



nolboo

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E-catalog

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INTRODUCTION OF NOLBOO GROUP



CEO Comments

Nolboo is a representative Korean restaurant company with around 800 brand stores worldwide.

Nolboo began from a 17 m² restaurant called Nolboo Bossam (Korean Boiled Pork Wraps) which was founded in 1987 at the entrance of an alley in Sillim district. It was a small restaurant run by an ordinary family.

At present, Nolboo has become a representative Korean food franchise company with a systematic franchise system, standardized menus and an advanced management environment.

Based on our 32 years of history and knowhow, Nolboo will continue to develop new brands and expand our business globally. We aim to grow as Asia's No.1 franchise restaurant brand.

With Nolboo, you will gain the best results for your overseas business.

I ask you to join this journey with your partner, Nolboo.

Thank you.

CEO

Ahn Sei Jin



A "good greed" to provide the best food



We aim to emulate Nolboo's greedy and stubborn nature in a bright way by

Providing only good, healthy and delicious food to customers as a principle

Aiming to be the best restaurant that serves delicious food

Aiming to enter the global market with our excellent and healthy food



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돌부 부대찌개



돌부 보쌈족발



돌부 황아리갈비



돌부 화덕족발



돌부 옛날통닭



돌부 유황오리



진한 설렁탕 담다



돈까스 풍당 떡볶이 궁금증



돌면주는 삼겹본능



돌면주는 치킨본능



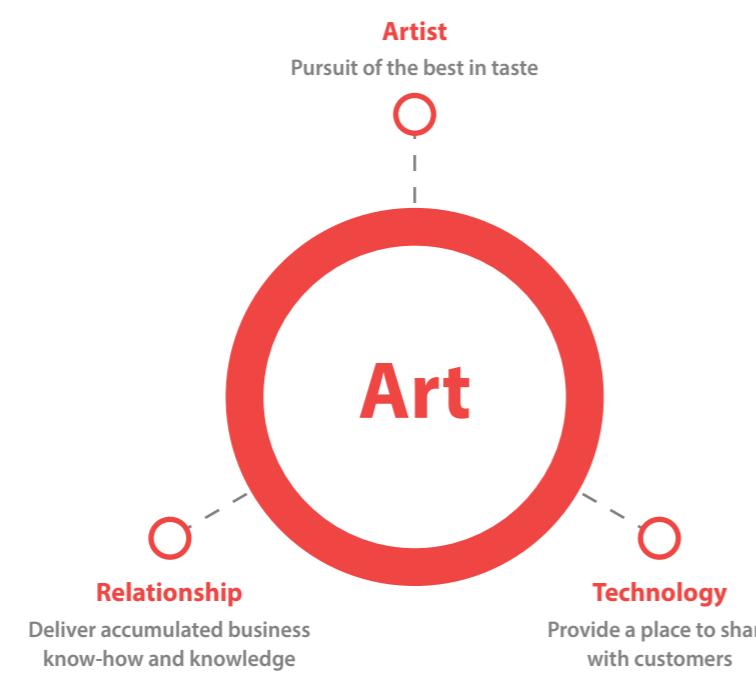
Asia's best franchise restaurant company

Value to customer!

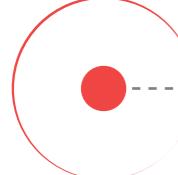
Happiness to store owner!

Pride to staff!

We aim to grow as Asia's No.1 franchise restaurant business with our unique products, along with healthy ingredients of the traditional Korean food. We have adopted the following motto: Deliver value to customers, provide satisfaction to store owners, and give a sense of pride to employees. Our ultimate goal is to inherit and reveal the hidden values and potentials of Korean Food to become Asia's best franchise restaurant company.

