



153 FAMILY

COMPANY PROFILE



153 FAMILY CO.,LTD.

History

- | | | |
|------|----|--|
| 2014 | 04 | Opened the first Jangkalg restaurant |
| 2015 | 06 | Opened the direct management store in Seoul |
| 2016 | 07 | Signed the mentoring support agreement with Seoul Business Support Center |
| 2017 | 11 | Established the 153 Family Company and the first factory (Broth production) |
| 2019 | 03 | Signed the mentoring support agreement with Shinhan Bank |
| 2020 | 06 | Registered the trademark for “강릉장칼” (JANGKAL’s Korean name) |
| | 12 | Established the 153 Food & Business Company and the second factory (Dumplings, Ready-to-Cook production) |
| 2021 | 07 | Started franchise business of JANGKAL |
| | 08 | Exported JANGKAL ready-to-cook meal kit to Australia |
| | 12 | Exported JANGKAL ready-to-cook meal kit to Thailand |
| 2022 | 05 | Got the U.S FDA Food Facility Registration |
| | 06 | Exported JANGKAL ready-to-cook meal kit to LA, U.S.
Signed the MOU with Long Stay World Service Co.,Ltd. in Thailand
Got the Thailand FDA Registration
JANGKAL won Korean No.1 Franchise Awards in 2022 |
| | 07 | JANGKAL ranked No.1 Consumer Preference Brand Index in 2022 |
| 2023 | 05 | Won the Korea's No.1 Franchise Awarded Grand Prize for 2 consecutive years
Exported JANGKAL Ready-to-Cook to Canada |
| | 08 | Exported ready-to-cook products to H MART which is the largest Asian supermarket chain in America |

Business Area



01. Franchise Business

153 Family company operates Korean premium noodle brand "JANGKAL" and has a number of franchised outlets and directly-operated outlets.



02. Online Commerce Business

We run online stores and sell food products (meal kits, dumpling DIY sets etc.) through online sales networks.



03. Food Manufacturing Business

We manufacture and distribute premium JANGKAL noodles and Buckwheat Noodles ready-to-cook meal kits



04. Food Appliance Manufacturing and Sales Business

Based on the needs of franchised outlets we produce and sell food/cooking devices.



05. Global Business

We explore overseas buyers, export ready-to-eat meal kits and are looking for master franchise partners.

Franchise Business

 **I53 FAMILY**

Korean premium noodle brand **Jangkal**



Won the Grand prize of
2022~2023 KOREAN No.1
Franchise



Ranked No.1 in 2022~2023
Customer Preference Brand Index

Jangkal is..

**Professionalism
and know-how**

Through years of experience in operating self-operated and franchised outlets we are working on franchise business that can coexist with franchisees based on our expertise and know-how.

**Various operating
infrastructure**

We are running teams with various capabilities such as direct store operation, food manufacturing, and marketing, so we aim to establish stable and successful start-ups of franchisees.

**many years of
operational
experience**

We started with "Jang Kalguksu & Boljim" in 2014, changed it to "Gangneung Jang Kalguksu" in 2017, started franchising technology transfer business in the metropolitan area and started the nationwide franchise business after changing the brand name to "Gangneung JangKal" in 2021.

Korea's first and largest brand specializing in Jang-Kalguksu

Largest Jang-Kalguksu menu with continuous development and research

Various menus in addition to Jang-Kalguksu

The reason why they can't follow "JANGKAL" even though they can follow to cook Jangkal noodles?



High-quality, PREMIUM JANGKAL SAUCE

High-quality, premium JANGKAL sauce made with more than 10 ingredients boiled for 8 hours and aged for 48 hours.



Vacuum Imitation handmade noodles

Imitation handmade noodles kneaded in the vacuum that no one can follow



Easy cooking like ramen

Easy and convenient recipes with JANGKAL's unique operating know-how



Labor
costs



Franchisee's
income



Preoccupy the trading area
Monopoly
Regular customers

INTERIOR & DESIGN

Brand Identity Adding some modern sense to the Korean motif



Customer experience Outstanding neatness + peaceful atmosphere



Child-friendly Kids Zone provides a comfortable dining area for the whole family.



