

Roll'd Vietnamese Franchise for Sale NZ Wide



Location: **New Zealand**

\$450,000

Asking: **Investment from \$450,000**

Type: **Franchise New / Hospitality-Restaurants**

Contact:

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IRB Realty Limited

Licensed REAA 2008

Broker Ref: Roll'd NZ



Roll'd is bringing its distinctive Vietnamese fast-casual experience to communities throughout New Zealand - looking for ambitious franchise partners to join the journey.

Bring a distinctive Vietnamese fast-casual brand to your part of New Zealand.

Roll'd is expanding throughout New Zealand and is looking for ambitious franchise partners to introduce its distinctive Vietnamese fast-casual experience to new communities.

Founded in Melbourne in 2012, Roll'd has grown from a single restaurant into an established network that has reached 150 store openings. The brand entered New Zealand in 2025 with its first restaurant at Sylvia Park, followed by locations at Westfield St Lukes and Botany Town Centre.

New Zealand franchisees have the opportunity to join a developed and experienced franchise system while the local Roll'd network is still at an important early stage of its growth.

A Distinctive Food Proposition

Roll'd combines vibrant Vietnamese flavours, family-inspired recipes and a convenient service model designed for today's customers.

The menu includes:

1. Fresh rice paper rolls
2. Banh mi
3. Pho
4. Bao
5. Vietnamese salads
6. Noodle bowls
7. Broken rice dishes
8. Sides and drinks

The diverse menu provides options across lunch, dinner, takeaway, delivery and catering occasions.

Roll'd restaurants can operate in a range of retail environments, including shopping centres, food courts, transport hubs and shopping strips. This flexibility creates opportunities in both major metropolitan centres and growing regional markets.

Current Opportunities

Roll'd is seeking franchise partners for locations across New Zealand. Markets currently identified for expansion include:

1. Auckland CBD
2. Bayfair, Tauranga
3. Queensgate, Wellington
4. Richmond, Nelson
5. Christchurch
6. Queenstown
7. Wānaka

Enquiries are also welcomed from prospective franchisees who have another suitable New Zealand location or market in mind.

A national opportunity

Roll'd welcomes enquiries from qualified franchise candidates throughout New Zealand, including applicants proposing suitable markets beyond the locations currently identified.

A Turnkey Restaurant Package

A Roll'd franchise provides a turnkey business package designed to support franchisees from initial approval through to restaurant opening.

The indicative investment is approximately \$450,000 to \$600,000, depending on the location, restaurant size and individual development requirements.

Franchise partners benefit from established branding, restaurant systems, operational processes and a menu designed to perform across dine-in, takeaway and delivery channels.

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New Roll'd franchise partners complete a structured nine-week training programme combining classroom learning, practical restaurant experience and operational training.

The programme covers:

1. The Roll'd brand and restaurant model
2. Day-to-day restaurant operations
3. Team leadership and management
4. Opening and launch preparation

Support continues after opening and includes assistance across operations, systems, recruitment, property, marketing and business development.

Local New Zealand Support

Roll'd's New Zealand expansion is led by Mammoth Brands, an experienced hospitality group with expertise in restaurant operations, franchising, property development, supply chains and brand growth.

This provides franchisees with the systems and experience of an established international brand, supported by a New Zealand-based team that understands the local hospitality, property and franchise markets.

Who Are We Looking For?

Roll'd is looking for franchise partners who:

1. Are enthusiastic about hospitality and customer experience
2. Enjoy leading and developing successful teams
3. Are prepared to become actively involved in their restaurant
4. Can follow established systems and brand standards
5. Want to work collaboratively with an experienced support team
6. Have the financial capacity to establish and grow the business

Previous hospitality experience may be beneficial, but commitment, leadership ability and a willingness to follow the Roll'd system are equally important.

Join Roll'd's New Zealand Growth Story

This is an opportunity to bring an established Vietnamese fast-casual concept to your local market, backed by comprehensive training, proven restaurant systems and experienced local support.

Enquire or Learn More

Enquire or to Learn More visit (cut & paste): <https://tinyurl.com/3wf6wrb5>