

SITE REQUIREMENTS

Bonchon's real estate professionals work with franchisees to provide them site selection criteria and guidance in finding and securing suitable locations for each market.

- **SIZE:** 1500-2100 square ft
- **POPULATION:** 60,000+ in trade area with strong residential and daytime traffic
- **PARKING:** 2-3 reserved parking spaces for pick-up orders
- **VISIBILITY:** Highly visible with easy access
- **FRONTAGE:** 20' minimum
- **TRAFFIC COUNTS:** 25,000+ VPD
- **MEDIAN HOUSEHOLD INCOME:** At or above the median income for the CBSA/DMA
- **CO-TENANCY:** Grocery stores, national retailers, daily needs
- **SPACE TYPES:** Endcaps, High Traffic Inline, Freestanding, or Non-traditional
- **PATIO:** Patio seating preferred

CONTACT OUR TEAM

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Bonchon 
KOREAN FRIED CHICKEN

**KOREAN FLAVOR
GLOBAL OBSESSION**

THE SIGNATURE CRUNCH THE WORLD CAN'T GET ENOUGH OF



For more information
visit www.bonchon.com
or scan here!



ABOUT BONCHON

Bonchon's story begins with our founder, Jinduk Seo, a passionate entrepreneur from Busan, South Korea, whose mission was to share the joy of Korean comfort food with the world. The name "Bonchon," meaning "My Hometown," reflects the warmth, familiarity, and Korean roots at the heart of the brand.

Guided by his commitment to authentic flavor, meticulous preparation, and community spirit, Mr. Seo perfected his double-fried chicken recipe - crispy, flavorful, and distinctly Korean.

What started as his dedication to culinary craft has grown into a global brand, beloved for its bold flavors and handcrafted approach, bringing people together through the joy of Korean food around the world.



WELCOME TO BONCHON!



AWARDS & ACCOLADES

TOP FRANCHISE 500

– Entrepreneur 2025

"#1 RESTAURANT CHAIN THAT SERVES THE BEST KOREAN FRIED CHICKEN"

– Clara Wang
Eat This, Not That

"THE GOLD STANDARD FOR FRIED CHICKEN"

– Irene Jiang
Business Insider

"CHAIN RESTAURANTS YOU'RE GOING TO SEE EVERYWHERE IN 2025"

– Mashed 2024

ASIA'S TOP INFLUENTIAL BRAND

– Asian CEO Summit & Awards 2025

TOP 500 CHAIN RESTAURANTS

– Technomic Awards 2025

"QUITE POSSIBLY THE BEST, MOST AFFORDABLE FRIED CHICKEN IN THE WORLD"

– Fiona Chandra
Chowhound

TOP 10 INNOVATIVE RESTAURANTS

– Fast Casual 2025
Top 100 Movers & Shakers



– FSR Magazine 2026

GLOBAL BRAND IMPRESSIVE GROWTH

151

LOCATIONS IN THE U.S.

498

LOCATIONS GLOBALLY

*AUV=

- ¹\$1,595,312 MATURE DINE-IN RESTAURANTS
- ²\$1,043,160 MATURE FAST CASUAL RESTAURANTS
- ³\$929,256 MATURE REMOTE KITCHEN RESTAURANTS
- ⁴\$939,251 MATURE DELIVERY AND CARRYOUT ONLY RESTAURANTS

*THESE FIGURES REFLECT THE AVERAGE GROSS REVENUE PERFORMANCE FOR 128 OF THE 148 BONCHON FRANCHISED RESTAURANTS (BY RESTAURANT CONCEPT) THAT WERE IN OPERATION FROM JANUARY 1, 2025, THROUGH DECEMBER 31, 2025 (EACH, A "MATURED FRANCHISED RESTAURANT"), AS PUBLISHED IN ITEM 19 OF OUR FRANCHISE DISCLOSURE DOCUMENT ISSUED ON MARCH 5, 2026.

THE FOOTNOTES FOR EACH OF THE AUV FIGURES APPEAR AT THE BOTTOM OF THIS PAGE. SOME BONCHON RESTAURANTS HAVE EARNED THESE AMOUNTS. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE THAT YOU'LL EARN AS MUCH.

¹ DINE-IN RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 96 MATURE FRANCHISED DINE-IN RESTAURANTS. OF THESE 96 MATURE FRANCHISED DINE-IN RESTAURANTS, 39 (OR 41%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$4,129,765 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$429,352.

² FAST CASUAL RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 26 MATURE FRANCHISED FAST CASUAL RESTAURANTS. OF THESE 26 MATURE FRANCHISED FAST CASUAL RESTAURANTS, 12 (OR 46%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$2,166,573 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$377,773.