Install a fixed tablet for each table

Stroller space next to dining area



7 minutes of cooking time
cook **7** servings at the same time

Complete various menus just with different toppings

A chef-less kitchen was born with JANGKAL's know-how

MENU

Jang-Kalguksu 🕒 7 minutes



Original Jangkal Noodles

Original Jangkal Noodles made with premium broth and vacuum imitation handmade noodles



Beef Brisket Jangkal Noodles

The signature menu of JANGKAL, which contains beef brisket and has a deep and rich soup taste.



Perilla Jangkal Noodles

Jangkal Noodles with lots of perilla powder and has savory and deep soup taste.



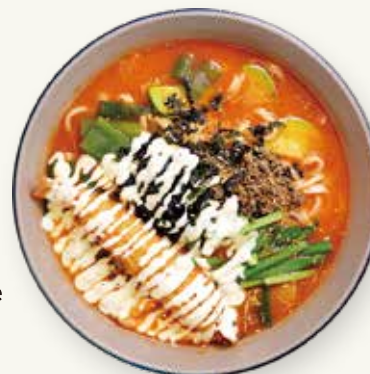
Rosé Jangkal Noodles

Mild-tasting, trendy and fusion Jangkal Noodles topped with garlic cream sauce.



Sweet Potato Cheese Croquette Jangkal Noodles

Rosé Jangkal Noodles with sweet potato cheese croquettes.



Shrimp Jangkal Noodles

Rosé Jangkal Noodles topped with 18cm fried king shrimp

MENU

Rice Menu 🕒 Cooking time: 6 minutes



White Fungus Bibimbap

Superb bibimbap with chewy white fungus and diverse vegetables



Cockle Bibimbap

The signature bibimbap menu of winter season that can taste the delicacy of cockles



Pork Tenderloin Cutlet

Crispy deep-fried cutlet with thick pork tenderloin



Cheese pork tenderloin cutlet

Crispy fried pork cutlet filled with the savory cheese

Buckwheat Noodle Menus 🕒 Cooking time: 5 minutes



Buckwheat Noodles with Cold White Fungus Soup

Sweet and sour cold soba noodles made with secret sweet and spicy sauce and chewy white fungus



Buckwheat Noodles with Bibim Sauce

Fresh buckwheat noodles with sour, sweet and spicy bibim sauce.



Buckwheat Noodles with Perilla Oil

The combination of perilla oil and special seaweed flakes makes the buckwheat noodles more savory



Buckwheat Noodles with Black Soybean Soup

A tasty menu that combines thick and light black soybean soup and fresh buckwheat noodles

Side Dish 🕒 Cooking time: 4 minutes



Maru Dumplings (meat stuffing and kimchi stuffing)

Premium dumplings that are chewy with unstained fresh dumpling wrappers



Buckwheat Crepe

local delicacy of Gangwon-do
Fried crepe made with Savory buckwheat



Assorted croquette

The dish that you can enjoy potatoes, vegetables, pumpkins and curry croquettes at once



