



Global Franchise Group



GENESIS BBQ

Being the No.1 franchise group in the world
with a pioneering spirit of innovation and challenge.

Since 1995



Journey for the
Real Taste



“Do it right away.”
“Do it no matter what.”
“Do it until it works.”

We aim to become “the world’s biggest and best franchise group”,
“the world’s leading company”, and “timeless Genesis BBQ group”
by “establishing 50,000 franchise stores worldwide” by 2025.

“Genesis” refers to the stories of the creation of the world in the first book of the Bible.

“BBQ” stands for the “Best of the Best Quality”, which means we make “the most delicious fried chicken in the world”.

“Genesis BBQ Group” was founded in 1995 with the aim of “creating a world where all 7 billion world population eat well and live well”, including our family stores (franchise stores), employees and partners, by opening “a new era of the F&B franchise industry around the world” based on “the highly competitive Korean food culture”.

Our philosophy is that food must be healthy. As such, we became the first in the world to make “BBQ chicken” using “BBQ-exclusive olive oil for frying, made with 100% extra virgin olive oil”.

As a group specializing in franchise, “Genesis BBQ Group” has set the management philosophy as ①the company thrives only when its franchise stores thrive ②we do anything our customers want ③we provide our employees with top-quality welfare, promoting “the health and happiness of a humanity of 7 billion people” and prioritizing the success of not only the company itself but also our family stores (franchise stores) at the forefront of our business.

Our “philosophy of action” is “①do it right away ②do it no matter what ③do it until it works”, as we are willing to take up any challenges, innovate and never give up.

“Genesis BBQ Group” is an F&B franchise specialty company that has re-written history on the world’s franchise industry by “opening 1,000 franchise stores within the first four years”, also successfully opening “the 1,800th franchise store” in seven years.

Moreover, we are enhancing our prestige as a “global F&B franchise group” that operates over 500 franchise stores worldwide and approximately 4,000 franchise stores in total. We began by entering the Chinese market in 2003, expanding to Spain in 2004 and the U.S. in 2006 with a master franchise.

“Genesis BBQ Group” is ceaselessly making “history of new creation, challenge and innovation” based on “the legendary introduction of olive chicken” in 2005 with ‘fast growth and sustainable management’ through ‘digital transformation’.

We would like to become a company that promotes
“the health, happiness and joy of all the 7 billion people in the world”
by “establishing 50,000 franchise stores around the world by 2025”,
by achieving the triple crown of “the world’s biggest and best franchise
group”, “the world’s leading company” and “timeless Genesis BBQ Group”.



Chairman of Genesis BBQ Group

유영근



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Genesis BBQ, Meet the Legend of 1,000 Years



2014 GENESIS BBQ FAMILY FESTIVAL



Management. Philosophy.

- “The company thrives only when its franchise stores thrive”
- “We do anything our customers want”
- “We provide our employees with top-quality welfare”

Shared. Values.

- “Committed to principle and basics while promoting constructive innovation for the future;
- unleash the best power, based on absolute loyalty;
- aim to become the world’s best;
- contribute to our customers and society, based on human respect.”

NO.1 FRANCHISE COMPANY

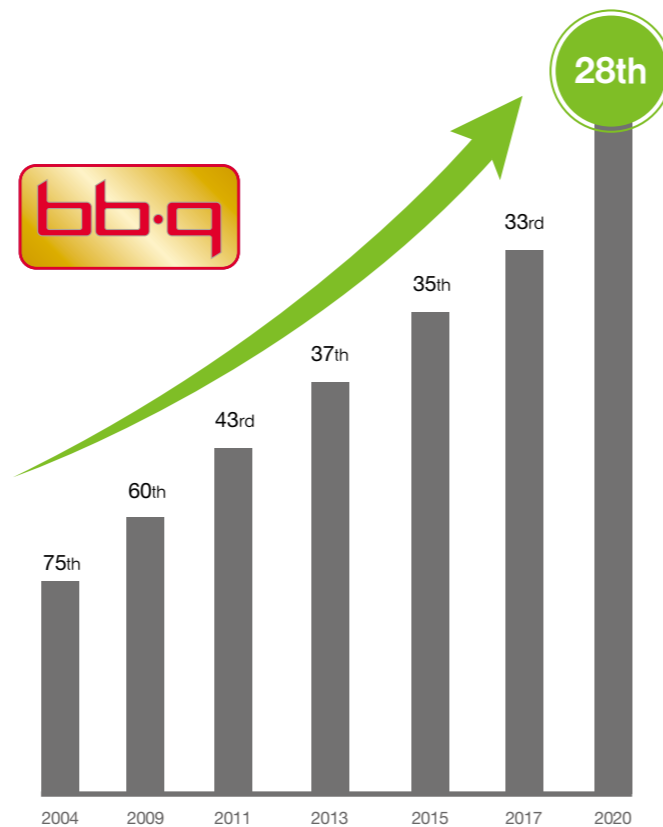
“Genesis BBQ”, the creator of Korea’s franchise industry, will become Korea’s new growth engine, future and hope in the 21st century, by rapidly establishing “the Korean intangible intelligence industry” in the global arena.

28th in brand power in Korea
for the first half of 2020 in Korea

rank	brand
1	Samsung Galaxy
2	E-mart
3	Kakao Talk
4	KB Bank
5	Incheon Airport
6	Shinhan Card
7	Lotte World
8	Samsung Medical Center
9	NAVER
10	Lotte Himart
11	SK Telecom
12	Google
13	Lotte Department
28	BBQ Chicken
38	Paris Baguette
62	Lotteria
100	Starbucks
105	McDonald's
118	Dunkin Donuts

Source: Brandstock Corp.

One of the top 100 brands
for the last 15 years in Korea



COMPANY BUSINESS STRUCTURE

Genesis BBQ Group is Korea’s biggest F&B franchise company that aspires to become the world’s biggest and best franchise group by operating 50,000 worldwide franchise stores by 2025.



COMPANY HISTORY

The leader's grand history continues. Let's look back on the history of Genesis BBQ as we are creating a new future of the Korean franchise industry.



2000 - 2004

- 2000** • Established GNS Design
- 2002** • Opened the 1,800th store in Namsan, Busan
- Relocated the Headquarters to Moonjeong-dong
- Launched Ukuya
- 2003** • Entered into the Chinese market (Shanghai)
- Relocated Chicken University to its current location
- Established GNS Food
- 2004** • Entered into the Spanish market
- Launched GNS BHC

2005 - 2008

- 2005** • Introduction of olive chicken
- Consolidated the group name into Genesis BBQ Group
- 2006** • Entered into the U.S., Japanese, Australian and Mongolian markets
- 2007** • Signed contracts to enter the markets in Singapore, Malaysia and 38 Asia-Pacific countries
- Signed contracts to enter the markets in 5 Andean countries including Ecuador and Venezuela
- 2008** • Signed contracts to enter the markets in the U.K., Nigeria, Ireland, Ghana and Norway



2015 - 2020

- 2015** • Entered into the Hong Kong market
- 2017** • Opened a store on 32nd Street, Manhattan
- Entered into the Taiwanese market (in affiliation with Family Mart)
- 2018** • Signed an MOU with World Food Program for hunger eradication
- Sponsored NGO "I LOVE AFRICA" (Organization dedicated to saving children in Africa)
- Opened BBQ Chicken Lemon Design concept store in Gangnam
- Entered into the Canadian market
- 2019** • Introduced the first membership rewards system "Ddark" as a fried chicken brand
- Opened a store in Helio City, new concept digital city
- Opened the first PandaStick store
- Entered into the German market
- 2020** • Opened BSK (BBQ Smart Kitchen)
- Introduced BBQ craft beer
- Acquired Boonsik Daejang through M&A

1995 - 1999

- 1995** • Established Genesis
- Opened the 1st store in Jeongok
- 1998** • Opened the 500th store in Mia
- 1999** • Opened the 1,000th store in Yeomri
- Established Chicken University
- Completed the construction of GNS Logistics
- Launched Chicken Palace



2009 - 2014

- 2009** • Entered into the Macanese, Cambodian and Turkish markets
- 2010** • Entered into the Fijian market
- 2011** • Signed contracts to enter the markets in Brazil and 12 South American countries (signed RHQ contracts with Argentina and Chile)
- Entered into the Thai and Indonesian markets
- Entered into the Saudi and Indian markets
- Signed contracts to enter Guamanian and Saipanese markets
- 2012** • Entered into the Myanmar and Lao markets
- 2013** • Entered into the Iranian and Bangladeshi markets
- Sold GNS BHC through M&A
- Opened the 1st Watami Store
- 2014** • Hosted GBFF (Genesis BBQ Family Festival) in Jeju
- Over 5,000 family stores (franchise stores) participated
- Established Global Food Art College



BBQ LOGO HISTORY



1995~1996



1997~1998



1997~2002



2002~2005



2012~2015



2005~



2010 ~

AWARDS & RECOGNITIONS

We are the only company in Korea whose chairman has received Gold, Silver, Bronze and Iron Towers Order of Industrial Service Merit of Korea within the shortest amount of time, achieving a Grand Slam.



