

2022

[www.2chadol.com](http://www.2chadol.com)

Global Comprehensive Dining Company

# Dareum Plus

As a centre of K-food Culture, Our World will be with Global.

**Dareum**  
Dareum Plus Co., Ltd.

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Global Comprehensive Dining Company  
**Dareum Plus**

As a centre of K-food Culture, Our World will be with Global.

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Global Comprehensive Dining Company

As a centre of K-food Culture, Our World will be with Global.

CHAPTER 01.

# Brand Introduction

- / Slogan
- / Brand Valuation
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# Slogan

正 正 堂 堂

[ 정 정 당 당 ]

**10** Successful brands, **10** appointed CEOs within company,  
Brands that lasts **100** years, **1,000** stores all over the world

The slogan represents our belief on  
every task should be done fair and square

\*정정당당 : Fair and Square written in Korean

# Brand Valuation

## MISSION



Open to **Challenges** and **Changes**  
through honest practices

Provide the best value  
for **Society** and our **Future**

## VISION



**Global #1 company**  
Sharing food, happiness and culture

## VALUES



**Honesty**  
Compliance with fair  
business practices

**Challenge**  
Pioneer change and innovation  
without being tied to traditions



## 2017

- Dareum Plus Est.

## 2019

- Opened Hanam distribution center
- Launched 200th Lee Chadol franchise
- Awarded KCAI #1 Consumer award
- Awarded Outstanding Franchise Brand award

## 2021

- Launched 360th Lee Chadol Franchise
- Awarded 2021 National Brand
- Recognized by the Ministry of Trade, Industry, and Energy



## 2018

- Launched 100th Lee Chadol franchise

## 2020

- Dareum Meat subsidiary Est.
- Launched 300th Lee Chadol Franchise
- Establish talent development SME
- R&D/Design Lab Est.
- Future X Est.

## 2022

- Established US Subsidiary "Peaches, Inc."
- Established Japan Subsidiary "LCD, JP"
- Established Vietnam Subsidiary "Peaches VN"
- By Aquiring "Friendslee" Expanding Business territory to special commercial area

## CHAPTER 02.

# Present Status

- / Introduction
- / Business Structure
- / Result Status



# Divisions

## Franchise



Lee Chadol

JaeUuk Poksik

Moon-Rae Bangah  
K-Chicken

## New Brands



Shopping Mall Food Court  
Mall, Outlet

Overseas Operation  
USA, Japan, Vietnam

## Meat Sourcing



Dareum Meat  
Domestic distribution

Peaches  
US Meat Export

## Commercial Goods



HMR

E-Commerce

Home Shopping,  
Shopping Mall

Exporting goods  
to overseas market



# Present Status

Global

Raw Meat Processing/Export base

**USA**

Meat processing and export to meet the specifications of each country



Raw Material Sourcing

**Vietnam**

Sourcing wood, iron and furniture



OEM Production Base

**China**

Sourcing of food materials and kitchenware



Global Expansion Collaboration

**Japan**

Sharing overseas expansion know-how through partners



**Dareum**



GLOBAL



Export and distribution of Raw/Processed meat



Securing a field by launching a franchise by country













Securing competitiveness through sourcing of raw materials from base countries

## FC Business Brand





# Present Status

Division	Purpose	Country	Corporate	Status
FC Business	Restaurant Franchise	 Korea	DareumPlus	Current
	Restaurant Franchise (Specialized for department store & shopping mall)	 Korea	FriendsLee	Current
	Restaurant Franchise	 Vietnam	Peaches VN	Established Subsidiary Co.
	Restaurant Franchise	 Japan	LCD.JP	Established Subsidiary Co.
Meat Distribution Business	Meat Process & Meat Distribution	 Korea	DareumMeat	Current
		 USA	Peaches	Established Subsidiary Co.
Food Business	HMR & Commodity Products	 Domestic / Global	DareumPlus	Current
	Alternative meat products and future food development & sales	 Domestic / Global	Future X	Current
Interior Business	Interior furniture production and kitchen equipment manufacturing	 Vietnam	DareumPlus	Expected by 2023
Tableware Business	Making kitchen utensils and tableware	 China	DareumPlus	Current

Global Comprehensive Dining Company

As a centre of K-food Culture, Our World will be with Global.

CHAPTER 03.

# Brands

/ **Leechadol**

/ JaeyukPoksik



No.1 Restaurant brand in Korea



which everyone can enjoy the barbeque at reasonable price

## **Becoming a text book in barbeque franchise brand planning**



"Leechadol" is the barbeque restaurant chain specialized in brisket Point. And the first Pioneer in a imported meat business field who developed the brisket point market which is regarded as a niche market, by shifting the market perspective from high-end market to public. While maintaining as a overwhelming leader franchise restaurant in this category field, positioned as a category killer Franchise restaurant chain which can represent a restaurant business field.



