

**Bonchon**  
KOREAN FRIED CHICKEN

# WELCOME TO MY HOMETOWN



**EVERYTHING YOU NEED TO KNOW ABOUT BONCHON**

# ABOUT BONCHON



Founded in South Korea in 2002 and established in the United States in 2006, Bonchon, Korean for 'my hometown,' currently has more than 114 U.S. restaurants with franchise outposts in Arizona, California, Colorado, Connecticut, Washington D.C., Florida, Georgia, Illinois, Massachusetts, Maryland, Michigan, Minnesota, New Jersey, New Mexico, North Carolina, Nevada, New York, Ohio, Oregon, Pennsylvania, Texas, Virginia, and Washington. Bonchon has over 370 locations worldwide including Thailand, Philippines, Singapore, Cambodia, Myanmar, and Vietnam.

Bonchon is regularly recognized for its fan-favorite chicken, notable growth, and forward-thinking business practices. Bonchon was recognized by Business Insider as "the gold standard for fried chicken" beating five major restaurant brands for "best chicken wings." The brand was most recently included in Nation's Restaurant News' 2021 "Top 500 Restaurants", Fast Casual Magazine's 2021 "Top 100 Movers & Shakers" and Entrepreneur's "2021 Franchise 500 List."

**WELCOME TO BONCHON!**



# AWARDS & ACCOLADES

Listed under:

**“BEST CHICKEN WINGS IN THE U.S.”**

– Kate Krader, 2017  
FOOD&WINE

*Nation's Restaurant News*

**“10 GROWING CHAINS TO WATCH”**

– 2020

**IF THIS CHAIN IS COMING TO A STATE NEAR YOU, YOUR TASTE BUDS MAY NEVER BE QUITE THE SAME.**

– Krissy Gasbarre, 2021  
EAT THIS, NOT THAT

**“BONCHON’S RAPID RISE TO FRIED-CHICKEN STARDOM”**

– Gary Stern, 2019  
FSR MAGAZINE



**“TOP 100 INNOVATIVE RESTAURANTS”**

– 2020 & 2021

**“...KOREAN FRIED CHICKEN THAT’S AMAZING...”**

– Anthony Bourdain, 2015  
WEST JET MAGAZINE

**TOP 500 RESTAURANTS**

– Entrepreneur's 2021

**FAST-GROWING KOREAN FRIED CHICKEN CHAIN BONCHON IS GAINING ON KFC**

– Gary Stern, 2019  
FORBES

*Nation's Restaurant News*

**TOP 500 RESTAURANTS**

– 2021

**“ARGUABLY BETTER THAN ANYTHING THE COLONEL HAS COOKED UP”**

– Kat Thompson, 2021  
THRILLIST

BUSINESS INSIDER

**“THE GOLD STANDARD FOR FRIED CHICKEN”**

– Irene Jiang, 2020

# BONCHON FACT SHEET



- ❏ Bonchon is a global brand of popular franchised fast-casual dining restaurants known for its Korean double-fried chicken, Asian fusion cuisine, and Korean specialties
- ❏ Bonchon means **"MY HOMETOWN"** in Korean
- ❏ Bonchon's signature fried chicken is hand-breaded, double-fried, and served with proprietary sauces made in Bonchon's Global Kitchen in Busan, South Korea. Sauce is hand brushed on every piece of chicken and made to order. Sauces include Spicy and Soy Garlic.
- ❏ Growing restaurant empire of **370+** locations world-wide with **114+** locations in the U.S.
- ❏ Bonchon offers online ordering, take-out and delivery through their partnership with DoorDash



# POPULAR MENU ITEMS

## DOUBLE-FRIED CHICKEN

Bonchon's crispy and crunchy chicken is what they're known and loved for

## JAPCHAE

Sweet and savory dish of stir-fried glass noodles and vegetables

## BULGOGI

Thinly sliced ribeye beef marinated with a homemade sauce, sauteed with mushrooms, scallions, and onions

## POTSTICKERS

Fried pork and vegetable dumplings brushed with Bonchon signature sauce



## ESTABLISHED IN

**2002 IN SOUTH KOREA**

**2006 IN THE U.S.**

### FOUNDER

Jinduk Seo

### CEO

Flynn Dekker

**15 OPENED LOCATIONS IN 2020**

## ★ LOCATIONS

**FIRST RESTAURANT: Busan, South Korea 2002**

**FIRST U.S. RESTAURANT: Fort Lee, NJ 2006**

Bonchon is a global restaurant brand found in seven different countries including United States, Singapore, Thailand, Cambodia, Myanmar, The Philippines, and Vietnam