2003

Received Bronze Tower Order of Industrial Service Merit



Bronze Tower Order of Industrial Service Merit



1999

Awarded 'Prime Minister's Award' at Korea Distribution Awards

2000

Awarded 'Minister's Award' from Ministry of Agriculture

2002

Awarded 'Minister's Award' from Ministry of Trade, Industry and Energy

Awarded 'Minister's Award' for digital management from Ministry of Trade, Industry and Energy

Awarded 'Prime Minister's Award' at Korea Distribution Awards twice



2005

Awarded 'President's Award' from Fair Trade Commission

Awarded 'Minister's Award' from Ministry of Trade, Industry and Energy



2007

Received Medal of Honor from the King of Spain, Carlos III





2009

Received Silver Tower Order of Industrial Service Merit



Silver Tower Order of Industrial Service Merit



Awarded 'Korea CEO Award'



Awarded 'Creative Management Korean Economy CEO Grand Prize'

2010

Awarded 2010 Korea CEO Summit Prize of Creative Management

2011

Awarded 'Korean Marketing Association Grand Marketing Prize'

Awarded 'Prize of Consumer Satisfaction'

2012

Awarded 'Best CEO Prize of Global Marketing'

Awarded 'Yoon Dong-ju People Award'

Awarded 'Best Workplace of Korea Prize'

Awarded Forbes 'Grand Prize in Brand Management'

Awarded 'President's Award for Distribution'

2013

Awarded '516 People Award'



2014

Awarded 'President's Award' for job creation

Awarded 'Environment Minister's Award' for sustainable management

Awarded 'Trade Minister's Award' for company innovation

along with President Xi Jinping

Awarded Iron Tower Order of Industrial Service Merit



Iron Tower Order of Industrial Service Merit

2017

Awarded 'New Growth Company Businessman Award'

Awarded 'Korea Consumer Grand Prize'

2018

Awarded 'Minister of Public Administration and Security Award' for helping Pohang earthquake recovery

Awarded 'Korea Global Leader'

Awarded 'Korea Employment-friendly Role Model Grand Prize'

Awarded 'Korea Consumer Grand Prize'

2019

Awarded 'National Brand Grand Prize'

Awarded 'Korea Consumer Grand Prize'

2015

Awarded Gold Tower Order of Industrial Service Merit



Gold Tower Order of Industrial Service Merit

2020

Awarded 'Prime Minister's Medal for Korea Business Grand Prize'

Awarded 'National Brand Grand Prize'

Awarded 'Korea Consumer Grand Prize'

Awarded 'Prize of Consumer Satisfaction'

Awarded 'Prime Minister's Medal for Development of Food and F&B Industries'

Became 33rd President of Korean Skating Union



GLOBAL NETWORK

Genesis BBQ Group is the first company in Korea to have begun exporting its F&B franchise brands through the master franchise method.



CHINA

We began entering global markets starting with China in 2003. Since then, we have been expanding our business worldwide, spreading our brand name around the world.

AUSTRALIA

We are attracting travelers visiting Australia from around the world with our store at the Sydney Airport.

JAPAN

We are growing our market influence in Japan through an affiliation with Watami Group, Japan's biggest F&B company.

TAIWAN

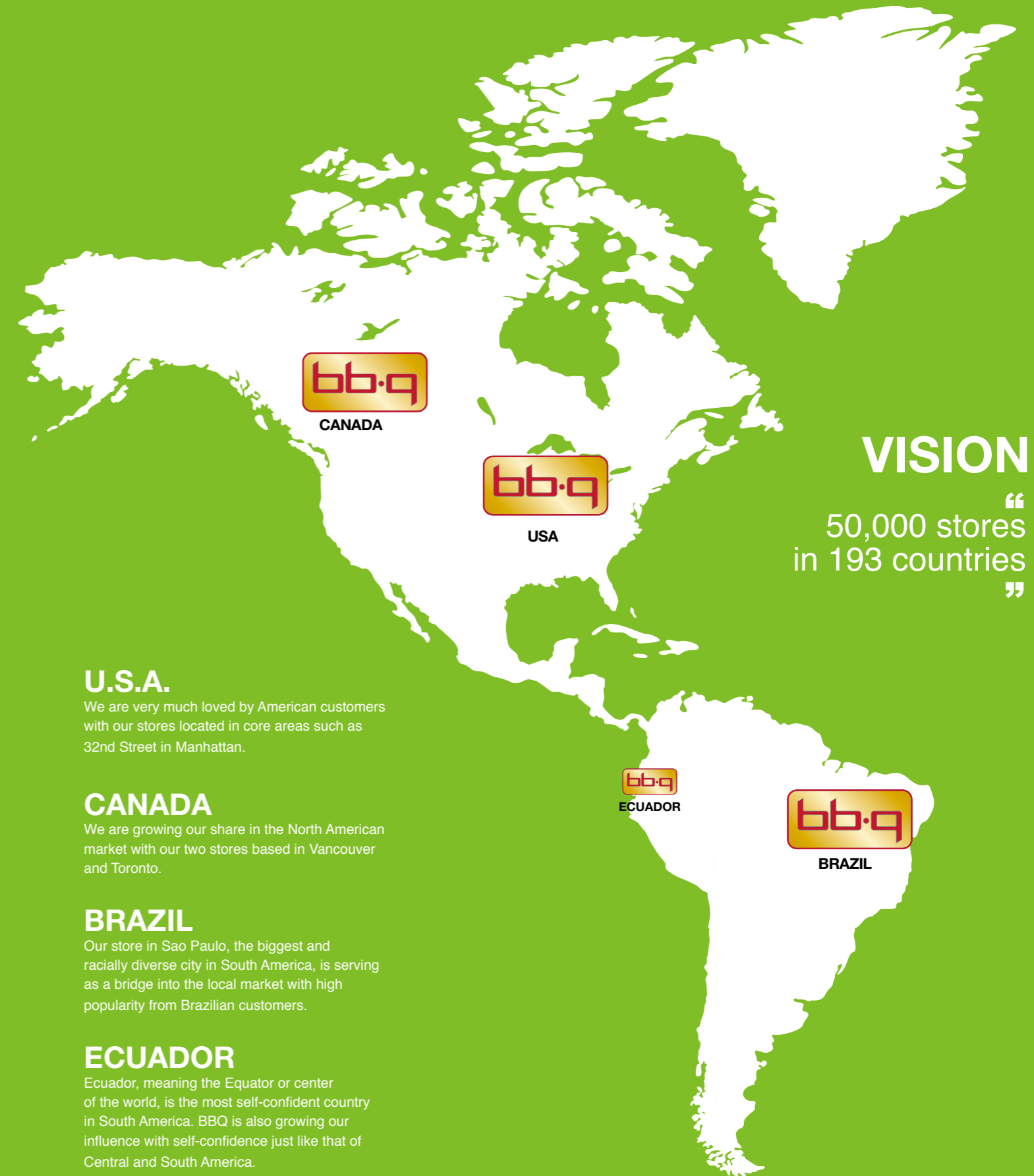
We are enjoying explosive popularity from Taiwanese customers through our affiliation with the world-famous convenience store brand 'Family Mart'.

SOUTH-EAST ASIA

Our popularity is only growing along with the popularity of K-food and K-pop, as we introduce Korean food culture across the Southeast Asian region.

GERMANY

We are spreading the taste of BBQ in the European market by opening our first and second stores in Frankfurt, the transportation and economic hub of economic giant Germany.



VISION

“ 50,000 stores in 193 countries ”

U.S.A.

We are very much loved by American customers with our stores located in core areas such as 32nd Street in Manhattan.

CANADA

We are growing our share in the North American market with our two stores based in Vancouver and Toronto.

BRAZIL

Our store in Sao Paulo, the biggest and racially diverse city in South America, is serving as a bridge into the local market with high popularity from Brazilian customers.

ECUADOR

Ecuador, meaning the Equator or center of the world, is the most self-confident country in South America. BBQ is also growing our influence with self-confidence just like that of Central and South America.



BBQ, THE WORLD'S STANDARD

“Genesis BBQ” is currently operating more than 500 stores worldwide with “the best taste in the world”, “the best of the best quality” and localized management strategies. Not only that, we are opening “a new era of taste”, leading the global F&B market.



U.S.A.

We are captivating New Yorkers with our Grab & Go, Chicken & Pub store that is tailored to the lifestyle of locals.



CHINA

Our Hong Quan Lu store is located in the heart of Shanghai, the biggest commercial city and symbol of China. The store has been introduced as the Korean chicken family restaurant to enjoy chicken with beer by local media and is at the center of the Korean wave.





JAPAN

We are enjoying business success in Japan through our affiliation with Watami Group, Japan's biggest F&B company. We are playing a key role in the popularity of the Korean wave with our company's food culture.



TAIWAN

We are loved by Taiwanese customers as a hub of the F&B industry, all through our collaboration with Taiwan's Family Mart.



MALAYSIA

Our store is located inside the Kuala Lumpur Tower in Kuala Lumpur, Malaysia, the economic center of Southeast Asia. The store was able to build its popularity by its trendy interior design and the most delicious chicken dishes in the world.



VIETNAM

Our latest Hanoi store is the place to experience Korean food culture. The store offers a special platter menu, which is also a best seller, for all family and friends to enjoy.





GERMANY

Located in the economic and cultural city of economic giant Germany, our Frankfurt store is captivating European customers with a variety of chicken dishes that are new to the locals.



CANADA

Our Cummer store in Toronto is a Chicken & Pub store that offers a tailored menu for locals. The store was named Toronto's best Korean fried chicken restaurant.



