



Poi Dog Deli

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

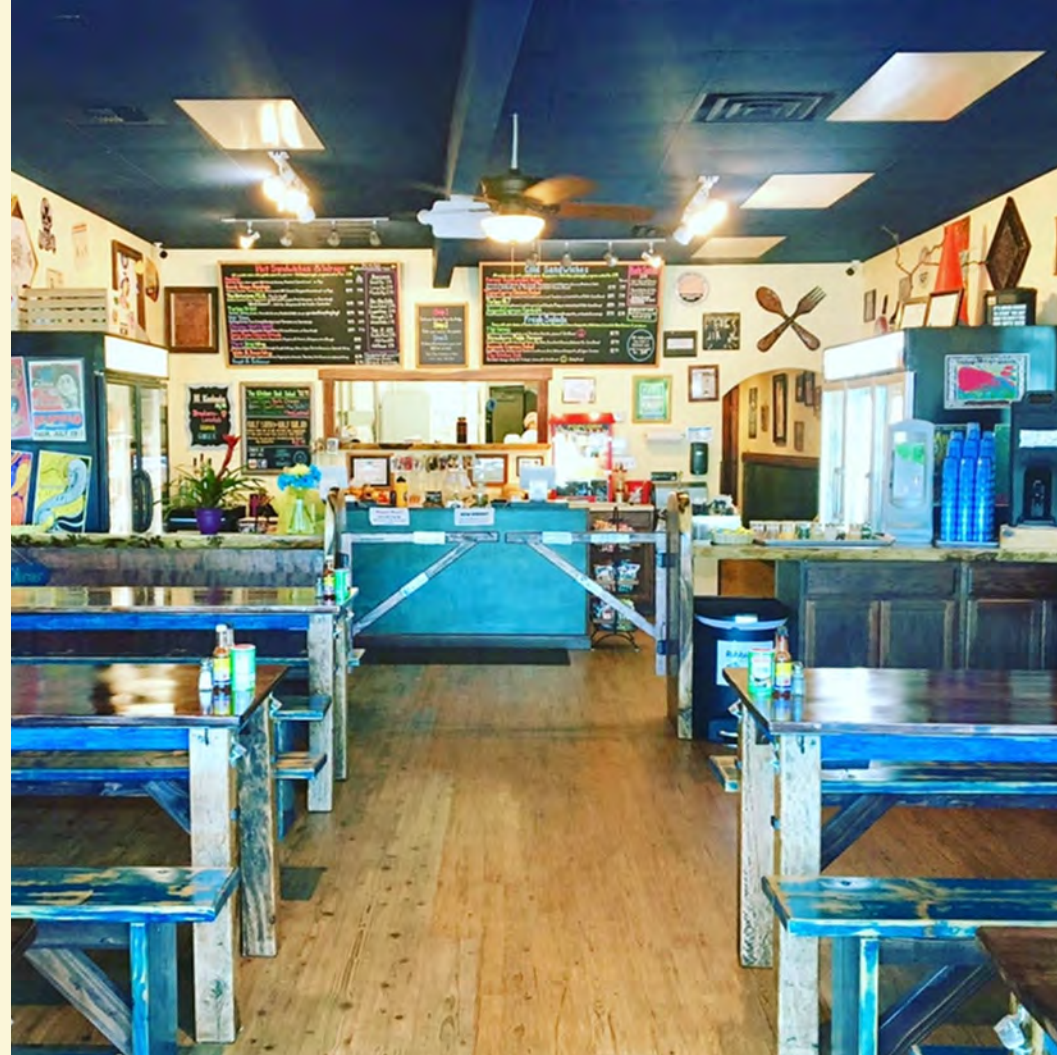
TURN-KEY RESTAURANT
OPPORTUNITY IN THE HEART OF
KAILUA-KONA.

