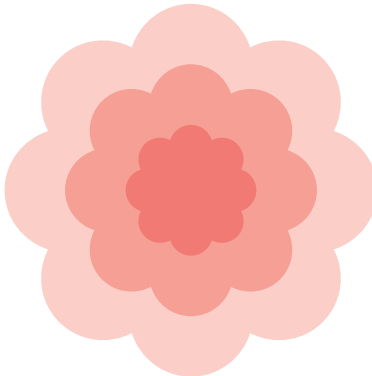
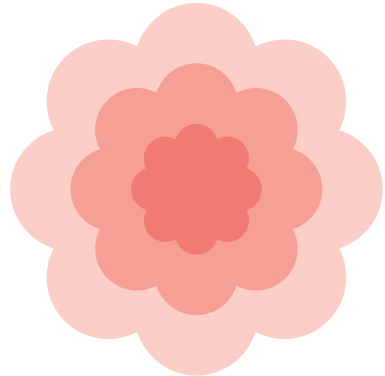
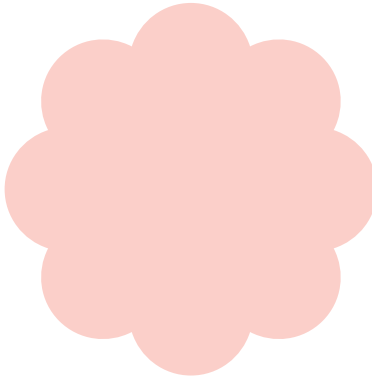
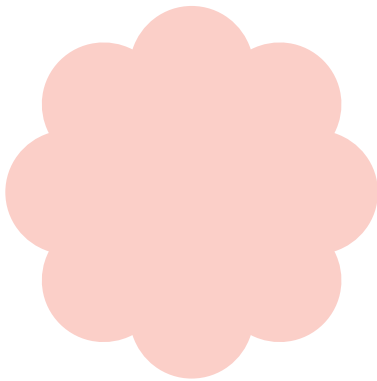


FRANCHISE GUIDE BOOK



cafe BomBom is now ready to be delivered to the world

cafe BomBom started in 2012 as a small cafe in the university district of Daegu, South Korea. With our unique menu and excellent service, it has very quickly become popular with students. cafe BomBom experiments with different roasts to produce delicious coffee, with its scent permeating everywhere and bringing warm Korean spring energy.



HISTORY

MOU for the MF contract promotion signed in Malaysia
(2023.09)

The opening of the 500th franchise store • 2023

The opening of the 1st international
franchise store in Singapore
(2022.07)

The opening of the 450th franchise store • 2022

The opening of the 400th franchise store • 2021

The Best "Consumer's Choice"
Awarded by Joongang Daily • 2020

The opening of the 300th franchise store •

A logistics contract - JETTE • 2019

The opening of the 200th franchise store •

The opening of the 150th franchise store • 2018

The opening of the 100th franchise store • 2017

Conclusion of a mutual cooperation MOU
- HEECHANG •

The opening of the 50th franchise store • 2016

Launch of Cafe BomBom • -2012

‘봄’

(BOM:春)

cafe BomBom defines spring time.

80 kinds of drinks and 30 kinds of desserts are available
cafe BomBom

The variety and exclusive items in the menu affordable price and taste that can be enjoyed by all ages are the secret to cafe BomBom's consistent success.



Why choose cafe BomBom as your business?

Excellence in Taste

Specialty Coffee

cafe BomBom uses '**Fazendo do Salto**' beans from **Brazil**, considered to be in the world's top 1% for quality. It is roasted with carefully controlled temperature and time- our expertise.

We are constantly designing new tastes and flavours.



Half decaffeinated
Change caffeine content to half



Decaffeinated
Change options to decaffeinated

Half decaffeinated and decaffeinated options are available on all espresso base menus.

Our coffee has a rich and savoury flavour, as it is roasted using the top 1% specialty blended coffee beans. The menu has a wide variety of items with 80 different drinks and 30 desserts.

In addition, our exclusive ever-changing "Signature" line sets a trend in taste.



SIGNATURE

Bom Latte

3 shot signature Bom Latte with specialty Blending Coffee Bean and Secret Recipe



SIGNATURE

Bom Blanc

Bom Blanc, a signature combination of Bom Bom's signature latte and thick cream



SIGNATURE

Orange Dutch Blanc

Fresh and fragrant oranges and sweet Blending milk. Clean Dutch coffee an unusual combination



SIGNATURE

Orange Blanc

Fresh and fragrant oranges, sweet Blending milk and cream combination



SIGNATURE

Einspanner

Signature Einspanner made with clean cold brew and Bombom's cream recipe



SIGNATURE

Latte Einspanner

A signature latte Einspanner that blends cold brew latte with cream



SIGNATURE

Dolce Cold Brew

Luxurious signature Dolce Cold Brew with cold brew and sweet condensed milk

Why choose cafe BomBom as your business?