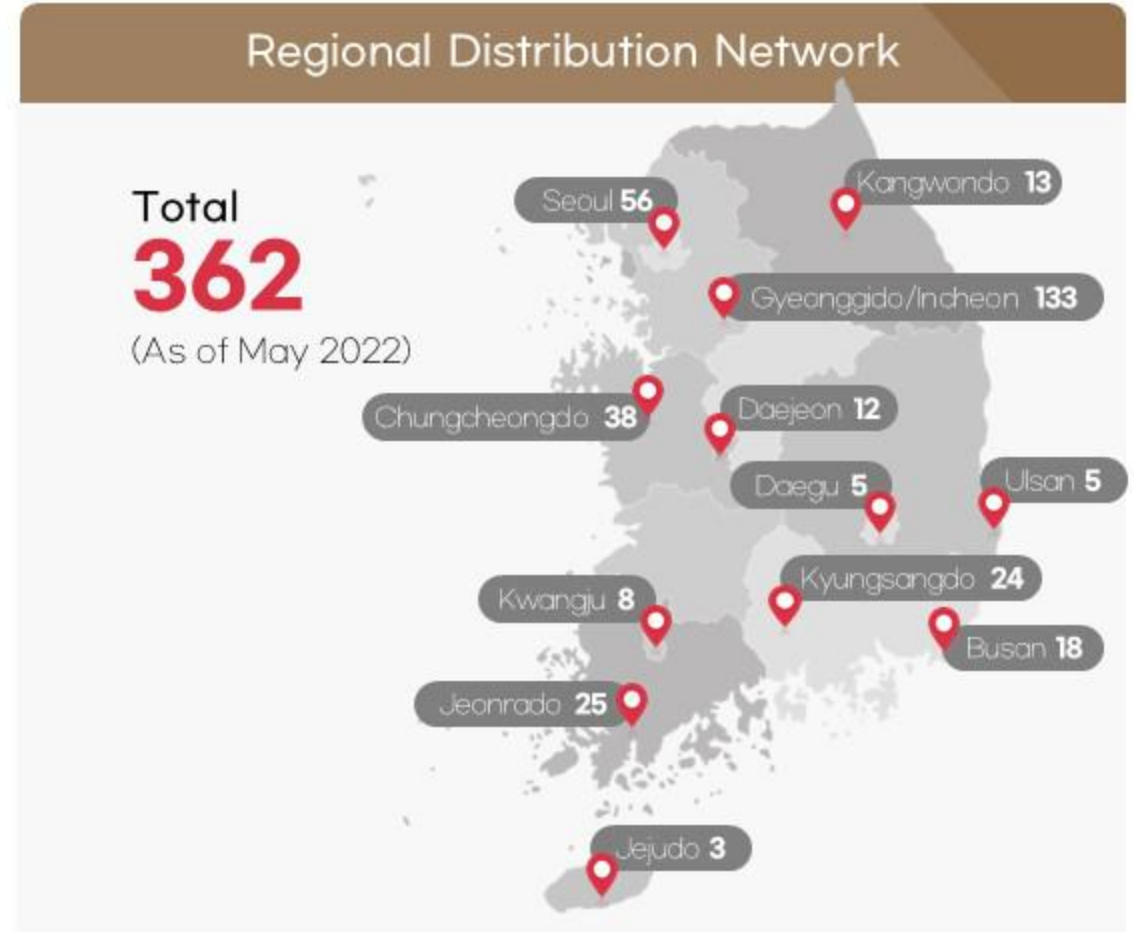


# Leechadol



# Leechadol Competitiveness

✔ **Launched 300th restaurants within 3 years** & secured 362 restaurants within heavy foot-traffic area





# Leechadol Competitiveness

- ✔ **Ranked 9th** among the top 15 food service brands in Korea.
- ✔ **Average sales per store 54% higher** than the industry average

## Comparison of domestic F&B brand sales

Units: Billion WON / excl. VAT



※ Source: 2020 Financial Supervisory Service Electronic Disclosure System

## Comparison of average monthly sales\_Competitors

Units: Million Won / Incl. VAT



※ Source: 2019 Information Disclosure Statement

# Menu Competitiveness

## Perspective shifting from "Grilling Barbeque" to "Wrapping Barbeque"

01

"Leechadol", who has got top cook developers is consistanly **develop the new dish**.

02

Side dishes is also the strength of the "Leechadol", **which is more popular than main dishes**.

03

**A new way to eat the brisket point deliciously**, we are reseaching it.





LEECHADOL

## Beef Menu

At reasonable price we are offering various menu from our signature Brisket to Rib fingers, top blades and short plates.

**LEECHADOL BRISKET**

- 150g 차돌박이 8,900 (100g 5,900)
  - 고소고소한 맛과 부드러운 식감을 자랑하는 차돌박이입니다.
- 160g 2차돌 8,900 (100g 5,900)
  - 고소고소한 맛과 부드러운 식감을 자랑하는 차돌박이입니다. "LEECHADOL"의 특제 소스를 곁들여 맛있게 드실 수 있습니다.
- 150g 차돌상겹 7,900 (100g 5,900)
  - 차돌박이와 함께 드실 수 있습니다.

**SIGNATURE NEW**

- 150g 순살차돌 7,900
  - 지방이 적고 부드러운 맛과 함께 건강한 요리입니다.
- 150g 제주 돈차돌 8,900-7,900
  - 지방이 적고 부드러운 맛과 함께 건강한 요리입니다.
- 180g 순살차돌 + 제주 돈차돌 8,900
  - 순살차돌 100g + 제주 돈차돌 80g
  - 지방이 적고 부드러운 맛과 함께 건강한 요리입니다.

**SPECIAL BEEF**

- 스테이크 11,900
  - 고소고소한 맛과 부드러운 식감을 자랑하는 스테이크입니다.
- 150g 숙성특수안창 13,900
  - 고급육을 사용하여 맛있게 드실 수 있습니다.
- 150g 배삼겹 15,900
  - 고소고소한 맛과 부드러운 식감을 자랑하는 배삼겹입니다.
- 130g 마약육회 11,900
  - 고급육을 사용하여 맛있게 드실 수 있습니다.





LEECHADOL

## Side Menu

With the unique concept of 'Perfect Pairing', the company continues to launch unique side menus such as 'Dol Sushi', 'Cha Noodle', 'Grilled Cheese', 'Wasabi Cream Scallop', which are perfect to eat with meat menu.



LEECHADOL

## Set Menu & Lunch Menu

이차돌

### SET MENU

Yummy! 부디 맛있어요!  
 이차돌 강추의 메뉴를  
 즐겨주세요!

LUNCH SET

---

**점심부러소고기 A 23,000원**

차돌삼겹 2인분 +  
차돌면 1개 + 들조밥 1개

---

**점심부러소고기 B 24,000원**

차돌삼겹 2인분 +  
이원장 1개 + 공기밥 2개

---

**점심부러소고기 C 29,000원**

차돌삼겹 2인분 + 차돌면 1개  
+ 이원장 1개 + 공기밥 2개

### LEECHADOL LUNCH

주요가능시간 AM11:00 - PM15:00

**런치 풀면순두부 7,900**

새콤 고추  
달콤 순두부에 풀면이 들어  
있어 맛있게 드실 수 있어요!

**삼합짜글이 8,900**

새콤 고추  
차돌삼겹, 낙지, 새우를 넣어 맛있게 드실 수 있어요!

**집더미차돌 8,900**

새콤 고추  
차돌삼겹, 낙지, 새우를 넣어 맛있게 드실 수 있어요!

**삼겹살 추가 5,900**

**부양살 추가 7,900**

**백양살 추가 2,000**

치즈 추가 2,000

**공기밥** 1인분 기준 1,000



엄마어머니가 사랑했던 추억의 그맛!

## 차돌이네 쫄순이

쫄면이  
맛이 더!

NEW  
쫄면순두부  
6,900원

**이차돌**  
이차돌이네는 전통한 차돌이네에 입맛 차돌이네 이상 없습니다.

## 제주서 왔돼지

푹푹하고 담백한 질 좋은 제주 돼지 앞다리살을  
차돌박이처럼 얇게 잘라 빠르게 구워 먹을 수 있는 메뉴

제주 돈차돌  
8,900원  
7,900원  
출사기념 할인!

완주해남국수 4,900원  
당연에서 생산육함!

아식새론 무생채!

**이차돌**  
이차돌이네는 전통한 차돌이네에 입맛 차돌이네 이상 없습니다.

With Butter  
**랍스터 새우**  
랍스터금 단맛! 생굴양념 식감!

랍스터금 단맛과 푹푹한 식감~!  
버터 소스와 함께 더욱 고소하게 구워먹는 자연산 홍새우  
※마리 손질해 있어 먹기를 쉽게 받게 드실 수 있습니다.

NEW  
랍스터 새우  
8,900원

**이차돌**  
이차돌이네는 전통한 차돌이네에 입맛 차돌이네 이상 없습니다.



# Interior Design

## Facade Design

With the wooden construction materials which has got old-Fashioned taste and traditional house stlye, Revealing and styling exterior design modern "Han-ok"'s identity, even in the small size.





# Interior Design

## Facade Design

With the wooden construction materials which has got old-Fashioned taste and traditional house stlye, Revealing and styling exterior design modern "Han-ok"'s identity, even in the small size.





