



Pizza maru
KOREAN PIZZA & CHICKEN

GREENTEA WELLBEING DOUGH PIZZA
with HEALTHY INGREDIENTS

*Greentea Wellbeing Dough
Natural Topping Cheese
Fresh ingredients Good Price*



History

2019		Currently operating about 620 member shops in Korea and 10 shops abroad
	1	Opened Indonesia 1 st store
	4	Opened Myanmar 1 st store
		Opened Singapore 3 rd store
2018	4	Opened Singapore 2 nd store
		Signed Master Franchise Agreement in Indonesia and Myanmar
	7	Opened HongKong 2 nd store
	10	Was awarded Order of Industrial Service Merit by the President of Republic of Korea
		Won "The Brand of The Year Award" for nine consecutive years in 2010~2018
		Won "Excellent Franchise" for eight consecutive years in 2011~2018
2017	2	Opened New York 2 nd store
	7	Opened Chongqing 1 st store
	12	Opened Singapore 1 st store
2016	1	Opened New York 1 st store
	2	Opened Beijing 3 rd store
2015	10	Won the Korean Franchise Award and industrial Park Chief Executive Award
	12	Won the Minister of Agriculture and Forestry Products Award
2014	3	Opened the first store in Beijing
	11	Opened the first store in HongKong and the second store in Beijing
		Received an award from the Minister of Agriculture, Food and Rural Affairs Award
2013	8	Launched "Go! Steak", an iron-plate steak brand (third brand)
2012	5	The research center developed Pizza Maru products was officially certified by the government
2011	6	Launched "Gosomi Chicken", a take-away chicken brand (second brand)
2010	1	Increased dough-manufacturing factories (Secured production of dough for 20 million pizzas a year)
2009	5	Selected as a company using purely natural cheese through KBS
	12	Won a prize as an excellent medium and small company
2008	7	Established a research center to develop dough and products
		Built a factory to make dough and began production
	8	Registered a patent for green tea wellbeing dough (patent registration no: 10-0866722)
	12	Acquired ISO 9001, ISO 14001 certificates
2007	9	Established Food Zone
2006	9	Opened the first Pizza Maru Store, a take-away pizza store and began franchise business
2003	1	Operate the head store and 20 member stores of oak stove pizza<Pizza Namo>
1996	2	CEO directly operates stove pizza stores



CEO's Message[🌿]

Hello, everybody! I am Lee Young-Jon, the CEO of Food Zone.

Food Zone removed a price bubble of pizzas through decreasing a huge amount of advertisement costs and unnecessary deliveries based on a surely differentiated item, 'patented green tea wellbeing dough'.

In this way, the company launched a take-away pizza store to provide cheap and high-quality pizzas and currently is a leader of the nation's pizza franchise business with about 620 of member stores.

In addition, the research center of the company acquired a patent with 'a functional wellbeing pizza dough, a manufacturing method and pizza' after continuously conducting R&D for the first time in the pizza industry. This dough includes organic green tea, chlorella and 12 natural grains, like rye, black rice, Italian millet and sorghum.

As a result, the company has secured about 620 of member stores for seven years after its foundation and still tries to increase them. Moreover, those member stores have secured stable sales and established a role model of franchise business.

Based on such efforts, the company became to be recognized by the government and the industry and was selected as an 'excellent franchise' (for eight consecutive years in 2011-2018 by the Small and Medium Business Administration) in 'evaluation of franchise levels' executed by the Korean government. The company also won "the brand of the year award" (for nine consecutive years in 2010-2018, organized by the Korea Economic Daily and Consumers Council) through consumer votes and a survey and was recognized as the nation's best pizza brand. In 2014, the company raised its values by being selected as one of the nation's 100 largest franchise companies by Korean media companies.

The company began its expansion into overseas markets from 2013. It started to expand to Chinese market such as Beijing and Hong Kong, currently the company is making a big effort to expand to Southeast Asia market such as Singapore, Indonesia. Based on such success, the company has a plan to do business in various nations.

The company will make utmost efforts to develop high-quality products for consumers' health to be trusted by all consumers and partners. The company will make a contribution to the national health and social development.

I am asking you to join the rank of prosperity with me.

Thank you very much.



Pizzamaru CEO
Lee Young - Jon



Strength of Pizza Maru[🌿]

Excellent quality and taste

Patented green tea wellbeing dough : Patented Pizza Maru doughs made through ripening and fermenting green tea, chlorella and 12 natural grains in a low temperature have satisfied the taste and health.
(Korea patent No. 10-0866772)



R&D

The Company has its own state-certified researchcenter to develop products and repeatedly has conducted R&D in various fileds to develop new menus and doughs.

