

喜來稀肉

서래갈매기



전세계1호 회기점 967-3450

SEORAE

서래

서래갈매기

喜來稀肉

ソレ-カルメギ

SEORAE 서래갈매기

Seorae Galmaegi is a special place where you can share remarkable time with family and friends surrounded by warm atmosphere



SEORAE

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SEORAE

カルメギ



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BRAND STORY

We launched the first branch in 2007 starting from a little state. Our food has attracted people with its competitive prices, our unique sauces, and the authentic taste of Korea. Within 3 years of starting our business, Seorae has become the NO.1 brand known for skirt meat BBQ restaurants all over Korea and Seorae is still being loved by local customers. Currently we are expanding our business throughout Indonesia, Japan, Singapore, and China and we are currently managing around 250 branches globally.

SEORAE 서래갈매기 

COMPANY SUMMARY

Company	Seoraester Co.,Ltd.
Brands	Seorae Galmaegi / Seorae Bulgogi / Seorae Tong / Seorae Pan Seorae Beer House / Chicken Toilet / Wa Full King
Overseas Branch	Seorae China
H.O. Address	#203 192-5, Hwiyegong-dong, Dongdaemun-gu, Seoul, Korea
A number of whole stores	287 Stores
Website	http://seoraeglobal.com/



Certificate of Registration of logo and trade mark



SEORAE HISTORY



BRAND CONCEPT

- Value Proposition

"TASTE THE GREAT"

- Brand Concept

"Full Service Restaurant"



Specialty Roasting Restaurant
Offer Korean authentic BBQ dining experience

Various Menus
Order menu with Real Pork/Chicken/Beef and a lot more Korean side dishes.

Long-run Business Technic
Provided 10 years business experience, operational know-how and our secret recipes.



Full Service Restaurant Financial Summary (Unit: 100 Million KRW)

Year	2008	2009	2010	2011	2012	2013	2014	2015
Sales	100	150	200	250	300	350	400	450
Profit	20	30	40	50	60	70	80	90

Full Service Restaurant Financial Summary (Unit: 100 Million KRW)



VISION

The place where the taste and hospitality of Korea can be served to the customers.

"TASTE THE GREAT"

The competitiveness of the authentic taste and hospitality of Korea.

1. Method for roasting the meat.
2. Special sauces.
3. Human resource system.

VALUES

BUSINESS DRIVER

Direct Proprietary Business
The direct proprietary businesses are currently under operation in Beijing and Shanghai of China as well as in Korea and the business model of "Secret Roasting" is being continuously promoted for entry into the overseas markets by way of the direct proprietary stores.

Reliable Agent Business
By identifying and screening the reliable business partners, the businesses can be conducted in cooperation with the Head Office by segmenting the territories by the countries or regions.

Franchise Business
The Head Office and partners lay the stress on the expansion of the markets by recruiting the owners of the affiliated stores of the franchise in their respective areas of responsibility and thereby implement the well-organized administration systems.

Now Grilling at Seorae

There is nothing like juicy Korean bbq to gather everyone around table. Seorae offers you the best way to experience refreshing Korean charcoal bbq dining with vary Grilled menu. With Seorae, grilling turn it out just as delicious and rich flavor. TRY Korean bbq at Seorae!