18cm King Fried Shrimp

The dish that you can taste crispy fried fresh king shrimps



Half and half fried dishes

Assorted dishes of 4 pcs croquettes and 2 pcs fried king shrimp

Online Commerce & Mealkit Business

 **I53 FAMILY**

KOREAN PREMIUM NOODLE



Even at home
It's good
As if you're eating
In a restaurant



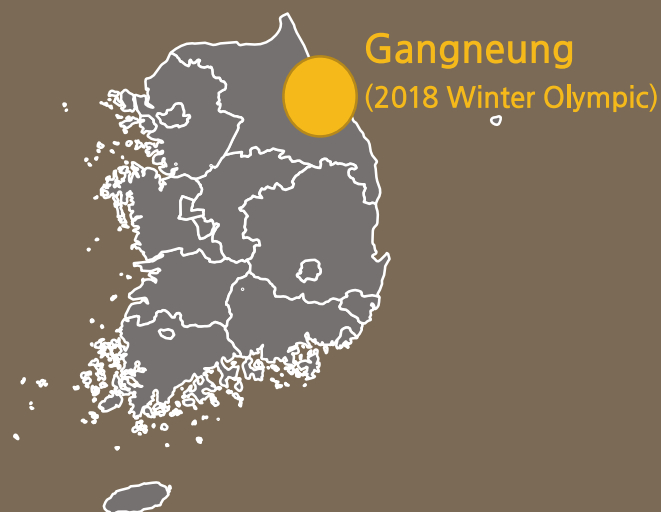


About JANGKAL Noodles

Jangkak Noodles , made with traditional Korean red pepper paste as the base, is characterized by a sweet and spicy taste and is a local food enjoyed in the east coast of Gangwon-do region.

The JANGKAL brand was created to make Jangkak Noodles ,a food that anyone can enjoy together. The noodles are kneaded in the vacuum using the highest quality wheat flour and produced by the imitation hand-made method, which adds to the softness and chewiness of the noodles. The secret broth of JANGKAL is created and made by adding more than 10 kinds of carefully selected ingredients to Korean traditional red pepper paste.

