

Bonchon

KOREAN FRIED CHICKEN

KOREAN FLAVOR. LOCAL OPPORTUNITY.

500+
Restaurants
Worldwide

150+
Restaurants
in the U.S.

9
Countries
Global Presence

20+
Years
In Business

\$1.57M
AUV*
Top 25% Fast Casual
Average Unit Volume

GLOBALLY PROVEN. READY TO SCALE.

- Multi-Unit Development Opportunities
- Comprehensive Franchise Support
- Modern, Efficient Prototype Designed for Growth

Visit us at Booth 1404

Franchising@bonchon.com | Franchising.bonchon.com

*PLEASE SEE ITEM 19 OF OUR MARCH 5, 2026 (AS AMENDED MAY 14, 2026) FRANCHISE DISCLOSURE DOCUMENT FOR DETAILS. THE NUMBERS ABOVE ARE BASED ON THE TOP 25% OF FRANCHISED FAST CASUAL RESTAURANTS WHO WERE OPEN FOR ALL OF 2025. YOUR RESULTS MAY VARY. ANY EARNINGS EXAMPLES ARE NOT A GUARANTEE OR PROMISE OF FUTURE INCOME.

RESTAURANT DESIGN



MINIMUM FINANCIAL QUALIFICATIONS

Financial Requirements

Single Unit or Limited Development (1–2 Restaurants)

Minimum Liquid Capital: \$250,000

Minimum Net Worth: \$750,000

Multi-Unit Development (4–5 Restaurants)

Minimum Liquid Capital: \$750,000

Minimum Net Worth: \$2,000,000

Multi-Unit Development (2–3 Restaurants)

Minimum Liquid Capital: \$500,000

Minimum Net Worth: \$1,500,000

Large-Scale Development (5 or More Restaurants)

Minimum Liquid Capital: \$1,000,000

Minimum Net Worth: \$3,000,000+

INVESTMENT

Initial Franchise Fee (per unit): \$35,000

Continuing System Ad Fund Fee: up to 3%

Continuing Royalty Fee: 5%

Term of Franchise Agreement: 10 Years

Multi-unit Incentive:

Develop 3+ Bonchon restaurants and unlock a reduced franchise fee and reduced royalty percentage fee for the first 12 months after opening each restaurant upon meeting the eligibility requirements.

*May increase up to 4%

CONTACT OUR TEAM

Blas Escarcega
Ashleigh Jones

blas.escarcega@bonchon.com

ashleigh.jones@bonchon.com

BONCHON FRANCHISE LLC
5000 QUORUM DR,
SUITE 401 DALLAS, TX 75254

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