# Interior Design

## Interior Design

Interior design that maximizing Convenient and efficient humane traffic, luxurious plates and tableware is the unique strength point of "Leechadol".





# Marketing

- ✔ Korea's leading brisket BBQ brand
- ✔ K-Food's representative brand-appeared on various media and broadcasting





# Marketing

- ✔ Korea's leading brisket BBQ brand
- ✔ K-Food's representative brand-appeared on various media and broadcasting





# Core Competitiveness



## Operation Differentiation

Reduction of labor cost /reduction of labor intensity through optimal layout



## Sales Differentiation

Increased average sales strength through fast turnover strategy



## Menu Differentiation

Satisfying various tastes of consumers through specialized side menus

01

### Reduce Labor Costs

Self bar system that can be operated efficiently with a small number of people.  
One-pack System

02

### Extra Sales Side Menu

Development of side menu that can be enjoyed together  
Maximize sales of alcoholic beverages and side menus

03

### Patented Honeycomb Diamond Roaster

We have built a cooking system that increases the conduction of heat to capture the juices of the meat.

04

### Restaurants that generate high sales

We derive a high profit structure by adding a high per-unit price, the amount of production for the entire consumer group, popular items, and a differentiated operating system.

05

### Compare the differences in Savory

We guarantee the best taste by direct sourcing beef with an accurate distribution route.



# Brand Character

The Leechadol's Original

## LEECHADOL FRIENDS



# Brand Character

The Leechadol's Oroginal  
**LEECHADOL FRIENDS**





# Brand Character Goods



# Awards

In 2022, "**Leechadol**"s triumph march will continue.

With the firm brand power, we would become a **No.1 franchise restaurant** chain in Korea which will reward our customer's support and share the challenges with our franchisees.

3년 연속



2019 - 2021  
**우수 프랜차이즈**

소상공인시장진흥공단

2021  
**대상**



2021  
**한국프랜차이즈 대상**

한국프랜차이즈사업협회

2년 연속



2020 - 2021  
**착한 프랜차이즈**

한국공정거래조정원

2년 연속



2020 - 2021  
**100대 프랜차이즈**

매일경제

3년 연속



2019 - 2021  
**소비자선정 스타브랜드 대상**

매일경제

2년 연속



2019, 2021  
**올해의 우수브랜드 대상**

중앙일보



2021  
**국가브랜드 대상**

조선일보



2021  
**한국 소비자 대상**

한국경제신문



Global Comprehensive Dining Company

As a centre of K-food Culture, Our World will be with Global.

CHAPTER 03.

