

FRANCHISE PROSPECTUS

OWN A TABLE THAT BELONGS TO EVERYONE.

JAPANESE SOUL. FOR ALL.

Halal Japanese dining — bold food, generous portions, built around you. Not sushi. Not a conveyor belt. A fast casual brand with a genuine story, 4.8 stars, and a community that builds itself.



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A NINE-CHAPTER LOOK AT THE BRAND.

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Halal Japanese. Done Properly.



Japanese food in London had a gap. Millions of people — no Halal option worth knowing about. Yaki Ya! was built to change that.

Halal by design. Japanese by soul. A table that was always missing — now open to everyone.

We serve bold, wok-fired, slow-simmered food made fresh — from our signature teriyaki glazed to order to our 9.5-hour ramen broth. Fast casual dining where the food is taken seriously and the welcome is genuine.

Three branches. 4.8 stars. 3,769 reviews in seven languages. An underserved community brought us to market. Quality kept everyone else.

3

BRANCHES

4.8★

AVERAGE

3,769

REVIEWS



KC CHICKEN



YAKISOBA



RAINBOW



DORAKUSHI

RECOGNITION

SELECTED AWARDS & ACCREDITATIONS

QFA

MEMBER · QUALITY FRANCHISE ASSOCIATION

4.8★

GOOGLE · 3,769 VERIFIED REVIEWS

100%

HALAL — HMC-ALIGNED STANDARDS

2024

LONDON HALAL TOP 10 — HALAL FOODIE



Why Yaki Ya! Why now.



GROWING

Halal dining in the UK is one of the fastest-growing food categories.

PREMIUM CASUAL

The fastest-growing segment in UK hospitality.

ALL-DAY

Lunch, dinner, click and collect, delivery, and catering revenue streams.

PROVEN

Concept refined in operating sites with strong covers and AOV.



TERIYAKI



RAMEN



UDON

WHAT CUSTOMERS SAY

4.8 ★ · 3,769 REVIEWS

★★★★★

"Best halal Japanese in London — and it's not even close. The teriyaki bowl is unreal."

AISHA · GOOGLE

★★★★★

"Finally somewhere I can take the whole family. Proper Japanese, 100% halal, no compromise."

YUSUF · GOOGLE



Four pillars. One destination.



BENTO



NOODLES

Yakisoba wok-fired at high heat. Ramen slow-simmered for long hours. Udon in deep, hand-crafted broth. The dishes that keep customers coming back.



TERIYAKI & RICE

Our signature dish. Chicken or beef glazed in rich teriyaki, finished to order, served over steamed rice. The dish Yaki Ya! was built on.



KATSU & SHARING

Crispy golden katsu. Rich Japanese curry sauce. Poke salad. Mixed starter boxes. Bento. Built for sharing across the table.



DRINKS & DESSERTS

Signature Japanese-inspired soft drinks, fresh juices, and desserts including our dorayaki. Everything 100% Halal. No alcohol. No exceptions.

A proven, scalable format.

FOOTPRINT

2,500–4,500 sq ft. High-street, leisure scheme or destination location.

COVERS

25–140 covers plus bar seating and counter dining at the open kitchen.

FORMAT

Single-unit or multi-unit territory agreements available.

TERM

10-year franchise agreement with renewal option.

TRADING TODAY



HALAL

100% — NO ALCOHOL, NO PORK

DAYPARTS

LUNCH, DINNER, LATE-NIGHT

CHANNELS

DINE-IN, TAKEAWAY, DELIVERY

WHAT CUSTOMERS SAY

4.8★ · 3,769 REVIEWS

★★★★★

"The ramen broth is phenomenal — you can taste the hours that went into it."

HANA · GOOGLE

★★★★★

"Consistently excellent across all three branches. That's hard to do."

DANIEL · GOOGLE

★★★★★

"Bento at lunch, ramen at dinner. My new local — and I don't even live nearby."

SARA · GOOGLE



The numbers.