Our youthful, trendy multi-restaurant model offers consistent sales and high profits in any market conditions, with an ideal balance between dine-in sales and delivery sales.



BRAND PORTFOLIO **GENESIS BBQ**

Our fried chicken is the best in the world and just as good at any BBQ stores. However, our approaches vary depending on the characteristics of each commercial area. Meet BBQ chicken tailored to your lifestyle anytime, anywhere.



Our signature business model allowed us to be the number one fried chicken brand in Korea for the last 25 years. The model is optimized for residential areas with higher demand for delivery, allowing us to easily reach every customer.



You can enjoy digital order services and robots that recommend a tailored menu based on AI at this digital café. The café's interior design was inspired by spaceships.



BSK(BBQ Smart Kitchen)
The delivery specialty store is for those who want to start "a new business with little capital" in the post-COVID era, all with the concept of a cooking class and food lab.

The business model maximizes profits with a chicken and beer culture that combines the world's tastiest fried chicken dishes and differentiated craft beer.

bb.q CHICKEN PARK

I heard "all of BBQ Chicken's fried dishes" are cooked using "BBQ-exclusive olive oil for frying", made with extra virgin olive oil good for your health, also known as God's gift!

bb.q OLIVE CHICKEN *cafe*

Gotta buzz around in Twizy! Fast! Yummy!

This is the BBQ chicken! They started in 1995!

Black pepper? Or crispy? Maple butter garlic? Or basilpeppe? So many to choose from!

Let me tag bbq.chicken. insta on Instagram!





Nutrients in Chicken (3 lows, 1 high)

Type	Part	Protein(%)	Fat(%)	Calories (kal/100g)
Chicken	Breast	22.9	1.2	101.8
	Drumstick	18.8	3.2	104.0
Pork	Pork belly	13.4	28.5	310.1
Beef	Sirloin	18.1	16.9	224.5

BEST PROTEIN FOOD **CHICKEN**

Chicken is a “3 lows and 1 high” ingredient. Among the three common meats - beef, pork and chicken - chicken has the least amounts of fat, calories and cholesterol (3 lows), all of which are related to lifestyle diseases. Its “1 high” is “protein”, which strengthens our immune system and helps our brain development. Chicken contains significantly more protein compared to beef and pork. Moreover, unsaturated fatty acids and linolenic acid are rich in chicken, providing cancer-fighting effects and preventing arteriosclerosis and heart-related diseases. BBQ uses size 10, 1kg chickens that are most delicious and ideal. Selected carefully, our fresh chickens go through refrigerated distribution, keeping them juicy and savory.

Golden Olive Chicken's Pride!

Healthy and Delicious Key Ingredients



Olive Oil
Our food is cooked crispy using “BBQ-exclusive olive oil for frying”, made with “100% extra virgin olive oil”, also known as “the best gift from God”. BBQ uses the best quality extra virgin olive oil made in Spain.



Chicken Meat
Chicken meat tastes best when it is 1kg in weight after butchering, as it is healthy and rich in nutrients. BBQ uses fresh 1kg Korean chicken meat to make our Golden Olive Chicken.



Marinade
BBQ uses over ten natural ingredients to make more flavorful dishes. We use the marinade injection method to make chicken meat tender and make marinades penetrate just enough. We also use marinades and the tumbling method to enhance the juiciness of meat. We take pride in our scientific know-how that makes our food crispy outside and tender inside.



Batter Mix
The secret to the crispiness of our Golden Olive Chicken lies in our unique batter mix. Not only do we use the best flour, but also add over 10 natural ingredients to bring out the best crispiness, flavor and smell.



BBQ-exclusive Olive Oil for Frying

HEALTHY NATURAL PRODUCTS WITH HIGH NUTRITIVE VALUE



Our 'Golden Olive Chicken' is the healthiest and tastiest food, fried with "BBQ-exclusive olive oil for frying" made with "100% extra virgin olive oil".

Known as "the best gift from God", olive oil is loved by everyone. We use "extra virgin olive oil, the healthiest ingredient", "the olive oil" which is considered valuable and cherished by Europeans.



Golden Olive Chicken

Our signature menu Golden Olive Chicken is fried with “BBQ-exclusive olive oil for frying” made of the one-of-a-kind “100% extra virgin olive oil”. It is “the world’s only fried chicken” that boasts its appetizing golden color with the best mouthfeel, crispy outside and tender and juicy inside.

THE MOST DELICIOUS CHICKEN, BBQ

All of our menu uses “BBQ-exclusive olive oil for frying” that is made with “100% extra virgin olive oil”. Over 40 researchers with master’s and PhD degrees at our Global Food Culture Scientific Technology Institute of Chicken University, the one and only in the world, engage in endless R&D for chicken dishes. Only the ones that are approved by all 40 researchers make their way onto our menu.



Hot Golden Olive Crispy

Hot Golden Olive Crispy is a spicier version of Golden Olive Chicken infused with a gentle masala flavor, giving a deep yet refreshingly spicy taste.



Golden Olive Hot Wings

We added a bit of a spicy taste with natural black garlic extract, garlic, black pepper and cinnamon ingredients to chicken wings, which are full of collagen that is good for women’s skin. Hot and savory, these are the best chicken wings you can find.



Boneless Crackers

Chicken meat turned into crackers, our Boneless Crackers are made of drumstick meat covered with bread crumbs, offering a meaty scent. Crispy like crackers and savory like chicken meat, this menu is popular among kids and mothers as it is highly nutritious.



Hot Golden Olive Black Pepper

Its salty flavor and pungent tastes from whole peppercorn maximizes the flavor, while making the meat crispy outside and tender inside.



Golden Olive Drumsticks

This is a drumstick version of our signature menu, Golden Olive Chicken. Only chewy drumsticks are used to deliver an appetizing, rich texture.

Original Sauced Chicken

We added this sweet, uniquely Korean sauce made with Korean chili paste, onion and garlic among about 20 natural ingredients, to create a new flavor for original Golden Olive Chicken. This is a unique chicken dish infused with a mix of seasonings, all coming from Korean culture of meat munching that cannot be seen in any other cultures.



Maple Butter Garlic Chicken

Using only the most tender, meaty and soft oyster parts, we added the sweetest maple syrup, savory butter and pungent garlic to our Golden Olive Chicken while removing any oily taste. The ideal combination of the sauce ingredients completes our special maple butter garlic syrup, soaking the meat with a sweet, buttery and zesty flavor, thereby opening a new world of chicken dishes.



Hot Golden Olive Red Chak Chak

Our red seasoning gives a bit of a sugary taste, a savory and tantalizing flavor. You simply cannot stop eating this.



Hot Golden Olive Jjin-King Sauce

Taste the hottest, spiciest chicken to bust stress. Hot Golden Olive Jjin-King Sauce is a special sauce made with spicy Korean sun-dried chili paste with various natural ingredients.



Soy Garlics

The best of soy chicken. An excellent mix of the deep, aged flavor of famous Korean, Chinese and Japanese soy sauces and garlic are glazed on the chicken by hand. Not too salty yet light, this goes well with chicken and beer, tantalizing all your five senses.



Cheesling

Soft cheese powder made with mascarpone and cheddar cheese is generously sprinkled on chicken. Its unique flavor and rich cheese scent make the menu evermore addictive.



Jamaica Grilled Whole Drumsticks

We use whole drumsticks that contain the best oyster meat and glaze them with 300-year-old traditional jerk sauce from Jamaica, the country of wonders in the Caribbean. Grilled twice, this dish lets you enjoy hot, sugary and mystic flavors.



Smoked Chicken

The oyster, the tastiest part of chicken, is aged and smoked in oak for more than 12 hours to let the scent of oak permeate into the meat. This menu is the best Northern European smoked chicken dish with its smoky flavor.



Maedalgü

These spicy and sweet grilled chicken wings are rich in collagen and filled with exotic Turkish spices. A special seasoning allows you to enjoy the unique spicy and sweet taste.



Cheebone Steak Black Jumbo

Tender yet chewy whole drumsticks are infused with pungent whole pepper, garlic, onion and antioxidizing turmeric to add flavor, then grilled with black pepper seasoning.



Cheebone Steak Magic Chili

Chili sauce, Worcestershire sauce and sweet caramel are added to create an amazing mix of hot and sweet flavors, offering an exotic taste.

Cheebone Steak Basilpeppe

Fresh basil, soft parmesan cheese, BBQ-only fried olive oil, and basilpeppe special sauce are applied to all the meat to make it more delicious.





Seafood Tomato Spaghetti

We blended a wide variety of seafood and deep tomato sauce together.



Cream Carbonara Spaghetti

Savory cream sauce on top of a pane bread! The bread and spaghetti go well together.



Combination Pizza

An even better version of combination pizza, topped with different types of meat, fresh vegetables and tomatoes.