# Brands

/ Leechadol

/ **Jaeyuk Poksik**

Korea's Representative **Soul Food**

제육에 진심

제육포식

정시대

포식

정시대



## We're confident and proved it

### Monthly Increase and Decrease

Reached 75 Stores Nationwide!  
**in 3 Month  
after Launch**

집.밥 전성시대  
**제육볶음**



### Regional Distribution Network

**Nationwide  
75**  
As of March 2022



## Spicy stir fry pork delivery Brand

Another Success Story





## Main menu



Jaeyuk Poksik  
**7,900** Won



Jaeyuk Poksik with egg yolk  
**8,900** Won



Rice served with Pork kimchi stew  
**7,900** Won



Rice served with Gang doenjang  
**7,900** Won

## Single dish



Pork Kimchi stew  
**5,900** Won



Gang doenjang  
**5,900** Won

## Side menu



Yeolmu-Guksu(Iced/Spicy)  
**4,900** Won



Steamed eggs  
**2,000** Won

## Main menu



600g

Jaeyuk Poksik(600g)  
**19,900**Won



600g

Soy Jaeyuk Poksik(600g)  
**20,900**Won



600g

Rose Jaeyuk Poksik(600g)  
**21,900**Won



600g

Mara Jaeyuk Poksik(600g)  
**21,900**Won

## One-person Set



250g

Jaeyuk Poksik(portion)  
**12,900**Won



250g

Soy Jaeyuk Poksik(portion)  
**13,900**Won

## サイドメニュー



Pork Doenjang stew  
**7,900**Won



Pork Kimchi stew  
**6,900**Won



# Menu

The perfect match that makes the soul resonate

## Jaeyuk Poksik's Sweet and Savory 1+1 Menu

Yeolmu  
Guksu



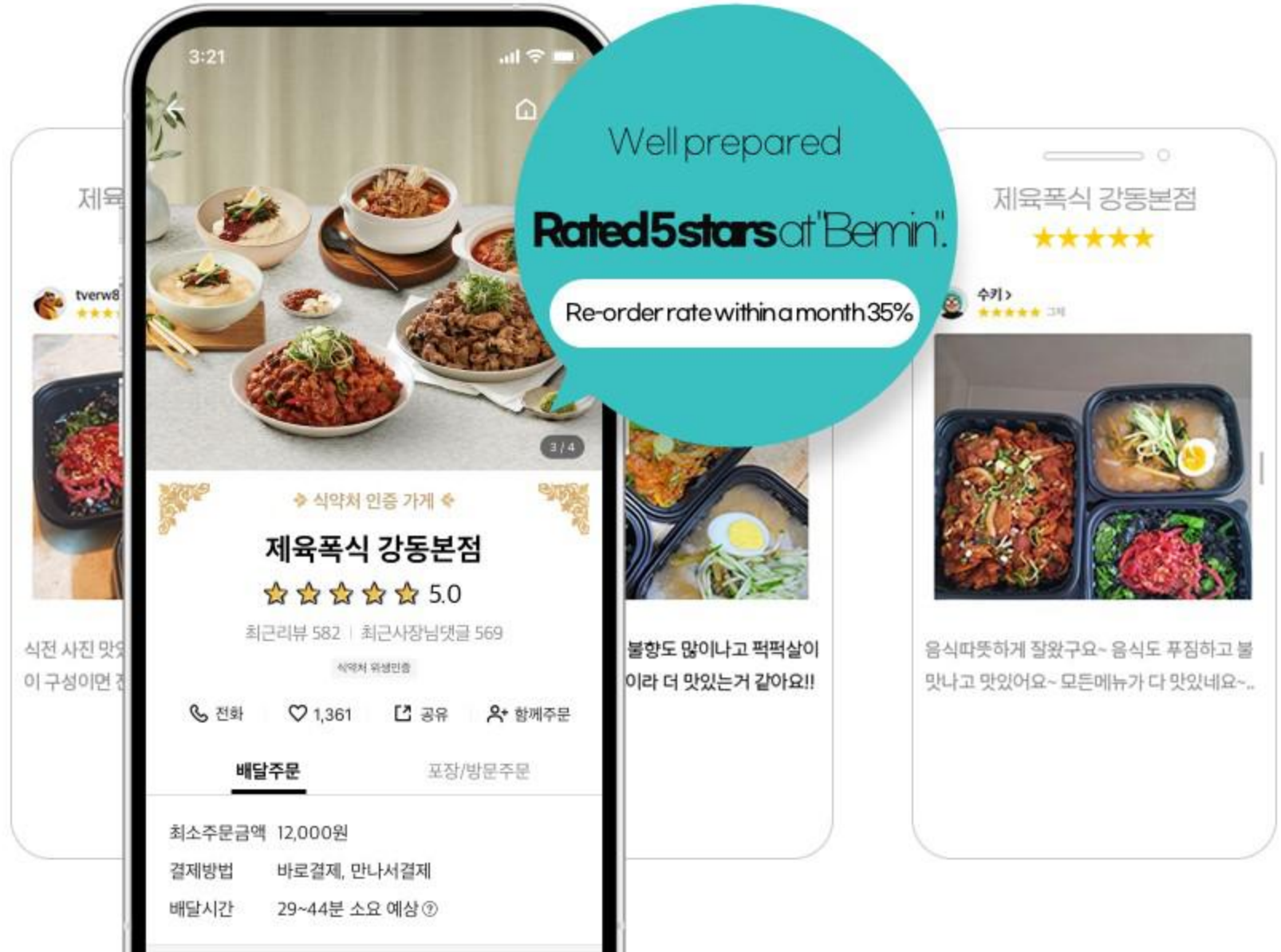
Jaeyuk  
Poksik



# Customer review

## Consumer Choice Prove by Results The Power of Zeyuk Explosives

- 5 star rating
- Overwhelming repeat order rate
- Rank in a local gourmet restaurants list within 3 months from open.





# Keypoints



## Reasonable Cost-effectiveness

Composition with  
Cost-effectiveness

- ✔ Stir-fried spicy pork  
And a bowl of cold noodles  
are a bonus
- ✔ the most fulfilling and  
satisfying meal



## Jaeyuk Poksik's Savory Taste

Umami with  
full of fire flavoured

- ✔ With trendy reinterpreted  
taste for young generation,  
we complete unique taste.




## 100% Pork Shoulder

Premium Pork stir fry  
"Jaeyuk Poksik"

- ✔ By using 100% pork boston  
butt, maximizing pork stir  
fry's taste its ultimate level,  
unable to compare to the  
other competetors.

A brand that sets  
new standards for value  
For money to carry  
on the Leechadol's legacy



 jeoyuk\_poksik

## set up a business

Please ask for more details  
at the information office.

일반 단독 브랜드 창업은 불가능합니다.

## Reason for Success

Consumer Affinity No.1, Korea's representative korean cuisine will never fail.



**Minimum 1.5 Servings**  
Large Portion Main Menu



Never been done  
**Jaeyuk & Noddle Combo**



**Lot to Chose**  
from Side Menus

### Success Guaranteed Item that Combines Popularity and Differentiation

Korean food category with proven popularity  
The unusual and perfect pairing menu stimulates the consumer's desire to purchase.



We Support  
**Your Success** with **a Systematic System.**

**39%**

Including Packaging  
**Industry's Lowest Cost Ratio**

The headquarter margin is lowered, and franchisees' profits is increased.  
Lower cost rates compared to industry averages.

**EASY**

**Peel, stir-fry** and  
its Done

There is no problem with starting a business  
for the first time. Anyone can cook easily because  
it is delivered in a pack.

**Differentiation**

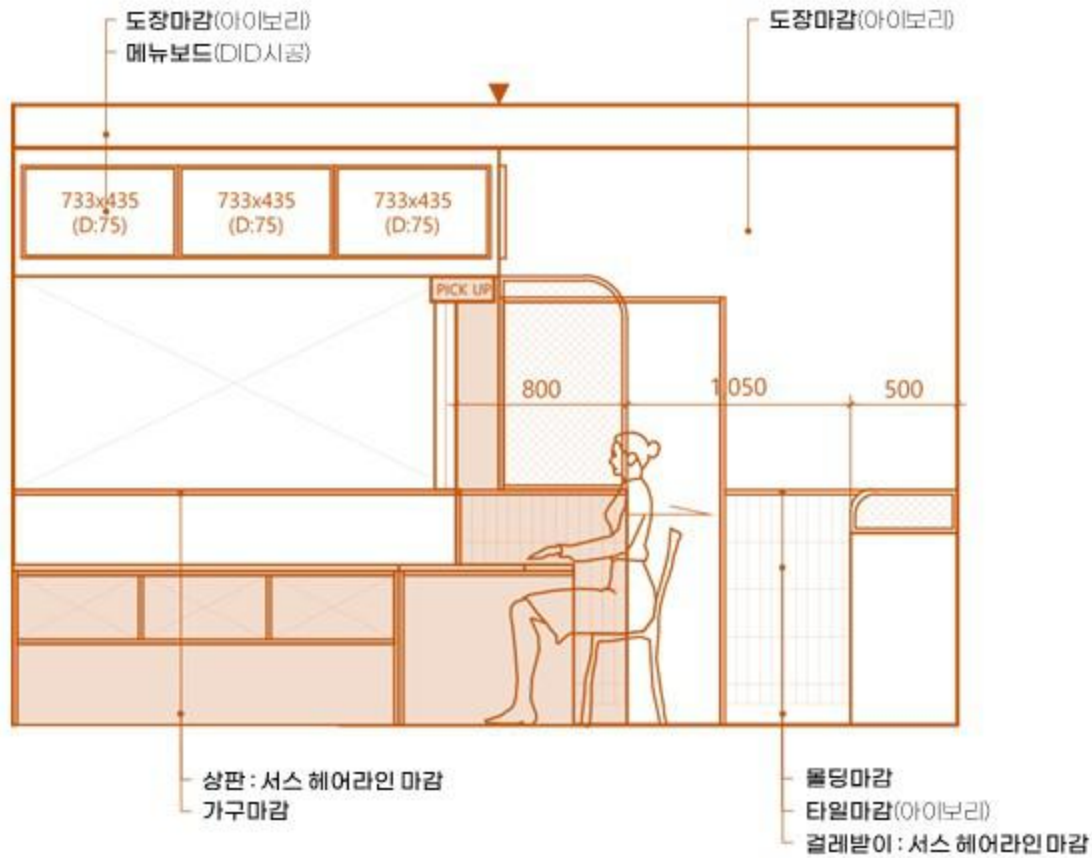
**Differentiated  
Marketing**

We provide food satisfaction to our customers  
and differentiate marketing from other companies  
through characters.



