

ESR



Dae Gee Korean BBQ Inks 20-Unit Deal in Mexico

Dae Gee Korean BBQ – a full-service Korean barbecue concept progressively blending Korean food tradition with American culture – announced today the signing of a master franchise agreement that will bring as many as 20 new restaurants to Mexico.

The expansion will be led by Puerto Vallarta-based Restaurant Management Group (RMG), whose partners possess more than 100 years of combined restaurant and franchise experience with such brands as Jamba Juice, Nathan's Famous, Mark Pi's, Taco Maker, and more.

The group plans to develop their locations across various parts of Mexico, including Puerto Vallarta, Cancun, Cabo San Lucas, Guadalajara, Monterrey and Mexico City.

"We're thrilled about the tremendous growth RMG has committed to over the next several years and couldn't be more excited to introduce our great food, outstanding service, and exceptional dining experience to consumers in Mexico," says Dae Gee founder Joseph Kim. "We see great promise in these cities and know our new partners will be great ambassadors for the brand."

Founded in 2012, Dae Gee's rise in popularity began in 2015, when the chain was featured on restaurateur Guy Fieri's long-running food reality television series, "Diners, Drive-Ins and Dives." Fieri said of Dae Gee, "This isn't just any Korean restaurant. This one's off the hook!"

Today, Dae Gee, which means "pig" in Korean, exposes customers to an interactive experience that allows them to cook their own meat on grill tops at their tables when they dine. Customers have the option to choose from a variety of traditional Korean meats like Galbee (Beef

Shot Ribs), Sam Gyeob Sal (Sliced Pork Belly) and Dak Bulgogi (Chicken), which are marinated in DAE GEE's secret marinade. Each choice meat, as well as fish and vegetarian options, can be enjoyed in a bowl, hot stone pot, or tucked inside lettuce and eaten as a wrap. Entrees can be piled high with your choice of side or mixings, including rice, fresh slaw, spicy sauce and a variety of nine side dishes, such as kimchee, broccoli, radish and fish cakes.

"Dae Gee lights up the senses and enriches the full human experience. From generations of recipes passed down, Dae Gee leaves its customers well fed with culture, humor, and top-quality home recipe style Korean food," says RMG President Jim Roo. "We're looking forward to embarking on this journey with Dae Gee and growing this great business together."

This latest expansion announcement comes at a time when Dae Gee looks to continue its aggressive franchise growth across the United States. With five corporate-owned restaurants serving throngs of customers throughout Colorado's Front Range, Dae Gee plans to open as many as 5-10 new restaurants nationwide over the next 12 months and at least that many each year thereafter.

In addition to the Mexico deal, development agreements have been signed that will place new Dae Gee restaurants in Fort Wayne, Indiana; Sioux Falls, South Dakota; Amarillo, Texas; and the Boston metro area of Massachusetts.

Including a franchise fee of \$45,000, the total investment to open a Dae Gee restaurant ranges from \$408,875 to \$948,625. Each restaurant typically occupies approximately 1,000-2,500 square feet of real estate and employs as many as 10 people. ■