Accordingly, the company tries to properly cope with rapidly changing consumer tastes and to lead trends.



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Overseas Expansion[🌱]

Various menus

The company tries to raise its competitive power in overseas markets with various menus to satisfy demands of overseas consumers.

All members of the company integrated menus of pizza stores in Korea and those of the other food menus such as Korean style chicken or pasta developed and owned by the head office and applied them in foreign countries so that local consumers can enjoy diverse menus.

Successful overseas expansion

Pizza Maru already has advanced into Hong Kong and Singapore successfully operated stores.

Diverse networks to do business have been formed in those areas, so the company can easily do business and can improve the probability to succeed.

Pizza Maru isn't aimed at simply expanding partners and stores. The basic philosophy of Pizza Maru is to correctly understand that partners' success means its success and to help partners grow together as business partners.



Pizza



Chicken



Pasta

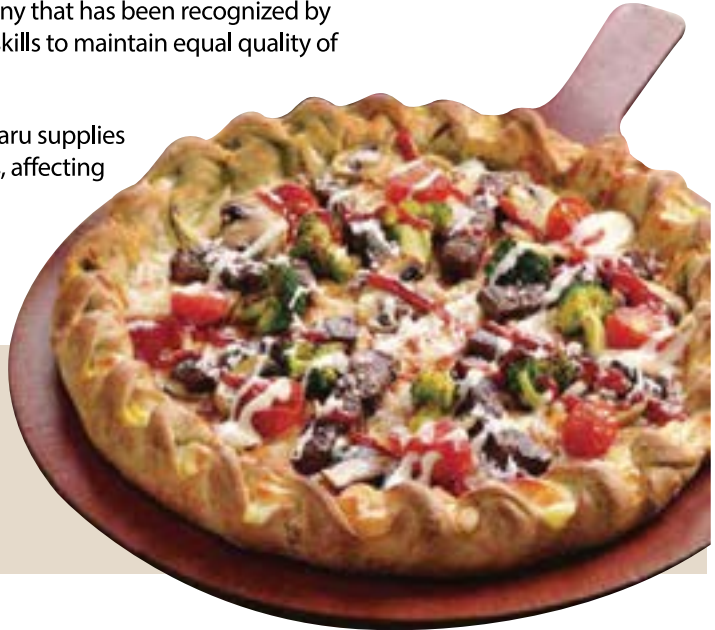


Support System[🌿]

Technology transfer

Skills to cook various menus : Pizza Maru, a company that has been recognized by fastidious Korean consumers, transfers its cooking skills to maintain equal quality of products in all stores.

Supply food materials and transfer skills : Pizza Maru supplies food materials, such as doughs, sauces and cheeses, affecting taste of products or supports manufacturing skills, like know-how to ripen doughs.



Cooking education in China

Education

The company provides education about all matters necessary for franchise business, such as operation of franchises, preparation to open stores, employment of workers, customer service and management of instruments and equipments through manuals and training in Korea and foreign nations.



(주) Food Zone CEO's education in China



Service education in New York



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R&D Center[🌱]



Technological development (R&D)

Through the research center of the main office, the company continuously supports development of doughs and menus for local consumers.

R&D Center in Korea HQ



Facilities to Produce Dough

Food Zone produces dough for about 20 million pizzas a year with its production facilities and distributes them.



Factory interior photo



Factory interior photo

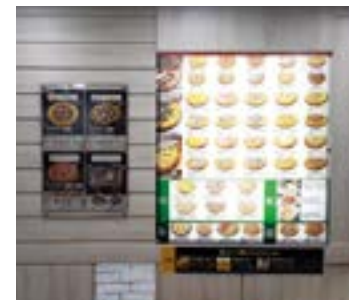


Introduction to shops

Introduction of Pizza Maru Stores

Take-away type

For the concept of Pizza Maru interior design, red and green of wellbeing materials, including green tea, chlorella and tomatoes, are used as main colors. Pizza Maru stores provide healthy food and places where people can enjoy themselves comfortably.





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Overseas Stores[🌿]

Overseas stores

Pizza Maru stores in foreign countries provide various design from large stores of about 150m² and small ones of shopping mall food courts. Consumers visiting Pizza Maru stores can enjoy food items comfortably through casual and simple interior design.