A wide variety of **Menus**

Coffee with a rich and savory flavor that roasted the top 1% specialty blend coffee beans,
You can find a special signature line that captivates the five senses, 80 kinds of drinks, and
30 kinds of desserts.

COFFEE & LATTE

HOT/ICED



Americano



Hazelnut Americano



Dutch Americano



Mixed Coffee



Caramel Macchiato



Cafe Latte



Cappuccino



Hazelnut Latte



Vanilla Latte



Dalgona Cafe Latte



Condensed Milk Latte



Dutch Latte



Cafe Mocha



Five Grains Latte



Green Tea Latte



Chocolate Latte



Sweet Potato Latte



Black Tea Latte



Toffeenut Latte



Strawberry Latte



Blueberry Latte



Mint Cream Chocolate Latte



Bomb Chocolate Latte



Dalgona Latte



Corn Latte



Hot Yam Latte



Bubble Tea Series



First Signature Series



Second Signature Series



Cafe Latte Series

DESSERT



Bom Caron



Chou Sitck



Cream Mochi



Brownie



Cookie



Stick Cake



Bom Coq



Garlic Butter Bagel Chips



Original NY Hotdog



Taiwan Sandwich



Ham Cheese Egg Scramble Sandwich



Cream Castella



Croque Monsieur



Smore Cracker



Soboru Manjoo



Mallow Chocolate Pie



Croissant biscuits



Bom Croffle



Corn Croffle



Maple Croffle



Strawberry Cookie Croffle



Rice Puffs Injeolmi Croffle



Crispy Roll



Cream Cheese Bagle

SMOOTHIE & YOGURT 스무디 & 요거트



Mixed Coffee
Shake

Milk Shake

Strawberry
Smoothie

Plain Yogurt

Strawberry
Yogurt

Blueberry
Yogurt

Mango
Smoothie

Mango
Yogurt

Slush Series

ICED ONLY

FRAPPE 프라페

ICED ONLY



Cup Bingsu Series

Corn
Smoothie

Cookie
Frappe

Bomb
Frappe

Strawberry Snow
Cream Frappe

Mint
Frappe

Green Tea
Frappe

Strawberry
Cookie Frappe

Mocha
Frappe

TEA 티

HOT/ICED



Peach
Iced Tea

Herb Tea

Citron
Tea

Lemon
Tea

Honey
Grapefruit Tea

Honey Grapefruit
Black Tea

Lemon
Earl Grey

Peach
Earl Grey

Sweet Mate
Lychee Tea

Strawberry
Lychee Tea

ADE 에이드

ICED ONLY



Lemon
Ade

Blue
Lemon Ade

Strawberry
Lemon Ade

Grapefruit
Ade

Blueberry
Ade

Cherry
Coke

Green
Grape Ade

Peach
Ade

Passion
Fruit Ade

BEVERAGE 음료

ICED ONLY



Mango
Juice

Sweet Pumpkin
Sikhye

Banana Juice Series

Strawberry
Juice

Yam Series

Summer Series
(Pineapple/Watermelon)

Coconut Series

Why choose cafe BomBom as your business?

Trendy Marketing

CHARACTER MARKETING

Develop meme characters, promotional materials, merchandise and gifts to induce sales.



SNS MARKETING

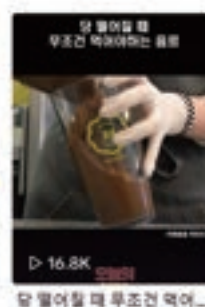
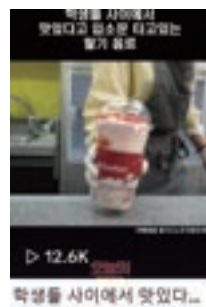
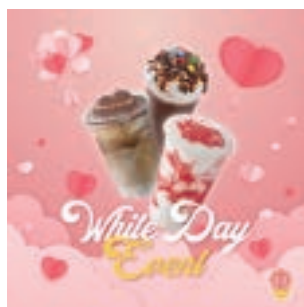
We give consumers rewards for product endorsement in social media through continuous social media promotion, events and prizes.



www.instagram.com/cafebombom_official/



https://www.tiktok.com/@cafebombom_korea



YOUTUBE MARKETING www.youtube.com/c/카페봄봄cafebombom

Youtube content creation and increase brand awareness by exposure to advertising



[카페봄봄X김동준]동준이의 카페봄봄 바리스타 도전기!



