



# *Poi Dog Deli*

75-1022 Henry St,  
Kailua-Kona, Hawaii 96740

**TURN-KEY RESTAURANT  
OPPORTUNITY IN THE HEART OF  
KAILUA-KONA.**

**CBRE**

# THE OFFERING

CBRE is pleased to offer a spectacular opportunity for seasoned restaurant operators looking to open a new location in Kona, or for business owners looking for an opportunity to live, work and play on the beautiful Big Island of Hawaii.

Poi Dog Deli is a business at the heart of the Kona community, providing not just award winning sandwiches, salads, wraps and drinks – but a representation of island lifestyle at its best. This profitable business will suit any owner looking to acquire an already established business with proven sales and profitability , or anyone looking to ‘realize their dream’ of moving to Hawaii and owning a neighborhood restaurant.



# PROPERTY HIGHLIGHTS

- Excellent “Locals” following: 42,500+ customers in our loyalty program
- Annual contract with Costco to sell roughly \$28,000 in gift cards every holiday season
- Lease structured without percentage rent
- Federally Trademarked logo
- Award winning recipes that have been tested and proven for over 5 years

 **100+ Daily “Specials”**

 **Kitchen “Bible” with prep recipes & menu recipe**

**START MAKING MONEY THE DAY OWNERSHIP TRANSFERS – OVER \$1,000,000 IN SALES THE LAST 3 YEARS AND GROWING.**

## Systems already set in place

- Square POS systems are programmed, including online store
- Labor worksheets easy to understand
- Food costs worksheets setup with inventory worksheets
- Beer & Non-Alcoholic pricing/costing worksheets
- FOH Supervisor comfortable with all beverage and paper ordering
- BOH Supervisor comfortable with prep & food product ordering
- Working website with links to online ordering, delivery services, newspaper articles, and award-giving sites



# PROPERTY DETAILS

- Size: 1,359 SF
- Sale Price: \$600,000
- Base Rent: \$4,726.36 per month + NNN (Base Rent increases three percent annually)
- NNN: \$2,066 per month for 2023 Calendar Year
- Lease Term: Renewed from 4/1/2023 – 3/31/2028

## Awards

- 6 time 1st place winner of “Best Sandwich” in Best of the West Hawaii Today
- 3rd place winner of “Best Catering” in 2023 – first time winning in this category
- 2020 TripAdvisor Travelers Choice Award
- Restaurant Guru 1st place winner of “Best Interior” 2020
- Nominated as a “Hometown Hero” in Oct 2020



## Advertising already in place

- Newspaper – ad every Thursday and writeups in Onolicious every few weeks
- Radio – currently have ads on KWXX, Koa Country, KMWB, KPUA
- Online – Big Island Now
- Social – Facebook, Instagram daily with an established social media contract worker
- Email Marketing – Square marketing campaigns twice a week

## Booming catering business

- Monthly Cater jobs lined up with VIP Mortgage (every 4th Wednesday of the month)
- Cater contract with Lee Family Charter Boats (appxly 1-4 per month)
- Provide meals for Local bird watching tour
- Average 3-4 other catering requests per week

# Demographics

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## POPULATION

2023 Population - Current Year Estimate	4,677	20,807	31,925
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## AGE

2023 Median Age	43.10	41.40	43.30
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## HOUSEHOLDS

2023 Households - Current Year Estimate	1,907	7,452	11,639
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## HOUSEHOLD INCOME