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: \$425,000
- 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

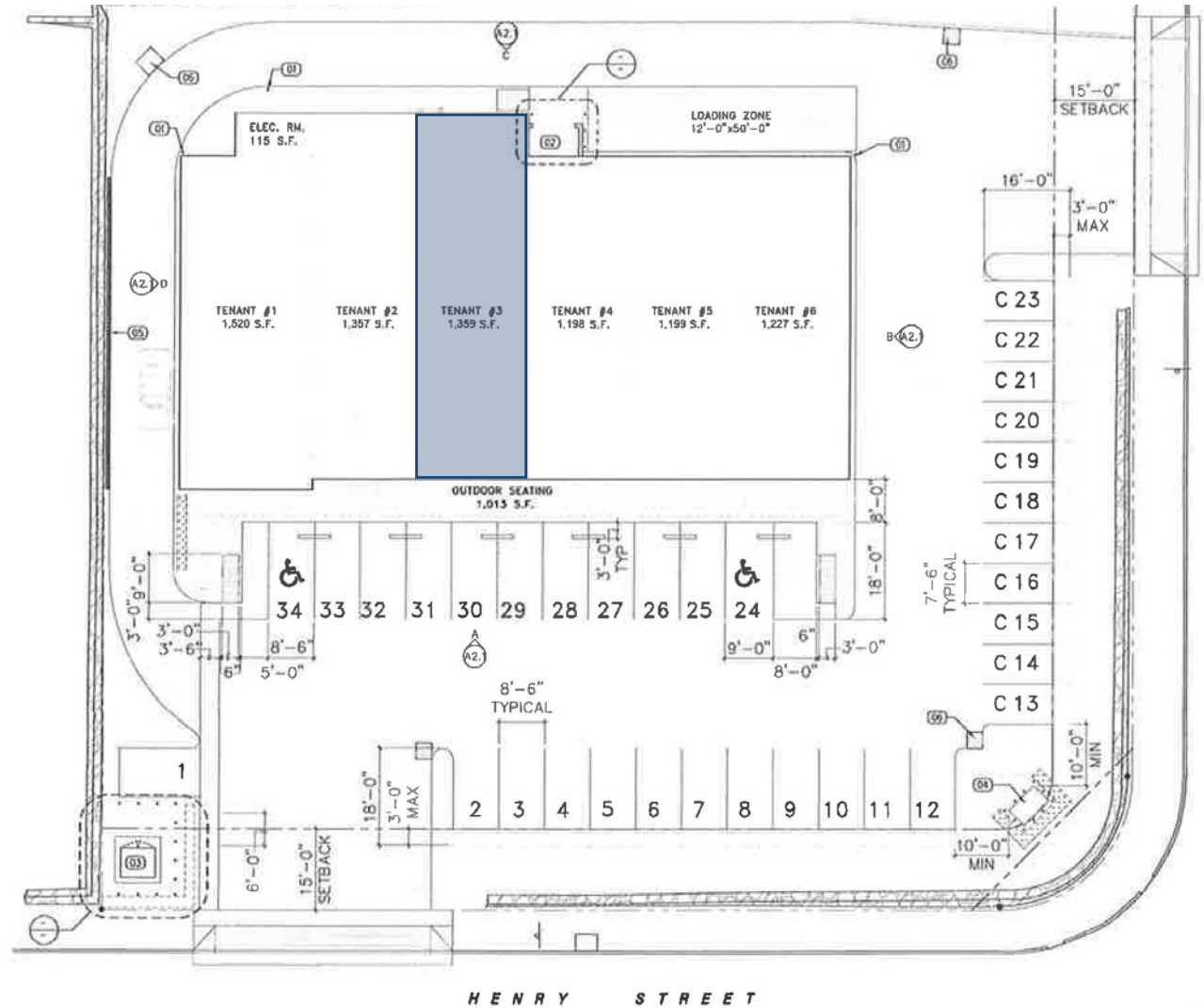
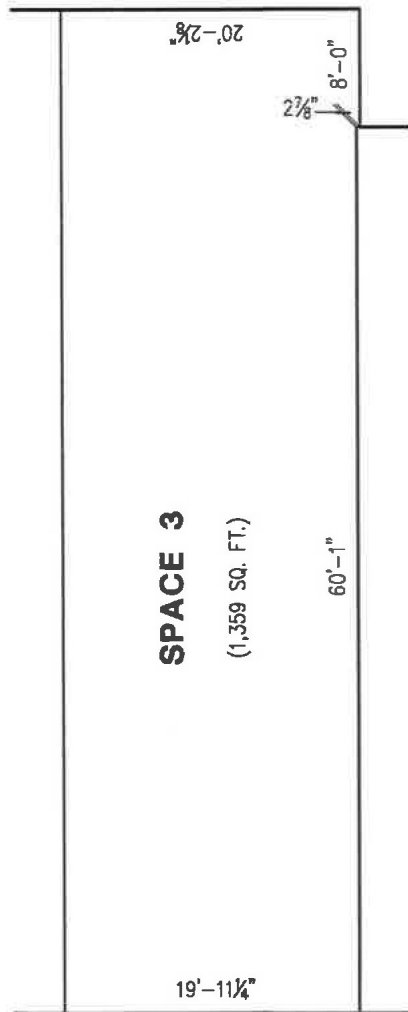
- Monthly Cater jobs lined up with VIP Mortgage (every 4th Wednesday of the month)
- Cater contract with Lee Family Charter Boats (appxly 1-4 per month)
- Provide meals for Local bird watching tour
- Average 3-4 other catering requests per week

