



**So Crispy,
It Will Change
Your Life.**

Franchising with bb.q Chicken



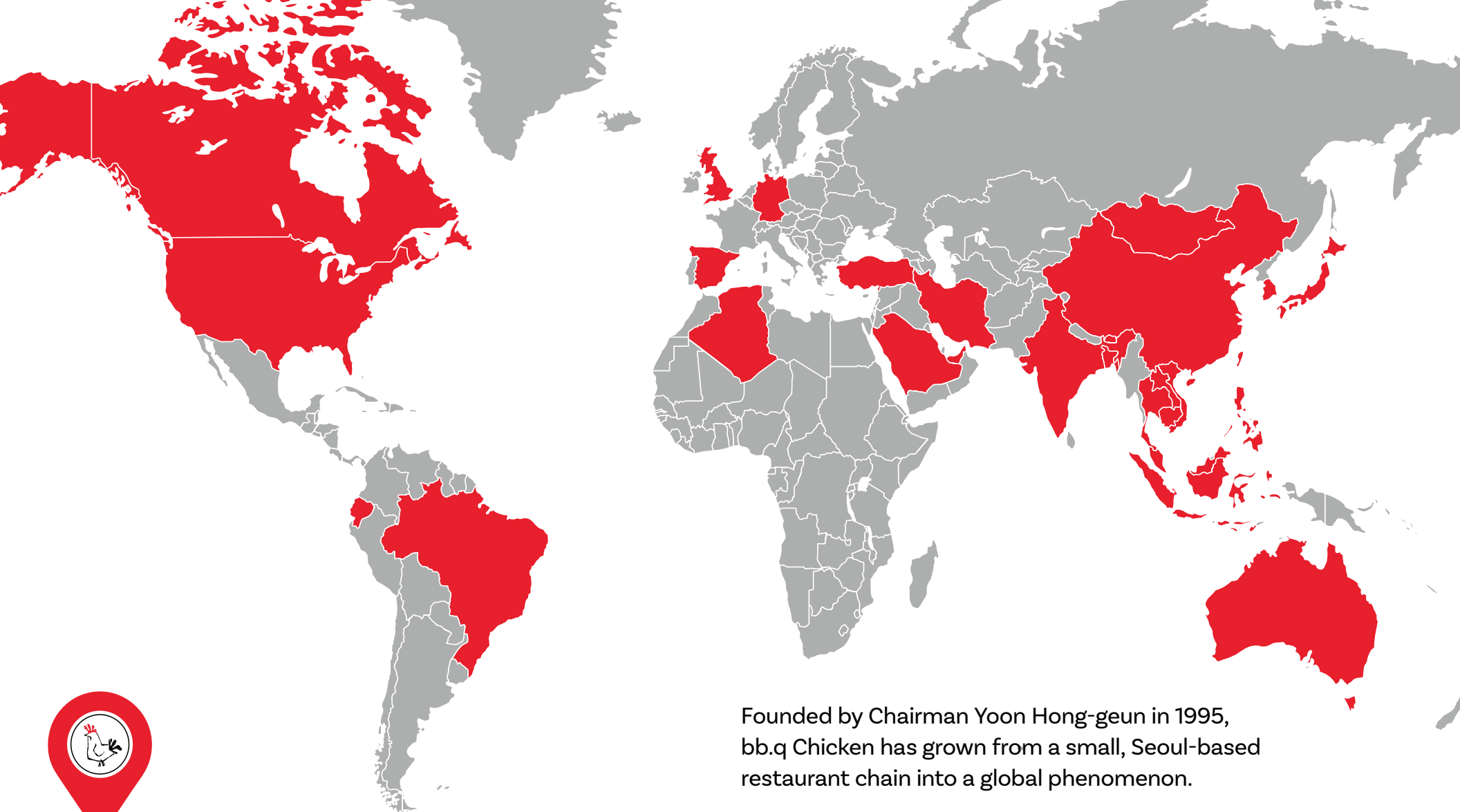


INTRODUCING

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+

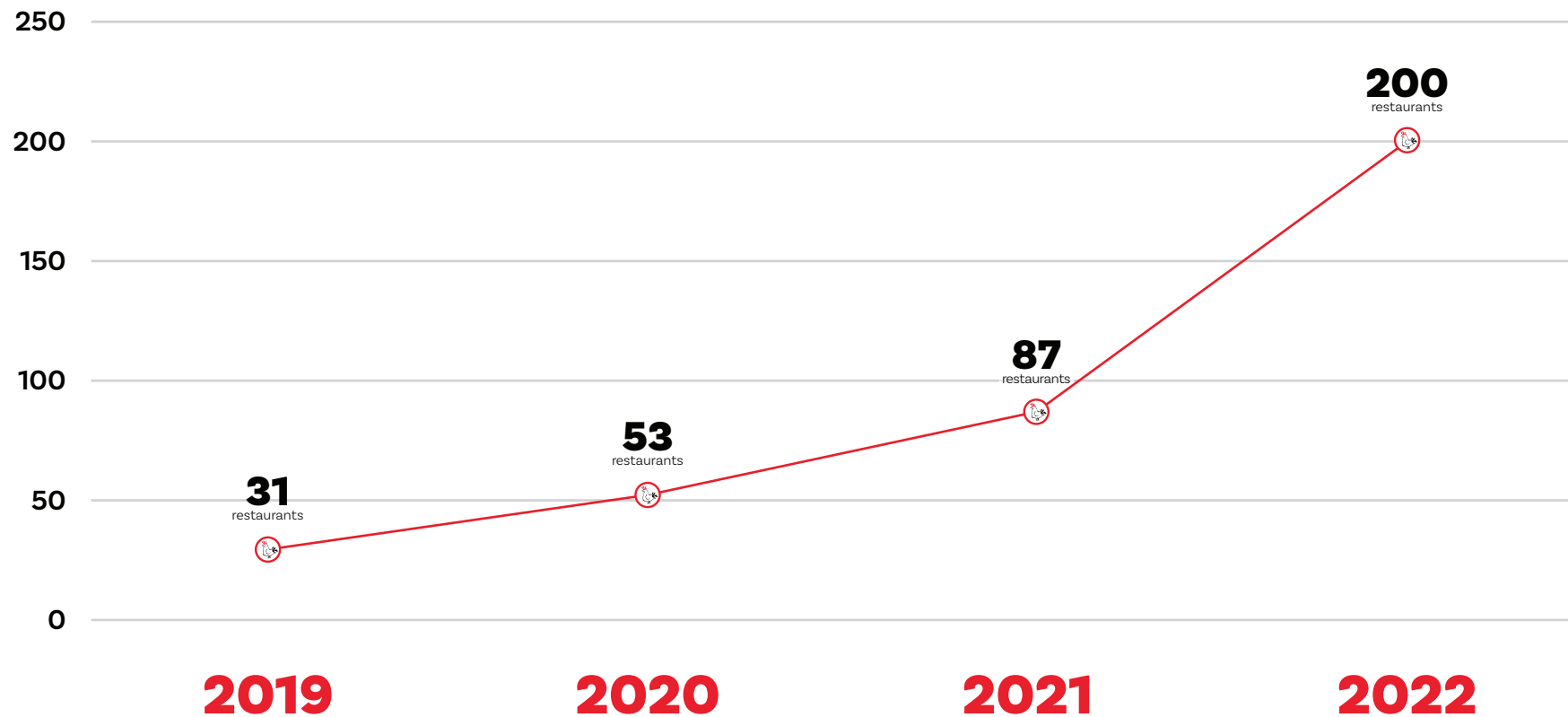
OPERATING RESTAURANTS

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.





*Nation's
Restaurant News*

In Good Company

Read any of the leading business publications in franchise development, and there's a good chance you'll see our name in there. It's an honor to be featured, but with the right franchise partners we hope to top those lists one day.

bb.q Chicken USA Ranks in Top 500 Restaurant Brands

#5

The 25 fastest growing restaurant chains in America by unit count
2020 U.S. Units: **51** | YOY% Change: **45.7%**

“

Emerging brands saw a growth moment in 2020 with chains like...bb.q seeing double-digit sales and unit growth.

”

- Darassential's Mark Brandau

#12

The 25 fastest growing restaurant chains in America by domestic systemwide sales

2020 U.S. Systemwide Sales: **\$118.7M** | YOY% Change: **12.7%**

