

Bonjuk 본죽

The Foremost Experts in Korean Cuisine
Franchise Brochure



Your Vision, Our Expertise





01 Company Overview

The Brand with the Deepest Understanding in Korean Cuisine

Porridge / Bibimbap Market
The No. 1 Brand with Overwhelming
Brand Recognition

Brand History

- **2002** Opening of Bonjuk's First Store, the "Daehak-ro Flagship Store"
- **2005** Opening of Bonjuk's 500th Store
- **2006** Opening of Overseas Stores in the U.S. and Japan
- **2009** Opening of Bonjuk's 1,000th Store
- **2019** Launch of Delivery Service
- **2020** Opening of the Bonjuk & Bibimbap 500th Store
- **2023** Opening of the Bonjuk & Bibimbap 900th Store
- **2024** Opening of the Bonjuk & Bibimbap 1,100th Store
- **2025** Opening of the Bonjuk & Bibimbap 1,200th Store



Comfortable Health **Juk**

A Korean take on comforting grain-based meals like risotto or oatmeal, Juk is a wholesome porridge that balances deep traditional flavors with health-conscious nutrition.



Delicious Health **Bibimbap**

Bibimbap Packed with a Variety of Flavors, Made with Six Types of Vegetables Preserving the Natural Taste and Nutrition

02 Brand Competitiveness

A Lifetime Business Idea to Pass Down Through Generations

Achieved the Lowest Closure Rate in the Korean Food Franchise Industry with 22 Years of Expertise



Exceptional Operating Period of the Industry's No. 1 Brand

Average Operating Period of Bonjuk Franchise Owners: **12 Years!**

1,101 Franchise Stores Have Been Operating for Over 10 Years!