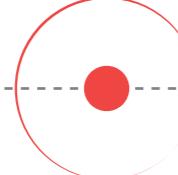


01



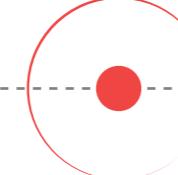
Leading Korean dining business culture

02



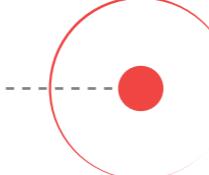
Customer's value comes first

03



Employees are our No.1 customers

04



Spread out towards global market through tradition and modernization

Our Award and History

AWARDS

2011 - 2017 Selected as one of the Top 100 franchises by Maeil Business Newspaper

2016 Received President's Award, the Grand Brand Prize of Korea

2007 - 2012 Selected as Korean Brand Star in the category of Korean food

2004 - 2011 Received Grand Prize in the Trustful Company Awards for 9 consecutive years

2009 Received Grand Prize in the category of National Productivity Award from the Prime Minister

2008 Received Grand Prize in the category of National Productivity Award from the Minister of Trade, Industry and Energy

HISTORY

1987

[1987. 05.]
Opened Nolboo Bossam Restaurant

2015-2018

[2016]
Opened Nolboo Chef's Choice in USJ (Japan)
Launched Gongsugan (Korean snack)
Manmyeonhuisaek (Korean Noodles)
Chwihadang (Korean pub)
Samgyup Instinct (Korean BBQ Delivery)

2014

[2014. 03.]
Opened the first Nolboo Budae-Jjigae (Stew specialty) Branch Store in Shanghai

2011

[2011. 12.]
Acquired by Morgan Stanley PE

2004

[2004. 10.]
Launched Hangari Galbi brand (Korean BBQ)

1992

[1992. 02]
Launched Nolboo Budae-Jjigae (Stew specialty)

International Business Development

Established JVC in Shanghai, China with MAK Brands in May 2014

Korean BBQ & Budaejiggae stores in Beijing, Shanghai, Suzhou and Chengdu

Nolboo Hangari Galbi BBQ store in Tsingtao

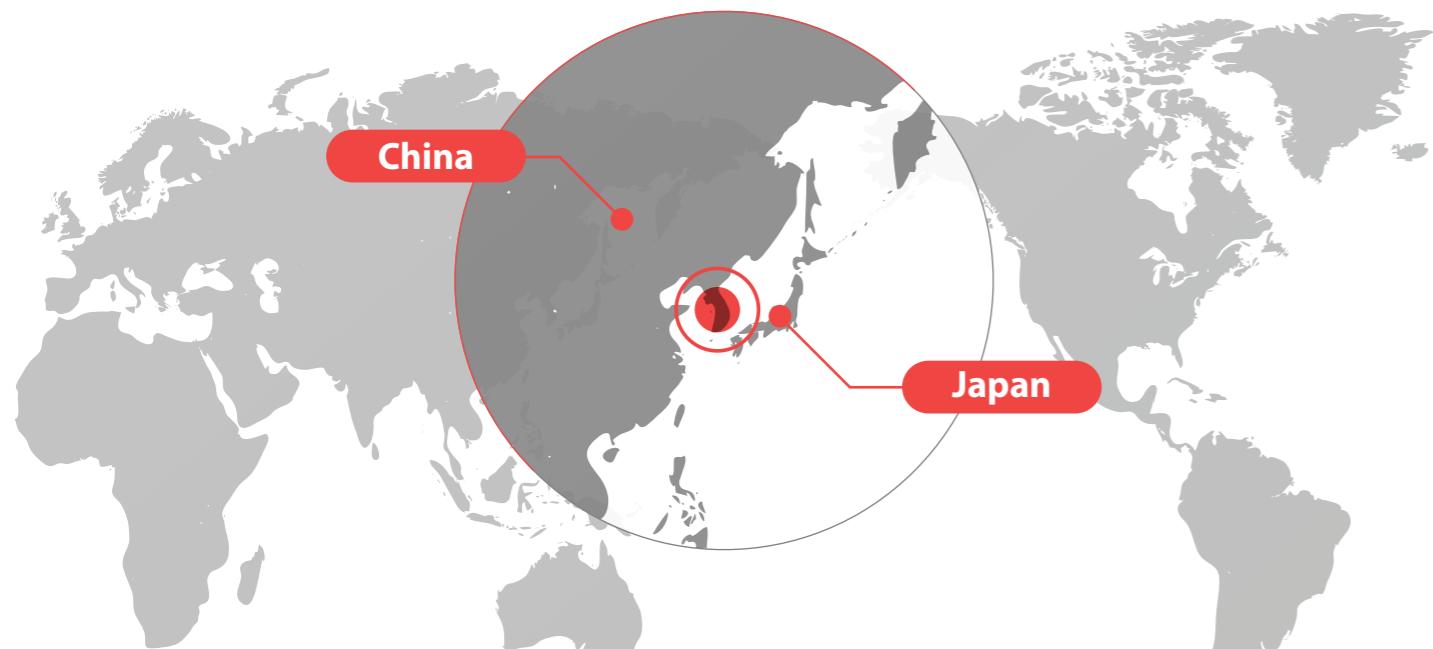
Plans to expand network in China and achieve 100+ Budaejiggae stores