# Interior Design

## Facade Design

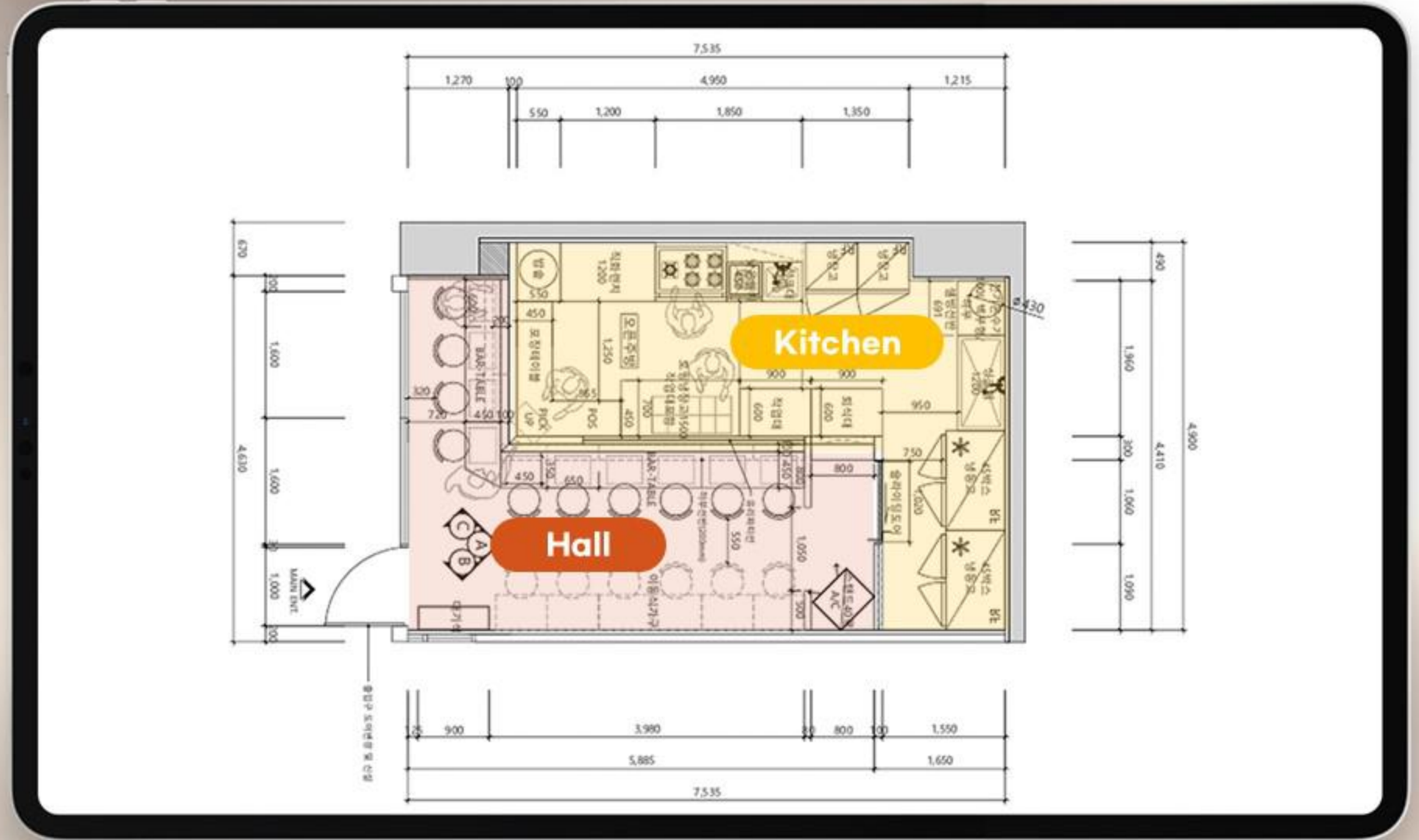




# Interior Design

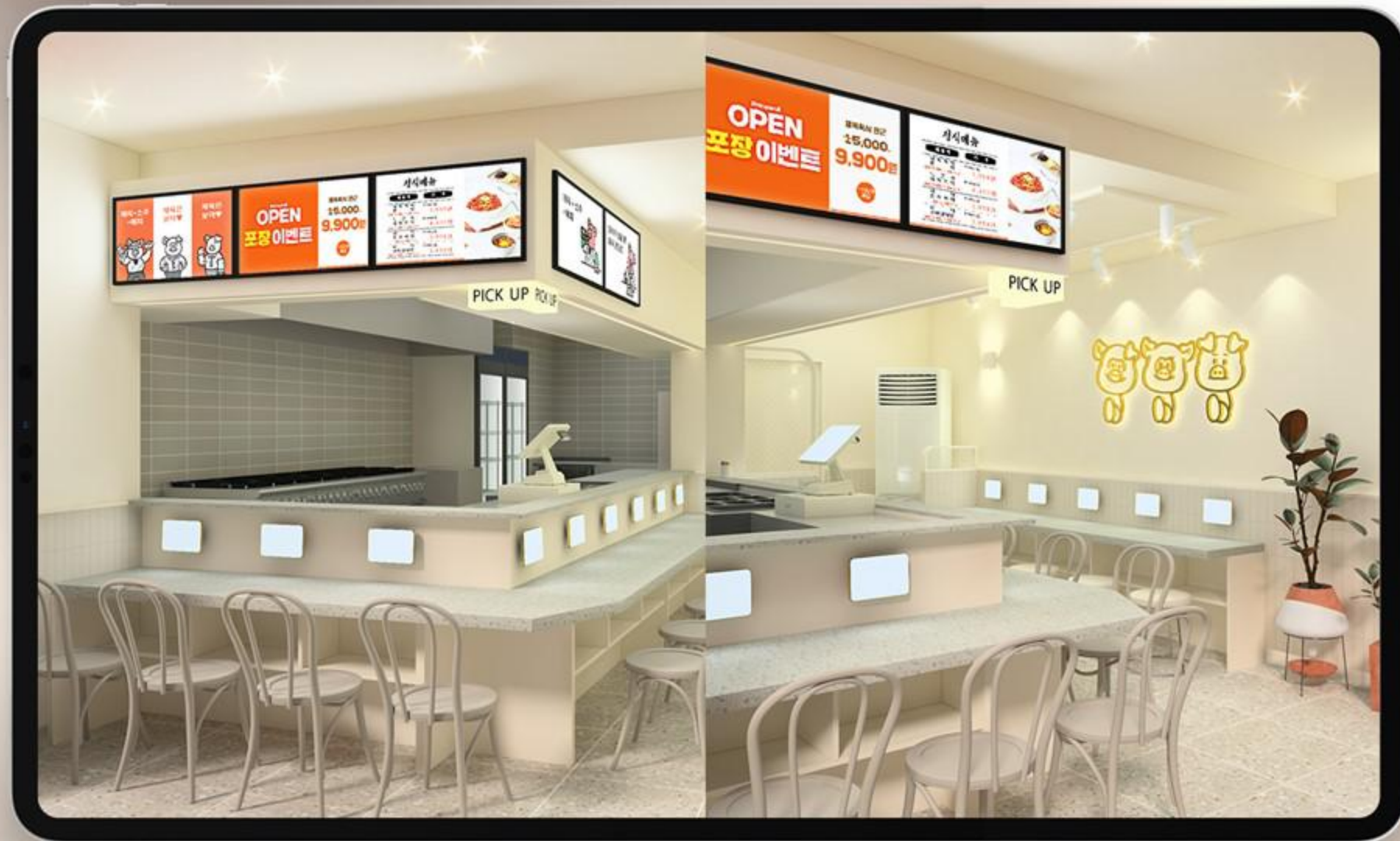
## Hall Type

- Total : 37.6 m<sup>2</sup> / 11.4PY
- Table : 10EA



# Interior Design

## Hall Type





# Brand Character



**Hong Geum-Tae**  
General Manager

His face always has  
an alcohol flush.

- He likes drinking and singing. He is called a 'fun manager' because he had a lot of fun energy.
- They are called a 'gold, silver and bronze team'



**Choi Eun-Sik**  
Assistant Manager

He is good at  
social life.

