



### **History:**

The founders of the Fuji Grill, Inc., John J. Lee and Kazuo Ikeda, are business entrepreneurs and restaurant professionals perfecting the art of Japanese cuisine and innovative restaurant concepts since 1987. Mr. Lee's family has been involved in the restaurant industry since 1975 with a wide range of experience including operating a successful food concession for a Southern California golf club. Mr. Ikeda has a wide range of Japanese restaurant industry experience including operating his own casual dining Japanese restaurant, serving as a pilot restaurant for the **Fuji Grill, Inc.** while Mr. Ikeda further developed his healthy and delicious menu.

### **Mission Statement Fuji Grill-Corona**

“To offer a wide variety of fine Japanese cuisine that is healthy, affordable, and prepared consistently in a quick fashion to satisfy a growing demand in the fast casual restaurant market.” I am the owner of Fuji Grill-Corona - loyal customers of the Fuji Grill dine out at Fuji Grill restaurants at least once a week. My husband and I tried many other Japanese quick service restaurants over the years, but none compare with the Fuji Grill's quality. I have a passion for the Fuji Grill system, and now I am the owner of the Fuji Grill-Corona. As a resident of Corona only a few miles away from Fuji Grill-Corona, we are happy to service our local Corona community to make the Fuji Grill dining experience a multi-faceted pleasure.

### **Business Strategies:**

- Maintain a menu that will constantly satisfy the tastes of our clientele.
- Develop menu items that can be prepared quickly while never sacrificing quality or flavor, so that our patrons have more time to enjoy their meal.
- Offer innovative, high quality food & service.
- Provide an environment that provides a pleasant Japanese atmosphere.
- Provide menu variety as a key consumer driver, and place restaurants in locations most convenient for our customers.
- Develop and support brand equity and redefine “Healthy and Delicious” Japanese cuisine.

Owner of the Fuji Grill Corona  
**Nina & Robert Willyard**

