



SUMO DOG

HAPPINESS IS A WARM BUN.

Sumo Dog takes the American Classic hot dog and redefines it with Japanese ingredients, inspiration and tradition. It is the brainchild of Jeffrey Lunak, a veteran of "Iron Chef" Morimoto's Restaurant Group. Sumo Dog explores the combinations of the American classic with a heavy nod to the Japanese Izakaya.

Who are we? We are the American band who just got back from touring Japan. We are the All-Star Baseball team who mastered Karate. We are both a dragon dipped in mustard, and an eagle topped with nori. We are all things stars, stripes and big red suns. And we are here to fill your belly, warm your soul, and make you smile.

ABOUT



相撲

(SUMO)



(DOG)

Following the success of his widely renowned pop-up, chef / founder Jeffrey Lunak, formerly of "Iron Chef" Masaharu Morimoto's team, opened his first brick and mortar location in the heart of LA's historic Koreatown in the iconic Romero's space. With Lunak's seasoned culinary pedigree and strategic growth experience, Sumo Dog aims to redefine the American classic hot dog, using Asian-inspired flavors and ingredients to create unique and colorful combinations. The menu at Sumo Dog features traditional hot dogs, sides, and sweet treats elevated by premium ingredients sourced from high quality purveyors and punctuated with bold Asian flavors.

FOUNDER



Jeffrey Lunak brings more than 18 years of experience to his role as Founder and President of Sumo Dog. Most recently, Jeffrey was SVP and Chief Culinary Officer of Madison Holdings, where he managed a wide range of responsibilities from concept branding to vendor liaison, chef training and business development.

He has held positions at some of the country's most reputable restaurants and hotels, including Mandarin Oriental Washington DC, La Quinta Resort and Club (a Waldorf Astoria Collection property) and most notably, as senior corporate chef for "Iron Chef" Masaharu Morimoto.

He was Chef de Cuisine at Morimoto's first restaurant in Philadelphia, and opening Executive Chef for the highly regarded Morimoto Napa, where he earned three stars from Michael Bauer, San Francisco Chronicle, and "Best New Restaurant" from Food & Wine. In his corporate role he was charged with the opening duties for additional locations in Waikiki, Maui, and Mexico City, as well as Research and Development for the project that eventually became Morimoto Asia at Disney World in Orlando.

Lunak also appeared on numerous episodes of "Iron Chef America," as well as "United Tastes of America" with Jeffrey Saad.

MENU

HOT DOGS

\$10

ANY DOG
+
ANY SIDE
+
ANY DRINK

\$1 surcharge for
Miso Katsu,
Bacon Banh Mi
or The Loco Moco

CHOOSE YOUR DOG

**PORK
SAUSAGE**

BY OLYMPIA
PROVISIONS

**AMERICAN
WAGYU
ALL BEEF**

BY SNAKE RIVER
FARMS

**VEGAN
DOG**

BY FIELD ROAST

CHOOSE YOUR STYLE

CHILI & CHEESE 8

Miso beef chili, togarashi cheese
sauce, wasabi furikake, mayo, crispy
onion, scallion

KIMCHEE DOG 8

House made kimchee, mayo, wasabi
furikake, scallions

MISO KATSU 8

Panko breaded dog, miso dressing
coleslaw, tonkatsu sauce, mayo,
wasabi furikake, scallions

SPICY TOFU CHILI 8

Tofu, mushroom, korean chili paste,
adzuki bean, togarashi cheese sauce,
daikon, crispy onion, wasabi
seasoning, scallion

SUMO DOG 8

Wasabi relish, pickled peppers,
teriyaki sauce, spicy mayo, minced
onion, furikake, kizami nori

THE ROMERO 8

Guacamole, pico de gallo,
tempura crunchies, mayo, wasabi
seasoning, cilantro

ALL VEGAN DOGS ARE \$7

BACON BANH MI 9

Natural bacon, pickled daikon, carrot,
cucumber, lime, fish sauce, olive oil,
cilantro, spicy mayo, wasabi
seasoning, jalapeño

* **THE GODZILLA 11**

Footlong dog, spicy miso beef chili,
togarashi cheese sauce, wasabi relish,
pickled peppers, spicy mayo, teriyaki
sauce, wasabi furikake, jalapeño,
minced onion, kizami nori

PLAIN HOT DOG 6
WITH BACON 7

SIDES

TATER TOTS 3.5

Plain or furikake spiced

SUSHI RICE TOTS 3.5

Plain or furikake spiced

CHILI & CHEESE 3.5

Minced onion, crispy onion, scallions,
wasabi seasoning

KIMCHEE 3.5

Fish sauce, napa cabbage, scallions,
korean chili

MACARONI SALAD 3.5

Wasabi mayo, celery, onion, crispy onion,
cilantro, rice vinegar

SUMO STYLE 6

Chili (tofu or beef), cheese, pickled
peppers, jalapeño, spicy mayo teriyaki
sauce, wasabi seasoning, kizami nori

V

MOCHI 3.5

Ask about our flavors

BEVERAGES

SAPPORO DRAFT

SAKE ONE CUP

LEMONGRASS LEMONADE 3.5

ICED GREEN TEA 3.5

GREEN TEA
ARNOLD PALMER 3.5

RAMUNE 3.5

SPARKLING WATER 2.5

SODA 1.5

WATER BOTTLE 2.5

BURGERS

OR CHOOSE YOUR BURGER

THE SUMO BURGER 9

Special sauce, pickled peppers, spicy
mayo, teriyaki sauce, minced onion,
wasabi furikake, kizami nori,
american cheese

BACON BANH MI 10

Pickled daikon, cucumber, carrot,
bacon, spicy mayo, cilantro, jalapeño,
american cheese

CHILI & CHEESE 9

Spicy miso chili, togarashi cheese
sauce, american cheese, crispy onion,
scallions, mayo

