

THE CITY

“This is just one more of many to come.” TROY NORTHRUP

New eatery opens in June

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TELEGRAPH-JOURNAL

SAINT JOHN – The first Wok Box Fresh Asian Kitchen in the province is the latest addition to East Point Shopping.

“This is just one more step,” said Troy Northrup, the man behind East Point Shopping.

There is currently more than 400,000 square feet of retail currently at East Point, which is 60 per cent complete. When finished, it will be the largest open-air shopping complex in the province. More than 100,000 dump-truck loads of material has been excavated from the site to create the complex.

The Wok Box Fresh Asian Kitchen opens its doors on June 2.

The dishes, which are prepared in five minutes or less, are made with fresh vegetables, white chicken meat, lean beef and pork, trans-fat-free canola oil and no MSG.

With its stone floors and plasma televisions throughout, the restaurant doesn't look like the typical fast-food establishment.

Using a concept called fusion cooking, chefs at the restaurant mix ingredients and preparation styles from different countries and cultures into unique combinations.

Jean Robichaud, the franchisee at the East Point location, said the restaurant caters to healthy lifestyles.

“People are busy with an active lifestyle. They want healthy choices in their cuisine without losing the flavour, so we see a growing demand for our product in Saint John,” Robichaud stated in a press release.

“Everything is made fresh to order. Nothing is prepackaged – it's not scoop and serve,” he said.

Wok Box founder Christian Bullock said his company has been watching East Point Shopping for quite some time.

“They have created an inviting shopping ambiance with its cultured stone storefronts, high-end awnings, speciality lighting, treed island and wide colourful sidewalks, so we feel that we share the same commitment to providing that unique experience to consumers.”

Northrup said the restaurant offers a healthy, quick choice.

“They have a versatile menu and provide an open-kitchen concept where people can watch their meals being made,” Northrup said.

And, he said, the meals are of the highest quality.

“Wok Box certainly has the philosophy, the product and the brand to be a successful addition to East Point and our community.”

Northrup wouldn't say which stores are coming next to East Point.

“This is just one more of many to come,” he said.



PETER WALSH/TELEGRAPH-JOURNAL

Franchisee Jean Robichaud's Wok Box Fresh Asian Kitchen at East Point Shopping uses a concept called fusion cooking.