

BOHĒBON[®]

LOVE & POKÉ

EXCELLENCE AND
ORIGINALITY AT
THE HEART OF
EVERY POKÉ BOWL



THE COMBINATION OF 3 MAJOR FORCES



Rémi Boglio



Benoît & Ivan
Chambon

LA CÔTE &
L'ARÊTE



CARMILA

3rd largest listed
shopping center
company in Europe

BOHÉBON®



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 & 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

GILLES AND ANTHONY ARE PLANNING THE OPENING OF A SECOND RESTAURANT IN 2026

FRESHNESS IN EVERY
BITE **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**



BUSINESS COACHING



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
3 to 6 weeks

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 success starts here
franchise@bohebon.fr



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