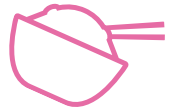


Q&A with Toby Yap

Co-founder & Managing Director
of Poké Me



Toby, can you tell us a little more about your involvement in Poké Me?

The Poké Me journey began in 2015 while Leigh and I were travelling extensively through Asia, North America and Europe researching the latest in food and beverage health concepts that could have applications in the Asia Pacific market. We launched the first Poké Me restaurant in South Yarra in 2016 with the aim to redefine the traditional Hawaiian Poké bowl through the fusion of a Japanese inspired flavours across a broad mix of fresh ingredients. In 2017 we launched our second restaurant in Victoria and our first site in South Australia.

What led to your expansion plans for the brand?

When we were in the U.S., the Hawaiian Poké food style jumped out as it was just starting to find traction in LA, New York and San Francisco. Besides being a healthy Quick Service Restaurant (QSR) alternative it, had great synergies to popular Japanese food styles - sushi in particular. So within the first 6-months of launching our first restaurant in South Yarra, we were confident in the brand's ability to scale and successfully grow throughout Australia and the Asia Pacific region.

Your brand has changed its menu and updated its offering, tell us more?

Since its inception, the Poké Me model has been focused on being the 'build your own bowl' restaurant brand. The model has evolved to become a fully immersive Health Bowl Bar, offering a large selection of delicious healthy ingredients

that provide customers the opportunity to build an endless number of wholesome bowls with tasty flavour combinations. Our offering now includes a choice of 6 bases, 11 proteins, 34 toppings and 9 sauces so there's always a new combination you haven't tried yet.

What's the long-term plan for the Poké Me team?

The long term plan for Poké Me is to be a leading disruptor in the global healthy QSR space. In today's culture, it's become way too easy to develop a bad diet! In Australia alone, over 65% of the population is classified as being obese and this is predicted to climb to 85% by 2025. Change needs to happen now and we see Poké Me as being a leader in this change. We want to show people across all areas and demographics that you can eat a balanced, healthy, fulfilling and delicious meal that won't break the bank. Our goal is to grow a strong tribe of licensees across Australia who share our vision of fresh, healthy and most importantly delicious food.

How does the recruitment process work and how do potential franchisees get involved?

We're working with our franchising partner, DC Strategy, to find suitable candidates. Over the past six months, we have been collaborating with Head of the Recruitment James Young, who has been actively involved in our franchise programme, identifying relevant candidates and qualifying potential leads. We currently have a number of exciting prospects. Find out more about our franchising plans at: franchising.dcstrategy.com/poke-me