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# The Birth of a Cuisine!



Sisters and founders, Reiko Clark, Maggie Antoine



Emiko (aka Betty) Uyehara,  
Mother and reknown home cook!



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Authentically Japanese. Authentically Western.

## STORY

PONKO is home to *eats meets west*, where Japanese and western fare converge. Also referred to as *Japanese Soul Food* by the owner, caterer, and home chef, Maggie Antoine. *It's straight from the heart. Authentically Japanese. Authentically Western.* This unique fast-casual concept aims not only to serve remarkable Japanese inspired comfort food but to provide an experience and atmosphere that makes guests feel instantly welcome.

PONKO is true to the food culture of its creators, founders, and sisters. Maggie Antoine and Reiko Clark were raised on Crenshaw Boulevard in the

heart of Los Angeles. They attended public schools and frequented local food dives like Tommy's, Fat Burger, and Holiday Bowl. When they came home, their extraordinary home-chef-of-a-mom, Emiko (aka Betty), had the best homemade Japanese and all-American meals waiting for them.

Maggie inherited an amazing palate and just had the "it," factor in the kitchen, and eventually invented and perfected the signature PONKO Chicken recipe. At 18, she opened and operated a successful catering business. Reiko was a creative and went on to lead a successful professional life

in fashion in NYC, as an art director and graphic designer, and eventually landed in branding and marketing where she has had an award-winning career. They both married really great guys from their neighborhoods, and between them have reared a band of five clever and smart multi-ethnic offspring.

Two decades after providing catering for Hollywood production companies and corporate clients, Maggie joined her sister Reiko in Atlanta where they crafted a fresh fast-casual menu that revolved around their heritage and eating culture.



## STORY continued

They opened their first store in Stone Mountain, Georgia in 1998. They envisioned that they could sell PONKO Chicken to the masses and they did. After a 10 year successful run, they decided to take a long deserved break and close temporarily when the 2008 recession hit.

Fast forward to the Fall of 2017. PONKO joined forces with business partner and super fan, Dr. Patrick Sallarulo, and re-opened it's doors to a warm welcome and since has consistently surpassed their expectations. As a medical professional, Dr. Pat has always valued the quality and health conscious ingredients that is the PONKO brand.

PONKO has clearly achieved what they like to call the "cravability" factor. Many of their guests are eating 2-3 times a week. Their price points are competitive, and their brand appeals to a broad spectrum of visitors. PONKO is a unique product which distinguishes itself from other cuisines and brands. There is not another chicken concept



that can be compared to the PONKO experience, which might explain their collection of awards and accolades, which include: "Best Selling Taste" at Taste of Atlanta - two years in a row; "Best Fried Chicken in Atlanta" at the ATL CluckFest; and "Top Selling Vendor" at Super Bowl Live.

PONKO is accessible to many guests but strikes a chord with the adventuresome. They are not only "foodies," but people who are looking to be transported by immersive experiences. This naturally draws PONKO toward more urban settings with large numbers of daytime employees from surrounding businesses and evening residents. These are likely to be a somewhat younger group of customers who have lived in more than one place and value

new experiences. Ideally, for PONKO, this translates to city center areas in every major city across the nation. Areas that have a high daytime business and residential populations. But note, with the success of their flagship store, which is considered a sub-prime location, they have also proven that they can succeed in suburban areas. Their flagship store has helped determine the true potential that PONKO holds.



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# Japanese Soul Food







## MISSION

Connecting Cultures

Cultivating Happiness

One Chicken Tender at a Time

Its about sharing in life and living with passion





## CULTURE

Caring for Others

Character is Core

Connecting with Consistency

Team building with care, integrity and communication





## PRODUCT

Amazing Quality

Undeniable Cravability

Consistent Experience

Setting high standards and best practices







## AWARDS

2019 Super Bowl Live  
Top Selling Vendor

2017 & 2018 Taste of Atlanta  
Best Selling Taste

2018 ATL CluckFest  
Best Fried Chicken

Work hard, serve and stay thankful





## AWARDS + REVIEWS

Yelp's - People Love Us Award

5 STAR Ratings on Google

5 STAR Ratings on Yelp

5 STAR Ratings on Facebook

PONKO is for the people





## BRAND

Hip and Modern

Unique and Remarkable

Efficient and Friendly

Cool Playlists

Be creative, accessible and unique





## TEAM PONKO

Patrick Sallarulo	Business Director   Partner	Ekow Wilmot	PFC Executive
Maggie Antoine	Operations Director   Partner	Randy Trepagnier	PFC Executive
Reiko Clark	Brand Director   Partner	Lauren Sallarulo	HR & Accounting
Micah Baskin	Operations & Training	Susan Sallarulo	Accounts Payable
Noah Clark	Quality Control & Events	Bo Jackson	CPA
Mia Seilern	Branding & Marketing	Matt McGahren	General Counsel
Arin Willis	Product Development		

## Amazing vision and success team







## CONTACT

# PONKO<sup>TM</sup>



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For more info check out our website





**PONKO** is a unique spin on japanese and western cuisine — where **eats meets west!**