

Omakase Drift

Intimate Chef's Counter. Wherever the Journey Takes Us.

INVESTOR PITCH DECK · 2025



The Problem

Ultra-high-net-worth individuals crave rare, **deeply personal omakase experiences** – but the best counters in America are fixed, waitlisted, and inaccessible on demand. The most exclusive neighborhoods have the fewest options.

Long Waitlists

Top omakase counters in Beverly Hills, NYC, and SF book out 3–6 months in advance with no flexibility.

Fixed Locations

Brick-and-mortar omakase can't travel to private estates, country clubs, or exclusive events.

Sake Desert

Genuinely curated sake pairings remain rare outside a handful of urban restaurant counters – leaving mobile dining underserved.



The Solution

Omakase Drift is a luxury mobile omakase restaurant on wheels – a custom-built truck featuring a **Mila-inspired 6–10 seat chef's counter**, premium sake pairings, and an intimate 10–12 course tasting experience. We don't wait for guests to come to us – we arrive at their door.



Chef-Driven Omakase

A curated 10–12 course tasting journey, served one piece at a time by an experienced itamae at the counter.



Sake Integration

Each course paired with a precisely chosen Ginjo or Daiginjo sake – a curated flight included in the experience.



We Come to You

Private estates, country clubs, corporate retreats, and exclusive pop-ups in \$500K+ income neighborhoods across the U.S.

The Experience

Guests arrive to a **sleek, black-and-gold truck** glowing with warm underglow lighting. They take their seat at the chef's counter – maximum 10 seats – and surrender entirely to the chef's vision for the next **90–130 minutes**. Every detail is curated: the lighting, the music, the scent of hinoki wood, and the moment each piece of nigiri is placed on the warm, seasoned rice in front of you.

Arrival

Guests check in by reservation. Counter seating begins with a welcome amuse and first sake pour.

1

Sake Ritual

Each pour introduced by the chef – the story of the brewery, the terroir, and why it matches the course.

3

The Journey

10–12 courses served one at a time – sashimi, nigiri sequence, hand roll, and closing courses.

2

The Close

Tamago, miso soup, matcha panna cotta, and a final sparkling nigori sake. Guests leave with an experience they'll talk about for years.

4

Signature Menu

\$295 PER PERSON · 10-12 COURSES · ~110 MINUTES

The menu rotates daily based on the freshest seasonal seafood – flown in from Japan and premier U.S. suppliers. Below is our **Spring/Summer tasting menu** with curated sake pairings.

| # | Course | Description | Sake Pairing |
|--------------|-----------------|--|---------------------------------------|
| 1 | Welcome Amuse | Hokkaido scallop yuzu ceviche, shiso, sea salt | Hakkaisan Junmai Ginjo |
| 2 | Otsumami | Chawanmushi – steamed egg custard with Dungeness crab & ikura | Dewazakura "Oka" Ginjo |
| 3 | Sashimi | Hirame, Hamachi, Amaebi with fresh wasabi | Nanbu Bijin Junmai Ginjo |
| 4 – 10 | Nigiri Sequence | Tai · Kanpachi · Akami · Chu-toro · Ora King Salmon · Hotate · O-toro · Seasonal Premium | Dassai 45 → Dassai 39 → Kubota Hekiju |
| 11 | Hand Roll | Toro-scallion or Spicy Scallop Temaki (chef's choice) | Tedorigawa "Iki" Junmai |
| 12 | Closing | Tamago · Miso soup · Matcha panna cotta with azuki & kinako | Sparkling Nigori Sake |

Vegetarian modifications available with advance notice. All fish is sushi-grade and responsibly sourced. Non-alcoholic pairing available at \$45.

Design & Branding

Omakase Drift is as much a **visual statement** as it is a dining experience. The truck is a rolling work of art – matte black exterior, hand-brushed gold wave motifs, and app-controlled warm-gold LED underglow lighting that signals arrival like a Michelin star on wheels.

The Exterior

Matte black wrap with gold metallic wave pattern. Omakase Drift wordmark in refined serif + Japanese brush script. Gold underglow LED (warm amber, app-controlled). Reservation QR code panel near the counter window.

