



K-Ramen Studio

K-RAMEN STUDIO

Korean Street Food, Ramen & Shabu Experience

INTRODUCTION

K-Ramen Studio is not just a traditional restaurant, but a new concept dining studio designed to allow you to experience Korea's flavors, atmosphere, and culture together.

Customers cook their own food at their tables using individual induction cooktops, enjoying a space and sensibility distinctly Korean.

We aim to create a brand that goes beyond the act of eating to allow you to experience and remember Korea.

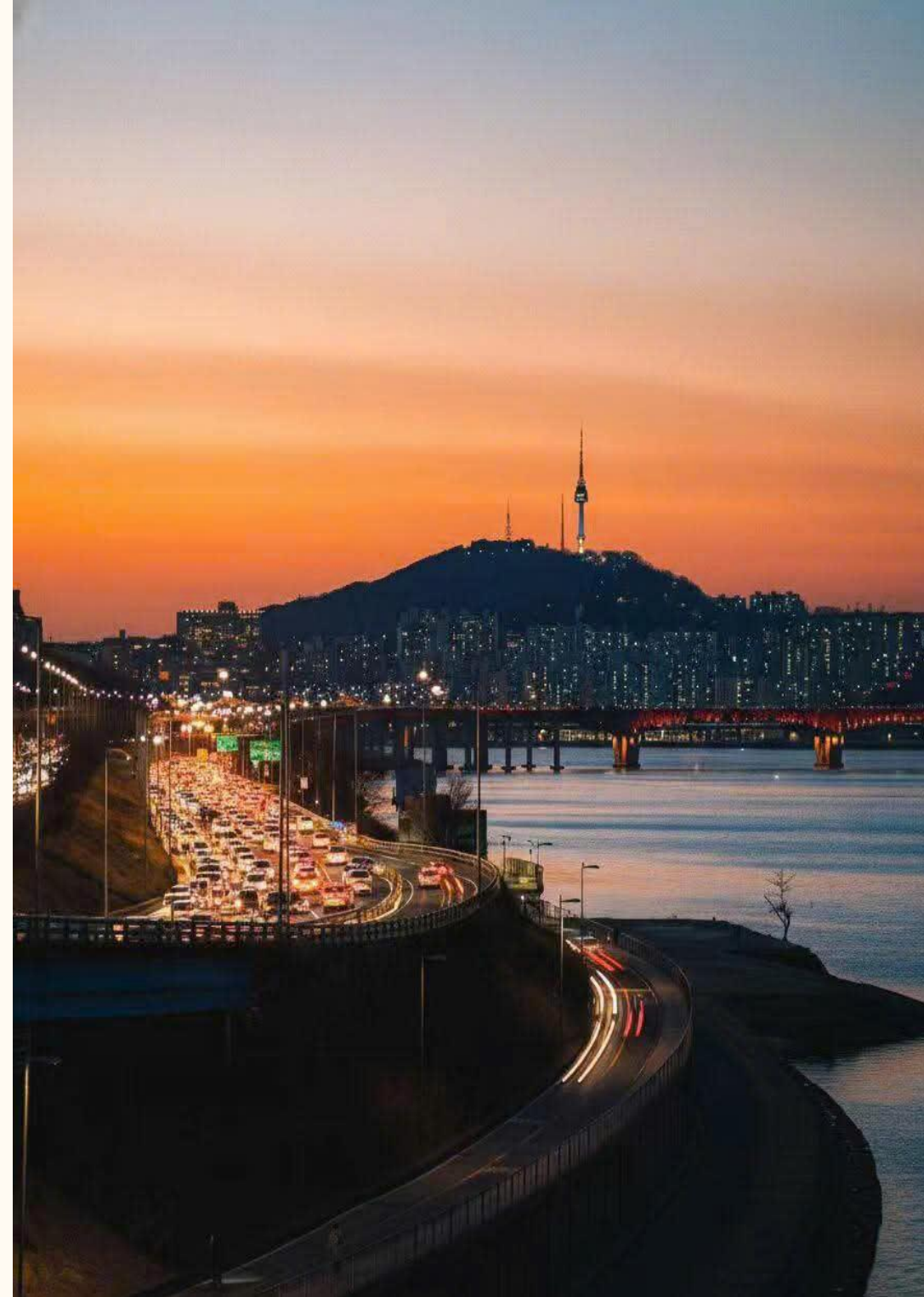


Why “Studio”

The space itself is a piece of content

We believe the name “Studio” is more fitting than the typical terms “cafe” or “restaurant.”

Inside, Korean streetscapes, neon signs, photo zones, and stylish spatial design blend together to provide an experience that makes customers want to take photos of their meals and share them on social media.