V = Available vegan or vegetarian

* = Not available as a \$10 combo

相撲

eatsumodog.com



OUR FOOD



MENU ITEMS

SUMO DOG



BACON BANH MI DOG



SUMO BURGER



CHILI & CHEESE DOG



SUMO STYLE SUSHI RICE TOTS



THE GODZILLA



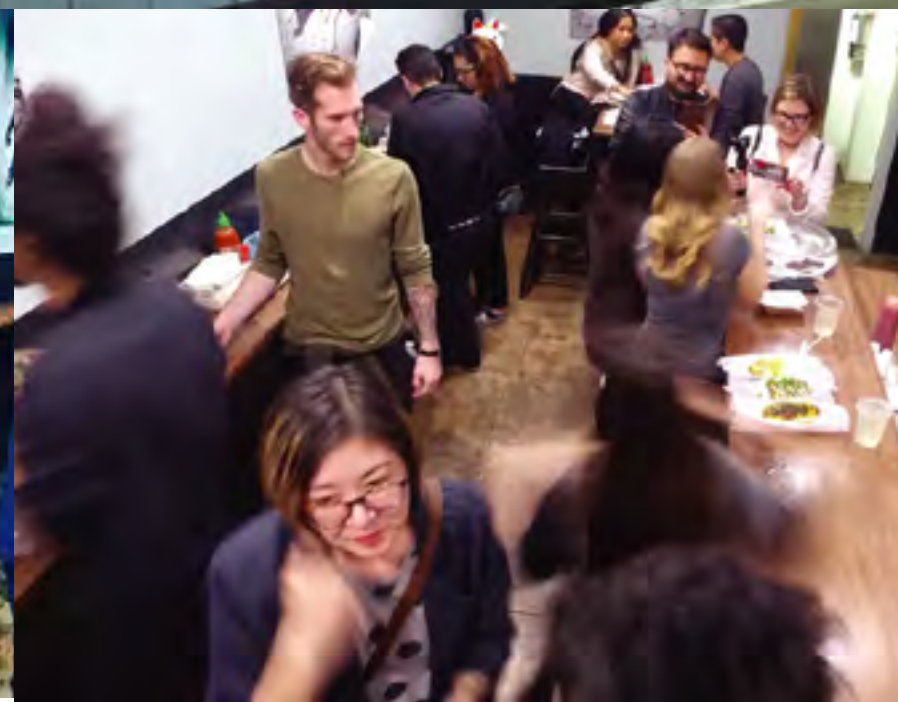


RESTAURANTS



KOREA TOWN

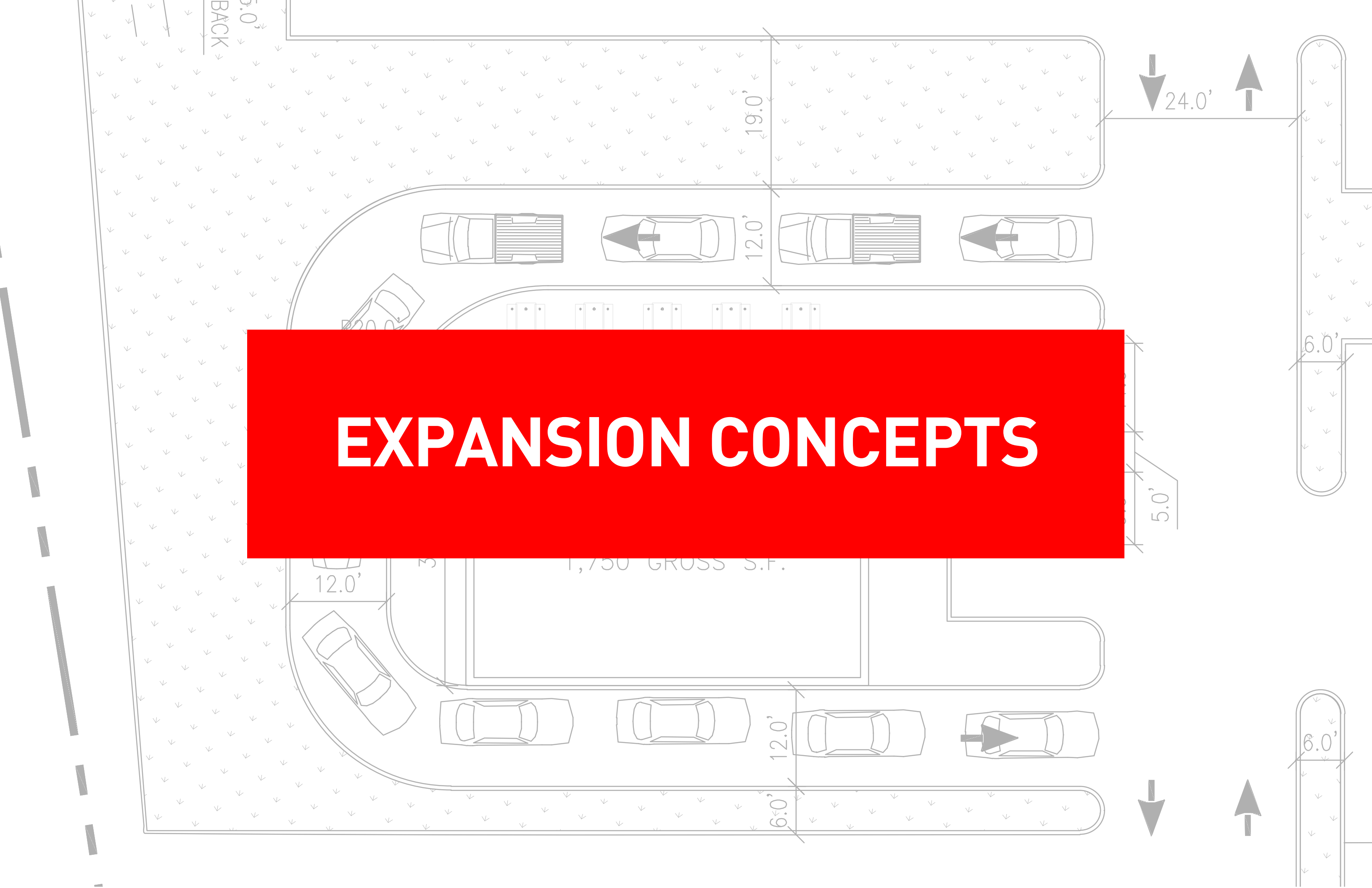
Located in the heart of LA's historic Koreatown in the iconic Romero's space, the first Sumo Dog location underscores simple, street-smart interiors occupying an intimate space. Sumo Dog's 25-seat restaurant offers a fresh and simple aesthetic, serving as the perfect backdrop for their menu's bold and vibrant flavors.