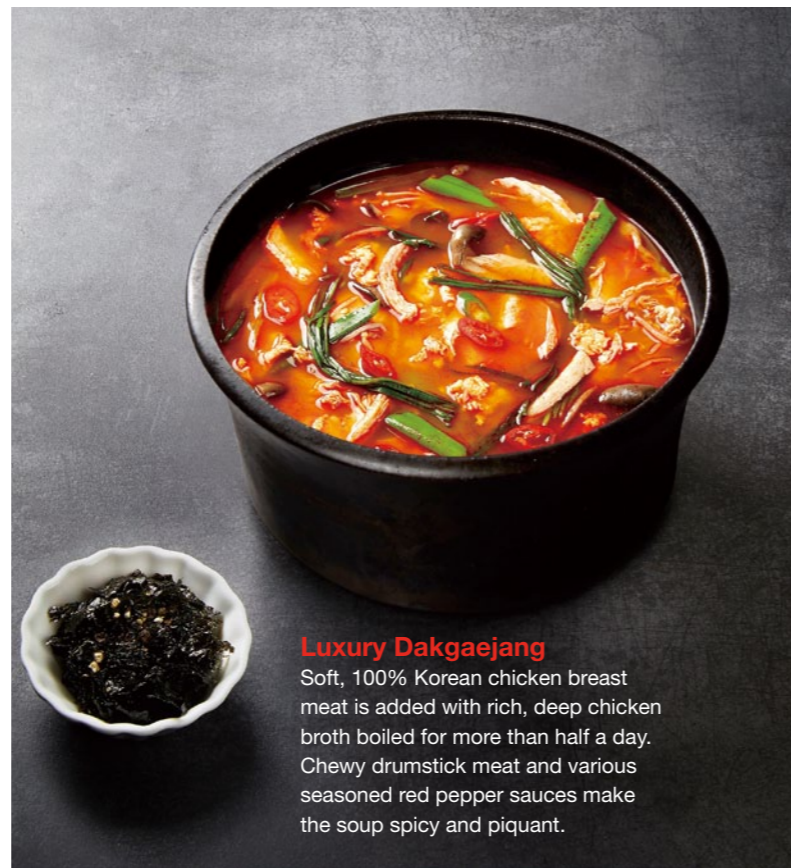
Premium Chicken Burger

Our Premium Chicken Burger uses tender whole chicken breast fried into a chicken patty with golden olive batter, put together with fresh vegetables, then filled in with coleslaw mixed with BBQ's special mayo sauce.



Jin Broth Samgyetang

Chewy sticky rice, vegetables, and milky, thick chicken broth blend in to offer you a nutritious, filling meal.



Luxury Dakgaejang

Soft, 100% Korean chicken breast meat is added with rich, deep chicken broth boiled for more than half a day. Chewy drumstick meat and various seasoned red pepper sauces make the soup spicy and piquant.



Dunkel(500cc) Dark German lager! Dunkel leaves the unique, strong taste of malt.



Weizen(500cc) Traditional Southern German Ale! Weizen boasts a soft taste and scent, as well as a heavy texture.



Pilsner(500cc) Czech beer that holds a market share of 70% in the global beer market! The savory flavor of barley and the bitter taste of hop are a masterpiece.



Helles(500cc) Southern German style lager! The taste of malt is accentuated, with a clean and savory aftertaste.



GPA(500cc) Genesis BBQ's signature craft beer! Bitter hops and refreshing fruits fill up your mouth.



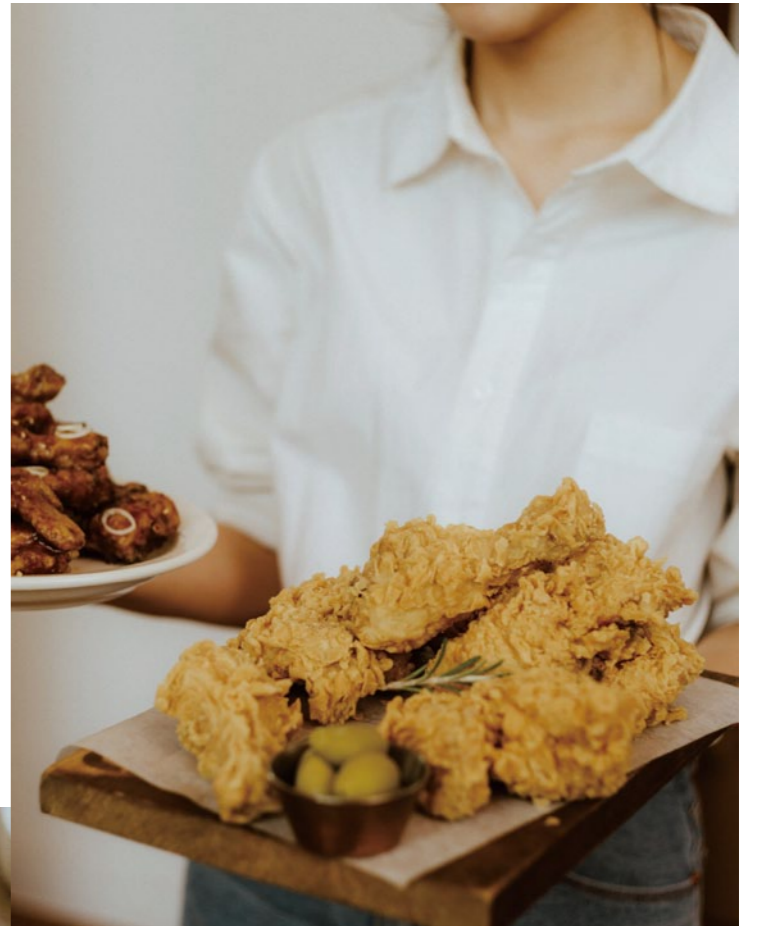
IPA(500cc) Traditional craft ale that shows off bitter hops and strong alcohol! Taste its rich fruity flavor.

► bb.q MENU LIST

Fried	Sauced	Grilled	Pizzas & Burgers	Sides	Meals	Snacks	Sauce & Seasoning
Golden Olive Chicken	Original Sauced Chicken	Jamaica Grilled Whole Drumsticks	Combination Pizza	Golden Cheese Balls	Luxury Samgyetang	Golbaengi Muchim	Black Pepper Seasoning
Golden Olive Drumsticks	Maple Butter Garlic Chicken	Smoked Chicken	Shrimp Gorgonzola Pizza	Cream Cheese Balls	Luxury Dakgaejang	(Spicy Whelks with Somyeon)	Red Chak Chak Seasoning
Hot Golden Olive Crispy	Hot Golden Olive Red Chak Chak	Cheebone Steak BasilPeppe	Hot Chicken Pizza	Chocolat Balls	Luxury Dakgomtang	Nogari (Young Dried Pollock)	Cheese Seasoning No 1
Hot Golden Olive Black Pepper	Hot Golden Olive Jjin-King Sauce	Cheebone Steak Black Jumbo	Sweet Potato Fondue Pizza	Sweet Potato Cheese Balls	Jin Broth Samgyetang	Squid	Shake It, Shake It BBQ Seasoning
Golden Olive Chicken Boneless	Soy Garlics	Cheebone Steak Magic Chili	Brown Pizza	Double Cheese Balls	Seafood Jjamppong Sujebi	Hanchi (Cuttlefish)	Shake It, Shake It Cheese Seasoning
Golden Olive Chicken Tenderloin	Paris Chicken	Maedalgu	Pastry Block Pizza (Tomato)	Cheesling	Shrimp Wonton	Meoktae (Dried Pollock)	
Golden Olive Hot Wings	Extreme Premium Galbi Chicken	Habanero Grilled Buldakbal	Sweet Scoop-up Potato	BBQ Assorted Balls (6 or 10)	Cream Carbonara Spaghetti	Dried Squid	
Boneless Crackers	Mala Hot Chicken	Stir-fried Grilled Dakbal	Premium Chicken Burger	Cajun Potato Fries	Seafood Tomato Spaghetti		
Basakkan Chicken	Seseri Tangsuyuk		School Burger	Assorted Potato Fries	Oven Chicken Rosee Spaghetti	Beverages	
Boneless Basakkan Chicken			Shrimp Burger	Menboshha	Bulgogi Rice	Craft Beer - 6 Varieties	
Baby Rib Fries			Teokgalbi Burger	Cheese Sticks / Shrimp Sticks	Boneless Sauced Garlic Rice	Wine (Coming Soon)	
Super Star Kim Doochi				Hwangolhan Fried Dakbal	Sauced Chicken Garlic Rice		
Chicken Danish				Spicy Dakbal Pyeonyuk	Barbecue Garlic Rice (Whole Drumsticks)		
				Chicken Skin	Mala Hot Chicken Rice		

“
BBQ, just like the name, uses only the best
ingredients, all for taste and your health.
”





“Genesis BBQ Group”
aspires to become a
“timeless company”,
striving to offer “happy dining”
for “the best taste, hygiene,
cleanliness and
customer satisfaction”.



AFFILIATES GENESIS BBQ

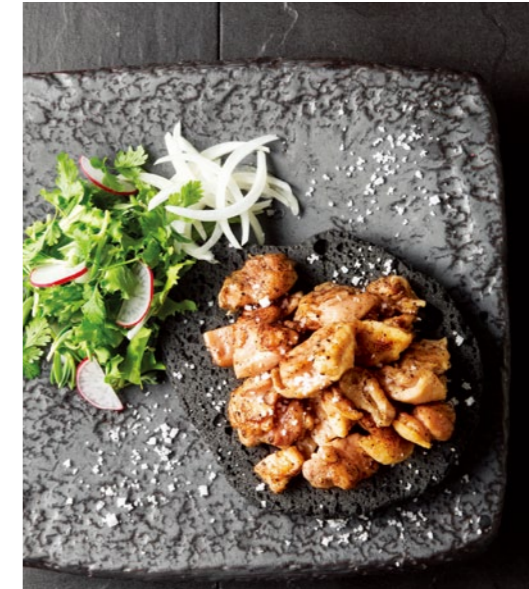
Genesis BBQ Group never stops taking on new challenges to create delicious food. Our confidence and know-how as the best fried chicken brand have developed into creative energy for our food culture, creating new F&B brands and leading food culture.