A self-explanatory social media presence minimizes marketing cost while maximizing public impact



Brand Concept

Food + Culture + Self-Cooking + Social Media Space



The core of K-Ramen Studio is the combination of Korean cuisine, culture, self-cooking, and a photogenic space.

This brand goes beyond simply providing a meal; it aims to allow customers to simultaneously experience elements of fun, sensory experience, engagement, and sharing during their stay.



Business Model Overview

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Ramen

Shabu-Shabu

Core operating principle

One induction cooker per person, self-cooking

The core operating principle of K-Ramen Studio is a one-person, one-induction -cooktop system.

All customers can cook and enjoy ramen, shabu-shabu, or various other Korean dishes at their own seats according to their individual tastes.

This approach simultaneously enables an enjoyable dining experience, high turnover, high customer engagement, and a differentiated brand image.

Lunch menu concept

A quick lunch centered on ramen

During lunchtime, we focus on Korean ramen and representative Korean snack foods.

For example, we offer popular and familiar menu items such as Korean ramen, gimbap, tteokbokki, odeng, sundae, and hotteok so that they can be enjoyed easily and conveniently.

Lunch is designed to be quick and casual, while still allowing you to fully experience the authentic taste and atmosphere of Korea.



Dinner menu concept

K-food style Shabu Shabu

In the evening, we offer a variety of shabu shabu options, featuring premium meats and fresh seafood. Guests can enjoy cooking their own meals on individual induction cooktops. A selection of beverages, including soju, is also available.

This concept is designed to accommodate individual diners, small groups, and tour guests alike.



