



FRANCHISE INFORMATION

A BRIEF OVERVIEW OF THE CALI-POKE
FRANCHISE OPPORTUNITY

Our Story

“IT'S OUR PLEASURE TO SERVE YOU”

#WithLoveFromCALI

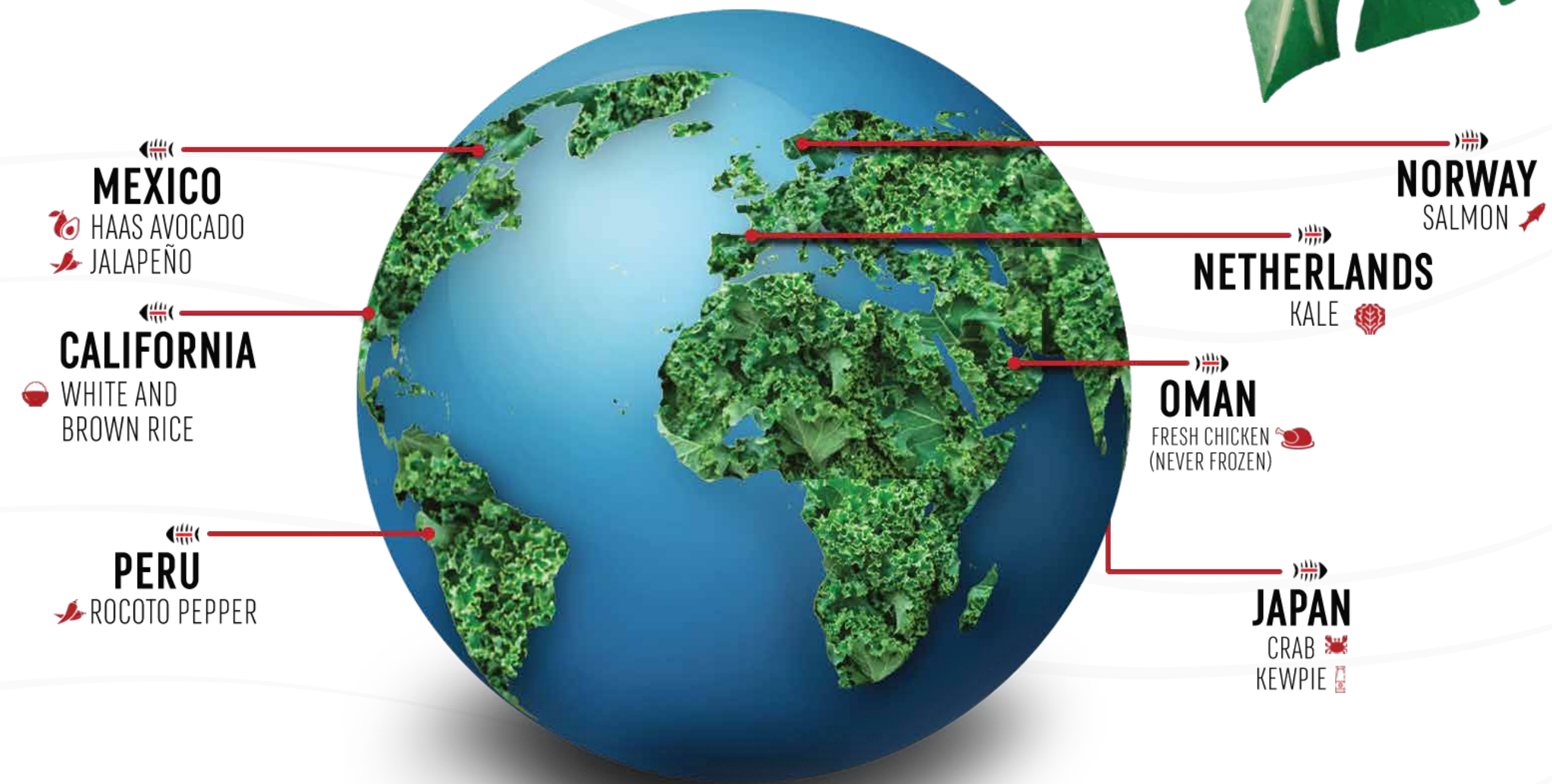
We are the boys from Cali who love food and the ocean. Our interests in both have made our travels more exciting. Naturally, we have come across some of the best ingredients from various continents, especially Hawaii. As determined as we are, we took on the challenge of creating a **"Pole to Bowl"** concept. Our focus is on the quality of the ingredients and our hardworking team, which feels more like family. Our job is to ensure that the quality is served and to treat our farmers as our own. We thought that there was no better way to spread this experience than to do it in a city like Dubai!