Demographics

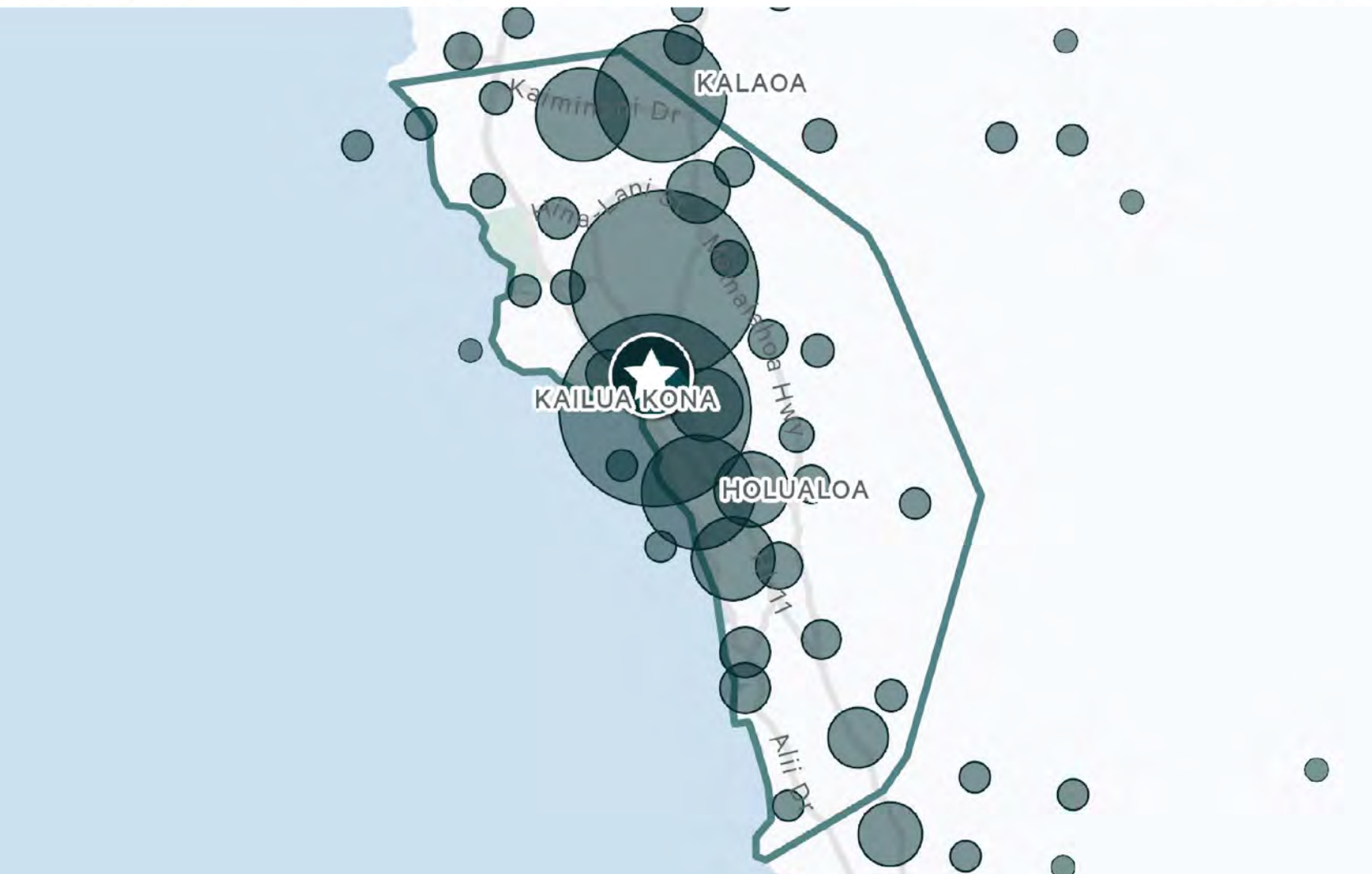
	1 MILE	3 MILE	5 MILE
POPULATION			
2023 Population - Current Year Estimate	4,677	20,807	31,925
AGE			
2023 Median Age	43.10	41.40	43.30
HOUSEHOLDS			
2023 Households - Current Year Estimate	1,907	7,452	11,639
HOUSEHOLD INCOME			
2023 Average Household Income	\$93,228	\$118,417	\$125,223
DAYTIME POPULATION			
2023 Daytime Population	11,390	26,442	37,072