Performance Line

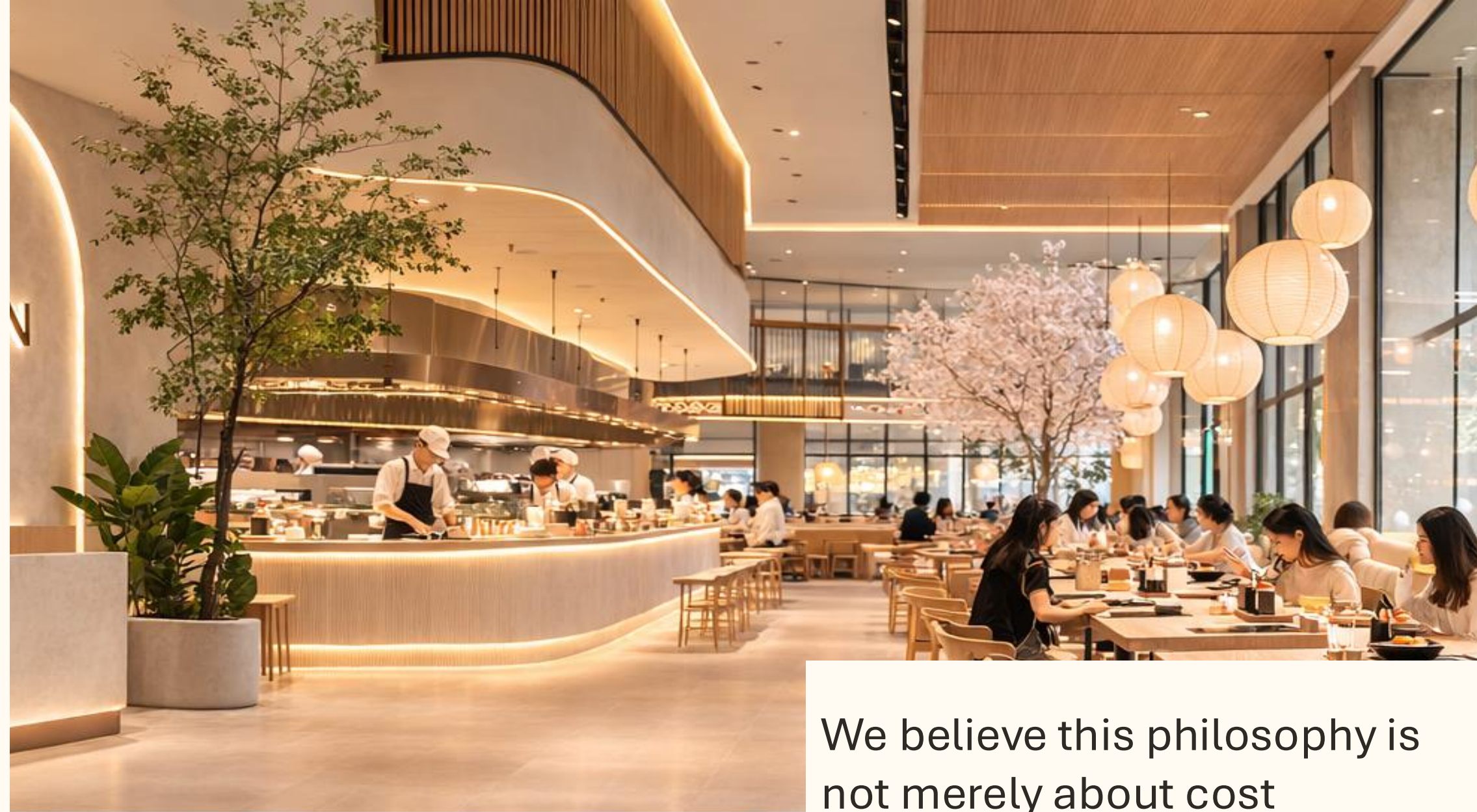
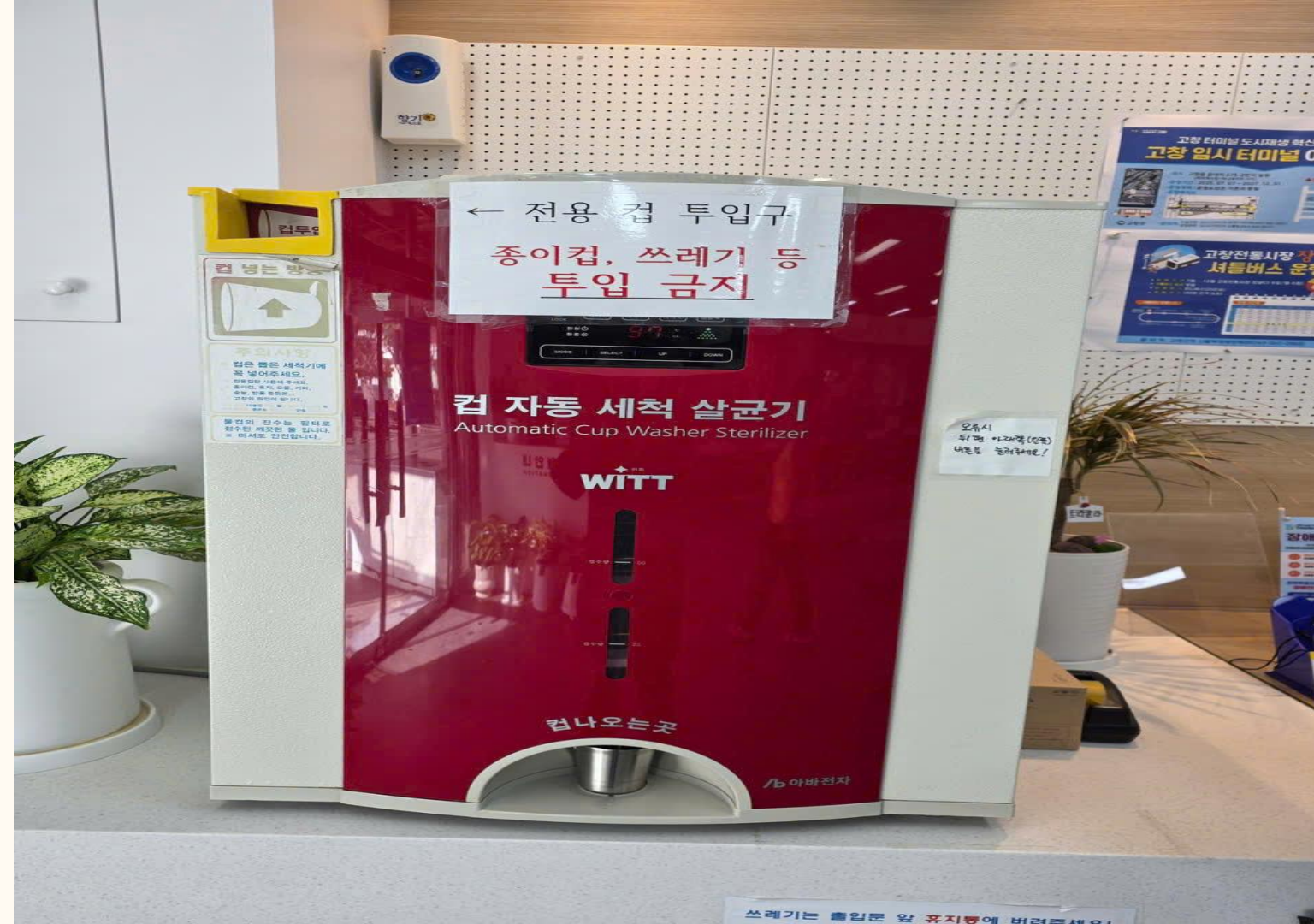
A store layout that is fun to look at

Another strength of K-Ramen Studio is its interactive performance elements

The sight of the automatic gimbap machine in action, the Namdaemun Market-style snack corner, and staff preparing food right before your eyes leave a strong impression on customers.