SANTA MONICA



EXPANSION CONCEPTS



YANKEE STADIUM



YANKEE STADIUM



SMALL FOOD KIOSK



JAPANESE
INSPIRED



HOT DOGS
ホットドッグ



SUMO DOG

HOT DOGS

- CHILI & CHEESE 8**
Spicy miso pork chili, togarashi cheese sauce, crispy onions, scallions, furikake
- SUMO DOG 8**
Pickled peppers, wasabi relish, spicy mayo, teriyaki sauce, minced onion, furikake, kizami nori
- THE LOCO MOCO 9**
Hayashi beef gravy, mushroom, sunny side up egg, pickles, furikake
- THE ROMERO 8**
Guacamole, pico de gallo, lime, cilantro, mayo, tempura crunchies
- MISO KATSU 9**
Panko crusted hot dog, cabbage, mustard miso, tonkatsu sauce, mayo, scallions
- BACON BANH MI 9**
Bacon wrapped dog, pickled daikon & carrot, cucumber, cilantro, lime, jalapeño, spicy mayo, fish sauce
- SPICY TOFU CHILI 8**
Vegan tofu chili, cilantro, vegan mayo, togarashi cheese sauce, pickled daikon, scallion
- THE GODZILLA 13**
Foot long all beef dog, spicy pork chili, togarashi cheese sauce, spicy mayo, teriyaki sauce, cabbage slaw, furikake, kizami nori

SIDES - \$10

- FRENCH
FRIES
- TATER
TOTS
- SUSHI
RICE TOTS

DESSERT

- MOCHI 3**
Green tea, li hing mango, sakura, chocolate coconut
- CHOCOYAKI 4**
Nutella, condensed milk
- SOY MILK SOFT SERVE 4**
Flavor of the month

BEVERAGES

- RAMUNE 3.5**
- BOTTLED WATER 2.5**
- SOFT DRINKS 2.5**
- LEMONGRASS LEMONADE 3.5**

V = Available vegan or vegetarian

MEDIUM FOOD KIOSK

Pitched for Manchester Stadium



HOT DOGS

- CHILI & CHEESE** \$10.99
Hot dog with chili, cheddar cheese, onions, jalapeños, tomatoes, and pickles.
- SUMO DOG** \$10.99
Hot dog with chili, cheddar cheese, onions, jalapeños, tomatoes, and pickles.
- THE LOCO MOCO** \$10.99
Hot dog with chili, cheddar cheese, onions, jalapeños, tomatoes, and pickles.
- THE ROMERO** \$10.99
Hot dog with chili, cheddar cheese, onions, jalapeños, tomatoes, and pickles.
- MISO KATSU** \$10.99
Hot dog with miso, katsu, and pickles.
- BACON BANG MI** \$10.99
Hot dog with miso, katsu, and pickles.
- SPICY TOFU CHILI** \$10.99
Hot dog with miso, katsu, and pickles.
- THE GODILLA** \$10.99
Hot dog with miso, katsu, and pickles.

SIDES - \$10

- FRENCH FRIES**
- TATER TOTS**
- SOFT ICE CREAM**

DESSERT

- MICHI** \$3
Hot dog with miso, katsu, and pickles.
- CHOCOLATE** \$4
Hot dog with miso, katsu, and pickles.
- SOY MILK SOFT SERVE** \$4
Hot dog with miso, katsu, and pickles.

BEVERAGES

- RAMUNE** 3.5
- BOTTLED WATER** 2.5
- SOFT DRINKS** 2.5
- LEMONGRASS LEMONADE** 2.5

* Available upon request



HOT DOGS & SIDES

- CHILI & CHEESE** \$10.99
- MOUNT FUJI** \$10.99
- SUMO DOG** \$10.99
- TATER TOTS** \$4.99
- SOFT ICE CREAM** \$4.99

MISO KATSU \$10.99	SUMO DOG \$10.99	MOUNT FUJI \$10.99	CHILI & CHEESE \$10.99
MISO KATSU \$10.99	SUMO DOG \$10.99	MOUNT FUJI \$10.99	CHILI & CHEESE \$10.99
MISO KATSU \$10.99	SUMO DOG \$10.99	MOUNT FUJI \$10.99	CHILI & CHEESE \$10.99



