

# Specialty of Yushima, Tokyo Curry Restaurant

Curry roux that is sweet at first but with a spicy  
aftertaste



Information on becoming a franchisee

—The Features of Hinoya Curry—



## Curry roux that is sweet at first but with a spicy aftertaste

Hinoya Curry has been handed down throughout the ages. Nowadays, there are curries of all sorts in the world. But Hinoya has consistently continued to pursue Japanese curry—the good old, traditional curry with a rich flavor everyone is familiar with. We seriously put in tremendous efforts every day because we want to hear the word “delicious.”



We are not satisfied by simply serving a curry that is sweet at first but gradually gets spicy. We believe that you can't call it Hinoya quality unless it brings out the voices “That was delicious. I'll come back again!” from our customers.

—The Best Things about Hinoya Curry—



## People who want to eat curry are asking for Hinoya Curry!



In the curry field where the main styles are Indian and European, we increase our customer attraction rate by positioning ourselves as Japanese curry provider. By selling Japanese curry people never get tired of eating, the repeat rate improves tremendously. A concept where the taste is sweet at first and spicy afterwards that can't be imitated by others.



A form where consistent taste can be delivered even by a single part-time worker. Even solid roux can be made into the finished product through simple tasks. A simple style where if you use a finished product (depending on the number of lots), all you have to do is to warm it up. It is easy even for an individual to manage. Consequently, it will lead to the reduction of labor costs.



A definite commitment to creating regular customers. The actual result that the number of orders from our existing customers who we distribute roux are increasing, not to mention the number of customers coming to our restaurants. Attracting customers without decorating the interior and exterior is proof of authenticity.



High seat turnover rate. Compared to other businesses, curry can be provided several times faster.



A curry shop style that fits any customer. Customers are naturally narrowed down if the shop has an Indian or European image, but since Hinoya Curry has a concept that welcomes anyone, its market is big.



Product appeal that is unaffected by location. Although location is a very important issue, customers will come to get Hinoya Curry if you cover the minimal points. That is our advantage. Therefore, you can make enough profit by operating locally and reduce the risk of acquiring a property.

—Commitment of Hinoya Curry—



## Japanese curry that has been recognized by the regular customers of old town Tokyo

### ■ It is based on extra-special ingredients.

Meat is bought from the west, and vegetable are selected carefully so that the best ones are gathered from around Japan according to the season. Eggs used are brand-name products, and soy sauce is directly shipped to us from the brewery.

As for spices, so many types of spices are used that even the curry chef sometimes makes a mistake.

As stated above, we actively pursue the best even in hidden things. Hinoya's menu is created by accumulating each of these commitments.



### ■ Commitment to method.

You can say that the process of creating curry from start to diligent finish through our own secret procedure is the quintessence of Hinoya. The manufacturing process making most of the ingredients would not have been born without the history and accumulated experience. Hinoya's unique method is used for manufacturing the curry roux too. Since the finished product will change with the strength of flame, we always concentrate when finishing it.



—Company Overview—



■ FC head office's company name:

**Noaland Co., Ltd.**

KT Building F2, 24 Kanda-tomiyama-cho,  
Chiyoda-ku, Tokyo 101-0043  
TEL & FAX: 03-6206-4794

■ Our businesses:

Franchisee recruitment business  
Restaurant consulting business  
Restaurant management  
Marketing business

—About the Existing Shops—



**Company shops**

**Hinoya Yushima Main Shop**

Toho Fukazawa Building F1, 2-2-1 Yushima, Bunkyo-ku, Tokyo

**Hinoya Kanda Shop**

2-11-16 Kaji-cho, Chiyoda-ku, Tokyo

**Hinoya Shibuya3Chome Shop**

F93Shibuya I , 3-15-1 Shibuya, Shibuya-ku, Tokyo

**Franchise shops**

Shinjuku-gyoen Shop, Shinjuku-nishiguchi Shop, Kayabacho Shop, Tameike-sanno Shop, Keidai Higashimon-mae Shop, Kanda-nishiguchi Shop, Shimbashi Aviation Building Shop, Ningyocho Shop, Hongo 3-chome Shop, Kamiyacho Shop, Hanzomon Shop, Akihabara Shop, Kudanshita Shop, Higashi-Ikebukuro Shop, Jimbocho Shop, Ryogoku Shop, Akasaka Shop, Okachimachi Shop, Kawasaki Tachibana-dori Shop, Yaesu 2-chome Shop, Asakusabashi Shop, Ichigaya Shop, Kichijoji Shop, Ochanomizu Shop, Yotsuya Shop, Nishi-Gotanda Shop, Caretta Shiodome Shop, Shibuya 3-chome Shop, Hatsudai Shop, Asagaya Shop, Omiya Shop, Otsuka Shop, Otakibashi-dori Shop, Nishi-Ikebukuro Shop, Morioka Sakurayama Shop, Kamata Shop, Keikyu Kamata Shop, Kojimachi Shop, Harima Shop, Shibuya Miyamasuzaka Shop, Urawa Shop, Kabutocho Shop, Akatsuka Shop, Yonago Kitaro Airport Shop, Yokohama Hiyoshi Shop, The Market Bangkok Shop, Hamamatsucho 1-chome Shop, Tsuruga Shop, Cosmo Bazaar Shop, Akita Shinkokudo Shop, Minami-Koshigaya Shop, Ishioka Shop, Niigata Kamegai Shop, Sakado Shop, Central World Shop, Noda Shop, Ichinomiya Shop, Tsukiji 2-chome Shop, Seacon Square Shop, Mega bangna shop, Sendai Jozenji-dori Shop, Okayama Tokaichi Shop, Akita Citizen's Market Shop, Ueno Ameyoko Shop, Iidabashi i-Garden Terrace Shop, Namba Walk Shop, Toranomom Shop, Nagoya Fushimi Shop, Kannai Shop, Ofuna Shop, Tsuchiura Shop, Yokohama Ishikawacho Shop, etc..  
**(abroad)** Thailand Central world BngkokShop, The Promenade Bangkok Shop, Banthat Thong BangkokShop, America San FranciscoShop