These elements transform the store itself into a space for social media content.





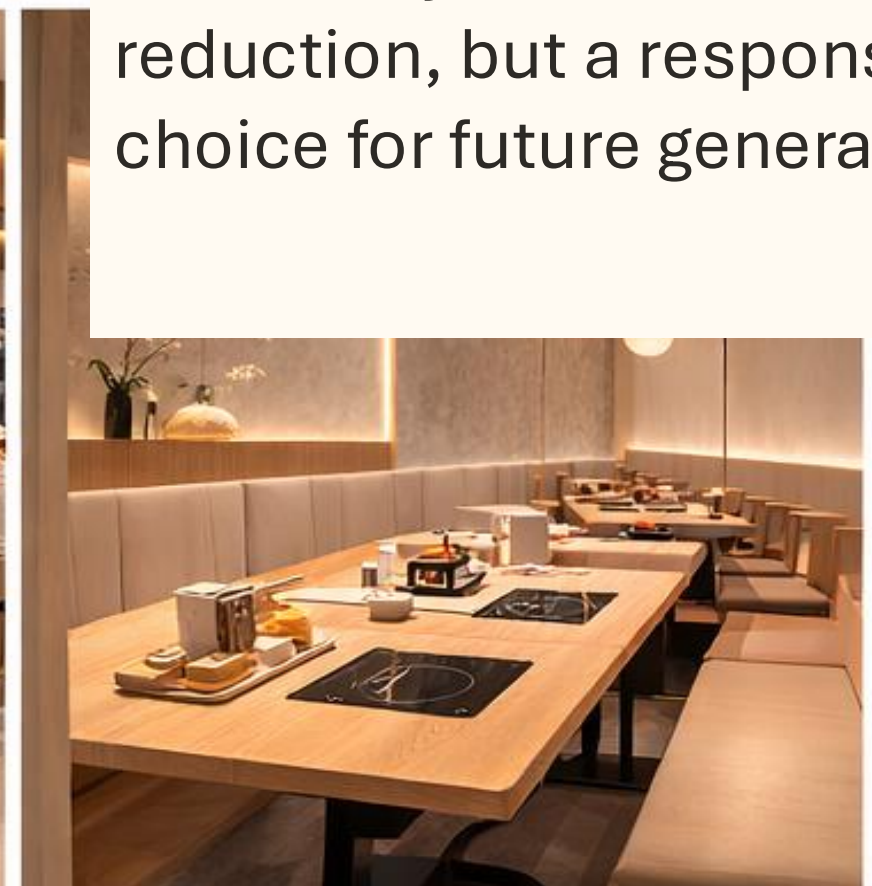
We believe this philosophy is not merely about cost reduction, but a responsible choice for future generations.

Eco-friendly operation philosophy

Minimize single-use Materials

We are committed to minimizing the use of disposable products and do not offer takeaway packaging as part of our operating principles.

Whenever possible, we adopt practices that reduce environmental impact.



