



Seorae Homepage

**SEORAE Global Korea Business Unit**

Room #203, 192-5, Hwigyeong-dong, Dongdaemun-gu, Seoul, Korea

TEL. +82-1688-3450 E-Mail. seorae@seoraester.co.kr

**SEORAE China Business Unit**

Room 308 Tower B Rhine HongJing CenterNo.1439 Wuzhong Rd.Minhang district Shanghai

TEL. +86-21-6406-3102

**Facebook Page**

**Indonesia**

<https://www.facebook.com/seoraeindonesia/>

**Hongkong**

<https://www.facebook.com/seoraehk/>

**Singapore**

<https://www.facebook.com/seoraesg/>

**Australia**


<https://www.facebook.com/seoraemelb>

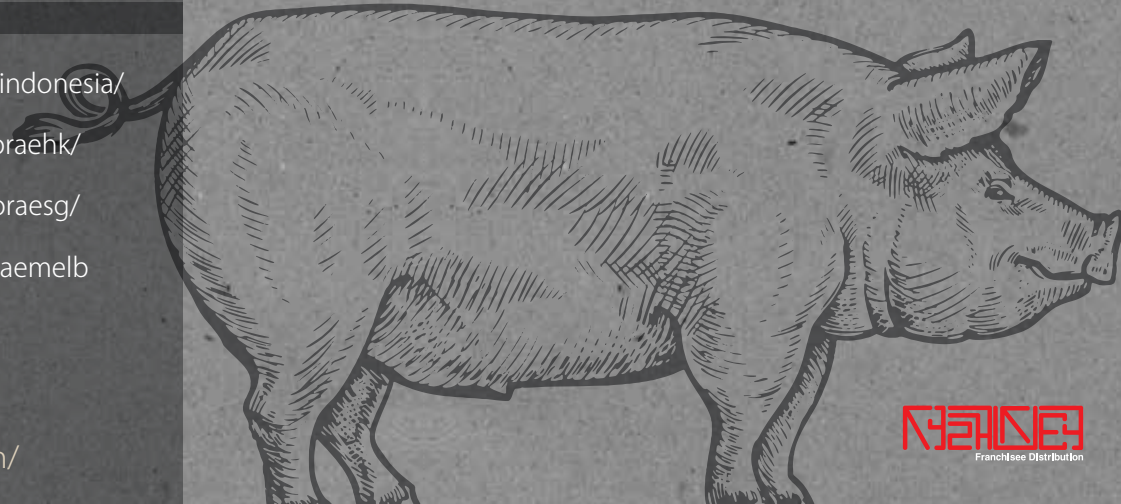
<http://seoraeglobal.com/>

# SEORAE

KOREAN BBQ RESTAURANT

Seorae Galmaegi is a special place where you can share remarkable time with family and friends surrounded by warm atmosphere

SEORAE 서래 갈매기   
喜來稀肉 갈매기





In food service, I am fully aware that being faithful to “basics for the sake of customers” is in fact a “small but precious victory” in the midst of unlimited competition. As I know what is precious in this fierce and severe world, and also to approach all customers and store owners visiting as well as knowing our seorae with a more competitive brand, I will do my best without ever forgetting our “initial resolution”. We promise you to serve you the best foods with really good materials with a determination to care for our customers.

Seoraester's CEO  
**Chul Park** 

# HISTORY

**2007**  
 Opened 1st store of “Seorae Galmaegi”

**2009**  
 Established Seoraester corporate body

**2011**  
 Opened 200th store of Seorae Galmaegi

**2012**  
 Selected as excellent franchise by SMBA

**2013**  
 Selected as one of Korea's top 100 Franchises  
 Entered into M/F contract with Indonesia, Shandong, Liaoning, Jiangsu  
 Established Seorae China Office branch  
 Launched 1st directly operated branch, Shanghai China

**2014**  
 Launched 1st directly operated branch, Seorae Pan, in Shanghai, China  
 Won commendation for Minister of Agriculture, Food and Rural Affairs  
 Entered into M/F contract with Zhejiang, Henan, Guangdong, Hubei, Hongkong