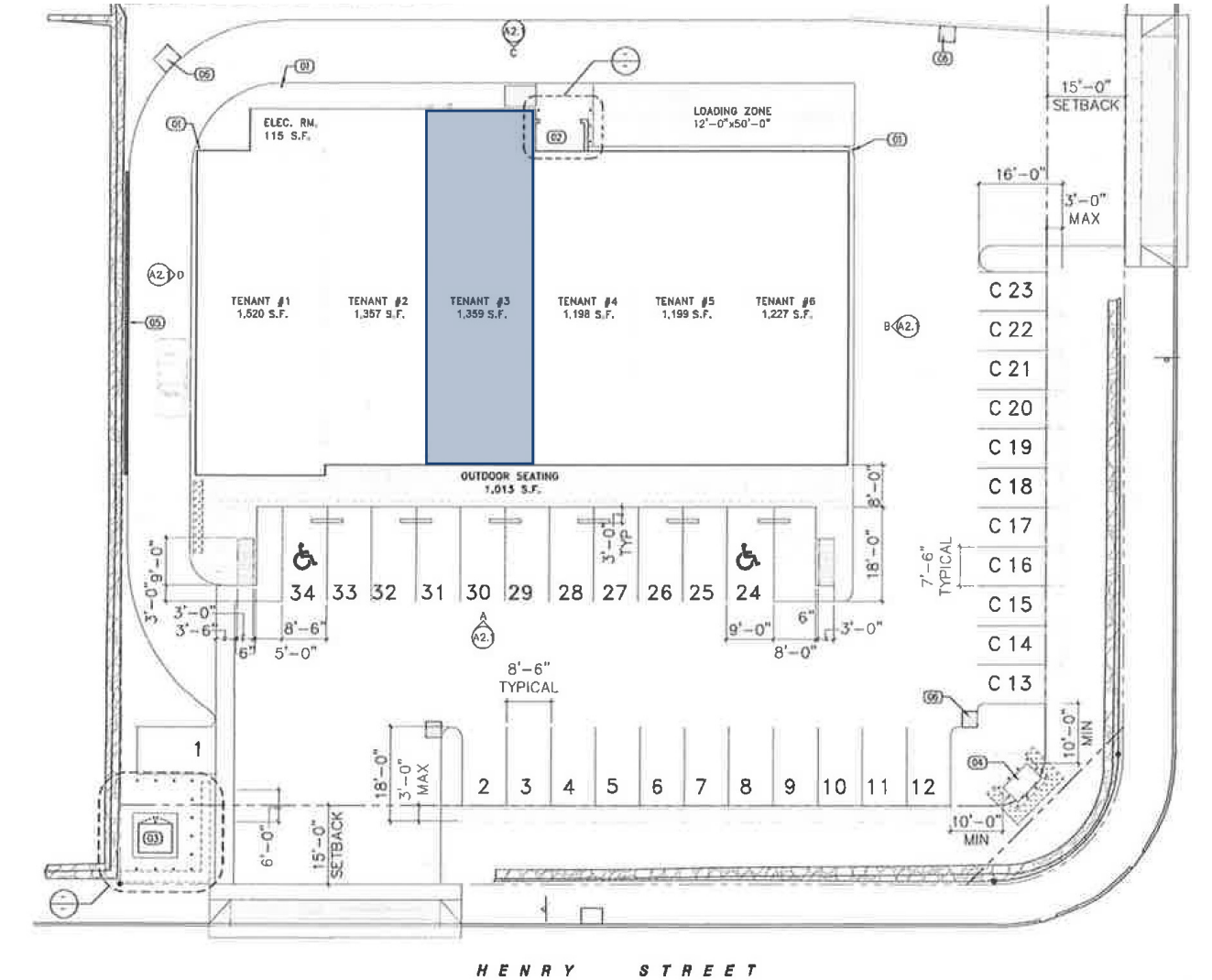
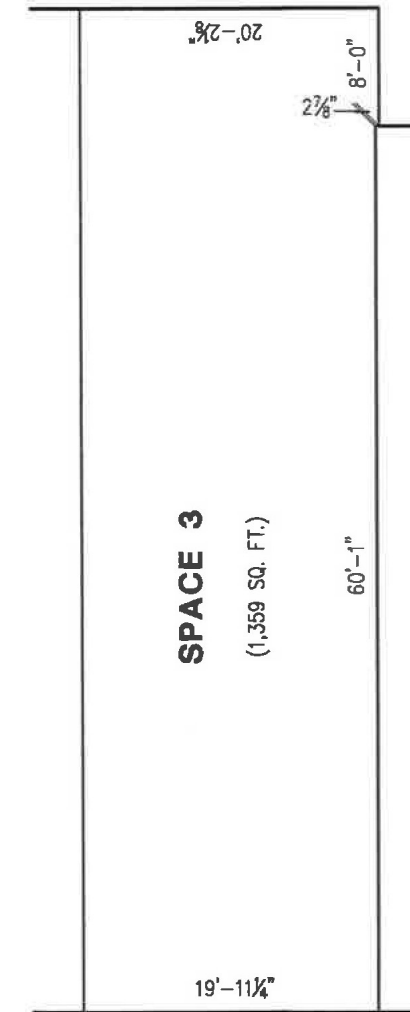
2023 Average Household Income	\$93,228	\$118,417	\$125,223
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## DAYTIME POPULATION

