

## **CALI-POKE Expands Globally with new locations in DUBAI, LONDON & QATAR**

**DXBike, Dubai Grand Opening - Buy 1, Get 1 Free February 15th**

**GRAND  
OPENING**

**DX  
BIKE**

**BUY 1  
GET 1**



## **Dubai, United Arab Emirates Feb 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - CALI-POKE EXPANDS GLOBALLY WITH NEW LOCATIONS IN**

CALI-POKE, the UAE's #1 awarded poke brand, continues its rapid expansion with new openings across three key markets: Dubai's DXBike, London, and Qatar. With a strong reputation for fresh, high-performance meals, CALI-POKE is set to fuel athletes, professionals, and food lovers alike with its award-winning flavors.

### **CALI-POKE at DXBike, Dubai:** The Ultimate Destination for Fitness and Nutrition

Dubai's premier cycling hub, DXBike, is now home to CALI-POKE's latest UAE location. Designed for fitness enthusiasts and athletes, this new site provides a menu tailored to performance and recovery, featuring high-protein and low-carb options alongside CALI-POKE's signature customizable poke bowls.

"Our expansion to DXBike aligns perfectly with our commitment to offering fresh, nutrient-packed meals to health-conscious customers," said Bassem Johar, Founder of CALI-POKE.

"We're excited to be part of Dubai's vibrant fitness community."

To celebrate, CALI-POKE is offering an exclusive **Buy 1, Get 1 Free deal on February 15th**, along with special discounts for DXBike members.

### **CALI-POKE London:** Launching This Quarter

CALI-POKE is making its mark in London with an anticipated launch this quarter. After dominating the UAE market, the brand is bringing its acclaimed menu to the UK, where the demand for fresh, high-quality poke bowls continues to grow. The first London location will operate in Deliveroo Editions Bermondsey, catering to delivery customers with future dine-in expansions planned.

"Our London expansion is a testament to the global appeal of CALI-POKE's brand," said Johar.

"We are excited to introduce our signature flavors to a new audience that values quality and convenience."

### **CALI-POKE Qatar:** Coming This Eid

In a major milestone for the brand, CALI-POKE is set to open in Qatar during Eid 2025, expanding its reach into a dynamic and growing market. With a focus on premium ingredients and a seamless dining experience, this location will cater to Qatar's diverse and health-conscious clientele.

"Qatar is a key market for us, and we look forward to bringing our fresh, innovative menu to a new region," Johar added. "Our goal is to make CALI-POKE a household name across the Middle East and beyond."

## "A Year of Unprecedented Growth

CALI-POKE's expansion into Dubai, London, and Qatar marks a significant step in the brand's journey, reinforcing its position as a leading poke brand globally. As the company continues to scale, it remains committed to providing high-quality, flavorful, and health-conscious meals to customers worldwide.

For more information, visit <https://www.calipoke.ae> or follow us on Instagram: @cali.poke

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