



For Sale

Location: **Nelson**
Asking: **Investment from \$450,000**
Type: **Franchise New / Hospitality-Restaurants**

Prime Richmond Mall site secured—bring Roll'd's fresh Vietnamese flavours to Nelson-Tasman's leading shopping destination and make the opportunity yours.

Roll'd Vietnamese at Richmond Mall

Fast, fresh Vietnamese food is what we do – but family, yours and ours, is who we do it for.

Inspired by our Vietnamese heritage, Roll'd delivers vibrant flavours to customers looking for something fresh, convenient and different. From rice paper rolls and bánh mì to phở, bao, noodle salads and rice bowls, the Roll'd menu caters to lunch, dinner, takeaway, delivery and catering occasions.

Roll'd launched in New Zealand in 2025 and is continuing to expand throughout the country. Richmond Mall represents an opportunity to join the Roll'd network while the brand is still at an early and exciting stage of its New Zealand growth.

Importantly, **a prime, high-foot-traffic location has already been secured within Richmond Mall**. This is a cracking site in the Nelson-Tasman region's largest shopping destination, giving the incoming franchise partner the opportunity to establish Roll'd in a highly visible and well-positioned mall location.

A Prime Nelson-Tasman Location

Richmond Mall is the Nelson-Tasman region's largest shopping destination and only covered integrated shopping experience, with 70-plus retailers and over 700 free carparks.

Anchored by PAK'nSAVE and Farmers, Richmond Mall reports foot traffic of more than 6.1 million, positioning the secured Roll'd site to benefit from strong established customer movement.

The centre attracts a broad customer base, including:

1. Richmond and Tasman residents and families
2. Weekday and weekend shoppers
3. Richmond Mall retailers and employees
4. PAK'nSAVE and Farmers customers
5. Visitors from Nelson and the wider Tasman region
6. Domestic and international tourists

A Growing Regional Market

Tasman recorded New Zealand's highest regional population growth between the 2018 and 2023 Censuses, while the Richmond ward grew by 16% between 2019 and 2024.

Richmond Mall is undergoing a significant two-stage redevelopment designed to create a modern retail and lifestyle destination. Stage 1 opened in late 2025, while Stage 2 is scheduled for completion at the end of 2026 with additional retail stores and a new food precinct featuring 12 food outlets.

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Richmond is also well placed to serve the wider Nelson-Tasman visitor market. The region's national parks, beaches, events, wineries and outdoor attractions support a substantial visitor economy and may create additional seasonal opportunities for the business.

These customer segments and market opportunities are indicative only and are not forecasts or guarantees of financial performance.

Fresh Vietnamese Food for Every Occasion

The Roll'd menu includes:

1. Rice paper rolls
2. Bánh mì
3. Phở and Vietnamese noodle soups
4. Bao
5. Vietnamese salads
6. Noodle bowls
7. Rice bowls
8. Sides and beverages
9. Vegetarian, vegan and low-gluten choices

The menu is designed for dine-in, takeaway, online ordering, delivery and catering, allowing franchisees to serve customers across multiple channels.

An Established Franchise System

Founded in Melbourne in 2012, Roll'd has grown from a single restaurant into an established international network.

The brand combines family-inspired Vietnamese recipes with strong branding, developed restaurant systems and a convenient fast-casual service model.

Franchise partners benefit from an established operating system while having the opportunity to help grow the Roll'd brand in New Zealand.

Turnkey Restaurant Development

Roll'd provides franchisees with a turnkey business package designed to take them from initial approval and site development through to restaurant opening.

The indicative investment for a Roll'd restaurant is approximately **\$450,000 to \$600,000**, depending on the final restaurant design and individual site requirements.

The franchise package includes access to:

1. An outstanding Richmond Mall location already secured
2. Established branding and restaurant design
3. Menu and product development
4. Operating procedures and systems
5. Site and restaurant development support
6. Restaurant opening preparation
7. Marketing and launch support

Comprehensive Training and Support

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

The programme covers:

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

Ongoing assistance is available across:

1. Restaurant operations
2. Business systems
3. Team recruitment and training
4. Property and restaurant development
5. Marketing and local-area promotions
6. Business development and performance

Experienced 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 gives franchisees access to the systems and experience of an established international restaurant network, supported by a New Zealand-based team that understands the local hospitality, property and franchise markets.

The Ideal Franchise Partner

The Richmond Mall opportunity would suit a franchise partner who:

1. Is passionate about hospitality and customer service
2. Wants to lead and develop a successful restaurant team
3. Is prepared to become actively involved in the business
4. Can follow established systems and brand standards
5. Is comfortable operating in a busy shopping centre environment
6. Has the financial capacity to establish the restaurant
7. Wants to join a growing brand at an early stage of its New Zealand expansion

Previous hospitality experience may be beneficial, but it is not essential. Leadership ability, commitment, energy and a willingness to follow the Roll'd system are equally important.

Secure the Richmond Mall Opportunity

Join Roll'd and bring fresh, fast and flavour-packed Vietnamese food to Richmond Mall -

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