The Interior Counter

6–10 padded leather stools at 30" spacing. Custom wood-and-stone countertop with under-counter glow. Chilled sake display case visible to all guests. Minimalist Japanese decor: hinoki board, enso motif, soft pendant lighting.

Five Design Concepts

- **Drift Wave**

Flowing ocean wave integrated into the logo – most recommended for recognizability.

- **Toro Shadow**

Fatty tuna silhouette with drifting shadow – bold, mysterious.

- **Enso Counter**

Zen brush-stroke circle framing the counter – refined and artistic.

- **Drift Ink**

Calligraphy-inspired brush stroke lettering – traditional meets contemporary.

- **Noir Nomad**

Black-on-black with gold accents – ultra-modern, Beverly Hills appropriate.

Target Market

We serve the **ultra-affluent** – households with average incomes exceeding \$500K, concentrated in America's most exclusive enclaves. These clients already spend \$200–\$900+ per person on fixed-location omakase. We bring that experience – with even greater intimacy – directly to them.



California Tier

Beverly Hills · Atherton · Portola Valley · Los Altos Hills · Malibu. Silicon Valley tech wealth + Hollywood entertainment. High demand for private chef experiences.



Florida Tier

Palm Beach · Coral Gables · Fisher Island. Old money + new wealth. Strong culture of private estate entertaining and outdoor events year-round.



Northeast Tier

Greenwich, CT · Short Hills, NJ · Upper East Side, NYC. Finance and hedge fund wealth. Corporate event and private catering demand is exceptionally high.

Business Model

Omakase Drift operates a **high-margin, low-volume luxury hybrid model** – the antithesis of a traditional food truck. We are not chasing foot traffic. We are booking exclusive experiences weeks in advance, with maximum pricing power and minimal waste.

Private Estate Catering — 70%

The primary revenue engine. Clients book the full truck (6–10 seats) for private dinners at their home or estate. Priced at \$295+/person with full sake flight. Minimum booking of 6 guests. Higher ASP, easier permitting, repeat clients.

Exclusive Pop-Ups — 20%

Curated reservation-only seatings at approved venues – country clubs, corporate campuses, private members clubs, and luxury hotels. Limited to 2–4 seatings per evening.

Corporate & Event Partnerships — 10%

Tech company offsites, hedge fund client dinners, luxury brand activations, and concierge service partnerships (Quintessentially, UHNW travel agents).

\$295

Per Person

Base price including full sake flight

10

Max Seats

Per seating – exclusivity by design

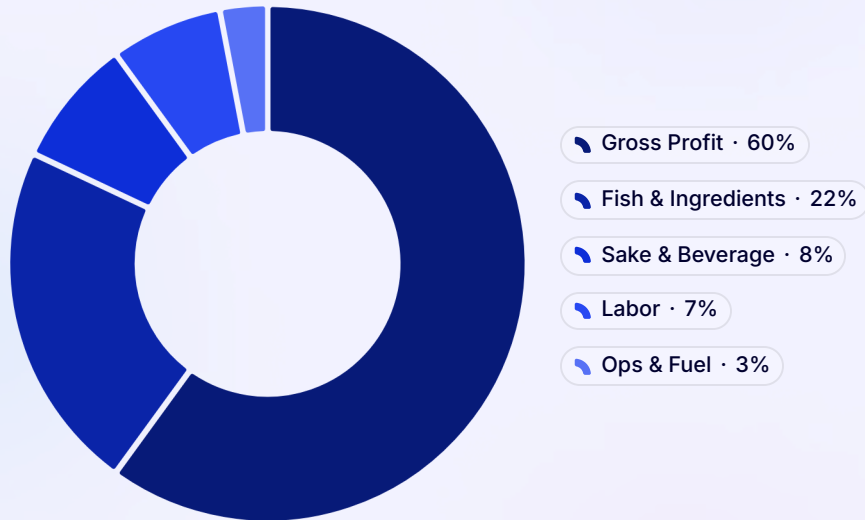
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Seatings/Day

Maximum for quality and chef integrity

Unit Economics

Each seating is a **high-margin micro-event**. With a full house of 10 guests at \$295 per person and curated sake, a single seating generates **\$2,950+ in revenue** with a projected gross margin of 55–65% – far exceeding traditional restaurant benchmarks.