Born in California, made in Hawaii



Our Mission

At **CALI-POKE** we provide our customers with the freshest, most aesthetically pleasing and thoroughly delicious poke bowls made with high-quality, sustainably sourced ingredients. We are committed to serving healthy and flavourful meals that satisfy our customers' cravings, enticing them to come back for more. CALI-POKE is much more than just an award-winning brand, we are a community of food lovers', enthusiastic innovators, and creators who are passionate about sharing our love of poke. At CALI-POKE we are dedicated to pushing the boundaries of what is possible in the world of poke cuisine ensuring we continue to strive to provide exceptional customer service and to continually innovate and improve our menu offerings to exceed our customers' expectations.



THE CALI DIFFERENCE
SOURCING ✈️ FRESHNESS

Investment Highlights

- ◇ 24/7 AI Powered franchise support system and tutorial videos
- ◇ \$1.1M average 2022 sales for company owned stores
- ◇ 2:1 = Sales to investment ratio.
- ◇ Investment Starts at \$100k
- ◇ Fast ROI: 7 months for Kiosk and 17 months for brick & mortar up to 35% over 5 years.
- ◇ Growing Market trend in Poke with a \$1-Billion category expected to grow 13% annually through 2026
- ◇ Open to discussing customized investment options that meet your specific investment objectives.
- ◇ Proven business model and an award winning brand with a consistent revenue growth.
- ◇ High quality ingredients that are certified fresh
- ◇ Tasty menu options that meet the latest dining trends across all age groups
- ◇ Experienced Team with High customer satisfaction
- ◇ High average ticket relative to other QSR concepts
- ◇ Loyal and consistent customer base. The average customer eats at CALI-POKE once a week or more.



Who We Are

AWARD WINNING BRAND

CALI-POKE is an award-winning poke restaurant brand in the world and has been recognized on multiple occasions

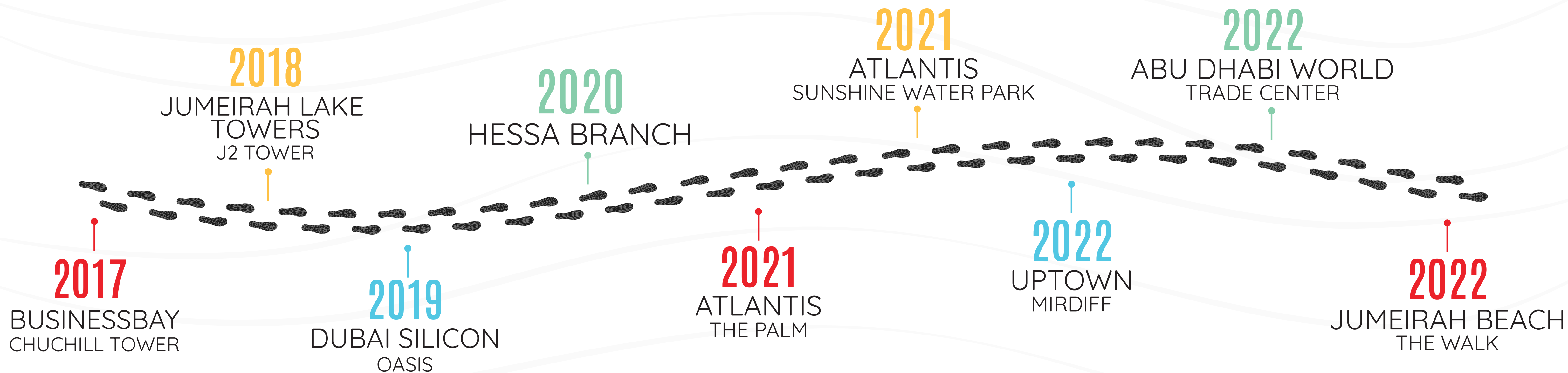
- ◇ Sushi Lovers Poke Bowl awarded No. 3 by Deliveroo as the Top 100 Dishes ordered in the world.
- ◇ Dubai's most-ordered dishes
- ◇ Most popular dishes of 2020

TOP 3 HIGHEST RATED BRAND IN UAE - 2023



Our Footprint

After opening four successful USA restaurants, CALI-POKE set its sights overseas and launched in UAE.