Established JVC in Osaka, Japan with GAJ in April, 2015

- 1 flagship store in Universal Studios Japan, Osaka

Plans to expand franchise business to Southeast Asia including

- Vietnam, Thailand, Indonesia and Malaysia



Shanghai Store



Suzhou Store



Express Store



Universal Studios Japan

Vast Network of Stores

Domestic Store Count⁽¹⁾ by Region

808
STORES IN KOREA
BY BRAND

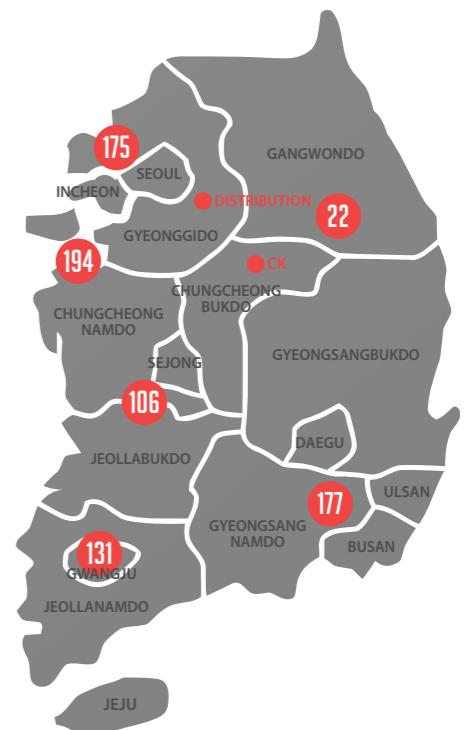
40,640
Customers per day

3,000
Employees

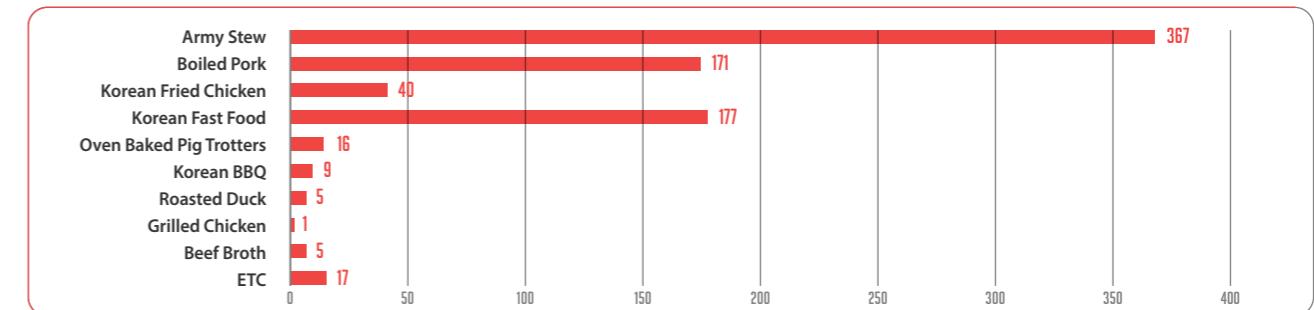
30
Years of operation

13
Stores overseas

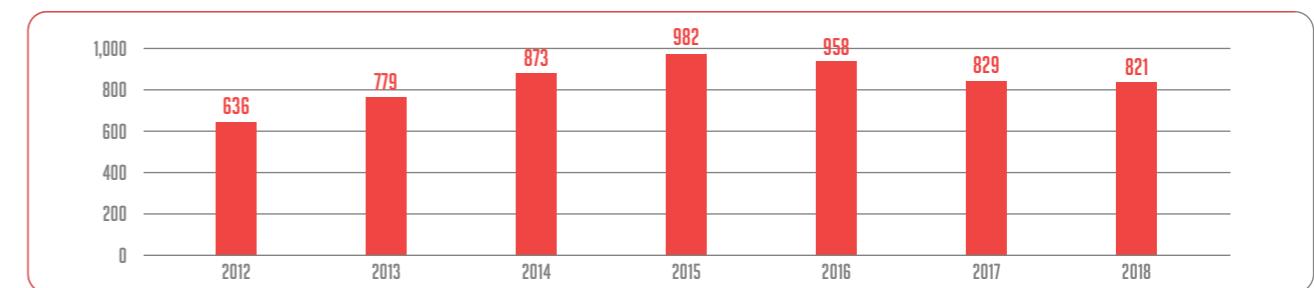
16TH
Rank among
Korean Brands



Total Store Count by Brand in Korea⁽¹⁾

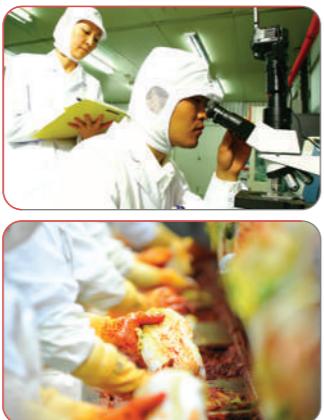


Total Store Count Evolution



NOTES (1) Number of stores represent directly-owned and franchise stores by brand, as of June 2019

Operating Platform



Manufacturing Factory Central Kitchen

In 1991, Nolboo was one of the first Korean restaurant operators that established "Central Kitchen," a manufacturing factory.

Located in Emseong, Chungbuk

With over 26 years of operation history, Central Kitchen employs the Mass Cooking system to produce sanitary, fresh and safe products.

Sufficient capacity to supply ingredients to more than 1,000 stores

Was awarded the Environmental Model company in 2002 for its eco-friendly facilities .

R&D Center

R&D Center is dedicated in developing new menus in response to changing demands of the customers

Incorporated ingredients with lactic acid and collagen to enhance the nutrition and quality of Nolboo's menus

FUNCTION

- Develop new menus and sauces
- Enhance the quality of menu
- Develop new products targeted for overseas market



Q.S.C



QUALITY

- Cooperates with the best food ingredient suppliers and farm corporations for procurement.
- HACCP certified CK Kimchi Production Plant
- The Cold Chain system preserves the best supply chain system
- The Supervising (S/V) system helps operate the store.