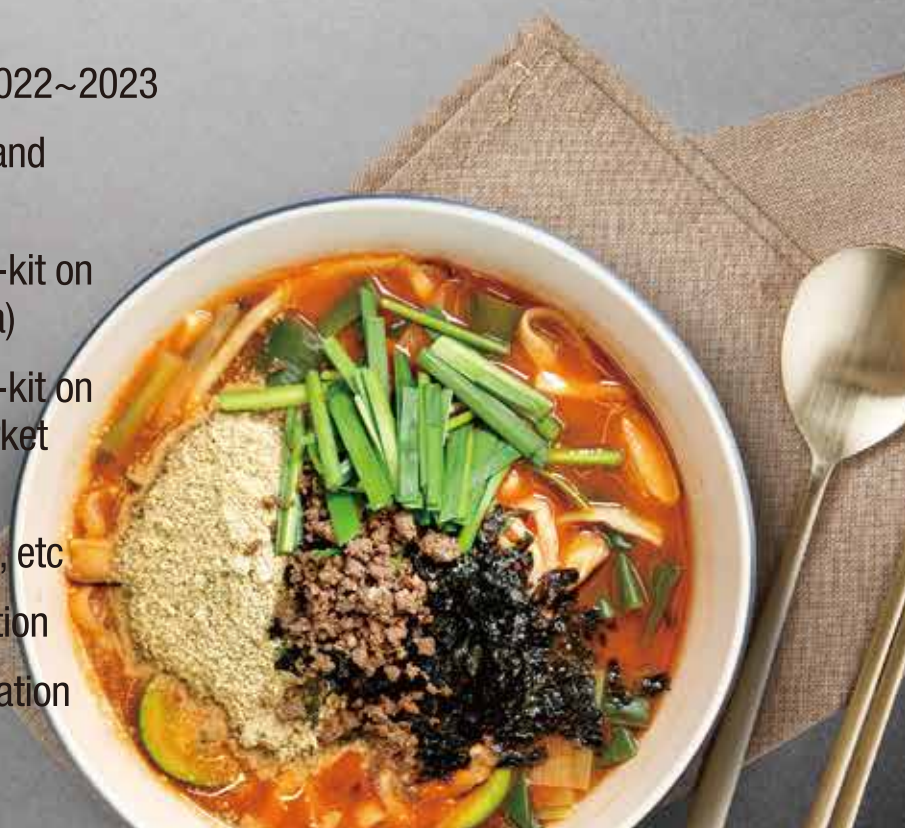
KOREAN PREMIUM NOODLE



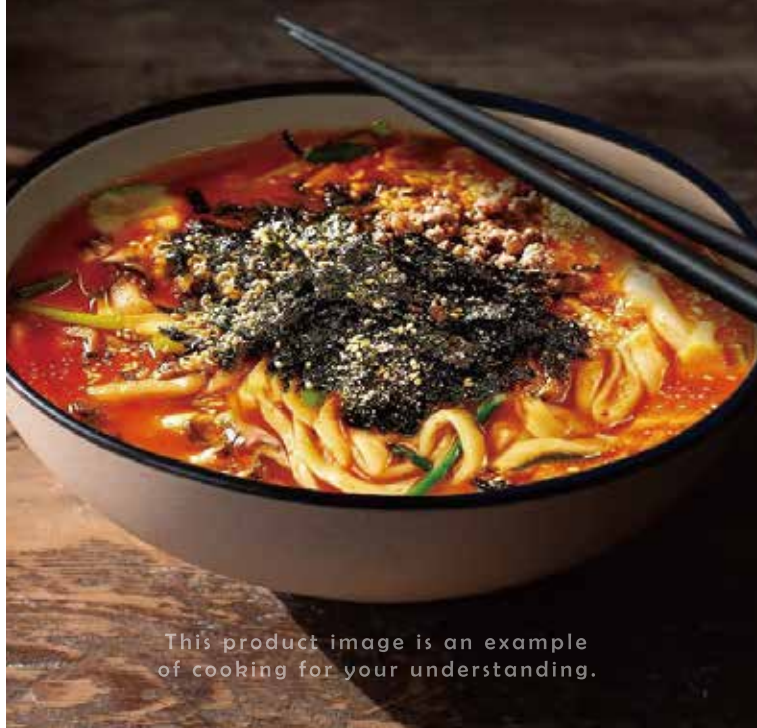
About JANGKAL

JANGKAL Noodles Brand

- KOREAN No.1 Franchise Awards in 2022~2023
- Korea No.1 Consumer Preference Brand Index in 2022~2023
- No.1 in sales of Jang-kalguksu meal-kit on NAVER(the largest portal site in Korea)
- No.1 in sales of Jang-kalguksu meal-kit on Coupang(the largest online open market in Korea)
- Export to Australia, USA(LA), Thailand, etc
- Got the Food Facility HACCP certification
- Got the U.S FDA Food Facility Registration




JANGKAL Noodles

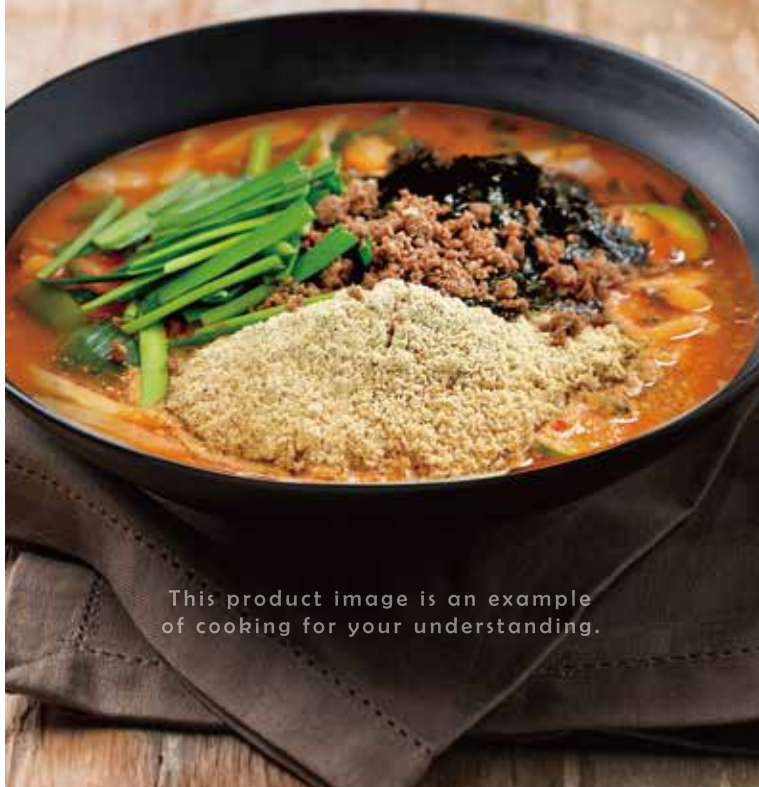


This product image is an example of cooking for your understanding.



