

Bibimbap: The Iconic K-Food Dish Embodying 500 Years of Timeless Beauty

Authenticity × Innovation × Sustainability



HANOK MAEUL

Jeonju Bibimbap Specialty Franchise

Pungnyeon FC Co., Ltd.

www.jjbbb.co.kr

<http://link.inpock.co.kr/bibimbap>

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Bucheon-si, Gyeonggi-do, Korea



Company Overview

“We bring together people, time, generations, and stories in a single bowl.”

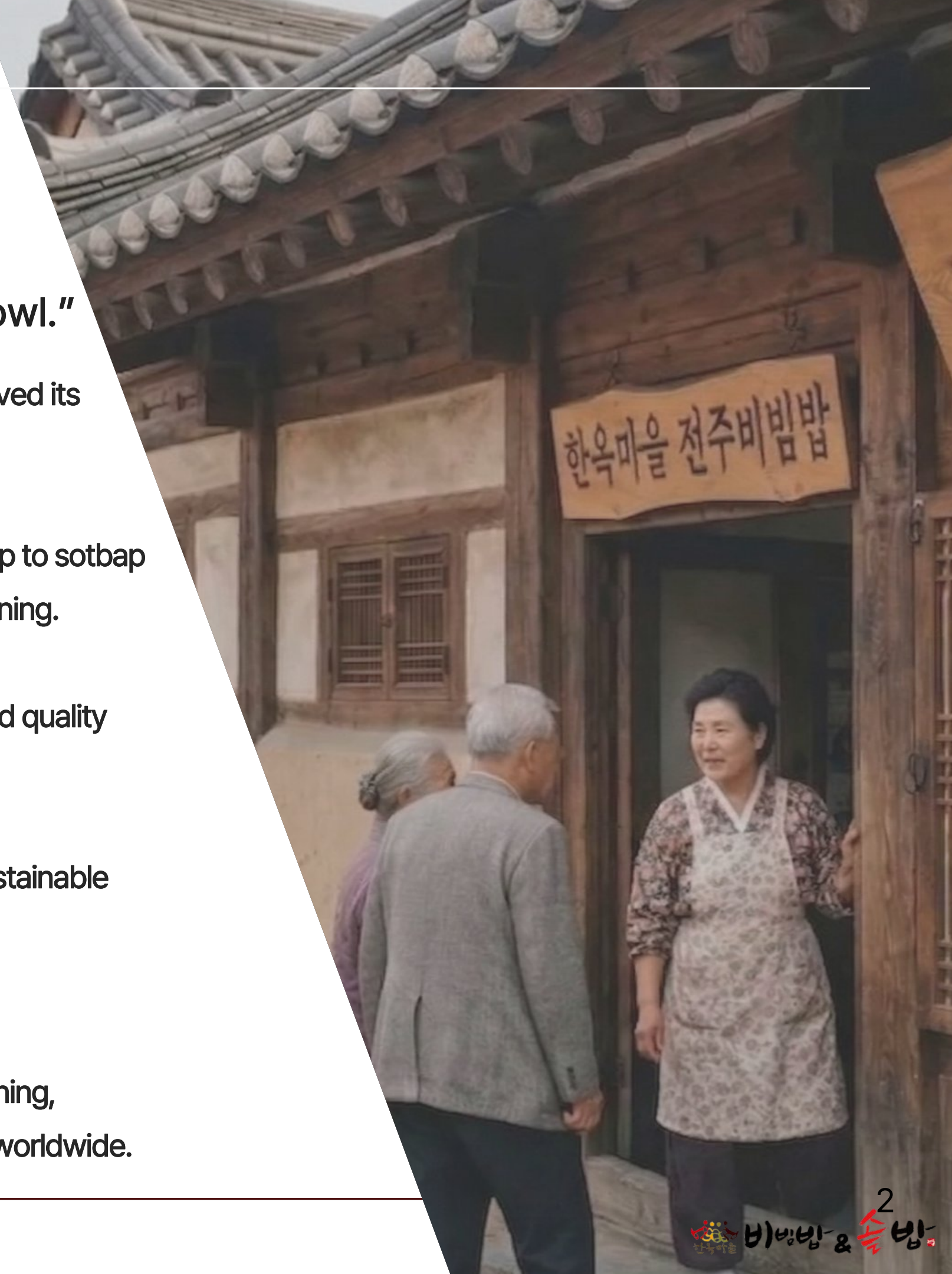
Founded in 1976 as a small restaurant in Jeonju Hanok Village, Pungnyeon FC Co., Ltd. has preserved its authentic home-style recipes for over two generations and 50 years.

Under the philosophy of “The Beauty of 500 Years of Tradition,” we have expanded from bibimbap to sotbap and cup-bap, delivering both the authenticity of Korean cuisine and the convenience of modern dining.

With HACCP certification and standardized SOP-based operations, we ensure consistent taste and quality across all locations while establishing an efficient operating model.

Through plant-based gochujang and eco-friendly ingredients, we are realizing ESG values as a sustainable K-Food brand.

Today, building on our proven success in Korea, we are preparing for global expansion into North America, Southeast Asia, and the Middle East, leveraging multi-channel strategies across dining, food courts, retail, and RTH (Ready-to-Heat) products to bring authentic Korean cuisine to tables worldwide.



