



BEYOND SUSHI MEDIA KIT



OVERVIEW

Beyond Sushi is a chef-driven, vegan and kosher restaurant chain at the forefront of the plant-based movement. Our fundamentals are simple: Eat clean and leave a lasting impact on our planet.

In July 2012, we opened our first location – a humble storefront on East 14th Street. Since then, we have grown to seven locations spread across Manhattan. Our Midtown flagship is a full-service restaurant seating 90 guests. We recently opened our newest full-service restaurant on the Upper East Side, complete with a full bar. At these outposts we offer sophisticated dinner specials, crafted cocktails, group dining menus, and private buyouts for events. For those looking for a quick and healthy bite, takeout and delivery is available at all of our restaurants.

Chef Guy Vaknin has elevated the meaning of eating vegan by offering a casual menu with high-end appeal. In addition to our iconic vegetable sushi, we serve hearty dishes like smoked kebabs, housemade pastas, and skillet baked desserts. Our food utilizes fresh ingredients with a focus on sustainability and innovation.

Launching in 2020, we're proud to announce our new catering division, City Roots. We're bringing our forward-thinking culinary perspective to the events industry, offering drop-off and full-service catering for any occasion.

Our mission is to serve high-quality and accessible plant-based food. We aim to make healthy food choices effortless and compassionate - one plate at a time.

THE FOUNDERS



Guy Vaknin is a renowned chef famous for his innovative plant-based creations. Raised in a big family in Israel, food was always the focus of their weekly gatherings. He spent a significant amount of time in his grandma's Moroccan kitchen making food using the freshest vegetables, herbs, and spices.

After finishing his military duties in the Israeli Defense Force, he moved to the United States and started school as a computer engineer major and quickly realized that it wasn't the right choice for him. He started working nearly every job in the restaurant industry and that rekindled his love for food. Chef Vaknin then enrolled in the Institute of Culinary Education. Upon graduating in 2007, he became the Executive Chef at Esprit Events, an established kosher catering company in Manhattan. In this role, he met his future wife and co-founder Tali. Together, they developed their signature vegan sushi and the Beyond Sushi brand was born.

In 2012, Chef Guy was selected as a contestant on Fox's Hell's Kitchen Season 10. In 2018, Chef Guy appeared on ABC's Shark Tank Season 10 and won a deal with investors Lori Greiner and Matt Higgins.

Chef Guy's vision of creating polychromatic plant-based sushi has evolved into a sustainable brand that offers an extensive menu with global flavors. He believes that inspiring food is the best way to spread the message of veganism, and is dedicated to bringing plant-based cuisine to the masses. He is just getting started and cannot wait to grow the Beyond Sushi brand.



Tali, an Ohio native was raised with strong family values. As a child, she always knew what she wanted and wasn't afraid to fight for it. She has strong ties to her Hungarian and Israeli roots and is very connected to both cultures.

Tali ventured to the 'Big Apple' in 2005 to attend the Laboratory Institute of Merchandising. She graduated with a Bachelor in Business Administration with a major in Fashion Merchandising and a minor in Fashion Styling. Tali believes that there is a great parallel in working with fashion and food.

In 2007, she was hired at KCD, New York's leading PR/Production company where she tailored fashion shows and photo shoots for designers such as Chanel, Marc Jacobs, Zac Posen, and Vera Wang. In 2009, Tali joined forces with Antony Todd, New York's most elite Event Designer, in creating exquisite tablescapes and design installations for clients including Elton John, Victoria's Secret, Bulgari, and Harry Winston. In 2010, Tali worked with Primary Wave Music in planning their annual Grammy Party in LA while cultivating strategic marketing initiatives and brand partnerships with new and existing clients. In late 2010, Tali was hired as the senior catering manager at Esprit Events. In this role, she worked alongside Chef Guy in crafting intricate new menus and focused her efforts on business development.

While at Esprit Events, the idea of Beyond Sushi came to fruition and in December 2012, Guy and Tali took a leap of faith to open their first brick and mortar location. Tali took on all aspects of business development, marketing and developed the Beyond Sushi catering division. Her background in fashion and styling has made Tali a visionary in all design aspects for each restaurant location with the talented team at Atal Design Group. Tali and Guy wed in August 2013 and welcomed two sons in 2014 and 2018. Their growing family is now the driving force behind their dedication to Beyond Sushi.