Chicken Palace
 'Chicken Palace' is taking the lead in introducing Korean food to foreigners, based on the cordial F&B culture of Korea where people enjoy grilled dishes with rice and soup.



Grandma's Chili Paste Hanmari Charcoal grilled chicken with spicy Korean chili paste, which uses 'aged chili paste sauce' made by a chili paste master in Sunchanggol.



Chicken Grilled with Salt on Hot Stone Plate Chicken is aged with natural herbs and olive oil, then charcoal grilled to give a lightly salted and neat taste.



One Chicken Kalguksu Shabu Fresh chicken cooked in light, thick broth with dumplings and kalguksu noodle.



Chicken Ssam A healthy dish where various parts of chicken meat can be wrapped in thin pancakes with many types of vegetables.

+ MENU LIST

Grilled	Grandma's Chili Paste Hanmari
	Cham Soy Sauce Hanmari
	Hanmari in Refined Salt
	Grilled Spicy Pork Belly
	Grilled Skirt Meat
	Aged Garlic Sulfur Duck
	Grilled Fatty Drumstick
	Grilled Tender Breast
	Grilled Ssok Ssok Wings
	Grilled Cutie Dakbal
	Grilled Spicy Whole Dakbal
	Grilled Nibbly Neck Meat
	Grilled Whole Pepper Chicken Gizzard
Grilled Garlic Heart	
Grilled Chewy Skin	
Grilled Round Chicken Liver	
Grilled on Hot Stone Plate	Chicken Grilled with Salt on Hot Stone Plate
	Beef Bulgogi on Hot Stone Plate
	Grilled Honey Tteokgalbi
	Grilled Herb Chicken Breast
	Chicken Ssam
Ssam	Grilled Chili Paste Spicy Galbi Ssam
	Grilled Sauced Boneless Ssam
	Grilled in Salt Ssam
	Grilled Smoked Ssam
Specialty Menu	One Chicken Kalguksu Shabu
Sides	Bbingha Dumplings
	Rice on Skewers
	Chicken Spring Rolls
Meals	Dakgaejang
	Jin Broth Dakgomtang
	Jin Broth Samgyetang
	Momejon Nutrition Rice
	Steamed Spicy Dakgalbi
	Hot Kimchi Stew
	Korean Beef Soybean Stew
	Chicken Hot Soontofu Stew
	Tteokgalbi Bibimbap
	Chilled Chicken Bibim Cold Noodle
	Chilled Chicken Cold Noodle
Salads	Chok Chok Chicken Breast Salad
	Chilled Chicken with Cold Vegetables
	Tomato Green Salad



Everyday Ukuya

Like a home full of love and fun, 'Everyday Ukuya' is a premium udon and tonkatsu specialty restaurant that uses the best quality ingredients and special cooking methods to offer the best taste and services.



Ukuya Udon Simple udon that sticks to the very basics and the original taste of udon.



Sirloin Tonkatsu Ukuya's handmade signature tonkatsu with juicy, thick and crispy sirloin.



Ebidon A Japanese rice dish with toppings, characterized by neatly fried shrimps, sweet onion and egg on rice.



Spicy Tonkatsu on Hot Plate Handmade tonkatsu with mozzarella cheese and spicy, sweet sauce.

+ MENU LIST

Udon	Ukuya Udon
	Beef Brisket Udon
	Katsuo Udon
	Charcoal Grilled Beef Loin Udon
	Nagasaki Udon
	Salted Pollack Roe Cream Udon
	Spicy Crabmeat Cream Udon
	Beef Brisket Curry Udon
	Kimchi Seafood Udon
	Seafood Yaki Udon
Tonkatsu	Kimchi Nabe Udon
	Sukiyaki Nabe Udon
	Sirloin/Tenderloin Tonkatsu
	Spicy Tonkatsu on Hot Plate
	King Tonkatsu
	Gorgonzola Cheese Tonkatsu
	Mozzarella Cheese Tonkatsu
	Wasabi Cream Tonkatsu
	Dipped Tonkatsu
	Tonkatsu Kimchi Nabe
Toppings on Rice	Tonkatsudon
	Ebidon
	Oyakodon
	Curry Tonkatsu on Rice
Sides	Seafood on Rice
	Fried Jumbo Shrimp
	Chicken Karaage
Seasonal Menu	Boiled Dumplings
	Cold Buckwheat Noodle
	Beef Shabu
Shabu Shabu	Korean Beef Shabu
	Seafood Shabu



Alltteok

'Alltteok' is a brand with the concept of 'tteokbokki that mothers want to feed their children.' The brand aims to move away from the common belief in Korean street food and promotes high quality, sophisticated dishes.



Soupy Tteokbokki Combo An amazing combination of chicken, potato wedges and spicy soupy tteokbokki.



Premium Fishcake Skewers Premium fishcake skewers in spicy broth made with seafood.



All Tteokbokki Alltteok's original dish of chewy rice cake and special sauce.



Cream Flour Tteokbokki Savory cream sauce and long flour cake blended together.



Beef Brisket Tteokbokki Alltteok's premium tteokbokki with tasty beef brisket blowtorched for a more zesty flavor.

+ MENU LIST

Tteokbokki	All Tteokbokki
	Soupy Tteokbokki
	Beef Brisket Tteokbokki
	Skinny Flour Tteokbokki
	Skinny Flour Tteok (Sweet Potato)
	Skinny Flour Tteok (Bacon)
	Cream Flour Tteokbokki
	Mala Tteokbokki
Fried Menu	Soupy Tteokbokki Combo
	Original Boneless
	Boneless Gangjeong
	Chicken Karaage
	Cup Chicken
Meals	Pop Chicken
	Chicken Ring
	Shrimp Fried Rice
	Fried Rice on Hot Plate
	Chicken Mayo on Rice
	Mala Chicken Mayo on Rice
	Tuna Mayo on Rice
	Cold Kimchi Noodle
	Handmade Sirloin Tonkatsu
	Sirloin Tonkatsu (Wasabi)
Sirloin Tonkatsu (Gorgonzola)	
Sides	Menboshu
	Chalsoondae
	Assorted Fries
	Premium Fishcake Skewers
	Tangsuyuk
	Cheese Sticks
	Sausage and Rice Cake
Golden Cheese Balls	
Cheese Balls	



Pandastick

A brand that specializes in a wide range of skewer dishes and refreshing craft beer with outstanding flavors, PandaStick is getting positive feedback from customers.



Thai Mu Yang Traditional Thai pork neck skewer dish.



Indonesia Satay Ayam Traditional Indonesian chicken skewer dish.



Trinity Combo Three skewers made with chicken drumsticks (Galbi and spicy sauce) and pork neck (soy sauce).



Avocado Stir-fried Chicken Salad A nutritious and tasty salad dish accompanied with drinking.



PandaStick Tulip Wing Chicken drumsticks fried in the shape of tulip flowers.

+ MENU LIST

PandaStick Specials	Yooahdokjon(French Fries)
	Yooahdokjon(Half a Chicken)
	Trinity Combo
Chicken Skewers	Chicken Skewers
	Chicken Heart
	Chicken Gizzards
	Spicy Dakbal
	Drumsticks
	Chicken Skin
	Chicken Whole Wings
Pork Skewers	Chicken Open Wings\
	Pork Skewers
	Pork Belly
	Pork Galbi Skewers
	Pork Skin
	Enoki Mushroom Pork Belly Wraps
	Potato Pork Belly Wraps
Special Skewers	Shishamo Skewers
	Asparagus Pork Belly Wraps
	Lotus Root Tsukune
	Cheese Meatball Skewers
	Chicken Ball Skewers
	Honey Bread Skewers
International Skewers	Indonesia Satay Ayam
	Thai Mu Yang
Other Skewers	Butter Jumbo Shrimp Fries
	Gingko Nut Skewers
	Whole Garlic Skewers
Specials	Khao San Curry Chicken Gangjeong
	PandaStick Tulip Wings
	PandaStick Chicken
	PandaStick Buffalo Wings
	Chicken Basket
Salads	Double Potato
	Honey Butter Potato Wedge
Toppings on Rice	Avocado Stir-fried Chicken Salad
	Chicken Ball Salad
Separate Items	Mini Pollack Roe on Rice
	Grilled HOT Dakbal
	Grilled Soft Bone
	Aquarium Fried Udon
	Aquarium HOT Fried Udon
	Mayo Udon
	Aquarium Tteokbokki
	PandaStick Udon
PandaStick Kimchi Udon	



Watami

'Watami' is an izakaya brand that offers the taste of true Japanese sukiyaki and skewers. The brand is much loved by customers in their 20s and 30s as it allows them to enjoy Japanese dishes and sake at local prices in Japan.



Fukuoka Motsunabe Fukuoka-style motsunabe made with Korean beef tripe.



Hot Plate Yakisoba (Original) Original yakisoba that offers the taste of Japan.



Okonomiyaki (Beef and Spring Onion) Japanese okonomiyaki with different tastes from the toppings.