SERVICE

- Continuous store management system through additional monitoring process and supervisor service
- Service training is required for owners of franchised stores
- Operates 24-hour VOC online board

CLEANNESS

- Operates a dedicated team for continuous inspection, onsite monitoring and coaching across franchised stores
- Publishes and distributes store operation manuals and requires cleanliness training for franchise owners
- Informs inspection schedules via POS notice board as well as through the agency inspection plan

Brand Identity



Classic

A Korean Classic - Anytime and Anywhere

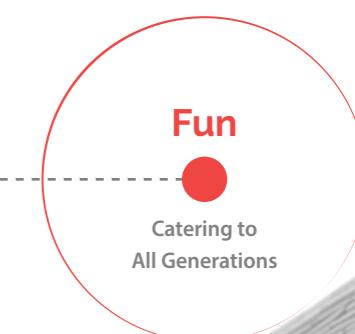
- Classic Korean menus that everyone can enjoy anytime, anywhere



Business

A Sustainable and Profitable Business

- Established and professionally managed franchise network
- The largest and longest-standing full-service Korean food franchise operator in Korea, with 30 years of proven success and unrivaled brand awareness



Fun

Catering to All Generations





Nolboo Budaejjigae

: Army Stew Specialty

"Deep taste of beef broth boiled for 24 hours and premium ham!"

Global No. 1 Nolboo Budaejjigae-Selected as one of CNN's Top 10 Korean Foods people can't live without.

The birth of Budaejjigae dates back to after the end of the Korean War. When food was scarce, Koreans combined American cheese, Spam (ham) with Korean ingredients such as the red pepper sauce, rice cake and vegetables to create a stew that has become popular for generations.

Strong competitiveness in the market as the Number 1 popular Budaejjigae brand in Korea, operated in diverse shopping malls, restaurant districts and urban places.

EXTERIOR & INTERIOR



TOP SELLING MENU



Selling Point of Nolboo Budaejjigae

Easy Operation

Quick and easy method of cooking

Cooking budaejjigae is as easy as cooking an instant noodle!

- Can be made within 1 minute after order.

Beginners can manage the store too!

Professional chefs are NOT needed. A simple manual is fine.

- Can decrease human labor cost.

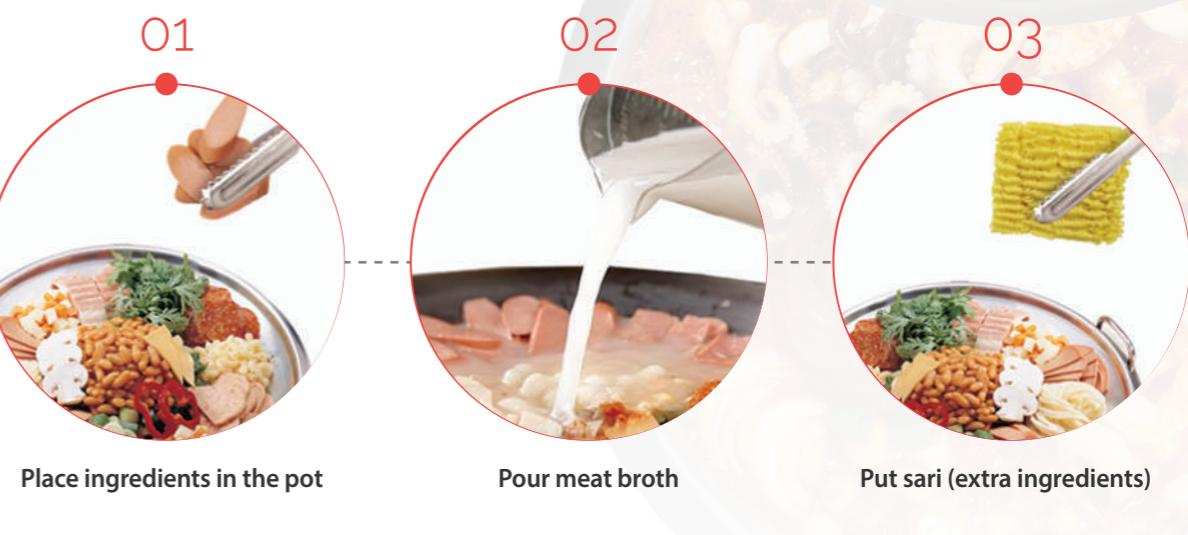
The most efficient workflow

Minimize time of cooking and serving

- Minimize movement & Arrange the right amount of workforce and equipment.