**2015**  
 Launched 2nd directly operated branch in Shanghai, China  
 Entered into Franchise contract with Japan, Singapore  
 Entered into M/F contract with Shanxi, Jilin, Heilongjiang

**2016**  
 Entered into M/F Contract with Gansu, Chongqing, Singapore  
 Entered into Franchise Contract with Canada  
 Entered into Seorae Pan M/F Contract with Hubei  
 Launched 3rd directly operated branch in Shanghai, China

**2017**  
 Entered into Seorae Pan M/F Contract with Indonesia  
 Entered into M/F contract with Cambodia

**2018**  
 Entered into M/F contract with Macau  
 Entered into Franchise contract with Australia  
 Entered into M/F contract with Myanmar

**2019**  
 Entered into M/F contract with HCMC

**2020-21**  
 Entered into 3 franchise contract with Vietnam suburb

**2022**  
 Entered into M/F contract with Malaysia





喜來稀肉

## ABOUT US

Seorae Galmaegi is the most popular Korean barbeque franchise specializing in Skirt meat charcoal bbq dishes. Since we started franchise business in 2007, we have opened more than 300 stores throughout 10 countries including Korea, China, Indonesia, Singapore, Japan, Hong Kong, Macau, Cambodia, Australia and Canada. Seorae Galmaegi has been well received by local customers over the past decades with our competitive price, great taste and good service.

# # CI



Seorae Co., Ltd was established in 2009 as a global franchise company. we have developed 8 brands and operated domestic and overseas franchise business for more than more than 10 years. we are the company trying to create a happy dining culture based on the harmony of customers, members and partners.

# # Various Brand Symbols



# # BI

Korean



English



Chinese



Japanese



Cambodia



## # Change of Seorae



Initial appearance of Seorae  
60-70s Retro Interior concept  
which brings back old  
memories and create moody  
atmosphere for drink  
and meal



Current appearance of Seorae  
Became a global brand Seorae beyond global success in many countries

## # Korean KBS Drama [Descendent of the Sun]



DOTS PPL marketing enhanced  
our brand recognition and  
contributed to growth of stores  
gross sales worldwide

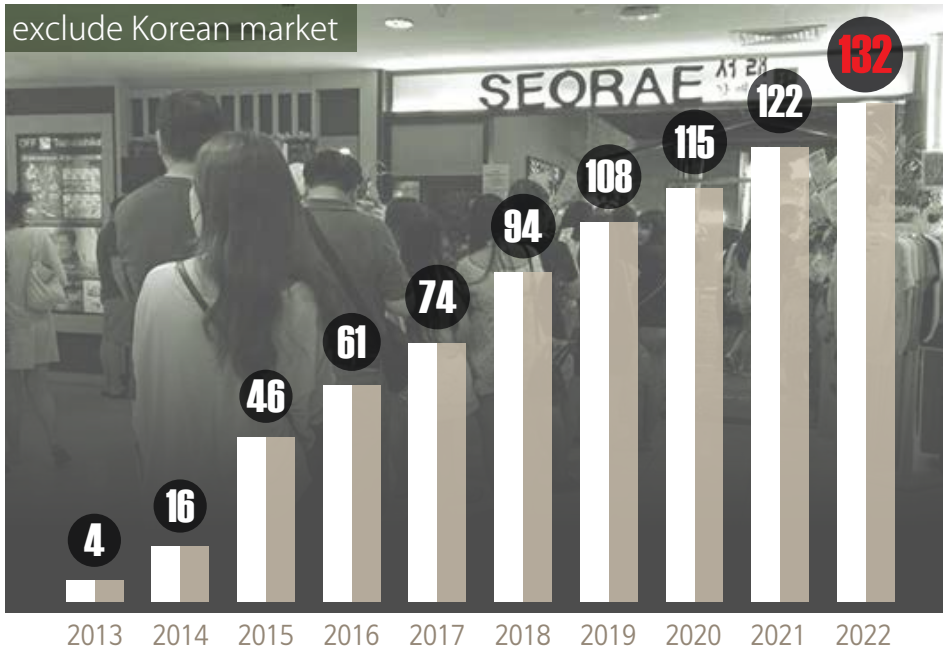
# # Global Brand

Indonesia, Japan, Singapore, Cambodia, Canada, China  
 Australia, Myanmar, Vietnam, Macau, Hong Kong, Malaysia  
**'12 Countries'**



132 stores in 12 countries  
 Expecting the opening 140th store in 2022

## # Number of Store



# # BBQ



Pork skirt meat is a very unique part which can be obtained only 250g-300g. It needs trimming, hand marination with Seoraester special seasoning and aging is our secret know to meat to be grilled to perfection.