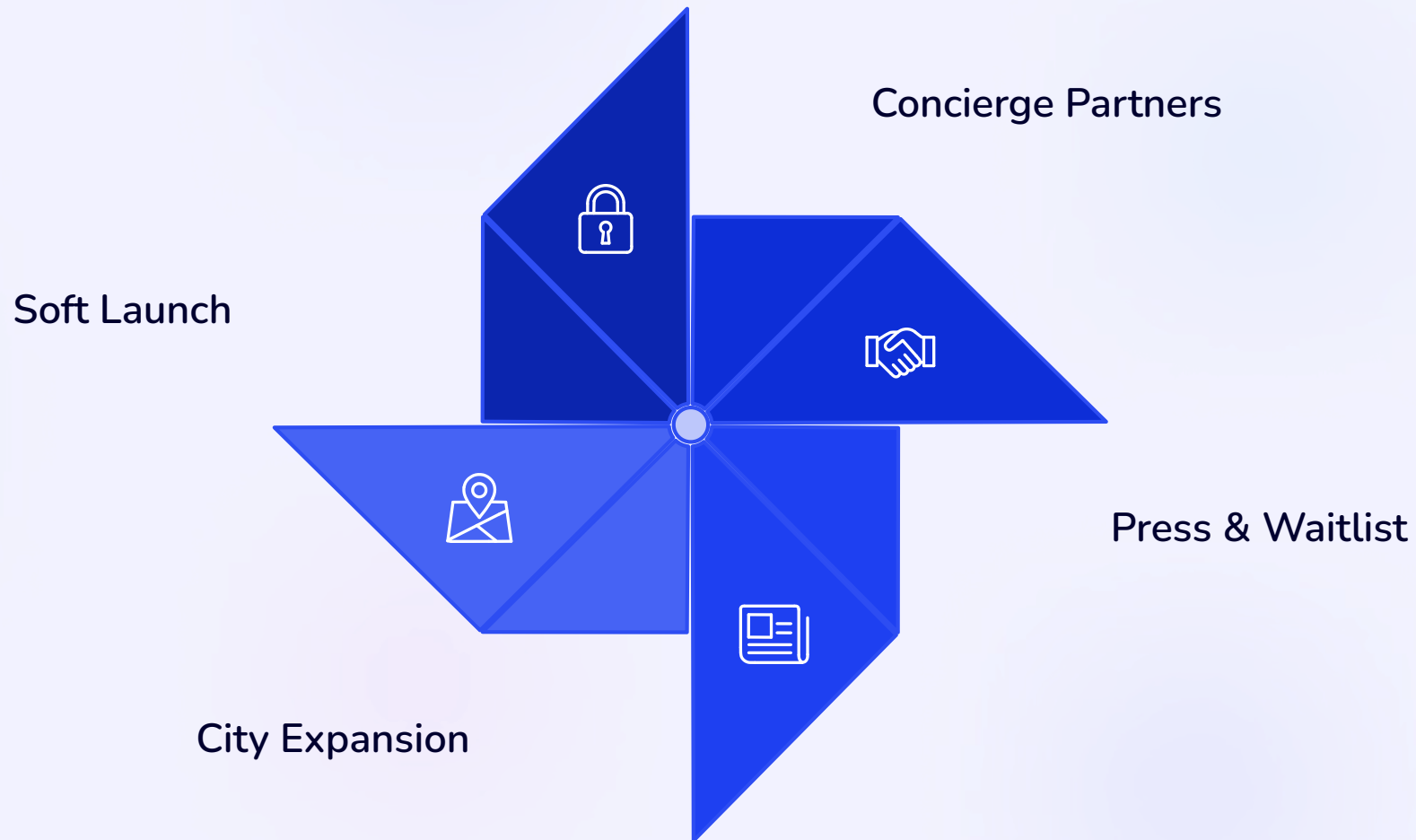
Per Seating Snapshot (10 Guests)

| | |
|----------------------------|----------------|
| Revenue | \$2,950 |
| Fish & Ingredients (~22%) | \$649 |
| Sake & Beverage (~8%) | \$236 |
| Labor (~7%) | \$207 |
| Ops & Fuel (~3%) | \$89 |
| Gross Profit (~60%) | \$1,770 |

✓ At 2 seatings/day, 20 days/month: **~\$70,800 monthly gross profit**. Break-even projected within 14–18 months of launch.