Components	NET Wt. : 635g <ul style="list-style-type: none">• JANGKAL Noodles (205g) x 2EA• JANGKAL Sauce (110g) x 2EA• Sesame (2g) x 2EA• Sliced sea weed (0.7g) x 2EA
Cooking Time	7 mins
Storage and expiration date	 Freezer (below -18℃) 12 months from the date of manufacture

Perilla JANGKAL Noodles



This product image is an example of cooking for your understanding.



Components

NET Wt. : 675g

- JANGKAL Noodles (205g) x 2EA
- JANGKAL Sauce (110g) x 2EA
- Perilla powder (20g) x 2EA
- Sesame (2g) x 2EA
- Sliced sea weed (0.7g) x 2EA

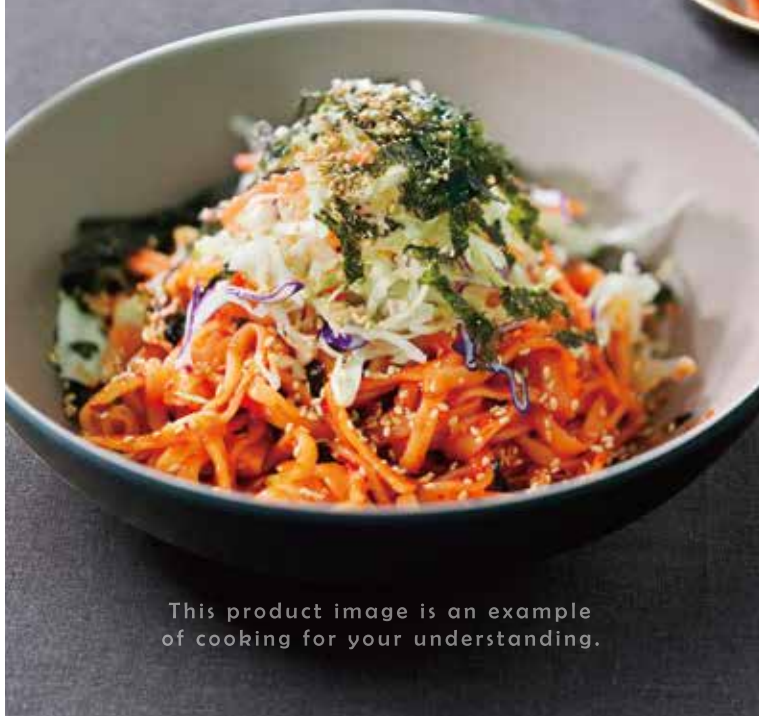
Cooking Time

7 mins

Storage and expiration date

❄ Freezer (below -18 °C)
12 months from the date of manufacture

Bibim JANGKAL Noodles



This product image is an example of cooking for your understanding.