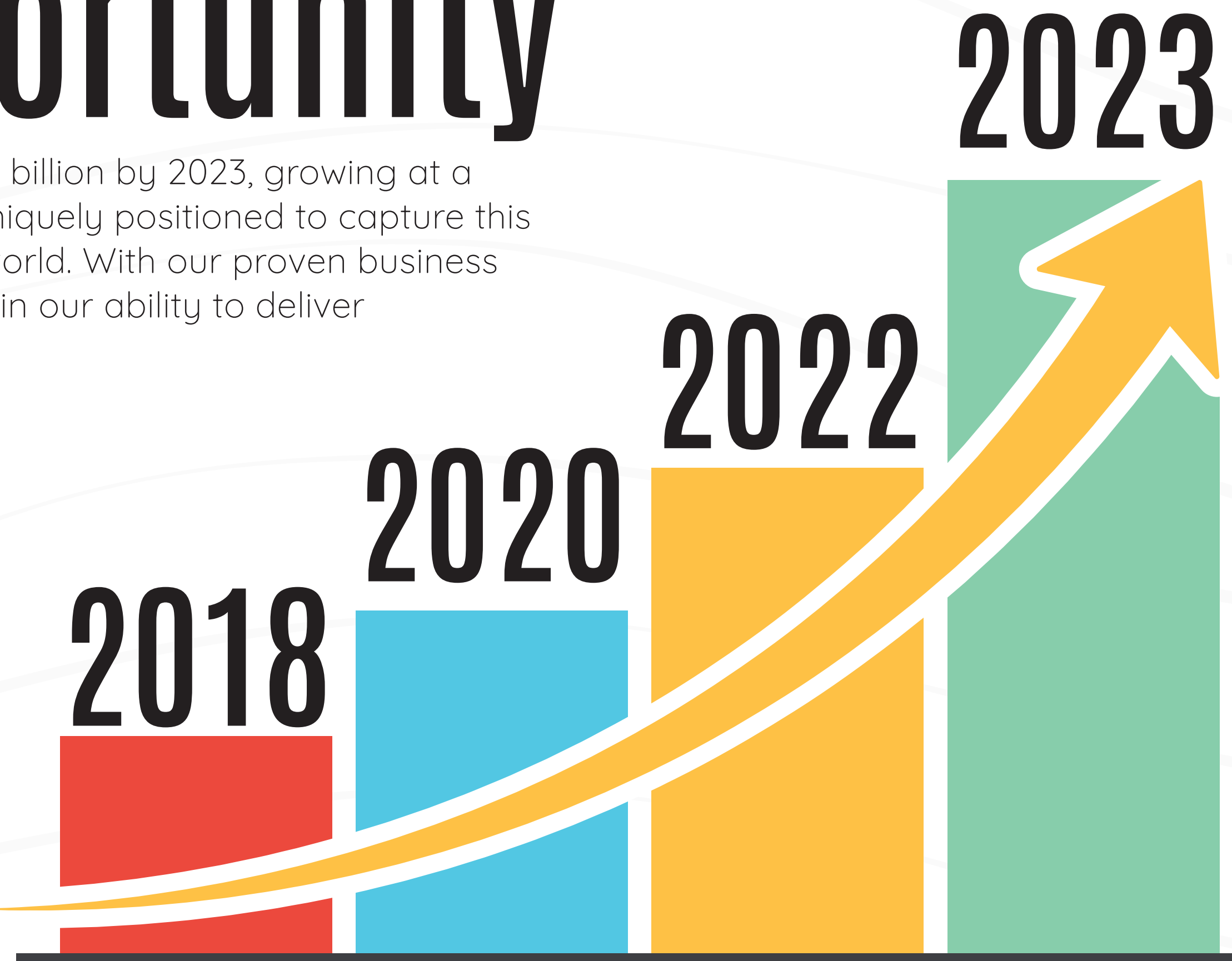


Market Opportunity

The global poke market is estimated to reach \$1.34 billion by 2023, growing at a CAGR of 14.76% from 2018 to 2023. CALI-POKE is uniquely positioned to capture this growth and become a leading poke brand in the world. With our proven business model and exceptional products, we are confident in our ability to deliver substantial returns for our investors.



\$1.34 Billion
Market size growth from 2018 to 2023



14.76%
Market growth will
Accelerate at a CAGR

Our Menu

CALI-POKE's executive chefs took California's love of western cuisine across and produced the Poke Taco with CALI vibes and Japanese/Peruvian sauces.

Poke Bowls are a traditional Hawaiian dish that typically consists of diced raw fish, vegetables, and rice, all mixed together in a bowl with a variety of sauces and seasonings. It's a perfect meal for anyone who is looking for a nutritious and satisfying meal that is also packed with flavor.

