



Slow-cooked Food Well-being
Korean food loved by everyone



BON WORLD Co.,Ltd

company profile

Founding Spirit

All things work together for GOOD

Corporate Motto

“Glory to God,”
“The light and salt
of the world”

Corporate Mission

To make a
healthy world
through well-being
Korean food

Corporate Vision

Korean food as
a part of everyone’s
daily life

6 Core Values for Management

- Cooperation
- Mission
- We
- Promise
- Value
- Going Far

Beyond

- Competition
- Success
- I
- Contract
- Profit
- Going Fast



Live a Tasty & Healthy Life

Bon World is the leading brand in the Korean food franchise industry that aims to promote a healthy Korean diet. We develop and offer nutritious and delicious Korean cuisine for the health-conscious consumers.

Health You Can Taste

Bon World is introducing healthy Korean recipes, not only for Koreans, but also for customers in the global market. Bon World is passionate to serve food that is healthy and delicious. We are driven to improve the well-being of our consumers through our Korean cuisine

Company History

- 2002 1st Bonjuk
- 2003 100th franchise
- 2004 300th franchise
- 2005 500th franchise
- 2006 Established the first Juk restaurant in Wilshire Boulevard LA, USA
Awarded the Korea Master Brand Grand Prize for being a representative of Korea / The first Bon Bibimbap opened
- 2007 Won the Korea Franchise Award for the field of Minister of Commerce / First place in the Korea Well-being Consumer Index
- 2008 Opened a Bonjuk & Bimbimbap in Incheon International Airport. / Opened a distribution center in Yongin
- 2009 The opening of the 1000th Bonjuk Franchise / Bon Love (NGO) was established
Attended the Chicago National Restaurant Association Show (NRA SHOW)
- 2010 Awarded the Presidential Prize by the Korean Master Franchise
- 2011 Achieved the 100 billion won milestone (appx. \$90 mil) / Awarded as a Great Place To Work (top 100) selected by GWP KOREA
Awarded first place in the Korea Well-being Consumer Index for its 5th consecutive year
- 2012 Established Bon Dosirak (Lunchbox)
- 2013 Opened the 150th Bon Dosirak / Awarded first place in the Korea Well-being Consumer Index for its 7th consecutive year
- 2014 Established Bon World F&B
- 2015 Established Bon Bok Yi (Shanghai)
- 2016 Launched Bonjuk & LunchBox





BONWORLD



BONGROUP

Bon World Co. LTD

Bon World Co. LTD manages Bon Group's **overseas operations** including franchise business, distribution operations and export of products.

Bon IF CO. LTD

Korean food franchise company operating representative Korean food brands such as Bonjuk, Bonjuk & Bibimbap, Bondosirak and Bonsul.

Bon Food Service Co. LTD

With the vision of "Providing a unique meal service experience", Bon Food Service Co. LTD operates food service and restaurant brands. In order to create a new food service culture, the company is operating representative food service brands such as Bonwoorijipbap (Korean Home Meals) and Bonwooribansang (Korean Traditional Meals).

Soonsoobon Co. LTD

Soonsoobon Co. LTD produces and sells baby food, senior food and special nutritious meals, with the production factory (Bon Food Lab) located in the hub of national food cluster. Soonsoobon produces Babybon (baby food), medifood, silverfood to provide healthy and nutritious meals.

Bon FD Co. LTD

Bon FD is a one-stop solution for purchasing, distribution and quality management based on the 1Day cold-chain delivery system and the products developed for the franchise. Bon FD specializes in distributing food products and goods to the franchise stores.

International Brands:

“Bonjuk & Bibimbap,” “Bonjuk & Dosirak”, “Bonbrunchcafe” Corporate Structure

■ Corporate Brand



■ Family Brand

본죽 본죽&비빔밥 *Cafe*  본도시락 본빔밥

Bonjuk & Bibimbap

■ Individual Brands

본죽 & 빔밥 *Cafe*
Bonjuk & Bibimbab

본죽 & 도시락 *Cafe*
Bonjuk & LunchBox

본죽 *Cafe*
BRUNCH

Express

■ Brand Concept

K - FOOD
Casual Dining

K - FOOD
LunchBox

K - FOOD
Catering

K - FOOD
Fast food

Company Profile



Company Name : Bon World Co., Ltd.

CEO : Bok Yi Choi

Established : November 2014

Phone Number : +82-2-326 - 5404

FAX : +82-2-730-1559

Location : 3rd floor, 31 Yangcheon-ro 75-gil, Gangseo-gu, Seoul, South Korea
(182-14, Yeomchang-dong)

Website : www.bonworld.co.kr

Number of Local Franchises

Bonjuk (1,274)

Bon Dosirak (291)

Bonjuk & Bibimbap Café (190)

Bibimbap (9)

Bonsel (18)

Total : 1,782 (As of 2018/10)

GOOD TO GREAT

ALL THINGS WORK TOGETHER FOR GOOD