Components

NET Wt. : 584g

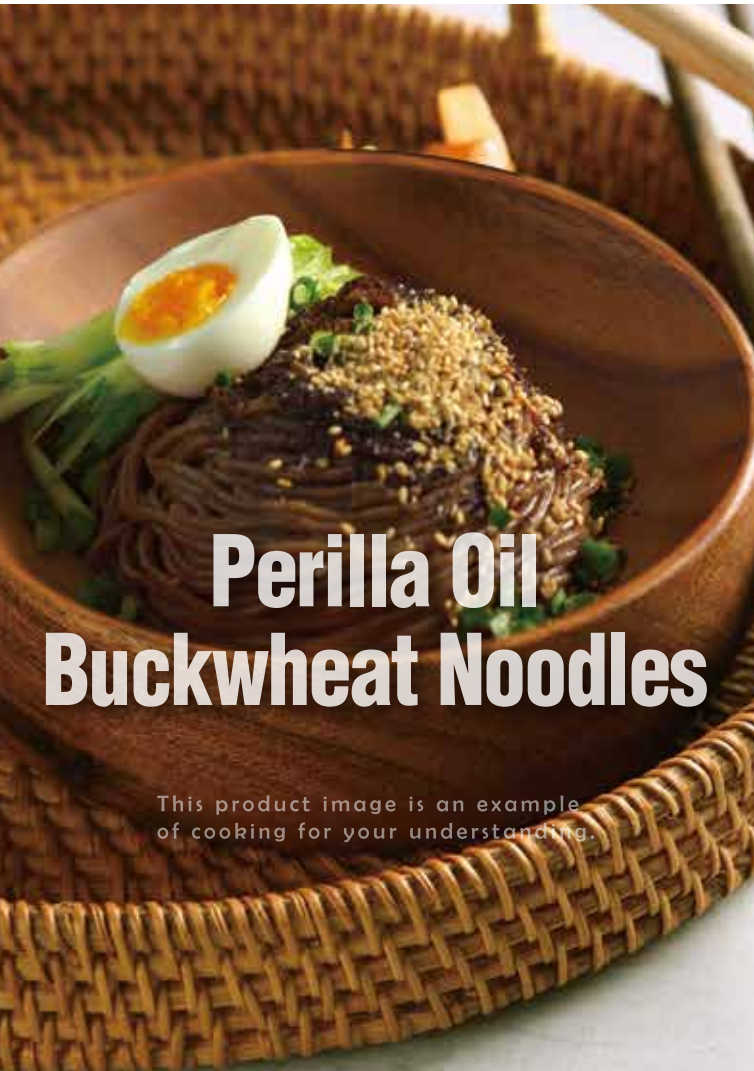
- JANGKAL Noodles (205g) x 2EA
- Bibim Sauce (80g) x 2EA
- Sesame Oil (4.5g) x 2EA
- Sesame (2g) x 2EA
- Sliced sea weed (0.7g) x 2EA