8 Assorted Skewers Assorted skewers made with carefully chosen ingredients that are fried and laced with special salt.

+ MENU LIST

Nabe	Sukiyaki Nabe	
	Fukuoka Motsunabe	
	Nagasaki Jjambong Ramen	
On Hot Plate	Kyushu Hot Plate Gyoza	
	Hot Plate Fried Stamina	
	Mochi Cheese Okonomiyaki	
	Hot Plate Yakisoba	
	Drumstick Skewers (Salt/Sauce)	
Charcoal Grilled Skewers	Chicken Breast Skewers (Mayo Pollack Roe/Wasabi)	
	Chicken Wing Skewers (Salt/Sauce)	
	Nankotsu (Chicken Cartilage) Skewers (Salt/Sauce)	
	Chicken Skin Skewers (Salt/Sauce)	
	Beef Spring Onion Wrap Skewers	
	Enoki Wrapped Pork Belly Skewers	
	Cherry Tomato Skewers	
	Bacon Wrapped Rice Cake Skewers	
	Pork Belly Wrapped Garlic Stem Skewers	
	Pork Neck Skewers	
	6 Assorted Chicken Skewers (Salt/Sauce)	
	6 Assorted Handmade Skewers	
	8 Assorted Skewers (Salt/Sauce)	
	Popular Menu	Watami Sake-steamed Clam
		Rolled Omelette (Mayo Pollack Roe)
Watami Tonkotsu Ramen		
Appetizers	Edamame	
	Tako Wasabi	
	Pickled Cherry Tomato	
Grilled Menu	Grilled Ginkgo Nuts	
	Grilled Dried Filefish Fillet	
	Grilled Half-dried Squid	
	Grilled Shishamo	



Boonsik Daejang
 'Boonsik Daejang' offers more neatly served boonsik, or Korean street food everyone enjoys. The brand's polished and trendy design attracts customers.



Fried Beef Intestine Tteokbokki Instant tteokbokki topped with savory, juicy yet non-greasy fried beef intestine.

Fried Octopus Tteokbokki Instant tteokbokki with chewy and healthy fried fresh octopus.



Boneless Chicken Delectable boneless chicken with cheese powder and French fries.



Thin Pork Belly Tteokbokki Instant tteokbokki with a mound of thin pork belly on top.



Cheese Tonkatsu Savory, rich handmade cheese tonkatsu that brings the true taste of cheese.

+ MENU LIST

Tteokbokki	Fried Octopus Tteokbokki
	Fried Beef Intestine Tteokbokki
	Thin Pork Belly Tteokbokki
	Beef Brisket Tteokbokki
	Assorted Ham Tteokbokki
	Chicken Tteokbokki
	Soondae Tteokbokki
	Instant Tteokbokki
	Boneless Chicken
	Saucy Boneless Chicken
Chicken	Boneless Chicken Gangjeong
	Boneless Cheesling
	Cheese Ball
Sides	Chocolat Ball
	Corn Cheese Fried Rice
	Assorted Fries
	Jumbo Shrimp Stick
	French Fries
	Cheese Sticks
	Sikhye Bingsu
Dalgona Bingsu	
Meals	King Tonkatsu
	Cheese Tonkatsu
	Kids' Fried Rice



Chicken University

Under our founding belief that “a franchise business is an education business”, “BBQ Chicken University established in 1999” is “the world’s first and only school that fosters F&B franchise experts.”



World Food Culture & Technology Institute

Over 40 experts with master's and PhD degrees specialize in various areas from cooking to chicken production, meat processing and oil. Our experts engage in continued innovation and research to develop "the world's best fried chicken" that can offer the tastiest, healthiest and happiest food for everyone around the world.



Global Food Culture Scientific Technology Institute

"Global Food Culture Scientific Technology Institute" is Genesis BBQ Group's main laboratory that studies to make the best chicken dishes in the world.

"Global Food Culture Scientific Technology Institute" assures the best taste and quality of BBQ's products by engaging in areas including fried, sauced and grilled chicken dishes, food application, sauce, batter mix, frozen food, HMR, food and meat processing of distributed products, BBQ-exclusive olive oil for frying, R&D for oil for frying including Genesis cooking oil, and the production and quality management of our products, all based on trend analysis and information from Mintel, the world-renowned global market research & market insight firm.

Global Education & Training Center

We support future BBQ franchise stores owners by providing a tailored start-up education process.



Institute for Management Development

Chicken University fosters "professional businessmen" by offering a two-week education program for "any citizens who aren't already in business". We are the only "hub of professional education for F&B fried chicken franchises", which passes down our know-how of 25 years to our family store owners and managers for their success.

We teach our members not only theories and practical exercises, but also allow them to participate in Role Playing Shops to understand our franchise thoroughly before actually opening and running franchise stores of their own. Furthermore, we continuously support the success of our family stores by educating them on QCS (quality, cleanliness, service), GMS (Genesis Marketing Strategy) and marketing know-how that is based on POS, the Internet and smartphones.



CHICKEN CAMP

Chicken Camp is an experience-based entertainment program that provides food and events with various themes for anyone in Korea and from overseas. Participants get to cook and taste BBQ's recipes and understand the value and competitiveness of BBQ.

Themes tailored to each participant group

- 1. Regular Camp:** minimum 20 people, anyone can participate regardless of age or gender
- 2. Family Camp:** an overnight camp that creates a happy and enjoyable atmosphere for family communication
- 3. Tour Camp:** a tour program popular among international travelers from countries such as Taiwan and Singapore
- 4. Career Camp:** certified by the Ministry of Education in 2019, the program was selected as a donation-for-education, career experience program. The program helps elementary, middle and high school students to seek their career paths.

01

Collective Purchase and Collective Distribution

We support business success and franchise operation by maximizing business operation and profits through collective purchase and collective distribution.



02 GMS

Genesis BBQ Groups GMS (Genesis Marketing Strategy) is the only patented “marketing strategy customized for delivery” in the world, all based on our accumulated customer-specific data. GMS supports new BBQ family stores to bring them success.

03 Supervisors

The Headquarters dispatches Open Support experts to new stores to support their operation. Designated supervisors provide continued management training, thereby supporting “the success of our family stores”.



THE FIRST AND BEST KOREAN FRANCHISE SYSTEM

“The best system” leads to “the best business success” when we view the franchise industry as an intangible intelligence industry. “The best, organized system and infrastructure of Genesis BBQ Group” is the “biggest supporter of family store (franchise store) owners”.





DIGITAL TRANSFORMATION

As “the company leading digital transformation”, “Genesis BBQ Group” provides digital innovation of customer value that makes ordering easy and recommends customer-specific products based on AI, all through our omni channel (a service that enables customers to search and buy products using online, offline and mobile means). In addition, by transitioning into digital cafes that use “digital order (kiosks, order from table)” and “DID (digital information display) and robot servers”, offering a whole new level of convenience to our customers. Our ‘Smart Start-up Consulting System’ provides market-based profit-loss simulations and 3D interior modeling for those wishing to start their own franchise stores. The system offers a preview into a store’s interior design and operation system before opening an actual store and provides profit forecasts, thereby boosting the satisfaction of new starters.

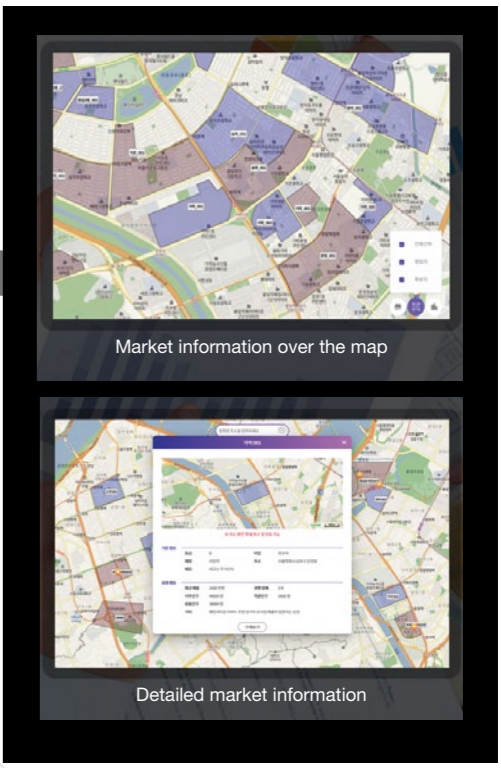


Future Sales Forecast System

“Genesis BBQ Group”, Korea’s best fried chicken franchise, signed a business agreement with “Cushman & Wakefield”, the world’s best global commercial real estate services firm. We introduced the fried chicken franchise industry’s first “sales forecast system” based on the business agreement. Our system boasts an accuracy of 80-120%, providing the best starting point for future family store owners to succeed.

Self Map

Our system provides solutions, locational information and sales maximization strategies for new and existing family store owners. The system offers a market analysis and management tool (market coverage, available lots, delivery coverage, etc.) and data on demographics (population, age, gender), apartment building households, competitors, major facilities and floating population, all based on big data.



Market information over the map

Detailed market information



Ddark Membership

The membership system offers point rewards equivalent to 5% of the purchase amount when a customer signs up on the BBQ app and places an order. Various events and discount benefits are also available. (2.5 million members/number one in the chicken industry)

MANAGEMENT FOR THE SATISFACTION OF FAMILY STORES AND CUSTOMERS

Prioritizing the happiness of our customers, Genesis BBQ Group always keeps in mind our corporate social responsibility. We will continue to participate in social contribution activities for a better world.

