

#LOVEEVERYBODHI



# BODHI

INFORMATION KIT 2021



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# BACKSTORY

Bodhi began more than 30 years ago, founded by my mother Lee-Leng Whong as Australia's first vegan yum cha restaurant in 1988. I took over the reins in 2000 to bring Bodhi into the new century with a more modern take and a new location in Sydney's Cook + Phillip Park.

The Bodhi of today is much more than a restaurant. It has become a community hub for a new generation, embraced by likeminded people from all walks of life who share Bodhi's "do no harm" philosophy and passion for acceptance, protecting the planet and living consciously.

Australia's longest running and largest vegan venue, Bodhi is just as popular with vegans as with non-vegans, with yum cha lunch and a la carte dinner experiences bustling with everyone from monks to models, lawyers to lifesavers.

It is such a privilege to bring Bodhi to life in so many different ways each day, as a celebration of life and good food with friends, surrounded by ancient Moreton Bay fig trees and lush parklands in the centre of the city.

*Heaven Leigh*

**HEAVEN LEIGH**

Owner, plant-based entrepreneur



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# BODHI TRIBE

Over the years, we have fostered a tight-knit and devoted community who share our values and passions.

We bring together more than 347,000 people across our channels and in our restaurant across a course of a year.

It's our community to whom we owe our accolades such as Australia's Favourite Restaurant by Nourish Vegan Awards.

## STATISTICS

**130K**

restaurant  
diners a year

**14.5K**

monthly  
website visitors

**32.5K**

monthly  
pageviews

**23K**

email  
subscribers

**12.5K**

instagram  
followers

**7.3K**

facebook  
followers



# CAUSES & COLLABS

We're very passionate about supporting causes which align with our values and the interests of our Bodhi community, actively collaborating with others who share our "do no harm" philosophy.

Brands we've worked with recently:

WIRES

Horse Rescue Australia

No Meat May

Flora & Fauna

Two Good Co

Sony Music "Dumplings and DMs"

No Saints

Halfcut Foundation

VegePod

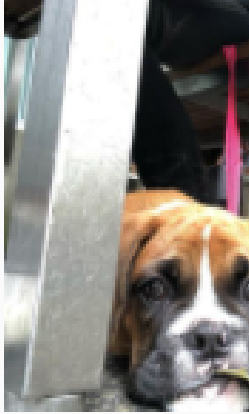
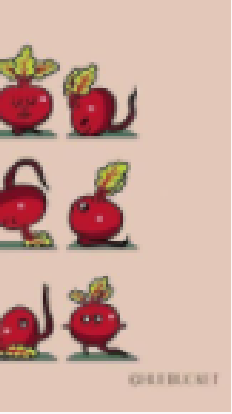
Gelatissimo

## GIVING BRANDS A VOICE

A thought leader in the cruelty-free and plant-based space, Bodhi owner Heaven Leigh passionately advocates for causes which promote protecting the planet. She also lends her voice to issues around supporting women in the workplace and work/life balance. Media trained and a great communicator, Heaven is available to explore ambassadorship opportunities.







# WORKING TOGETHER

We curate and share stories, experiences and products which resonate with our community. Ways brands and individuals can collaborate with us to share their stories include:

## NEWSLETTERS

Our editorial-style monthly newsletter features a range of stories, giveaways and product updates. [Sign up now.](#)

## SOCIAL

Partner with us on content, stories series, videos, live IGTV interviews, shared articles, giveaways and more.

## EVENTS

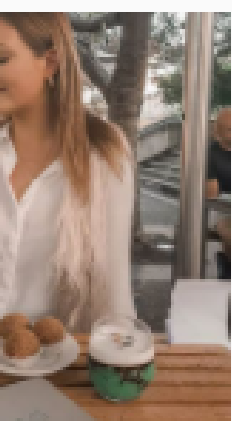
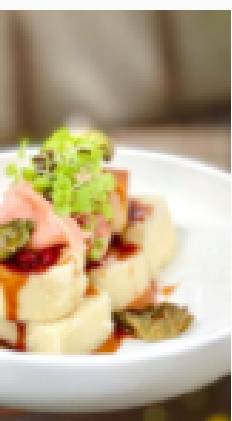
Each year, Bodhi hosts several key events, with opportunities including gift bags, activations and product sampling.

## RECIPES & BLOGS

We collaborate with others on guest articles, recipes, content and sponsored pieces for our well-read [Bodhi blog](#).

## GIVEAWAYS

In addition to major giveaways for Mother's and Father's Day, we regularly run prize giveaways on our channels, focusing on cruelty-free products.





# GET IN TOUCH

If you would like to partner up with us,  
explore collaborations or propose a fun  
idea, please get in touch with our team.

## MEDIA & MARKETING CONTACT

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## SOCIAL MEDIA

@bodhirestaurantbar



## CONTACT

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[www.bodhirestaurant.com.au](http://www.bodhirestaurant.com.au)

