

O'Sushi tells us

O'Sushi Sells Sushi On The Seashore !

The high-street brand O'Sushi, owned by Riviera-based Evasion Culinaire based in Mouans-Sartoux (06), is pursuing its conquest of the region with the opening of a new food preparation laboratory, in Lançon-de-Provence, and new sushi outlets. Dominique Catella, O'Sushi's CEO explains.



Dominique Catella,
O'Sushi's CEO.

> Sushi "Made in Provence"

Dominique Catella: The original idea behind O'Sushi was to make the product available to all, with an attractive pricing policy and an uncompromising approach to quality. Since the opening of the first outlet at the Cap 3000 shopping mall in Saint-Laurent-du-Var in 2001, this aim manifestly has been maintained. Our development across the southern part of France has continued unabated, based on an atypical business model, since we control the production, distribution and sale of the sushi. To ensure twice-daily delivery to our various eat-in or take-out sales outlets, we have set up three manufacturing laboratories, the first in Mouans-Sartoux in the Alpes-Maritimes to cover the Menton-Toulon sector, another in Lyons and a third in Toulouse.

> Shelf life: 12 hours

Dominique Catella: A fourth laboratory of 2,400 sq. m. at Lançon-de-Provence will be coming on stream during 2011. We chose the location for its road and freeway access, vital to maintain our ability to respond rapidly and meet the constraints imposed by our product's 12-hour shelf life. This production unit will serve mainly our sales outlets in the Bouches-du-Rhône, Gard, Hérault, Var and Vaucluse départements. We also intend using the occasion to open new sales outlets, including three in Marseilles and three more in Plan de Campagne, Nîmes and Montpellier. This business expansion will lead to the creation of around fifteen jobs in our laboratory and more with the opening of the new stores.

Having seen a growth of 22 % in 2009 despite the crisis, we are continuing with our development strategy, with the aim of opening even more branches in France within the next 5 years. This manufacturing unit represents an investment of € 3.5 M, however it should lead to an increase in our turnover –if targets are met- from € 7 M in 2009 to € 10 M in 2010, with thirty or so outlets.

Find out more:

The O'Sushi website : www.osushi.fr