

Sushi with Standards

How Hissho Sushi Sets the Bar for Quality Sushi



At a glance

- Hissho Sushi has been committed to making high quality sushi accessible for all for over 25 years.
- They use only the freshest ingredients, including 100% responsibly sourced seafood caught in sustainable ways.
- This honors both artistry of food through expertly trained chefs as well authentic flavors without compromising integrity or sustainability practices

Hissho Sushi was founded in 1998 and provides sushi made fresh daily with 100% responsibly sourced seafood to major grocery retailers, medical facilities, colleges/universities and corporate campuses. Today, Hissho Sushi is one of the largest sushi providers in the US, managing and operating more than 2,300 sushi bars across 44 states.



2,300
sushi bar locations



44
state locations

MVP LOGISTICS

SOLUTIONS MADE SIMPLE

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CHALLENGES



Hissho Sushi faced hidden inbound freight costs within their goods expenses and sought clarity and control.

To improve decision-making in carrier selection, they needed streamlined order processing and real-time delivery updates.

They also contended with delays of up to 4 weeks from an LTL carrier, leading to costly emergency orders.

SOLUTIONS



**Business
Intelligence
Platform**



**Route
Optimization**



**Controlling
Costs**

Business Intelligence at Your Fingertips

By implementing a business intelligence platform with PowerBI and MacroPoint, we enabled real-time visibility into critical KPIs. Our solutions provided Hissho with instant delivery acknowledgments, labor planning tools, cost analysis dashboards, and more.

Optimization From Coast to Coast

Utilizing advanced heatmaps and comprehensive cost analyses, we pinpointed the ideal Distribution Center locations to significantly enhance speed-to-market.

Controlling Freight Market Volatility

We implemented a strict approval process for expenses exceeding 15% of the quoted truck rate and established quarterly pricing guidelines. This reduced per-mile rates by 5-7% and achieved a 13% savings on outbound transportation costs. We also saved \$500 per inbound container and relocated shipments to a new distribution center in Arizona, resulting in \$15,000 net savings. Our efforts led to nearly 100 additional deliveries at \$75 less per pallet compared to the previous year.