- He is kind, however. When there's something he doesn't want to do, He is inefficient in his work.
- He is the best drinker among the 'gold, silver and bronze team.'



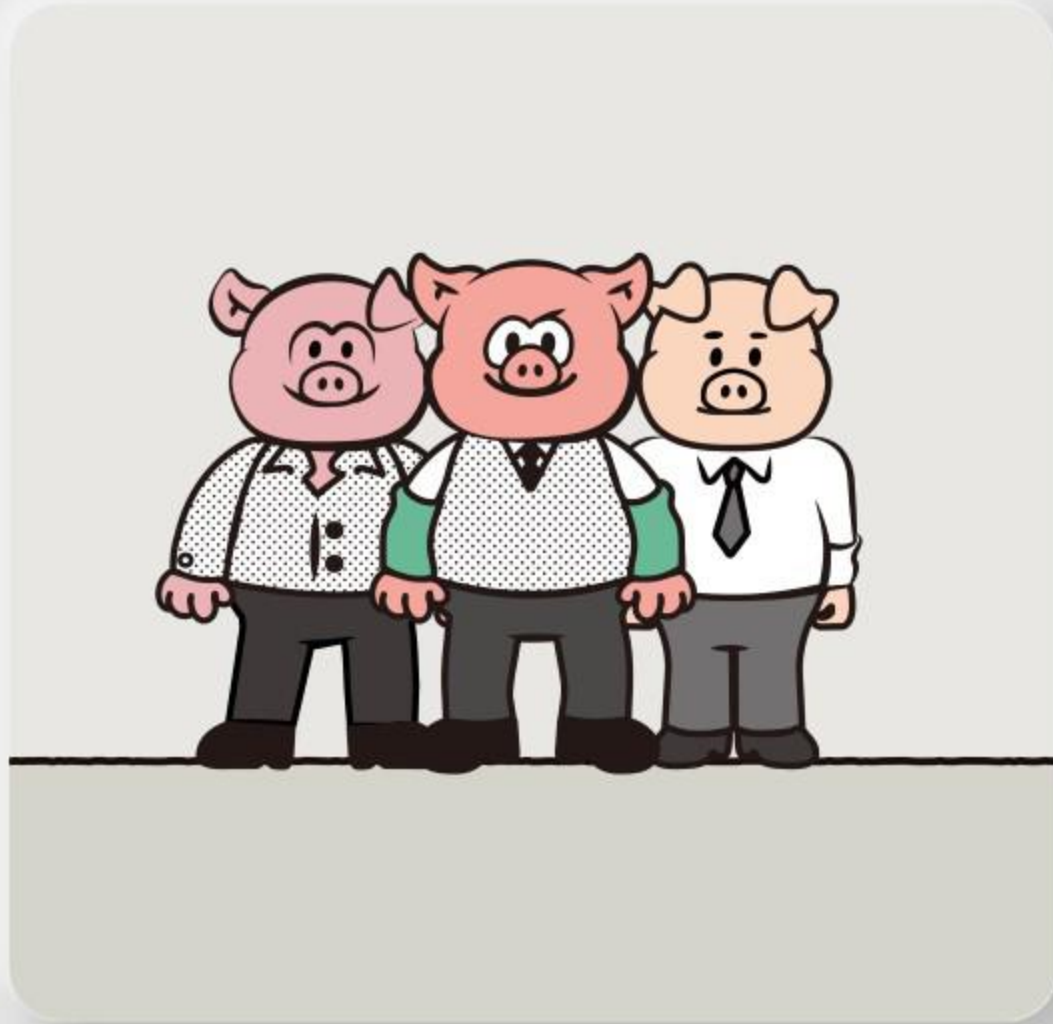
**Park Dong-Seop**  
A New Employee

He is the youngest employee  
in his team.

- He likes to stay at home. He likes to eat stir-fried pork and drink alcohol alone.
- He is under pressure from Hong manager, he has to go to a company dinner.
- hm..he waits for payday.



# Brand Character



되사알까..



기다린다 월급날..  
찾아간다 재육복식..



주문하신 복식  
송부드립니다.



"재육에 췌주, 오메 맞난거!"



2차 기즈에  
= 재육복식



먼저퇴근해  
보겠습니다.



아유...  
하기싫어...



Global Comprehensive Dining Company

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CHAPTER 04.

# Working Brands

- ✓ **Friends Lee**
- ✓ Gapyeong Daharang
- ✓ HMR Business

# Commercial district Brand Business

Department Store, Shopping Mall

# Dareum

Dareum Plus Co., Ltd.

Dareum Plus took over Friends Lee (M&A)



Friends Lee Company



SEVEN  STEAK

8 Brands



 유천냉면



Holds  
30 stores



All brand stores are within a shopping mall  
(Sinsae, Hyundai, Lotte, NC Department store)



# Friends Lee Brands

American Food Truck  
Brand

## CHEF LEE FOODTRUCK





# Friends Lee Brands



Casual Steak  
Brand

# SEVEN STEAK

SEVEN  STEAK





# Friends Lee Brands

Shabu Shabu & Sukiyaki  
Brand

## Oksoban







Nangmein  
Brand

# Ucheon Nangmein



유천냉면



Casual Juckbal  
Brand

## Ohgam ManJuck





# Friends Lee Brands



본바비언 부대찌개	8,900
치즈 부대찌개	9,900
불안무 부대찌개	11,500
우삼겹 부대찌개	12,500
더스푼 부대찌개	12,500

※ 부대찌개 • 인산2종 • 공기업 제공

라면사리 - 1,000	음반우추가 - 3,000
치즈 추가 - 1,000	스팸 추가 - 4,500
골기알 추가 - 1,000	모듬탕 추가 - 4,500
프라이팬 추가 - 1,500	우삼겹 추가 - 4,500



Army stew  
Brand

# Honbobbyan





# Friends Lee Brands

Donburi & Ramen  
Brand

## Ronny's Table

로니식탁  
덮밥 & 라면 전문점



MAIN MENU									
 돈코츠라면 9,500	 탄탄돈코츠라면 9,900	 사카사케 찰떡 9,900	 사카사케 우삼겹 찰떡 11,900	 사카사케 우삼겹 찰떡 11,900	 미소라면 8,500	 탄탄미소라면 8,900	 우삼겹떡 10,900	 불닭갈비떡 9,900	 돈갈비떡 9,900



Global Comprehensive Dining Company Dareum Plus

# Friends Lee Brands

**Dareum**  
Dareum Plus Co., Ltd.



Asian food  
brand

# Asia

아시아  
에이샤





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CHAPTER 04.

# Working Brands

- / Friends Lee
- / **Gapyeong Daharang**
- / HMR Business

# Gapyeong Daharang



다하랑

High-end K-BBQ Dining Brand

**High-end K-BBQ**  
Dining Brand





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CHAPTER 04.