# #Quality

We always put our best effort to maintain our quality of food and service in order to give the best Korean BBQ experience to our customers. With our effort to high quality of restaurant franchise, We have been stand out as a Skirtmeat specialty restaurant in fierce F&B competition. Our perfect brand position, quality food and service makes our customers loyal to Seorae.

We operate a team for menu development in order to launch new menu and supplement existing menu. Our team tries to reflect latest trend of F&B business for customers' refreshment.



# #R&D



# #Team work

Repetitive training and inspections require constant effort and investment. We are aware of its importance, and we try to carry out inspection on all overseas branches on regular basis to keep our best service and taste.

First priority of Seorae is to serve good ambience, good food and kind service to meet satisfaction of Seorae's customers who come back to seorae all the time. Regardless of religion, race, sex, we try to be best Korean meat restaurant beloved by global customers.



# #Culture

# # INTERIOR



Mixture of Oriental and Modern ambience.







# PORK BEEF CHICKEN

## # PORK



**Assorted Pork Set**  
Our popular Galmaegisal Pork jowl, Pork belly, Pork rinds and Pork intestine come all in one.



Pork Belly



Pork Jowl



Pork Intestine



Pork Rinds

## # BEEF



Beef Belly



Outside Skirt



Beef Rib Finger



Beef Tongue



Gwangyang Bulgogi



LA Galbi

## # CHICKEN



Grilled Spicy Chicken



Grilled Soy Chicken



Spicy Chicken Feet

# SIDE



## # SIDE



Duenjang Jjigae



Kimchi Jjigae



Sundubu Jjigae



Budae Jjigae



Clear Seafood Soup



Lunch Box



Kimchi Fried Rice



Hot Stone Bibimbap



Skirtmeat Rice Bowl



Spicy Grilled Chicken  
with Cheese



Sweet Fried Chicken



Mara Tteokbokki



Haemul Pajeon



Kimchi Pancake



Mul Naengmyeon



Makguksu



Corn-cheese Dumpling



Korean Pancake  
Ice Cream

# # NEWS

Seorae was broadcasted as a representative Korean brand in the news



韩国之报 enubosun.com  
**朝鲜日报网**  
 "Seorae Galmagi"  
 Became a Hit  
 in China



**RICHMOND NEWS**  
 First Canadian  
 location of  
 huge Korean  
 BBQ restaurant ...



**MBC NEWS**  
 'The taste of Korea'  
 Hits China



**YTN**  
 K-food Storm in Hong Kong

# # Marketing

K- Wave Marketing



Popular China TV Show 【极限挑战】  
 'EXO – LAY' appeared  
 Place : Seorae galmaegi  
 Wujiang Branch



Korean Drama  
 Decendant of the Sun 'IQIYI' Episode 13  
 Place : Soerae Galmaegi Hoeigi Branch