New York Flushing store



Chongqing Guanyinqiao store



Singapore Northpoint store



Singapore Bugis+ store













HongKong Causeway Bay store



Indonesia Grand Indonesia Mall store



Menu of Pizza Maru

	Premium Pizza	Premium Pizza	Classic Pizza
 <p>The Best Pizza Ever!</p>	<p>Green Tea Well-being Dough</p>  <p>Roast Rib Steak</p>	<p>Green Tea Well-being Dough</p>  <p>Bulgogi Pizza</p>	<p>Green Tea Well-being Dough</p>  <p>Peperoni</p>
	 <p>Korean Surf N Turf</p>	 <p>Mon Pere</p>	 <p>Potato</p>
	 <p>Mango Ocean Pizza</p>	 <p>Crazy Hot Chicken Shrimp</p>	 <p>Combination</p>



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Chicago Pizza

Chicago Pizza

Long Edge

Black Rice
Well-being Dough

Black Rice
Well-being Dough

Black Rice
Well-being Dough



Sun Tomato Chicago

Hot Chicken Chicago

Corn Cheese Long Edge



Kimchi Bay Chicago

Steak Chicago Pizza

Ranch Pomodo Long Edge




Grilled Potato Chicken Chicago

Spicy Bulgogi Long Edge

The
Best Pizza
Ever!

Menu of Pizza Maru

	Rice	Pasta	Pasta
 <p>The Best Pizza Ever!</p>	 <p>Chili Cheese Bokkeumbap</p>	 <p>Prawn Rose Pasta</p>	 <p>Doongji Meat Pasta</p>
	 <p>Seafood Bokkeumbap</p>	 <p>Japchae Pasta</p>	 <p>Cream Seafood Soup Pasta</p>
	 <p>Kimchi Bulgogi Rice Burger</p>	 <p>Shrimp Oil Pasta</p>	 <p>Hot Tomato Seafood</p>



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Chicken

Chicken

Salad

**The
Best Pizza
Ever!**



Original Fried Chicken



Fride Chicken with Vegetavles



Smoked Chicken Salad



Onion Chicken



Seasoned Spicy Chicken



Ricotta Cheese Salad



Cheese Seasoning Chicken



Honey Butter Chicken



Green Salad with Honey

Certificates and Prizes

Certification and Prize-Winning Record

Recognized for its reliable management, Food Zone was selected as an "excellent franchise business" by the Small and Medium Business Administration for **eight consecutive years (2011~2018)** and won the "consumer brand prize" granted by Customers Council for **nine consecutive years (2010~2018)**. Also the company was awarded Order of Industrial Service Merit by the President of Republic of Korea.

Like this, the company has been steadily trusted by consumers. In addition, the company was recognized by the nation's media outlets for its excellent corporate values through being selected as one of "the nation's 100 largest franchise businesses" for two consecutive years from 2014.





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Marketing[🌱]

Event, Marketing, Promotion

Marketing and social contribution activities

Pizza Maru has been advertising the brand in K-Drama from 2018. And it's the new marketing method of Pizza Maru. It's expected to get recognized much more from young customers by exposed to famous K-drama.

Pizza Maru also has been participating in social contribution program since 2011. Pizza Maru will keep social responsibility and roles of a company to contribute corporate profits to the society through steadily developing social contribution projects.





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HongKong 1st. Shop 1302, 131F, Hysan place 500 Hennessy Road Causeway Bay

HongKong 2nd. Shop 408, 4/F Mira Place 1, 132 Nathan Road, Tsim Sha Tsai, Kowloon, Hong Kong

Singapore 1st. 930 Yishun Avenue 2#B1-192/193 Singapore

Singapore 2nd. Bugis+, 201 Victoria St, #04-03/04, Singapore

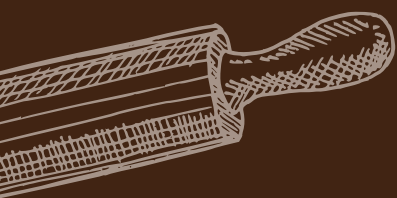
Singapore 3rd. 78 Airport Boulevard, #04-222, Jewel Changi Airport (S) 819666

New York 1st. 156-16 Northern Blvd Flushing, NY 11354 Flushing, Murray Hill

Indonesia 1st. Grand Indonesia - East Mall Lv 3A, Unit GD1/01-02 Jl. MH Thamrin no 1, Jakarta Pusat, Indonesia

Myanmar 1st. Unit 302E, 3rd floor, Myanmar Plaza. 192 Kabar Aye Pagoda Road, Bahan Township, Yangon, Myanmar

Chongqing 1st. Beichengtianjie B1-38 Jiangbei District Chongqing City



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