



For Sale

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

Prime Queensgate site secured - bring Roll'd's fresh Vietnamese flavours to Lower Hutt's premier shopping destination and make this opportunity yours.

Roll'd Vietnamese at Queensgate

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. Queensgate 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 Queensgate Shopping Centre**. This is a cracking site in one of Lower Hutt's busiest retail, food and entertainment destinations, giving the incoming franchise partner the opportunity to establish Roll'd in a highly visible and well-positioned mall location.

A Prime Lower Hutt Location

Queensgate is a major regional shopping destination with more than 140 stores under one roof, major retail anchors and a seven-screen Event Cinemas complex featuring IMAX and V-Max.

The secured Roll'd location is positioned to benefit from the established customer movement generated by Queensgate's retail, dining, entertainment and city-centre offering.

The centre attracts a broad customer base, including:

1. Lower Hutt and Hutt Valley residents and families
2. Weekday and weekend shoppers
3. Queensgate retailers and Lower Hutt CBD workers
4. Cinema and entertainment customers
5. Commuters using the Queensgate bus interchange
6. Visitors from Wellington, Upper Hutt and the wider region

A Growing Regional Market

Queensgate is located in the heart of Lower Hutt's city centre, close to the civic precinct, Lower Hutt Events Centre, The Dowse Art Museum and Riddiford Garden. A major bus interchange sits directly outside the centre, while shoppers have access to up to four hours of free customer parking.

The centre's major retailers, seven-screen cinema, foodcourt, late-night Thursday trading and programme of family and community events create opportunities across weekday lunches, after-school

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IRB Realty Limited
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Broker Ref: Roll'd Qns



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trade, evenings, weekends and school holidays.

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 Queensgate 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 Queensgate 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 Queensgate Opportunity

To join Roll'd and bring fresh, fast and flavour-packed Vietnamese food to Queensgate -

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