

BOKYO LAUNCH KIT

BY MADELEINE PAGE



BOKYO

FRIED CHICKEN & RICE



AVAILABLE HERE



Key Information	
Start Date	Thursday 17 April
End Date	NA - core menu
What	Bokyo is bold, flavour-packed, and built for cravings. Inspired by modern Asian street food, Bokyo delivers crispy, saucy, high-impact dishes designed for delivery-first customers. Think crunchy chicken, rich glazes, loaded bowls, and punchy flavours that hit every time. This is food made to be addictive, shareable, and unmistakable.
	<ul style="list-style-type: none"> • Market is saturated BUT fragmented - No single player owns the "cool pan-Asian" space • Current players like Gami and NeNe are vulnerable - Large but dated brand, inconsistent quality, weak social presence, creating a value gap that Bokyo can fill • Mass chains aren't real competition - different customers entirely; we're targeting flavour-seekers in a new category that pushes boundaries • Brand is our moat - In a crowded market, the boldest brand wins Gen Z loyalty
USP	Boundary pushing Pan-Asian flavours on crispy fried chicken, rice bowls and sandos.
Marketing POS	There will be no printed assets for this virtual brand (at least in initial stages), support will be driven by social and delivery platform advertising.
Objectives	<ol style="list-style-type: none"> 1. Increase franchisee profitability via an additional virtual brand 2. Sweat the current equipment assets already purchased for South Seoul
Pillars	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 2px solid black; border-radius: 25px; padding: 10px; background-color: #00ff00; color: black; text-align: center; width: 150px;">Grow FP Sales</div> <div style="border: 2px solid black; border-radius: 25px; padding: 10px; background-color: #00ff00; color: black; text-align: center; width: 150px;">Product Innovation</div> </div>
Measures of Success	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 2px solid black; border-radius: 25px; padding: 10px; background-color: #00ff00; color: black; text-align: center; width: 180px;">Month One: \$1k weekly average</div> <div style="border: 2px solid black; border-radius: 25px; padding: 10px; background-color: #00ff00; color: black; text-align: center; width: 180px;">Month Two: \$2k weekly average</div> </div>

SOPs & Cookbook, Allergens

Supplied via Access 8

Marketing POS

Printed Assets

Launch Kit: Delivered directly to each trial location WC 6 April

- Launch Kit
- Cookbook & SOPs
- Stickers for packaging

TO COME:

- *We will create way-finding signage for delivery drivers for new and existing stores*

Packaging

Plain packaging has been ordered for the trial; this will ensure that if any products change post-initial launch, there will be no wastage. Each site will receive 3x500 sticker rolls, with 1 size of sticker with the Bokyo branding (pictured below). The size has been designed to fit all sizes of the packaging. Please place as neatly on the packaging as you are able. **Branded packaging helps introduce our brand to new customers and increase the likelihood of sharing their experience with others.**

Sticker required:

- Hot dog container (sandos)
- Burger clam (chicken)
- Rectangle container (fried rice)
- Snack Box (loaded chips)



Sticker Application:

Straight ✓

Centered ✓

Marketing

To support the trial, marketing will be almost fully digital, with an aggressive ad campaign on Door Dash and Uber Eats, and geo-targeted social ads.

Digital Menu Boards	There will be no DMBs for Bokyo to ensure we do not cannibalise SS OTC sales.
ATE Rewards	All of the below will be targeted to South Seoul customers. <u>Push notifications</u> : Launch + reminder notifications <u>App</u> : Homescreen banner <u>eDM</u> : Launch eDM, and series of follow ups to introduce items.
Social	As part of the new brand launch we have shot a bank of social-ready imagery and videos that will be used in both organic and paid advertising. Examples of new assets below.
Website	There will be no website for Bokyo.
Google My Business	New profile will created for each location and go live the day of the launch.
Kiosk	Only rice bowls, chicken, and sandos will be on the kiosk.



