



# So Crispy, It Will Change Your Life.

Franchising with bb.q Chicken





INTRODUCING

# Korea's Finest Fried Chicken.

Pronounced “b-b-q”, our name stands for “best of the best quality”. But it’s more than a name. It’s a promise to serve the crispiest, juiciest, most flavorful fried chicken in the world, and to champion Korean culture and cuisine in the process.

As a potential new member of our franchising family, you’ll have the opportunity to help write this next chapter in our proud history, so let’s get started!



Founded by Chairman Yoon Hong-geun in 1995, bb.q Chicken has grown from a small, Seoul-based restaurant chain into a global phenomenon.

# Our Korean Success Story

**3,500+**

OPERATING RESTAURANTS

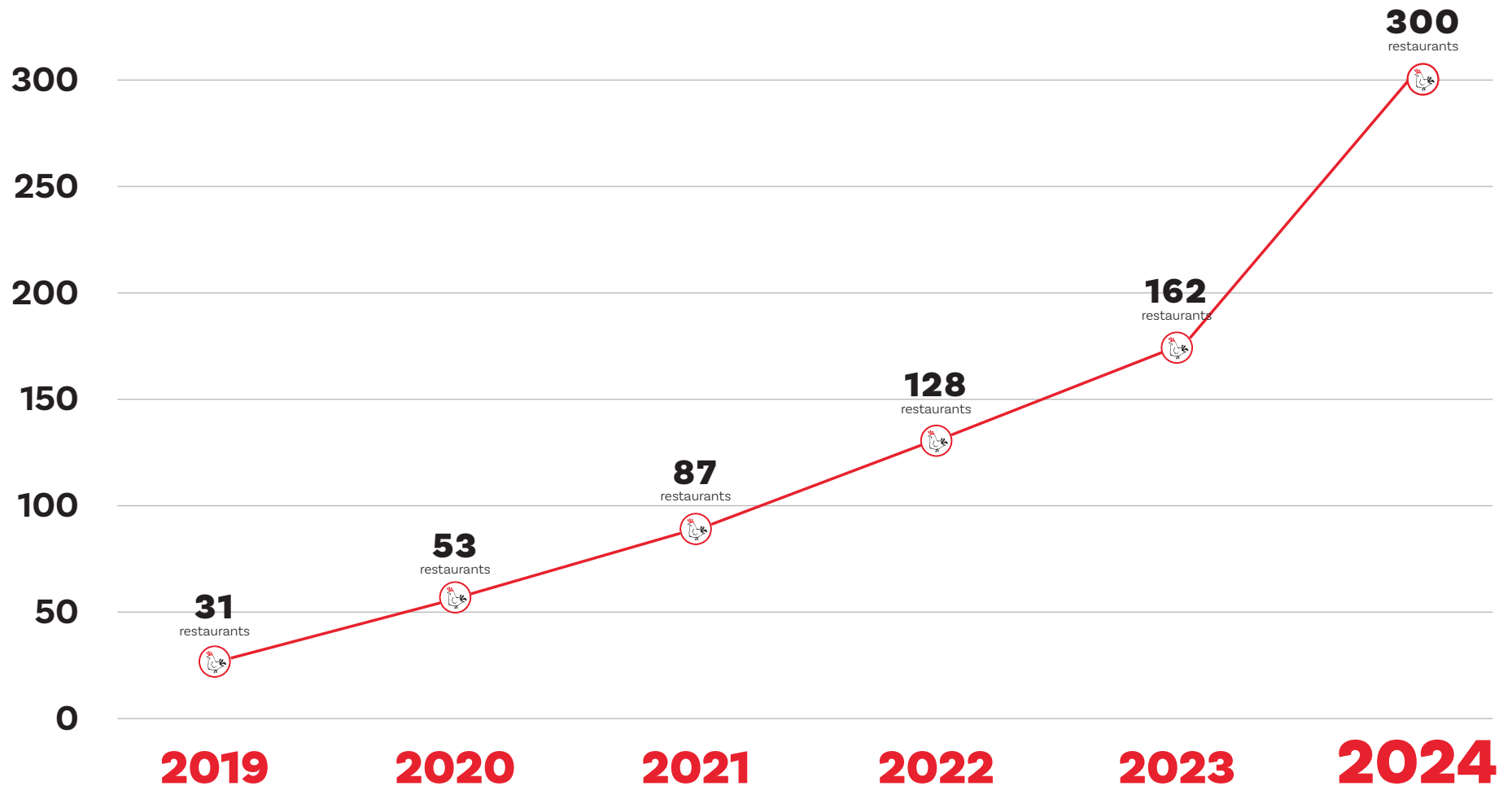
**57**

COUNTRIES



# Our Growth at a Glance

We've experienced considerable growth since expanding to America, and with new restaurants opening in new cities every month there's zero intention of slowing down.





# Rapid U.S. Expansion

bb.q Chicken will soon become the predominant Korean Fried Chicken chain in the U.S.

*Nation's  
Restaurant News*

Selected as one of the fastest growing restaurant chains in the U.S  
for three consecutive years.

2021 #5

2022 #2

2023 #7

Taste  
of Home

“The Best Fast Food Wings”

2024 #1

# “Headquarters only survives when franchisees thrive...”

- Chairman Yoon Hong-guen

When you open a bb.q Chicken franchise, you join a family that supports you at every turn. From Chicken University—a facility dedicated entirely to research & development and franchisee education—to location scouting and marketing teams, we’ve got your back every step of the way.

-  Research & Development
-  Operations & Supply Chain
-  Training
-  Site Development
-  Marketing Support
-  Education
-  Design & Construction

# Restaurant Models

Our restaurants come in three distinct models, allowing you to operate in a manner that works best with your chosen location. From big cities and college towns, to shopping centers and rural communities, we can find the right restaurant for you.