Floor Plans



TRADE AREA MAP



VISIT

TOTAL POPULATION
38,858

POPULATION GROWTH
0.49%



TOP VISITED SITES

- KONA COMMONS SHOPPING CENTER
- HOME DEPOT
- JACK IN THE BOX
- LANIHAU CENTER
- ACE HARDWARE
- COSTCO
- MCDONALD'S
- KONA HAWAIIAN RESCUE
- MACY'S
- KONA COFFEE RESCUE

Places visitors were seen with a half hour...

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.

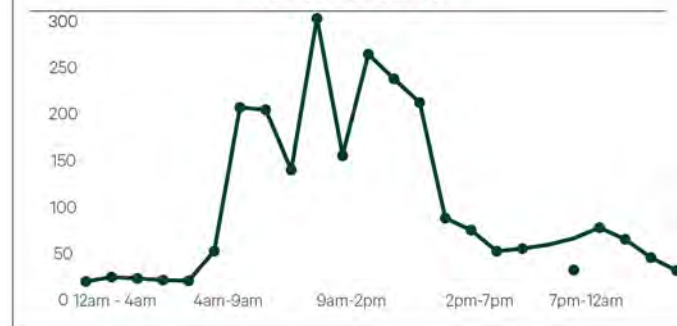
COFFEE LOVER

3

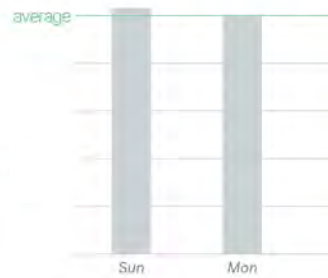
Visits to coffee shops, frequent use of coffee-related apps.

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



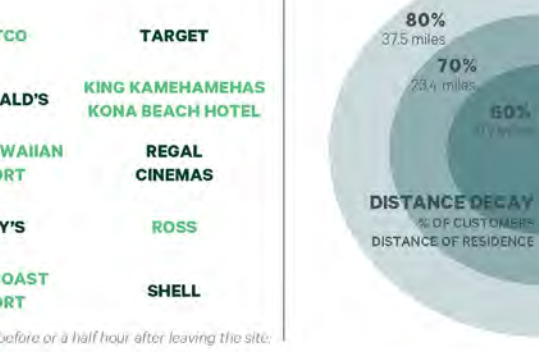
DAILY FOOT TRAFFIC AVERAGE DWELL TIME



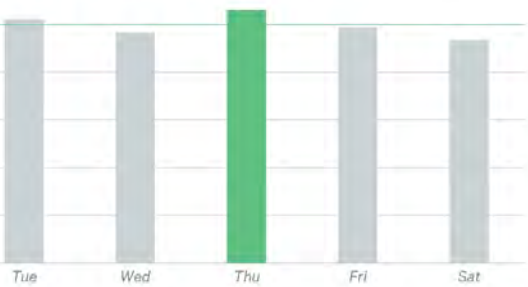
The sum of all devices seen within the geo...

