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HANOK VILLAGE
전주비빔밥
JEONJU BIBIMBAP



One bowl includes
500 years
of our beautiful history

HANOK VILLAGE
전주비빔밥
JEONJU BIBIMBAP



About Us

One bowl is Good Enough.

From simply eating a meal to food that adds health, healing, value, and tradition to life!

We would like to spread the excellence of Korean food in the long term rather than in the short term for the globalization of Korean food by Bibimbap.

Jeonju Bibimbap & Jeonju Bean Sprout Soup, we will strive to serve as a leader in the globalization of Korean food by practicing our vision and strategy deeply to spread the traditional taste, food, and culture.

We will always be with you as a dining company that shares your daily life by feeling health, healing, values, and traditions every time you eat with our food.

C.E.O Hyunki Kim

Meet Korean traditional style, Jeonju Bibimbap!

Korean Style

Korean Style refers to our traditional lifestyles such as Hanbok (Cloth), Hansik (Food), Hanok (House), and our traditional cultures such as Korean paper, Hangeul, and Korean traditional music.

Jeonju Bibimbap and Korean Food

Jeonju Bibimbap represents Korean food in a mixed Korean style! In Korean, **'Blending'** has the meaning of **Harmony**, which goes beyond simply 'blending' the various ingredients. Jeonju Bibimbap also consists of fresh and nutritious ingredients that have been grown in harmony with nature. Feel the taste, charm, and value of Jeonju Bibimbap that will blend the world, far beyond Korea alone.



Jeollabuk-do, Korea **JeonJu**

Representative city of Slow food & Healing food

Locally fermented food represents the well-balanced, nutritional, and low-calorie diet of Jeonju.

Sincerity of Jeonju A Creative City of UNESCO

The location where tradition and valuable time are united in harmony. Jeonju bibimbap is one of the best cuisines of the Joseon Dynasty.



Brassware
called **Yugi**



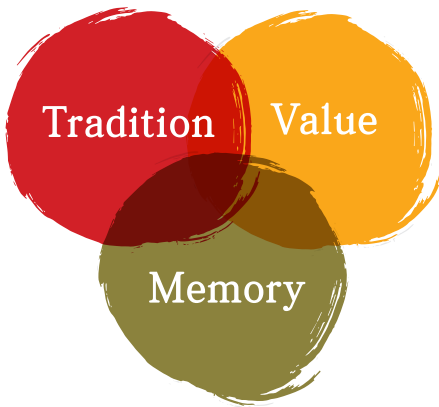
“Korean traditional bowl”

A block that destroys Vitamins, in which each ingredient Contains.
Maintains the original taste and temperature.

The rock-solid rich colored brassware comes from
78% best copper and 22% tin.

It has the thermic effect as well as
the cold storage function on the food that grants to maintain
the taste and to experience the effort of a perfectly prepared meal.

Bibimbap with mother's wisdom



500 years, Time with Bibimbap
40 years, Time with Us

Locally fermented food represents the well-balanced, nutritional, and low-calorie diet of Jeonju. Bibimbap, which contains the wisdom of mothers who have thought of their ancestors and continue to deliver their warmth. We include Korean tradition and preserves the values of Bibimbap.

Enjoy the taste of 'Hanok Village Jeonju Bibimbap' with us as time progresses.



Gochujang (Red-pepper paste)

These various vegetables have their own unique taste. When these vegetables are fused with our special spicy red pepper paste (gochujang), a harmonious dish known as **Bibimbap is assembled**.

Gochujang is an important factor, for it is the final last step in creating a Bibimbap dish. It blends each ingredient together in an own bowl.





Gamasot principle

Climbing high mountains and cook rice is the same.
The pressure and the boiling temperature of the water are low in the high mountains.
Heavy stones on the lid are able to protect the Gamasot.
The lid of Gamasot is heavy and slowly changes in temperature.

It maintains high internal pressure and high temperature for a long time,
which creates the best factors: color, gloss, smell, taste, and stickiness of the rice.

Jeonju Sot Bap

Jeonju Sotbap was originated from the Jeonju Pungnyeon Restaurant in 1976. This brand consists of the warm heart of a mother and her genuine patience.



In order to maintain the healthy and warm “Rice”, the shape of the traditional cauldron is kept. While the cauldron maintains its traditional shape, the edges of the traditional cauldron are thinly produced, (depending on its location) in order to have a more efficient heat transfer. The shape of the traditional cauldron, the heat that is transferred spreads evenly. This creates a stickier consistency and a delicious taste.

The philosophy for a more delicious and healthy meal

We hope to bring you a relaxing and healthy meal despite your busy everyday life.

Benefits of Nurungji (Scorched Rice)

One of the pleasures of eating sotbap is the Nurungji, which is scorched rice created from the heat.

Sungyung¹ neutralizes the stimulated appetite with salty and spicy foods, and amino acid dietary fiber in melted white materials help the intestines to digest smoothly.

¹.Sungyung: Spill boiled water to Scorched Rice





Bean Sprouts

A representation of the specialties of Jeonju.
Jeonju is a suitable environment for growing bean sprouts.

Benefits of Bean Sprouts

- **Boost the Immune System**
One of the main benefits. Bean sprouts are rich in vitamin C, which highly support for strengthening the immune system.
- **Promotes optimal cholesterol levels**
Bean sprouts contain active nutrients, including dietary fiber(vitamin A,B,C,D,E, and K). It boosts good cholesterol and reduces bad cholesterol.
- **Increased healing rate**
Bean sprouts are full of vitamin C and vitamin K, which speeds up the body heals open wounds caused by injuries.

Bean sprouts are highly nutritious and tasty. Enjoy it now!