Go-to-Market Strategy

We don't advertise to the public – we **cultivate access**. Our go-to-market strategy mirrors how luxury goods are sold: through trusted networks, white-glove concierge relationships, and word-of-mouth among clients for whom exclusivity is non-negotiable.



The phased approach allows us to validate operations, build reputation, and refine sourcing before scaling – a critical discipline in raw fish handling and luxury service delivery. Private catering first; public pop-ups second.

Traction & Market Validation

We are not building from zero. The market has already **proven the concept** – both the demand for mobile omakase and the appetite of ultra-wealthy clients for chef-driven private dining experiences.



Myumi — Miami (Strongest Precedent)

A converted FedEx truck offering 7–10 course seated omakase (\$40–\$60) in Wynwood. Ran successful, sold-out seatings with BYOB sake. Proved the format works logistically and attracts buzz – before naturally evolving toward brick-and-mortar. Omakase Drift picks up where Myumi left off, but *goes upmarket*.



Texas Sushiko — Austin (Sake Integration Model)

Started as a food truck parked inside Texas Sake Company – omakase-style hand rolls paired directly with sake on tap. Demonstrated that sake + mobile sushi in a shared space drives both volume and prestige. Our model takes this pairing to its logical, luxury conclusion.

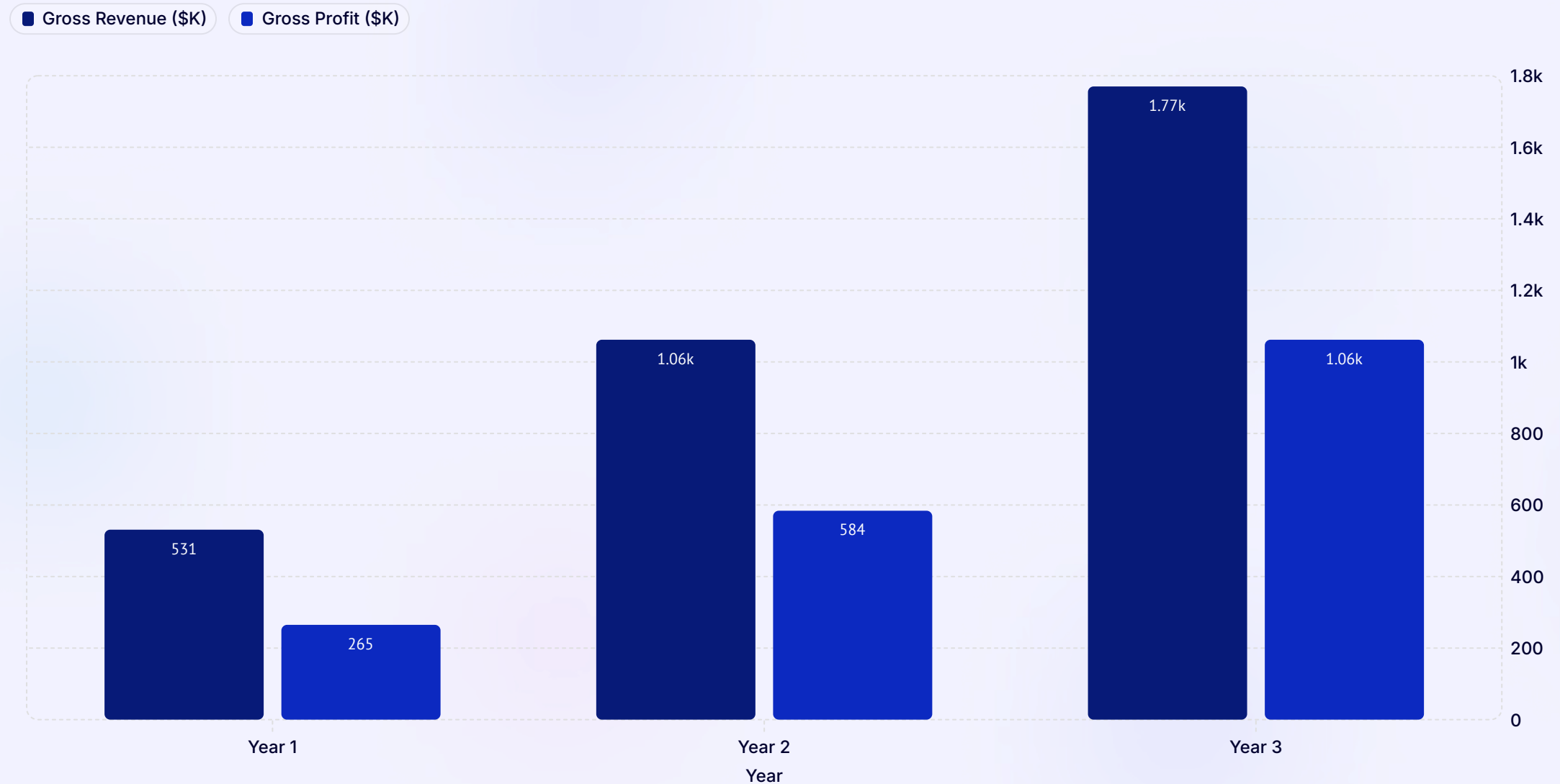


Private Chef Market — \$1.2B+ and Growing

The private in-home chef and catering market for ultra-high-net-worth households is booming post-pandemic. Clients in \$500K+ income zones already pay premium for bespoke dining at home. Omakase Drift is purpose-built for this existing demand.

Financial Projections

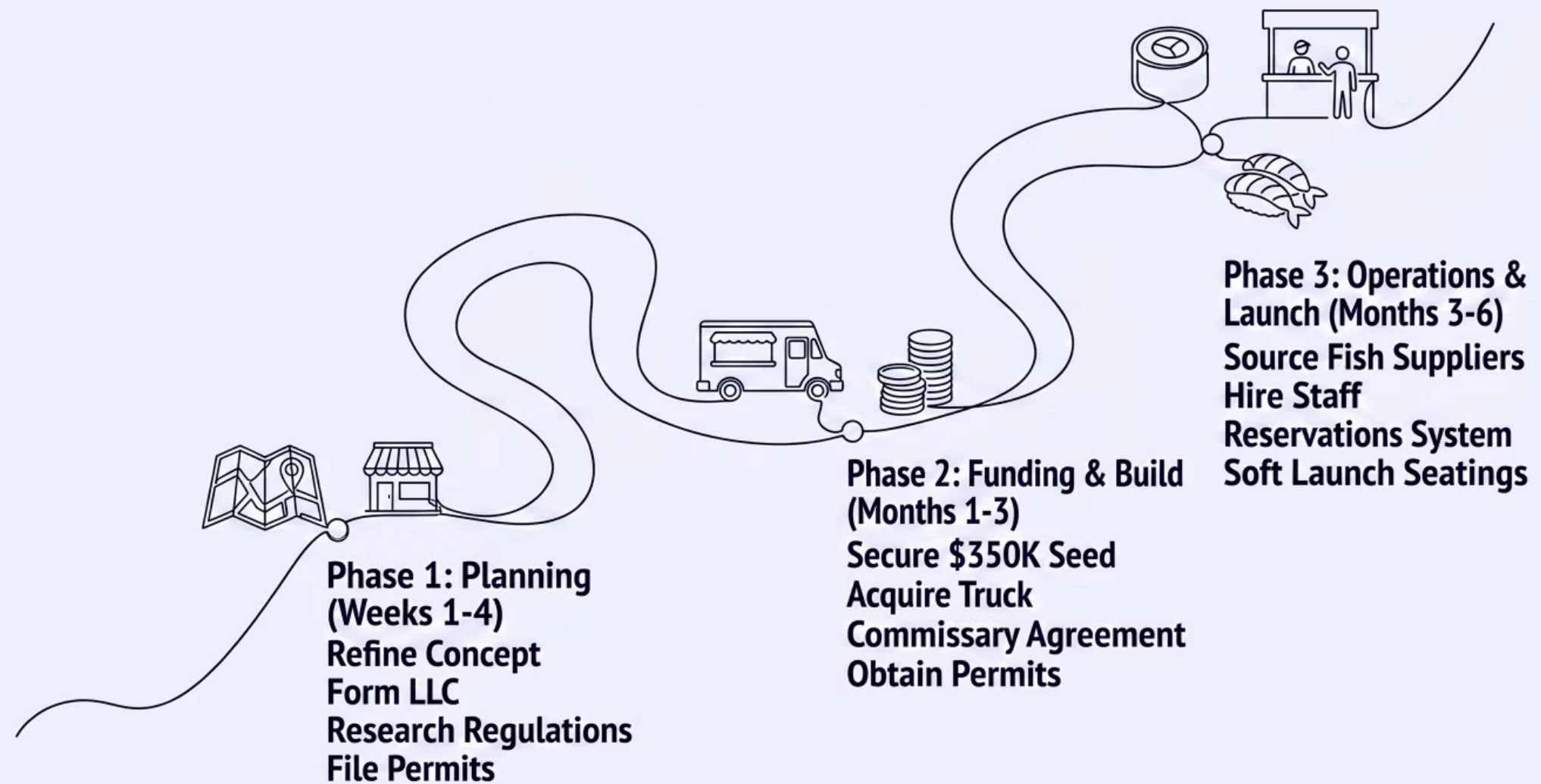
Conservative 3-year forecast assumes a **single truck**, operating primarily in one metro, with 20 active days per month and an average of 1.5 seatings per day. Year 2 introduces a second city. Year 3 targets a third market and potential second vehicle.



