

POACHED.COM



MARKETING KIT



Unlike generic job sites, Poached is built for the food + drink industry

Poached is the nation's leading hospitality employment platform, bringing more efficiency and flexibility to your hiring process.

From dishwashers to management and everything in between—Poached gets your jobs in front of a growing network of 1 million hospitality pros with an average of eight years of experience. Connect with better candidates and hire faster on Poached.

**80k
REGISTERED
JOB POSTERS**

**1m
REGISTERED
JOB SEEKERS**

**5m
APPLICATIONS
SUBMITTED**

Poached Markets



Trusted by Top Brands



Affordable Job Postings: Connect with qualified candidates in your area with affordable, 30-day job listings.

National Posts: One post, one price— nationwide visibility.

ATS Connectivity: Increase resumes through third-party applicant tracking systems with automatic follow-up emails and candidate insights

Poached Shifts: Book individual shifts with freelance hospitality workers for last-minute openings and large events — or, post Shifts to try before you hire with no upfront costs.

Poached Locations: Connect team accounts to coordinate hiring processes across multiple locations and managers.

Intuitive Applicant Tracking: Easily review, rate, and share applications with your team to organize your hiring process.

Messaging and Interview Scheduling: Quickly connect with top applicants by messaging and scheduling interviews through your Poached account.

Automated Candidate Matching: Algorithmic email campaigns match your jobs and shifts with skilled and experienced candidates nearby.

Vast Partner Network: Your jobs and shifts are promoted across our partner network, expanding your audience more efficiently.