98 shops as of december 2023

—Hinoya Curry Won a Gourmet Contest—



**Annual event held at Kanda, Tokyo's curry battleground**

**Won the KANDA CURRY GRAND PRIX 2013 !**

**KANDA CURRY GRAND PRIX 2013 (held from Nov. 2 to 4 in 2013)**

- Number of shops participating: Over 50 traditional and well-established shops (including both preliminary and final rounds)
- Number of visitors: Approximately 51,000 people

**Hinoya Curry sold 2,500 dishes during the 3 days!**

**And achieved top number of votes!**

**An ultimate victory!**

Thanks to everyone, we were able to win the grand prize.

It was a free voting system and we won **2,397 votes**. We captured 95% of the vote.

An astonishing number.

We prepared by doubling our deep fryers based on the previous year's line of people, but we are sorry to have kept you waiting.

We will keep on putting in efforts to make the good old Japanese curry, so please keep supporting us.

## ~Hinoya Business Scheme~

### ■ Overview

FC name: Curry specialty store Hinoya Curry  
 Business format: For here only or To go/For here  
 (Curry/curry lunch box specialty store)  
 Franchisee may be: individuals/corporations

### ■ Estimated start-up capital (unit: yen)

Costs occur when joining FC:  
 Membership fee 1,300,000 + tax / Security deposit 500,000 /  
 Training fee 50,000 + tax

Costs to open a store:

- Property acquisition cost + Security deposit + Key money (depending on the property) + Brokerage fee + Fixture transfer fee (if needed)
- Store interior and exterior costs: 1,000,000~ (depending on the property)
- Kitchen equipment costs: 600,000 to 2,000,000
- Store equipment costs: 400,000 to 800,000 (depending on number of seats)
- Ticket vending machine, cash register costs: 600,000 to 1,500,000
- Cash for change

### ■ Estimated sales (Unit: Yen)

Small street store (10 counter seats)	
Sales	3,500,000
Ingredients cost	1,295,000 (tax included)
Labor cost	980,000 <small>※employee- Part-time job only</small>
Rent	400,000 (tax included)
Utility cost, Miscellaneous purchase expense, Shipping cost	250,000 (tax included)
Royalty	38,500 (tax included)
Operating profit	<b>536,500</b>



Medium-sized roadside store (20 counter seats)	
Sales	5,500,000
Ingredients cost	2,200,000 (tax included)
Labor cost	1,500,000 <small>※employee- Part-time job only</small>
Rent	670,000 (tax included)
Utility cost	180,000
Miscellaneous purchase expense	150,000 (tax included)
Royalty	38,500 (tax included)
Operating profit	<b>811,500</b>

Suburban roadside store (10 counter seats (table for 4 people x 3))	
Sales	3,000,000
Ingredients cost	1,140,000
Labor cost	450,000 <small>*Owner 4 days work</small>
Rent	319,000 (tax included)
Utility cost, Miscellaneous purchase expense, Shipping cost	250,000 (tax included)
Royalty	38,500 (tax included)
Operating profit	<b>802,500</b>

## —The Process of Opening a Hinoya Curry Shop—



### ① Interview

After we have received request for documents, we will hold individual interviews with people who are interested in becoming a franchisee. Basically, we will explain the details while showing you around the company shop (If you are unable to come, we may come visit you).



### ② Sign the agreement

The agreement will become official once we have confirmed the payment of the membership fee.



### ③ Search for a property (If you already have one, go to step ④)

The location of the shop is an important element in determining the sales. Therefore, we will go and search for properties in the franchisee's desired trading area, research the surrounding environment, and report the result to the franchisee. We will negotiate for acquisition of properties only those we have obtained consents from our head office and franchisee.



### ④ Construction of the shop

As for the construction of the shop, the head office will provide the basic design. Substantially, the construction company will be selected by bidding by obtaining quotations from the local construction companies. It will be a direct contract between the franchisee and the construction company.



### ⑤ Preparation for opening while the shop is under construction

Construction period is about 1 month for a 10-tsubo (about 32.40 m<sup>2</sup>) size shop. During that time, you will recruit part-time workers, advertise the shop's opening, and confer with the suppliers. Once the kitchen instruments are installed and everything is ready for opening, cooking training and operation check will be implemented.



### ⑥ Open



—Hinoya Curry's Popular Menu Items—



## Hinoya Curry (soft-boiled egg)



## Topping Menu

Raw egg or soft-boiled egg  
Cheese  
Pork Cutlet  
Deluxe Minced Meat Cutlet  
Fried Shrimp  
Teriyaki Chicken  
Fried Fish  
And many more

## Hinoya's Curry Menu

Hinoya Curry (raw egg or soft-boiled egg)  
Cheese Curry  
Specialty Pork Cutlet Curry  
Famous Deluxe Minced Meat Cutlet Curry  
Fried Shrimp Curry  
Teriyaki Chicken Curry  
Fish Curry  
And many more

## Hinoya Curry Specialty Pork Cutlet Curry