**Website: [www.bonchon.com](http://www.bonchon.com)**

**Facebook and Instagram: [@bonchonchicken](#)**





**PRESS  
COVERAGE**

**Nom.  
Nom.**

**The Crunch  
Heard Around  
The Globe.**

**CRUNCH  
OUT LOUD!**

## AS SEEN IN

THE BALTIMORE SUN

BUSINESS  
INSIDER

**Forbes**

**delish**

**FSR**


The Mercury News

 **THE  
INFATUATION**

**THRILLIST**

**lifehacker**

**QSR**

 **msn**

The Dallas Morning News

*Nation's  
Restaurant News*

**AP** Associated Press

**yahoo!**

**Eat This,  
Not That!**

**Franchise Times**  
The News and Information Source for Franchising

**HOUSTON★CHRONICLE**

**EATER**

**SeattleMet**

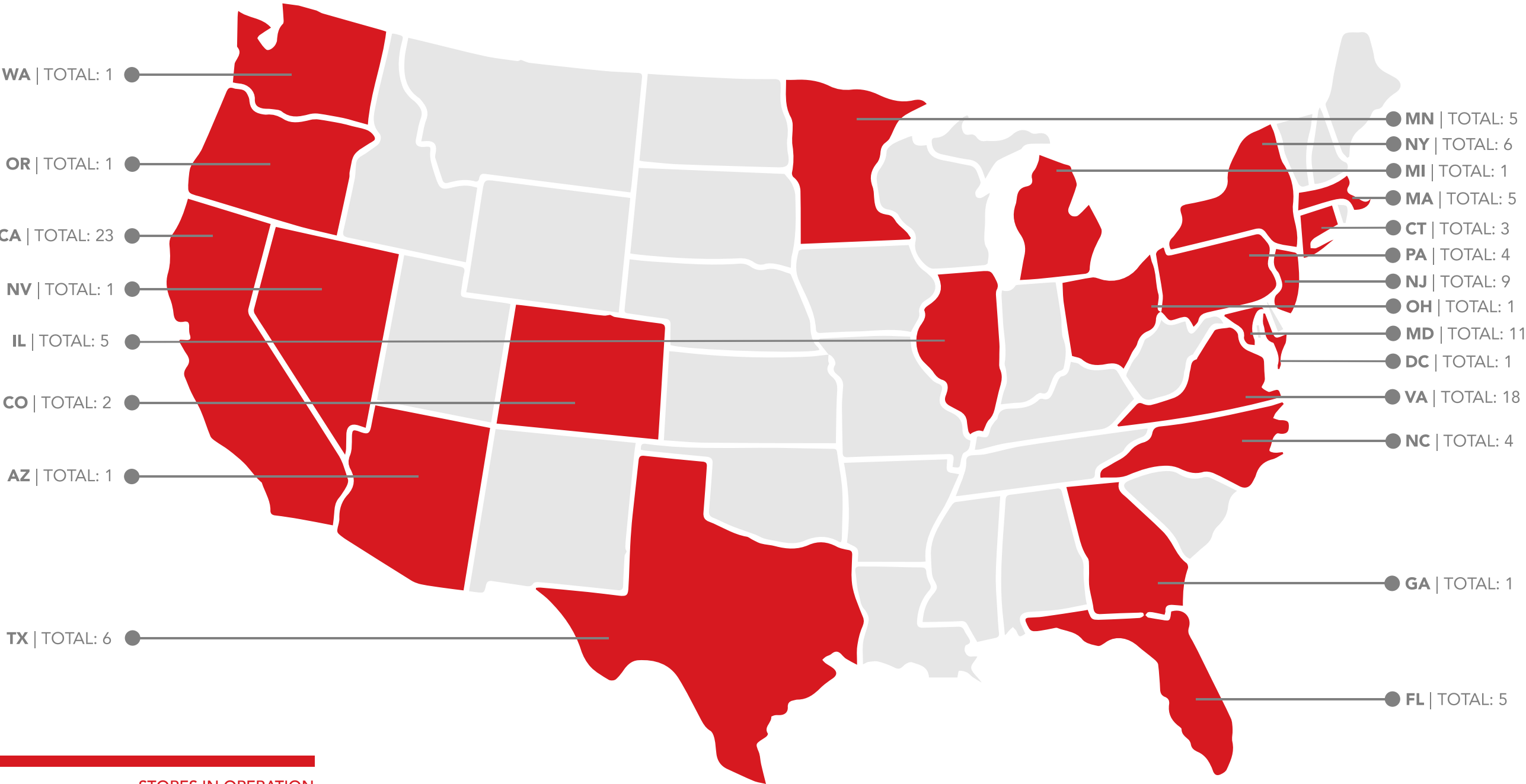
Chicago Tribune

StarTribune

**redbook**

San Francisco  
Chronicle

# U.S. LOCATIONS



STORES IN OPERATION

114  
(INCLUDING 4 CORPORATE STORES)

