



Contact: Christina Berlinguet  
Release

For Immediate

marlo marketing; 617-375-9700  
[cberlinguet@marlomarketing.com](mailto:cberlinguet@marlomarketing.com)

## ARSENAL YARDS BRINGS TASTE OF HAWAII TO EAST END WATERTOWN

*Arsenal Yards Announces the Addition of [Pokéworks](#) to Lineup of Eclectic Eateries*

**Watertown, Massachusetts (November 8, 2018)** – Boylston Properties and The Wilder Companies announced today that with construction underway, [Pokéworks](#) will bring Hawaiian-inspired eats to Arsenal Yards in 2019. The international, fast-casual concept will join Arsenal Yards' lineup of diverse food offerings including cult-favorite Shake Shack and New England's first City Works Eatery and Pour House.

By 2020 Arsenal Yards will be a thriving new neighborhood comprised of over more than one million square feet of development including 250,000 sq. ft. of curated shops, eclectic eateries, fresh groceries from Roche Bros., and a seven screen cinema, The Majestic at Arsenal Yards, plus 200,000 sq. ft. of new and existing creative office and life science space, 425 contemporary residences, and a 146-room Hampton Inn & Suites by Hilton. The development will also include dedicated green space, access to a revitalized Arsenal Park, connection to the Watertown-Cambridge multi-use pathway and an accessible pedestrian/bicycle path to the Charles River.

[Pokéworks](#) was created out of founders who shared a passion for Hawaiian poke and a vision of bringing fresh, flavorful poke from Hawaii to the Mainland. Today, [Pokéworks](#) has expanded internationally and continues to bring an authentic taste of the islands around the world using fresh, sustainable, seasonable and natural ingredients. Created using only responsibly-sourced, premium seafood, menu highlights include something for everyone, from traditional Hawaiian poke to celebrity chef-inspired specialty bowls and "Poke Your Way" custom poke burritos, bowls and salads.

"[Pokéworks](#)' principles such as their commitment to sustainable practices and serving high-quality foods at reasonable prices make them the ideal addition to Arsenal Yards," said Bill McQuillan, Principal at Boylston Properties. "We're excited to welcome them to the neighborhood and add to the diverse offerings and experience at Arsenal Yards."

"When curating food offerings at Arsenal Yards we carefully select concepts with diverse, unique flavors that contribute to the eclectic experience at Arsenal Yards, so it goes without saying that [Pokéworks](#)' beautifully delicious, Hawaiian-inspired foods are a natural fit," said Andy LaGrega, Principal of The Wilder Companies. "We're excited to have [Pokéworks](#) join the neighborhood and offer healthier fast-casual dining at a reasonable price point."

[Pokéworks](#) at Arsenal Yards will have a bright and airy feel, showcasing natural wood and muted accent colors that complement the vibrant colors natural to the food on display. Dramatic angles will be utilized throughout the space to reflect that "poke" by nature means to cut/slice. Light fixtures and finishes will have a subtle nautical theme to evoke the seas and water where poke comes from. All material used will reflect [Pokéworks](#)' commitment to sustainability and natural ingredients.

"Arsenal Yards' vision for bringing new, exciting flavors to the community mirror the story and values in which [Pokéworks](#) was founded upon," said Rong Cong, Franchise Owner. "We're honored to be a part of the Arsenal

Yards experience and eager to bring unique and flavorful dishes from Hawaii to the East Coast."

For more information: Arsenal Yards: [www.arsenalyards.com](http://www.arsenalyards.com)  
Pokéworks: [www.pokeworks.com](http://www.pokeworks.com)

#### **ABOUT BOYLSTON PROPERTIES**

Boylston Properties is a Boston-based real estate developer of mixed-use places including retail, residential, hotel, corporate, and lab buildings. With four decades of experience and a contemporary vision, our distinctive projects have become part of Greater Boston's new urban landscape. With over 30 years of experience and a contemporary vision, many of Boylston's high visibility projects have become part of the new urban landscape in metro Boston. For more information, please visit [www.boylstonproperties.com](http://www.boylstonproperties.com).

#### **ABOUT THE WILDER COMPANIES**

The Wilder Companies is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of customers, retailers, and investors. From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, The Wilder Companies has developed, managed, and leased more than 20 million square feet of retail properties throughout the United States and Puerto Rico. The company continues to have a diverse portfolio of properties throughout the East Coast. For more information, please visit [www.wilderco.com](http://www.wilderco.com).

#### **ABOUT POKÉWORKS**

Founded in 2015, Pokéworks is the nation's largest and fastest growing poke brand in North America with nearly 20 locations open and more than 100 under development. The brand provides a fresh take on Hawaiian-inspired poke burritos and bowls, using the highest quality ingredients from local waters. Its chef-driven menu allows for complete customization that caters to almost anyone including those maintaining gluten-free, nut-free, vegetarian, vegan as well as cooked or raw protein diets. For more information about [Pokéworks](http://www.pokeworks.com) please visit [www.pokeworks.com](http://www.pokeworks.com).