SEORAE 서래갈매기 

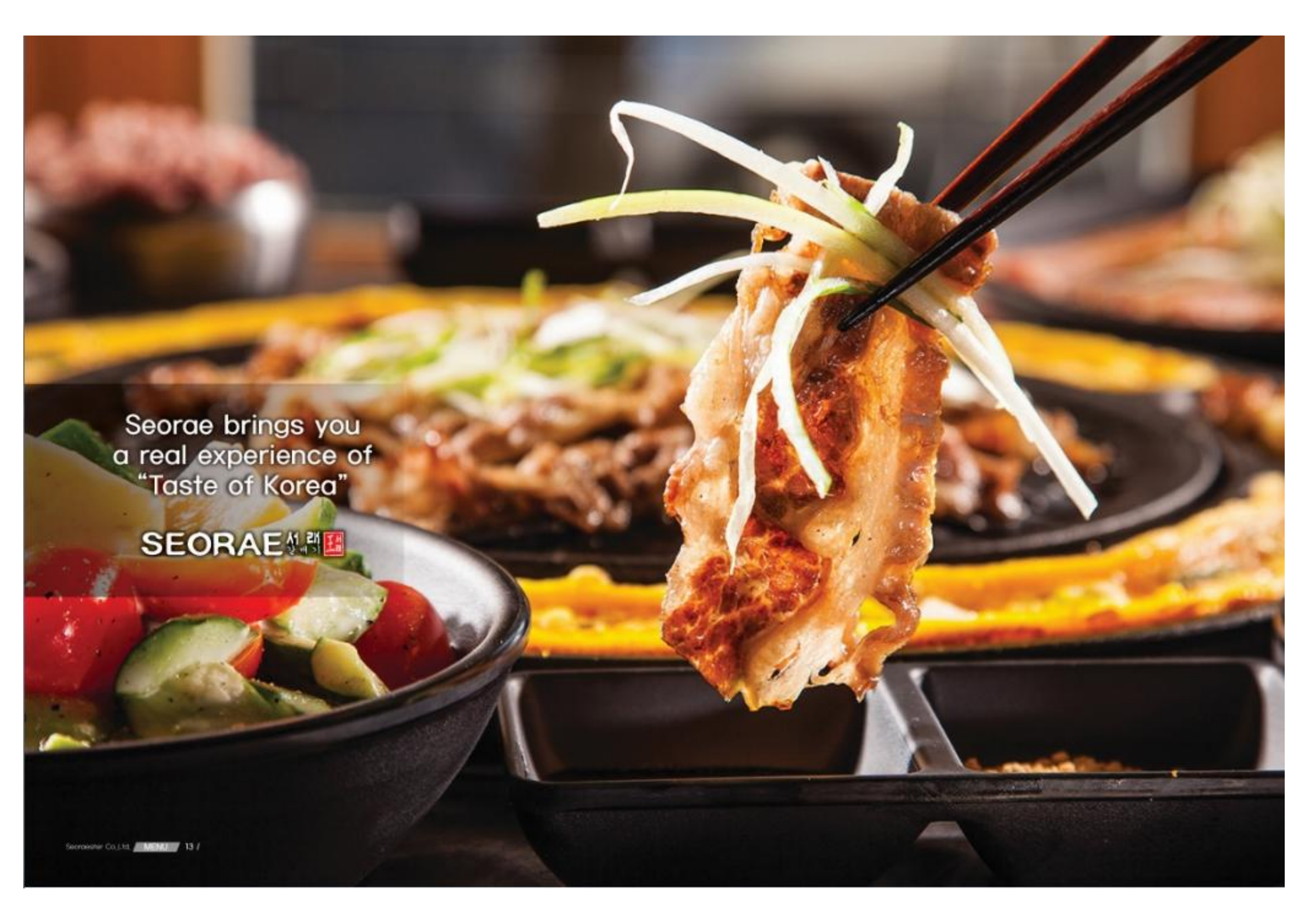


“Taste the great”


NEWS

The collage features several news items:

- 新宿 新大久保** (Shinjuku Shinjuku): A Japanese article with photos of restaurant interiors and exteriors.
- 伊勢丹新宿店** (Isetan Shinjuku): A Japanese article mentioning a robot restaurant and a cafe.
- Scoop**: An English article with a photo of a man in a suit, likely a Seorae representative.
- SEORAE**: A small image of a restaurant storefront.



Seorae brings you
a real experience of
"Taste of Korea"

SEORAE 서래 

Pork



Galmaegisal is rare part of pigs which can be obtained only 3000-5000 grams from a fully grown pig. Originally Skirt meat has its tender texture and Molnessa, Seorae's signature pork skirt meat, marinated with our secret spices, is most beloved menu by our customers.

MENU

Pork

GALMAEGISAL

- Soy Sauce Skirtmeat
- Soybean Skirtmeat
- Spicy sauce Skirtmeat
- Garlic Skirtmeat

Pottery Pork Belly

- Pork Belly
- Soy Sauce Pork Belly
- Spicy Pork Belly

The combination of Seorae's special sauce and belly Meat brings the taste of pork belly to a new level.