[카페봄봄X김동준]제 눈 앞에 보이는건 빛박 에 없는데요? 제대후 첫 팬사인회 비하인드



[카페봄봄]슈퍼바이저 vlog #1
♥직영점 점검해봄봄♥

APPLICATION MARKETING

Promoting new menus and conducting various promotions through the operation of our brand app



Cafe BomBom is exclusively promoted by **Kim Dong Jun** (model, singer and actor)

MARKETING BY CELEBRITIES

Media news article marketing and using an exclusive contracted celebrity



Why choose cafe BomBom as your business?

A Brand with Good Faith

Jobkorea.co.kr 2021 awarded cafe Bom Bom
as "Best Coffee" Franchise To Work For

일하기 좋은 커피 회사는?

순위	기업명	총점
1	카페봄봄 cafe Bom Bom	6.77
2	제이엠커피컴퍼니 JM coffee company	6.76
3	스타벅스커피코리아 Starbucks Korea	6.74



We provide drinks to COVID 19 screening clinics



We donate plastic cup recycling bins branded with our logo to be installed in parks



Sponsored drinks to Covid 19 medical staff to mark the launch of the 400th store

Awarded "Good Franchise Award"
for the second year in a row





■ 2018 Consumer Satisfaction Award

Grand Prize Awarded
by Money Today broadcasting survive



■ 2020~2022 The Best “Consumer”s Choice 3-year in a row

Grand Prize Awarded by JoongAng Daily



■ “Commendation” Awarded by Korean National Assembly



■ 2020 KOREA GLOBAL POWER BRAND AWARDS

Grand Prize Awarded by JoongAng Daily



■ 2021 Number 1 in Customer Confidence Premium Brand

Grand Prize Awarded by JoongAng Daily

Cafe BomBom has been steadily winning awards in the Korean coffee shop industry.

Why choose cafe BomBom as your business?

Brand with Professionalism

Supervisor team 01

The Professional **Training Program**



We train the entire process from beverage recipes to customer service.

Experience a high level of competency training to improve your efficient and professional management skills.

DAY 1

- Service and Hygiene Education
- Understanding BomBom Drinks

DAY 2

- Beverage Recipe Training
(Coffee, non-coffee, smoothies)

DAY 3

- POS Training
- Logistics Education
- Understanding Devices and Equipment
- Daily Closing Practice

DAY 4

- Store Operation Simulation
- New Beverage Recipe Training

DAY 5

- Practice & Write Test
- Dessert Sales Guide

Why choose cafe BomBom as your business?

Store **Exterior**



■ Conveys the feeling of warm spring

New store exterior and new logo convey warm spring energy.

Store Interior



We use a specialised interior system:
optimise the store layout for efficient operation

Why choose cafe BomBom as your business?

Reliable logistics and supply



Conclusion of a mutual cooperation MOU

HEE CHANG

■ Private Brand Commercialisation

We manufacture and distribute our own ingredients for the products: powder, concentrated essence, syrup and etc are made by us. This ensures a stable supply.

■ Low Costs

By avoiding intermediaries in the distribution process distribution, the cost is reduced



Franchise opening procedures

Cafe BomBom master franchise

Help you start a
successful business

Cafe BomBom is looking for partners who can deliver sincerity in a cup of coffee and communicate the values of our brand.

카페봄봄은 커피 한 잔에 진심을 담을 수 있고 우리 브랜드의 가치를 전달할 수 있는 파트너를 원합니다.

**cafe BomBom supports the successful business
of our partners through localization.**

카페봄봄의 현지화를 통해 파트너의 성공적인 비즈니스를 지원합니다.



Recommended conditions for business partners

사업파트너로 추천하는 조건



Customer Oriented Mind
고객지향적 마인드



Business Experience
사업경험



Ability to Build Franchise Networks
프랜차이즈 네트워크 구성 능력

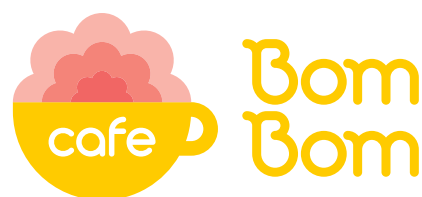


\$ 200K + Liquid Capital
\$ 200K Net Asset or Lending Capacity
20만달러 이상 유동자금
20만달러 이상 순자산 또는 대출능력



Enquiries about franchise

+82-53-756-7272



Overseas Business Dept. Hotline

Mobile | Whatsapp : **+82-10-6681-5269**
Telegram | LINE | WECHAT : **mdkim666**

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Homepage : www.cafebombom.co.kr

E-mail : bombom_ad@naver.com