



KING KONG BUDAEJJIGAE
Enjoy delicious KINGKONG





SINCE 2010 **#1 BUDAEJJIGAE** **In KOREA**

More than 230 franchises in Korea

Fresh ingredients and thick meat broth
All-you-can-eat rice & ramyeon noodles
Hungry? KING KONG is here to save the day.
Enjoy the heavenly taste praised by all of
our customers! Happy to be full-KING KONG
BUDAEJJIGAE

Enjoy delicious
KINGKONG

KING KONG Budaejjigae has various hams, vegetables, and beef cuts.
Enjoy the thick and rich flavor.



01

KING KONG's Competitiveness



All-you-can-eat until you're full!

With the **all-you-can-eat ramyeon noodles** and **rice service**, our brand has become popular among the people in their twenties to fifties.



A dish for everyone!

KING KONG Budaejjigae has been loved steadily. Beloved by office workers, it's the best Korean dish.



Newcomers are always welcome! Everlasting flavor!

Thanks to our quantified and simple recipe, you can **easily operate your restaurant** without a professional chef.

02

KING KONG's
Signatures



Let's enjoy
healthy
KINGKONG

I'm full



① Ramyeon Noodles Optimized for Budaejjigae -KING KONG Noodles



Paldo x KING KONG Collaboration
KING KONG Noodles have been developed by the research team of Paldo and KING KONG. The noodles containing black beans and the boodles with chlorella are optimized for budaejjigae.



② KING KONG Budaejjigae's Unique Signature Toppings

Thicker & rich taste Mac and cheese completes KING KONG budaejjigae. Our signature mac and cheese has melted cheese on top of macaroni, allowing the thick cheese to add rich flavors to the stew. Mac and cheese goes into all of our budaejjigae dishes, adding thick and rich flavor

03

KING KONG's Menu



KING KONG Budaejjigae's Popular Dishes



KING KONG Budaejjigae

The harmony between the carefully selected ham and KING KONG's special sauce! Highlight of KING KONG



Mixed Budaejjigae

Meat fritters, beef loin, and boiled dumplings make the flavor even more diverse!



Grilled Beef Loin Budaejjigae

The addition of savory beef loin makes the soup even thicker!



Real Ham-Packed Budaejjigae

A total of eight kinds of hams added generously for our ham-packed budaejjigae!



Texas Budaejjigae

Wonderful harmony of nutty bacon chips, steak and meat ball toppings!

KING KONG Budaejjigae's Special Dishes



Beef Loin with Seasoned Spring Onion

The rich beef loin and spicy spring onion salad stir-fried for amazing flavor!



KING KONG Jumbo Tonkatsu

Korean pork and crispy potato flakes complete the gigantic tonkatsu!



Hamburger Steak

A hamburger steak with rich juice and great texture Create your very own hamburger with bread rolls and salad!

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KING KONG's Menu



KING KONG Budaejjigae's Combo Meals



KING KONG Meat Fries Combo

KING KONG budaejjigae + Meat fries + 1 drink



KING KONG Tonkatsu Combo

KING KONG budaejjigae + Tonkatsu + 1 drink



KING KONG Tangsuyuk Combo

KING KONG budaejjigae + Tangsuyuk + 1 drink

KING KONG Budaejjigae's Side Dishes



Squid Guo Bao Rou



Meat Fries



KING KONG Cheese Balls



Mac and Cheese



French Fries



Spicy Fried Dumplings

KING KONG Budaejjigae's Kids' Meal



Hamburger Steak with Fried Rice



Tonkatsu with Fried Rice

Extra

Beef Plate

Combination

Ham

Dumplings

Flour Noodles

Flat Cellophane Noodles

Udon Noodles

Tofu

Ramyeon Noodles

Rice

05

KING KONG's
Korean FOOD

KING KONG Korean FOOD

KING KONG Budaejjigae offers a wide variety of Korean food for you. With the master sauce that we developed, you can create various Korean dishes. Our master sauce allows anyone to cook.



Soy Sauce



Japchae

Foreign tourists' favorite Korean food with noodles, vegetables



Bulgogi

One of the most popular Korean dishes beloved by foreign tourists



Jjimdak

Traditional Korean food with sweet soy sauce



Gochujang Base



ojing-eo bokkeum

Stir-fried squid seasoned with spicy special secret sauce



Jeyuk bokkeum

Stir-fried pork seasoned with spicy special secret sauce



Fried chicken

Korean style crispy chicken

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Overseas
Business

SINCE 2010 #1 BUDAE JJIGAE In KOREA

More than 230 franchises
in Korea

Our Partners Country



Vietnam



Indonesia



Philippines



Taiwan



07

KING KONG's Interior Design





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About Us

CORPORATE PHILOSOPHY

We are a food service business striving to achieve the success of our franchise. For years, SL F & B has believed that the success of franchisees is the success of everyone. We seek mutual interest for both franchisees and us. We will put our utmost effort in making your restaurant business successful.

ABOUT OUR BRAND



Establishment - Sep. 2010
 No. of franchisees (Korea) - 235
 No. of employees (total) - Apprx. 1,000

ABOUT OUR BRAND



Towards the Globalization of Korean food

상업역점 02.2676.0452
 창업문의 1899.1295



SINCE 2010 #1 BUDAEJJIGAE IN KOREA, KING KONG

Become a part of KING KONG Budaejjigae.
 We are going global!



Challenging the Globalization of K-Food

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King Kong Budaejjigae

Ilja Korean spicy hotpot

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Opening Costs of KING KONG

Franchisee (USD)

Category	Details
Franchisee's Cost	USD 10,000.00
Training Cost	USD 5,000.00
Supervision Cost	USD 5,000.00
Royalty	5% of sales

Costs of Franchise Contract through Master

Category	Franchisee	Master Franchisee	Franchisee HQ
Franchisee's Cost	USD 10,000.00	USD 5,000.00	USD 5,000.00
Royalty	5% of sales	3% of sales	2% of sales
Supervision Cost	USD 5,000.00		USD 5,000.00
Training Cost	USD 5,000.00		USD 5,000.00

※ However, the master collects training and supervision charges according to consultation after three branches have been opened (including directly operated restaurants).

※ **Master franchisee's cost: USD 300,000 / MYR 1,320,000**

※ **Contract period: 5 years (renewed after 5 years or terminated)**




KING KONG BUDAEJJIGAE

Korean Budaejjigae Specialized Restaurant
SL F&B Co., Ltd.



SL F&B Co., Ltd.



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