SUMO DOG

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MSP AIRPORT

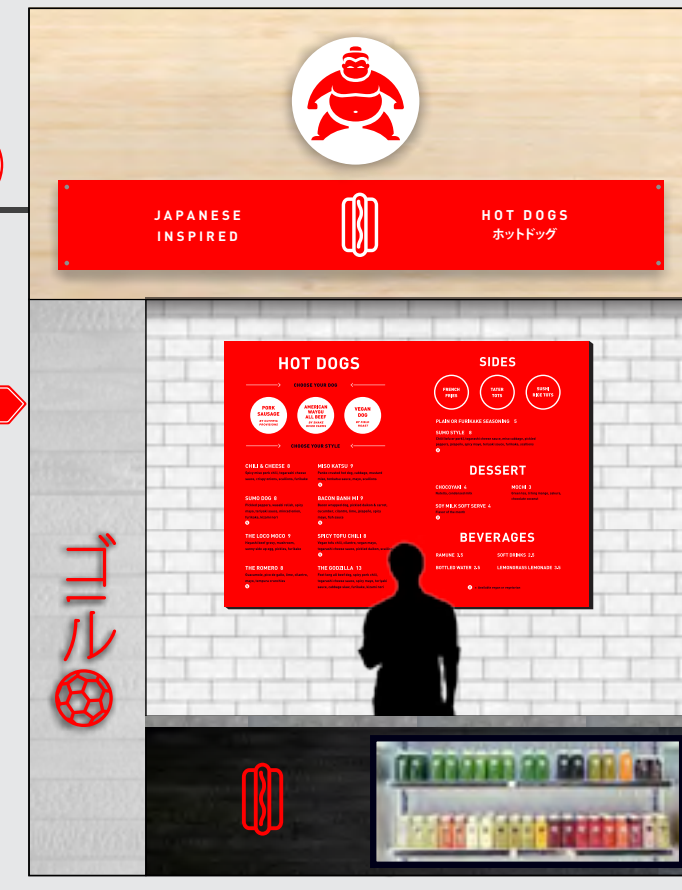
**WELCOME TO
MSP AIRPORT**



