

FROM CHEF TO MULTI-UNIT OWNER:

How a talented Chef used his experience with Asian-inspired cooking to build two successful Wok Box franchises in Canadian small towns.

If you would have asked Michael Samuel 15 years ago if he thought he'd be living in Alberta, Canada and owning/operating 2 successful Wok Box franchises, he'd probably laugh and say you were crazy.

An already accomplished Chef in India, Michael began his journey to Canada through Dubai, as a chef with the famous Café Italia. When another opportunity presented itself, Michael moved to Canada with the Boston Pizza Group, and then onto Original Joe's in Edson, Alberta.

Michael recognized right away that Edson would be his home and brought his wife from New Delhi to finally begin their future together in Canada.

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***Small Town Feel:
I really connected with
the close-knit community
in Edson and knew this
is where my family
needed to be.***

Michael and Chanchal settled in but knew something was missing: “How can we give back to the community we love”, Michael remembers “and also run our own business?”. After a quick lunch at the Wok Box, West Edmonton Mall location, they knew they found their next adventure.

“The first dish I ordered was the Singapore Cashew and loved the authenticity I tasted right away.” Michael adds, “I loved it so much, I knew that Edson needed a Wok Box.”



Michael Samuel, franchisee of 2 Wok Box locations in Alberta.

2015 was a big year for the Sadiq's. With the community rallying behind them, Wok Box Edson opened its doors and brought something new, that Edson had never seen. The quick serve Asian-inspired menu was craved by all, and Michael knew his chef training would give him a huge advantage in providing fresh, quality meals to the town.

In 2017, Wok Box Edson was awarded Top Sales for Wok Box in Alberta, a recognition Michael and his team worked hard for, and was well deserved. The same year also welcomed twin girls to the Sadiq family!



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Other customers from smaller communities kept coming to Edson to dine with us! They wanted Wok Box in their towns too!

It quickly became apparent that they needed to grow their business along with their family, and in 2018, Wok Box Whitecourt became a reality. The response was the same as when they opened in Edson, and Michael soon realized he'd curated a small-town staple in northern Alberta.

Consistency mattered most, and Michael knew how to easily train his staff to provide the consistency expected at a Wok Box. His experience as a Chef gave him the tools to run a kitchen, and with Box Concepts Food Group behind him, the support to make it grow. A little bit of trust, a lot of know-how, and years of experience with Asian-inspired cooking was the recipe for success for the Sadiq family.

Today, Michael and his family boast great sales, happy staff, and a connection to two small town communities that more than fulfill their hearts. For the Sadiq's, Wok Box was the beginning to their future in Canada, and one they are thankful for.

By: Carmen Vogel

ABOUT WOK BOX

Since 2004, Wok Box, a Canadian owned and operated franchise, has been serving up an exciting, flavourful, and affordable menu to customers across Canada. Inspired by over 10 different Asian countries, Wok Box's iconic takeout boxes are brimming with fresh and distinctive customized noodle and rice dishes as well as wings, tenders, and Asian street fries. Each delicious meal is cooked right in front of the customer's eyes and enjoyed in a casual and friendly quick-service (QSR) atmosphere.

INTERESTED IN OWNING YOUR OWN WOK BOX FRANCHISE?

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