Quick and easy method of cooking





Nolboo Bossam

: Bossam (Korean Boiled Pork Wraps)
& Herbal Pig trotters

Nutritious Boiled pork & Herbal Pig trotters

Bossam (Korean Boiled Pork Wraps) consists of boiled pork neck and loin. It has a tender texture and a lean flavor which is good for diet. It is eaten with a salty sauce and wrapped in green vegetables.

Jokbal (Pig Trotters) is boiled with 8 kinds of herbal ingredients at 100°C and then baked in fire at 400°C again, which differentiates it from other kinds of pig trotters in terms of taste.

Nolboo Bossam presents Korea's traditional bountiful feast with healthy boiled pork, accompanied with kimchi, cold noodles and kimchi or mung bean pancakes.

TOP SELLING MENU



Spicy Pig Trotters



Assorted Bossam Set



Spicy noodle



Kimchi pancake

EXTERIOR & INTERIOR



Hangari Galbi

: Korean BBQ - Savory grilled short ribs in clay pot

Savory grilled ribs stored in clay pot

EXTERIOR & INTERIOR



Galbi is Korean BBQ short ribs and what makes Hangari Galbi much more delicious is that it is marinated and stored in earthenware (Korean clay pot) for 48 hours to enrich its flavors and textures.

Galbi is grilled with hardwood charcoal to enrich its soft aroma. It can also be roasted in oven.

An assortment of Korean Kimchi soup, cold noodles and Bibimbap complete Galbi.

TOP SELLING MENU



Assorted Hangari Galbi



Galbi Hotpot



Cold Noodle



Braised Kimchi





Yennal Tongdak

: Retro Nolboo Chicken

Retro Nolboo Chicken

By using chicken cured in organic salt and brown powder, Yennal Tongdak brings back the natural flavor and lighter taste of savory chicken sold in the 1970s to 1980s.

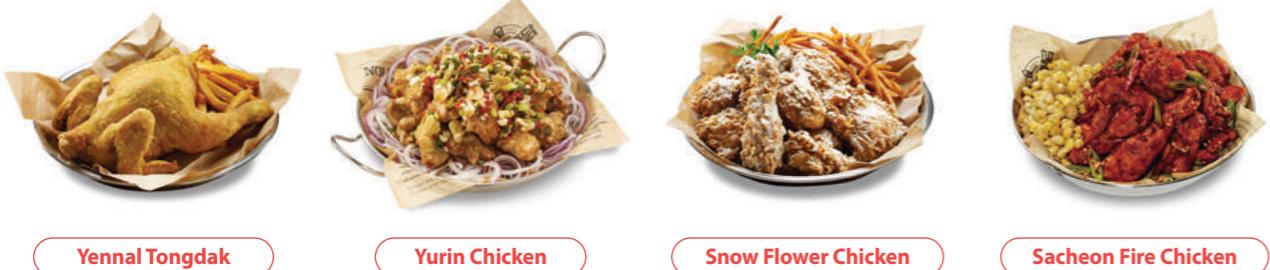
Nolboo Chicken's unique crunchy fries are driven from its exclusive frying oil and its special art of cooking with a Korean traditional Iron Pot.

The retro, vintage interior of Yennal Tongdak stores brings back youthful memories of the 1970s to 1980s to some older age groups, while providing a new, enjoyable ambience to the younger generation.

EXTERIOR & INTERIOR



TOP SELLING MENU



Yennal Tongdak

Yurin Chicken

Snow Flower Chicken

Sacheon Fire Chicken

Samgyup Instinct

: Korean BBQ Delivery



Korean BBQ Delivery

In Korea, samgyupsal (grilled pork bellies) are difficult to eat in the restaurant for single diners. Most restaurants require customers to order for at least 2 people. Therefore, we have released this brand to target mainly single diners who want to eat grilled pork.