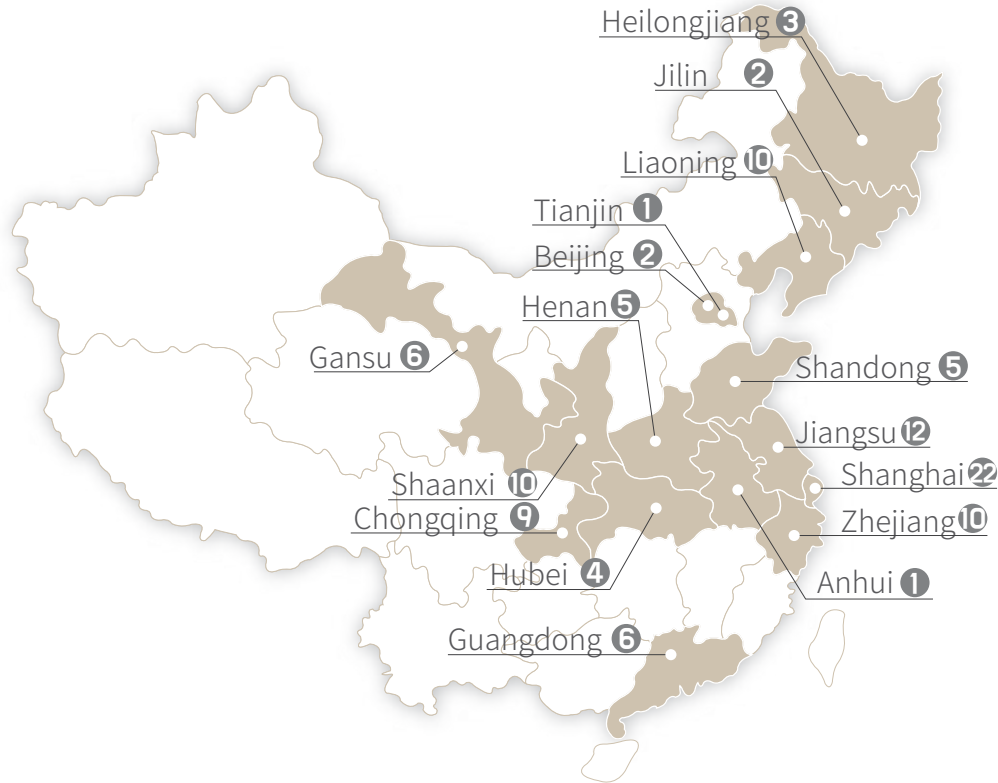
喜來稀肉  서래갈매기

## Past 10 years of Seorae

Seorae have been growing gradually over the past decade and have entered 10 countries around the world. We are also preparing to enter the North American market and expand the entire Asian market in 2019.

# # CHINA

108Stores 



# # Country Expansion

## Shanghai



1st Store in Shanghai (Seoraester Galmaegi)



1st Store in Shanghai (Seoraester Pan)

- 設立‘攝來餐飲管理有限公司’中國法人
- 13年09月 上海直營1號店開業
- 14年12月 上海喜來盤1號店開業
- 15年01月 上海直營2號店開業  
上海加盟1號店開業
- 08月 上海加盟2, 3號店開業
- 11月 上海加盟4號店開業
- 16年07月 上海加盟5號店開業
- 11月 上海加盟6號店開業  
上海直營3號店開業
- 17年07月 上海加盟7號店開業
- 18年11月 上海直營4號店開業
- 19年01月 上海加盟8號店開業

## Northern China



1st Franchise store in Beijing



### 北京

- 14年08月 北京加盟1号店开业
- 19年07月 北京直營1號店即將開業

### 天津

- 18年02月 天津加盟1号店开业



Opening 1st store  
2013. April

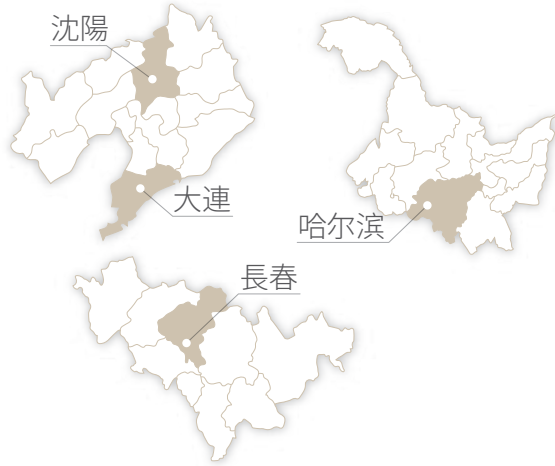


Contemporary  
108 Stores



Full year Revenue  
36 Million

## North-east China



### 遼寧省 (大連, 沈陽)

- 13年11月 簽訂省代理合同
- 14年05月 直營1號店開業
- 12月 直營2號店開業
- 15年04月 直營3號店開業
- 08月 直營4號店開業
- 16年03月 直營5號店開業
- 18年01月 直營6號店開業
- 19年05月 直營7號店即將開業