Social Stats



200k
WORKER APP DOWNLOADS
WITHIN THE FIRST YEAR

8 YEARS
AVERAGE WORKER
EXPERIENCE



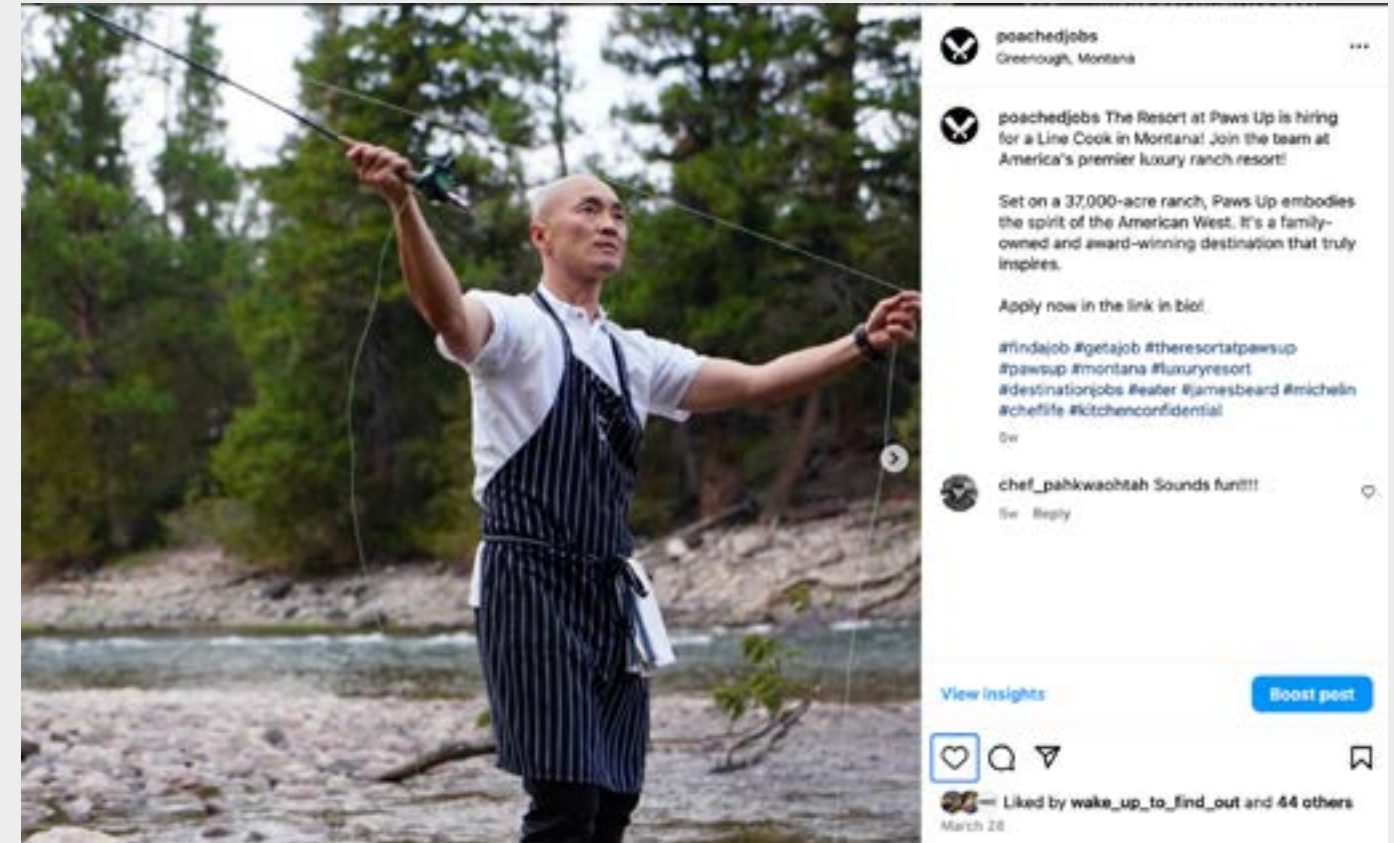
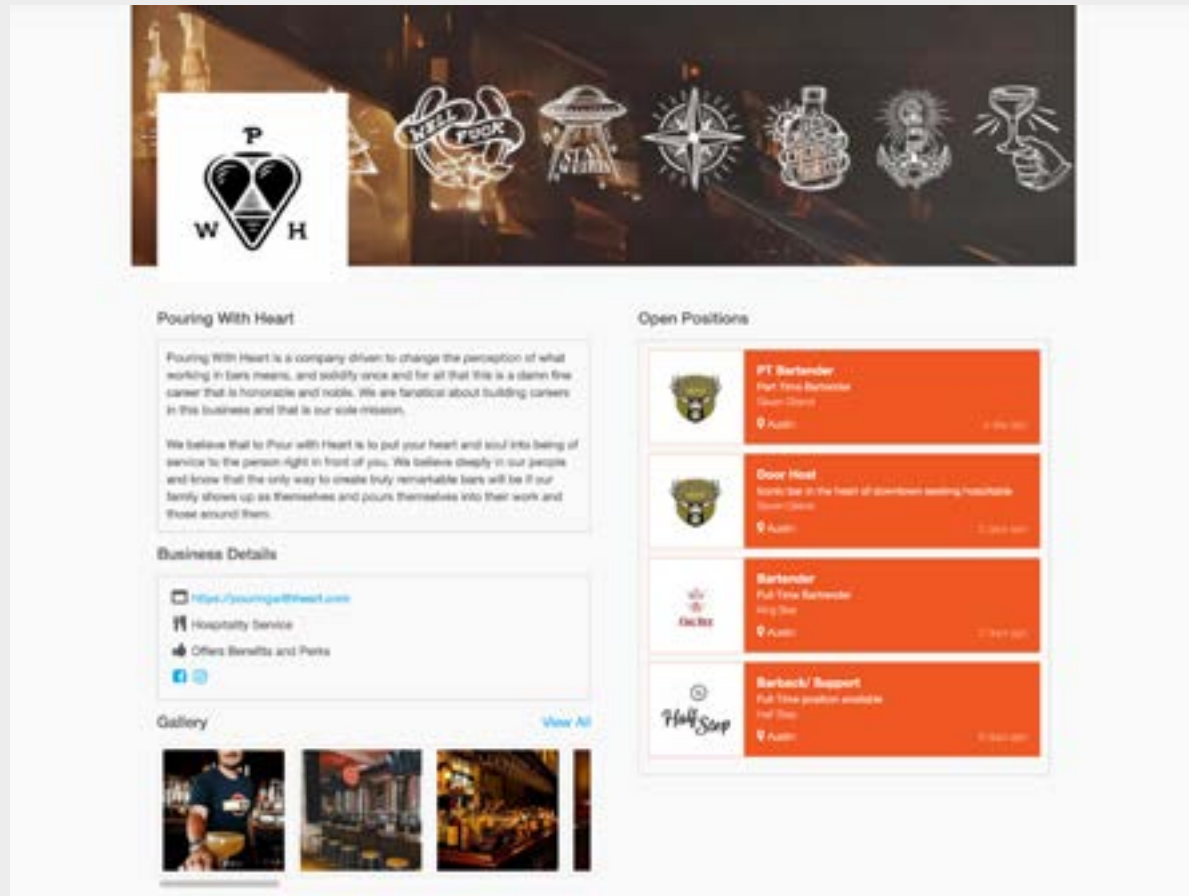
16.3k Followers
2m Impressions
57k Accounts
Reached Monthly



19k Followers
1.5m Impressions
352k Accounts
Reached Monthly

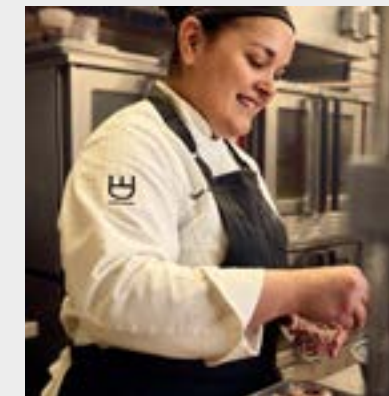
EXTENDED MARKET REACH

We promote our job listings on social media so your posting can reach a wider audience!



