The art of fusion sushi
About us

With 12 bustling branches across Cairo and Alexandria and the Red Sea, as well as two seasonal pop-up restaurants in popular resort destinations, Mori Sushi is Egypt’s leading and most recognizable sushi brand.

Conceptualized in Sao Paulo, the Mori brand started life as a small, and cutting-edge establishment in the heart of the Brazilian city. Renowned for its flair, freshness and exceptional taste, and with a cult following that included some of Sao Paulo’s finest clientele, it proved an irresistible proposition to the group of young Egyptian entrepreneurs who stumbled across it during a trip to Brazil. They struck the deal of a lifetime, buying the rights to the name, and the know-how, and leaving their Japanese-trained culinary-partner (and now head chef) behind to learn the ways of Mori directly from the owner. They added their own unique fusion feistiness to the proceedings and then in 2006 brought the Mori Sushi brand to the Land of the Pyramids.

Today, Mori Sushi’s innovative thinking (including a pioneering grill menu), international standards, stringent quality controls, exemplary service and unparalleled culinary expertise make it a brand to which legions are loyal.

And all this is just the beginning, with fresh new concepts on the horizon and an eye trained on the rest of the region, a brand that was born in Brazil, and made a name for itself in Egypt, is on the brink of going global.
Growth Time Line
Mori Sushi opens its first branch in the upscale Zamalek district. The opening is attended by some of Cairo’s biggest media, business and society personalities attracting reams of positive press coverage.

The debut branch proves so popular that within a month we’ve opened up a second branch within the award winning Nile-Side Sequoia food and entertainment hub also in Zamalek.

That same summer Mori Sushi opens its first pop-up store in an exclusive seaside resort on Egypt’s North Coast. The idea catches on and by the end of the summer, countless concepts have opened up their own pop-up branches. Mori Sushi sets the trends as always.
Zamalek branch
**2008** Ego & Dandy Mall

Mori Sushi carves out an elegant spot for itself in the luxury multi-brand department store Ego in the upscale Heliopolis area.

That same year, Mori Sushi introduces its grill menu and sets up its largest location in Dandy Mall.
Dandy Mall branch
Mori sets up in the busy commercial and shopping district of Mohandeseen taking a premium on its main street.
2010 Maadi

Mori Sushi opens a branch in the upscale leafy suburb of Maadi.
Maadi branch
Mori Sushi makes its way to Tivoli Dome, the high-end food court and entertainment complex.

And a great addition to this year’s openings was a third branch, located in the exclusive resort of the Red Sea – El Gouna.
Mori Sushi sets up in THREE of the Cairo busiest and best malls – Citystars, Down Town Mall and the sprawling Mall of Arabia.
2011  Down Town Mall

Down Town branch

Down Town branch

Mori sushi company profile
2011 Mall of Arabia
2012 Alexandria

Mori Sushi makes its way to a whole new city – Alexandria,

As a result the Mori Sushi brand has witnessed an average annual growth of 144% for four years running, and with new concepts on the horizon, that figure is only set to multiply.
At Mori Sushi we pride ourselves on serving up one of the most innovative Fusion sushi menus in the region. Our fusion concept - blending an original array of flavors - makes for a unique taste experience.

Using only the finest and freshest local and international ingredients our well-rounded menu also features succulent meats straight off the grill - a first for a sushi spot.

Topped off with a selection of rich and irresistible homemade desserts, the Mori menu makes for a truly unique offering.
Interior and Branding

While many F&B concepts choose to roll out one design across all branches, Mori Sushi has worked with some of Egypt’s leading interior designers and branding consultants to create distinctive environments suited to each branch’s locations yet all underpinned by the brand’s core aesthetic. From exclusively commissioned art and the implementation of Feng Shui principles, to customized culinary accessories, each Mori Sushi locale is both a culinary and design haven; one in which food, fashion, and fun “fuse” for a unique lifestyle experience.
The artwork of a Brazilian artist Romero Britto is a perfect supplement to Mori Sushi’s interior design.
Marketing

Targeting the A/B+ market segments, Mori Sushi continually strives – through innovative concepts, new branches, unparalleled quality and cutting-edge marketing materials and campaigns to maintain its position as the market leader.

The core idea, which drives all of our marketing and promotional materials and campaigns, is that of “Freshness Guaranteed” with sophistication underpinning all our imagery and editorials.

