

NEWS

Heatherton's Bao Hoang humble start has turned into 17 Roll'd eateries across three states

Troels Sommerville, Moorabbin Kingston Leader
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THE recipes behind Bao Hoang's meteoric rise to success are a closely-guarded family secret.

Just over a year and a half ago the Heatherton resident opened his first hawker-style eatery in the city, using the family recipes his mum brought from Vietnam in the early 1970s, and he now boasts 17 stores across three states.

He puts the rapid success of his Vietnamese eatery franchises, Roll'd, down to planning, luck, family and a few secret herbs and spices.

Initially "somewhat strapped for cash" when he opened his first shop in Goldsbrough Lane in Melbourne's CBD, he turned to family members for help.

His dad is the company's delivery driver, his cousin the brand manager and his mum, Phien, has contributed many of her own recipes — some which she keeps secret even from franchisees.

"We knew we were on to something good when we opened up the first day and there was a queue of about 30 people outside the door," Mr Hoang said.

"From then on we had upwards of 150 every day after that.

"The biggest issue we had over the first six months was that we weren't able to get enough food into our store, running out of food at about 1.30pm every day."

The strange thing was that they had done no marketing and news of the new Vietnamese takeaway shop spread via word of mouth.

"You never know if something is going to work but we were hoping we had a winning recipe," he said.

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