2014 GENESIS BBQ FAMILY FESTIVAL



Hosted GBFF (Genesis BBQ Family Festival) for Our Family Stores (Franchise Stores)

Genesis BBQ is happy to listen to the voices of our family store owners and communicate with all. We make our relationship between the Headquarters and family store owners a relationship of mutual growth and cooperation.

“Our Headquarters and family store owners (franchise stores) jointly engage in management for customer satisfaction for mutual growth. Our continued education and communication lead everyone to success.”



Family Meetings (1996-now)

Since our foundation in 1996, Genesis BBQ Group has been hosting annual family meetings in various forms as the most transparent management system. Our meetings are the first of its kind in the global franchise industry and enable communication and understanding among our members. The Headquarters and family store owners (franchise stores) seek mutual growth and listen to the voice of each store, reflecting their needs on our management.



Accompany Committee (Donghaeng Committee, 1997-now)

Genesis BBQ Group shares all business strategies and marketing policies with Dong(family stores) and Haeng(Headquarters) representatives from each region, inviting them two to four times a year. Through discussions, the committee shares and gathers opinions to enhance management transparency and establish efficient, successful and mutually beneficial policies for both Dong and Haeng.



Marketing Committee (1998-now)

In order to establish more efficient marketing strategies, Genesis BBQ Group selects around 20 marketing committee members who possess exceptional on-site marketing skills and hosts monthly marketing strategy meetings. By operating a marketing strategy committee that identifies on-site opinions and demands, we enhance our management transparency and achieve exponential growth.



BBQ Family Scholarship (2006-now)

Since its foundation, Genesis BBQ Group has been maintaining a mutually beneficial corporate culture for everyone. Since our 10th foundation anniversary in 2006, we have been providing university scholarships twice a year to children of our family stores (franchise stores), a first in any franchise companies.

BREAKING-THROUGH MARKETING HIGHLIGHTS

We support cultural content such as concerts and e-sports and offer the best marketing performances through advertisement and sponsorship marketing in Korean dramas.



>> Famous Stars with BBQ



1999
Fin.K.L



2001
Yoonjung



2002
Won Mi-kyuon



2003
Kim Won-hee



2004
Cha Tae-hyun, Han Hye-jin



2005
Kim Sun-a



2006
TVXQ



2007-8
Shin Ae-ra



2009
Ha Yoo-mi



2009-2010
Wonder Girls



2010-2011
BEAST, Shin Se-kyung



2012
Cha Tae-hyun, Baek Yoon-sik



2013
Hyuna, Ryu Hyun-jin



2014
Ryu Seung-ryong



2015
Suzy, Lee Jong-suk



2016
BTS



2017
Ha Jung-woo



2019
Kim Eung-soo



2020
Lee Min-ho



2020
Hwang Kwang-hee



Celebrity Marketing & Product Placements

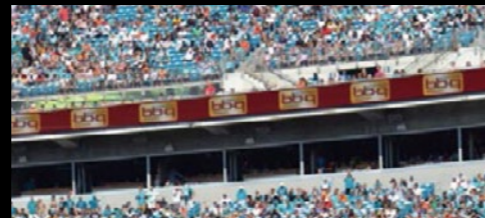
We offer the best advertisement and marketing with our brand ambassadors, including global K-pop star BTS, baseball player Ryu Hyun-jin, actors Ha Jung-woo and Lee Jong-suk, singer and actress Suzy, TVXQ, Wonder Girls and various other top stars. Moreover, our products have starred on the most popular K-dramas such as <The King: Eternal Monarch>, <Crash Landing on You> and <Goblin>, as well as YouTube variety show <Nego King>. We are engaging in aggressive investment to enhance our sales and brand power.





Marketing with Wang Hong in China

'Wang Hong', the Chinese power blogger with over 50 million followers. Wang Hong's live broadcast introduces Genesis BBQ to even more locals in China.



NFL Jacksonville

BBQ ad marketing in Jacksonville Jaguars Stadium, U.S.A.



MLB New York Yankees

BBQ ad marketing in New York Yankees Stadium, U.S.A.



BBQ-SBS Super Concert

At the Super Concert with 50,000 audience, BBQ hosted eleven best K-pop star performances with social contribution programs such as support for the vulnerable in our society. We continue to support our social responsibility by providing our food to those left in blind spots and supporting cultural, art and sports activities.



Main Sponsor of Incheon Pentaport Rock Festival 2017 & Incheon City Forestival 2019

As a participant at the Incheon Pentaport Rock Festival, we presented and attracted attention with BBQ Special Booth that provided youthful energy and passion along with music. We also took part as one of the main sponsors in the 'City Forestival 2019', the first and biggest workout festival in Korea and an urban healing project for millennial generations who promote healthy lifestyles, and showcased various events with athlete Son Yeon-jae.



Social Media Influencer Marketing

We work with about 100 young marketers to identify the needs of younger generations and reflect the most concurrent trends while promoting real-time communication.



Sponsoring BBQ Olivers and E-sports

We are the first F&B company to take interest in and sponsor the e-sports industry. We support both the F&B industry and e-sports industry to grow, by sponsoring <League of Legends> Olivers team, which is at the center of global popularity.



CREATING SHARED VALUES

Genesis BBQ Group never stops to fulfill our social responsibilities. We have been promoting ethical management internally while promoting corporate social responsibility activities externally for a better world for all.



Regularly Sponsoring NGO "I Love Africa"

We have been sponsoring "I Love Africa", an international relief NGO for Africa, since 2018 by sponsoring from 500 million to 1 billion won annually. We help over 50,000 children in Africa annually by supporting clean water projects, environmental development and children's welfare projects.



Participating in Hunger Eradication Campaigns Through "WFP (World Food Program) Agreement"

Genesis BBQ Group is sponsoring hunger and poverty eradication activities around the world by taking part in Zero Hunger by the United Nations World Food Programme, which received the Nobel Peace Prize 2020.



BBQ x NAVER Happy Bean Social Contribution Project

Genesis BBQ Group is facilitating donations for everyday items by taking part in Happy Bean's various public services for organizations, thereby promoting social contribution projects.





Providing Relief Goods at the Sewol Ferry Rescue Site (April 2014)

We provided chicken and beverages for 2,000 people, who were the family members of the missing victims and rescue workers at the Rescue Operations Headquarters in Jindo.



Supporting the Victims of the Pohang Earthquake (November 2017)

Our executives, employees and family stores in Pohang provided 1,500 chickens for lunch and dinner for 10 days from November 29 at the Pohang Heunghae Gymnasium, a temporary shelter for the evacuees.



Supporting Victims of the Gangwon-do Wildfire (April 2019)

Our executives, employees and family stores throughout Korea provided chickens for 1,000 people to Operations Headquarters, evacuee shelters and fire stations in affected areas, such as the ones in Toseong-myeon in Gangwon-do, Ayajin Elementary School, Jangcheon Village in Sokcho and Sokcho Fire Station.

Supporting Medical Volunteers in Daegu, Gyeongsangbuk-do (March 2020)

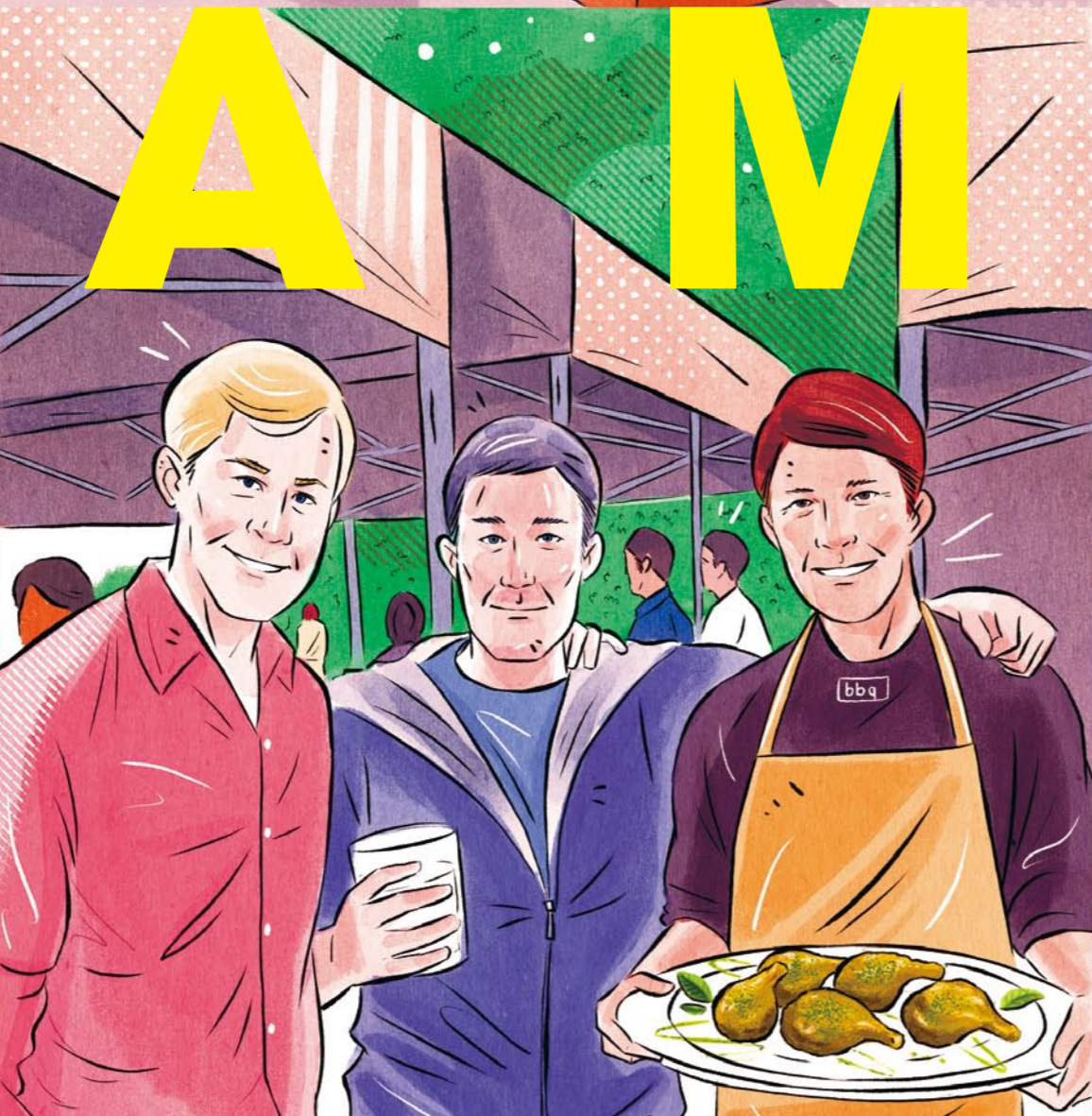
For 15 days, 24 family stores including our direct management store in Daegu prepared and provided food for 5,250 medical staff and volunteers working at seven medical institutions in Daegu and other Gyeongsangbuk-do areas, fighting COVID-19.