Growing together with local talent

Discovery of local talent and long-term growth

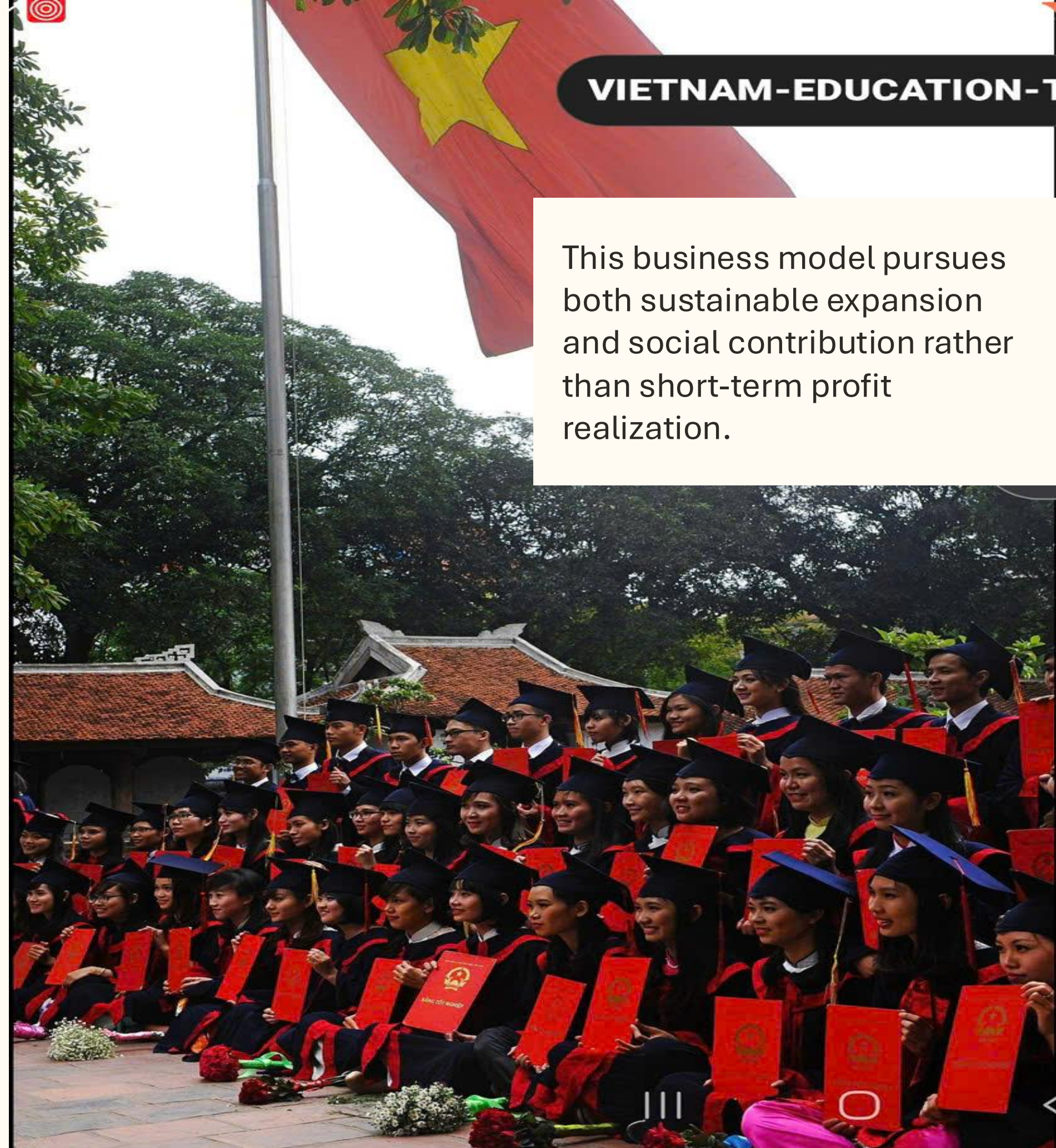
K-Ramen Studio aims not merely to open stores, but to create a structure that discovers local talent and grows together.

Our goal is to provide opportunities to excellent employees and allow them to gain experience in operations, service, and management, ultimately building a company that grows together with the local community in the long term.

Philosophy on the use of funds

10% Donate, 90% Reinvest

As a principle, 10% of the company's profits are donated to charitable organizations or schools, and the remaining 90% is reinvested in the opening of the next store.



This business model pursues both sustainable expansion and social contribution rather than short-term profit realization.

Founder Introduction

W. Alex Choi

The founder has traveled to over 100 countries around the world, observing diverse cultures and the food service industry firsthand. Based on this experience, he conceived the new concept of K-Ramen Studio.



W. Alex Choi has operated the accounting firm W. Alex Choi, CPA, P.C. in Atlanta, Georgia, USA for over 30 years.

He is also the founder of PromiseOne Bank and Served for many years as Chairman of the Board.



Co-Founder

John Ko

As someone equipped with both restaurant operations experience and an IT-based mindset, he is helping to build K-Ramen Studio's operating systems and operational structure.



John Ko brings over 20 years of experience as a software engineer at major IT companies, including AT&T and IBM.

With a deep passion for culinary arts and hospitality, he went on to successfully own and operate a Japanese restaurant in Dallas, Texas for over a decade.





Our goal

Starting in Vietnam, going global

K-Ramen Studio's goal is not simply to operate one or two stores.

Starting with Vietnam, we aim to expand our stores to various countries around the world and expand to approximately 3,000 locations worldwide.

However, what is more important than numbers is delivering the same philosophy and the same emotional experience wherever we go.

Conclusion

A New Way to Taste Korea

K-Ramen Studio is a new type of dining brand that combines Korean food, Korean culture, a fun self-cooking experience, and a sustainable management philosophy.

We believe that this brand will grow beyond a simple restaurant into a special space that allows people to experience and remember Korea.





THANK YOU

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