Company Overview



Brand Values & Ideology

Authenticity :

Connecting 500 years of Jeonju heritage with 50 years of culinary tradition

Innovation :

Expanding global expansion driven by menu innovation, wellness and vegan trends, and standardized systems

Sustainability :

Building a future-ready brand through scalable bibimbap offerings and plant-based gochujang

Brand Experience :

Expressing Korean identity through Hanok-inspired interiors and authentic cultural experiences





Business Status

Domestic Market Overview

01

- **Operating 62** Hanok Village Bibimbap & Sotbap locations nationwide (3 corporate-owned, 59 franchised)
- **Plant-based Gochujang**: Expanding vegan and gluten-free menu options
- Diversified location portfolio:
Operating in **shopping malls, department stores, hospitals, public institutions, and food courts**

Overseas Market Achievements

02

- **Chicago Glenview** drive-in & food court: Scheduled to open in December 2026(U.S. Chicago – JV partnership signed and local corporation established)
- **Philadelphia ASSI Market Food Court**: Target opening in 2026
- Signed MOU with **Hanmi Business Partner**
- Signed MOU with **Overseas Korean Economic and Trade Associations(OKTA) Vancouver**, Canada (scope of cooperation: distribution and retail sourcing)

Key Products & Services

03

- Jeonju Bibimbap, Stone Pot Bibimbap, Sotbap, Soft Tofu Stew
→ **Consistent taste ensured through standardized recipes** and centralized sauce/production systems
- Cup-bap (grab-and-go store): Designed for **fast turnover and efficient operations**
- Frozen Bibimbap (RTH – Ready-to-Heat):
50-year Jeonju recipes × plant-based protein
= Plant-based soy meat gochujang and six premium namul items

Recent Financial Performance

04

- Achieved an average annual **sales growth of 10% over** the past three years
- Diversified business structure through frozen bibimbap exports (U.S. & Canada) and U.S. store entry
- Secured a **stable revenue model** through both domestic & international franchise expansion and frozen bibimbap exports

Key Historical Achievements

1976 Humble Beginnings in Jeonju

- Opened Pungnyeong Restaurant in Jeonju, preserving **the founder's authentic "mother's recipe"**
- Established the foundation of the home-style dining philosophy that continues today



2012 Brand Launch and Second-Generation Succession

- Launched Hanok Village Jeonju Bibimbap and **opened the first directly operated store**
- Introduced authentic Korean flavors to the modern dining market



2022 Innovation for Sustainability

- **Developed plant-based gochujang sauce**
- Advanced healthier dining with eco-friendly ingredients
- Expanded to 3 directly operated and 55 franchised stores



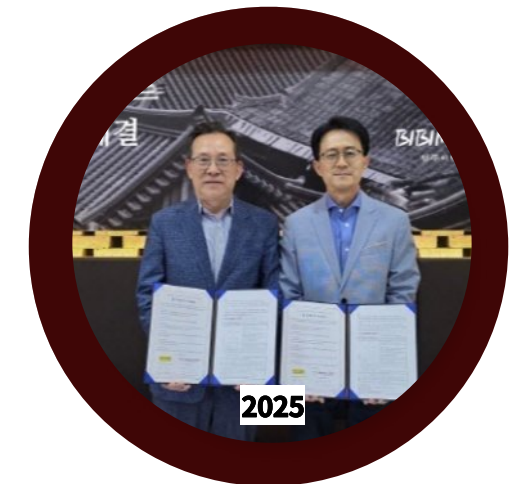
2024 Authentic Bibimbap in a Convenient Format

- **50-year Jeonju recipe x plant-based protein**
- Expanded to 3 directly operated and 59 franchised stores



2025~2026 Global Partnerships and Expansion

- **Chicago Glenview and Philadelphia ASSI Market projects underway**
- Signed MOUs with Hanmi Business Partner and OKTA Vancouver



2019 Global Expansion Foundation

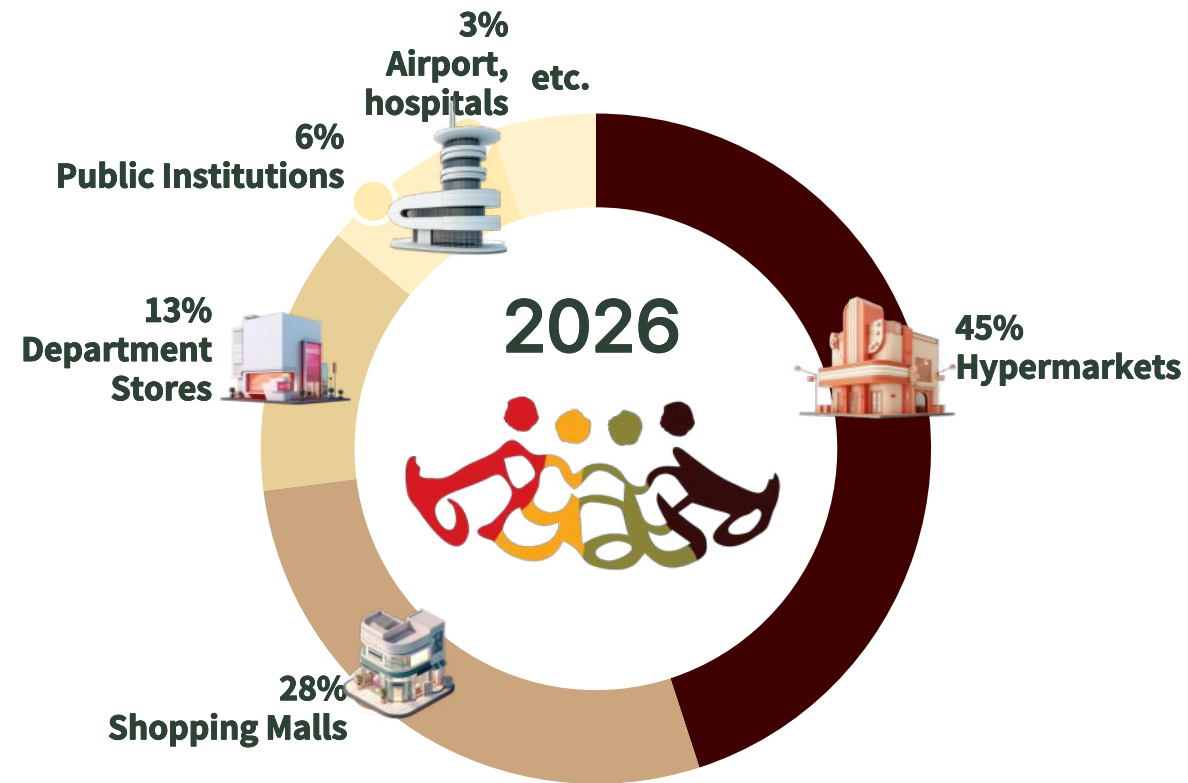
- Built a foundation for global expansion with 5 directly operated and 78 franchised stores
- **Signed an MOU with Cravito Group Inc., Malaysia**
- Participated in international expos and export consultations in Abu Dhabi and Vietnam
- Engaged in Korea-Myanmar business partnership activities