### 吉林省 (長春)

- 15年06月 簽訂省代理合同
- 12月 直營1號店開業
- 18年07月 直營2號店開業

### 黑龍江省 (哈爾濱)

- 15年07月 簽訂省代理合同
- 11月 直營1號店開業
- 17年07月 直營2號店開業
- 09月 直營3號店開業

## East China

### 江蘇省 (南京, 蘇州, 無錫, 江陰, 常州, 南通, 揚州)

- 13年11月 簽訂省代理合同
- 14年05月 直營1號店開業
- 10月 加盟2號店開業
- 15年02月 加盟2號店開業
- 05月 加盟3號店開業
- 07月 加盟4號店開業
- 09月 直營2號店開業
- 10月 直營3號店開業
- 11月 加盟5號店開業
- 16年10月 加盟6號店開業
- 18年04月 直營4號店開業
- 08月 直營5號店開業
- 19年01月 加盟7號店開業

### 浙江省 (杭州, 湖州)

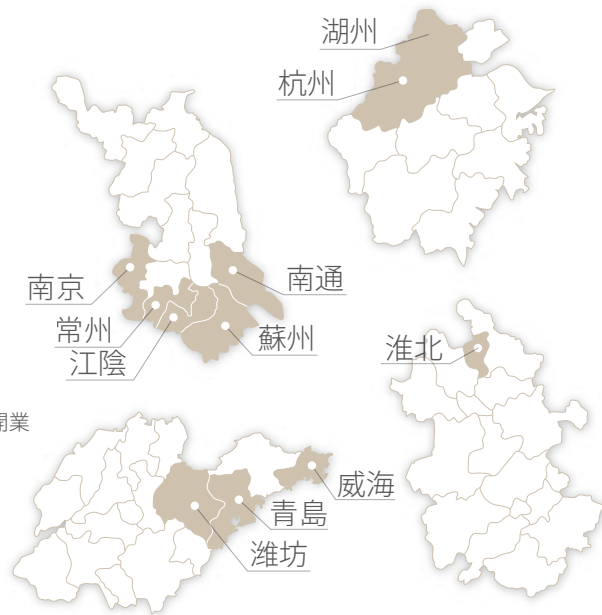
- 14年01月 簽訂省代理合同
- 06月 直營1號店開業
- 15年01月 直營2號店開業
- 16年05月 加盟1號店開業
- 19年06月 加盟2, 3號店即將開業

### 山東省 (濰坊, 青島, 威海)

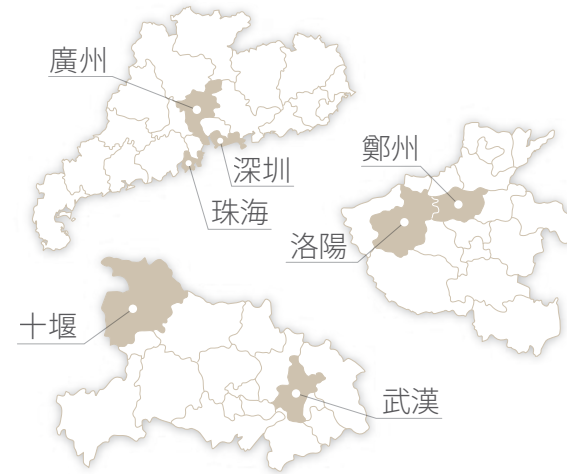
- 13年06月 簽訂省代理合同
- 12月 直營1號店開業
- 14年05月 直營2號店開業
- 10月 加盟1號店開業
- 16年06月 加盟2號店開業
- 17年05月 加盟3號店開業
- 17年05月 加盟3號店開業

### 安徽省 (淮北)

- 18年05月 加盟1號店開業



## South / Central China



### 廣東省 (深圳, 廣州, 珠海)

- 14年06月 簽訂省代理合同
- 15年11月 直營1號店開業
- 12月 加盟1號店開業
- 16年01月 加盟2號店開業
- 10月 加盟3號店開業
- 12月 加盟4號店開業