We offer a variety of different types of fish, including salmon, tuna, and shrimp, all of which are incredibly fresh and sourced from sustainable fisheries. Additionally, we have a wide range of vegetables to choose from, including avocado, cucumber, edamame, and seaweed salad, among others. You can mix and match to create your perfect bowl.

We also offer ceviche, sashimi, edamame as a starter and freshly made smoothies for the drinks, with our signature drink, CALI-Coconut

CALI-POKE menu offers a wide range of fresh and delicious ingredients that you can mix and match to create your perfect bowl. We pride ourselves on using only the highest quality ingredients, and we are confident that you will love our food



Our Menu



SIGNATURE BOWLS



TRUE CALIFORNIAN



SUSHI LOVER 2.0



TRUE HAWAIIAN



HOLLYWOOD BOWL



ALOHA BOWL



CALI-KALE
SASHIMI SALAD



CALI-PONZU
SHRIMP



DUBAI BOWL



CALI-KALE SPICY TRUFFLE
TERIYAKI CHICKEN



CALI-KALE TERIYAKI
CHICKEN



SAN FRANCISCO
BOWL



CALI-VEGAN



SUSHI LOVER

CALI-ACAI



BUMBLE BEE



VERY BERRY ACAI



BANANA SPLIT



MANGO FIESTA



CALI x VOSS
LIMITED EDITION

Our Menu

CALI-STARTERS



PERUVIAN ROCOTO
CEVICHE



PERUVIAN AMARILLO
CEVICHE



TRADITIONAL PRAWN
CEVICHE



WHOLE CUBE MEXICAN HAAS AVOCADO



CALI-SIGNATURE
EDAMAME



CRAB SALAD



PICO DE GALLO



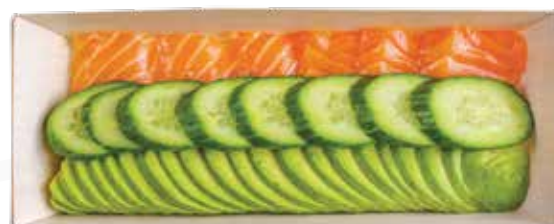
SICILIAN STYLE SASHIMI MIXTO



SEARED AHI TUNA SASHIMI W/
BLACK & WHITE SESAME



SEARED AHI TUNA SASHIMI W/
TOGARASHI



SALMON SASHIMI & MEXICAN
HAAS AVOCADO



SEAWEED SALAD



FRESH MEXICAN
GUACAMOLE



MISO SOUP

CALI-HOT



CALI-HOT TERIYAKI
SALMON POKE BOWL



CALI-HOT TERIYAKI
CHICKEN POKE BOWL



CALI-HOT CAJUN
GRILLED CHICKEN



CALI-HOT TERIYAKI
PRAWN POKE BOWL



CALI-HOT GARLIC
BUTTER SHRIMP



CALI-HOT TEMPURA
SHRIMP

NEW-NEW



OG SALMON POKE
BY THE POUND



OG AHI TUNA POKE
BY THE POUND



THE BOMB CALI CRAB SALAD
W/ TEMPURA SHRIMP



SHRIMP
TEMPURA BASKET



CALI-TARTAR

Business Model



DARK KITCHEN

Fully equipped commercial kitchen space in a strategic location, used by multiple food businesses to prepare their food for delivery.

- ◇ Cost efficient
- ◇ Easy to setup
- ◇ Increased expansion opportunities

BRICK & MORTAR

A traditional restaurant that has a physical store which can be used for dine-in & delivery

- ◇ Provides a more personal experience
- ◇ Greater opportunities for sales via in store displays, enticing ambiance and persuasive sales tactics
- ◇ Can be used for both dine-in & delivery

KIOSK

A small QSR, stand alone booth used in high traffic areas.