Domestic Store Network

62 Locations

(3 corporate-owned, 59 franchised)



Restaurants



Department Store



Shopping Malls



Hypermarkets



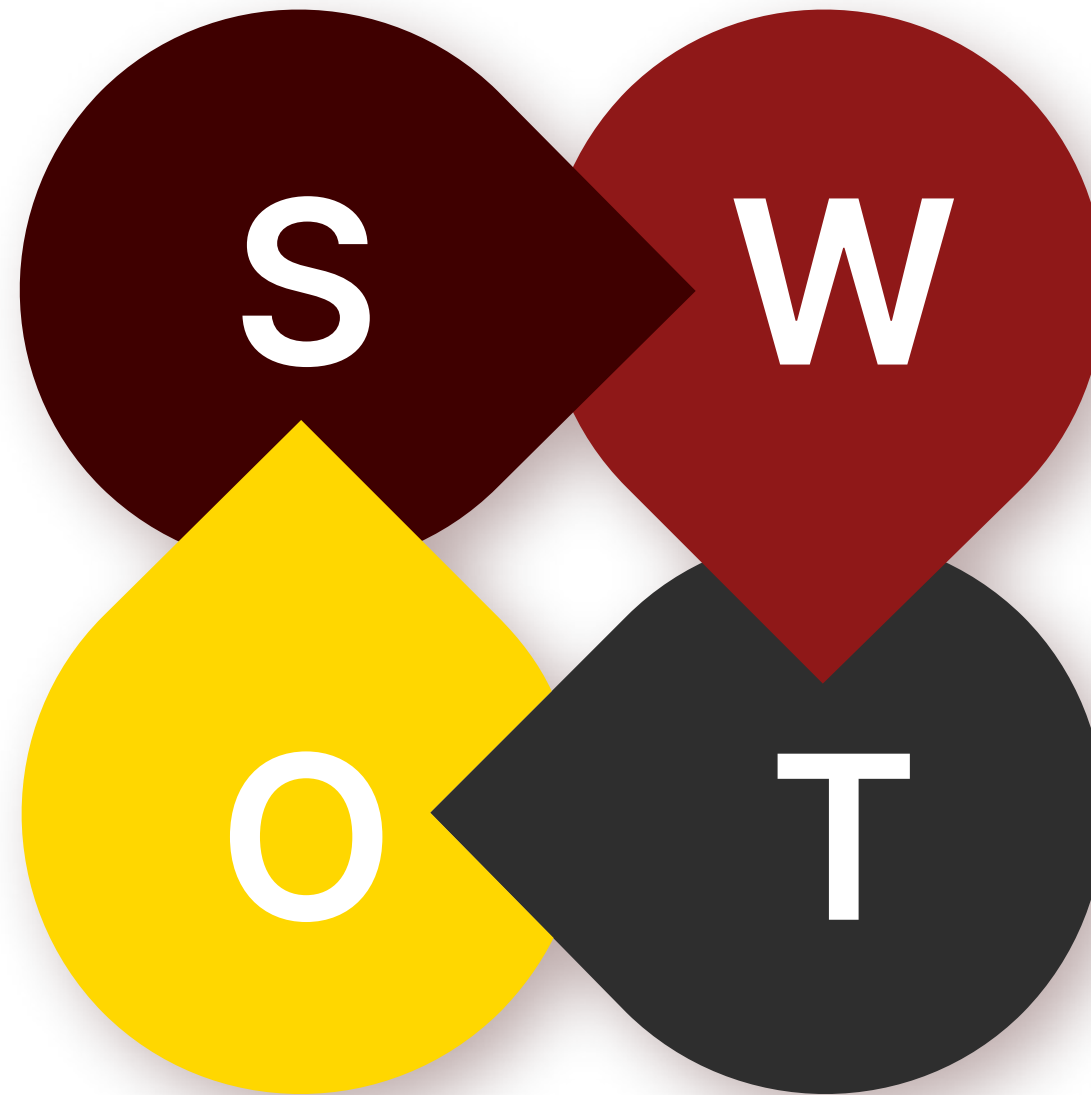
Competitive Analysis

Strengths

- **Authenticity** rooted in 1976 Jeonju recipes and the home-style dining philosophy
- **Standardized recipes** and HACCP-certified products
→ ensuring consistent quality across all locations
- Efficient cooking, and streamlined processes
→ **enabling faster turnover and reduced labor costs**
- **Nationwide logistics** infrastructure
→ securing a stable and reliable supply chain

Opportunities

- **Growing global demand** driven by K-Food and wellness trends
- **Strong fit for high-traffic locations** in dense commercial areas
- Frozen bibimbap and RMR expansion supporting retail and e-commerce growth
- Jeonju storytelling as a point of trust and differentiation



Weaknesses

- Limited overseas track record: Requires more commercial operating cases and stronger brand recognition
- **Narrow scope of consumer customization:**
No tailored options for grains, spice levels, or allergens
- **Concentrated supply hub:** Vulnerable to disruptions if central processing or logistics operations are interrupted
- Marketing scale limitations: Execution capacity smaller compared to major competitors

Threats

- **Competition from similar concepts** in Asian bowl and Korean casual dining
- Rising costs and exchange-rate fluctuations putting pressure on margins
- Regulatory differences increasing compliance costs across countries
- Brand dilution risk as "Jeonju" and "Bibimbap" become more generic