Assorted Pork Set

Our popular Galmaegisal, Pork jowl, Pork belly, Pork rinds and Pork intestine come all in one.

Beef



MENU

Beef



Beef Belly

It may seem a bit fatty, but is very chewy and aromatic. There are muscular parts between the fatty layer and the meat, and it goes very well with the special sauce.



Outside Skirt

As an equivalent of skirt meat, outside skirt is chewy, sweet and fatty. With abundant meat juice, outside skirt is considered the best roasted beef.



Gwangyang Bulgogi

Gwangyang style of bulgogi. Thinly cut of top blade marinated with seonrae's bulgogi sauce.



LA Galbi

Rib side of beef marinated in truly and fresh vegetable soy sauce.



Assorted Beef Set

Our popular beef skirt, Beef tongue, Beef belly roll, Beef rib finger and bulgogi come all in one.

CHICKEN - SIDE

MENU

Chicken



Grilled Spicy Chicken

Overnight marinated chicken thigh with spicy sauce, then grilled to perfection.



Grilled Soy Chicken

All-white meat chicken thigh marinated with our special garlic sauce overnight and grilled in your liking.



Sweet Soy Chicken

Special sweet soy chicken thigh marinated with onion, potato, rice cake, vegetable and special sauce.



Sweet Fried Chicken

It is a deep-fried one-time crispy chicken skin, coated in a sticky and sweet sauce.



Chicken Stew

Spicy chicken stew served with onion, potato, rice cake, vegetable and special sauce.



Spicy Chicken With Cheese

Ste-fried authentic spicy chicken and vegetables served with cheese.

Side Dish



Sundubu Jjigae

A menu that has captured the taste of people from all over the world with its well-balanced mix of soft tofu and spicy sauce.



Kimchi Jjigae

Spicy stew with kimchi, pork, tofu, and various vegetables.



Duenjang Jjigae

Scorbon Paste Stew with marbled beef, seafood, tofu and so on.



Budae Jjigae

Hotpot spicy stew with various ingredients in anchovy soup base.



Dakgaejang

Authentic and deep taste of spicy chicken soup.



Pork Rib Stew

Slow cooked pork ribs in special sauce along with vegetables in dakkaejang. It is very tender and tasty.



Mul Naengmyeon

Cold chewy buckwheat noodles in chilled broth.



Makguksu

Cold buckwheat soba noodle with vegetable and tasty sauce.



Seafood Shinramen

Korean ramen with Devenese seafood and stringy noodle.



Japchae

A typical banquet dish that is added with slightly salty soy sauce and various flavorful ingredients.



Tteokbokki

It is a popular combination of tteokbokki with soft chewy rice cakes, egg and cooked together with sweet and spicy seasoning sauce.



Tteokbokki

A typical Korean snack food where chewy rice cakes is mixed and cooked together with sweet and spicy seasoning sauce.



Dolsot Bibimbab

This is Bibimbab where various vegetables and spicy red pepper sauce are mixed together in a heated stone pot.



Soy Braised Beef Mayo Bibimbab

Hot steamed rice comes with soy-braised beef, fully scrambled egg and special sauce in the center mix it together to eat.



Lunch Box

A dish that is made with the right amount of side-dishes and rice, topped with fried liver and egg.



Hoemul Pajeon

Traditional Korean pancake with fresh green onions and succulent seafood.



Spicy Chicken Feet

Endless chicken feet marinated in spicy seasoning sauce, wash when it gets extra grilling on charcoal fire.



Korean Pancake Ice Cream

It is a Korean pancake filled with fresh sugar maple syrup. Pancake comes with liquid ice cream, orange sauce and chocolate sauce and topped with fresh fruit slices.