Hanok Village Jeonju Soybean Sprout Soup

“40 years of experience”

A clean and light taste of soup that has been inherited and maintains the traditional flavor.
It is the best soup for a refreshing body.



The taste of the soybean sprout soup is mild and is not overwhelming.

This dish is created by boiling fresh ingredients with bean sprouts that are produced in Jeonju,

the home of soybean sprouts, and is also consists of seasoned, well-cooked rice.

This dish is served as the perfect hangover meal and a hearty meal as well.

Bean sprout soup has been loved and an all-time favorite by customers for 40 years.



The master artisan has grown soybean sprout only to optimize for the soybean sprout soup.



With 40 years of food philosophy, we treat the customers like our family with great care and healthy food.



We put 12 kinds of natural ingredients and boil for 20 hours so that you can enjoy the deep and rich taste than any other meat broth.

Through this dish, comfort, sincerity, and 40 years of tradition can be tasted.

Bean sprout soup enables people to taste and feel the warmth that has been delivered by time.

It helps you taking care of your health.

Not only is the taste heavily taken into consideration, however, the health of our customers as well.

Success Story

“

Despite COVID-19 negatively affecting many businesses, we have been able to Maintain stable profits with the support of the headquarters. It was possible to attract customers consistently due to the quality and characteristics of Korean food.

”

- Mokdong Branch -

“

I can proudly say that I am very satisfied delivering and serving Korean food dishes that not only taste delicious but have a positive impact on our customers' health while having stable sales.

”

- Sejong Government Complex Branch -

“

The headquarters has been very reliable and helpful even in difficult and uncertain situations. Through marketing tactics, menu renewal, and coexistence with business owners/store owners, we were able to show stable profits.

”

- Shinsegae Cheonan Branch -

Our steady pace in order to fulfill our goal is becoming clear.

Trust and challenge the power of confidence and positivity.
We will be a partner for a successful start-up.

Anyone can start a business. But not everyone succeeds.

The original Taste

- Standardization of taste with sauce and broth only in <Hanok Village Jeonju Bibimbap>
- Seasonal and trendy Korean food

Systematic Manual

- Build a manual that can be easily followed even by beginners without worrying about the cooking experience.
- Stable training before thorough opening

Stable System

- Saving labor costs and stable margins with the head office system that does not require a professional chef
- Jeonju Bibimbap's unique strategies that maintain a stable environment from special commercial areas to road shops that can yield at low investment costs

START-UP COST ✓

Section	Contents	Overseas(\$) Food Court	Overseas(\$) Restaurant(100m ²)
FRANCHISEE	Brand name and logo, Manuals operate	20,000	20,000
TRAINING	Pre-opening and opening	5,000	5,000
INTERIOR	Temporary construction / Woodworking / Tile / Painting / Electric construction	20,000	60,000
SIGN	Channel Type of LED Signs	2,000	5,000
KITCHEN EQUIPMENT	Refrigerator / Stove / refrigeration table / shelf, etc.	18,000	18,000
UTENSIL	Bowls / Cookware	10,000	10,000
FURNITURE	Tables and Chairs	-	5,000
MENU	DID or Food Model	2,000	2,000
OTHER	Graphics, Printout, Uniforms, Business cards, etc.	1,000	2,000
TOTAL		78,000	127,000

▶ Royalty : 3%

▶ Separate Construction : Demolition / Exterior Construction / Air Conditioning / Duct Central Conditioning System / Fire / Gas / Electricity Extension / Sound / License Cost/etc.

▶ Rental Items : Kiosk (Food vending machine), POS

▶ The above amounts may vary depending on the store and Country

▶ Contact Us : +82-70-4791-1088

Progress of Bibim



Education progress of Jeonju Bibimbap



Interior

CONCEPT

The Interior that harmonized traditional and modern features provides premium dining with traditional Korean dishes. The materials, especially wood and brick, give people could experience a traditional Korean house.



Store Introduction

Total : 61 Stores (2019.12)



Gyeonggi-do, Ilsan



Busan, Hadan



Geojedo



Incheon, Songdo

Leaping forward with our own Jeonju Bibimbap.

We plan to continue delivering the effect of the warmth our bibimbap has the world.



Malaysia-Korea
Business Partnership



International Franchise Exhibition
in Abu Dhabi

Delivery & Take-out



Jeonju Bibimbap



Octopus + Bibimbap



Beef Bulgogi + Bibimbap



Soft Tofu Stew with Seafood
+ Bibimbap



Rich soybean Paste Stew
+ Bibimbap



Stir-fried Pork + Bibimbap



Bean Sprouts Soup



Yukgaejang (Beef Stamina Soup)



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“ One bowl includes 500 years
of our beautiful history ”

In a bowl filled with Korean tradition, culture, history,
and wisdom. You can enjoy the real flavor of Bibimbap.



HANOK VILLAGE

전주비빔밥

JEONJU BIBIMBAP

Jeonju Bibimbap, the representative of Korea

- Symbolize the traditions of Korean village of Jeonju
- Expression the color of tiles with five-orientation colors based on the Yin-Yang and Five elements theory
- Representative of a creative food city and Expression of a Korean tradition village
- Emphasis on superior Korean language originality, which is Hangul

Leading Korean-food, Represents Korean food in a mixed Korean style!

- Representative food of Jeonju - Bibimbap and Soybean sprout soup
- The best of three dishes of the Joseon Dynasty.
 - ▶ One of the top three meals in Joseon Dynasty: Jeonju-Style bibimbap, Pyeongyang-Style cold buckwheat noodles, and Gaeseong-Style soup rice
- The well-balanced Diet
- Low calorie and Diet foods

