

# TaKorean

## Korean Taco Grill

Step up your Asian menu and bring TaKorean to your college campus! As a rising concept in a hot menu category, TaKorean combines delicious Korean inspired flavors with the portability of tacos and bowls. Based on a limited inventory of readily available items, the TaKorean model lets students create a large variety of customized meal options. Simply by switching slaws, or choosing a bowl instead of tacos, students can enjoy different meals or consistently recreate their own favorites.



### CHOOSE YOUR STYLE

#### TACO

Soft Flour or Corn Tortilla. Includes Choice of Slaw.

#### THE BOWL

Includes Choice of Slaw & White or Brown Rice.

#### SLAW BOWL

Includes Choice of Slaw.

### CHOOSE YOUR SLAW

#### PICKLED CABBAGE (KIMCHI)

Fresh shredded cabbage marinated with a spiced gochujang dressing

#### ROMAINE SLAW

Shredded lettuce & cabbage dressed with a mild rice vinegar & sesame oil vinaigrette

#### SPICED KALE

Shredded kale with purple cabbage & carrots tossed with a soy sauce & gochugaru dressing

### CHOOSE YOUR PROTEIN

#### CHICKEN (DAK GALBI)

Juicy chicken marinated with sweet chili, soybean paste, ginger & soy

#### STEAK (BULGOGI)

Thin sliced all-natural beef marinated in a sweet & spiced soy-based sauce

#### PORK (BO SSAM)

Semi-cured pork shoulder, slow roasted & finished with our ssamjang sauce

#### TOFU (HOISIN)

Organic tofu sautéed with house-made hoisin sauce, reduced until it's golden & caramelized

**\$2.40 - \$2.60**  
Average Plate Cost

*Korean cuisine is one of the **fastest-growing** global cuisines on U.S. menus.*

**400 - 1000 sq ft**  
In-line Footprint

**HOT & IN-DEMAND**  
Menu Category for 2022

Source: QSR -  
The Hottest Food Trends  
of 2022



#### ADD ONS

CUCUMBERS  
PIKO DE GALLO  
GORDY'S PICKLED DAIKON  
GUAKAMOLE  
POACHED EGG

#### TOPPINGS

SALSA ROJA (KOREAN STYLE)  
GOCHU-POW SAUCE  
LIME CREMA  
SESAME SEEDS  
CILANTRO  
CRUNCHY SHALLOTS

Minimum Weekly Sales	\$10,000
Geographic Coverage / Target Areas	All 50 states and U.S. territories
Proprietary Item Distributor(s)	US Foods
Unit License Fee; Royalty; Other	Unit License Fee \$20,000; 4% Royalty if license fee paid at signing, 5% if delayed license fee; 0% marketing/other
Other Terms	Consideration for equipment re-purposing
Target Prime Cost (food + labor)	62% (32.5 Food & Paper + 30% Labor including PTO)
Target Plate Cost	\$2.40 – 2.60 (November 2022)
Labor Model (based on Weekly Sales)	\$10,000+ per day: 8+ employees
	\$ 6,000 – 8,000: 6 – 7 employees
	\$ 3,000 – 5,000: 4 – 5 employees
	\$ low – 2,500: 3 employees
Throughputs (maximum)	175 customers per hour at counter, +100 more with online orders
In-line Footprint	400 – 1,000 sf (300sf BOH minimum plus shared sanitation, refrigeration)
Minimum Front Line (w/shared beverage)	18' linear   flexible 250 - 400sf FOH
Hood Required?	Yes – Type I, 8' linear
Other Prep/Cooking Equipment	Hot: Thermostatic Flat Griddle; 4 Burners; Minimum 3-well hot-hold table; hot hold cabinet; access to oven. Cold: server line refrigeration
Other Formats Available	Ghost Kitchen, mobile-only; Concessions
Digital Menu Panels	4 minimum
Refrigeration	112 sf (cooler can be shared); minimum 6 shelves
Freezer	None
Dry Storage, including packaging	48' linear suggested
Development / Build-out Timeline	12 – 16 weeks includes pre-con brand orientation at your campus
Assistant / Manager Training Provided	1 – 2 managers for 8 days at CTR in Washington DC area
Onsite Set-up and Crew Training	1 – 2 trainers onsite up to 7 days pre-opening, 5 days post-opening
Ongoing Ops Support	Dedicated License Business Consultant