## Essential

**1,000~1,500 sq ft**

Our original and core concept. Focused primarily on affordable takeout and delivery orders.



## Café

**1,500~5,000 sq ft**

An all-day café where guests can enjoy Korean fried chicken with friends and family. Focused on both dine-in and takeout orders.



## Chicken & Beer

**2,500~5,000 sq ft**

Korea's No. 1 Chi-Mac (Chicken & Beer) brand. Focused primarily on dine-in and bar service.



# Path to Ownership

Starting a business is never easy, but we've set up ours so the process is always simple and transparent.

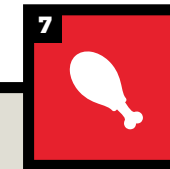
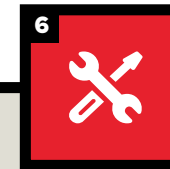
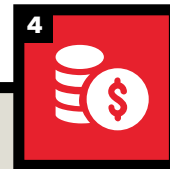
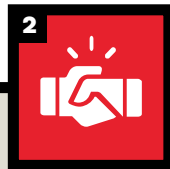
Online Application or  
Phone Call Inquiry

Receive and review  
FDD (14 days)

Sign F/A & Lease  
agreement

Restaurant concept &  
determine Menu

Second training  
at restaurant



In-depth call or  
in person meeting

Secure financing,  
review with HQ

Find architect &  
Contractor

First training  
at HQ

(Permit & Construction  
finished)

# Financials

No business is complete without detailed books, and bb.q Chicken is no exception. Here is a list of the important financials regarding bb.q Chicken ownership.

**Financial Requirements:** \$700k net worth. \$250k in liquid assets.

**Franchise Fees:** \$40k per restaurant. Location must be secured for a specific amount of time.

**Royalty Fees:** 5% of sales

**Marketing Fees:** 2% of sales

**Total investment required\*:**

**Essential:** \$260,000-\$498,000

**Standard or Chicken & Beer:** \$380,000-\$793,000

**Multi-unit Requirements:** Must open a minimum of 3 restaurants in 2 years to sign a multiunit deal. Fee remains \$40k per restaurant, but franchisee are given first right of refusal within their market for two years.



\*Costs vary depending on location and condition of store.



# Let's Get Cooking

The next step towards joining our bb.q Chicken family is to reach out to our franchise development team. Don't be shy. We can't wait to hear from you.

## CONTACT

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