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## Home-grown Sumo Sushi & Bento expands into Oman

By Devina Divecha

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Mar 15, 2015

PRINT

**UAE-based brand Sumo Sushi & Bento will open three new restaurants in Oman following the signing of a new franchisee - Naranjee Hirjee Catering LLC.**



The partnership was signed for Omani expansion.

Sumo Sushi & Bento International franchise sales and international growth manager Alpha Maiava said: "Over the last 15 years we have expanded across the UAE, Bahrain and now into Oman, building a franchisee network who embody our ideals of creating a happy environment for customers to dine, and our colleagues to work. We are delighted to welcome Naranjee Hirjee & Co into the Sumo Sushi & Bento family."

As a result of this agreement with NaranjeeHirjee.com, there will soon be 15 Sumo Sushi & Bento restaurants in the GCC distributed across the UAE, Bahrain and Oman.

Naranjee Hirjee charts its history back to more than a century and today manages a portfolio including commodities, fast moving consumer goods, lifestyle and tableware products, restaurants and more. It remains an independent family business and continues to expand within the Sultanate of Oman.

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Amit Sampat, director – business development at Naranjee Hirjee & Co. said: "We are quite excited with the idea of partnering with Sumo Sushi & Bento for Oman. We see the market trends changing in Oman with the demand for more Japanese cuisine within the casual dining segment. This will also be a great asset to our constantly growing portfolio of restaurants and other related businesses within Oman."

The first restaurant is scheduled to open by mid-2015.

Sumo Sushi & Bento currently has 12 restaurants across the UAE and Bahrain. In 2000 it was the UAE's first Japanese casual dining restaurant, launched by four Dubai-based entrepreneurs.

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