# Working Brands

- / Friends Lee
- / Gapyeong Daharang
- / **HMR Business**

# HMR Business

PB Brand

Delicious sound

# CHOP CHOP CHOP





# HMR Business

## CHOP CHOP CHOP

Beef brisket japchae fried rice



## CHOP CHOP CHOP

Beef brisket Kkakdugi fried rice  
With shrimp



## CHOP CHOP CHOP

Beef brisket fried rice  
With shrimp



# HMR Business

**CHOP CHOP CHOP**

Beef brisket Kimchi dumplings



**CHOP CHOP CHOP**

Beef brisket Japchae dumplings



**CHOP CHOP CHOP**

Beef brisket Red pepper dumpling





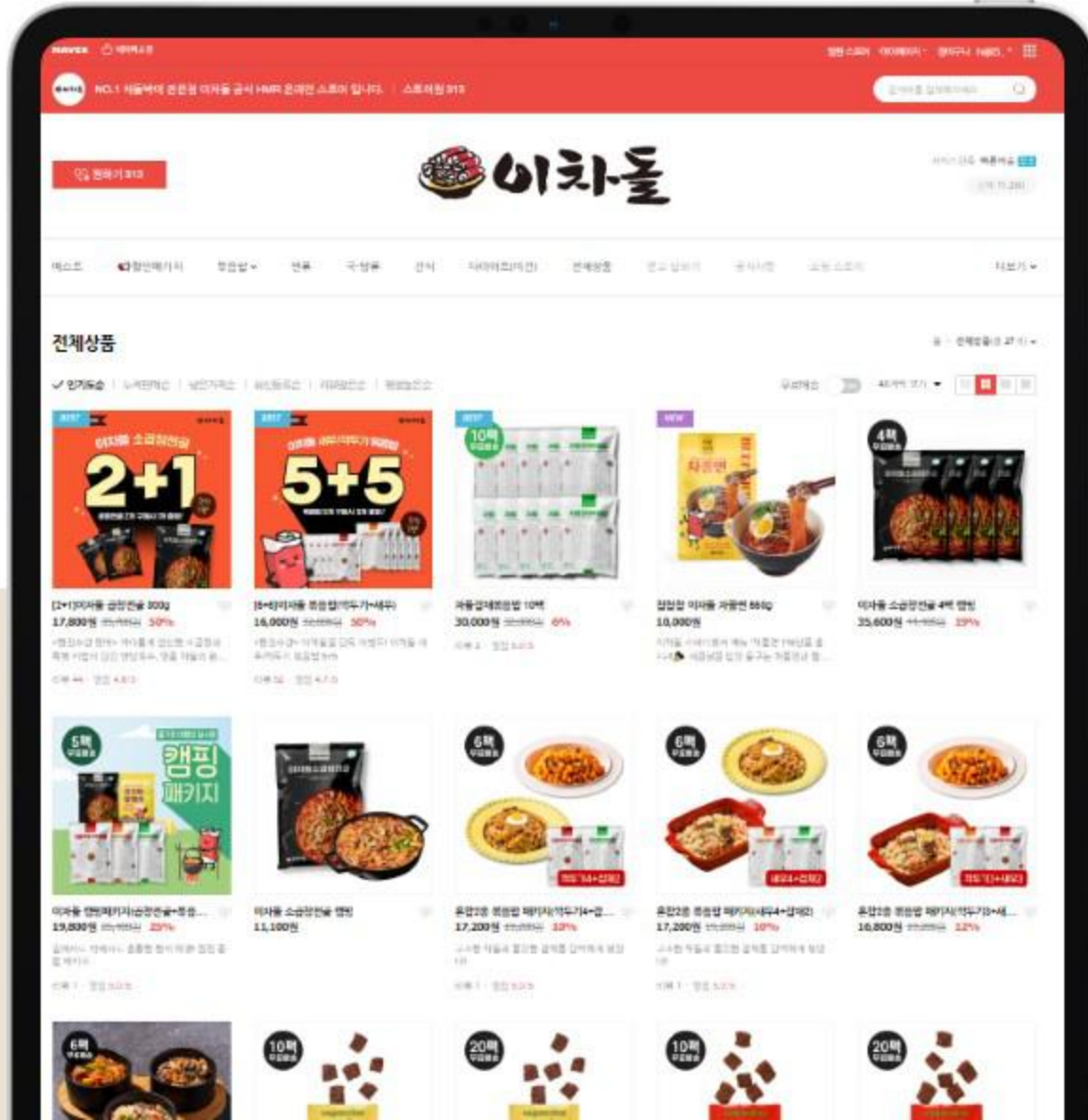
# HMR Business

CHOP CHOP CHOP  
**Fried  
scallops**



CHOP CHOP CHOP  
**Cha  
Jol  
myeon**

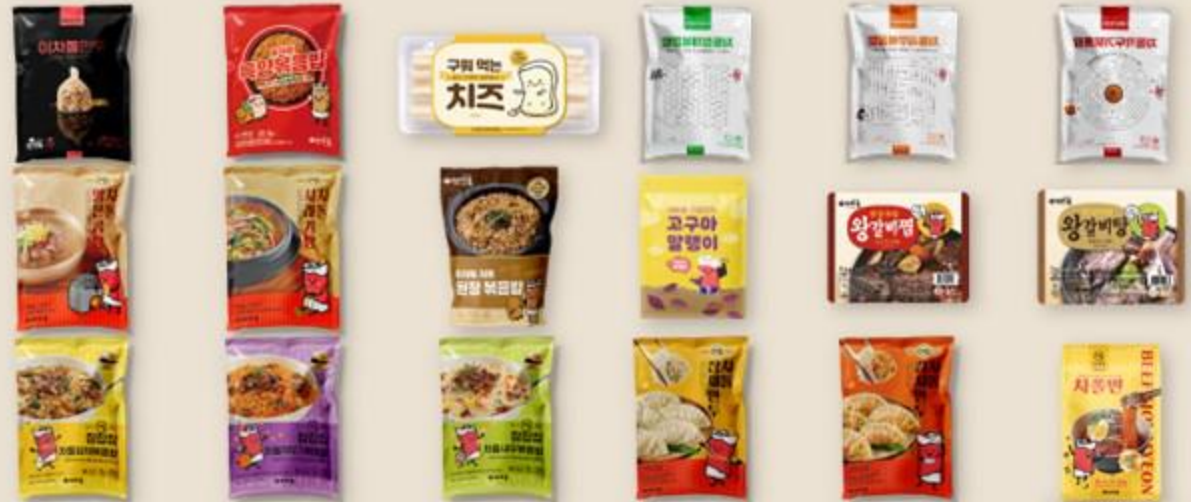
# LEECHADOL HMR Business



For a more convenient and delicious lifestyle

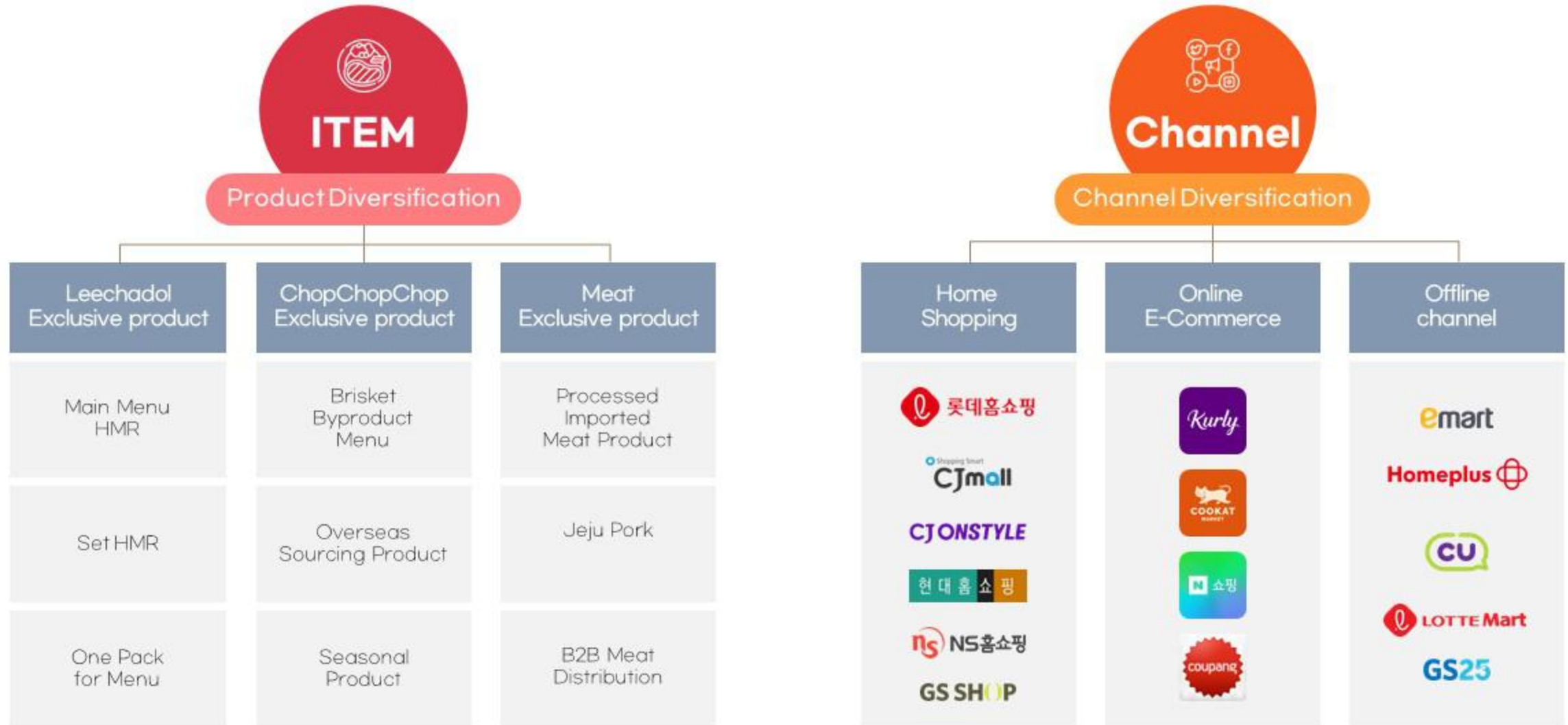
## Leechadol HMR Brand

- E-Commerce HMR
- E-Commerce Mealkit
- Homeshopping
- SNS Live Shopping

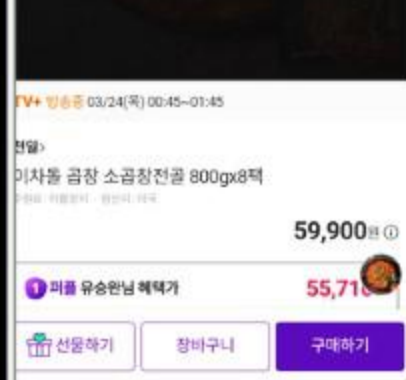
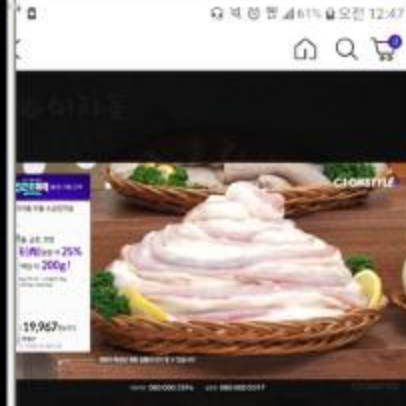
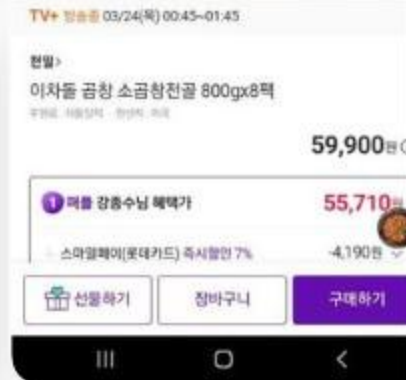




# Product/Channel Diversification



# Leechadol Homeshopping





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CHAPTER 05.

# Mid-long Term Plan

／ Business Roadmap

# Mid-Long Term Strategy

Roadmap

Strategy	2017~2019			2020~2022			2023~2025		
	Preparation			Settlement			Expansion		
<b>Franchise Business</b> 	<ul style="list-style-type: none"> <li>Established nation-wide operating system</li> <li>Preferred Consumer Brand</li> <li>Established Distribution Network</li> <li>Established nation-wide construction consulting network</li> </ul>			<ul