



B-Well Sushi and Café

At a quick glance, driving passed B-Well will make you say “Hmm, that’s an interesting looking place, I wonder what it is.” As you approach it you will be drawn to the fun cartoon-like signs and music. The “Sushi – café” sign may tug on your curiosity to find out more about what’s behind the trendy Quinpool Road storefront. Once inside, you will immediately feel comfortable with familiarity. The chalk board signs listing colourful items will remind you of a homemade ice-cream parlour you once visited. The organic free trade coffee signs attached to urns on the counter will be a pleasant surprise. What you don’t expect is to see a variety of sushi items listed on the colourful board and a sushi chef working in the kitchen behind the take-out counter. That chef will likely be Masahiro Amemiya, the owner of B-Well Sushi Café.



Don't be afraid to fail. You won't succeed unless you try.

Masahiro, known as Masa, knows how to attract people and create a trendy and comfortable environment. Bright artwork is displayed, a cosy leather coach section is arranged next to a window overlooking the street, and smaller tables and chairs surround a fireplace in the restaurant section of B-Well Sushi and Café. The take-out section is decorated with pleasing art and a scrap-book style photo album itemising each dish and placed on the waiting area benches for customers to flip through while deciding on their order. The atmosphere creates an expectation of healthy organic or natural food.

When asked how he arrived at such a unique vibrant decorating style, Masa responds “It’s what a typical café looks like in Japan!”

B-Well opened its doors in the summer of 2009. Masa says his biggest challenge was not having a business background and connecting with the right people to get started.

Masa came to Halifax in 2004. The gentle and pleasant young entrepreneur worked as a computer programmer in Japan. Wanting to bring the Japanese healthy lifestyle to Halifax, Masa went to ISIS for help in setting up his business. “ISIS helped me with my business plan and directed me to the resources I needed such as lawyers and accountants. If it weren’t for ISIS, I would not be in business today.”

“Since I started, I learned the most important thing is people; finding the right people and having good people on your team. People come first: your customers, staff, partners and associates. Make sure you are surrounded by the right people.”

Masa’s advice comes from the heart of one who chose a new path in life:

“Don't be afraid to fail. You won't succeed unless you try”