# LOCATIONS IN 22 STATES

## ARIZONA

- TEMPE - W ELLIOT RD

## CALIFORNIA

- BERKELEY - BERKELEY WAY
- COSTA MESA - ADAMS AVE
- ELK GROVE - LAGUNA BLVD
- FOUNTAIN VALLEY - BROOKHURST ST
- MOUNTAIN VIEW - CASTRO ST
- NATIONAL CITY - E PLAZA BLVD
- NEWARK - CEDAR BLVD
- PLEASANTON - STONERIDGE DR
- SACRAMENTO - ETHAN WAY
- SACRAMENTO - NATOMAS BLVD
- SAN DIEGO - CONVOY ST
- SAN DIEGO - VILLAGE WAY
- SAN FRANCISCO - 4TH ST
- SAN GABRIEL - W LAS TUNAS DR
- SAN JOSE - BLOSSOM HILL RD
- SAN JOSE - E CAPITOL EXPY
- SAN JOSE - N CAPITOL AVE
- SAN JOSE - SANTA TERESA BLVD
- SAN LEANDRO - WASHINGTON AVE
- SAN MATEO - SOUTH B ST
- SOUTH SAN FRANCISCO - WESTBOROUGH BLVD
- STOCKTON - WEST LN
- SUNNYVALE - E EL CAMINO REAL

## COLORADO

- AURORA - S. CORNERSTAR WAY
- DENVER - NORTHFIELD BLVD

## CONNECTICUT

- FAIRFIELD - POST RD
- NEW HAVEN - COLLEGE ST
- WEST HARTFORD - NEW BRITAIN AVE

## DISTRICT OF COLUMBIA

- WASHINGTON DC - HALF ST SE

## FLORIDA

- JACKSONVILLE - BEACH BLVD
- JACKSONVILLE - TOWN CENTER PKWY
- ORLANDO - GATEWAY VILLAGE CIR
- ORLANDO - N ALAFAYA TRL
- ST JOHNS - DURBIN PAVILION DR

## GEORGIA

- FAYETTEVILLE - PAVILION PKWY

## ILLINOIS

- BOLINGBROOK - E BOUGHTON RD
- CHICAGO - S CHINA PL
- CHICAGO - W DIVISION ST
- GLENVIEW - N MILWAUKEE AVE
- SCHAUMBURG - E GOLF RD

## MARYLAND

- COLUMBIA - TWIN RIVERS RD
- ELLICOTT CITY - PLUM TREE DR
- GAITHERSBURG - MARKET ST
- GAMBRILLS - RTE 3N
- GERMANTOWN - FREDERICK RD
- HANOVER - ARUNDEL MILLS CIR
- HYATTSVILLE - AMERICA BLVD
- PASADENA - GOV RITCHIE HWY
- ROCKVILLE - GIBBS ST
- TOWSON - GOUCHER BLVD\*
- WALDORF - WALDORF MARKET PL

## MASSACHUSETTS

- BOSTON - BRIGHTON AVE\*
- CAMBRIDGE - JOHN F KENNEDY ST
- LOWELL - WESTFORD ST
- SALEM - ESSEX ST
- WALTHAM - MOODY ST

## MICHIGAN

- FARMINGTON HILLS - ORCHARD LAKE RD

## MINNESOTA

- BLOOMINGTON - MALL OF AMERICA
- EAGAN - TOWN CENTRE DRIVE
- MAPLE GROVE - ELM CREEK BLVD N
- MINNEAPOLIS - 14TH AVE SE
- MINNEAPOLIS - W LAKE ST