2023 Daytime Population	11,390	26,442	37,072
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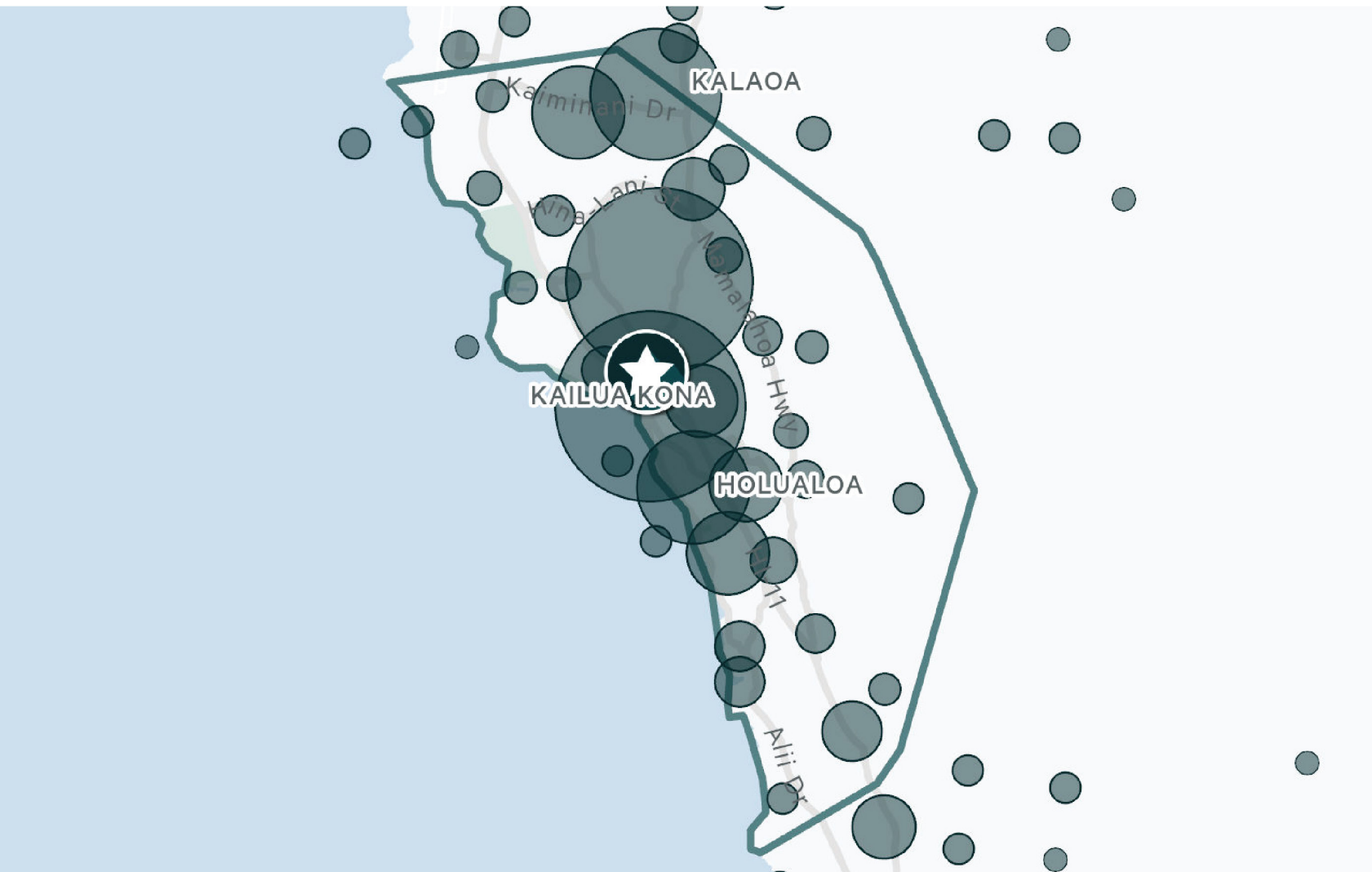
# Floor Plans



