



We will be with the world  
as the hub of K-FOOD.

[www.2chadol.com](http://www.2chadol.com)

Inquiries For Joining 02.409.4242



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01

# Company Status

Food service Company,  
LEECHADOL Franchise



## Company name

LEECHADOL Co., Ltd.



## Business area

Food franchise,  
Processed food



## Established

March 2017



## Location

1077, Cheonho-daero, Gangdong-gu, Seoul  
(Cheonho-dong, East Central Tower 9F)



## Representative

LEE YEOK BUL



## Tel. No.

82-2-409-4242



# Company Status

## History of LEECHADOL



2014

Established 888Fnc  
Opened '888 Pochakaya' No.1 store



2017

Established LEECHADOL Co., Ltd. and opened  
'LEECHADOL' No.1 store  
Opened Robadayaki 'Isekai' No.1 store



2019

Opening of Hanam Logistics Center



2015

Changed the company name with  
888 Global Fnc



2018

Recorded the 100th store of LEECHADOL  
Agreement on the industry - university  
collaboration for cultivation of Bucheon  
College's professional manpower was  
concluded.

# 01

## Company Status

Activities for Growth and Success



### Partners at home and abroad

Food service consulting company  
: Food service management, RGM Consulting  
Korea's largest food material processing and distribution company  
: Sunwoo MT, Samkyung  
Japan's best design company : KAMIYA



### Cooperation with foreign brand

Chibo Holdings (Japan)



### Overseas market

2019 : Vietnam, Japan  
2020 : China, Thailand



### CEO Passion, Challenge

Active global BM for product, design, concept, DP, lighting, interior furniture and items development and global food material sourcing

## 02 Business Area

LEECHADOL is doing a franchise business through beef brisket specialized restaurant 'LEECHADOL' and Indoor stalls that combine Korean, Chinese and Japanese culture '888 Pochakaya', and Yakiniku specialized restaurant 'Isekai' under direct management. In addition, based on the corresponding brands, we are expanding food materials and product distribution, overseas purchase and distribution business as well as interior and product design business.





## 02

LEECHADOL is a food specialized franchise company, founded in March 2017 and has the company slogan '10,10,100,1000'. This means that we will spread a joyful food culture and secure 10 brands, 10 CEOs, 100 directly-managed stores, and 1000 franchise stores. LEECHADOL intends to become No.1 food service specialized company in Korea with sales KRW 300 billion within 3 years.

LEECHADOL explored beef brisket market, a niche market since establishment and changed the recognition of high cost beef brisket menu as popular food with customer convenience-focused service, and is leading the activation of beef brisket market in Korea as category killer.

LEECHADOL expanded franchising across the country with awesome growth speed and opened 100 restaurants in Dec. 2018 within 2 years after launching, and has a plan to record 250 restaurants in 2019. Besides, we have a plan to develop overseas business starting in Vietnam.





02

## Business Area

Introduction of  
LEECHADOL Business Area

### Franchise Business

LEECHADOL  
888 Pochakaya

### Direct management Business

Robadayaki 'Isekai'

### Distribution Business

Food materials and Product distribution  
Overseas purchase and distribution

### Design Business

Interior design  
Product design





# 03

## Why do we pay attention to LEECHADOL?

Successful Franchise



< KBS Live Information Communication (Apr. 19, 2017) >



< MBC Live Today Evening (May 8, 2017) >

서울경제  
‘생생정보’ 차돌박이 맛집...서교동 ‘이차들’