### 湖北省 (武漢, 十堰)

- 14年08月 簽訂省代理合同
- 15年01月 直營1號店開業
- 07月 直營2號店開業
- 16年08月 加盟1號店開業
- 09月 簽訂喜來盤省代理合同
- 17年01月 喜來盤直營1號店開業

### 河南省 (洛陽, 鄭州)

- 14年06月 簽訂省代理合同
- 15年03月 直營1號店開業
- 09月 直營2號店開業
- 16年11月 直營3號店開業
- 18年10月 直營4號店開業

## South-west / North-east China

### 重慶市

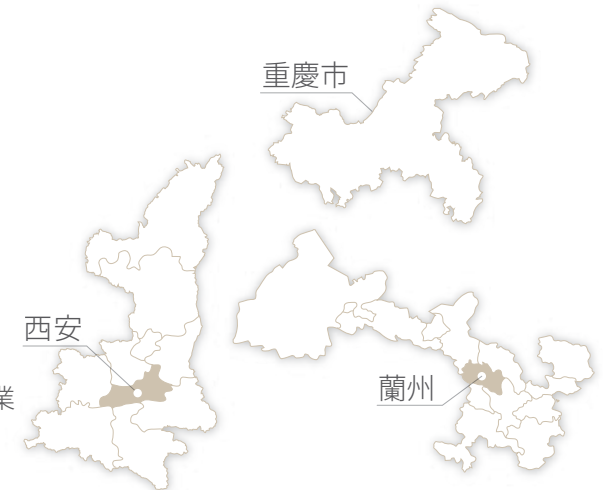
- 16年08月 簽訂省代理合同
- 16年11月 直營1號店開業
- 18年04月 加盟1號店開業
- 11月 加盟2號店開業
- 19年04月 加盟3號店開業

### 陝西省 (西安)

- 15年05月 簽訂省代理合同
- 12月 直營1號店開業
- 16年09月 加盟1號店開業
- 17年03月 直營2號店開業
- 18年05月 直營3號店開業
- 07月 直營4號店開業
- 09月 直營5, 6號店開業

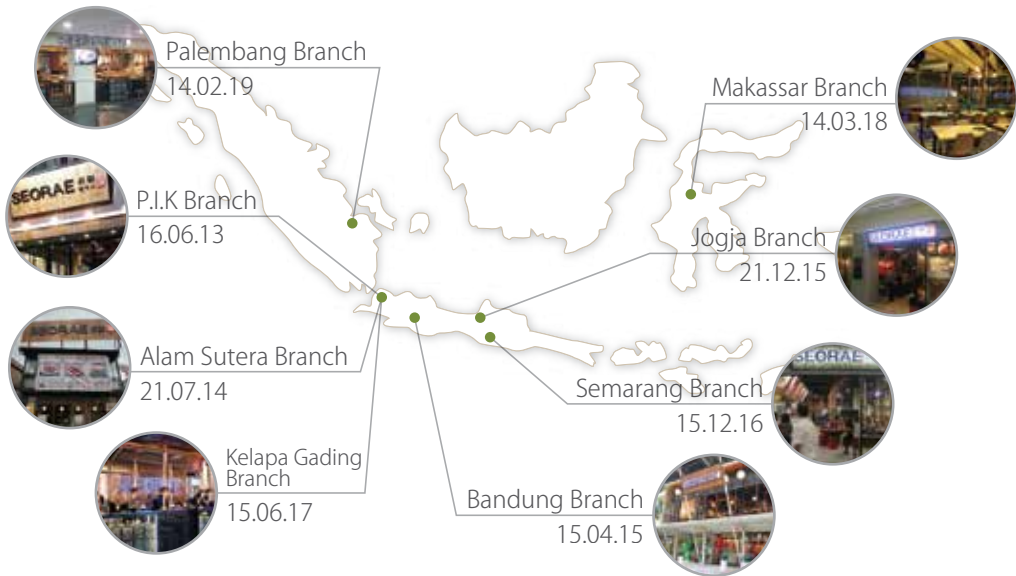
### 甘肅省 (蘭州)