GET IN FRONT OF NEW EYES

Business profiles allows applicants to get to know your business! Share your history and company culture with future applicants where they can quickly view all open job listings. You can also easily embed the page on your own restaurants website.



3k
Total Impressions

5.72%
Engagement Rate

Blog Feature

POACHED FIVE.00 FIVE.00

DEPT. MECH

Professionalizing the Industry, One Worker at a Time

RESTAURANT INSIGHTS AND NEWS, SERVICE INDUSTRY LIFE | 3 COMMENTS

Hal Hospitality tells us how their benefits and perk package encourages a growing career within the food and drink industry — setting the trend of professionalizing a career in our industry.

Hal Hospitality is an award-winning restaurant group that's made a positive difference to employment within the restaurant industry since 2003 when Chef Tyson Cole opened the first Uchi in Austin, Texas. Since then, Hal Hospitality has grown to include four restaurant concepts: Uchi, Uchiho, Uchiha, and Loro Asian Smokehouse and Bar, with additional locations in Houston, Dallas, Denver, and Miami. While the restaurant group has become a powerhouse in our industry — they've stayed true to their beliefs that their employees make Hal Hospitality the success it is today. Hal Hospitality has fostered an environment where each employee can grow professionally and personally, offering benefits and perks that make it possible to have a successful and satisfying career in the restaurant industry.

"Hal Hospitality puts growth first and foremost." Kristen Hubby, Social and Digital Strategist at Hal Hospitality, told us. "Opportunity for growth is provided across all team members, from those in administrative/office roles to those working in our restaurants — there is a path for success." Hal Hospitality's emphasis on career development is likely one of the best perks about working at one of their restaurants. They've invested in creating an atmosphere where employees who seek knowledge and growth can find it, and there is something for everyone.

From their beverage program that provides discounts and guidance to those who want to achieve Sommelier, Sake, and Cicerone Certifications to their organized family meal, there is an opportunity for career advancement available to both FOH and BOH employees. Hal Hospitality is known to encourage culinary creativity and freedom through their daily **family meal**. Hubby described that those in the BOH interested in participating could sign up on a roster where two or three team members are scheduled to collaborate to produce a meal for everyone every day.

"There is a lot of creative freedom on what is offered each day, and it's really fun for the staff to cond and a great way to create that family and team member vibe," Hubby explained. A family meal can be an excellent

POACHED

1 million workers use Poached to find jobs and gigs with the leading restaurants, bars and hotels.

Come back to find the latest restaurant news, advice, and stories.

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- Nation's leading employment tool for the service industry
- Flexible solutions to supplement workers' income and keep businesses staffed
- Provides individual shifts to full-time positions
- Connects workers with the best jobs in the industry

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Calling All Restaurant Heroes!

Help other restaurant workers

By C.F.

**90k
BLOG PAGEVIEWS
IN LAST YEAR**

**1min 42sec
AVERAGE SESSION
TIME**

LET US DO THE HEAVY LIFTING

Be featured on our Poached Blog so we can highlight all the cool things about your company and the sweet perks that your employees love! Highlight comprehensive benefit packages, wellness practices, and more! We pride ourselves on featuring the innovators who help make our robust industry what it is today!

Email Marketing

**620k
WEEKLY
NEWSLETTER
SENDS**



Full Newsletter



Newsletter Banner

**44.89%
AVERAGE
OPEN RATE**

**5.25%
AVERAGE
CLICK RATE**

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AUTHENTIC. ELEVATED. ASIAN CUISINE.

NORI **SHINBAY** **SIZZLE**

We create handcrafted, artisanal magic.

Good food deserves to be shared. Each of our restaurants at HL Concepts brings the best that Asian cuisine has to offer, and makes it accessible for all to enjoy. Our cutting-edge culinary concepts are developed by serial restaurateur & master chef Hyunsook Lee, who brings his experience, culture and community into each and every dish.

HL Concepts was established in 2013 with a focus on uncompromising quality in a comfortable, yet sophisticated setting. Each of our dining experiences are unique, authentic, and innovative in every sense of the word.

APPLY NOW

GENERAL MANAGER **SUSHI CHEF**

SERVER **KITCHEN**

FOH **BOH**

HL CONCEPTS

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Know your Worth: Best Tip Tracking Apps

[read the blog](#)

If you're ready to take charge of your finances and start living within a budget there are tip tracking apps that not only help you record your daily tips but offer tools and insights to give you a clear idea of how much you're making monthly so you can budget better.

NORI **SHINBAY** **SIZZLE**

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