

Kura Sushi

Case Study

Square Online Supercharges Off-premise Economics and Customer Experience

About Kura Sushi

Kura Sushi is a Japanese restaurant chain with over 450 locations across Japan, Taiwan, and the US. A pioneer of the “revolving sushi” concept – a conveyor belt circulating dishes to guests seated around a central sushi bar – Kura’s annual US sales reached \$64 million in 2019.

With its 30 US locations experiencing various operational restrictions due to the pandemic, the novel in-person experience that differentiates Kura from its competitors was sidelined and it became critical to scale off-premise sales.

Kura turned to Square in November 2020 to improve off-premise economics and customer experience in the US and immediately saw huge returns.

KURA SUSHI AT A GLANCE

30 US locations
with 450 globally

\$64MM
annual US sales in 2019

30x growth
of off-premise business during the pandemic





Products and High-level Outcomes

Square underpins Kura's off-premises business with:

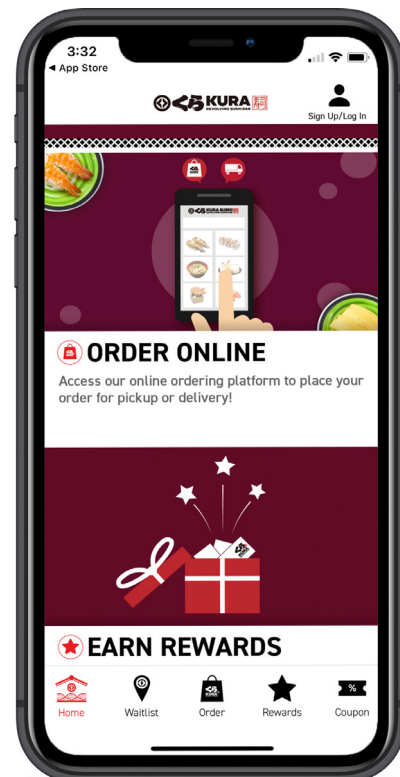
- Website powered by Square Online
- Square On-Demand Delivery

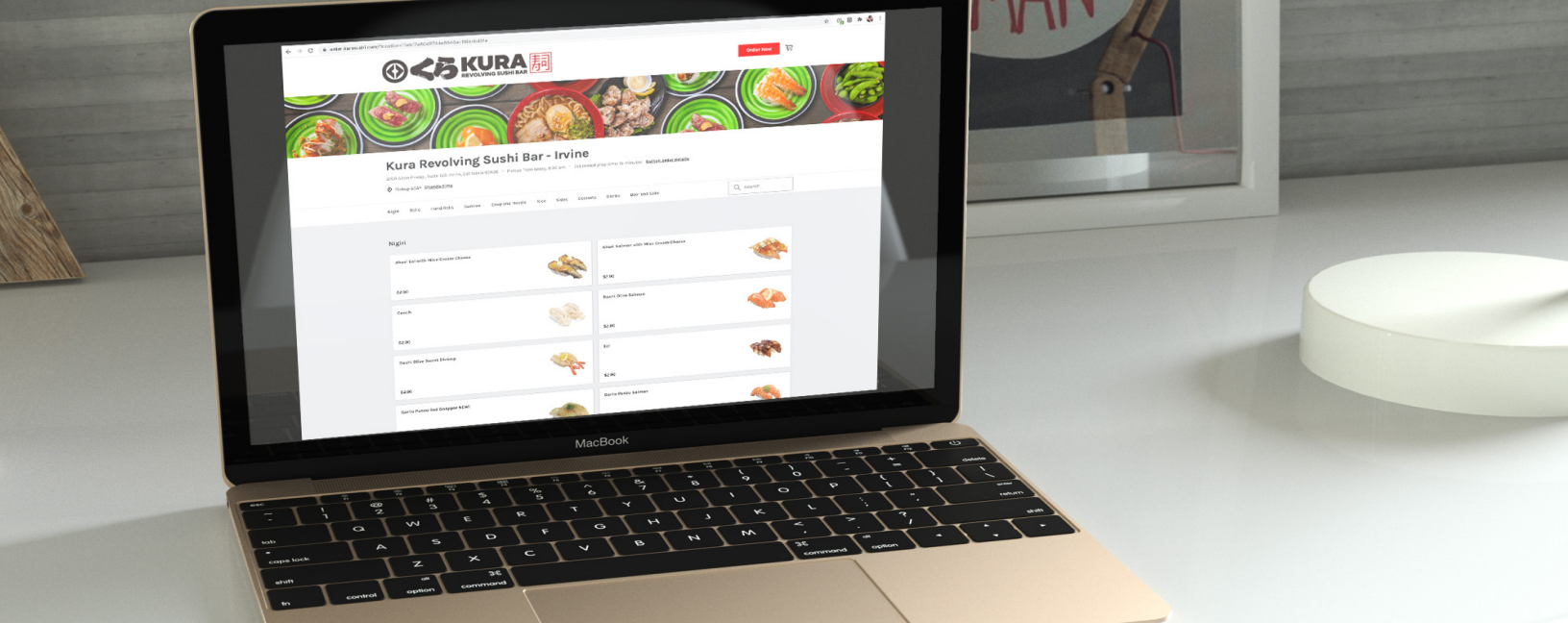
Enabling:

- Streamlined first-party online ordering
- No order loss
- Order fulfillment via Postmates and DoorDash
- Millions in recovered revenue by eliminating high delivery commissions

“After a brief relationship with Grubhub, we decided to focus our operating efforts with Square due to better integration and more attractive economics.”

— Jimmy Uba, CEO





Better Off-Premise Economics with Square Online vs. Grubhub

“For Grubhub, they were targeting approximately 20% for a pickup order and about 30% for delivery order, and we adjusted our pricing on the Grubhub platform to offset those margin pressures. For Square, they charge \$0.30 per transaction plus credit card processing fees, which we would be paying in either case.

“The per transaction fee for Square is truly minimal, and so we’re able to offer the same prices on our Square platform as we do in restaurant. In terms of the attractiveness to our guests – the better option is obvious.”

– Jimmy Uba, CEO

SQUARE ON-DEMAND DELIVERY

\$50 customer order



\$3.60

processing
and dispatch
fee

GRUBHUB DELIVERY MARKETPLACE

\$50 customer order



\$15

delivery
marketplace
commission
(~30%)



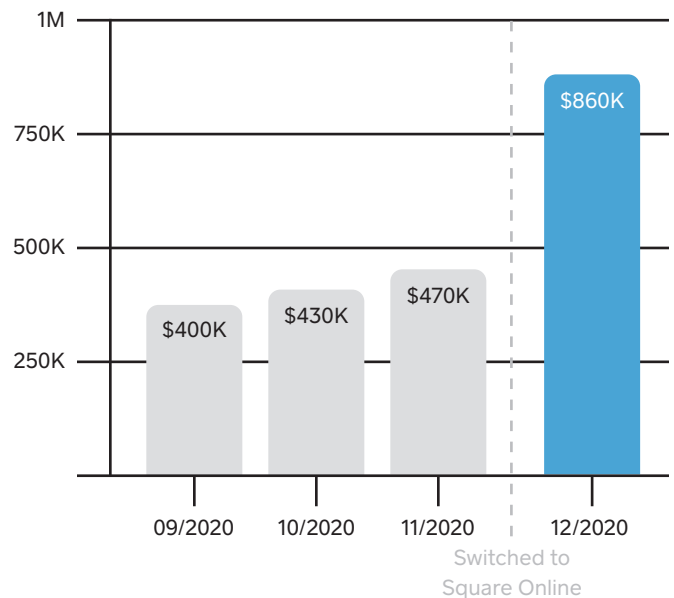
Off-premise Sales Increase 83% Month-Over-Month with Square Online

“Through our new partnership with Square, we are now able to offer online ordering through our home page and mobile ordering.

“December was the first month where the majority of our off-premises orders were placed online as opposed to through in-person or phone, confirming a positive impact that the frictionless guest experience can have.”

– Jimmy Uba, CEO

REVENUE WITH SQUARE ONLINE VS GRUBHUB





Decision to Activation in 22 Days

Three weeks after deciding to move forward, Kura was live with their Square Online website and redirected six figures in revenue back to the business in November and December.

“We really do think that the ease of use that Square provides – as well as the ability to price the same way that we do in restaurants – has done a tremendous job in terms of attracting our guests.”

– Jimmy Uba, CEO

Square's Solutions Deliver For Restaurants

Commerce Platform | Managed Payments | Unified Data | APIs