Year 1 assumes a 6-month ramp (permitting, build, soft launch) + 6 months of active operations. Gross margin stabilizes at ~55–60%. Break-even on initial capital investment projected in **month 16–18** of operations.

The First Steps to Launch

The path from concept to first seating is **4–9 months**, depending on truck acquisition and permitting timelines. We have a clear, phased action plan.



i Key early priority: Contact the local health department immediately regarding raw fish / sushi truck regulations. California, Florida, and Texas each have distinct requirements – and relationships with inspectors are invaluable before spending on the build.

The Ask

\$350,000

Seed funding to build, launch, and operate Omakase Drift in our first target market.

\$140K — Truck & Build

Custom vehicle acquisition + Mila-style counter fabrication, refrigeration, seating, LED underglow, and luxury finishes.

\$45K — Permits & Legal

Health permits, mobile food facility licensing, LLC formation, trademark, liquor/sake licensing, and commissary kitchen setup.

\$40K — Sourcing & Inventory

First 90 days of sushi-grade fish, premium sake inventory, dry goods, and kitchen equipment for commissary.

\$35K — Brand & Marketing

Truck wrap design, website, reservation system (Resy), concierge partnerships, press outreach, and soft launch events.

\$90K — Working Capital

Operating reserve for first 6 months: staffing, fuel, commissary fees, insurance, and contingency buffer.

The Vision

Redefining luxury dining – one counter, one unforgettable evening at a time.

Omakase Drift is more than a food truck. It is a **new category of dining** – where the restaurant dissolves, the chef travels, and the experience becomes entirely yours. We are building for the client who has eaten everywhere, experienced everything, and still craves something they've never had before.

The future is not one truck. It is a fleet of intimate counter experiences, moving quietly through America's most exclusive neighborhoods, arriving at the doors of those who value craft, ritual, and the perfect pour of sake above all else.

Omakase Drift · omakasedrift.com · [@omakasedrift](https://twitter.com/omakasedrift)

Reservations by introduction only. Inquiries welcome.