



Qingdao

- The popularity of the Chicken Nanban Curry is on the rise, driven by an original cooking method that has led to improved product quality.
- The addition of tartar sauce has also received positive feedback and is contributing to a growing base of repeat customers.
- Top Selling Items: Pork Cutlet Curry (Katsu Curry), Chicken Nanban Curry, Croquette Curry
- Sales Performance: Daily sales can reach up to 7,500 RMB, with a maximum of over 200 customers in a single day.
- Outlook: Currently seeking reliable partners to help maintain and enhance product quality.



Overseas EXPANSION REPORT



Minions with the Minions



Taiwan

- Store Opening**
The new Hinoya Curry store opens in Shinhamacho Ocean Kitchen.
- Grand Opening Date**
The grand opening is set for March 22, 2025.
- Opening Day Sales**
300 bowls of curry are sold out on the opening day.
- Next Day Preparation**
400 bowls of curry are prepared for the following day.
- Weekday Sales Forecast**
The store forecasts selling 200 bowls on weekdays.
- Weekend Sales Forecast**
The store forecasts selling 300 bowls on weekends.

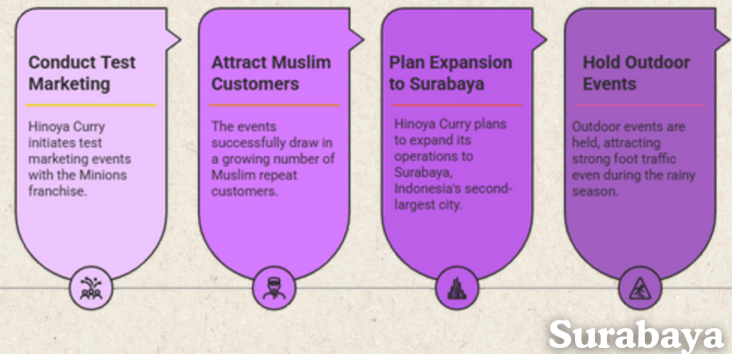


San Francisco

- Record Daily Sales: Reached up to \$6,000
- Average Weekday Sales: Between \$2,000 - \$3,000
- Weekend Sales: Around \$4,000
- Pricing: Approximately \$18 USD per curry bowl
- Franchise Interest: The number of prospective franchisees from both domestic and international markets continues to grow.



Chengyang



Surabaya

Hinoya Curry has conducted test marketing through collaborative events with the Minions franchise at commercial facilities.

These events have successfully attracted a growing number of Muslim repeat customers.

With 90% of the population being Muslim, the brand is confident about its success in Indonesia.