



GYU-KAKU JAPANESE BBQ RESTAURANT



The #1 Yakiniku Brand in the World



(310) 532-1137 franchise@gyu-kaku.com WWW.GYU-KAKU.COM

Gyu-Kaku, who we are....

Gyu-Kaku 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 alcoholic (including “sake”, or Japanese rice wine) and non-alcoholic drinks.

- Over 650 restaurants worldwide
- More than 16 years of franchising experience in Japan
- More than 14 years of operating experience in the U.S. with 40 units

Hot Concept Winner of 2007

Gyu-Kaku has been awarded the prestigious Hot Concept Award by the restaurant industry’s premier trade publication, Nation’s Restaurant News! 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.



No Chef Needed!

Full Service Restaurant with Quick Service BOH Operations

Easy Preparation, Minimum Food Loss, Consistency in Taste



STEP 1

Delivery

Meats are cut into fine bite-sized pieces, packaged by designated processors & distributed to the restaurants along with Gyu-Kaku's special sauces.



STEP 2

Preparation

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



STEP 3

Cooking

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

Customers are the chef

The Gyu-Kaku System has been designed for efficiency of operations. It lessens the amount of daily food preparations, and disregards the need for an extensive cooking staff. 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. The "chef" is the customer, who does all of the cooking at the table. However, this does not mean that our food is not superb. 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.



Interactive, Fun Experience!

Children & adults love our bestseller 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, enabled 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 smokey smells on the diners' clothes and hair. Also, with this equipment, the excess fats from grilled foods drip into the razier and allow us to enjoy healthier cooking.

The smokeless roasters enable the restaurant to uphold a modern Japanese upscale environment. In the past, Gyu-Kaku has used Japanese designers and American architects to create a variety of stores in the United States. This experience and the knowledge that we have gained is a strong benefit for Gyu-Kaku.

**BBQ in Style with
Down Draft System
Smokeless Roaster**



Architecture Where East Meets West

Boston, MA



East Village, NY



Miami, FL



Boston, MA



Sherman Oaks, CA



Las Vegas, NV

#1 Yakiniku Brand

Join the #1 Japanese BBQ Brand in the World

Over 650 Restaurants Globally
42 Restaurants in North America



Our Strengths

- A full service restaurant sales volume with no chef required
- Award winning concept
- Easy back of the house operations
- #1 Japanese BBQ brand in the world with 650 locations worldwide
- More than 16 years of franchising experience in Japan
- More than 14 years of operating experience in the U.S.
- A unique Asian cuisine concept with sophisticated interior design
- Extensive training program for owners & managers
- Restaurant site selection assistance
- A unique local marketing & social media support

Estimated Initial Investment

3500 sq. ft.	\$1.25M to 1.5M
5000 sq. ft.	\$1.7M to 2.1M

Franchise Fee: \$50,000

Royalty Fee: 5%

Marketing Fee: 1.5%



Signature Dishes

Ahi Tuna Poké



21 Day Aged Angus Harami Skirt Steak



Kobe Style Kalbi Short Rib



Chicken Cheese Fondue



S'mores



Spicy Cold Tofu



Gyu-Kaku Salad



Sukiyaki Bibimbap



Garlic Noodles



Founder
Tomoyoshi Nishiyama

Gyu-Kaku, Our Dream

Have you ever dreamed of having a career in an environment that allows you to bring happiness to people's lives every day? Do you know the satisfaction of achieving such feeling?

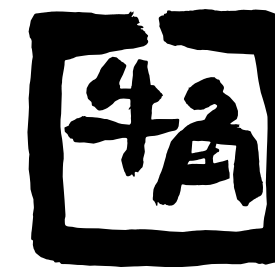
If you answered no, would you like to? Mr. Tomoyoshi Nishiyama, founder of Gyu-Kaku, shares his story of chasing this dream and eventually, molding it into a reality. "In the restaurant industry, you are directly exposed to your customers' joyful, smiling faces and that is what motivated me to open a restaurant of my own.

Traditionally, most Yakiniku BBQ restaurants did not aim to provide superb customer service nor reasonable pricing; especially not simultaneously. In my opinion, the 'Yakiniku Industry' ignorantly believed customers would keep coming as long as their food was good. Once we realized that, we thought why not create a Yakiniku restaurant that provides great service, great food, and great value? We were unsupported due to the facts that we had extremely limited funds, no experience in the operational aspect of a restaurant, and a supposedly poor location. However, we promised ourselves that we would create the most popular Yakiniku restaurant in Japan!

Due to the poor location and the fact that we were an unknown restaurant competing with some of the most famous Yakiniku restaurants in Japan, we were very slow in the beginning. We began handing out flyers at the near-by train station, and we began to increase our business, but a new problem surfaced when we finally had customers—They did not like our food! After being ruthlessly told how bad our food was, we decided to make it a point to collect suggestions and complaints from our customers. We announced that they would get 300 yen off if they gave us their suggestions or complaints upon payment. Hundreds of customers' opinions were congregated.