기사입력 2017.04.19 오후 7:01 | 기사원문

공감 0

차돌박이

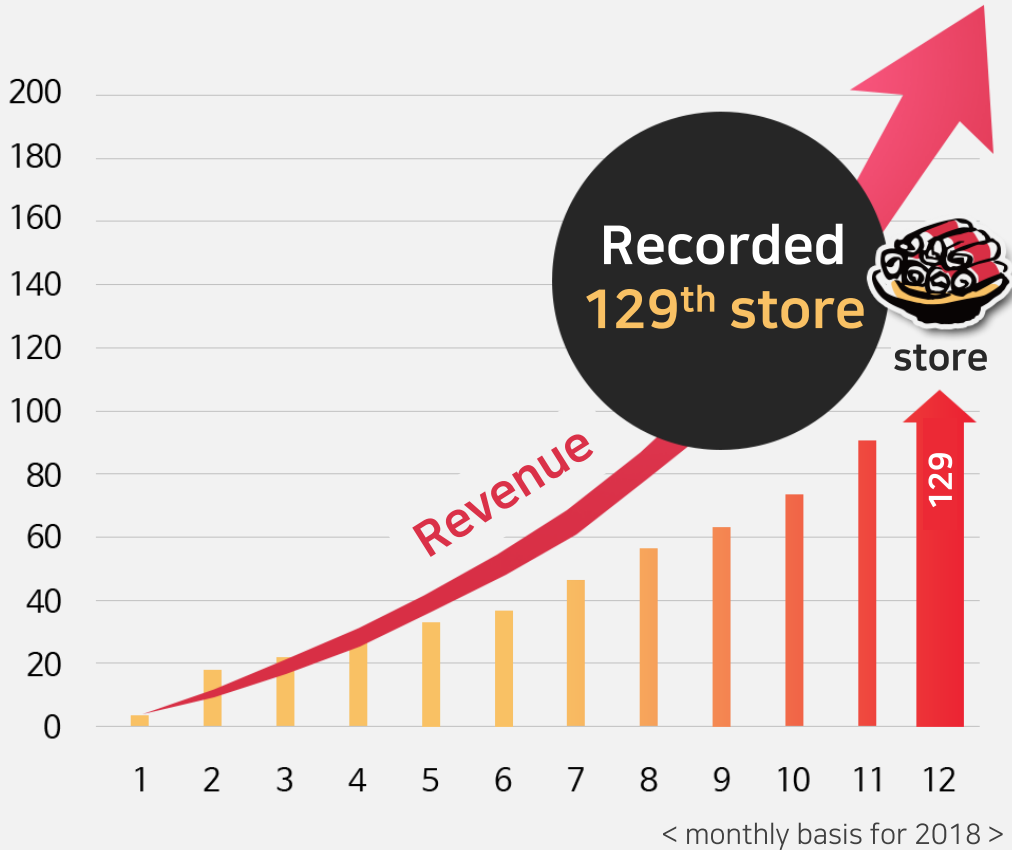
매일경제  
차돌박이는 비싸다? 편견 깬 흥대 이차들

기사입력 2017.03.23 14:06 | 기사원문 | 댓글 0 | 공유

맛집의 소고기 차돌박이 1인분 6,900원.. 생맥주 무료 음료 이벤트 중


LEECHADOL is beef brisket specialized BBQ restaurant. LEECHADOL expanded franchising across the country with awesome growth speed and opened 100 stores in Dec. 2018 within 2 years since launching.

The endless developing LEECHADOL will grow as world best food service brand beyond Korea.




# Why do we pay attention to LEECHADOL?

LEECHADOL Success Keyword




01  
**Lessen the Burden of Labor Cost**

Self-bar system which can be efficiently operated by less staff, a perfect one-pack system




02  
**Sales-helping Side Menus**

Developing idea menu to enjoy by adding them  
Maximizing the sales of liquids and side menus




03  
**Patented Honey-combed Diamond Roaster**

We have established a cooking system that maintains the meat juice by increasing heat conduction



04  
**Meat Restaurant that Creates High Sales**

We realize high profit structure by combining high table average daily rate, targeting overall consumer groups, popular items, and differentiated operation system.



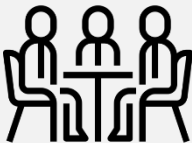
05  
**Compare the Difference of Savoriness**

We guarantee best taste by directly buying beef whose distribution route is accurate.