- 16年06月 簽訂省代理合同
- 11月 直營1號店開業
- 19年01月 直營2號店開業
- 04月 加盟1號店開業



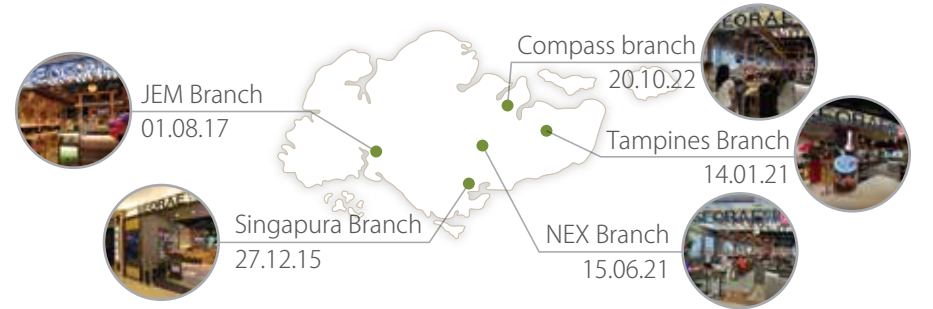
# # INDONESIA

8Stores 



# # SINGAPORE

5Stores 



## Wilyawati Tjiu

SEORAE Korean Charcoal BBQ carries the brand name very well by having 300 over outlets in the world. Seorae stands out in providing great food and great Korean BBQ experience. It's unique offering of pork skirt meat or "Galmaegisal" brings new experience for Singaporean. It is a very rewarding business experience to launch SEORAE franchise in Singapore. I personally thank Seoraester team for the continuous support and the founder Chef Chul Park for awarding the Singapore master franchise opportunity to myself.



## Astrid & Susan

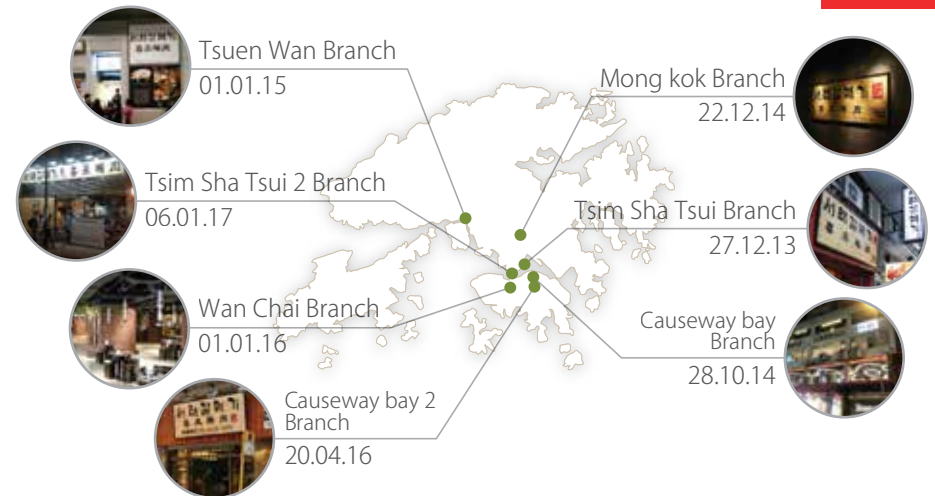
Being a partner of Seoraester gives us the confidence of successful future as they have best Korean brands with great management supports.

Seoraester goes extra miles to understand the market and customer needs in Indonesia with its affordable -luxury concept that lead us to successful business in different regions.

Cheers to more great years to come!