Social Image Examples



Fried Chicken

Step 01

Choose Your Category

Wings & Drumettes · Tenders or Thighs

Step 02

Choose Your Quantity

Step 03

Choose Your Coating

OG · Chinese Honey · Thai Fire · Japanese Teriyaki

OG

CHINESE HONEY

THAI FIRE

JAPANESE TERIYAKI

Chicken

WINGS & DRUMETTES

Bone-in · Choose your coating

6 Piece

All coatings available

\$12

12 Piece

All coatings available

\$19

BONELESS TENDERS

Tenderloin fillets · Choose your coating

5 Piece

\$16

10 Piece

\$28

POPCORN CHICKEN

\$12

Bite-sized crispy pieces · Choose your coating.

OG · Chinese Honey · Thai Fire · Japanese Teriyaki

BONELESS THIGHS

Thigh fillets · Choose your coating

5 Piece

\$16

10 Piece

\$28

Rice Bowls

ORIGINAL

Egg fried rice · Popcorn chicken

\$19

JAPANESE TERIYAKI

Egg fried rice · Popcorn chicken

\$19

THAI FIRE

Egg fried rice · Popcorn chicken

\$19

CHINESE HONEY

Egg fried rice · Popcorn chicken

\$19

Sandos

ORIGINAL BOK

Pickles, and mayo, served in our toasted bun.

\$12.5

LOADED BOK

Mayo, pickles, slaw, cheese, and crispy chicken with your choice of coating.

\$16.5

Sides

LOADED CHIPS

Fries · Popcorn chicken · Cheese sauce · Mayo · Spring onion

\$18.5

FRIED PRAWN DUMPLINGS

3 or 5 pc

\$13.5

\$13.5

DESSERT APPLE SPRING ROLLS

5 piece · Golden apple spring rolls · Cinnamon sugar

\$8.95

Delivery

We have produced an entirely new bank of product imagery for delivery - including new hero banners, as well as individual product images, crafted to differentiate us from competitors and compellingly highlight our product's quality and value.

Fried Rice Bowls



Japanese Teriyaki



Chinese Honey



Thai Fire

Chicken & Sides



Chinese Honey



Japanese Teriyaki



Loaded Chips

Hero Image



Pantry List

This is the full pantry list although please note the only new items that are not utilised within South Seoul are the **Japanese Teriyaki, Chinese Honey, Thai Fire sauces, sando buns, generic packaging, stickers**. New pantry items will be auto-allocated prior to launch.

