

M&S Partners With Wasabi To Offer Customers Expertly Prepared Sushi And Theatre In The Foodhall

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Today (Wednesday 2nd August) Marks & Spencer has announced a trial of fresh sushi counters in partnership with sushi experts Wasabi - bringing customers expertly prepared fresh products and improving the in-store experience with a touch of theatre.

The counters, located in the Foodhall, will sell an extensive range of Wasabi's products, with focus on the expertly prepared fresh raw sushi and hot meals. All the products meet M&S's ethical sourcing standards. As a concession service, customers will order at the Wasabi counters and pay at the M&S checkout, allowing them to easily purchase from both brands.

The partnership will begin with a five store trial, four of which are in London, with all of the counters due to open before Christmas. It comes as M&S develops its offering in London, with its new Bishopsgate store opening last week - one of seven that will open over the coming year in the Capital.

As a co-branded partnership it is the first of its kind for both M&S and Wasabi. The companies share a passion for offering customers the very best fresh, healthy and convenient food, alongside delivering effective operations and the very best service for customers. The companies will be listening carefully to customer feedback to develop the roll out of this exciting partnership.

Mr Dong Hyun Kim, Founder of Wasabi said, 'This partnership is extremely exciting for Wasabi. Our customers know that they can expect high quality, affordable sushi and hot food from us. We're delighted to have the opportunity to bring our expertise and innovation to Marks & Spencer customers as well. M&S has been a sign of quality for 133 years and I am confident that this partnership will lead to more success for both businesses.'

Andy Adcock, Food Director at M&S said, 'At M&S we put the customer at the heart of everything we do and we're excited that this partnership will see us bring new products and a new experience to our customers. Health, convenience and food on the move are all growing areas of our business and by working with an expert partner we know we can offer our customers the very best.'

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