

# SIX HANDS

THE OMOTE ASIA GROUP  
SINGAPORE

BRAND PROFILE

SEPTEMBER 2025

SIXHANDS.CLUB

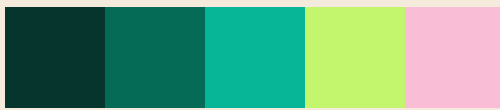




# Introduction

The salad category in Asia has long been boxed into diet food or boring convenience. Six Hands flips the script: turning greens into something craveable, cultural, and cool.

We're here to make salads the bowl you look forward to, not the one you settle for.





# Welcome to the Club!

At Six Hands, community starts with the bowl. We take Australian supergreens, reimagined with Japanese precision, and layer them with crisp toppings and bold dressings that turn texture into craveability. It's the salad you never thought you'd love — and the one you'll keep coming back for.



# About the brand

Six Hands is a Japanese–Australian salad brand built for Asia’s next generation. Flavor comes first — every bowl combines supergreens with fresh proteins like Norwegian salmon, hand-peeled chicken, and slow-cooked pulled beef, layered with bold toppings and house-made dressings. It’s a QSR designed for today’s malls and tomorrow’s growth — combining premium craft with operational consistency, because you can literally taste the difference.





# Our vision

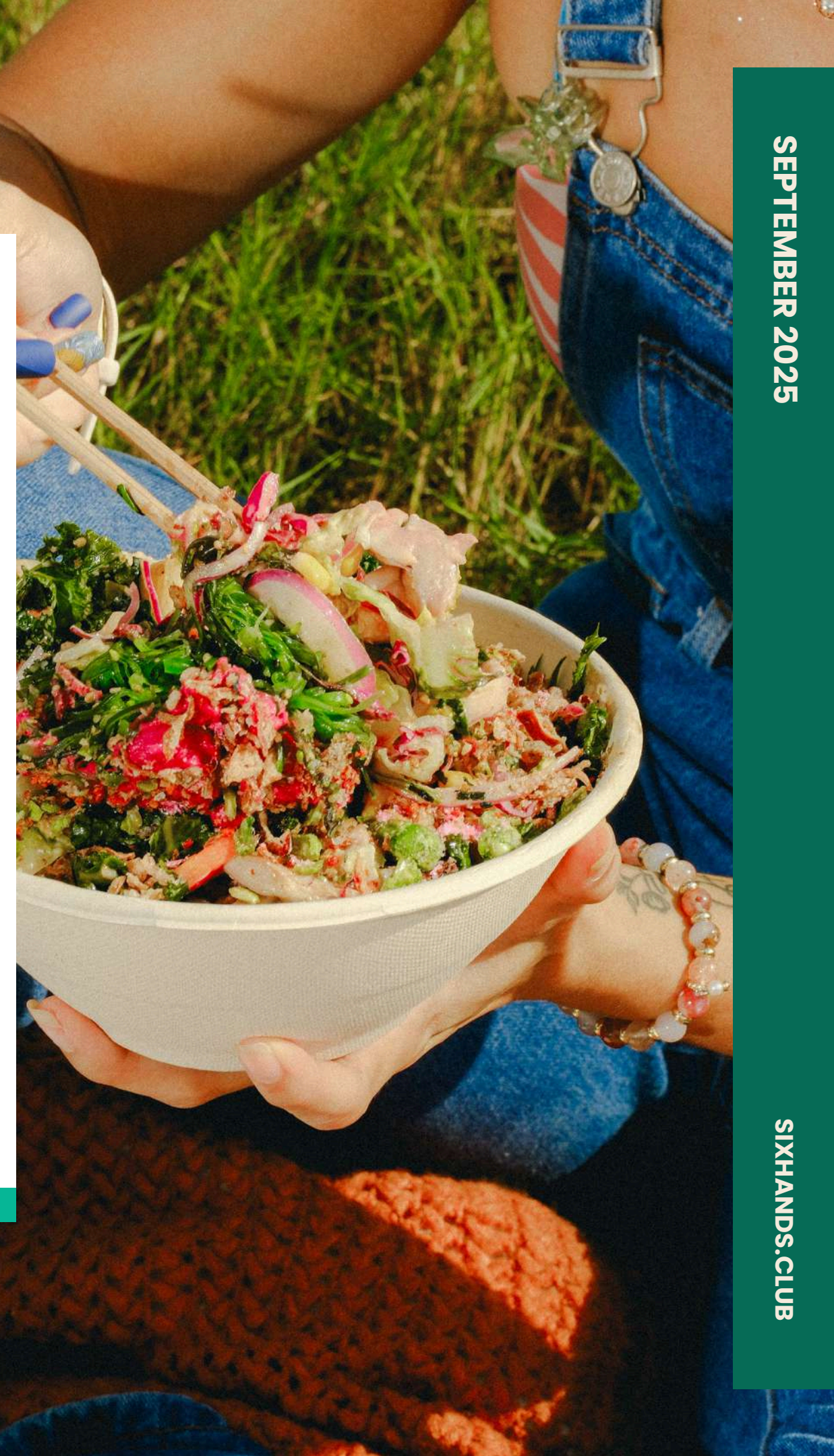
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To be a love letter to anyone starting their wellness journey, proving the first step to eating better can be easy, delicious, and worth repeating.