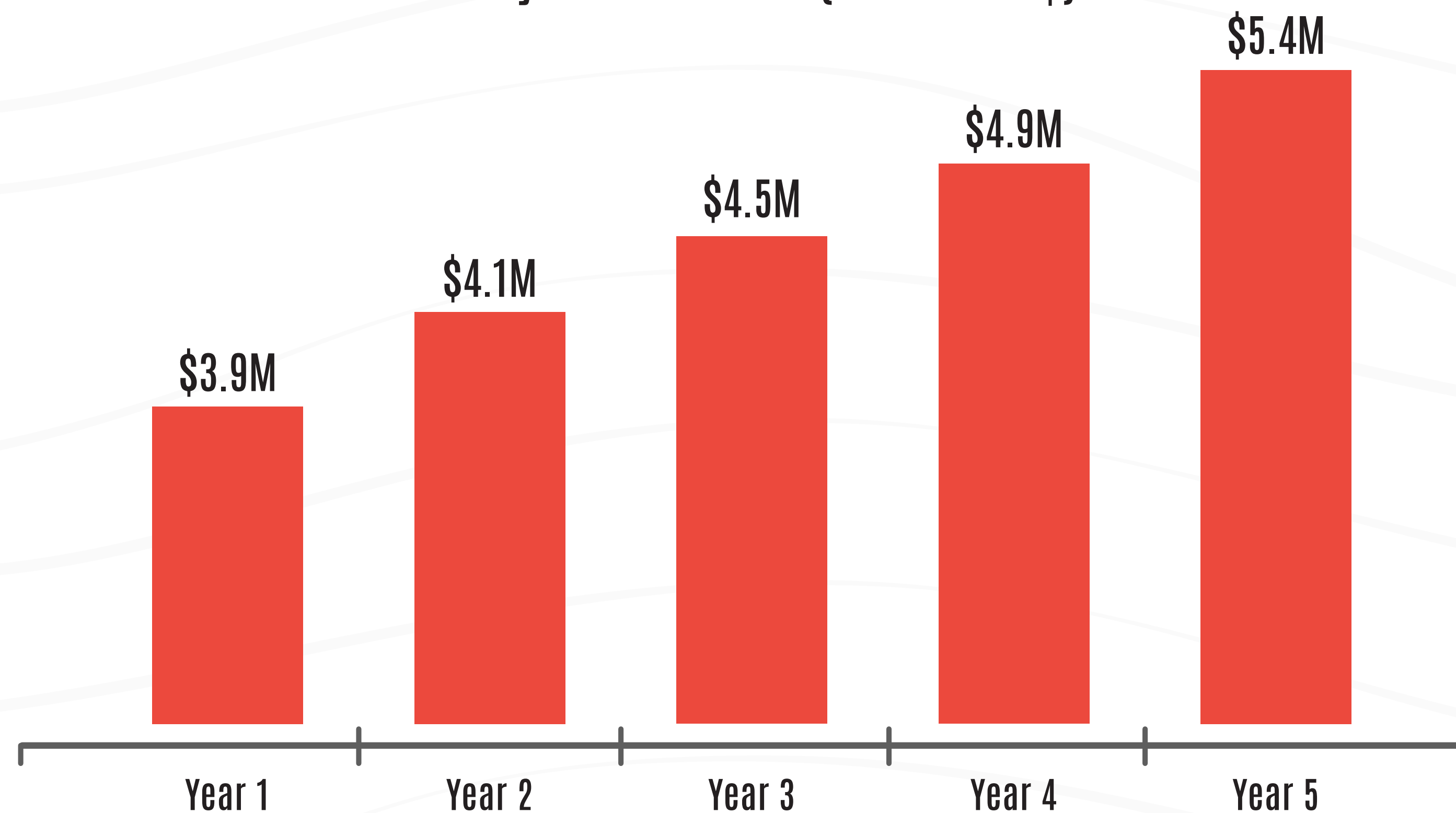
- ◇ QSR, Reducing customer waiting time
- ◇ Low cost investment
- ◇ Low staffing cost

Revenue Growth Trends

CALI-POKE's franchise model has been refined and optimized over the years, resulting in a highly scalable and profitable business.