2026 Domestic Market Analysis & Business Strategy

Market Analysis

Business Strategy

Shifts in Consumption Patterns

1

- Growing demand for value-for-money, fast turnover, and take-out
- Higher peak demand in department stores, airports, and stations
- Continued growth in health- and value-driven consumption

Scarcity of Specialized Korean Brands

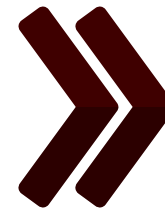
2

- Korean cuisine maintains a 52–53% share of the dining market
- Bibimbap specialty restaurants remain rare at only 0.3–0.5%
- Traditional Korean brands still have strong differentiation potential

Diversification of Consumption Channels

3

- Convenience meal market estimated at USD 4.31 billion in 2024, growing 7–8% annually
- Rising demand for lunchboxes, cup-bap, and RTH meals
- Continued growth of online malls and delivery apps



Market Analysis & Positioning

1

- Diversified portfolio strategy
- Four operating pillars:
 - Traditional bibimbap / Premium dining (sotbap) / Casual cup-bap (quick-service) / Compact delivery-only stores (shop-in-shop)
 - addressing diverse customer needs

Authenticity & Systemization of Original Bibimbap

2

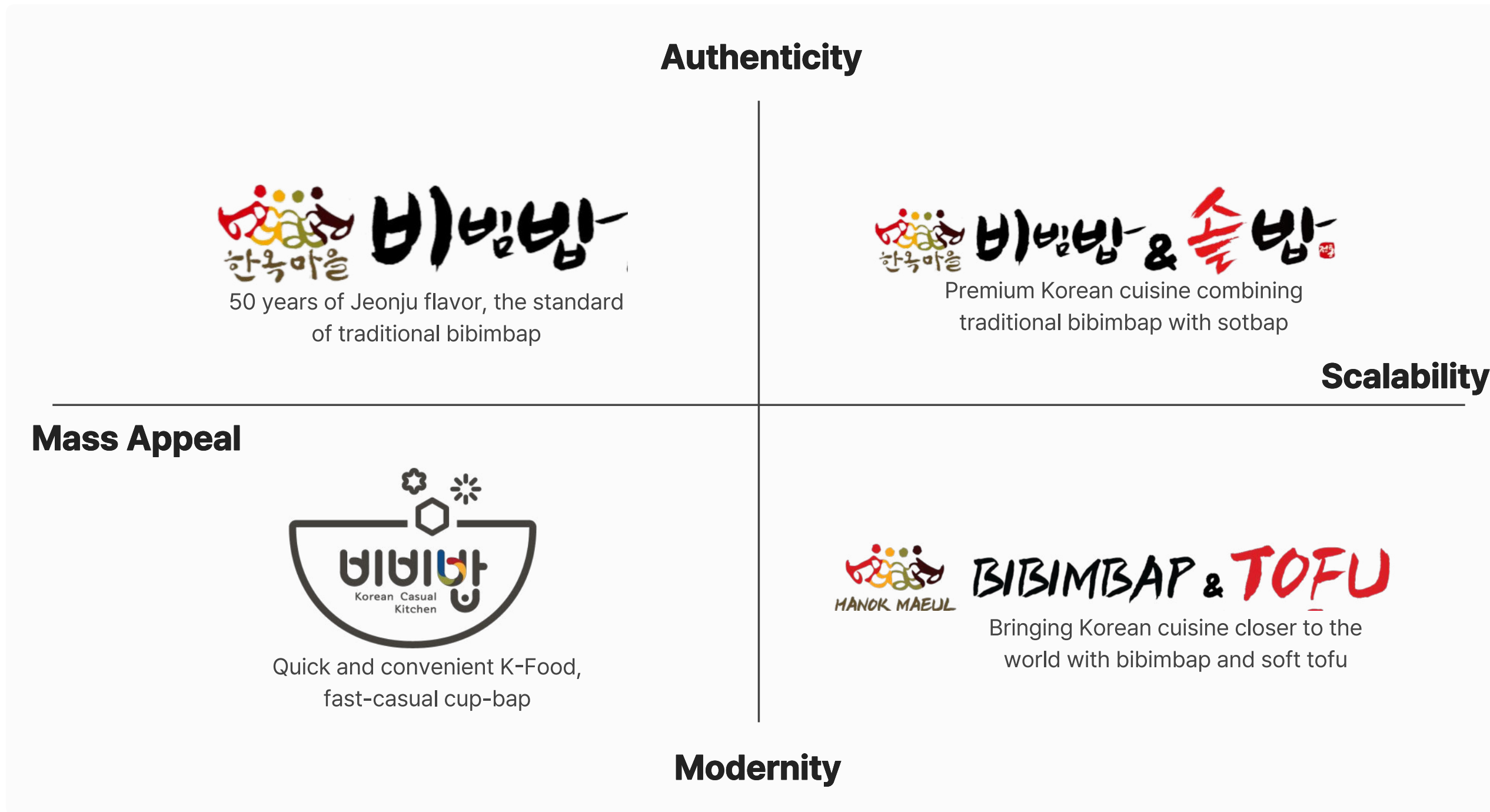
- A Korean brand built on 50 years of authentic Jeonju recipes
- Standardization and one-pack with weighed out portions of plant-based gochujang, seasoned vegetables, broth, etc.
- A scalable model combining strong brand identity with operational efficiency

Omni-Channel Strategy & Frozen Bibimbap Expansion

3

- Omni-channel operations integrating delivery, take-out, offline, and online
- Diversification through frozen bibimbap and RTH products for households, convenience stores, and overseas/online retail
- Delivering a consistent brand experience across both online and offline touchpoints

Brand Analysis – Connecting the Past, Present, and Future



POSITIONING MAP

Hanok Village Bibimbap is a second-generation K-Food brand that has grown since 1976, built on authentic Jeonju recipes passed down from mothers.

Our portfolio is complete with: Hanok Village Bibimbap representing tradition, Sotbap leading premium expansion, Bibimbap & Tofu strengthening global affinity, and bb.bob pioneering modern convenience meals.

