

米国外食市場で毎年25%超の成長を続ける Poké 業態のなかで
全米8州とカナダで19店舗を展開する人気のブランド

“Pokéworks(ポケワークス)”がグループ入り

～ 外食企業への投資と支援実績を活かして400店舗展開を目指します ～

株式会社トリドールホールディングス(本社:兵庫県神戸市、代表取締役社長:粟田 貴也、以下当社)はこのたび、当社が目標とする2025年度の世界6000店舗体制を実現するため、世界の外食トレンドを創出する米国で毎年25%を超える勢いで急成長し、それ以上の成長が期待される Poké(ポケ)業態の有名チェーン“Pokéworks(ポケワークス)”に出資し、新たに当社グループに加えます。今後当社は、複数の外食企業への投資と支援を行ってきた知見やグローバルでのネットワークを活かし、同業態の高速出店をサポートする予定です。

Poké とはハワイで古くから親しまれるローカルフードで、現地の言葉で“切り身”を意味します。元々はマグロやタコ等を一口大に切り、海藻やタマネギ、香味野菜等と一緒にハワイアンソルトやしょう油・ごま油等を合えたものです。近年は米国本土でトレンドを取り入れて進化し、手軽に楽しめるヘルシーフードとして大人気アイテムとなっています。Poké は調理に火を用いないため低コストでの出店が可能で、尚且つオペレーションも非常にシンプルなので運営もし易く、この事も市場が急拡大する要因です。

そうした Poké 市場の中で、“Pokéworks”は2015年に米国ニューヨークで第1号店をオープンし、現在は全米8州とカナダで19店舗を展開しています。運営会社 Beyond Restaurant Group, LLC の経営は米国で人気となった Hot Pot(火鍋)業態の立ち上げを経験した Michael Wu 氏や、有力経済誌 Forbes の若手経営者特集「30 Under 30 (30歳未満の30人)」に選ばれた Peter Yang 氏等が担い、コーポレートシェフは2014年に Best Hawaiian Chefs の Top 5 に選ばれた、ハワイ在住の人気シェフ Sheldon Simeon 氏が勤めています。同ブランドは米国内で多数メディアに取り上げられることで非常に注目されており、既に多数のフランチャイズ出店の申し込みを受けています。今後も引き続きスピーディーな店舗展開が期待できるため、米国内400店舗の出店を目指しています。

“Pokéworks”では、食べ方(丼; Poké bowl、巻き寿司風; Poké burrito、サラダ; Poké salad)、具材(マグロやタコ、サーモン、エビに加えて、チキンや豆腐等)、トッピング、ソースをお好みで選んで組み合わせさせていただくスタイルです。ヘルシーフードとして人気の寿司よりもトレンド感と手軽さがあり、更には自分好みの具材やソースを組み合わせるカスタマイズできる楽しさも人気の理由です。

世界に通用する外食企業となることを目指す当社グループは、今後も引き続き、世界の外食市場で積極的な投資を継続し、世界を舞台に6000店舗体制の実現を目指します。

【SIGNATURE WORKS】 ※おすすめの組み合わせメニュー

HAWAIIAN CLASSIC	UMAMI CLASSIC	SPICY AHI
SHISO SALMON	SPICY PONZU ALBACORE	WASABI SHRIMP & SCALLOPS
SWEET GINGER CHICKEN	SWEET CHILI TOFU (v)	

【POKÉ YOUR WAY】 ※お好みで組み合わせられるメニュー

1. Choose a BASE

POKÉ BOWL (ポケ丼)

kale noodle (ケール麺), sushi rice (酢飯), organic brown rice (玄米), or quinoa (キヌア)

POKÉ BURRITO (巻き寿司)

sushi rice (酢飯) & roasted seaweed wrap (海苔巻き)

POKÉ SALAD (サラダ)

fresh romaine (ロメインレタス) and spring mix (数種の野菜)

2. Pick your PROTEIN

Ahi Tuna (マグロ), Albacore Tuna (ビンナガマグロ), Organic Tofu (豆腐), Salmon (鮭), Scallops (ホタテ), Shrimp (えび), Chicken (鶏)

3. Add MIX-INS

Blanched Kale (ケール), Chopped Shiso (しそ), Cilantro (コリアンダー), Cucumber (きゅうり), Diced Mango (マンゴー), Edamame (枝豆),

Fresh Jalapeno (ハラペーニョ), Hijiki Seaweed (ひじき), Ogo Seaweed (おごのり), Orange Slice (オレンジ), Sweet Onion (タマネギ)