style="list-style-type: none"> <li>Become Korea's No.1 KBBQ Brand &amp; Consumer Brand</li> <li>Introduce Delivery System</li> <li>Transition to Digital Franchise Business System</li> </ul>			<ul style="list-style-type: none"> <li>Become Korea's No.1 FC Group</li> <li>Introduce Profit Sharing System</li> <li>Establish Digital Franchise</li> </ul>		
<b>Business Diversity</b> 	<ul style="list-style-type: none"> <li>Produced and sold HMR and OEM products</li> <li>Established R&amp;D / Design Lab</li> <li>Launched Flagship Brand</li> </ul>			<ul style="list-style-type: none"> <li>Establish Gapyeong R&amp;D Center</li> <li>Introduce HMR online site</li> <li>Foster HMR development</li> <li>Home Shopping and E-Commerce Business</li> <li>New Brand Launch</li> </ul>			<ul style="list-style-type: none"> <li>Start Food Biotechnology Business</li> <li>Establish "Future Food" development center</li> <li>Expand global export business</li> </ul>		
<b>Global Expansion</b> 	<ul style="list-style-type: none"> <li>Trademarks in Japan, Vietnam, China, &amp; USA</li> <li>Conducted legal consulting for our franchisees</li> <li>Recruited local Employees</li> </ul>			<ul style="list-style-type: none"> <li>Direct Purchasing of Global Ingredients</li> <li>Materials from Overseas</li> <li>Establish US subsidiary</li> <li>Open Overseas Franchise</li> </ul>			<ul style="list-style-type: none"> <li>Specialize in meat import business &amp; HMR exports</li> <li>Expand overseas with alternative meat business</li> <li>Establish branches in each continent</li> </ul>		



2022

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