This map illustrates differentiated brand positioning in the market across four axes: tradition, modernity, expansion, and accessibility.

POSITION ANALYSIS

Each brand plays a strategic role in preserving tradition while driving global expansion and capturing mass-market opportunities.

Through this, Hanok Village Bibimbap has established itself as a leading Korean F&B brand that embodies both heritage and innovation.

Overseas Market Analysis



Global Market Trends & Opportunities

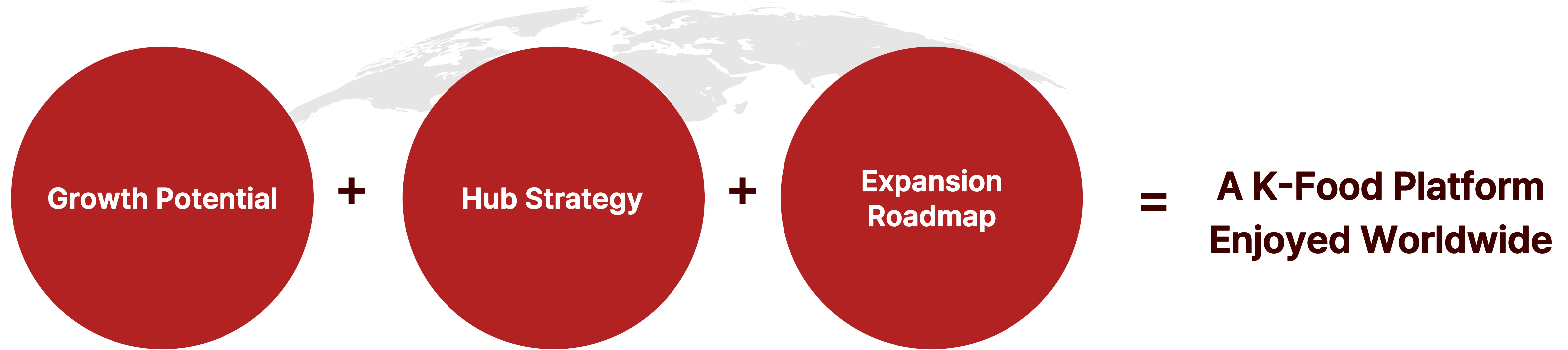
- K-content growth: **Rising awareness of K-Food driven by Korean dramas and K-pop**
- Wellness & plant-based trends: Growing demand for low-calorie and high-protein products
- Global wellness food market: Valued at USD 5.6 trillion in 2023, with steady annual growth
- E-commerce growth: Over 20% of food distribution expected online by 2025



Key Target Market Selection Rationale

- **United States:** Largest Korean community and rapidly growing K-Food demand → Strong potential for premium dining and RMR expansion in New York, LA, and Chicago
- **Canada:** Multicultural market with rising demand for Asian food and Korean cuisine → Well suited for health-conscious and value-driven consumers
- **ASEAN:** Strong Korean Wave influence and growing middle class → Rising K-Food demand, especially in Thailand, Vietnam, and Malaysia

Global Market Expansion Strategy



01

Direct Entry & Joint Venture

- Strengthening brand identity and quality control through directly operated stores in Chicago
- Establishing a U.S. corporation after a JV for Chicago food court (scheduled to open in October 2025)

02

Master Franchise

- Master Franchise: MOU signed with OKTA Vancouver Chapter
- Local partnership: Entry into Philadelphia ASSI Market food court (scheduled for December 2026)

03

Franchise Model

- Operating with standardized systems: HACCP, SOP, and recipes ensuring consistent quality anywhere
- Expansion focused on airports, department stores, and shopping malls (specialty locations)

U.S. Market Entry Strategy



- 2.5 million Korean-American community
→ Strong foundation for local entry
- K-content growth: **K-Food awareness exceeded 40%**(KOTRA, 2023)
- Rising wellness and vegan trends
→ **Competitive edge through bibimbap and plant-based gochujang**

- **Participation in key industry events and OKTA briefings**
→ 2024 New York General Assembly
→ 2025 Las Vegas General Assembly
→ **Seattle OKTA briefing session**
- Leveraging local business and investment networks
- Targeting Korean and broader Asian food demand

- **Chicago JV and local corporation established (2024)**
→ Opening scheduled for December 2026
- Philadelphia ASSI Market entry (2025)
→ Opening scheduled for December 2026
- Dual-track model: Food court + frozen bibimbap retail

- **"Jeonju recipe & home-style dining philosophy" storytelling**
→ Highlighting 50 years of tradition
- Plant-based soy meat gochujang
→ Aligned with vegan and sustainability trends
- Social media, K-content, and tasting events
→ Building brand loyalty

Outcomes of U.S. Business Roadshows



Participation and Outcomes from U.S. Major City Business Roadshows

- Hosted business roadshows in New York, Las Vegas, and Seattle
- Confirmed potential for Korean franchise market entry and secured local interest
- Established a foundation for collaboration through networking with investors and distributors
- Verified market entry strategies and expansion potential for street shops, food courts, and retail channels in the U.S.

Current Partnership Development Status

- JV contract signed for Chicago location (scheduled to open December 2026)
- Joint venture corporation established with Milstrang → Secured legal foundation for expansion into dining, food courts, and retail
- Philadelphia ASSI Market entry confirmed (scheduled to open 2026) → Launching a dual strategy of food court operations and frozen bibimbap retail

Canada Market Entry Strategy

Market Traits

- Strong multicultural receptivity
- Rising K-wave influence and K-Food awareness (35%, KOTRA 2023)
- Strong demand for Korean and Asian cuisine in Toronto and Vancouver

Key Initiatives

- MOU executed with the OKTA Vancouver Chapter (Nov. 2024)
- Participation in KOTRA's market support program
- Frozen bibimbap exports launched (Aug. 2025)

Strategic Direction

- Initial entry through Vancouver, followed by expansion into Toronto
- Master franchise dining + frozen bibimbap retail
- Government support to improve logistics and marketing efficiency

