

UMAMI FRANCHISE



Bring Berlin's most beloved Asian Fusion cuisine to your city - with a proven concept, a brand built with heart, and a team that supports you every step of the way.

6



Six locations, one vision.
Since 2014, Umami has become a Berlin favorite.

300+



300+ passionate team members. Creating moments that matter.

5 Mio



Over five million guests welcomed since 2014.



YOUR UMAMI JOURNEY

- 1. INITIAL CONTACT**
Tell us about your vision.
- 2. PREPARATION**
We align on goals, requirements & next steps.
- 3. PLANNING & BUILD-OUT**
We support you with location, design, layout, construction.
- 4. TRAINING & SETUP**
Your team gets prepared for service, kitchen and daily operations.
- 5. QUALITY CHECK**
We review every detail before opening.
- 6. GRAND OPENING**
Your own Umami opens its doors.

WHAT YOU'LL GET



STORE DESIGN

We guide your restaurant design from layout to the signature Umami interior.



TRAINING

Practical training for kitchen, service and your daily team routines.



MARKETING

Brand guidelines and marketing tools to launch your Umami with confidence.



OPERATION SUPPORT

Clear processes and ongoing support for smooth restaurant operations.

READY TO START YOUR OWN UMAMI?

From the first conversation to your grand opening, we support you in bringing the Umami experience to your city.

CONTACT US

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