GYU-KAKU JAPANESE BBQ RESTAURANT

HOT CONCEPTS AWARD

Technomic TOP500 2023 Chain Restaurant Report

The #1 Yakiniku Brand in the World

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Who we are...

Gyu-Kaku (GEW·KAH·KOO) is a "yakiniku" restaurant

that was originally developed by Reins Group. Translated, "Gyu-Kaku" means "Horn of the Bull" in Japanese. As one of the largest restaurant operators in Japan, Reins Group developed the Gyu-Kaku system of restaurant operating techniques and methods in the mid 1990s and expanded throughout Japan. Gyu-Kaku has since been advanced and modified for the U.S. market.

Gyu-Kaku offers customers the opportunity to cook various cuts of beef, pork, poultry, seafood, vegetables and desserts on the unique in-table roasters that are designed to vent smoke through forced air openings built into the roaster. The internal vents are designed to reduce the amount of smoke and odor that may be emitted in the restaurant or transferred to customers' clothes. The menu also includes a variety of Japanese alcoholic and non-alcoholic drinks.

- **Over 700 restaurants worldwide**
- **Franchise experience in Japan with over 620 units since 2000**
- **Operating experience in the U.S. with over 50 units since 2001**

Hot Concepts Winner

Gyu-Kaku has been awarded the prestigious Hot Concept Award by the restaurant industry's premier trade publication, Nation's Restaurant News (NRN)! We like to think of it as the Oscars of the restaurant business. The Hot Concept Award is given each year by the editors of NRN to six emerging restaurant brands that have distinguished themselves as Hot Concepts: "fast-growing, financially proven overachievers that are on their way to becoming tomorrow's giants." Each winner must be a clearly defined concept that appeals to consumers and positions the company at the leading edge of food service. The goal is to recognize brands for their innovation, successful business strategies and entrepreneurial spirit.

Yakiniku has the magic to make people happy!

HOT CONCEPTS AWARD

No Chef Needed!

Full Service Restaurant with Quick Service Kitchen Operations

Easy Preparation, Minimum Food Loss, Consistency in Taste

1 DELIVERY

Meats are pre-sliced, packaged, & distributed to the restaurants along with Gyu-Kaku's special sauces.

2 PREPARATION

After customers order, kitchen crew opens a bag, weighs the appropriate portion & mixes it with marinade.

3 COOKING

Customers grill & enjoy delicious Gyu-Kaku dishes at their table!

Customers are the chef

The Gyu-Kaku System has been designed for efficiency of operations. It lessens the amount of daily food preparations. Also, because most of the menu items are delivered raw to the table, your kitchen staff's primary role is to assemble the order for the server to deliver to the table.

The Gyu-Kaku System eliminates your need to employ an executive chef, sous chef, or pastry chef. Social dining is what Gyu-Kaku is all about. Gyu-Kaku offers the fun of "shared plates," inspiring laughter, conversation & good times. With a personal grill installed at every table, everyone becomes an expert cook!

Fun & Interactive Experience!

Children & adults love our bestselling dessert s'mores. This campfire classic needs no complicated instructions.

Smokeless BBQ

Our signature smokeless roaster

Ventilated barbecue systems, invented in Nagoya in the mid-1970's, enables diners to eat yakiniku in a smoke-free environment. Gyu-Kaku uses down draft systems where the smoke from the grill is sucked into the underground duct and taken to the roof top, without leaving any smoky smells on the diners' clothes and hair. With this equipment, excess fats from grilled foods drip into the brazier and allowing diners to enjoy healthier cooking.

The smokeless roasters enables Gyu-Kaku to uphold a modern Japanese upscale environment. Gyu-Kaku uses Japanese designers and American architects to create a variety of stores in North America. This experience and knowledge that we have gained is a strong benefit of our Gyu-Kaku system.

BBQ in Style with Down Draft System Smokeless Roaster

Lake View, IL

Architecture Where East Meets West

Willowbrook, TX

Downtown
Los Angeles, CA

South Bay, MA

New Orleans, LA

Overland Park, KS

Join the #1 Japanese BBQ Brand in the World

GYU-KAKU AROUND THE WORLD

SPREADING YAKINIKU WORLDWIDE ONE TASTY & JUICY BITE AT A TIME

75 LOCATIONS IN NORTH AMERICA

- BRITISH COLUMBIA: 3
- ALBERTA: 2
- ONTARIO: 4
- QUEBEC: 1
- ILLINOIS: 4
- MINNESOTA: 1
- MASSACHUSETTS: 4
- NEW YORK: 6
- NORTH CAROLINA: 2
- WASHINGTON: 1
- CALIFORNIA: 22
- OHIO: 1
- PENNSYLVANIA: 1
- COLORADO: 2
- VIRGINIA: 1
- MARYLAND: 1
- KANSAS: 1
- GEORGIA: 1
- HAWAII: 5
- TEXAS: 7
- LOUISIANA: 1
- FLORIDA: 4

783 STORES WORLDWIDE

BY AUG 2023

- JAPAN: 561
- HONG KONG: 19
- CHINA: 43
- THAILAND: 6
- TAIWAN: 16
- VIETNAM: 5
- PHILIPPINES: 1
- CAMBODIA: 4
- SINGAPORE: 10
- INDONESIA: 43

...AND MORE AROUND THE GLOBE

Our Strengths

- **#1 JAPANESE BBQ BRAND** with over 700 locations worldwide
- Fun & Interactive **AWARD WINNING CONCEPT!**
- Easy preparation, minimal food loss & consistent taste
- Full service restaurant sales volume with no chef required
- Franchising experience in Japan with over 620 units since 2000
- Operating experience in the U.S. with over 50 units since 2001
- A unique Japanese cuisine concept with sophisticated interior design
- **EXTENSIVE TRAINING** program for owners & managers
- Restaurant site selection assistance
- Exclusive local marketing & social media support
- Social dining where **CUSTOMERS ARE THE CHEFS!**

AUV $2,799,531*

Estimated Initial Investment: 3500 SQ FT $1.5M to $1.9M

Franchise Fee: $50,000
Royalty Fee: 5%
Marketing Fee: 1.5%

*The above figure reflects the average revenue for Gyu-Kaku franchised restaurants in the fiscal year 2022. 45% of these franchised restaurants met or exceeded this average gross revenue in 2022. A new franchisee's results may differ from the represented performance. There is no assurance that you will sell as much and you must accept that risk. This is not a franchise offering.

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Our Signature Dishes

Starting with our most popular item, Harami Miso, we have created many delicious Gyu-Kaku original recipes which include the Gyu-Kaku Salad and Sukiyaki Bibimbap to name a few. We will share all these recipes with our franchisees. At Gyu-Kaku, our customers will always be able to enjoy delicious and consistent food even when they are the ones cooking it.

Gyu-Sushi

Prime Kalbi Short Rib

21 Day Aged Angus Harami Skirt Steak

Spicy Tuna Volcano

Sukiyaki Bibimbap

Gyu-Kaku Salad

Garlic Noodles

Gyu-Kaku
Japanese BBQ

#1 JAPANESE BBQ BRAND IN THE WORLD!

WITH OVER 700 LOCATIONS WORLDWIDE

FULL SERVICE RESTAURANT WITH QUICK SERVICE KITCHEN OPERATION