Supplier	Item Code	Item Description	Brand	Pack Size	UOM	END USER PRICE
BIDFOOD	221747	BAGS PAPER GREASEPROOF ASIAN	CONCEPTS	3000'S	PKT	\$ 204.84
BIDFOOD	224482	APPLE SPRING ROLL	TASMAN	5 X 1KG	CTN	\$ 85.70
BIDFOOD	223970	ROLLS BEEF (FROZEN)	TASMAN	4 X 1KG	CTN	\$ 82.84
BIDFOOD	186783 /47429	CINNAMON SUGAR	NATURES GROCER	1KG	PKT	\$ 7.16
BIDFOOD	221746	BAGS PAPER CARRY TWIST HANDLE LARGE WHITE (FSC)	CONCEPTS	250'S	CTN	\$ 65.85
BIDFOOD	221745	BAGS PAPER CARRY TWIST HANDLE SMALL WHITE (FSC)	CONCEPTS	250'S	CTN	\$ 82.70
BIDFOOD	224987	CHIP CARTON LARGE (FSC)	CONCEPT B	500'S	CTN	\$ 71.77
BIDFOOD	226389	PRAWN MANDU	TASMAN	5 X 100G (35G PER PC X 20)	CTN	\$ 69.60
BIDFOOD	225613	CHIP CARTON SMALL (FSC)	CONCEPT B	500'S	CTN	\$ 47.60
BIDFOOD	226385	CONTAINER HOT DOG BOX WHITE	BIOPAK	50 X 8 SLV	CTN	\$ 83.60
BIDFOOD	227176	FRIEDCRACKER	WISE MATE	5 X 2KG	CTN	\$ 115.80
BIDFOOD	226182	BREAD JAPANESE PULL APART LOAF	BAKERS CRUST	4PKT X 600G	CTN	\$ 33.00
BIDFOOD	200717	PORTION CUP SUGARCANE - 55ML	CATERERS CHOICE	50'S X 40	JAR	\$ 2.24
BIDFOOD	200718	LIDS TO SUIT 55ML 30Z PORTION CUPS PET	CATERERS CHOICE	50'S X 40	CTN	\$ 2.45
BIDFOOD	208520	LIDS TO SUIT 55ML 30Z PORTION CUPS SUGARCANE WHITE	CATERERS CHOICE	50'S X 40	BAG	\$ 1.85
BIDFOOD	172883	CHEESE SLICES BURGER AMERICAN 120'S	REAL DAIRY	4 X 2.27KG	CTN	\$ 94.48
BIDFOOD	198942	CS SPECIAL MAYONNAISE	FLAVOUR MAKER	10 X 1KG	CTN	\$ 86.08
BIDFOOD	34338	SEEDS SESAME BLACK	KIKO KRAUSH	400GR	PKT	\$ 9.31
BIDFOOD	204380	SAUCE TERIYAKI THICK GF	KIKKOMAN	2.4KG	BTL	\$ 14.84
BIDFOOD	12661	SALT TABLE	PACIFIC	10 KG	BAG	\$ 9.23
BIDFOOD	226285	HONEY CUSTARD	WISE MATE	10 X 1KG	CTN	\$ 119.36
BIDFOOD	187073	DRESSING JAPANESE STYLE PLANT BASED VEGAN GF	BIRCH & WAITE	1LT	BTL	\$ 16.57
BIDFOOD	214798	MAYONNAISE AOLI ROASTED GARLIC SQUEEZE BOTTLE GF	JEFFERSON	1LT	BTL	\$ 11.58
BIDFOOD	214126	SAUCE SWEET CHILLI KOREAN	GNC	15 X 800GR	CTN	\$ 85.94
BIDFOOD	215416	PICKLES BREAD & BUTTER ZESTY CRINKLE CUT	DELICIOUS	10 KG	DRUM	\$ 83.26
BIDFOOD	188000	LIDS TO SUIT BOWL 255ML 80Z CLEAR PLA	BIOPAK	50'S X 20	CTN	\$ 82.60
BIDFOOD	214035	BOWLS 255ML 80Z PAPER HOT WHITE GREEN STRIPE BIO	BIOPAK	50'S X 20	CTN	\$ 97.00
BIDFOOD	189457	CHICKEN MARYLAND FILLET MARINATED DICED FROZEN	SUPREME LEADER	7 X 2KG	PKT	\$ 164.67
BIDFOOD	189458	CHICKEN TENDERLOIN MARINATED FROZEN	SUPREME LEADER	7 X 2KG	PKT	\$ 160.70
BIDFOOD	198718	CHICKEN BURGER LEG FLT BUTTERFLIED MARINATED	CONCEPT B	7 X 2KG	CTN	\$ 189.28
BIDFOOD	195667	CHICKEN WINGETTES & DRUMETTES MIX MARINATED	SUPREME LEADER	7 X 2KG	CTN	\$ 94.11
BIDFOOD	214310	POPCORN CHICKEN	CRAFTY CHICK	14 X 1KG	CTN	\$ 172.51
BIDFOOD	220805	FLOUR KOREAN FRIED CHICKEN BATTER	CONCEPT B	14 X 1KG	CTN	\$ 89.26
BIDFOOD	220804	FLOUR KOREAN FRIED CHICKEN CRUST	CONCEPT B	10 KG	BAG	\$ 34.31
BIDFOOD	157901	JAPANESE PREMIUM SOY	BIDFOODJAKARI	1.5L	BTL	\$ 9.96
BIDFOOD	224458	GOLDEN CRISPY SLICES PLANT BASED VEGAN	VINCENTVEG	1KG	PKT	\$ 10.15
BIDFOOD	13380	RICE JASMINE	RIVANA	10KG	BAG	\$ 30.57
BIDFOOD	176981	CHIPS 10MM CRISPY COATED FRIES	FARM FRITES	4 X 2.5KG	CTN	\$ 40.60
BIDFOOD	224213	SAUCE CHEESE - CUSTOM FOOD CO - 7.2 KG	CUSTOM FOOD CO	6 X 1.2KG	CTN	\$ 75.83
BIDFOOD	226386	CONTAINER BURGER BOX LARGE WHITE BIOBOARD	BIOPAK	180'S	CTN	\$ 38.26
BIDFOOD	174172	CONTAINER SNACK BOX KRAFT BIOBOARD 175090X84MM	BIOPAK	200'S	CTN	\$ 43.18
BIDFOOD	220890	LIDS TO SUIT 505/1000ML TIAWAY CONTAINER WHITE BIO	BIOPAK	50'S	SLV	\$ 6.90
BIDFOOD	228912	CONTAINER TAKEAWAY 1000ML BASE WHITE BIOBOARD	BIOPAK	50'S	SLV	\$ 13.02
BIDFOOD	221743	WRAP BURGER WHITE (FSC)	CONCEPT B	3000'S	CTN	\$ 224.94
LOCAL VEG SUPPLIER	N/A	EGG				
LOCAL VEG SUPPLIER	N/A	BEAN SPROUT				
LOCAL VEG SUPPLIER	N/A	SPRING ONION				
LOCAL VEG SUPPLIER	N/A	CARROTS				
LOCAL VEG SUPPLIER	N/A	WHITE / PURPLE CABBAGE				