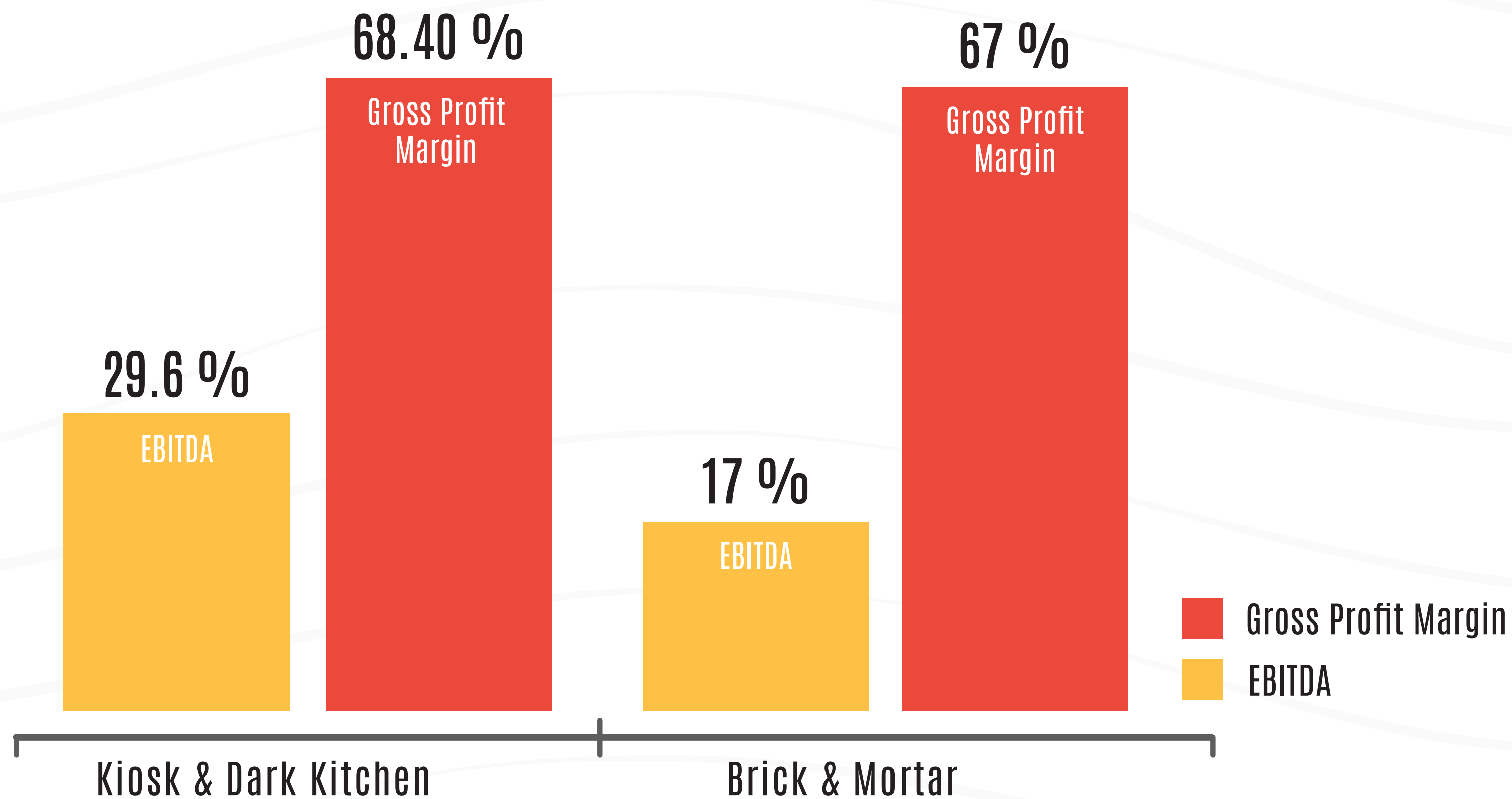
Yearly Sales Growth (In Million \$)