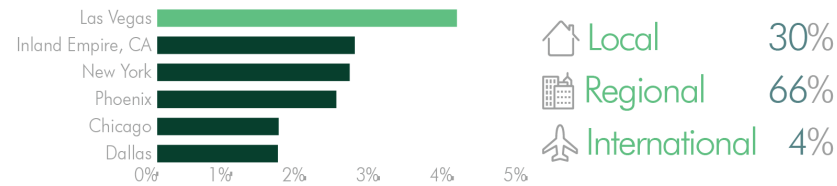
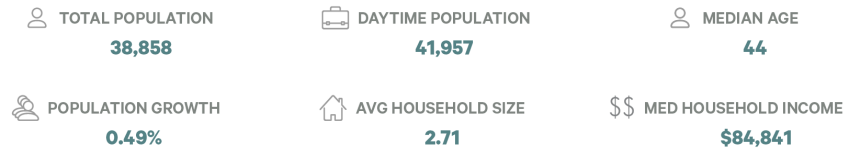
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## TRADE AREA MAP

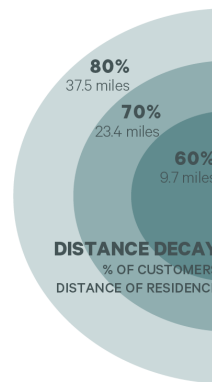


## VISITOR DEMOGRAPHICS



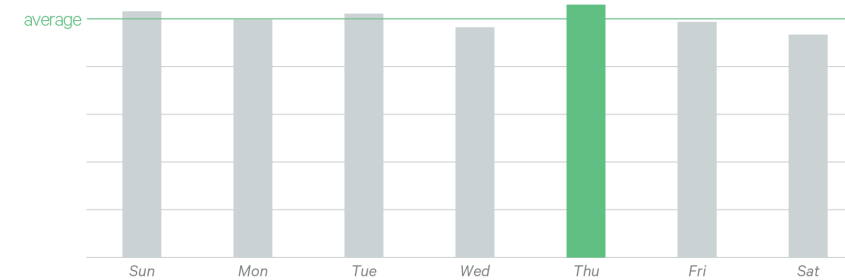
## TOP VISITED SITES

KONA COMMONS SHOPPING CENTER	COSTCO	TARGET
HOME DEPOT	MCDONALD'S	KING KAMEHAMEHAS KONA BEACH HOTEL
JACK IN THE BOX	KONA HAWAIIAN RESORT	REGAL CINEMAS
LANIHAU CENTER	MACY'S	ROSS
ACE HARDWARE	KONA COAST RESORT	SHELL