Redcat & Delivery

Your POS will be updated on **Thursday, 16th April**. Familiarise yourself/staff with new buttons. If you find any errors, please let your GSM know so we can correct them.

Uber Eats & DoorDash: New profiles have been set up for Bokyo for each location.

Product tiles: full information on product prices, ingredients.

Store hero tiles: branded banners to grab the attention of customer

Sponsored listing ads: will run across both platforms first 16 weeks. Franchise partners are encouraged

Delivery offers: refer to Marketing Monthly communications. We will be day-parting and overlaying key customer targeting.

Opportunities For Success

Execute the Basics:

- All team members have read the campaign launch pack and understand the key elements of the campaign.
- All required pantry items have been ordered and arrived ahead of launch date
- All franchise partners and/or store managers have tested, cooked and sampled each NEW Bokyo dish STRICTLY following the Standard Operating Procedure ahead of the campaign launch. Equally, your teams have also been taken through this critical step.

Team Member Engagement:

TASTE TESTING TRAINING & SAMPLING: as part of the successful launch of the new brand in your restaurant, conduct team member and chef taste testing sessions to ensure:

A) chefs/teams understand and follow SOP and;

B) everyone is clear on what each product is and the flavour profile.

C) team members are engaged at key moments during each trade period on product sampling of the **chicken coating range** and **sandos**. Research shows that 73% of consumers are more likely to buy a product after trying a sample, compared to just 25% after seeing a traditional ad.

Make Customers Love Us: Provide memorable and personalised experiences to your customers, inviting them back on another weekday to make the most of the other offers available. It is no longer enough to deliver great product, as restaurant owners it is crucial for long-term success that you deliver memorable experiences that make customers fall in love with you and ultimately choose you over competition time and time again. Stand out!!

Reporting & Targets

Work with your GSM and monitor your LFL sales. We are continuing to review pricing, COGs/margins, customer behaviour & feedback and any other important outcomes. There may be some small tweaks in the coming weeks on delivery channels (should we feel they are required) to ensure we are on track to meet objectives we originally set out to achieve.

Feedback

With the roll out of these changes, please let us know any customer feedback you receive by [Feedback Tracker here.](#)

Our Guest Services team will be monitoring all digital channels for feedback.

Store / FP Support

Madeleine Page, Brand Manager, madeleine.page@concepteight.com.au
Ant Juwono, National Operations & Training Manager, antony@concepteight.com.au | 0476 829 497
Emma Ngov, Growth & Support Manager (QLD), emma.ngov@concepteight.com.au | 0469 792 172

Megan DeHaas, General Manager - Marketing, megan.dehaas@concepteight.com.au
Callum Mackay, General Manager (GM), callum@concepteight.com.au