



PEI WEI®

5 THINGS YOU NEED TO KNOW ABOUT POKE

Pei Wei embraces 2017's hottest culinary trend with new Spicy Polynesian Poke Bowl

SCOTTSDALE, Ariz. (April 5, 2017) – [Pei Wei](#), the leader in delivering a handcrafted Pan-Asian culinary experience, has extended its travel by taste adventure to the Pacific Rim with the introduction of the Spicy Polynesian Poke Bowl.

From the beachside shacks of the Polynesian islands, poke has skyrocketed into popularity due to its fresh ingredients and unique flavors. Pei Wei offers up five things everyone should know about one of 2017's hottest, most healthful food trends.

- 1. It's pronounced poh-KAY.**
Rhymes with OK.
- 2. The name comes from the Hawaiian verb "to slice or cut in sections."**
As in hand-sliced cuts of seafood and thoughtfully curated vegetables. Poke can be described as a deconstructed sushi with bold flavors, proteins and nutrient-dense mix-ins, such as nori, fresh cucumber, avocado and herbs, served over rice or greens.
- 3. Poke has been around for centuries.**
This hot "new" dish has actually been a staple in the Polynesian culture for hundreds of years.
- 4. Poke has not been available at any major Pan-Asian fast casual chain – until now.**
Pei Wei will become one of the first national fast casual restaurants to offer poke at all its locations April 5 through July 11.
- 5. Pei Wei's own culinary team has developed and designed its unique take on poke.**
Priced at \$8.99, Pei Wei's Spicy Polynesian Poke Bowl combines three different sushi preparations (Spicy Tuna, California Roll Seafood Salad and Ahi Tuna), served over heritage salad greens and premium sushi rice. Fresh avocado, sambal chile sauce, pickled ginger, crispy shallots, cucumber and cilantro are all thoughtfully curated as the nutrient-rich yin to the protein-packed yang of this dish.

"At Pei Wei, care is the main ingredient in every freshly made-to-order dish," said Pei Wei Director of Culinary Innovation J. Sullivan. "The Spicy Polynesian Poke Bowl is a trendy menu item that allows our flavor with purpose mission to shine, combining fresh ingredients with handcrafted care and bold flavors. By bringing the taste of Polynesia to our Pan-Asian repertoire, we extend our travel by taste journey and offer the gold standard for both poke enthusiasts and those who are trying it for the first time."

Chef J. will share his culinary innovation secrets, including how to make the Spicy Polynesian Poke Bowl, in several Facebook Live events throughout April and May.

ABOUT PEI WEI



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Founded in 2000, Scottsdale, Arizona-based [Pei Wei](http://www.peiwei.com) is a Pan-Asian, fast casual restaurant that offers guests a way to eat well, be well and live well. Pei Wei prepares each dish to order using freshly chopped ingredients, purposely chosen for nutrition as well as flavor, and in the tradition of ancient Asian cooking methods. Menu offerings include lettuce wraps, salads, sushi, quinoa bowls and Wok Classics that can be easily customized for any palate or diet, including gluten-free and vegetarian. Pei Wei owns and operates more than 200 restaurants in 21 states. For more information, visit www.peiwei.com. The latest Pei Wei news is also on [Facebook](#), [Twitter](#) and [Instagram](#).

Media Contacts:

Katie McKenzie or Ryanne Dalton

Katie@spmcommunications.com

Ryanne@spmcommunications.com

817-329-3257