MSP AIRPORT

FRONT FACADE

SIDE FACADE



NY AMPITHEATER

BUILDING IMAGERY

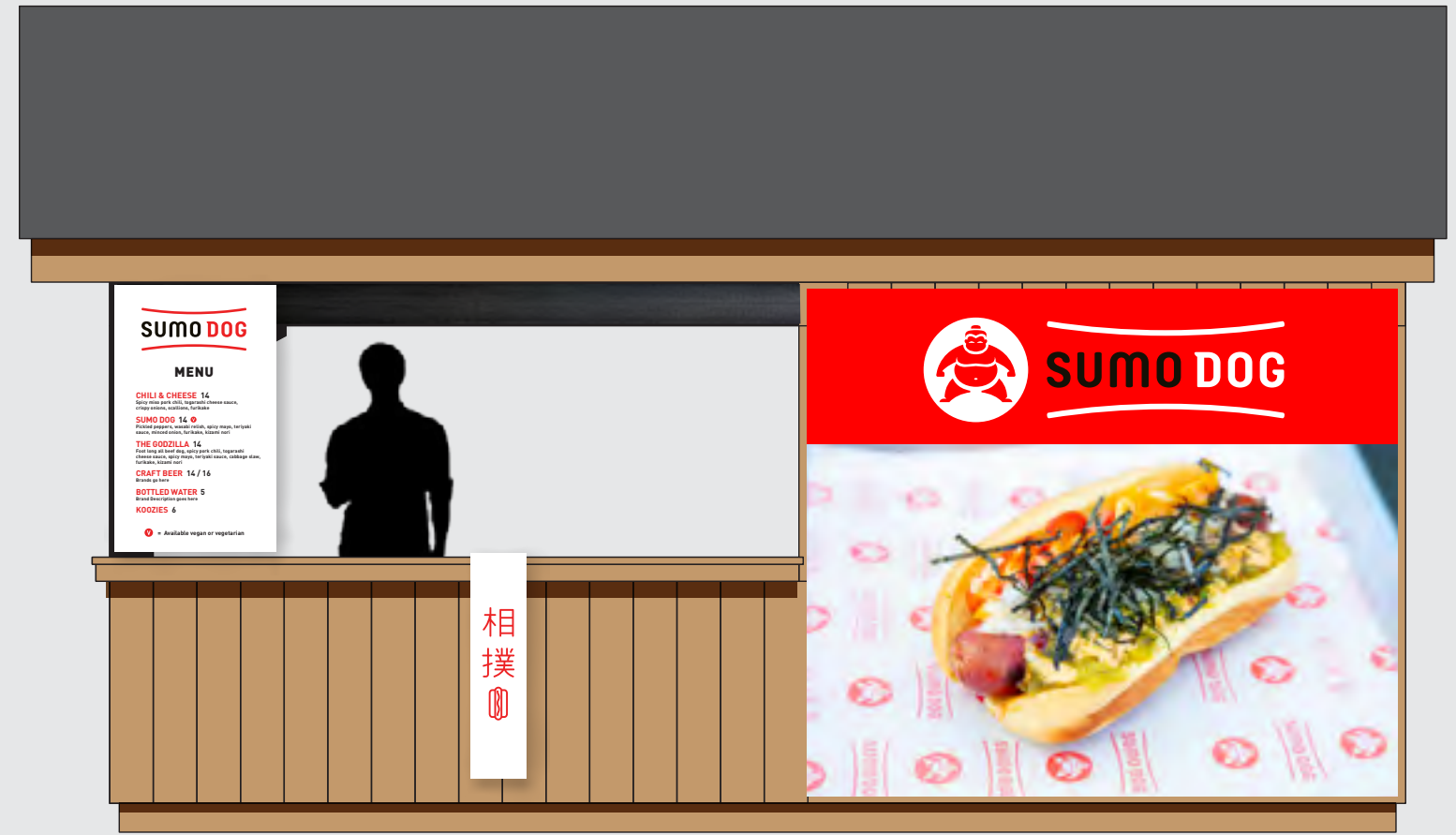
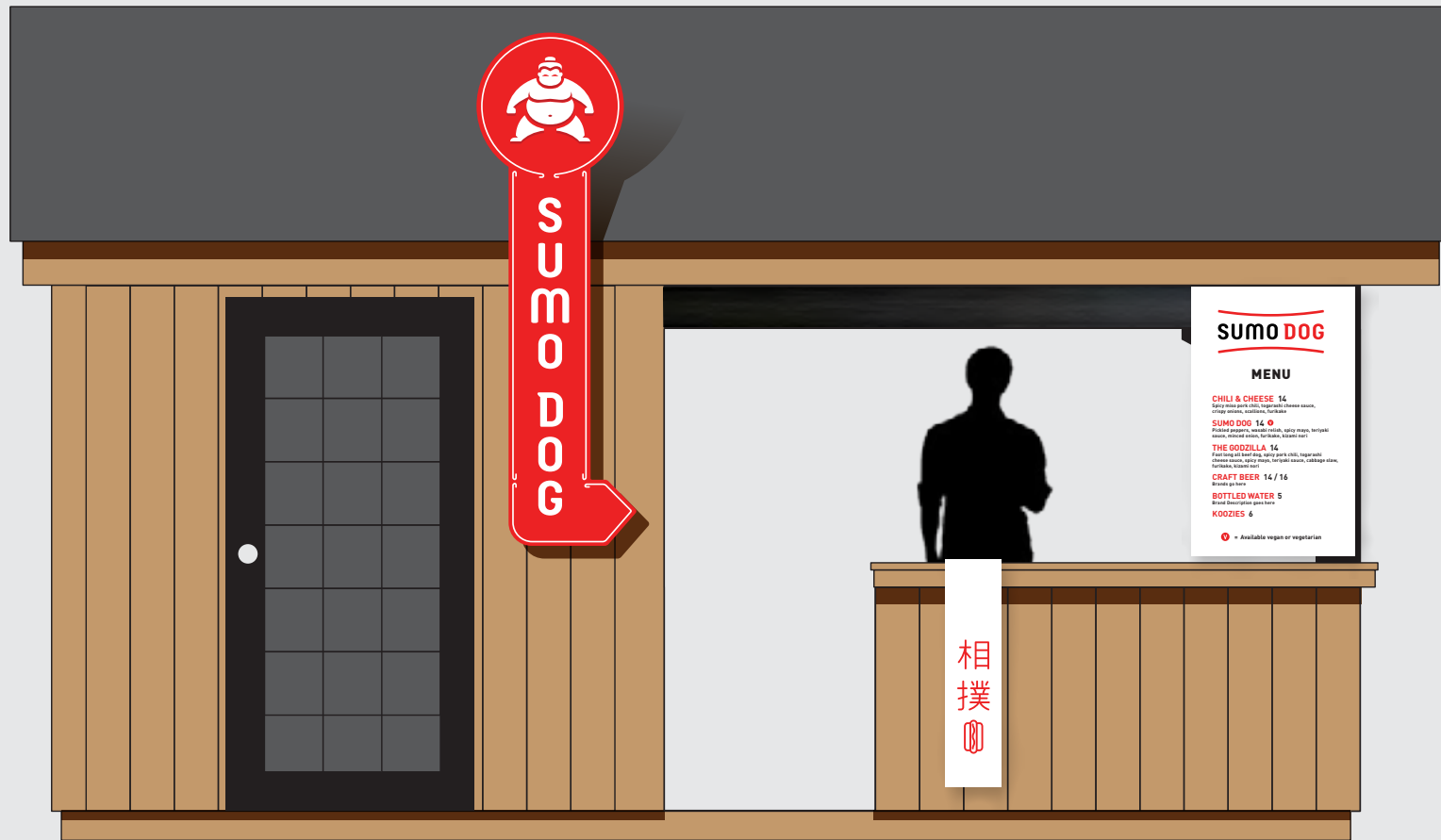