Marketing Strategy

- Jeonju recipe & home-style dining philosophy
- Plant-based gochujang for vegan and wellness markets
- Offline experience + online frozen bibimbap distribution

Canada Activities & Achievements



Canada Activities & Achievements

- Completed frozen bibimbap sample export test (Aug 2025)
- Verified demand for frozen bibimbap and plant-based gochujang
- Confirmed market entry potential through Vancouver's multicultural base
- Validated demand aligned with K-Wave and health-conscious vegan/wellness trends



Current Partnership Development Status

- MOU signed with OKTA Vancouver Chapter for master franchise collaboration
 - Partnership based on master franchise model
- Linked with KOTRA's Global Market Support Program
 - Strengthened export and distribution support system
- Leveraging Korean market distribution channels
 - Expected to serve as a hub for expansion across North America

ASEAN Growth Strategy



Vietnam Market Entry Strategy

Market Traits

- High purchasing power among young consumers
- Foodservice and delivery market growing by 10% annually
- Korean food awareness exceeds 35% due to the influence of the Korean Wave

Localization Strategy

- Localization for local flavor preferences (spicy and sweet-savory)
- Customized bibimbap and sauce offerings
- Expansion of premium Korean ingredient imports and distribution
- Introduction of small-format stores in university and office districts



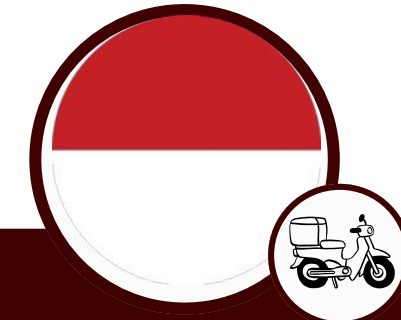
Thailand Market Entry Strategy

Market Traits

- Strong demand for premium dining
- High spending power among young consumers → Strong acceptance of K-Food and K-Culture
- Bibimbap-friendly food culture → Well suited to rice- and vegetable-based meals

Localization Strategy

- Premium dining positioning
- Healthy and low-calorie brand positioning
- Focused rollout of vegetarian-friendly menu options
- Entry into premium dining spaces in Bangkok shopping malls and food courts



Indonesia Market Entry Strategy

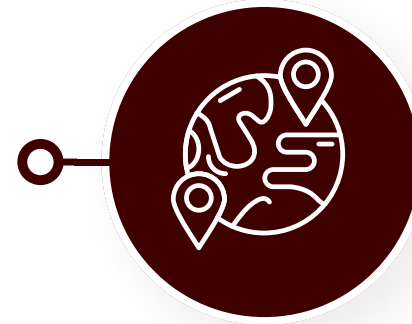
Market Traits

- Population of 280 million with strong growth potential among young consumers
- Rapid growth of delivery platforms (GoFood, GrabFood) → Highly suitable for the expansion of bibimbap and RMR

Localization Strategy

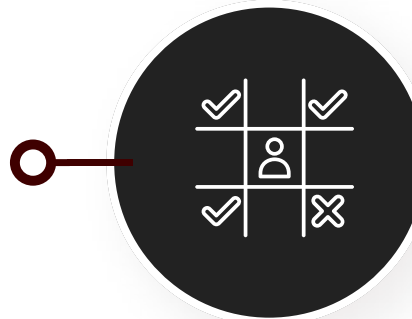
- Targeting the halal-certified gochujang and bibimbap market
- Expansion through joint ventures with local conglomerates and distribution partners
- Active market penetration through delivery platforms (GoFood, GrabFood)

Localization Strategy



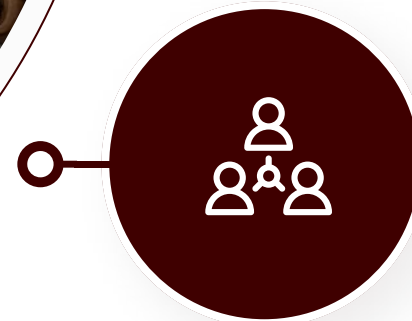
Product Localization

- Adapting toppings and sauces to local preferences
- **Combining local and core Korean ingredients to balance authenticity and cost stability**
- Meeting local certification and regulatory requirements for broader distribution access



Pricing & Positioning Strategy

- Positioning the brand as **premium Korean cuisine**
- Dual pricing by market: premium in developed markets, accessible in emerging markets
- Pricing within $\pm 10\%$ of local averages based on competitor benchmarking



Brand Localization

- **Localized storytelling built on Jeonju recipes and home-style dining values**
- Stronger online/offline integration through dining and RTH distribution
- Local partnerships with chefs, franchise groups, and retail chains to build trust and awareness