02 Brand Competitiveness

23 Years of Sustained No.1 Brand Power in the Industry

Sales Distribution by Type

Takeout
40%

Delivery
35%

In-store Delivery
25%

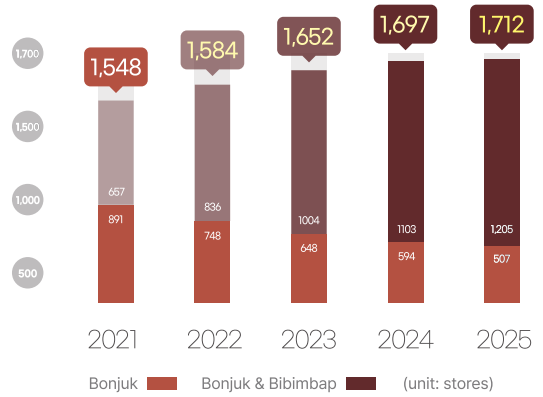
Bonjuk & Bibimbap

33.7 million KRW

Bonjuk

24.4 million KRW

Number of Franchise Stores



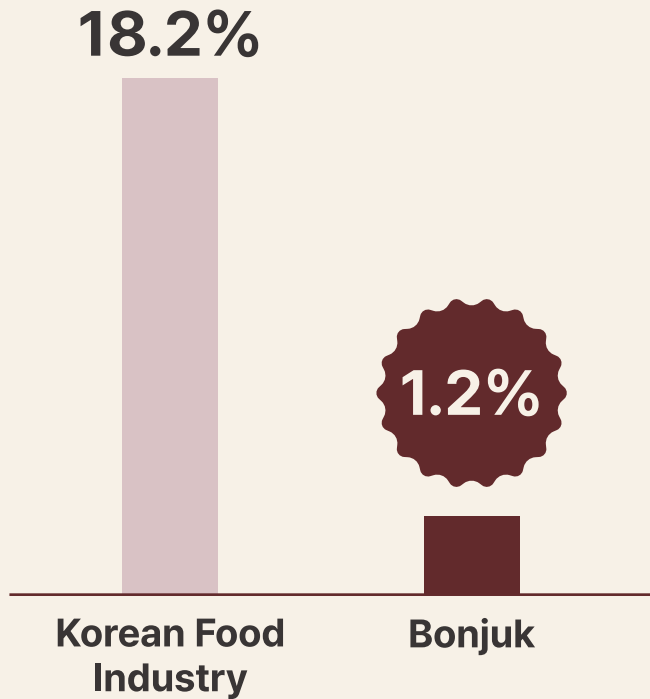
Bonjuk
507 ea

Bonjuk & Bibimbap

1,205 ea

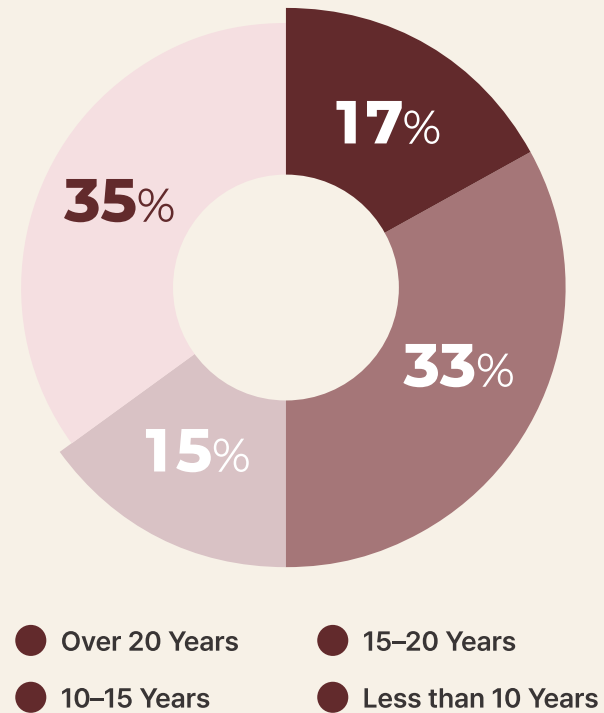
Total 1,712
As of the End of July 2025

Store Closure Rate



2023 Franchise Business Status Statistics Report

Store Operating Period



2023 Status Report

Stylish and Efficient Interior Design

Kitchen layout optimized for dine-in, takeout, and delivery, with a comfortable and warm dining area atmosphere



[Induction Cooktops]

Eco-friendly kitchen environment, keeping it comfortable in summer without risk of exposure to harmful gases



[Bon Made Machine]

Semi-automated porridge preparation reduces kitchen labor intensity



[Kiosk & Table Ordering]

Implementation of self-ordering systems enhances operational efficiency and reduces labor requirements



Healthier Dining: Synergy Between Juk and Bibimbap Menus

Bibimbap with the Taste of Juk

*Seasonal vegetables, side dishes, and dongchimi may vary.

Clay Pot

Oat and Barley Rice +1,000



Signature
Bonjuk Braised Soy Sauce
Chicken Butter Bibimbap

Stone Bowl
1,000

Oat and Barley
1,000



**Octopus and
Kimchi Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000



**不落
Beef Bulgogi and
Octopus Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000



Ground Soybean Stew



**Abalone Liver and
Seafood Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000



**Spicy seafood rice
Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000



**Tuna and Vegetable
Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000



Beef Bulgogi and Mushroom Stew



**Bibimbap with
6 Seasoned Vegetables**

Stone Bowl
1,000

Oat and Barley
1,000



**Beef Bulgogi and
Vegetable Bibimbap**

Stone Bowl
1,000

Oat and Barley
1,000

Hearty Side Dishes

*Side dishes cannot be ordered separately.



10ea 10 Chewy Potato Steamed Dumplings



Sizzling Beef Bulgogi on a Hot Plate

Premium Nourishing Juk

Cheese topping +2,000



Golden Cultured Ginseng Root Beef and Abalone Juk

+Candied Walnuts

100% Korean-Cultivated Wild Ginseng Roots, Beef, and Abalone



Fresh Seaweed Red Crap and Shrimp Juk

+Candied Walnuts

100% Korean-Grown Gamtae Seaweed, Abalone, Red Snow Crab & Shrimp

Signature Abalone Juk

Cheese topping +2,000



Abalone Juk

Abalone Juk **Doubled abalones**

Abalone Juk **Tripled abalones**



Abalone Sauce Juk

Abalone Sauce Juk **Doubled abalones**

Abalone Sauce Juk **Tripled abalones**



Abalone Juk with truffle oil

Abalone Juk with truffle oil

Doubled abalones



Juk with ginseng, chicken and abalone



전 메뉴 외래어 안내
Menu Guide QR Translator



Customized Porridge Service,
Bibimbap Takeout Packaging,
Porridge Storage Instructions,
Allergy Information

