

# Mochi Kemono

Brand of Kemono Group

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B2B - Business Proposal

2024 v.3



# About us

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- MOCHI KEMONO, is co-founded by siblings Sarah and Ricky. Sarah works in the Actuarial Science field whilst Ricky has his expertise as a civil engineer. Whilst both founders work in specialist fields that serve only certain customers, they came up with an idea such that they can serve everyone.
- Their professional attitude is strongly reflected in the company and its products. They consistently achieve and deliver high-standard work, standing out through their attention to detail. With the belief of no problem is ever too big, they always find solutions and resolve customer issues throughout the process. MOCHI KEMONO is the company you can rely on.
- In 2024, we welcomed a new member to our team, Pianka. With years of experience in the hospitality industry, particularly in the realm of desserts, Pianka brings a wealth of knowledge and a passion for creating delightful culinary experiences. Her expertise and dedication to excellence make her a valuable addition to our team.



# About Mochi Kemono

- Japanese mochi is one of the most traditional delicate sweet that Japanese enjoy during festivals, e.g., New Year in Japan, as it symbolizes good luck. Mochi can be made in a variety of flavors and not only filled with ice cream, everyone can find their favourite flavour and enjoy it. Although mochi is not new to the UK, MOCHI KEMONO is dedicated to creating new and unique flavors to enhance customer experience and choice.
- Our group members were significantly influenced by Japanese culture, especially its food during their younger years. Observing the growing popularity of Asian culture in the West led to the conception of MOCHI KEMONO.

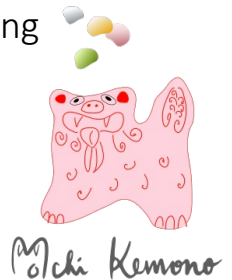


# Market overview

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- The popularity of mochi in the UK has been growing significantly, people love its chewy and sticky unique texture that differentiates mochi from other confectionaries and desserts.
- Majority of the mochi suppliers in the UK fill mochi with ice cream. Customers can only buy non-ice cream mochi in Asian market stores, which only offer very limited and conservative flavors. These suppliers also use excessive amount of preservative in order to prolong mochi lifespan, however, taste and texture are jeopardized as a result.
- MOCHI KEMONO sees that the demand of mochi has not been fulfilled, we are committed to offering better choices and quality with our handmade authentic Japanese mochi to all customers.

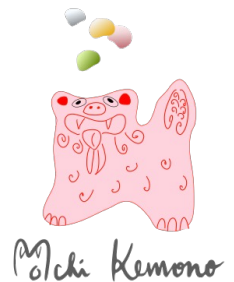






# What we do

- Regular supply to restaurants  
currently doing weekly/ bi-weekly basis, depends on the demand of the customers
- Supply for events  
eg, weddings, team building events, birthdays, etc.
- Menu design
- Direct Sales to individuals



# Mochi Flavours served

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- Soft Chocolate
- Strawberry
- Adzuki bean
- Yuzu Honey
- Matcha (mild & strong)
- Biscoff – Salted Caramel
- Oreo





# Other mochi desserts

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- Adzuki Bean  
Mochi  
Dorayaki
- Mochi Fudgy  
Brownie



# Our Quality

- All our ingredients are responsibly sourced locally in the UK. Quality of the product is the most important factor that we consider before choosing supplier.
- Our hand-made mochi have received 100% positive feedback from our customers, most of our customers were referred by word-of-mouth.
- Our team is also well-trained and equipped with the most up-to-date food & safety knowledge. Our product quality is closely monitored in order to maintain a high standard.





# Our packaging

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- We offer two types of packaging to our retail customers with each mochi individually sealed and packed. These are also available to resale.
- We also offer bespoke packaging to different commercial clients to accommodate special needs and for different occasions, e.g., weddings, birthday parties.

# Price and delivery



- No business is too small. There are no minimum order quantity requirements.
- Ideally one week notice in advance; We also take short notice orders depending on availability.
- Delivery cost is included for regular orders, extra delivery cost might be incurred for one-off events and orders.

Quantity	Price/ pc
<100	Same as retail price
100-200	£1.4
200+	Please enquire



Michi Kemono



# Contact

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- Find more about us on:

<https://kemonogroup.co.uk/>



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Thank you!

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