TURN-KEY SET-UP

Rent deposit & legal fees (lease)	£25,000
Property fit-out, fixtures & fittings	£75,000
Kitchen equipment	£45,031
Front-of-house FF&E, smallwares & signage	£46,057
Franchise package, training & recruitment	£15,834
TOTAL TURN-KEY INVESTMENT (EXCL. VAT)	£223,756

THREE-YEAR PROJECTION

	YEAR 1	YEAR 2	YEAR 3
SALES	£700,000	£854,000	£930,860
Cost of sales	£293,100	£359,622	£395,828
GROSS PROFIT	£406,900	£494,378	£535,032
Gross margin	58.1%	57.9%	57.5%
Total overheads	£298,661	£341,171	£363,980
PROFIT BEFORE TAX	£108,239	£153,207	£171,052
PBT margin	15.5%	17.9%	18.4%

PROJECTED PAYBACK **~1.7 YEARS** *Cumulative PBT exceeds initial investment within Year 2.*

¹ Year 1 sales of £700,000 are a base-case projection for the Express format. Figures are indicative only and not a guarantee of performance. Conservative and optimistic ranges are available within the detailed financial pack issued under NDA. To be confirmed with franchise legal counsel prior to distribution.

IMPORTANT — LEGAL DISCLAIMER

Indicative figures from the Yaki Ya! franchise financial model (April 2026) for an Express format site. Detailed breakdowns issued under NDA. The figures shown above are projections only and do not constitute a guarantee, forecast, warranty, or representation of future financial performance. Actual results will vary and depend on factors including site selection, local market conditions, operator performance and prevailing economic conditions. This document is provided for information purposes only and does not constitute an offer of a franchise. Any franchise grant will be subject to a fully executed franchise agreement and the satisfactory completion of mutual due diligence.

You're never running it alone.

- 01 Site selection, lease negotiation and design support
- 02 Full operations manual and SOPs
- 03 Pre-opening training for management and kitchen team
- 04 Supply chain, procurement and central recipe library
- 05 Marketing launch plan, brand voice toolkit, digital assets, and ongoing campaign support aligned to the Yaki Ya! brand identity
- 06 Dedicated franchise business manager

THE STANDARD WE TRAIN TO

Hospitality is not a training module at Yaki Ya! It is the standard. The Japanese call it Omotenashi — the art of caring for someone before they even have to ask. We call it how we do things.



From enquiry to opening.

- | | | |
|-----------|-------------------------|--|
| 01 | ENQUIRY | Submit the form. We'll be in touch within 48 hours. |
| 02 | DISCOVERY CALL | An introductory conversation to understand your goals and territory. |
| 03 | INFORMATION PACK | Detailed financials and operating model issued under NDA. |
| 04 | DISCOVERY DAY | Visit a Yaki Ya!, meet the team, taste the food. |
| 05 | APPROVAL | Mutual due diligence, territory agreement and franchise contract. |
| 06 | SITE & BUILD | Site selection, design, fit-out and pre-opening training. |
| 07 | OPEN | Launch with full marketing and operational support. |



"From signed agreement to first cover — typically six to nine months."

YAKI YA! FRANCHISE TEAM

A brand that gives back.

Yaki Ya! is not just a restaurant. It is a brand built on the belief that food can change lives — starting with the communities closest to us.

Through the **Yaki Ya! Foundation**, a portion of every meal sold contributes directly to children and families in need. This is not a marketing initiative. It is built into how we operate — and it travels with every franchise partner who joins us.

"When you eat, you don't eat alone."



TWO HEARTS. TWO CHILDREN. YOUR MEALS MADE IT POSSIBLE.

Two children were born with holes in their hearts. Without surgery, their futures were uncertain. Through the Yaki Ya! Foundation — funded by the meals you have eaten with us — both children received the surgery they needed.

They are alive. They are well. You were part of that. Every time you sat at our table.

We don't say this to make you feel good about eating with us. We say it because it is true, and you deserve to know.

700+

Families fed across communities worldwide

MULTIPLE OCCASIONS. NO BORDERS.

EVERY MEAL

Contributes to the Foundation

DINE-IN, TAKEAWAY, OR DELIVERY

FEED EVERYONE WELL. THAT IS NOT A SLOGAN. IT IS THE STANDARD.