## Why do we pay attention to LEECHADOL?

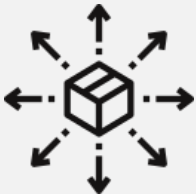
LEECHADOL R&D Center / Logistics

### Differentiated R&D



Chef group led by LEECHADOL R&D executive chef develops trendy and unique menus.

### Opening of Large-scale Logistics Center & Distribution Network



LEECHADOL has secured cost competitiveness and stabilized logistics through the opening of a large-scale logistics center equipped with refrigerator/freezer facilities. Competitiveness increases through the self-logistics plant of the headquarters and bulk purchase of food ingredients.





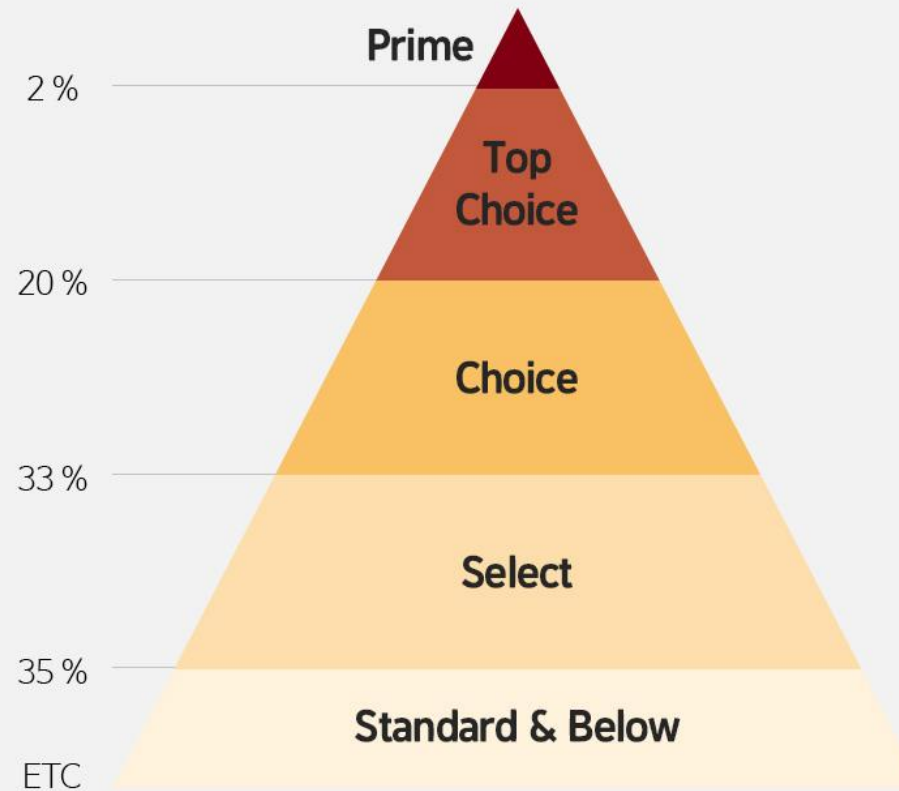
04

## Differentiated Strengths

LEECHADOL uses only premium beef for short plate, top blade, special beef thin skirt, beef ribs, drug raw beef etc.

LEECHADOL supplies all sauces as finished product for quality maintenance.

### Best Ingredients



The country of origin may change depending on the supply and demand of raw materials.





# 04

## Differentiated Strengths

Best Combination

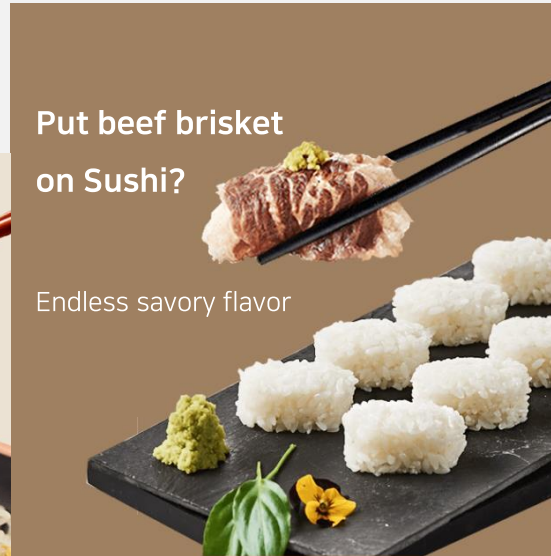
Put beef brisket on  
Cold Chewy Noodle?