Cooking Time

7 mins

Storage and expiration date


❄ Freezer (below -18 °C)
12 months from the date of manufacture

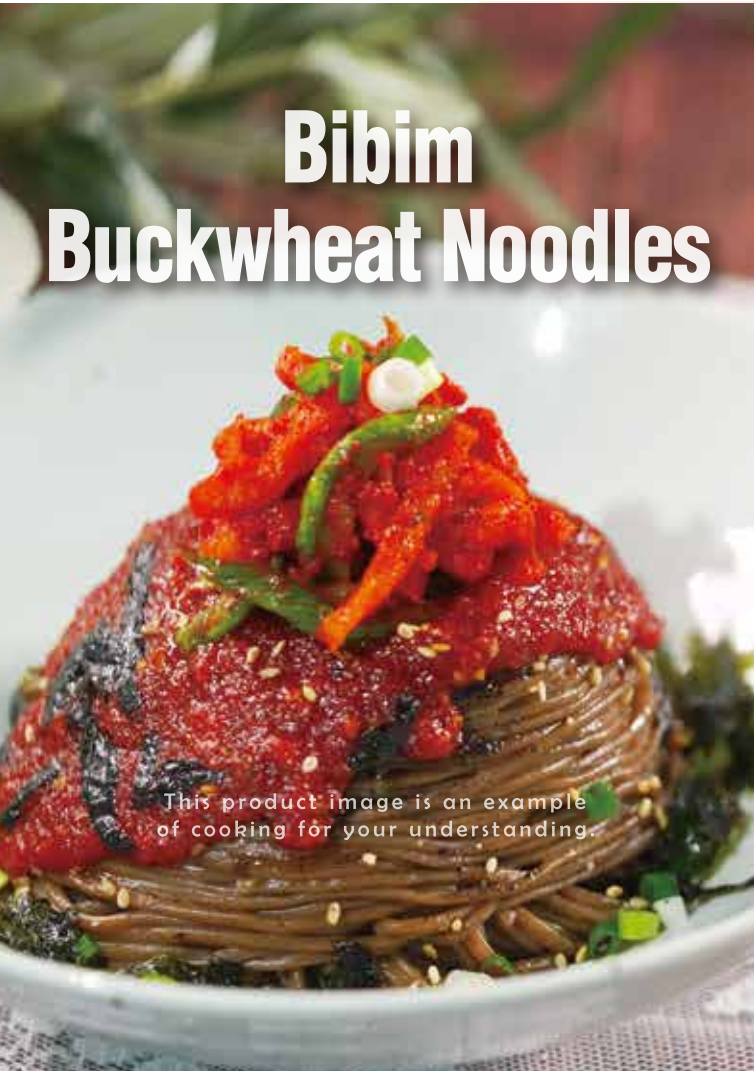


Perilla Oil Buckwheat Noodles

This product image is an example of cooking for your understanding.




Components	NET Wt. : 458g <ul style="list-style-type: none">• Buckwheat Noodles (200g) x 2EA• Perilla Oil (10g) x 2EA• Flavored Soy sauce (15g) x 2EA• Sesame (2g) x 2EA• Sea weed powder (2g) x 2EA
Cooking Time	7 mins
Storage and expiration date	 Freezer (below -18℃) 12 months from the date of manufacture



Bibim Buckwheat Noodles

This product image is an example of cooking for your understanding.



Components	NET Wt. : 574g <ul style="list-style-type: none">• Buckwheat Noodles (200g) x 2EA• Bibim Sauce (80g) x 2EA• Sesame Oil (4.5g) x 2EA• Sesame (2g) x 2EA• Sliced Sea weed (0.7g) x 2EA
Cooking Time	7 mins
Storage and expiration date	 Freezer (below -18℃) 12 months from the date of manufacture

Food Manufacturing Business

 **I53 FAMILY**



Beginning of Premium Dumpling

Premium Handmade Dumpling

We aim for the era of premium dumplings with dumplings made to suit the taste of customers who are increasing day by day

- Thin and chewy dumpling wrapper without steaming process
- Fresh and reliable ingredients from Korea



Certified by the Ministry of Food and Drug Safety(HACCP)
Hygiene and safe and proven production facilities

01

Differentiate common dumpling from dumpling wrapper without steaming process and using domestic pork and vegetables

02

Successful legend of selling 1.98 million won a day at a store earned from premium dumpling R&D and efforts!

03

Beyond common dumplings, there are various dumpling menus that are close to real food!

153 Premium Homemade Dumplings for Stores

Raw skin dumplings and a variety of menus

* **Raw skin** dumpling has thin and chewy wrapper made of flour dough which is processed without steaming.





Certified by the Ministry of Food and Drug Safety(HACCP)
Hygiene and safe and proven production facilities

Manufacturing food by directly operating a factory certified by HACCP hygiene.
Manufacturing the secret broth, store dumplings, etc. that are being patented.

01.

Manufacturing facility specialized in mealkits and dumplings (Plant 1, Paju)



02.

Manufacturing facility specialized in broth (Plant 2, Ilsan)



Global Business





U.S FDA Food Facility Registration



FTA certificate of origin

Korea-ASEAN FTA, Korea-Vietnam FTA,
Korea-China FTA, Korea-RCEP FTA(2022.05.)



Exported to USA, Australia, Thailand, etc



JANGKAL Ready-to-Cook products enters **H MART**, the largest Asian supermarket chain in the United States with **80 stores**

Starting from September 2023, Jangkal Noodles of JANGKAL brand, the local food from Gangwon-do, have launched in the largest Korean supermarket in the US and introduced to consumers for all those who miss the taste of Korean hometown and the taste of red pepper paste while living abroad. The launched ready-to-cook products include JANGKAL Noodles, Perilla JANGKAL Noodles, Bibim Buckwheat Noodles, Perilla Oil Buckwheat Noodles and Bibim JANGKAL Noodles.



KOREAN PREMIUM NOODLE



Taste the blessing

We believe that being ourselves is the most global thing,
so we are trying to convey our things to the world



 www.153family.com

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