FACT SHEET

GENERAL INFORMATION

MAIN OFFICE

43-44 21st Street,
Long Island City, NY 11101

PHONE NUMBER

718-606-2179

WEBSITE

www.beyondsushi.com

OPENING DATE

July 11, 2012

EXECUTIVE CHEF

Chef Guy Vaknin

CUISINE

Vegan, Kosher

ATTIRE

Casual

TYPES OF PAYMENT

Cash and major credit cards

SOCIAL MEDIA & STATS*



@beyondsushinyc
54.4K followers

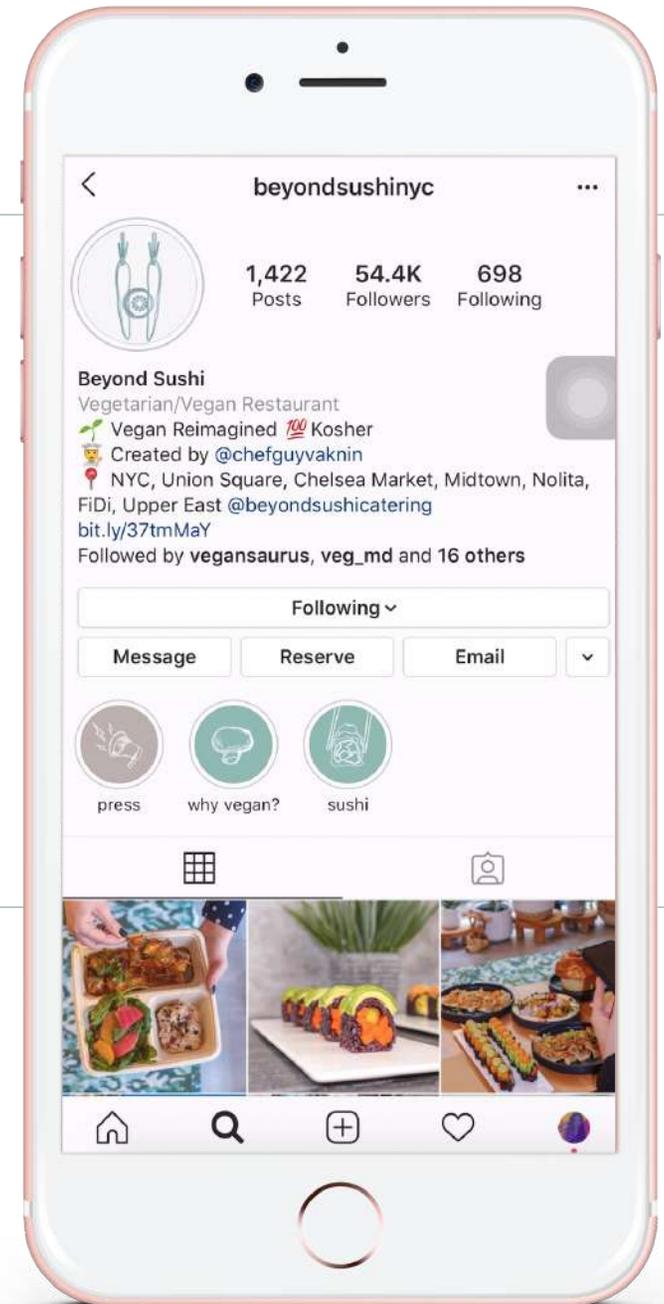


@beyondsushi
12.2K followers

Beyond Sushi App is available in Google Play and App Store

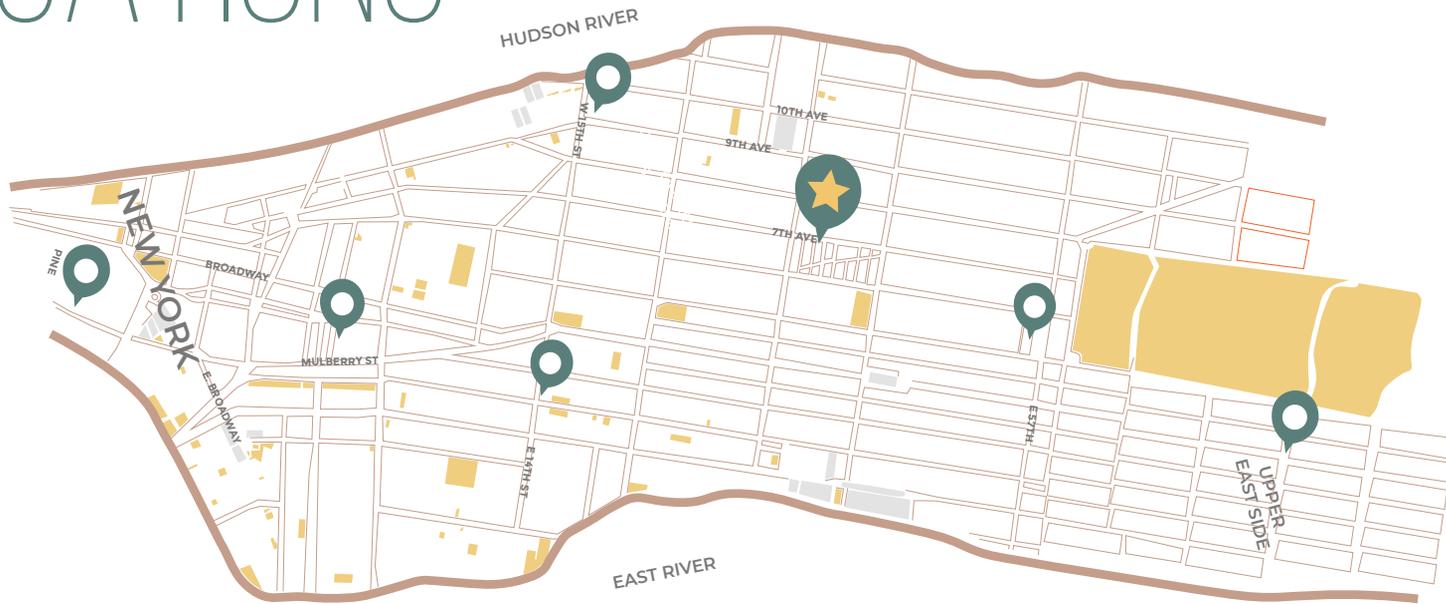
*as of March 11, 2020

WWW.BEYONDSUSHI.COM



INFO@BEYONDSUSHINYC.COM

LOCATIONS



FLAGSHIP

Opening date May 2017
 Address 134 West 37th St,
 New York, NY 10018
 Phone 212-564-0869
 Hours Monday - Wednesday:
 11:30AM - 9:30PM
 Thursday - Friday:
 11:30AM - 10:30PM
 Saturday: 12:00PM - 10:30PM
 Sunday: 12:00PM - 9:30PM

CHELSEA MARKET

Opening date May 2013
 Address 79 9th Avenue,
 New York, NY 10011
 Phone 212-929-2889
 Hours Monday - Saturday:
 11:30AM - 8:30PM
 Sunday:
 11:30AM - 8:00PM

MIDTOWN WEST

Opening date November 2014
 Address 62 W 56th St,
 New York, NY 10019
 Phone 646-964-5097
 Hours Monday - Friday:
 11:30AM - 9:30PM
 Saturday - Sunday:
 12PM - 9:00PM

UPPER EAST SIDE

Opening date February 2020
 Address 1429 3rd Avenue,
 New York, NY 10019
 Phone 646-559-1235
 Hours Monday - Wednesday:
 11:30AM - 9:30PM
 Thursday - Friday:
 11:30AM - 10:30PM
 Saturday:
 12:00PM - 10:30PM
 Sunday:
 12:00PM - 9:30PM

CITY ACRES MARKET

Opening date July 2017
 Address 70 Pine St, New York,
 NY 10270
 Phone 917-261-4530
 Hours Monday - Friday:
 11:30AM - 8:00PM
 Saturday - Sunday:
 Closed

NOLITA

Opening date April 2018
 Address 215 Mulberry St ,
 New York, NY 10012
 Phone 646-609-4442
 Hours Monday - Friday:
 11:30AM - 9:30PM
 Saturday - Sunday:
 12:00PM - 9:30PM

UNION SQUARE

Opening date July 2012
 Address 229 East 14th St,
 New York, NY 10003
 Phone 646-861-2889
 Hours Monday - Sunday:
 11:30AM - 9:30PM

EXPRESS MENU

Our signature dishes include colorful sushi, dumplings, salads, dips, and mezze platters that are perfect for a quick healthy bite. The express menu is available at all locations for pickup, takeout, and delivery.



DINNER MENU

Indulge in elevated options like truffle risotto, housemade pastas, skillet baked desserts, and crafted cocktails. Our dinner menu is available at our Flagship, Midtown West, Nolita, and Upper East Side locations after 5pm Monday - Friday and all day on weekends.



CATERING

Our catering company, City Roots, brings plant-based kosher cuisine to NYC events. Whether it's platters for a corporate meeting, or a seated dinner with passed hors d'oeuvres for a wedding, we offer impressive options that will 'wow' your guests.



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