Revenue Growth Trends



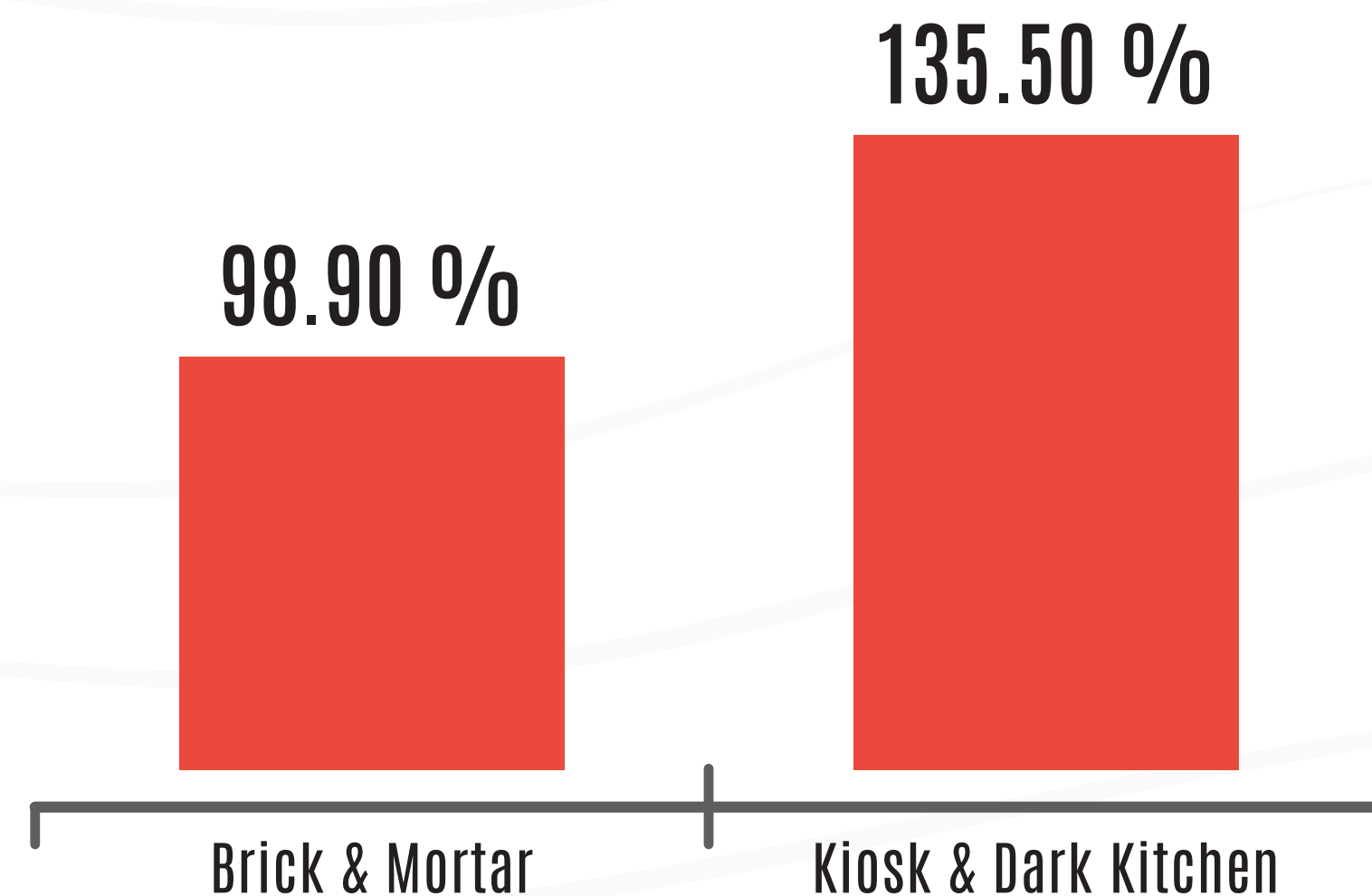
Gross Margins & EBITDA



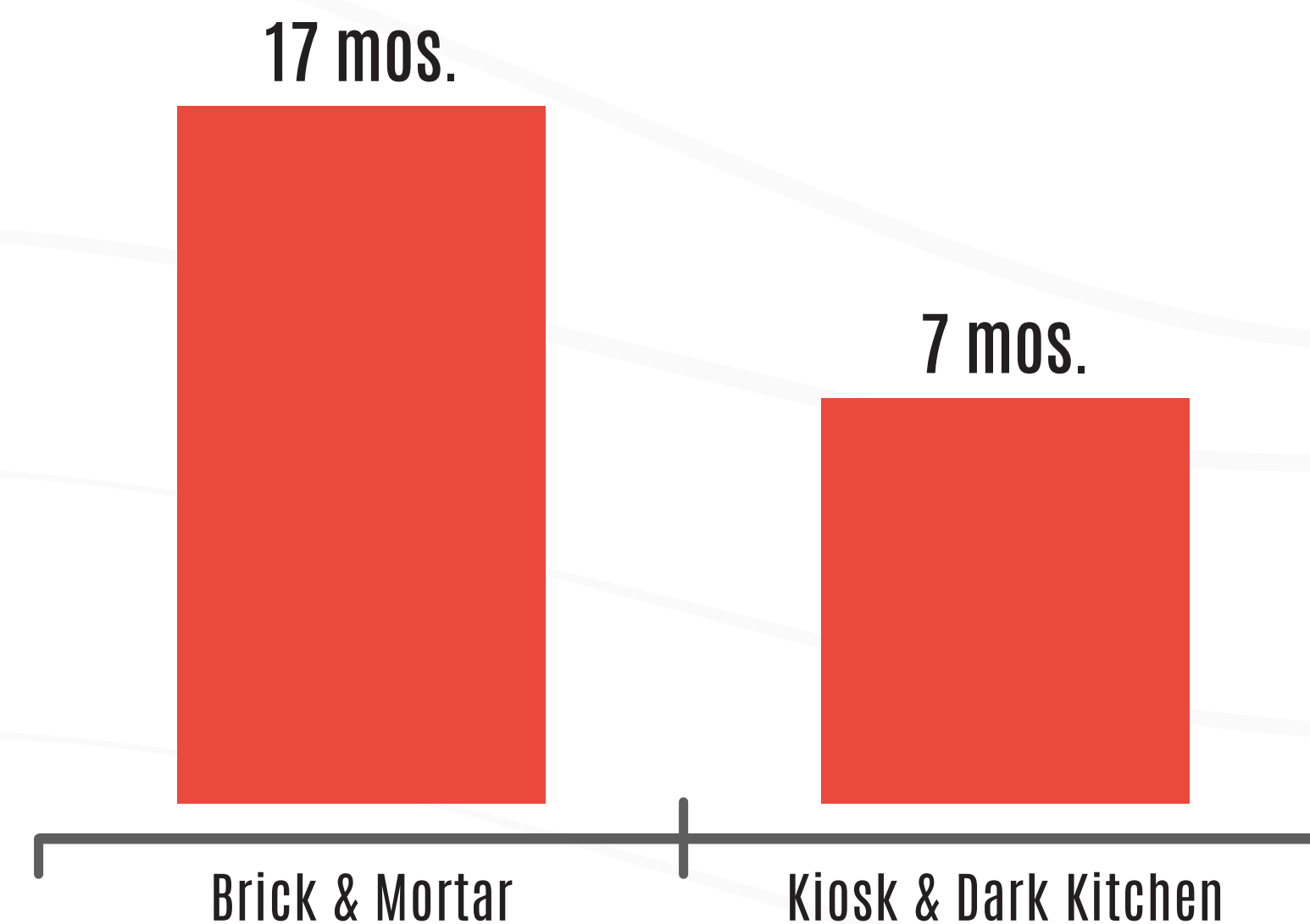
Financial Projections

With our successful business model and strong brand awareness and highly rated customer satisfaction, there are numerous opportunities for growth and expansion as a CALI-POKE franchisee. Whether you want to open a single kiosk or restaurant, multiple locations or master franchise new territories, we are committed to helping you achieve your goals and succeed as a franchisee.

Return on Investment



Payback in Months



Our ROI & Pay Back Periods offers healthy returns to the Potential Investors

Support and Training

As a franchisor, we are committed to providing our franchise partners with the support they need to succeed. We offer comprehensive training programs, ongoing support, and access to our proprietary recipes and techniques. We also work closely with our franchise partners to ensure that our high standards are maintained in every location, and we provide them with the tools and resources they need to run a successful business.



02

04

Site selection & lease
negotiation assistance

Comprehensive
training program

Marketing &
advertising support

Centralized production
of complex ingredients

AI-powered franchisee
support system

01

03

05

Franchise with CALI

- ◇ LIMITED NUMBER OF INVESTMENT OPPORTUNITIES FOR ACCREDITED INVESTORS.
- ◇ MINIMUM INVESTMENT IS \$100,000