4. Choose a FLAVOR

Pokéworks Classic, Umami Shoyu, Ponzu Fresh, Sriracha Aioli, Wasabi Aioli, Spicy Ginger,

Sweet Chili Gochujang, Classic Salt,

5. Add TOPPINGS

Avocado (アボカド), Surimi Salad (カニカマ), Green Onion (青ねぎ), Masago (まさご), Pickled Ginger & Wasabi (ガリとワサビ),

Seaweed Salad (海草サラダ), Sesame Seeds (ごま), Spicy Furikake (ふりかけ), Wasabi Tobiko (ワサビとびこ)

6. Choose CRUNCH

Garlic Crisps (フライドガーリック), Lotus Chips (レンコンチップ), Macadamia Nuts (マカダミアナッツ), Onion Crisps (フライドオニオン),

Shredded Nori (刻み海苔), Toasted Rice Puffs (あられ), Wonton Crisps (揚げワンタン)

【新グループ会社概要】

会社名 : Beyond Restaurant Group, LLC

代表者 : Michael Wu

所在地 : 220 Technology Drive, Suite 120 Irvine, CA, 92618 USA

設立年 : 2014年12月

業務内容 : 外食店舗の企画・運営

業態 : カジュアルフードチェーン “Pokéworks (ポケワークス)”

Pokéworks has joined the TORIDOLL Group

Pokéworks is a popular poke brand in the United States, operating 19 locations in 8 states in the U.S. as well as in Canada. The poke trend has reached an annual growth rate of 25%, which is expected to blow up even more.

TORIDOLL is aiming to operate 400 plus poke restaurants in the U.S. and Canada by leveraging our expertise in investing and supporting restaurant businesses.

TORIDOLL Holdings Corporation (Headquarters: Kobe City, Hyogo Prefecture, Japan, President: Takaya Awata, hereinafter “we,”) is excited to announce that we are signing an agreement on an investment in Pokéworks, one of the largest and fastest growing poke brands in the United States where the hottest global trends in the restaurant business emerge. The poke trend has reached an annual growth rate of 25%, which is expected to accelerate even further in the coming years. We are delighted that Pokéworks will be operating in close collaboration with TORIDOLL as a result of this agreement, which marks a giant step towards achieving our goal of operating 6,000 restaurants worldwide by 2025. We will support the fast expansion of this business model by leveraging our expertise in investing and working with a diverse range of restaurant businesses and our global network of operations.

Poke (pronounced "poké") is a traditional favorite of Hawaii and in Hawaiian it means to slice, or cut crosswise into pieces. Usually it refers to cubed pieces of raw fish such as tuna or octopus tossed in Hawaiian salt, sesame oil and soy sauce seasoned with seaweed, onions, herbs and spices. In recent years, it has evolved to incorporate new trends in the mainland states and became the nation's new favorite food by appealing the demand for fresh, fast and healthy food at affordable prices. This popular dish is put together without the use of gas equipment, so a new restaurant can be opened at a much lower cost than most. In addition, the operation of the business model is very simple and easy to control. These are some of the reasons why the poke market has been rapidly expanding.

In this emerging market, Pokéworks has become a great success: since opening its first store in New York in 2015, it is now operating 19 locations in 8 states in the United States as well as in Canada. Its operating company, Beyond Restaurant Group, LLC is managed by two young professionals with proven expertise in this field; Michael Wu, the person behind the success of an international chain of cook-it-yourself hot-pot restaurants expanding in the U.S., and Peter Yang, who was featured in the Forbes 30 Under 30, with Maui-based culinary rock star, Sheldon Simeon as chef collaborator, who was named in Hawaii Magazine's Top 5 Best Hawaiian Chefs of 2014 and Bravo TV's Top Chef Finalist and Fan Favorite Winner for two seasons. Pokéworks has been receiving considerable attention from the media in the United States. Today it is known as one of the leading poke franchise brands with a growing number of franchisees. Its rapid growth is expected to continue, with additional 400 plus locations to be opened.

At Pokéworks, you can customize your poke to your liking by choosing a base (Poke Bowl, Poke Burrito, or Poke Salad), proteins (ahi tuna, albacore tuna, salmon, shrimp, scallop, chicken or tofu), a flavor, mix-ins, and toppings. Poke bowls are seen as a healthy and trendy option to many, being more fun and affordable than sushi. The mix-and-match approach is also part of the fun and one of the reasons of the popularity.

With aspirations of becoming a global powerhouse in the restaurant industry, we at the TORIDOLL Group will continue to aggressively invest in the global restaurant market to realize our goal of operating 6,000 restaurants all over the world.