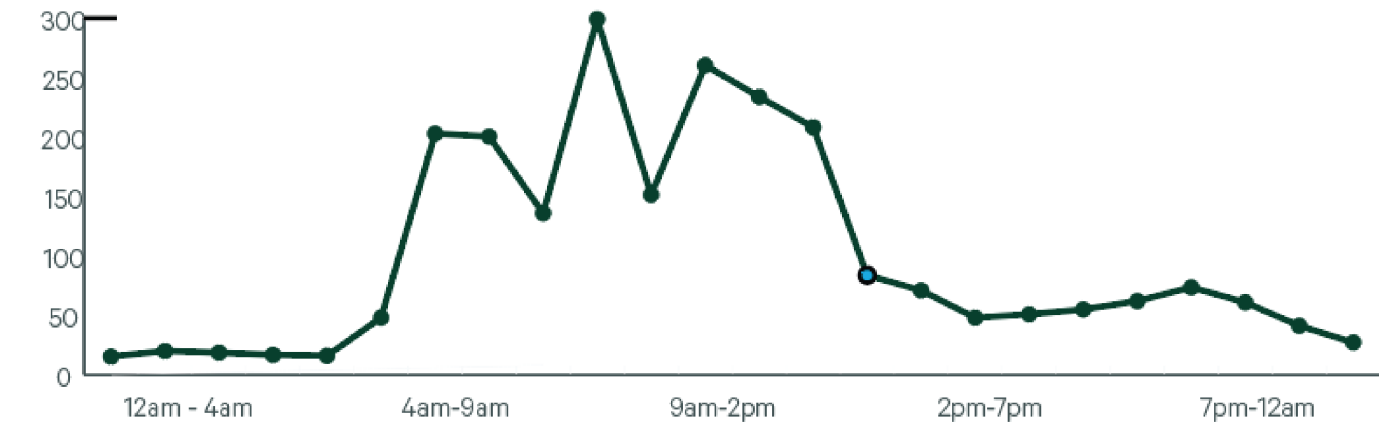
Places visitors were seen with a half hour before or a half hour after leaving the site.