Supporting Gurye Flooding Restoration and Military Troops (August 2020)

Gurye, Jeollanam-do suffered flooding after a heavy rainfall of 500mm that destroyed river embankments and flooded the city center. Our family stores in Gurye and Gurye-gun Office joined hands in offering chickens for 1,000 volunteers and soldiers volunteering for restoration. Moreover, we delivered chickens to 1,300 soldiers of the 31st Division working on restoring Gurye and Gokseong.





TASTE SUCCESS WITH BBQ!

“The company thrives only when the franchise stores thrive” is Genesis BBQ Group’s management philosophy. Since its foundation, BBQ has been promoting communication, mutual growth and cooperation with family stores, practicing transparent and successful management.



Happy Together

BBQ Seongbuk Star, a 23-year-old Multi-shop Star

BBQ Seongbuk Star owner Yoo Seon-ho first opened her store 23 years ago in 1998. A successful businesswoman, she currently manages three Seongbuk Star branches. One day, she visited her younger sister to dissuade her, who opened her own BBQ store in Yeongtong, Suwon. That was when she tried BBQ chicken and the taste made her change her mind: she was convinced the menu is competitive and eventually started her own franchise store. Now she calls her sister her savior. She advertised her store in the morning as she went out to deliver newspapers. Not only that, she wrapped her car with prints saying “BBQ, the best chicken in the world” and drove around to promote BBQ. She maintained her impeccable customer management and high QCS (quality, cleanliness, service) standards for 23 years, which enabled her to open two more stores. She expressed her gratitude, calling her stores a successful family business as now her husband and two sons also work with her.



BBQ Cheonan Baekseok, a Successful Young Entrepreneur

Kim Tae-poong joined BBQ in his 20s after he was discharged from the army. Achieving monthly sales of 100 million won, he is known as a successful young businessman (currently he is managing three stores with his younger brother). His parents, who are also in the F&B industry, had originally recommended him to start a pub. That’s when he met BBQ; he was captivated with the business value of BBQ. With BBQ’s brand power and active operation support from the Headquarters, his store recorded monthly sales of 50 million won as soon as it was opened. In the summer season, his stores record sales of 120 million won, business ever growing. He said BBQ’s “best taste”, “best franchise system” and “incredible brand power” are factors behind his success. Young entrepreneur Kim Tae-poong is no longer just a typical business owner; now a successful businessman, he continues to dream bigger with the Headquarters. He serves as a mentor by sharing the success know-how he has accumulated with other young entrepreneurs, guiding them to live more successful lives.





Successful Female Business Owner, BBQ Yeouido

Lee Hyun-joo started her business with a gimbap store at the current Yeouido Station location; however, she went through financial difficulty during the IMF with low customer transactions. She switched her business area to BBQ in 2005. Now with BBQ, her store records monthly sales of 100-170 million won as an established store in the Yeouido Station area. The store is bombarded with phone calls placing orders as soon as it opens every day. Lee believes BBQ's biggest strengths are its taste, unique franchise system and support from the Headquarters. She also explains that high-quality education at the world's only Chicken University and real-time support from supervisors at the Headquarters made her experience firsthand "BBQ Headquarters efforts for mutual growth and transparent management through direct communication".

Genesis Marketing Strategist, BBQ Gwangjang

Yeom Hyeon-seok is a successful businessman who opened the first Gwangjang store in 2014, followed by second and third ones in 2019 and 2020, respectively. He grew his stores with customer-first service. He had been a successful salesman at a famous food ingredient manufacturer, but left the employer to start his own business. After thorough preparation, he opened his own BBQ store. He was convinced that BBQ's flavors, his unique marketing skills and know-how could bring him success. He hosted in-store events aside from continued advertisement and promotion policies of the Headquarters. When he was injured in an accident, he even visited one of his regulars to explain why his store was temporarily closed, showing respect for his customers. As a result, his Gwangjang store is known as a store that has "not only tasty chickens but also a dedicated owner". We asked what brought him success, and he replied "Customer complaints are, in fact, opportunities. Customers don't even complain if they are not at all interested. My marketing strategy was to make unhappy customers our regulars, and make our regulars loyal customers." Nowadays he teaches at BBQ's Chicken University and other institutions as a customer service instructor and is planning for the next stage, sharing the business know-how he accumulated with his own store.





A Mega-franchise Start-up Star Dreaming of Opening 10th Store, BBQ Gangbuk Star

Yeom Hyeon-seok is a successful businessman who opened the first Gwangjang Nam Seung-woo opened his 7th store in June 2020 and also purchased a 1.5 billion won building of his own. Within only 7 years of joining BBQ, he became an established businessman, recording annual sales of 3 billion won and operating income of 700 million won. He came back to Korea after his 12-year-old travel agency had to shut down due to the earthquake in Japan. He calls BBQ 'God's gift' that pulled him out of his slump and brought success. After he acquired the Beondong store, which boasted monthly sales of 10 million won, he grew the store even bigger with BBQ's unique GMS and social media marketing. BBQ's viral marketing training turned him into a GMS marketing expert who is skilled at using Facebook, Instagram, KakaoTalk and delivery apps for marketing. Currently, he manages five Gangbuk Star stores with his family after bringing success to the first store. He believes his initial goal of 'managing ten BBQ stores and recording annual sales of 10 billion won' will be achieved if he continues his hard work as he always had. He says he would like to strengthen his ties with other family stores and the Headquarters, which he calls the best network. "It just can't be any easier. BBQ business gives you more and more confidence. And that convinced me that I can do anything successfully in the future."



Even Fresh Graduates Can Do It, BSK Hanam Misa Park

Working for a game company, Koo In-sung was forced to work more from home due to COVID-19. She wanted to identify businesses that promise success and are not affected by today's contactless environment. Her parents, who were big fans of BBQ chicken, encouraged her to start her own BSK (BBQ Smart Kitchen) store that offers delivery and takeout services. Some people were worried that she's only 24 years old and too young to start her own business. But she had confidence in the brand. "I felt confident as soon as I visited Chicken University. BBQ's organized education programs, systematic guidance and know-how from successful family stores operating multiple stores gave me confidence. At first, I was scared to be running my own F&B business; however, BBQ's marketing, development of new products and weekly visits by a supervisor from the Headquarters for store management gave me courage," tells Koo.





Success in Immigration and Success in Business, BBQ Washington Tacoma

Kang Mi-young moved to Tacoma, Washington, U.S.A. in 2012. She opened a grocery store with her sister and adapted quickly to the new country with her diligence. BBQ Chicken, known as a successful brand in the country, caught her attention just when she was looking for a more stable business. She contacted BBQ's New Jersey Headquarters, and the manager's honest, quick response, various information sharing and communication that support management systems and business operations gave her confidence. Everything went well after she completed local market research with the manager and decided to open a BBQ Chicken & Pub store. However, the unexpected outbreak of COVID-19 delayed the approval of her business license, in turn delaying the opening of her store. Even when the store was finally opened, she was concerned with the pandemic's impact on sales. Turns out, the pandemic was an opportunity in disguise. BBQ Chicken's outstanding delivery service led to stability in sales, even boosting her sales figures. "Choosing BBQ was the best move I've ever made. I also take pride in the fact that I'm playing a role in spreading K-food. I'm planning on opening a second store" said Kang, also expressing her gratitude to the Headquarters.

Global BBQ SV Education

We invited SVs around the world for four weeks to provide them with "Global Partner SV Education", with the aim of expanding our global business and offering reliable operation and management. The program includes training on all areas including cooking, quality management, in-store services and marketing. SVs visit the Headquarters and Chicken University in Korea, which gives them an opportunity to take pride as members of BBQ.





“
Genesis BBQ Group will grow to become a company that
envisions a happy future of everyone around the world with you.
”

www.bbq.co.kr



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