SEORAE 서래갈매기 

INTERIOR

Seven Countries

| South Korea | China | Hong Kong | Indonesia | Singapore | Japan | Canada |



Store display

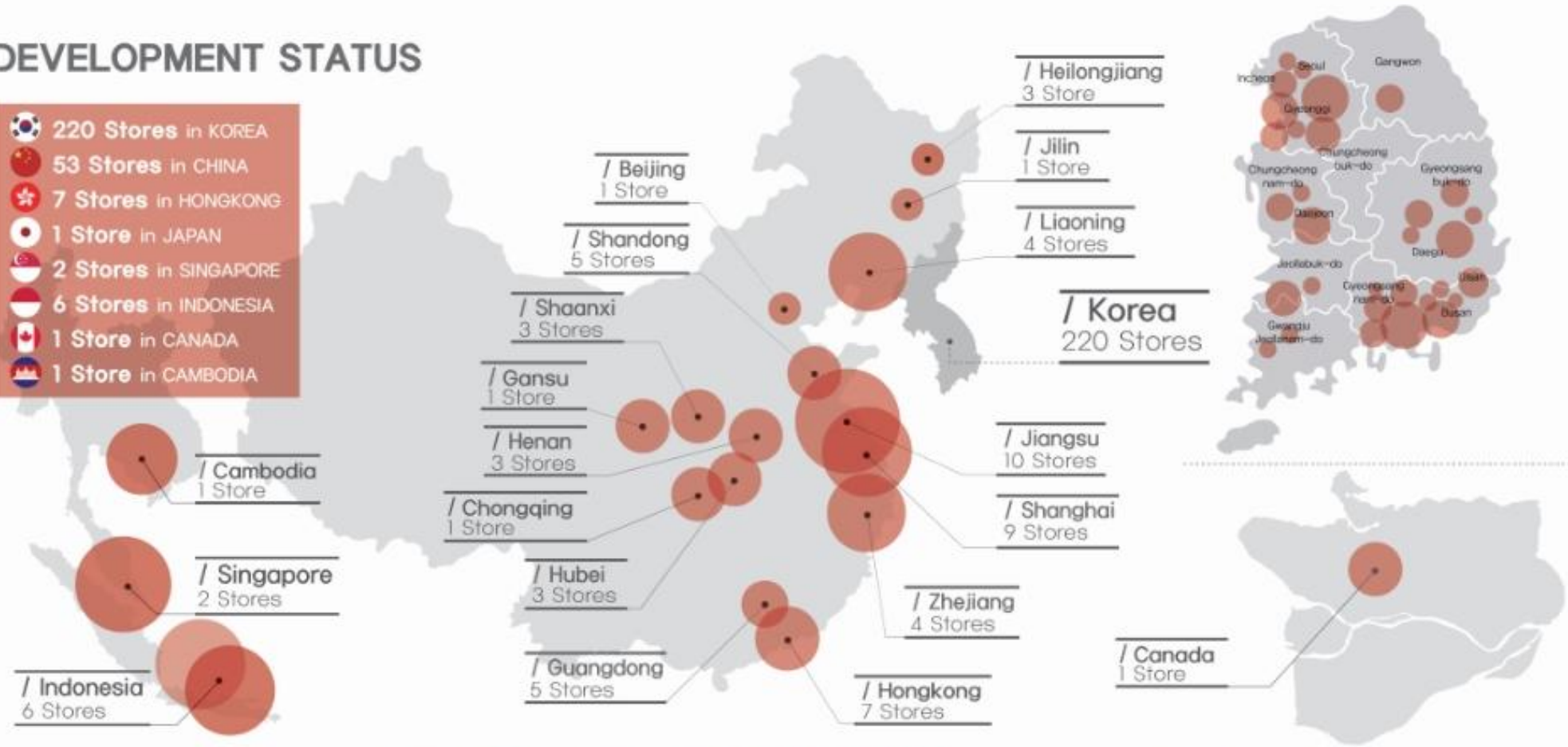


3D



DEVELOPMENT STATUS

-  220 Stores in KOREA
-  53 Stores in CHINA
-  7 Stores in HONGKONG
-  1 Store in JAPAN
-  2 Stores in SINGAPORE
-  6 Stores in INDONESIA
-  1 Store in CANADA
-  1 Store in CAMBODIA



