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Bodybuilder delivery helps sushi business in Japan – 6th September, 2020

Level 0

A sushi restaurant is using bodybuilders to deliver sushi. It is called "Delivery Macho". The 60-year-old restaurant is in Japan. Its owner is sushi chef and bodybuilder Masanori Sugiura. He had fewer customers because of coronavirus. Customers must order over \$66 of sushi to get it delivered by a bodybuilder.

The service is very popular. It is trending on Twitter. Mr Sugiura has delivered sushi to Tokyo, which is 350km from the restaurant. Customers can ask the delivery men to take their shirt off and pose for photos. This has increased sushi orders. Mr Sugiura has given his friends from fitness gyms jobs as delivery staff.

Level 1

A sushi restaurant has a new idea to help its business. It is using bodybuilders to deliver sushi. The 60-year-old restaurant is in Japan. It is owned by sushi chef and bodybuilder Masanori Sugiura. He came third in a world bodybuilding championship this year. He had fewer customers because of coronavirus. His delivery service is called "Delivery Macho". Customers must order over \$66 of sushi to get it delivered by a bodybuilder.

The service is very popular and has been trending on Twitter. Mr Sugiura has delivered sushi as far away as Tokyo, which is around 350km from the restaurant. Customers can ask the delivery men to take their shirt off and pose for photos, while socially distanced. This has helped to increase sushi orders. Mr Sugiura has also helped to employ people out of work. He gave his friends from fitness gyms jobs as delivery staff.

Level 2

A sushi restaurant has thought of an interesting idea to help its business. It is using bodybuilders to deliver sushi to homes and workplaces. The 60-year-old Imazushi restaurant is in central Japan. It is owned by 41-year-old sushi chef and bodybuilder Masanori Sugiura. Mr Sugiura came third in a world bodybuilding championship earlier this year. He wanted to increase his sushi sales after he had fewer customers because of coronavirus. The delivery service is called "Delivery Macho". Customers need to order a minimum of \$66 to get their sushi delivered by a bodybuilder.

The service is popular with customers. The restaurant is in central Japan but Mr Sugiura has delivered sushi as far away as Tokyo, which is around 350km from the restaurant. The service has been trending on Twitter. Satisfied customers have posed for photos with the delivery men, who take their shirt off and pose for photos at the doorstep, while socially distanced. This has helped to increase orders for the restaurant. Mr Sugiura said the service has also helped to employ people out of work. He gave his friends from fitness gyms jobs as sushi delivery staff.

Level 3

A sushi restaurant in Japan has come up with a novel idea to help its business. It is using bodybuilders to deliver sushi to people's homes and workplaces. The restaurant is located in central Japan and is owned by 41-year-old Masanori Sugiura. He is the third-generation owner of the 60-year-old Imazushi restaurant. As well as being a sushi chef, Mr Sugiura is a bodybuilder. He ranked third in a world bodybuilding championship earlier this year. He wanted to increase sales in his restaurant after the number of customers dropped because of coronavirus. Sugiura called his service "Delivery Macho". Customers need to order a minimum of 7,000 yen (\$66) of sushi to get their food delivered by a bodybuilder.

The Delivery Macho service is proving to be popular with customers. Even though the restaurant is in central Japan, Mr Sugiura says he has delivered sushi to places as far away as Tokyo and Osaka. Tokyo is around 350km from the restaurant. The service has also been trending on Twitter. Satisfied customers have posed for photos with the bodybuilding delivery men, who take their shirt off and pose for photos at the doorstep. The delivery men stay socially distanced. This has helped to increase orders for the restaurant. Mr Sugiura said the service has also helped to employ people out of work. He recruited his friends from fitness gyms to work as sushi delivery staff.

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