## NEVADA

- LAS VEGAS - S RAINBOW BLVD

## NEW JERSEY

- FORT LEE - LEMOINE AVE
- JERSEY CITY - NEWARK AVE
- LEONIA - BROAD AVE
- LODI - ESSEX ST
- HACKENSACK - HACKENSACK AVE
- MIDLAND PARK - CENTRAL AVE
- NUTLEY - N FRANKLIN AVE
- PARSIPPANY - NEW RD
- UNION - STUYVESANT AVE

## NEW YORK

- NEW YORK - 5TH AVE
- NEW YORK - W 23RD ST
- NEW YORK - W 38TH ST\*
- BAYSIDE - BELL BLVD
- BROOKLYN - WILLOUGHBY ST
- FLUSHING - NORTHERN BLVD

## NORTH CAROLINA

- CHAPEL HILL - E FRANKLIN ST
- CHARLOTTE - E WOODLAWN RD
- CHARLOTTE - PINEVILLE-MATTHEWS RD
- GREENSBORO - S ELM ST

## OHIO

- SEVEN HILLS - BROADVIEW RD

## OREGON

- HAPPY VALLEY - SE 82ND AVE

## PENNSYLVANIA

- KING OF PRUSSIA - MALL BLVD
- PHILADELPHIA - CHESTNUT ST
- PHILADELPHIA - CHERRY ST
- WEST CHESTER - E MARKET ST

## TEXAS

- ADDISON - BELT LINE RD\*
- KATY - KATY FWY
- MIDTOWN HOUSTON - TRAVIS ST
- PEARLAND - BROADWAY ST
- ROUND ROCK - S IH-35
- THE COLONY - SH-121

## VIRGINIA

- ALEXANDRIA - RICHMOND HWY
- ANNANDALE - COLUMBIA PIKE
- ARLINGTON - N PERSHING DR
- CENTREVILLE - CENTREVILLE SQ
- CHANTILLY - RIDING PLAZA
- FREDERICKSBURG - CARL D SILVER PKWY
- GAINESVILLE - ATLAS WALK WAY
- HERNDON - FRANKLIN FARM RD
- LEESBURG - VILLAGE MARKET BLVD SE
- MANASSAS - SUDLEY RD
- MECHANICSVILLE - BELL CREEK RD
- MIDLOTHIAN - MIDLOTHIAN TPK
- NORFOLK - GRANBY ST
- RESTON - PLAZA AMERICA DR
- SPRINGFIELD - SPRING GARDEN DR
- STERLING - DAVENPORT DR
- WEST FAIRFAX - LEE HWY
- WOODBRIDGE - POTOMAC MILLS RD

## WASHINGTON

- SEATTLE - BROADWAY



# BONCHON APPOINTS FLYNN DEKKER AS CHIEF EXECUTIVE OFFICER

## INDUSTRY VETERAN BRINGS DECADES OF EXPERIENCE TO THE FAST GROWING RESTAURANT CHAIN

New York, New York (July, 2019)

Bonchon, the world-famous restaurant chain known for its signature Korean double-fried chicken, has appointed Flynn Dekker as Chief Executive Officer giving him the day-to-day leadership of the company.

Dekker's appointment was announced today by Bonchon's board of directors and VIG Partners, who acquired a majority ownership of Bonchon in December of 2018, overseen by BM Park, a Managing Partner at the firm and Chairman of Bonchon's board of directors. VIG Partners, founded in 2005, has expertise in the Korean mid-market buyout space and has deployed around US\$2.5 billion of capital across 19 different portfolios across a diverse range of industries including consumer, retail, financial services, online commerce, lifestyle, and food and beverage.

Dekker, a multi-unit restaurant and retail veteran, will succeed Bonchon founder Jinduk Seo, who remains a shareholder in the company and will continue as a member of the company's board. "The board and I are confident that Flynn is the right person to



**FLYNN DEKKER**  
CEO BONCHON

build on the growth and momentum Bonchon has built in the United States and worldwide," said BM Park. "He is a seasoned leader with significant experience working with multi-unit restaurant concepts on operational efficiencies, revenue generation and delivering value to franchisees and equity holders. We are thrilled to have him as our new CEO."

Dekker sees opportunities to accelerate Bonchon's growth through a series of enhancements including the implementation of strategic initiatives in supply chain, technology, operations and marketing, while expanding the restaurant group's domestic and international footprint. Bonchon currently has 92 locations in the U.S. and 345 worldwide. The brand is scheduled to grow by over



15 new locations in the U.S. in the next year signifying growth of over 17%, making it one of the fastest growing restaurant chains in the U.S.