PROFIT AND LOSS

CASH FLOW BREAK-EVEN SALES VOULME				
	MONTHLY		ANNUAL	
SALES				
Food	\$ 97,622	86.5%	\$ 1,171,464	86.5%
Beverage	\$ 15,236	13.5%	\$ 182,832	13.5%
TOTAL SALES	\$ 112,858	100	\$ 1,354,296	100.0%
Cost of Sales				
Food	\$ 29,262	25.9%	\$ 351,144	25.9%
Beverage	\$ 3,042	2.7%	\$ 36,504	2.7%
TOTAL COST OF SALES	\$ 32,304	28.6%	\$ 387,648	28.6%
Gross Profit				
Payroll				
Salaries & Wages	\$ 19,086	16.9%	\$ 229,032	16.9%
Employee Benefits	\$ 1,083	1.0%	\$ 12,996	1.0%
TOTAL PAYROLL	\$ 20,169	17.9%	\$ 242,028	17.9%
PRIME COST	\$ 60,385	53.5%	\$ 724,620	53.5%
Other Controllable Expenses				
Direct Operating Expenses	\$ 1,774	1.6%	\$ 21,288	1.6%
Marketing	\$ 1,195	1.1%	\$ 14,340	1.1%
Utilities	\$ 398	0.4%	\$ 4,776	0.4%
General & Administrative Expenses	\$ 1,930	1.7%	\$ 23,160	1.7%
Repairs & Maintenance	\$ 347	0.3%	\$ 4,164	0.3%
TOTAL OTHER CONTROLLABLE EXP	\$ 5,644	5.0%	\$ 67,728	5.0%
CONTROLLABLE PROFIT	\$ 54,741	48.5%	\$ 656,892	48.5%
Occupancy Costs				
Occupancy Costs	\$ 15,113	13%	\$ 181,356	13.4%
Other (Income) Expenses				
Other Expense	\$ 1,417	1.3%	\$ 17,004	1.3%
NET INCOME BEFORE INCOME TAXES	\$ 38,211	33.9%	\$ 458,532	33.9%

JOINING SUPPORT

Selection and Evaluation of the Locations

Suggestion of the requirements and criteria for selection of the location to the owner of the store (district of commerce, site attractiveness and others) and provision of the data related to the expected amount of investment.

Interior Designs

Provision of the drawings of the modern and luxurious interior designs.

Dispatch of Personnel

Progress of the itinerary schedules before, during and after the inauguration of the restaurants by the dispatch of personnel (kitchen, hall, interpreter) from Head Office before the inauguration.

Training

Implementation of the training for operation of the restaurants (kitchen, hall) by dispatching the human resources from the Head Office at 15 days before the inauguration. (For 6 weeks)

Guidance and Cooperation for Operations

Planning of the events for efficient operation of the restaurants before the opening and the overall investigation and review twice annually by visits to the restaurants after the inauguration.

Initialization List

Provision of the data for all items (food supplies, food materials, utensils, fixtures and others) necessary at the time of the launch of the restaurants in the form of a list.

Advertising and Events

Suggestion of the strategies for advertising and events for boosting the sales performance at the restaurants. Suggestion of the plan for periodical events on a national scale.

Development of New Products

Development of new products with a high preference in Korea twice annually and implementation of training for the restaurant owners.

Mixture and Delivery of Sauces

Supply selected sauces from Korea head office in order for maintenance of original taste across the nations.

Restaurant Checklist

Autonomous inspection and administration are enabled by the supply of checklists for the restaurants.

Supply of Recipes

Supply of the recipes for easy cooking of the Korean food.

PPL (PRODUCT PLACEMENT) & MARKETING

Online marketing by way of SNS and others.

Brand promotional video

Marketing activities by the utilization of Korean wave dramas.

Production of advertising videos.

Media interview

Store Promotion marketing

BUSINESS CONDITIONS

M&F Contract conditions			
	Lists	Conditions	Remarks
Provision	Initial contract term	3 years	
	Contract renewal	Immediate renew for another 3 years	No additional fee for renewal
	Region	Contractual territory	
	Rights	Own exclusive Franchise business right	
	Recipe	Providing all recipes	
	Sauce	Procurement of 5 sauces from head office	
	Training	10~15 days	
	Manual	All manual for business operation	
	Use of logo and marks	Registration of trade marks	
	Design	Foundation design	Free of charge for 1st store
Fee	Support opening store	2~3 head office staffs support for 1 month	Operator manager and Chef
	Supervising	Twice a year	USD 3,000 per SV
	Master franchise fee	Depends on	
	Opening fee	USD 10,000	All direct stores/franchisees
	Payment	Upon execution of Contract	
	Royalty	3% of Gross sales	

MEMO
