

# BOHĒBON<sup>®</sup>

LOVE & POKÉ

EXCELLENCE AND  
ORIGINALITY AT THE  
HEART OF EVERY  
POKE BOWL

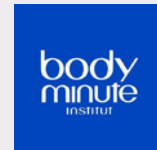




# THE COMBINATION OF MAJOR FORCES



Rémi Boglio



BOHEBON®



Benoît & Ivan  
Chambon

LA CÔTE  
d'ARÈTE



CARMILA

3rd largest listed  
shopping center  
company in Europe





# A UNIQUE AND PROMISING CONCEPT

FRESH, HEALTHY,  
ON-TREND

Nowadays, **71% of French people** consume more products known to be healthy, and **3 out of 4 French people** say they prefer a diet based on fresh products.

EASY AND QUICK  
TO PREPARE

A CONCEPT THAT IS  
ROOTED IN CONSUMER  
HABITS

In recent years, around **200 million poke bowls** have been sold each year in France, testifying to their widespread popularity.



# WHY CHOOSE BOHÉBON?



## REVIEWS Google Rating

4,7/5



## HEALTHY OPTIONS ARE EXPLODING

We respond to the growing consumer demand for healthy fast food.



## CREATION OF ORIGINAL RECIPES

A constant pursuit of flavour.



## THE QUEST FOR QUALITY



## A STRONG REPUTATION

Customer satisfaction is at the heart of our corporate culture.



## FOCUS ON 1 TYPE OF PRODUCT

= the poke bowl.







## CATERING PROFESSIONALS

Control of ratios, everything is supervised and monitored.



## A TURNKEY PROJECT

Graphic guidelines, architectural design, product and equipment listings, communication and marketing plan, operational procedures.



## ATTENTION TO DETAIL

Decoration, pursuit of flavour, quality of service, atmosphere, presentation of dishes.



## A menu put together by COLLABORATION OF EXPERIENCED FOUNDERS

1 recipe = 1 technical sheet, a menu regularly updated with ever more original, indulgent, and refined creations.



## TECHNICAL SHEETS

Already in place.



# BOHÉBON BY THOSE WHO LIVE IT



## ANTHONY FROM CALAIS

When I joined Bohébon, I discovered a dynamic, reassuring and willing team, really wanting to develop the concept. I was supported all the way to the restaurant's opening, and even today, we have constructive discussions that help me move forward.

We opened on 12 September 2024, with a great deal of enthusiasm at the launch. Thanks to the network's expertise, I was able to make the right choices and carry out the project. The product is appealing and there is a lot of room for improvement.



## GILLES AND PASCAL FROM TOULOUSE



We chose Bohébon for its promise of fresh, quality products. A promise kept, we are proud of what we offer our customers. We also liked the brand for its relationship with its franchisees.

Bohébon advocates a win-win situation, which is not the case with all franchisers.  
Bohébon helped us with our

establishment and our start-up. We were happy to be able to count on the team to open our restaurant. We had looked at all the franchises, and this one seemed to be the most likely to meet our expectations. Second promise kept. Today we want to develop with Bohébon, with whom we share the same objectives

FRESHNESS IN EVERY  
MORSEL, PLEASURE  
IN EVERY BOWL.



WHY  
TRUST  
BOHÉBON ?

COST  
CONTROL

PROFITABILITY  
GUARANTEED

DEVELOPMENT  
FRANCHISE  
NETWORK

FRANCHISE  
EXPERTISE



# AT BOHÉBON, WE MAKE GOOD POKE BOWLS AND GREAT CAREERS



VIDEO CALLS



PROFESSIONAL TOOLS

(Yokitup, Zelty, Combo, ...)



Continuous

TRAINING



AN INTRANET

(All the resources you'll need on a daily basis, operational, recipes, etc.)







POKE BOWLS  
THAT GO ALL IN  
ON QUALITY







NEARLY  
20 RESTAURANTS  
and many ongoing projects

TRAINING

3to 6 weeks of

TYPE OF  
CONTRACT

7 years franchise

PERSONAL  
CONTRIBUTION

from €50 K

OVERALL  
INVESTMENT

from €190 K (excluding the  
purchase of the business  
assets)

ENTRY  
FEE

€30 K

FRANCHISE  
FEE

5 %

POTENTIAL  
REVENUE AFTER  
2 YEARS

€800 K

AVERAGE  
SURFACE AREA

of a point of sale: from 60m2



A BOWL OF FRESHNESS,  
A WORLD OF FLAVOURS





# JOIN THE BOHÉBON FRANCHISE AND ENJOY SUCCESS



Your succes starts here  
[franchise@bohebon.fr](mailto:franchise@bohebon.fr)



**BOHÉBON**<sup>®</sup>