“My passion for Bonchon began many years ago when I discovered the brand on a trip to New York City. Bonchon’s commitment to serving a unique, quality product combined with its loyal, worldwide fanbase and talented team are just some of the reasons I am excited to be leading the brand,” says Dekker. “There is a lot of white space for Bonchon to grow as we introduce our signature fried chicken to more franchisees and consumers in markets across the world. Our goal is to have one of the best investment ratios in the business driven by our continued commitment to our passionate base of fans.”

Dekker, 49, comes to Bonchon with a long tenure in senior leadership roles including Chief Marketing Officer at Wingstop (NASDAQ:WING) where he led the company’s strategic advertising, branding, media and marketing efforts. As CMO, Dekker

oversaw consecutive years of industry-leading same store sales comps, transitioned the company from regional to national advertising and was a key member of the team that took Wingstop public in 2014. Dekker began his career in operations with Blockbuster and Pizza Hut. Since that time, he has held senior marketing roles at EMI Music, FedEx Office, Fogo de Chão, Metromedia Restaurant Group and Rave Restaurant Group. Dekker also acquired extensive hands-on experience as the owner and operator of his own upscale restaurant in Dallas, TX.

Bonchon debuted in the U.S. in 2006 and quickly became one of the fastest growing restaurant chains around the world based on its proprietary sauces (all custom made at Bonchon’s Global Kitchen in Busan, South Korea), signature crunchy-double fried chicken recipe and other authentic menu offerings. Bonchon is headquartered in New York City, with its international headquarters in Seoul, South Korea.



# BONCHON CELEBRATES ITS ONE HUNDREDTH U.S. LOCATION

Bonchon, the world-famous restaurant chain known for its signature Korean double-fried chicken, has hit a major milestone with the opening of its one hundredth domestic restaurant, Bonchon Pleasanton, CA on December 18, 2019.

Bonchon delivered on its aggressive U.S. expansion plan in 2019 with the addition of 18 new locations. Their signature chicken and Korean-fusion fare can now be found in 21 states in the U.S. and six countries around the world. The popular restaurant's coast to coast expansion signifies a 20% growth rate – making it one of the fastest growing restaurant chains in the U.S. The growth continues in 2020 as the brand has already opened its first restaurant of the new year and plans to match or exceed the 20% growth target for the year. Bonchon is well on its way to reaching the five-year goal of 500 domestic restaurants and 1,000 total restaurants around the world.

VIG Partners acquired a majority interest in Bonchon in December of 2018 fueling the brand's expansion including the appointment of industry veteran Flynn Dekker as Bonchon CEO. Tasked with aggressively growing Bonchon, Dekker has implemented a series of strategic enhancements including supply chain development, technology improvements, marketing initiatives, and the forma-

tion of an executive team comprised of industry veterans focused on building on the brands track record of success over its first decade and a half.

"Bonchon's U.S. debut was on the east coast, so it seems only fitting that we celebrate our one hundredth store milestone on the west coast, reflecting the growth of our brand and the success of our franchise partners," said Flynn Dekker. "Bonchon's authentic Korean take on fried chicken has resonated with consumers both domestically and internationally. We are excited to continue to share our delicious version of comfort food with new communities across the U.S. and around the world as we continue our rapid expansion."

Bonchon prides itself on its hand breaded, double-fried chicken and proprietary sauces crafted in the Bonchon global kitchen in Busan, South Korea. The made to order Korean fried chicken has made the restaurant chain one of the most revered in the U.S. and internationally. The fine-casual dining restaurant also features a full menu of Korean fusion cuisine like Bibimbap, Japchae, Bulgogi, and more.

# BONCHON RELOCATES GLOBAL HEADQUARTERS TO DALLAS, TEXAS

## BONCHON'S TEXAS MOVE WILL BRING NEW JOBS, NEW CORPORATE FAST-CASUAL RESTAURANTS, AND WILL EXPAND TEXAS FOOTPRINT

Dallas, Texas (November, 2020)



Bonchon, the internationally revered restaurant brand known for its Korean fried chicken, announces the relocation of its New York City headquarters to Dallas, Texas by January 1, 2021.

In addition to a new HQ, Bonchon is launching a fast-casual restaurant model, incorporating a new interior design, new service model, and streamlined menu. The new model will apply to select new franchise openings and new corporate restaurants and will strengthen Bonchon's ability to continue to grow online ordering, which currently accounts for over 50% of its current revenue.

