi and convenience products in private label and co manufacturing models for the largest retail chains in Poland and Europe.

The group offers products including sushi sets, ready meals and Asian snacks. The company operates modern production facilities adapted to a chilled supply chain, with know how in industrial scale fresh sushi production and high cost efficiency driven by volumes and process standardization.