## DAILY FOOT TRAFFIC AVERAGE DWELL TIME - 30 MINUTES PER VISIT

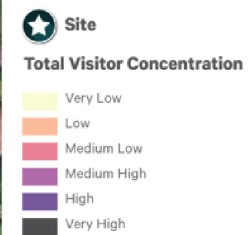
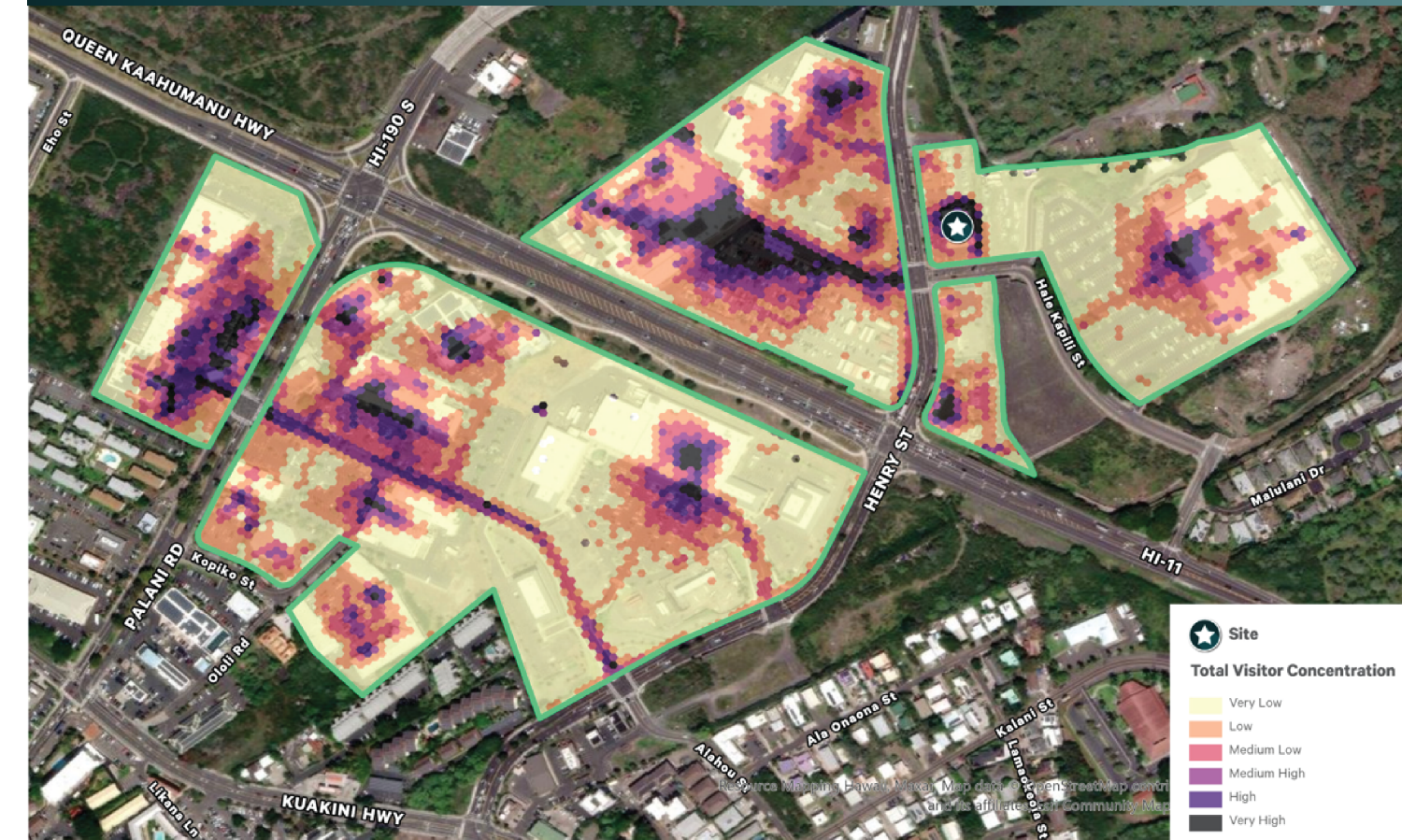


The sum of all devices seen within the geofenced area broken down by the days of the week. Unique devices may be counted on different days but not twice in the same day.

## Foot Traffic by Hour



## TRAFFIC HEAT MAP



## AUDIENCE AFFINITY

### FAST FOODIE

1

Visits to pet stores, frequent use of pet care apps.

"Man's best friend's" best friend, the Pet Owner treats their furry friend as another member of the family. A self-identified "Pet Parent," the Pet Owner often visits pet stores for treats, kibble, or new toys.

### CASUAL DINER

2

Visits casual dining locations.

Fans of full-service restaurants with a laid back feel, Casual Diners enjoy taking their families to dinner or stopping by to watch a sports game.

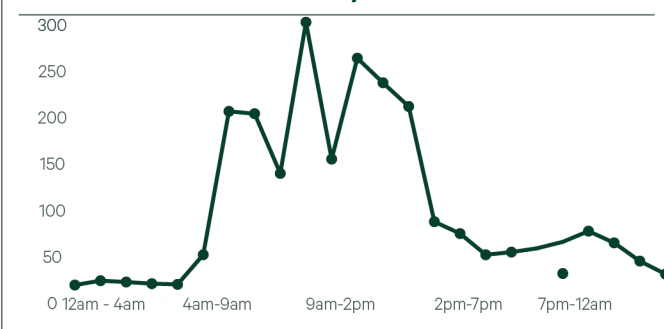
### COFFEE LOVER

3

Visits to coffee shops, frequent use of coffee-related apps.

The Coffee Lover has built a routine around their caffeine habit. Likely on their way to the office, on a break, or before going home for dinner, this caffeine fiend is a regular at their local coffee shop and has the rewards points to prove it.

## Traffic by Hour







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