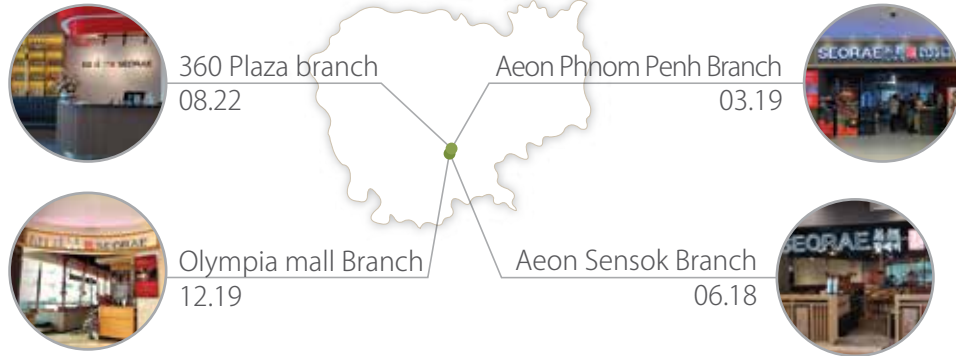
# # HONG KONG

7Stores 



# # CAMBODIA

4Stores 



# # AUSTRALIA

1Store 



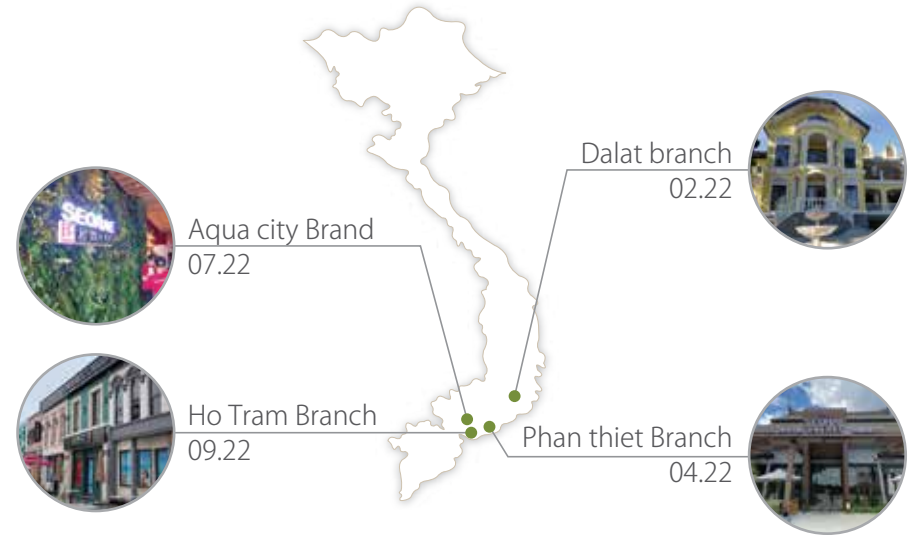
# # CANADA

1Store 



# # VIETNAM

4Stores 



# # JAPAN

1Store 





# # Business Conditions

M&F Contract conditions			
	Lists	Conditions	Remarks
Provision	Initial contract term	5 years	
	Contract renewal	Immediate renew for another 3 years	No additional fee for renewal
	Region	Contractual territory	
	Rights	Own exclusive Franchise business right	
	Recipe	Providing all recipes	
	Sauce	Procurement of 8 sauces from head office	
	Training	10~15 days	
	Manual	All manual for business operation	
	Use of logo and marks	Registration of trade marks	
	Design	Foundation design	Free of charge for 1st store
	Support opening store	2~3 head office staffs support for 4 weeks	Operation manager and Chef
	Supervising	Once a year	USD 3,000 per SV
Fee	Master franchise fee	Depends on	Staff dispatchment expenses for opening support included
	Store fee	USD 10,000	All direct stores/franchisees
	Payment	Upon execution of Contract	
	Royalty	2~3% of Gross sales	



# # MEMO



# # PROCESS



## SEORAE Global Korea Business Unit

**Address.** Room #203, 192-5, Hwiggyeong-dong, Dongdaemun-gu, Seoul, Korea  
**Tel.** +82-1688-3450  
**Contact person.** Soyoon Lim  
**E-mail.** seorae@seoraester.co.kr  
**Homepage.** <http://seoraeglobal.com/>

## SEORAE China Business Unit

**Address.** Room 308 Tower B Rhine HongJing CenternNo.1439 Wuzhong Rd.Minhang district Shanghai  
**Tel.** +86-21-6406-3102  
**E-mail.** seorae@seoraester.co.kr  
**Homepage.** <http://seoraester.cn/>