

# そば道

SOBAMICHI

## Soba Michi

Authentic  
Japanese Soba Dining  
from Japan



**Soba Michi is a next-generation soba dining concept that places soba, a cornerstone of traditional Japanese cuisine, at its core—reimagined to fit today's modern dining scene.**

Conventional soba restaurants have long faced challenges: "People like soba, but the occasions to enjoy it are limited" or "Strong lunch demand, but limited growth in dinner sales" to address these issues, Soba Michi presents a clear solution: a "dual-use (two-crop) business model" that shifts its role between lunch and dinner.

### **Soba at Lunch, Drinks at Night, A Profitable Dual-Use Soba Concept**

During lunch hours, the restaurant functions as an **authentic soba specialty shop** where skilled craftsmanship is on full display, capturing high-turnover demand.

In the evening, Soba Michi offers an unexpected experience: a **soba restaurant where guests can truly enjoy drinking**. The dinner concept is built around two main formats—a "yakitori-focused style" and a "straw-grilled (Warayaki) style" with menus designed to pair naturally with alcohol. This structure naturally increases both average spending and length of stay.



### **Currently, the brand operates a total of seven locations**

Under the names "Soba Michi" and "Soba Gin". In Japan, franchise expansion is also underway, primarily under the "Soba Gin" brand.

## A Memorable, Interactive Experience, Soba x Dipping Sauce Customization

At Soba Michi, guests can choose between "thin-cut" or "thick-cut" soba noodles. In addition, more than 10 varieties of dipping sauces are available, creating the enjoyable question: "Which combination should I try today?"

Many tables order multiple varieties (typically 3-5 types) to share, allowing average spend to rise naturally—without relying on forced set menus.

Beyond authentic flavor, the experience itself becomes a reason to return.



## Authentic Soba Quality

Soba Michi places strong emphasis on **taste consistency and reproducibility**, even in overseas locations and franchise operations.

Soba flour is shipped directly from Japan by sea, enabling overseas restaurants to prepare dishes using ingredients equivalent to those used in Japan.

As a result, Soba Michi has earned strong recognition overseas—particularly in China, where a high proportion of Japanese customers visit—being valued as a concept that delivers "genuine Japanese soba" outside of Japan.



## Franchise Overview

**Membership Fee:** 6,000,000 JPY/Unit  
(~1,200,000 THB)

**Royalty Fee:** 5%

**Initial Investment:** 8,000,000 THB

**Return of Investment:** 2.5 Years

**Contract Term:** 5 Years

**Renewal Fee:** None



Contact Us

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\*Initial investment and ROI are based on results in Japan and may differ in the Thai market.