*Menu images are for illustrative purposes only and may differ slightly from the actual dishes.
*Dishes containing snow crab, oysters, or meat may occasionally include oyster shells, crab shells, or meat bones from the raw ingredients. Please exercise caution when consuming.

Healthy Nutritional Juk

Cheese topping +2,000
(Juk Egg Add-On Option +1,000)



Beef and vegetable Juk



Seafood Juk
Doubled seafood
Special Seafood Juk



Vegetable rice porridge



Beef and mushroom Juk



Shrimp Juk
Doubled shrimps
Special Shrimp Juk



Rice porridge

*Rice Porridge is Served with Only Dongchimi and Soy Sauce as Side Dishes.



Tuna and vegetable Juk



Mushroom and oyster Juk
Doubled oysters
Special Mushroom and oyster Juk

Customized Half-and-Half Juk

Cheese topping +2,000



SPECIAL
Leg Meat from Two Red Snow Crabs

Poo Paht Pong Curry and Red Crab Juk



인기 메뉴
Egg and Shrimp Juk

Energy-Boosting Juk

Cheese topping +2,000



Wild pine mushroom and beef Juk

Doubled wild pine mushrooms

Special Wild pine mushroom and beef Juk



Loach Juk



Ginseng and chicken Juk



Bulgogi and octopus Juk

不惑

Special Hangover Porridge

Cheese topping +2,000
(Porridge Egg Add-On Option +1,000)



Red snow crab Juk

2 red snow crabs

Regular Red snow crab Juk

4 red snow crabs

Special Red snow crab Juk

6 red snow crabs



Octopus and kimchi Juk



Spicy seafood Juk

해장 추천

Authentic Traditional Juk

Add 6 Rice Cake Balls



Pumpkin Juk



Sweet red bean Juk



Red bean Juk



Mung bean Juk



Black sesame Juk



Premium Pine Nut Juk

*Experience the Exceptional Taste and Aroma of 100% Korean Pine Nuts



Taipei, Taiwan Opened in 2023

03 Franchise Startup

Startup Process Startup Costs

With Bonworld Inc.'s Tailored Startup System, Even First-Time Entrepreneurs Can Succeed in the Restaurant Business



Start-up cost for Bonjuk <small>The following startup costs are temporarily applicable for the year 2026only.</small>			
No.	Item	Details	Cost per store (Based on 50m2)
1	Franchise Fee	Brand License	25,000
2	Opening Training Fee	Manual & Recipe, Operations Setup Support Before & After Opening	
3	On-site Opening Supervising Fee	Local Procurement of Ingredients, Interior/Exterior Setup, Signboard, SOP	
<ul style="list-style-type: none"> ✓ On-site training & opening Supervision duration: 1 week before/after opening ✓ If training period extension is desired, additional \$100–300/day (varies by country GDP) ✓ Bonworld: Covers round-trip airfare / MF: Provides accommodation & meals 			
4	Initial Supplies	Ingredients : Minimum quantity for about one month	2,300~
		Packaging materials : Minimum quantity for about one month	800~
		Kitchen Utensils : Varies by store size	2,800~
5	Contract Performance Deposit	Not applicable (Prepayment required for item purchases)	0
6	Running Royalty	Rate-based	4%
		Marketing Costs (managed by each shop)	2%
		Flat Rate (Adjusted based on market conditions)	
7	Locally Incurred Costs	Promotional Materials, Interior Construction, POS System, Digital Menu Board (DID), Signboard, Kitchen Equipment, Kitchen Utensils, Furniture	Actual Cost

Currency: US\$



Play
Brand Video

본죽
Bonjuk