Endless spicy



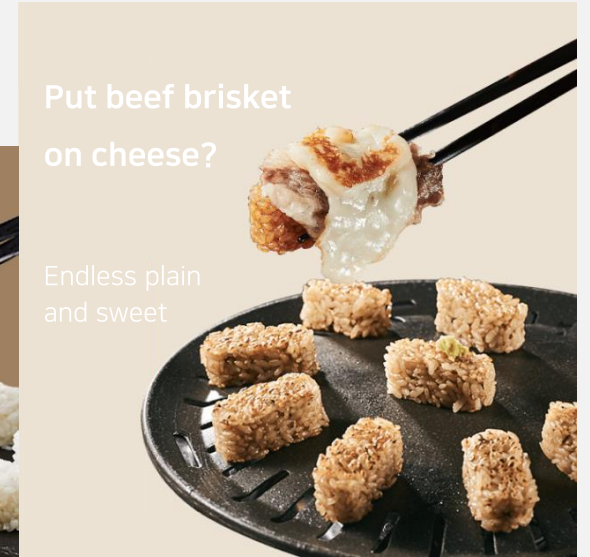
Put beef brisket  
on Sushi?

Endless savory flavor



Put beef brisket  
on cheese?

Endless plain  
and sweet



**“Wrapping beef” concept- Changed the existing stereotyped idea of roasting**

LEECHADOL has best menu developing experts and continues to release new menu.  
More popular side menu than main menu.  
LEECHADOL is researching new method to enjoy beef brisket.



# Differentiated Strengths

Menu List



Beef Brisket



Beef Brisket & Short plate



Short plate



Top Blade



Beef Rib



Skirt

Enjoy  
MEAT



Enjoy  
by  
Adding



Brisket Soybeanpaste Stew



Cold Chewy Noodle (Spicy or Mild)



