



OG Bubble's Growth Strategy

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True Sushi Partnership



CATERING DE
SUSHI A MEDIDA

Who is True Sushi:

Origin: Founded in 2018, True Sushi is a premium sushi catering company based in Madrid.

Positioning: Modern Japanese fusion cuisine, focused on aesthetics, freshness, and high-end experience.

Services:

- Live sushi bars/stands
- Private chef experiences/ show cooking
- Stall Decorations
- General customizable catering



Client base: Tech companies, luxury weddings, fashion events, grocery stores, and upscale private parties.

USP: "Sushi espectáculo" – visually engaging, personalized service.

Current Collaboration:

OG Bubble matcha bottles are currently stocked in the chilled beverage section of 25 Supercor stores across Madrid, positioned near sushi and Asian ready-meals.

Strategic Intent

Designed to test demand for premium, health-focused, Asian-inspired drinks in high-traffic grocery locations.

Opportunity with True Sushi

- Introduce True Sushi trays alongside OG Bubble in Supercor (as a bundled or adjacent product set)
- Leverage True Sushi's catering clientele as a new channel for OG Bubble sampling and sales
- Co-create new offerings for retail or events using the existing OG Bubble Supercor distribution as a launchpad

Value of this partnership:

Brand fit: Both brands target young professionals, wellness-conscious foodies, and trend-driven customers.

Cultural connection: Japanese/Japanese-inspired offerings—OG Bubble's matcha complements sushi perfectly.



Lifestyle synergy: Ideal for quick, healthy lunches and event catering bundles.

Shelf-pairing logic: Elevates the supermarket experience; encourages bundle purchasing.

Pulling customers: differs OG Boggle from similar shops which only provide tea, and can use catering for special events which will draw customers in

How can we expand it:

Event collaborations:

- OG Bubble bar at True Sushi weddings or corporate events.
- Pop-up combo stalls at festivals (e.g., Mad Cool, Mercado de Diseño).

Influencer activations:

- Co-branded sushi + matcha tastings sent to Madrid-based micro-influencers (5-20K followers).
- Live sushi-rolling with matcha pairing reels.

Bundles:

- Curated menus for delivery: "Green Zen Box" (salmon poke + matcha), "Date Night Duo" (2 sushi rolls + 2 drinks).

Co-branding Ideas:

Seasonal gift boxes:

- “Sakura Spring Set” – floral sushi rolls + cherry blossom matcha.
- “Navidad Nipona” – Christmas-themed box with red/gold packaging and limited-edition holiday bottle.



Combo menus:

- In-store or at catering events.
- Designed for Supercor or Glovo/Just Eat: Quick order combos for offices.



Custom packaging:

- Sushi + matcha bento trays with dual branding.
- Create a combined OG Buggle and True Sushi Logo and use to package at shared catering events

Cross-Promotion Opportunities:

Instagram collabs:

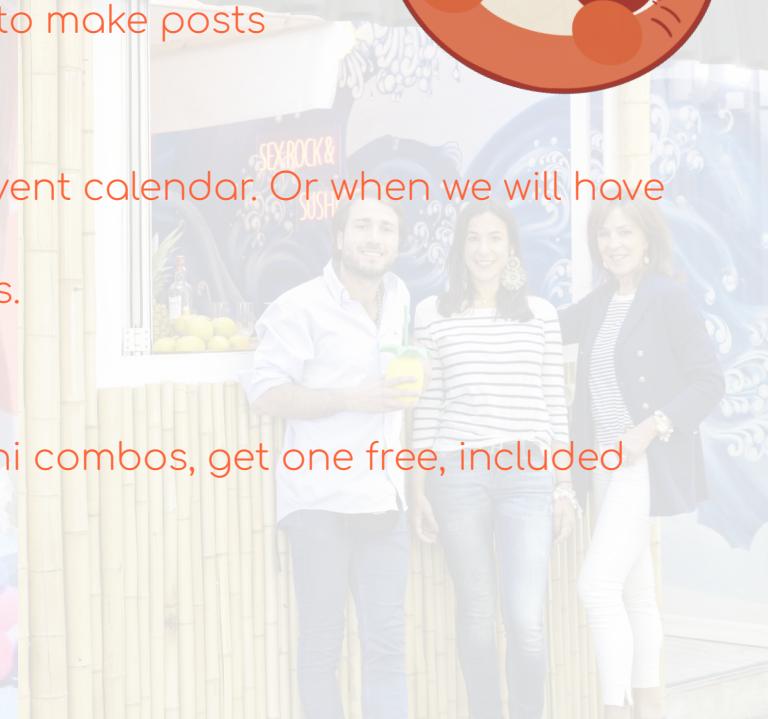
- Joint giveaway – “Win a sushi + matcha dinner for 2.”
- Hire Influencers who will be at catered events to make posts

QR code integration:

- QR on OG Bubble bottles links to True Sushi event calendar. Or when we will have offers/ special sushi events
- QR on True Sushi menus links to drink pairings.

Loyalty cards:

- Co-branded punch cards—buy 5 matcha/sushi combos, get one free, included physically or digitally in the app



Operational Synergies:

Packaging Collaboration

- Develop a co-branded, eco-friendly bento-style meal tray:
 - True Sushi roll (6 pcs) & OG Bubble matcha bottle (custom-sized slot)
- Include printed QR code linking to Spotify playlist, pairing guide, or product story

Event Staffing Integration

- Train True Sushi catering staff to serve and promote OG Bubble at events:
- Serve chilled matcha alongside sushi stations or at welcome tables
- Use branded trays and signage to increase visibility



Logistics

- Coordinate weekly refrigerated deliveries for Supercor orders (both sushi + matcha)
- Use shared prep hub for bundle assembly (close to both HQs)
- Explore bundled SKU tracking at retail (via QR/barcode) to measure cross-sales
- Plan event stock drops 2-3 days before activations for freshness

Retail Strategy:

Short-term:

- Analyze Supercor sales (SKU rotation, attach rate with sushi, restock velocity).
- Collect customer feedback via QR code + survey link.
- Collect individual and company interest in shared catering/ sushi events at OG Bubble location

Mid-term:

- Expand into El Corte Inglés gourmet food floors, La Plaza, and Goiko-hosted office lunches.

Long-term:

- Develop a co-branded fridge line for major coworking hubs (e.g., WeWork, Impact Hub).

Challenges/Risks:



Operational Complexity

Coordinating synchronized deliveries (cold-chain, timing, volume) requires tight planning across two teams, any misalignment could impact freshness or availability.

Retail Shelf Constraints

Cold shelf real estate is highly competitive. Retail buyers may hesitate to allocate more space unless strong early sales data support it, or they may prefer to work with larger organizations.

Brand Identity Balance

Co-branding must preserve the premium, minimal aesthetics of both brands. Visual or messaging misalignment could dilute perceived value. Right now True Sushi has a cleaner and professional branding which OG Bubble is a bit more fun and lively



Strategic recommendations:

- A Matcha and mingle event!
 - Great way to get both brands out there for a fun event!
- Social media campaign... (Matcha & Maki Mondays)... Co-developed content.
 - Helps make people aware that the two companies are working together!
- Cross-promotion loyalty programs (5 bubble teas = 1 roll)
 - Promotes sales on both ends and helps the companies coexist!
- Look for corporations with larger a larger percentage of asian employees.
 - Appealing to the audience.