OR DEMOGRAPHICS

DAYTIME POPULATION	MEDIAN AGE
41,957	44
AVG HOUSEHOLD SIZE	MED HOUSEHOLD INCOME
2.71	\$84,841

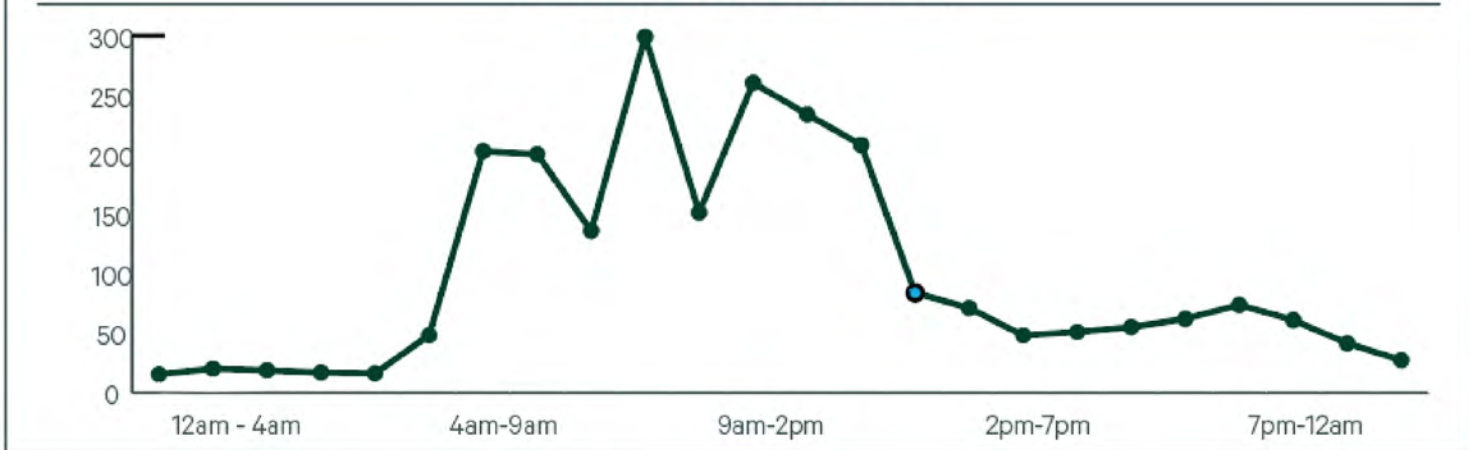


TIME - 30 MINUTES PER VISIT

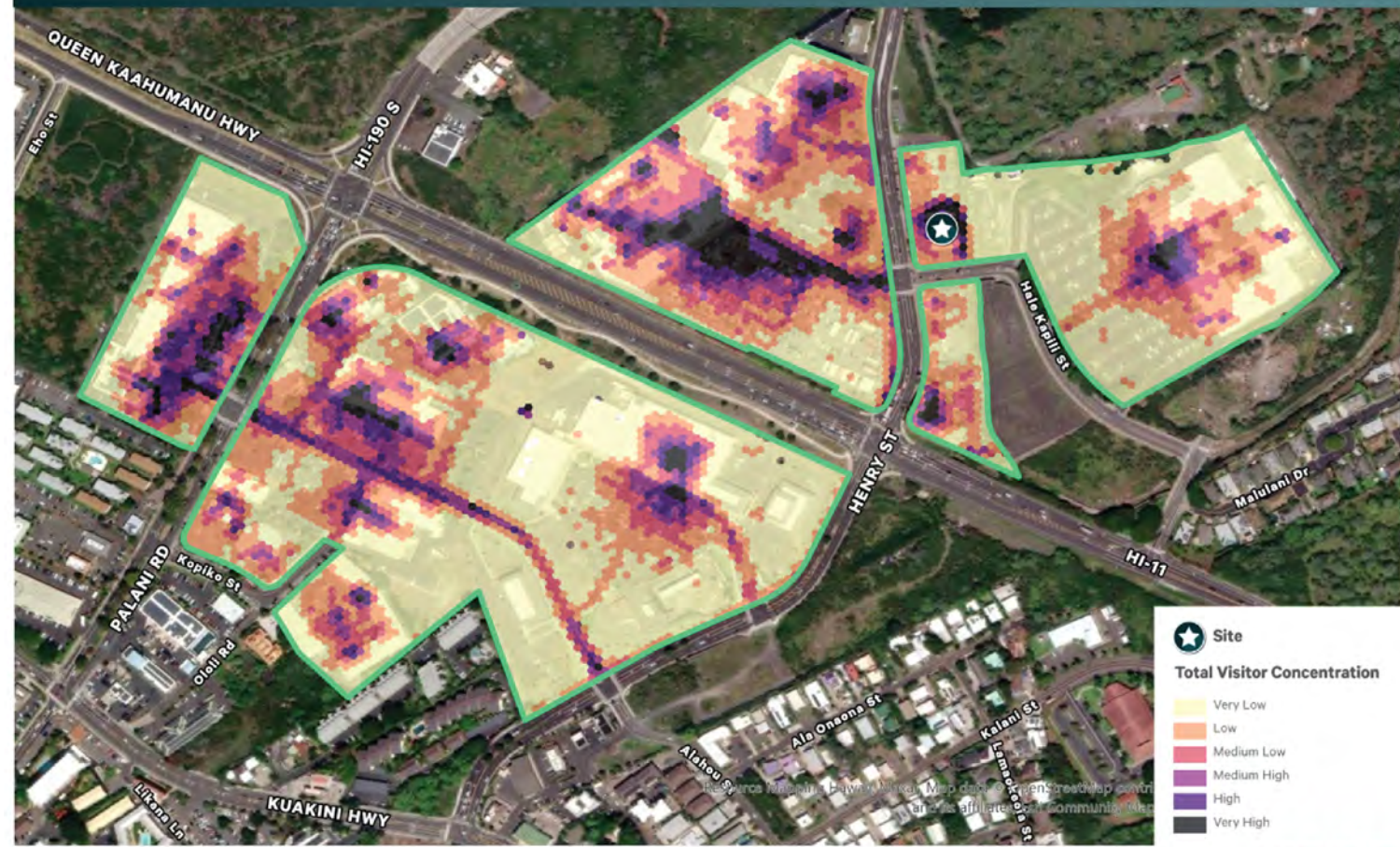


enced area broken down by the days of the week. Unique devices may be the same day.

Foot Traffic by Hour



TRAFFIC HEAT MAP



© 2023 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on the information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such logos does not imply any affiliation with or endorsement of CBRE. 12/23/2023 5:08 PM 429393_A5





Map



Makalapua Center
REGAL
macys

Kona Commons Center
OfficeMax SKECHERS
ROSS petco. OLD NAVY verizon

Kona Coast Center
KFC O'Reilly
jamba SALLY.

Lanihau Center
FAMOUS footwear BURGER KING L+L
GNC LIVE WELL

Subject Site
cricket Starbucks

ACE GOOD YEAR
AUTO SERVICE

MIDAS

the mind's eye INTERIORS, INC. CARQUEST

BMW

NAPA

Firestone COMPLETE AUTO CARE

HONDA

SAFeway

LOWE'S

Kona Crossroads
Walmart SUBWAY
McDonald's penny's
AutoZone

CROSSFIT POHAKU

Starbucks Jack in the box

COURTYARD BY MARRIOTT

McDonald's

sunglass hut

Monday.com Express

Kailua Bay

OUTBACK STEAKHOUSE

HYUNDAI

Poi Dog Deli
75-1022 Henry St,
Kailua-Kona, Hawaii 96740

Pacific Ocean



Poi Dog Deli

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

Jo McGarry Curran (S)

First Vice President

Lic. RS-73565

+1 808 541 5195

jo.mcgarry@cbre.com

Nicholas T. Adler (S)

First Vice President

Lic. RS-78419

+1 808 859 0588

nicholas.adler@cbre.com

CBRE

© 2023 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. CBRE, Inc. makes no guarantee, representation or warranty and accepts no responsibility or liability as to the accuracy, completeness, or reliability of the information contained herein. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on this information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such marks does not imply any affiliation with or endorsement of CBRE. Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

JMG_BR_PoiDogDeli_10.8.24