- ◇ ATTRACTIVE ROI OF UP TO 35% OVER 5 YEARS.
- ◇ OPEN TO DISCUSSING CUSTOMIZED INVESTMENT OPTIONS THAT MEET YOUR SPECIFIC INVESTMENT OBJECTIVES.



Why Us?

◇ PROVEN BUSINESS MODEL ◇

CALI-POKE's franchise model has been refined and optimized over the years, resulting in a highly scalable and profitable business.

◇ EXPERIENCED TEAM ◇

CALI-POKE's management team has extensive experience in the restaurant industry, as well as a track record of success in franchise expansion.



HIGH-QUALITY INGREDIENTS ◇

At CALI-POKE, we are committed to using only the highest quality, sourced ingredients to create delicious and nutritious poke bowls.

STRONG MARKET DEMAND ◇

Poke bowls are a popular and growing trend, and CALI-POKE is at the forefront of this trend. By franchising with us, you'll benefit from strong market demand and a growing customer base.

◇ STRONG BRAND RECOGNITION ◇

CALI-POKE has built a reputation as the go-to destination for high-quality poke bowls. With a loyal customer base and a growing brand presence, CALI-POKE is well-positioned for continued success.



Conclusion

Investing in CALI-POKE is an opportunity to be part of a rapidly growing franchise that has proven its success in the poke restaurant industry.

With a strong brand presence, a proven business model, and extensive franchisee support, CALI-POKE is well-positioned for continued growth and profitability.



Get in Touch!

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