



MENYA TAKEICHI

— Ramen Restaurant Franchise

濃厚鶏そば 麵屋武一

We are seeking master franchisee to set up Tokyo's popular chicken broth ramen brand **MENYA TAKEICHI** and expand the franchise business in **Los Angeles** and **San Francisco**.

Take You Co. Ltd. is the owner of the successful Japanese ramen brand "MENYA TAKEICHI" which has 15 direct management restaurants and 15 franchise restaurants in metropolitan Tokyo area. The restaurant specializes in thick chicken broth ramen and developed other unique dishes. Its distinguishable style and unique flavor makes it popular in the highly competitive Tokyo's ramen restaurant market.

Franchise Operating Information:

Monthly Sales:	1.2 million USD
Employees:	70
Owned:	15 restaurants
Franchised:	15 restaurants

Consumer Demographic:

Income Group:	Diversified
Gender:	70% Male 30% Female
Age Group:	Diversified
Best seller:	Thick chicken broth ramen

Why is MENYA TAKEICHI franchise expanding in California?

Founded only 3 years ago in November 2011, MENYA TAKEICHI has grown from strength to strength. It is the #1 thick chicken broth ramen restaurant chain in Tokyo. We want to extend this growth to the multicultural culinary melting pot of the West Coast, USA.

Growing chicken broth trend

Thick flavor of organic chicken broth, different from pork broth, is gaining a lot of popularity as a healthy and tasty food choice in Tokyo. The collagen-rich broth is enjoyed by people from all ages.

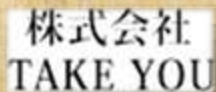
Strong local support in California

Noodles and soup stock are prepared at partner company's factory in LA; it ensures all ingredients are fresh and stay true to their authentic taste.

"Fast Casual Dining is a steadily growing trend ... a need for better quality, real food and affordable pricing..."



Franchisor :



TAKE YOU Co. Ltd.
noukou-torisoba.com

Coordinator :



Reciprocus International
10 Anson Road #10-22
Singapore 079903

Tel: + 65 6225 9986
kenneth@reciprocus.com
www.reciprocus.com

Tokyo's unique chicken ramen restaurant chain is expanding to West Coast, USA.

"In 2015, look for ... ramen the quintessential Asian street food ... but the world's biggest & fastest moving continent always delivers something new," **Sysco Boston Foodtrends**

Unique Value Proposition

- **Distinctive food concept**

The thick chicken broth ramen is the best-seller. Besides ramen, the restaurant group also has many years of expertise in chicken recipes such as Yakitori. We are confident that MENYA TAKEICHI can customize to the local taste with our aggressive product innovation.

- **Wide and diversified customer base**

Menu is designed to cater to the people from different cultural background and age groups. The tasty collagen-rich chicken broth is especially popular among the female customers. The taste can be adjusted to customers' preference in terms of thickness and spiciness.

- **Simple operation procedure**

Major ingredients such as noodles and chicken broth are prepared by partner company's factory in Los Angeles. Operation process is also simple and easily replicable.

Target Investor / Franchisee

We are looking for F&B participants with the following traits:

- Experience in restaurant operation
Japanese restaurant experience is preferred but not necessary.
- Well-established and reputable F&B track records
Extensive F&B networks in the West Coast is always favorable.
- Strong balance sheet with a low risk of insolvency

For more information, please feel free to contact Kenneth at Reciprocus International. Call + 65-6225-9986 or email to kenneth@reciprocus.com