# Our mission

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We serve bold, Japanese–Australian bowls with supergreens, fresh proteins, and house-made dressings – delivering flavor first while building daily habits that last a lifetime.





# Our store formats

Six Hands adapts to every space; from flagship destinations to compact kiosks. Each format is designed for efficiency, consistency, and scale, while keeping our premium identity intact. Whether it's anchoring a lifestyle hub, serving urban professionals, or driving high-traffic convenience, our stores bring craveable bowls to where people live, work, and play.



FLAGSHIP

1200 SQFT TO 1800 SQFT

*immersive brand destinations designed to anchor lifestyle hubs and showcase the full Six Hands experience.*



MID-SIZE

500 SQFT TO 800 SQFT

*high-efficiency stores for urban centers, balancing efficiency with premium design.*



KIOSK

185 SQFT TO 250 SQFT

*compact, high-traffic format focused on speed, signature bowls, and lean operations.*



POP UP STORES

400 SQFT TO 1000 SQFT

*flexible activations for malls, festivals, and collaborations — bringing Six Hands to new audiences fast.*



# Our customer profile

## 01

### WHO THEY ARE

Young urban professionals aged 25–45, digitally native and health-curious but not hardcore. They want food that feels premium and social, not restrictive or diet-driven.

## 02

### WHAT THEY WANT

Flavor first. Convenience without compromise. Bowls that feel fresh, flavourful, social and sharable — something they look forward to, not settle for.

## 03

### WHY THEY STAY

Brand trust, consistency, and community. From craveable bowls to the Six Hands Club app, Six Hands creates daily rituals and rewards that keep them coming back.





# The grass is greener here

Six Hands isn't just another salad shop — we make greens craveable, cultural, and premium. Our bowls marry Australian supergreens with Japanese flavor and craft, designed for people who want eating well to feel easy, social, and indulgent. With craveable bowls, a loyal next-gen audience, and formats that drive repeat visits, Six Hands is built to grow with communities, built to last with customers, and built to lead the next generation.





# How we work

Ordering with Six Hands is effortless. Customers can pre-order through the Six Hands Club app, order online, or use in-store kiosks. Most order ahead and swing by to collect — saving time while adding steps to their day. It's a seamless system built for busy city nomads, turning salads into a daily ritual and building habits that last.





# Our footprint

Six Hands is growing with purpose. From our flagship on Amoy Street to high-traffic malls like Millenia Walk and Paragon already drawing strong daily crowds in the CBD and lifestyle malls; each location strengthens our presence in Singapore’s lifestyle and business districts. With new stores already in the pipeline — both locally and internationally — Six Hands is building momentum as the next-generation QSR brand.



**SINGAPORE’S FLAGSHIP**  
137 Amoy Street



**MILLENIA WALK**  
9 Raffles Boulevard



**PARAGON**  
290 Orchard Road



**UPCOMING STORES**  
2026







# Our brand philosophy

Six Hands was designed to grow with purpose: bringing craveable bowls and effortless wellness into more neighborhoods, workplaces and lifestyle hubs while creating lasting communities.

We make eating well something people look forward to, not settle for — and that's what keeps them coming back, day after day.



# Have a great one!

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