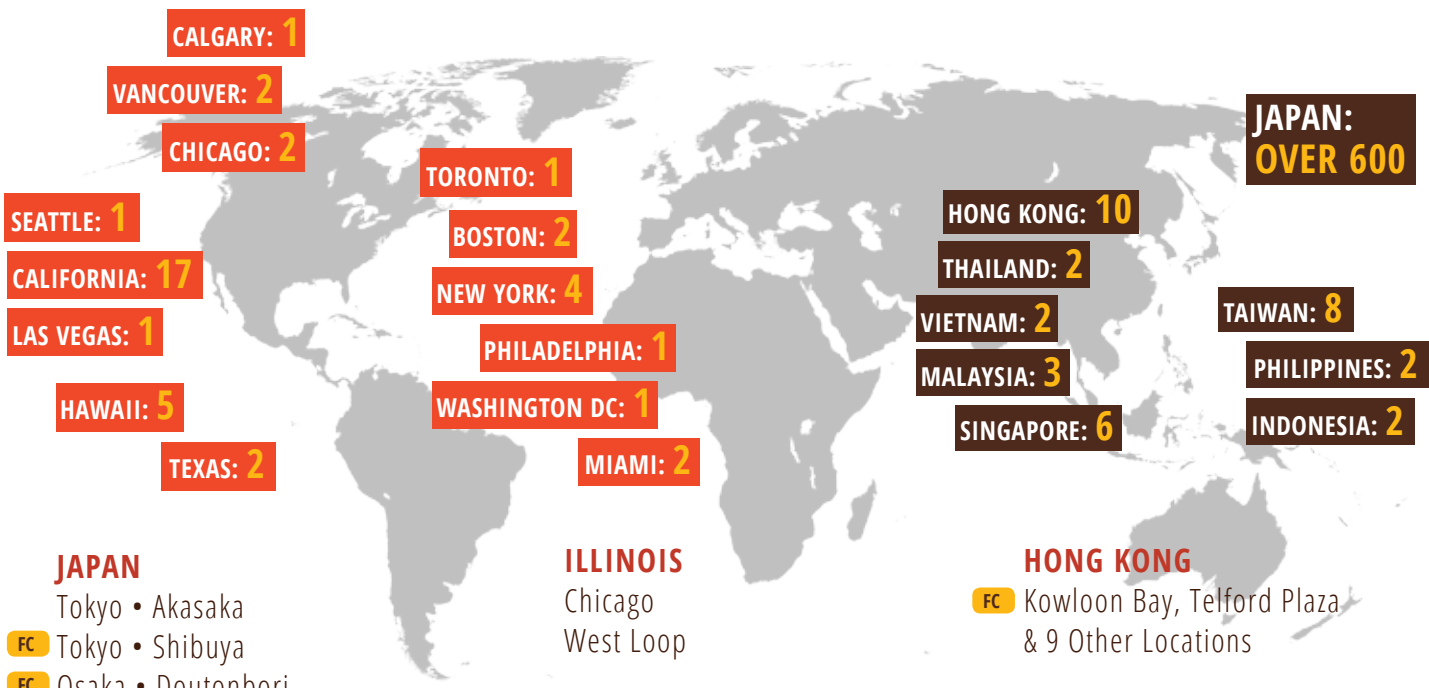
After closing time, we held meetings every night to discuss how to improve the complaints we received. Not only did we recognize the problems, but we took action upon them as soon as possible, ensuring that every customer's voice was heard. One day, Mr. Nishiyama asked a customer if there was any improvement point. The customer replied, "We don't have any complaint! Thanks to you guys, I can now eat Yakiniku twice a month when I used to eat it once in two months. Thank you!"

This was the moment when our dream has come true. To create a restaurant where a customers can come in without worrying about spending too much money. Now we have over 650 restaurants, and each restaurant has its own customers, who all dine for the same reason; to have a great time! Therefore, it has become even more significant to our success as a business that is to bring people happiness, that we maintain and execute our original philosophy of "Kando Sozo" at every single store. It means to put a smile on every single customer's face. Achieving this ideal is the most important thing for me.



The open square represents the horn of the bull

Gyu-Kaku means "bull horns". We imagine that the horns of bull are our antennas, finely attuned to our customers' needs. Gyu-Kaku has consistently practiced the appreciation mindset, always listening carefully to our customer's opinions, and we will permanently continue to do so."



JAPAN

- Tokyo • Akasaka
- FC** Tokyo • Shibuya
- FC** Osaka • Dotonbori

HAWAII

- Kapiolani
- FC** Kapolei
- FC** Mililani
- Waikiki
- FC** Windward Mall

NORTHERN CALIFORNIA

- FC** Cupertino
- FC** Mountain View
- FC** San Mateo

SOUTHERN CALIFORNIA

- Beverly Hills
- FC** Brea
- FC** Burbank
- Huntington Beach
- FC** Cerritos
- Pasadena
- Rancho Cucamonga
- FC** San Diego
- Sherman Oaks
- Topanga Canyon
- Torrance
- FC** Tustin
- FC** Valencia
- West L.A.

NEVADA

- FC** Las Vegas

ILLINOIS

- Chicago
- West Loop

TEXAS

- Houston Midtown
- Sugarland

NEW YORK

- East Village
- Midtown
- Times Square
- FC** White Plains

MASSACHUSETTS

- Boston
- Harvard Square

FLORIDA

- FC** Miami
- FC** South Miami

PENNSYLVANIA

- FC** Philadelphia

WASHINGTON

- FC** Seattle

FC WASHINGTON DC

CANADA

- FC** Broadway
- FC** Calgary
- FC** Toronto
- FC** Vancouver

HONG KONG

- FC** Kowloon Bay, Telford Plaza
- & 9 Other Locations

INDONESIA

- FC** Bali, De Opera
- & 1 Other Location

MALAYSIA

- Utama
- & 2 Other Locations

PHILIPPINES

- FC** Bonifacio Global City

SINGAPORE

- Chijmes
- & 5 Other Locations

TAIWAN

- Taipei, Fu-Sing
- & 7 Other Locations

THAILAND

- FC** Bangkok, Thaniya
- & 1 Other Location

& many more!