SAMPLE RESKIN



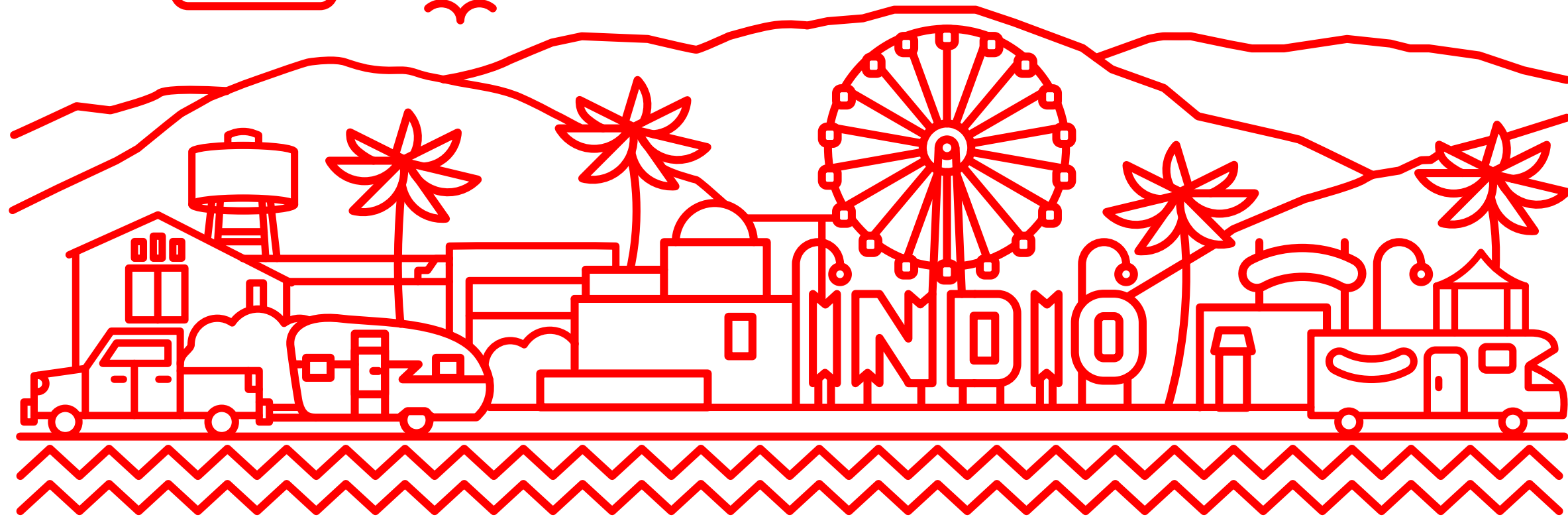
NY AMPITHEATER

SIDE GRAPHICS



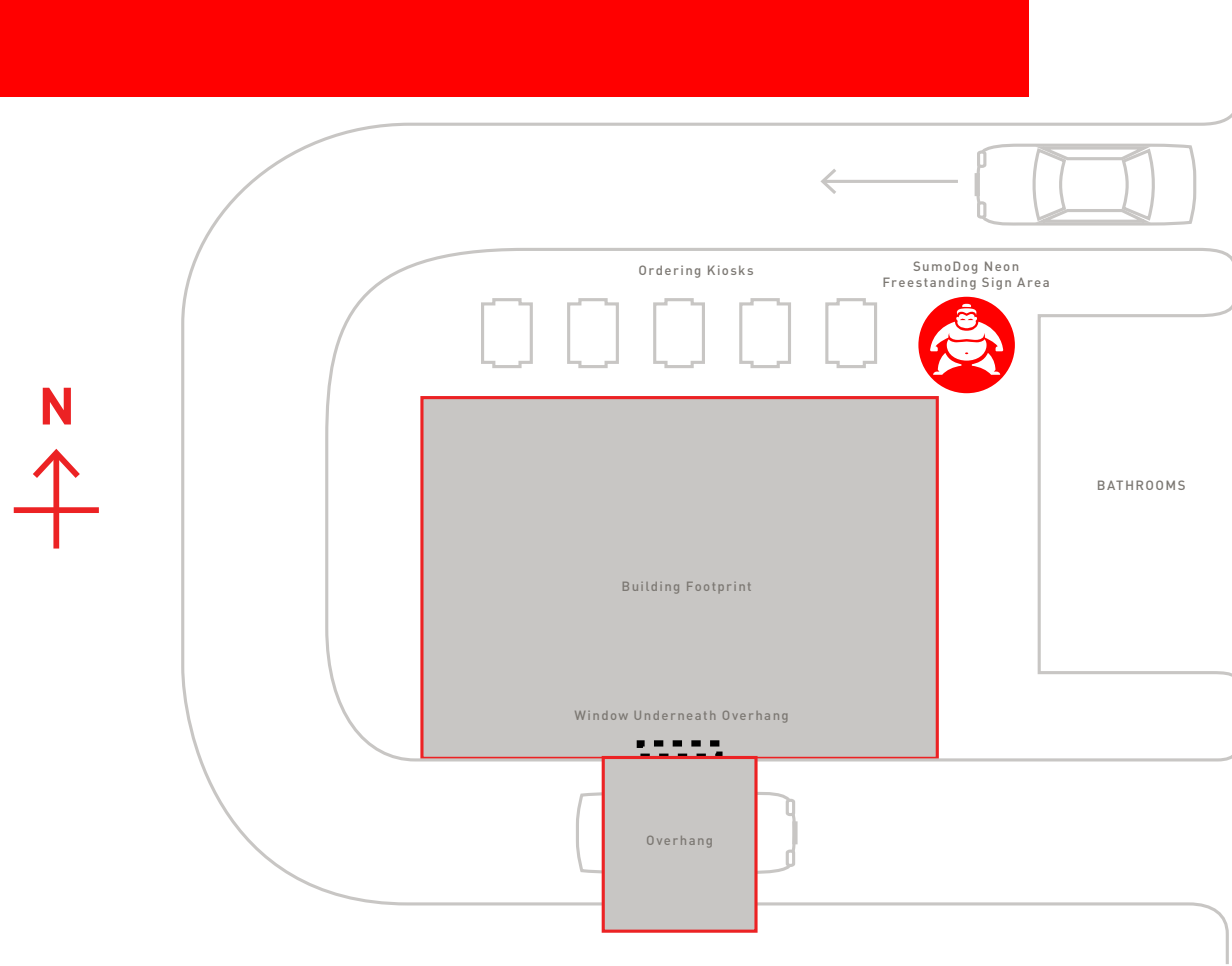
COACHELLA DRIVE-IN

WELCOME TO THE
COACHELLA VALLEY

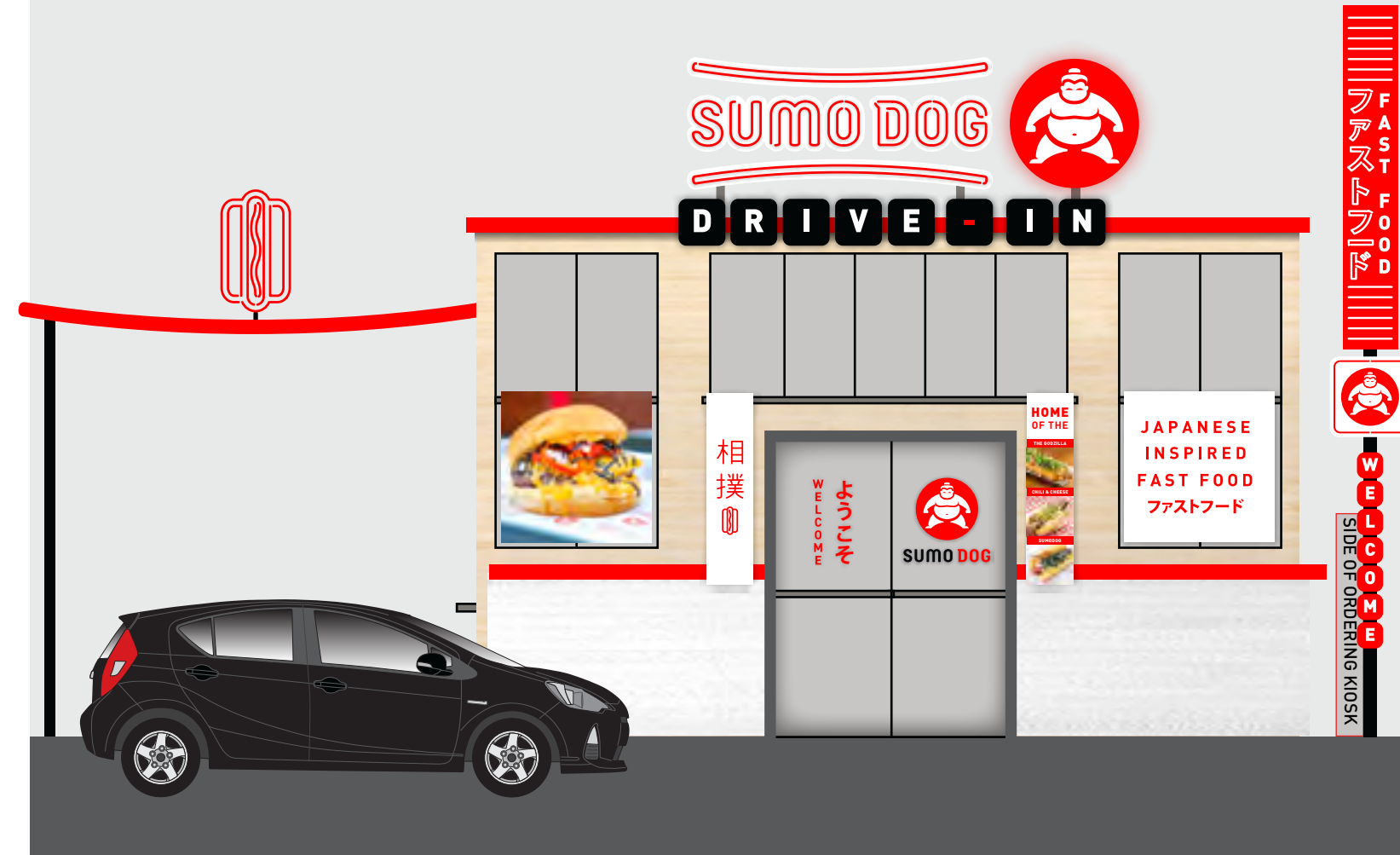


COACHELLA DRIVE-IN

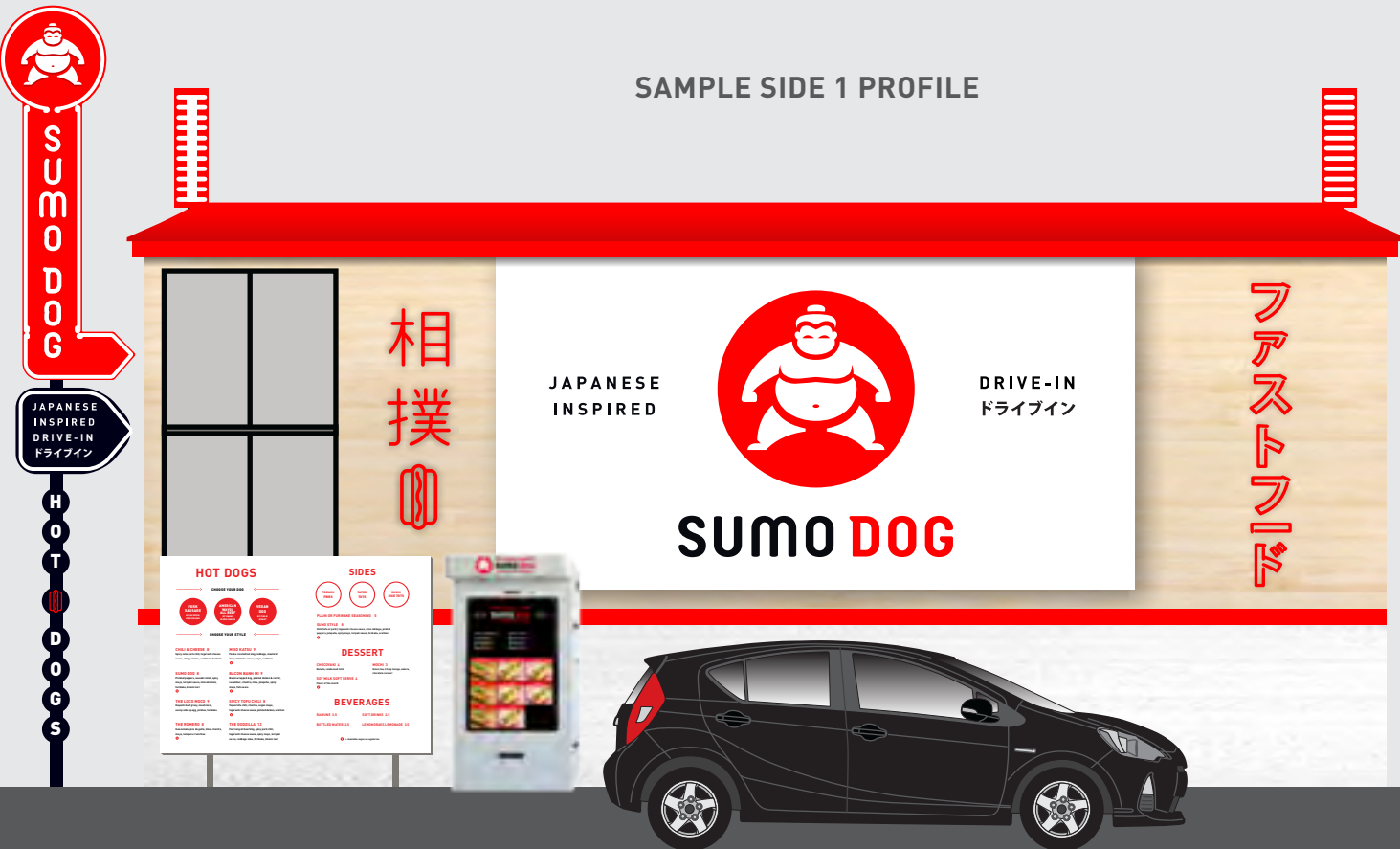
ARIAL VIEW



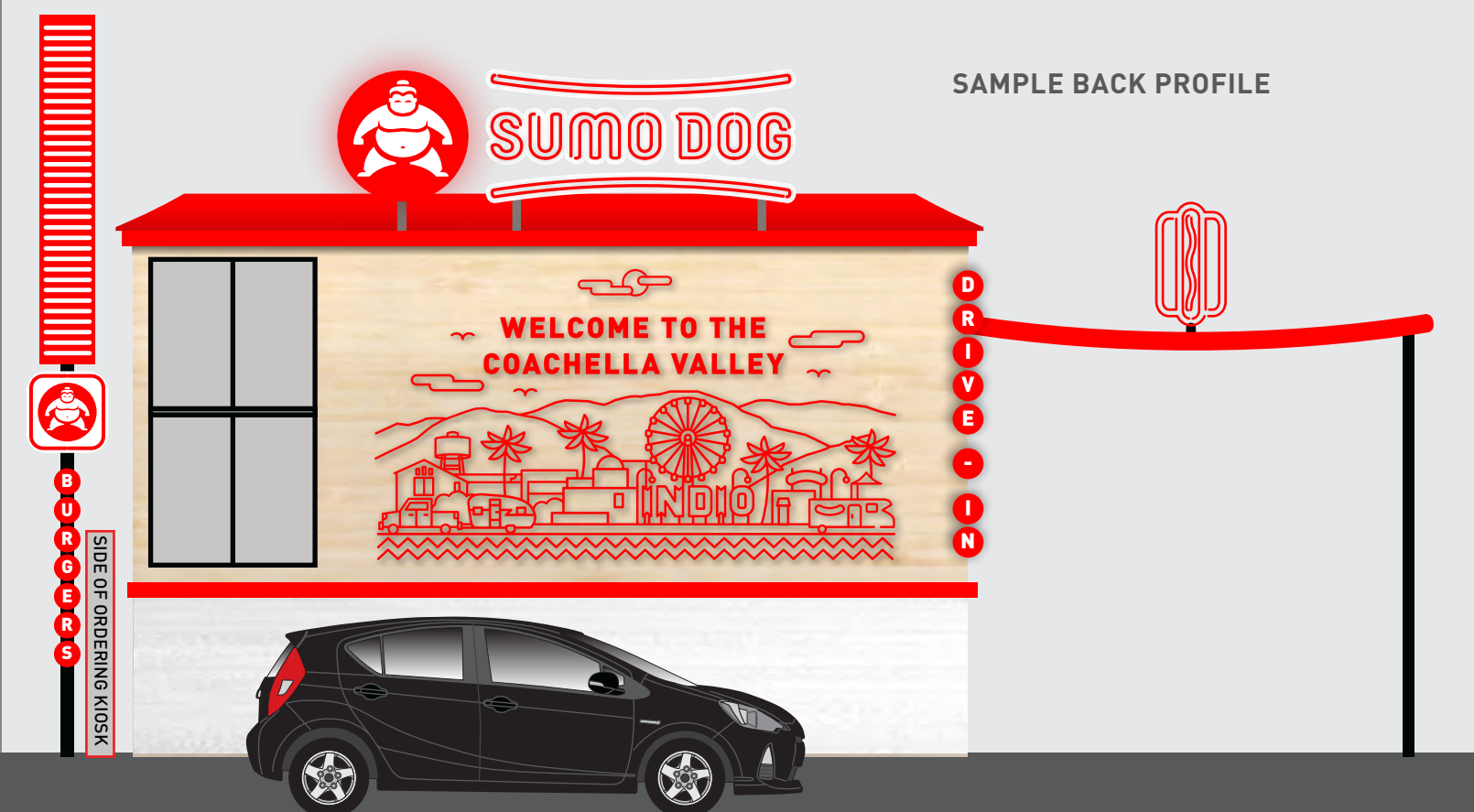
SAMPLE FRONT PROFILE



SAMPLE SIDE 1 PROFILE



SAMPLE BACK PROFILE



LOCATIONS



Our Locations

Yankee Stadium (2 locations)

1 E 161 St. Bronx, NY 10451

AT&T Stadium (2 locations)

1 AT&T Way, Arlington, TX 76011

SoFi Stadium (2 locations)

1001 Stadium Dr, Inglewood, CA 90301

The Prudential Center (2 locations)

25 Lafayette St, Newark, NJ 07102

Angel Stadium of Anaheim (2 locations)

2000 E. Gene Autry Way, Anaheim, CA 92806

Golden 1 Center

500 David J Stern Walk, Sacramento, CA 95814

Bethel Woods Center for the Arts

200 Hurd Rd, Bethel, NY 12720

The Oculus Beer Garden

