

# SHISHIRO

## JAPANESE × KOREAN BBQ



## NEW STYLE OF BBQ

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SHISHIRO serves a new and unique style of BBQ that takes the best of both worlds: JAPANESE STYLE YAKINIKU and KOREAN STYLE BBQ. Flavorful creative dishes and the ingenuity of founder/CEO Mr. Shiro Nagahara offer one of a kind BBQ experience that you won't find anywhere else.

# FIVE FEATURES OF SHISHIRO'S MENU



# PROPRIETARY SAUCE “MOMIDARE”

## FIVE FEATURES OF SHISHIRO’S MENU



MOMIDARE has an ability to transform average meat into an outstanding product.

# STEAK PULLED APART WITHOUT A KNIFE

FIVE FEATURES OF SHISHIRO'S MENU



The buzzworthy filet mignon that's so tender you can pull it apart without a knife

# “REIMEN”, KOREAN COLD NOODLE

## FIVE FEATURES OF SHISHIRO’S MENU



A unique take on “reimen” Korean cold noodles served with ramen noodles instead, a dish created in collaboration with Michelin starred ramen restaurant, Enishi

# KIMCHI SEVEN WAYS

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“kimchi seven ways” which feature original styles of kimchi like tomato cheese kimchi. In addition, most of kimich can be prepared in less than a couple of hours!

# SASHIMI BEEF SUSHI

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Sashimi Beef SUSHI (thinly slice raw beef) requires extremely fresh and high-quality beef. Superb plate presentation also impresses every guest who has once tried it.





# ADVANTAGES for FRANCHISEES (1)

## “OMOTENASHI” customer service helps make perfectly grilled BBQ

Unlike conventional Japanese BBQ stores where customers grill meat themselves, we serve and grill meat for perfection as part of Omotenashi” or Japanese unique style of customer service. We even coach our guest how to grill properly. After a few visits to Shishiro’s store, our guests become “yakiniku expert”. Also, we won’t replace grill plate by design to keep meat juice in the grill, making it more flavorful.





# ADVANTAGES for FRANCHISEES (2)

## POWERFUL PRESENCE IN INSTAGRAM AND OTHER SOCIAL MEDIA

Shishiro's store décor, cool uniforms, jaw-dropping food presentation attract guests of every generation. A unique concept room makes them feel as if they were in Korea. Many young customers post their photos to Instagram, and Facebook, creating a huge buzz in the world of social media. In the US, we plan to build Japanese concept room at each store.





# ADVANTAGES for FRANCHISEES (3)

## POWERFUL PRESENCE IN INSTAGRAM AND OTHER SOCIAL MEDIA

Each store has a “CONCEPT ROOM”, a space that our guests can feel as if they were in an authentic Korean restaurant in Korea. Concept room has a strong appeal to young people . After enjoying being there, they waste no time to post the images in Instagram and more.

Franchisee’s store will have “JAPANESE CONCEPT ROOM” that makes guests feel as if they were visiting Japan. This approach makes Franchisee’s restaurant stand out while the guests voluntarily promote the store and branding through these online media.



# ADVANTAGES for FRANCHISEES (4)

## CONSISTENT QUALITY AND LOW FOOD COST

By using our three proprietary sauces, “Momidare Red”, “Momidare White” and Shiodare, franchisees can never fail to maintain consistent quality of food. These proprietary sauces, that are delivered to each franchisee’s store, guarantee consistent meat flavor all the time.

Momidare Red, Momidare White and Shiodare, all these sauces make meat exceptionally tasty. They are also our powerful tools to reduce food waste because you won’t need to throw away any decolorized meat. You won’t need to buy A5 Wagyu or other expensive meat to impress guests because MOMIDARE make them all so flavorful. Thus, you can keep food cost low.



# OUR CHALLENGE FOR MICHELIN STAR

Many say Japanese BBQ has no chance for Michelin star because guests cook meat. But, at Shishiro, we grill meat for perfection. In collaboration with Michelin starred ramen restaurant, we have created “Reimen” Korean cold noodle. Our challenge to win Michelin star continues on.





# FOUNDER'S MESSAGE

**“We value each partner like our own family...”**



The truth is I've never been a big fan of Japanese BBQ. As I got older, fatty wagyu has become too much for me. Then, there was COVID-19 outbreak. I suddenly found I wasn't as busy as before. That's when I started searching a kind of BBQ that people like me can enjoy. We in general just want to eat tasty and healthy BBQ at reasonable price. Wagyu A5 sounds great, but it's not for everybody, not for me for sure.

Without relying on an expensive meat or premium beef Wagyu, I focused on developing one of the most flavorful BBQ that could overwhelm other stores. With this belief, I have developed 3 proprietary meat sauces coupled with “Omotenashi”, our way of unique customer service. I look forward to meeting as many overseas partners to share our dream, concept and success story.

... **Shiro Nagahara, Founder/CEO**

Mr. Nagahara and his group currently run the following brands and locations:

- 2002 “NAGASHIRO” yakitori
- 2016 “TO 18 Diner” Japanese wine+oden
- 2020 “Ichibano-Chikara” tempura
- 2020 “Shishiro Osaka
- 2021 “Shishiro” Okinawa-Ishigakijima
- 2021 “Shishiro” Tokyo
- 2022 “S Café” coffee& dessert
- 2022 “Taro-Teppan Chidori” Osaka
- 2023 “Taro-Teppan Chidori” Nanba
- 2023 “Diner Tsuhya” tuna&rice
- 2023 “Chill Pafait”
- 2023 Two more Shishiro are coming soon in Fukuoka and Morioka

# THANK YOU

SHISHIRO



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