Every Yaki Ya! franchise carries this commitment. Your customers are not just buying bold Japanese food — they are part of something bigger.

For franchise partners operating in Muslim-majority markets, this alignment of commercial success and community responsibility is a brand truth that drives loyalty no marketing budget can manufacture.



Questions, answered.

WHAT EXPERIENCE DO I NEED?

We are looking for hands-on operators who understand — or want to grow in — the Halal Japanese market. QSR, hospitality, or multi-unit retail experience is valuable. Ambition and belief in the brand matter just as much.

DO I NEED TO BE HANDS-ON?

We strongly prefer operators who are present in daily operations, especially in the early months. An appointed manager is acceptable for multi-unit partners. We want someone who cares about the standard — not just the return.

IS YAKI YA! FULLY HALAL?

Yes. 100% Halal. No exceptions. No alcohol. No pork. Halal by design — not by compromise. This is built into the brand from day one and applies to every franchise partner globally.

WHAT TERRITORIES ARE AVAILABLE?

Selected UK and international territories. Speak to us about your preferred location.

HOW LONG UNTIL I OPEN?

Typically 6–9 months from signed agreement, subject to site.

100%

HALAL · NO ALCOHOL · NO PORK

10-YR

RENEWABLE FRANCHISE TERM

48 H

REPLY TO EVERY SERIOUS
ENQUIRY

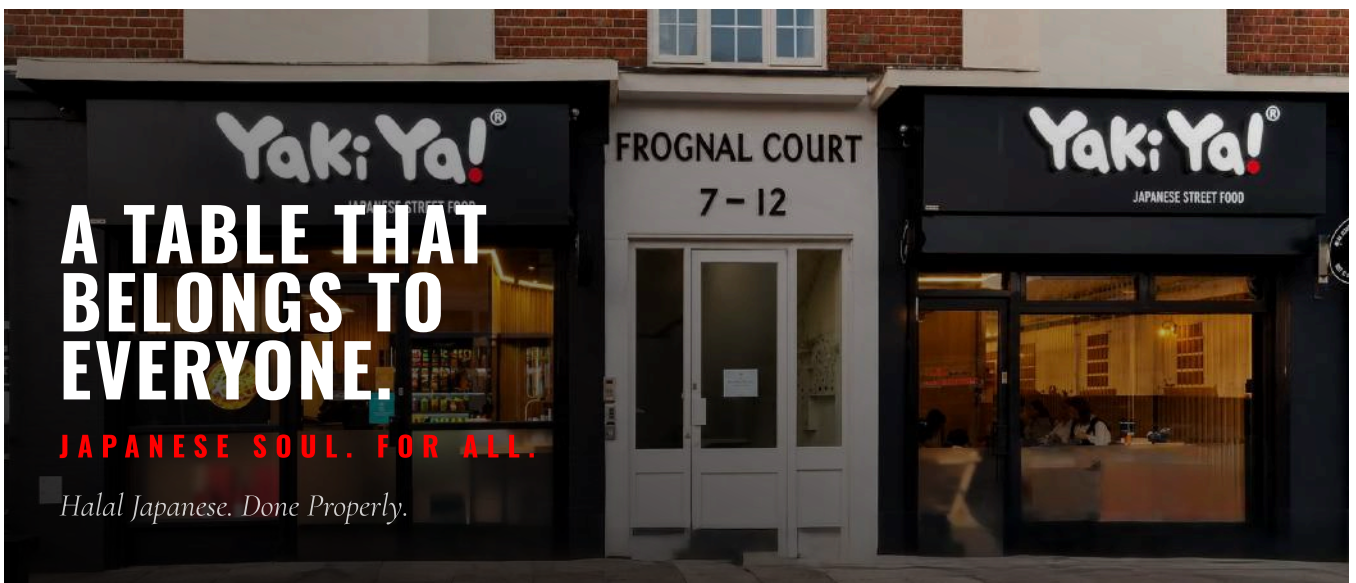


Let's talk.

Tell us about you and your preferred territory. We respond to every serious enquiry within 48 hours.

EMAIL franchise@yakiya.co.uk

WEB yakiya.co.uk



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