Sushi Motto

Tokyo fish market precision after dark

The best fish arrives at four in the morning. By midnight, it reaches your table. Tsukiji sources bluefin from Cornish d…

THE CONCEPT

Tsukiji

"Tokyo fish market precision after dark"

CUISINE FOCUS

Sashimi-grade nigiri and donburi

THE STORY

The best fish arrives at four in the morning. By midnight, it reaches your table. Tsukiji sources bluefin from Cornish day boats and Scottish langoustines, treating them with the restraint they deserve. Rice is Koshihikari, vinegared to order. Wasabi comes from Hampshire, grated on shark skin. Each box contains what the market offered that day, nothing held back for tomorrow.



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THE AUDIENCE

Audience brief

SYNTHESIS

Rachel, 42 — Editorial director, in Notting Hill, ordering Weekly

THE MENU

Menu

MAINS

Akami Zuke Don — $24.00

Cornish bluefin tuna marinated in tamari and mirin, Koshihikari rice, shiso, pickled daikon, sesame.

Omakase Nigiri Set — $26.00

Seven piece selection: Scottish langoustine, Cornish mackerel, yellowtail, salmon, sea bream, Hampshire wasabi.

Ikura Don — $22.00

Hokkaido salmon roe over warm Koshihikari rice, nori, chive, pickled ginger, dashi reduction.

Hamachi Nigiri — $18.00

Five pieces of yellowtail, ponzu gel, micro shiso, Hampshire wasabi, pickled myoga ginger.

Unagi Don — $21.00

Grilled eel glazed with sweet soy, Koshihikari rice, sansho pepper, pickled cucumber, tamago.

SIDES

Edamame with Sea Salt — $6.00

Steamed soybeans, Cornish sea salt, togarashi.

Tsukemono Selection — $7.00

Pickled daikon, cucumber, ginger, cabbage, carrot, house rice vinegar.

THE MENU, CONTINUED

10 items total

DRINKS

Yuzu Sencha — $5.00

Cold-brewed green tea, yuzu peel, mild astringency.

Hakkaisan Tokubetsu Junmai — $12.00

Niigata sake, clean mineral finish, pairs with fatty fish.

DESSERTS

Black Sesame Panna Cotta — $8.00

Toasted black sesame custard, kinako dust, honey tuile.

AVERAGE ITEM VALUE

$14.90

Launch markets

Dubai

UAE

81/100

Emirates SkyCargo brings bluefin from Tokyo to DIFC kitchens in eighteen hours. The Marina-Downtown corridor sustains premium Japanese concepts charging 200+ AED. Residents from Roppongi and Azabu already set the quality threshold.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Wordmark

PHOTOGRAPHY STYLE

Street

Authentic, high-contrast, real environments.

ECONOMICS

Projected performance

LAUNCH INDEX
72 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
1

MENU ITEMS
10

All projections are estimates based on comparable GFV network launches. Actual results may vary.

PACKAGING STUDIO

Branded surfaces

Five surfaces, one consistent system. All printed pieces carry the brand palette and name.

01 Pizza box

Primary surface. Brand name, tagline, accent band, and palette swatch.

02 Cup

Branded strip with name. Works at 12oz and 16oz.

03 Paper bag

Handle + brand strip. Matte or kraft finish.

04 Sticker

Round, 60mm. Name + tagline fragment. High-tack.

05 Menu insert

Trifold, 99×210mm. Three panels: concept + menu + contact.

Print-ready files are generated at the production stage and delivered with your dossier.

HOW THIS WAS BUILT

Builder path

CUISINE DIRECTION

Sashimi-grade nigiri and donburi

VIBE

Premium

OCCASION

Late-night order, Family dinner

WHAT HAPPENS NEXT

30-day launch sequence

- DAY 0

  Application received

  Your dossier is in the review queue. Expect seven days.

- DAY 7

  Review complete

  Approved brands move immediately to kitchen matching. Declined brands receive written feedback.

- DAY 8-10

  Kitchen matched

  GFV assigns a host kitchen in each of your launch cities.

- DAY 11-20

  Production setup

  Menu localisation, packaging print, platform listings, photography.

- DAY 21-25

  Soft launch

  Live on platforms in test mode. First orders, operations review.

- DAY 30

  Full launch

  All platforms active. Performance dashboard live. GFV support active.

THE GFV NETWORK

Where your brand lives

GFV operates a network of host kitchens across 9 countries and 100+ cities. Every GFV brand has access to the same infrastructure — professional production environments, established delivery platform integrations, and local operational teams.

9	100+	$0	30d
COUNTRIES	CITIES OPERATIONAL	APPLICATION FEE	APPROVAL TO LAUNCH

GFV is the infrastructure. You are the brand. Our model is straightforward: we provide the kitchens, the platforms, the operations. You provide the concept, the menu, and the identity. Revenue is shared on a fixed percentage basis per market.

NEXT STEPS

What to expect

01 **Review (7 days)**

A GFV brand strategist reviews your dossier. They assess concept viability, market fit, and operational readiness. You will receive a written decision.

02 **Kitchen matching (2 days)**

Approved brands are immediately matched with available host kitchens in their selected markets. GFV assigns one kitchen per city.

03 **Production (10 days)**

Menu adaptation, packaging design, photography brief, and platform onboarding are completed by the GFV production team.

04 **Soft launch (7 days)**

Your brand goes live in test mode. GFV monitors order quality, operations, and customer feedback. Issues are resolved before full launch.

05 **Full launch**

All platforms active across your launch cities. Revenue sharing begins. You retain full brand ownership.

APPLICATION

GFV Brand Expansion

This dossier constitutes your Brand Expansion application. By submitting, you confirm that the information provided is accurate and that you have the rights to the brand concept described herein. GFV's standard Revenue Sharing Agreement will be presented separately on approval.

APPLICANT

driss@globalfoodventures.com

BRAND

Sushi Motto

SIGNATURE _____ DATE _____