Set menu consists of a variety of delicious menus that go along well with grilled pork bellies such as cold noodles, vegetables, side dishes, rice and kimchi stew. Tuna mayo rice, radish kimchi fried rice and more pork or vegetables can be ordered with additional price.

The brand is sold in shop in Korea. Many Nolboo Budaejjigae or Nolboo Bossam stores operate this brand as delivery service. With the rise of single families and popularity of delivery service, Samgyup Instinct, along with Gongsugan, is showing positive sales results in Korea.

TOP SELLING MENU



Samgyupsal



Spicy Cold Noodle



Radish Kimchi Fried rice



Tuna Mayo Rice



Gongsugan

: Premium Handmade snack food

Healthy, spicy rice cake, accompanied with thick, fried pork cutlet

Deep and clear rice cake soup made with high quality red pepper powder

Healthy, spicy flavor discovered in nature.

– Rather than using artificial spices, our rice cake soup is made with the world's hottest Indian pepper bootzolokiy, which makes it unique and healthy.

Sweet, spicy flavor made from malt

– Rather than white sugar, the malt makes our rice cake soup naturally sweet and clear



TOP SELLING MENU



Odaeng (Fish cake with soup)



Gimbap (Rice Roll)



Fried Kimchi rice



Sundae (Korean Blood Sausage)

Korean Fusion Bistro

A Korean fusion bistro specialized in modern Korean Makgeolli rice wine from different Korean regions and menus that reflect reinterpretation of traditional Korean food.

A brand targeted for the millennials, the modernized interior makes it appealing for the target group, particularly women.

The brand name has a catchy, dual meaning. In Sino-Korean words, Chwihadang means 'a place of harmony with delicious alcohol.' The brand name in Korean pronunciation sounds as "the state of being drunk."

EXTERIOR & INTERIOR



TOP SELLING MENU



Hot Stove Grilled Pork & Bao Bun



Cotton Candy Makgeolli Rice Wine



Korean pancakes & Kimchi soup set



Cheese Fondue & Spicy Chicken





Hot Stove Jokbal

: Grilled Pig Trotters in Hot Stove

Grilled Pig Trotters in Hot Stove

Hot Stove Pig Trotters are made by grilling the meat twice in the hot stove at 400°C, maximizing its chewy yet tender taste.

We are the first franchise company to grill pig trotters with hot stove. We have not only differentiated the menu's specialty but also delivered convenience in cooking.

Each store displays the hot stove, which creates an exotic and warm atmosphere.

Modernized interior makes it suitable to enjoy the menu for all generations.

TOP SELLING MENU



Grilled Jokbal with garlic



Hot Stove Jokbal set

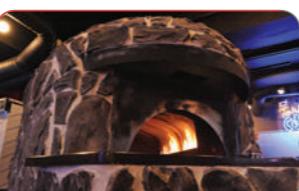


Assorted grilled jokbal with sausages and vegetables



Spicy Hot Stove Jokbal set

EXTERIOR & INTERIOR



Sutbule Jangdak

: Grilled Chicken BBQ Pub

Spicy Grilled Chicken BBQ

Nolboo Chicken BBQ Pub serves grilled spicy tender chicken and other meals at a reasonable price.

Nolboo's pre-grilled system enabled meals to be served at a quick, short period of time.

Nolboo Spicy Chicken BBQ boasts fatless grilled chicken with flame flavored tenderness.

Other key chicken menus include cheese fondue and spicy grilled chicken, Taebaek spicy chicken soup, chicken skewers, chicken wings as well as other side dishes and various types of alcohol.

EXTERIOR & INTERIOR



TOP SELLING MENU



Spicy soup with grilled chicken



Chicken skewers



Grilled BBQ



Spicy Grilled BBQ