



Snowfox Group becomes the Wonderfield Group

Rebrand reflects the Group's international scale and reach of global brands

Wonderfield will continue to provide customers with authentic Japanese cuisine through its family of brands across the globe.

This represents the next chapter for the Group, following its successful acquisition by Zensho in summer 2023.

London, 29 July 2024: The Snowfox Group, a multi-channel and international Japanese food business, has today announced that it has become the Wonderfield Group.

The new brand identity signifies the next chapter for the business, following its acquisition by Zensho, a leading Japanese food group, in June 2023. As announced at the time of the acquisition, Zensho has supported the company by sharing its Japanese heritage and expertise to the benefit of employees, franchisees, retailers and end-customers alike.

The Wonderfield Group will consolidate the company's brands under one name, reflecting the business' expansion across geographies and brands. The company now consists of multiple marketleading brands including: YO!, Panku, Taiko and Raku in the UK; Bento in Canada; Snowfox, Snowfruit, Zenshi and AFC Franchise Corp in the US; Sushi Circle in Germany; SushiTake in Spain; and Sushi Izu in Australia.

While maintaining its number one position in Japanese cuisine in several markets, the Wonderfield Group has diversified into wider food groups such as salads, poke, fruit, bakery, hot food and sandwiches – providing customers with high-quality, healthy, on-the-go options through its restaurants and retail partners.

The Wonderfield Group employs over 5,500 team members across 16 countries and supplies over 7,000 stores and 9,000 kiosks.

Richard Hodgson, Wonderfield Group's Chief Executive Officer, commented:

“Our new Wonderfield Group branding embodies the core values and vision of our company. The transformation is more than a visual update; for us, it signifies the next stage for our business, as we bring all of our brands under one roof and move forward as one, consolidated team.

“We're incredibly proud of our roots in Japanese food, and we will continue to honour the history of our business, but we are excited about our expansion into new cuisines and new geographies. Since our business was acquired by Zensho last summer, we have made great progress against our strategy, and are delighted to be serving more customers around the globe through more kiosks and through our retail partnerships.”

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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, 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, via its market leading brands – Zenshi, Sushi Circle, SushiTake, Sushi Izu, Snowfox, Bento, Taiko, and YO! – the Group provides sushi to a large and growing international customer base across three main channels. The Wonderfield Group has recently been acquired by Zensho Holdings, the leading Japanese food group and number one food service company in Japan by sales.