Sushi Rice



Kimchi Noodle



Beef Brisket Bulgogi

Enjoy  
by  
Adding



Beef Brisket Bulgogi



Brisket Soysquash Stew



Chadol Ramen



Chadol Bag Stew



Chadol Rice Soup



04

## Differentiated Strengths

Unique Interior





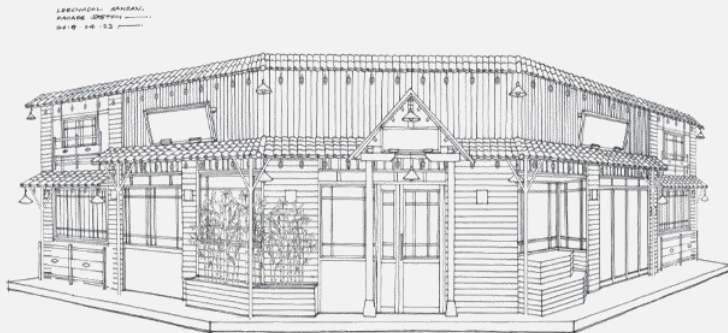
## Differentiated Strengths

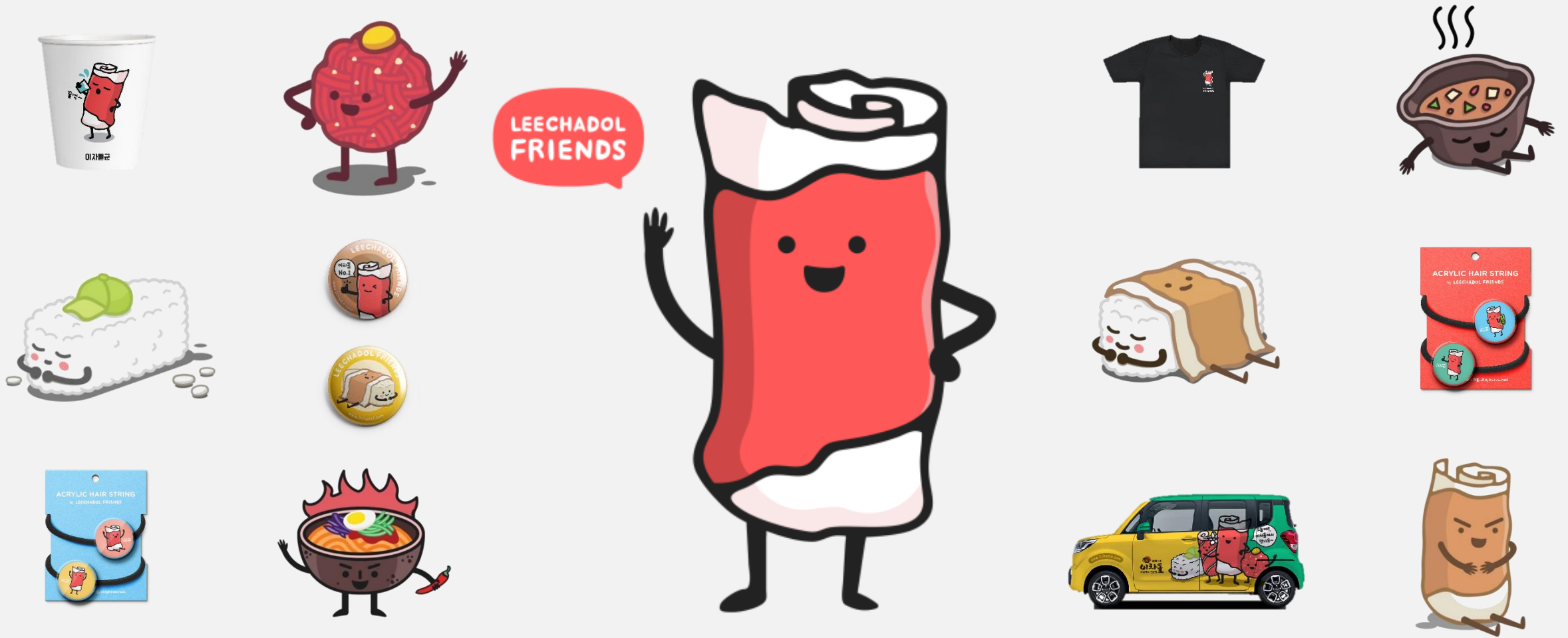
### Unique Interior

The façade using antic and refined wood boasts the unrivaled visuals in any commercial area.

The roof decoration using a high ceiling and a signage using the wide façade are unique features of LEECHADOL.

The interior, composed of effective movement line, maximized the use of space.





## 04 Differentiated Strengths

Character for Communication  
with Customers

Friendly and Funny Character provides Brand storytelling and values.

A joy to eat and various fun through sensitive design.

The character of young sense reduces the heaviness of BBQ restaurant but provides bright and light image.

The characters of LEECHADOL are used as various props.



facebook.com/2chadol



instagram.com/2chadol





## KOREA REAL CHADOL LEECHADOL



Based on various experiences of food service business since 2014,  
The first store of LEECHADOL opened at Hongdae, Seoul in March 2017.  
As a result of research and efforts for a long period by employees of  
LEECHADOL composed of food specialists and franchise experts,  
Korean Restaurant LEECHADOL where you can eat  
the best beef brisket, was born.

Sensitive design using a character,  
Side menus in harmony,  
Luxurious wares and accessories,  
Convenient and efficient movement line  
are the biggest strength.

We will continue to research and develop the inimitable menu.  
Global food service company, LEECHADOL





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