³ REMOTE KITCHEN RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 3 MATURE FRANCHISED REMOTE KITCHEN RESTAURANTS. OF THESE 3 MATURE FRANCHISED REMOTE KITCHEN RESTAURANTS, 2 (OR 67%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$1,376,187 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$337,134.

⁴ DELIVERY AND CARRYOUT ONLY RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 3 MATURE FRANCHISED DELIVERY AND CARRYOUT ONLY RESTAURANTS. OF THESE 3 MATURE FRANCHISED DELIVERY AND CARRYOUT RESTAURANTS, 1 (OR 33%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$1,403,312 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$702,454.



USA



TAIWAN



THAILAND



PHILIPPINES



MYANMAR



CAMBODIA



LAOS



VIETNAM

RESTAURANT DESIGN



Gainesville, FL

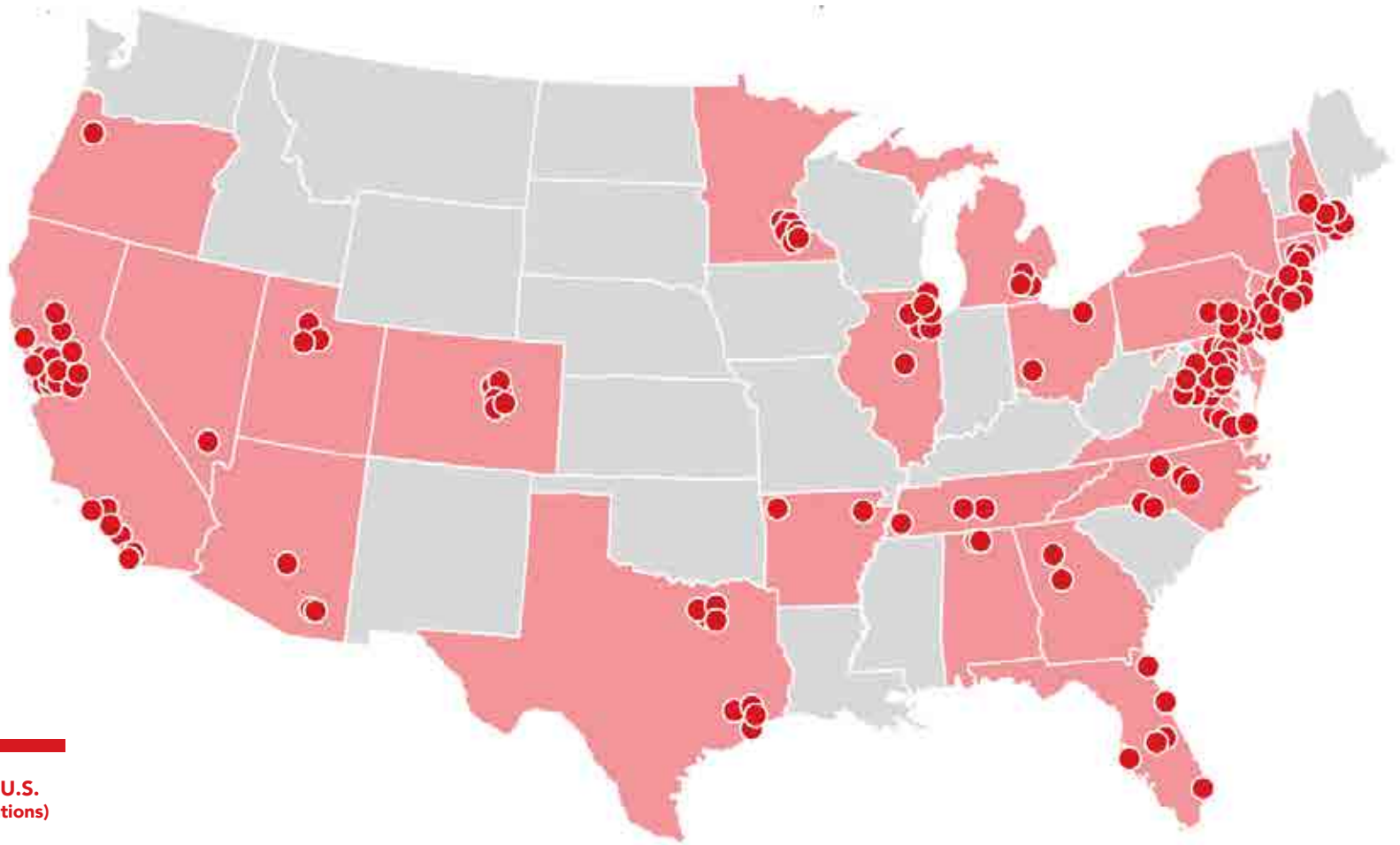


West Des Moines, IA



West Des Moines, IA

U.S. LOCATIONS



STORES IN OPERATION IN THE U.S.
(includes franchise and corporate locations)

151

PUERTO RICO