The company's move to Dallas aligns with plans to build a bigger retail footprint in Texas. Bonchon expects to open its first company operated fast-casual Dallas restaurant in Addison, TX, February of 2021 and anticipates another 3-4 openings, including a delivery and carryout only location, in Texas within the year.

"The shift to a new fast casual model combined with our corporate relocation to Dallas, will create an even stronger foundation for Bonchon's continued national growth along with our accelerated growth across Texas," says Flynn Dekker, the CEO of Bonchon and a veteran of the Dallas restaurant business.

"While harnessing our growing popularity in the United States, Bonchon has learned valuable lessons from the past few months. We have created an exciting and streamlined new design and a comfortable, sophisticated fast-casual experience for fans and initiates of our popular Korean fried chicken."

The transition of Bonchon's corporate office will result in a more centralized location to better serve franchise partners on both coasts, while creating new opportunities for candidates in the Dallas region and also allow existing New York employees to transition to Dallas or work remotely.





Bonchon has already begun hiring in Dallas and expects to add about 20 new team members, a number that is expected to grow over the next several years, in addition to the team members already added in the Dallas area.

Bonchon's new fast-casual restaurant design captures the energy and momentum the brand is experiencing amid an acceleration in business over the last few months. The cutting-edge new look melds eye-popping colors and modern furniture with urban design and bold street art-inspired graphics.

Entering Bonchon, guests will glimpse photo murals reflecting stylized street scenes from Busan, South Korea the restaurant's origin, and graffiti-inspired graphics showcasing the brand's

unique process for preparing its fried chicken, in an ambiance that proudly honors their Korean heritage and culture.

In addition, a newly condensed menu focuses on customer favorites as well as new recipes and menu enhancements stemming from innovative product testing within the corporate locations and the Busan global test kitchen – where all of Bonchon's signature sauces are produced.

# BONCHON OUTPACES INDUSTRY, BUILDS ON 2020 GROWTH

## BRAND IMPLEMENTS NEW OPERATIONAL MEASURES TO SUPPORT 23 NEW OPENINGS



Dallas, Texas July 08, 2021 Bonchon, the internationally revered restaurant brand known for its signature Korean fried chicken, continues to outpace the restaurant industry with explosive growth, record revenue, and industry accolades -- all derived from their strategic shift in operational initiatives and the hard work and passion of their franchise partners and team members.

Bonchon's strong sales performance was an outlier throughout 2020 despite the global challenges faced by the restaurant industry. According to Black Box Intelligence™ data, Bonchon consistently outpaced all other restaurant segments in 2020 while continuing to grow its U.S. store count and positive same store sales. They've maintained this momentum through 2021 with positive 15.3% same store sales as of June 26, 2021.

"Bonchon remains one of fastest growing restaurant brands in the United States thanks to the hard work and perseverance of our

franchise partners and team members during a year of unprecedented industry challenges," said Bonchon CEO, Flynn Dekker. "Sales growth has steadily increased due to strategic enhancements in operations, supply chain and technological innovation. These strategic shifts have not only allowed Bonchon to build our revenue even further, but also to continue expanding our footprint with new openings across the U.S."

Bonchon's impressive performance has been fueled by quick, aggressive pivots into new technologies and streamlined operations, including a standardized POS system, launch of online ordering, strong partnerships with 3rd party delivery companies and delivery integration through their proprietary online ordering channels in partnership with DoorDash Drive. To support both new and existing franchisees, the company added experienced team members and Field Business Consultants to provide training





**FAST CASUAL**



**FULL DINE-IN**



**FOOD COURT**



on operational best practices, customer service, food quality, and menu strategy. These technology and operations investments have paid off, contributing to the company's 25.4% average five-year annual unit growth rate.

Earlier this year, Bonchon launched its first two company-operated fast-casual restaurants, which debuted in Addison, Texas and Towson, MD. The new model has been well received by franchise partners, so much so that 72% of the 23 locations planned to open by the year's end will be the fast-casual format. Bonchon continues to offer flexibility in restaurant design with casual, fast-casual and non-traditional service models.

The accomplishments around increased sales and an increased domestic footprint have garnered the company numerous accolades over the past year. Most recently, Bonchon was acknowledged for the first time in Nation's Restaurant News' 2021 "Top 500 Restaurants" where they ranked #208 and were in the top 10% out of the top 250 in terms of unit growth. They were also named Fast Casual Magazine's 2021 "Top 100 Movers & Shakers" for the second year in a row and made their debut in Entrepreneur's "2021 Franchise 500 List".