NY, NY (opening 2023)

Summerfest

Milwaukee, WI (opening 2023)

Indio, CA

(opening 2023)

Riverside, CA

(opening 2023)

[Read the full article](#)

<https://www.rollingstone.com/tv-movies/tv-movie-lists/30-best-things-we-saw-at-coachella-2016-weekend-one-73726/>

Rolling Stone

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30 Best Things We Saw at Coachella 2016: Weekend One

Rock reunions, desert disco parties and a Kristen Wiig cameo: the most memorable moments from Weekend One



Best Foot-Long Meal: The Sumo Dog

This pop-up is the co-creation of Jeffrey Lunak, a disciple of *Iron Chef* fusion master Masaharu Morimoto. His partner is Nic Adler, owner of crusty Sunset Boulevard club The Roxy. Fittingly, this thing pushes up against the edge of indecency, even if it's not so punk to eat a hotdog with a fork and knife. This dog contains multitudes. It's salty-savory as you'd expect, but the unctuous mess topping the foot-long beef frank — good snap, by the way — ensures your every taste bud gets its due. The primary sauce source is a tōgarashi-seasoned spicy pork chili/mayo/cheese combo. Dry goods include scallions, orange pickled peppers and shaved white cabbage. Classic green relish gets spooned on to remind us what we're eating, before the wiener's sprinkled with nori slivers, making it look like an oblong urchin. The seaweed gives up loads of umami, of course, but it also confirms that the Sumo Dog is, in fact, a sausage masquerading as some kind of dragon roll.

PRESS



<https://www.thrillist.com/venues/eat/los-angeles/restaurants/sumo-dog>



<https://www.vogue.com/article/japanese-los-angeles-restaurants-shuhari-sumo-dog>



https://laist.com/2017/01/19/sumodog_koreatown.php



<https://www.lamag.com/digestblog/heres-new-go-spot-truly-excellent-hot-dog/>



SUMO DOG

THANKS!

ありがとう

Arigatō