This is implemented through
- Creative print campaigns in the country’s leading English and Arabic lifestyle publications;
- A cutting-edge social media strategy (Facebook, Twitter, Pinterest, Four Square and Instagram);
- Outdoor campaigns;
- Radio campaigns;
- Event sponsorship of A-Class lifestyle events.

We are currently also positioning Mori Sushi as an eco-friendly business promoting and encouraging environmental-awareness campaigns. We also ensure, where possible that all our own activities and operation are conducted with a view to sustainability. Currently all our napkins, table mats and delivery packaging are made out of recycled materials.
NOW OPEN
Phase 2
Ground floor in front of VIP Cinema
Sao Paulo - Cairo
Delivery 16885 www.mori-sushi.com

Magazine Ads 2009 -2012

Outdoors (billboard)
Clientele and Traffic

Mori Sushi attracts over 220,000 guests annually. Targeting A/B+ market segments, Mori Sushi attracts a diverse clientele from families to young adults and business and society opinion-leaders. All our clients however have one thing in common, a discerning understanding of what manes an exemplary taste and lifestyle experience.

With outlets in key strategic locations across the country, our efficient delivery service (as always with freshness guarantees) also garners an additional 60,000 orders annually.
The Mori Sushi brand in Egypt is a privately owned Limited Liability Company (LLC), run by the CEO who is also a shareholder of the company. The administration of Mori Sushi consists of independent departments lead by the expert executives with up to 20 years of experience in the industry.

With a structure and organization culture that promotes teamwork, personal advancement and rewards initiative, a highly experienced senior management supervises the talented team of over 525 Mori Sushi current employees.
Staff Training

Our philosophy is investing in people. Through a track development system build based on job level and type of work, a full range of technical, individual and management courses are offered to staff.

Tailored Programs
Meets business operation goals, which surely are align with company objectives and strategy.

Public course
Mori Sushi staff is eligible to attend outside training to serve short-term objective for individual/group according to job profile (e.g. warehouse management, finance reporting, recruitment, compensation, etc.). On the individual level, staff can be sent to outside service providers training company to acquire new skills as to improve performance gaps (negotiations, communication, problem solving, etc.).

Self Development
Mori Sushi sets a yearly budget for self-development programs. The staff, according to their job nature, is eligible to improve their career by taking a specialized degree to improve their languages and computer skills for future growth.
Operation and Food production

Because food production requires high qualified & skilled crewmembers, we centralize the process and created our own central kitchen and central storage. This became an essential need in order to reach our superior quality and to guarantee control over the quality and cost efficiency. The five-story building features kitchens designed and equipped in accordance to HACCP standards (same standards apply to hygiene, production, storage packaging and distribution).

Our main central kitchen has been established in November 2007. It has been renovated three times since then in order to keep pace with the constant growth of our brand. Our central kitchen is currently serving 12 branches with 33 crew members and it produces about 130 half-made items a day.

All products are prepared in this central kitchen, using only the finest and freshest ingredients. The preparation of sushi requires a massive work; starting from fish deboning, trimming & forming, till vegetable preparation and prepping sauces.

Our products are prepared according to the forecasted consumption and distributed to our restaurants every morning where they’re finalized and prepared for consumption. Therefore our products are always fresh.

We have our own Quality Control department, lead by an international expert, who thoroughly monitors all procedures involved in screening suppliers, operating process, hygiene, food safety systems and production.

The freshness of our products is considered one of the main secrets of our brand. Mori Sushi takes pride in not refreezing our raw materials; we deliver them, three times a week with refrigerated trucks, vacuumed and chilled. We then use our secret thawing steps to guarantee the freshness of our products.

Our employees go through intensive training of the specific operational duties as well as sales effective menu training and soft skills courses.
Delivery and Catering

When delivery is involved, Mori Sushi pledges to ensure the most proper service conditions to its customers in regards of food quality, packaging, accuracy and speed of service.

According to the sushi market segmentation and its customers, it’s safe to say that we have the highest market share with thousands of delivery customers spread over the three governorates of Cairo, Giza and Alexandria.

Mori Sushi operates its own dedicated call-center situated in our head offices handling an average of 60,000 orders annually, which contributes to over 30% of our sales revenue.

Mori Sushi also caters for functions and events both private and commercial.
Owned and Managed by

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