Marketing & Brand Strategy



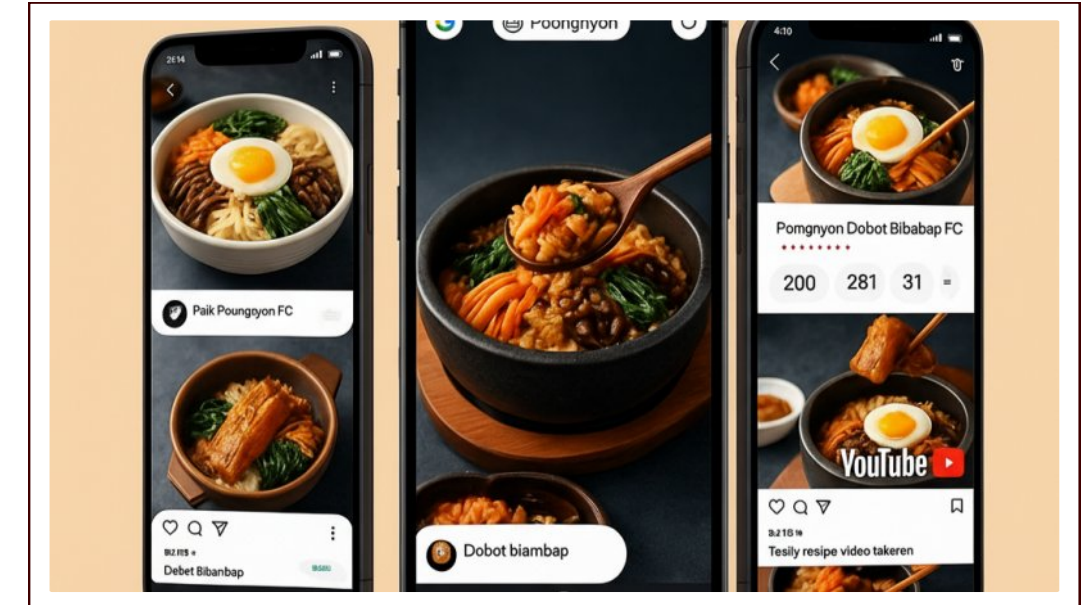
Global Brand Identity

- Jeonju recipes and home-style philosophy with modern sensibilities
- **Core brand values: 3C (Clean, Consistent, Contemporary)**
- Global brand message with region-specific positioning



Localized Marketing

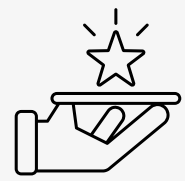
- Consumer research-based campaigns reflecting local preferences
- **Collaboration with local channels and partners**
- Experiential events and tasting promotions to build trust



Digital Marketing Strategy

- **Country-specific, platform-tailored social media strategies**
- Customer participation and review management
RMR sales expansion through owned and global platforms
- Data-driven targeting for more efficient advertising

Marketing & Brand Strategy



Identity Strengthening

Deliver tradition and values visually and directly → Clear global differentiation



Expanding Engagement

Photo zones, merchandise, and social media content to attract and re-engage visitors



Ensuring Scalability

Expansion through localization, digital, and global communication



한옥이(Hanok)

#Root #Tradition #Representation
Role: Delivering heritage and authenticity



비빔이(Bibim)

#Harmony #Diversity #Balance
Role: Representing the brand's signature menu



계란이 (Golden Egg)

#Unique #FUN #HappinessBooster
Role: Creating friendliness and joy



장이(Spicy Jang)

#K-Sauce #PlantBased #Spicy
Role: Representing K-heritage with plant-based gochujang

Menu Introduction

Bibimbap & Tteokgalbi



Sot Bap & Stews & Braised Short Ribs



Soups & Grilled Fish



Bulgogi & Stir-fried Octopus & Braised Short Ribs



Menu Introduction – Signature Dishes

시그니처 메뉴

한옥마을 정식
(비빔밥 + 제육볶음 + 된장찌개)
15,000원

솔밥정식
(솔밥 + 석갈비 + 된장찌개)
15,000원

2인 세트류

한옥마을 2인 세트
(전주비빔밥 + 가마솥밥 + 고등어구이 + 마늘석갈비 + 된장찌개2)
24,800원

www.비빔밥.kr

비빔밥류

전주 비빔밥
Jeonju Bibimbap
10,000원

돌솥비빔밥
Hot Stone Pot Bibimbap
10,000원

육회비빔밥
Beef Tartare Bibimbap
12,000원

왕의지밀 정식
Royal Table D'note with Stir-Fried Pork
15,000원

왕의지밀 떡갈비 정식
Royal Table D'note with Grilled Rib Patties
15,000원

솔밥류

두루치기 가마솥밥 짬 정식
Rice Cooked in an Iron Pot with Stir-Fried Pork
15,000원

석갈비 가마솥밥 짬 정식
Rice Cooked in an Iron Pot with Seek Galbi
15,000원

고등어 구이 가마솥밥 정식
Rice Cooked in an Iron Pot with Grilled Mackerel
15,000원

곤드레 가마솥밥
Rice Cooked in an Iron Pot with Cirsium
15,000원

단체메뉴

쭈꾸미 삼겹살 볶음
Stir-Fried Pork Belly and Webfoot Octopus
15,000원

불고기 전골
Royal Bulgoggi Hot Pot
15,000원

전주식 물갈비
Jeonju Spicy Rib Stew
15,000원

산더미 물갈비
Spicy pork Rib Stew
15,000원

Menu Introduction – Signature Dishes

전주비빔밥

전통 비빔밥 전문점
500년의 시간을 담은 아름다운 전통 음식

한옥마을 정식
전주비빔밥 + 매콤두루치기 + 순두부찌개
~~13,900원~~ → 12,900원

신선육회 비빔밥 11,900원 → 10,900원	매콤낙지 돌솥밥 11,900원 → 10,900원	소불고기 돌솥비빔밥 11,900원 → 10,900원
곤드레버섯 돌솥비빔밥 11,900원 → 10,900원	속초명태회 비빔밥 11,900원 → 10,900원	제육돌솥비빔밥 10,900원 → 9,900원
200°C 돌솥비빔밥 9,900원 → 8,900원	전통전주비빔밥 9,500원 → 8,500원	

매콤낙지볶음 9,000원	가마솥밥 3,000원	인절미(4종) 3,500원	사이다 2,000원
마늘석갈비 7,500원	공기밥 1,000원	한옥마을식혜 3,000원	콜라 2,000원
매콤두루치기 7,000원	진주수제초코파이 2,500원		

백상술밥

전통 가마솥밥 전문점
밥만 먹어도 맛있다! 가마솥밥 전문점

백상 정식
가마솥밥+마늘석갈비+순두부찌개
~~13,900원~~ → 12,900원

곤드레버섯 가마솥밥 정식 13,900원 → 12,900원	매콤낙지볶음 가마솥밥 12,900원 → 11,900원	단호박 가마솥밥 12,900원 → 11,900원
공비지찌개 가마솥밥 11,900원 → 10,900원	창국장찌개 가마솥밥 11,900원 → 10,900원	독배기불고기 가마솥밥 11,900원 → 10,900원
매콤두루치기 가마솥밥 10,900원 → 9,900원	순두부찌개 가마솥밥 10,900원 → 9,900원	

매콤낙지볶음 9,000원	가마솥밥 3,000원	인절미(4종) 3,500원	사이다 2,000원
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매콤두루치기 7,000원	진주수제초코파이 2,500원		

풍년家

전주콩나물국밥 & 죽 전문점
해장과 속풀이 식사로는 전주콩나물국밥이 최고!