“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

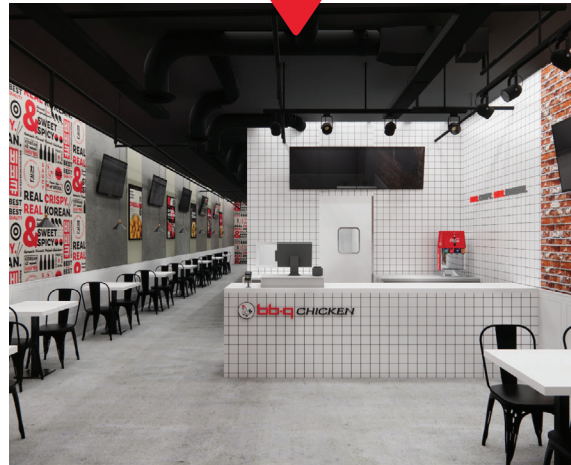
Our restaurants come in three distinct models, allowing you to operate in a manner that works best with your chosen location. From big cities and college towns, to shopping centers and rural communities, we can find the right restaurant for you.



Express

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.

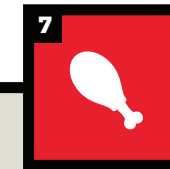
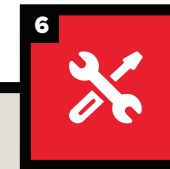
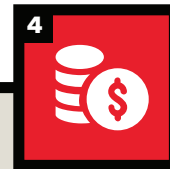
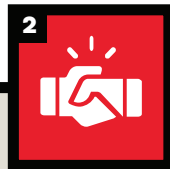
Online Application or
Phone Call Inquiry

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: \$35k 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*:

Express: \$255,000-\$493,000

Standard or Chicken & Beer: \$375,000-\$788,000

Multi-unit Requirements: Must open a minimum of 3 restaurants in 2 years to sign a multiunit deal. Fee remains \$35k 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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