굴콩나물국밥
가마솥밥+마늘석갈비+순두부찌개
~~10,900원~~ → 9,900원

오징어콩나물국밥 8,900원 → 7,900원	콩나물국밥 7,900원 → 6,900원	진복죽 8,900원 → 7,900원
낙지김치죽 8,900원 → 7,900원	영양달죽 8,900원 → 7,900원	한우소고기죽 8,900원 → 7,900원
야채죽 8,900원 → 7,900원	호박죽 8,900원 → 7,900원	

매콤낙지볶음 9,000원	가마솥밥 3,000원	인절미(4종) 3,500원	사이다 2,000원
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매콤두루치기 7,000원	진주수제초코파이 2,500원		

Menu Introduction – Quick & Convenient Cup-Bap

비빔밥 메뉴



고추장



비건고추장



간장



핫칠리

 : Spicy

 : Vegetarian



  **매콤제육 비비밥**
Spicy Pork Bulgogi Rice
특제양념에 매콤한 소스를 더해 매콤함&쫄깃함을 2배로 즐기는 메뉴



BEST
 **한방소불고기 비비밥**
Beef Bulgogi Rice
달콤짭자름한 양념과 건강한 한방재료를 넣어 기력회복에 적합한 메뉴



  **닭갈비 비비밥**
Stir-fried Spicy Chicken Rice
통통한 닭갈비와 40년 전통 고추장이 만나 든든한 한끼 메뉴



BEST
 **연어 비비밥**
Salmon Rice
부드럽고 고소한 연어를 큐브 형태로 어디서나 가볍게 즐겨볼 수 있는 메뉴



 **아보카도 비비밥**
Avocado Rice
매끄러운 과육 가득한 아보카도로 더 담백하고 고소한 건강 메뉴



 **간장제육 비비밥**
Pork Bulgogi Rice
특제 양념과 간장 소스가 어우러져 부드럽고 진한 풍미를 느낄 수 있는 메뉴



 **석갈비 비비밥**
Korean Grilled Short Ribs Rice
돌판 위 쫄깃한 갈비의 맛 그대로 풍부한 육즙과 달콤함을 즐기는 메뉴



 **돈가스 비비밥**
Crispy Pork Cutlet Rice
돈가스의 바삭함과 입안 가득 풍부한 맛 든든하고 심플하게 즐길 수 있는 메뉴



 **두부 비비밥**
Tofu Rice
겉은 바삭 속은 쫄득 단백질 보충에 완벽한 두부 가득 영양 만점 메뉴



 **닭가슴살 비비밥**
Grilled Chicken Breast Rice
그릴 닭가슴살의 단백질 가득 촉촉하고 든든한 웰빙메뉴

50 Years of Jeonju Recipe, Premium Ready in Just 3 Minutes



The heritage Jeonju recipe, handed down for two generations, meets our plant-based soybean gochujang, creating a premium K-Food that fulfills **authenticity, health, sustainability, and global market potential all at once.**



01 Heritage & Trust

- **Second Generation, 50-Year Jeonju Recipe**
 - Long-proven cooking methods ensure consistent and reliable taste.
 - Unified flavor and quality across 60 stores nationwide.
 - Allows customers to enjoy the same authentic taste and experience at home as in-store.

02 Differentiation

- **Plant-Based Soy Protein Gochujang**
 - **0 Trans Fat · 0 Cholesterol:** Traditional 50-year Jeonju Gochujang.
 - Quick preparation, yet deep satisfaction.
 - **Ready in just 3 minutes** in the microwave, offering a convenient yet wholesome meal.

03 ESG-Based Sustainability

- **Plant-Based Protein for Sustainable Value**
 - Reduces carbon footprint while addressing health, environmental, and ethical needs.
 - Broad social inclusivity: Appeals to vegetarian, flexitarian, and wellness-conscious consumers.

04 Global Compatibility

- **Market Validation:** **FDA approval in the U.S. completed; Canadian export sample testing underway.**
- **Global Expansion:** Signed MOUs with Hanmi Business Partner (U.S.) and OKTA Vancouver (Canada); Philadelphia ASSI Market Food Court opening planned.

Brand Competitiveness

Heritage & Authenticity

01

- Originated in Jeonju Hanok Village in 1976, **preserving a 50-year recipes** and the "home-cooked spirit" across two generations.
- Established a differentiated brand identity under the philosophy of "The Beauty of 500 Years."
- **Premium K-Food positioning based on authenticity**, storytelling, and sustainable value.

Innovation & Wellness

02

- **Addressing global wellness and vegan trends with a product line of plant-based gochujang and low-calorie RTH meals.**
- Compliance with international standards (HACCP, ISO, FDA) to ensure trust and credibility in global markets.
- Standardized recipes and operations combined with digital marketing to enhance adaptability in local markets.

Growth & Sustainability

03

- Phased expansion roadmap across North America (U.S., Canada) and Asia (Vietnam, Thailand, Indonesia).
- **Minimizing initial risks through joint ventures (JV) and master franchise partnerships.**
- Targeting global sales of USD 100 million by 2030, with overseas sales projected to account for over 50%.



Conclusion

Bibimbap : The Quintessential K-Food Embodying 500 Years of Heritage

Authenticity × Innovation × Sustainability

Pungnyeon FC secures the value of Korean cuisine in the global market, built on 50 years of authentic bibimbap expertise.

- **Global expansion focused on North America and Asia**
- **Balanced standardization and localization**
- **Brand growth through partnerships and digital marketing**

Pungnyeon FC will continue to lead global dining culture, driven by authenticity, innovation, and sustainability.

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