
Welcome to
Goobne

PREMIUM QUALITY GOOBNE

Goobne

IS ALWAYS H.O.T

HEALTHY

Healthy Chicken with Low Trans Fat
and Calories, Baked in the Oven

ORIGINAL

The Juicy, Savory Flavor of Chicken
Enhanced by Goobne's Unique Seasoning

TRENDY

Trendsetting with
a Variety of Hit Menus

SINCE 2005

GOOBNE

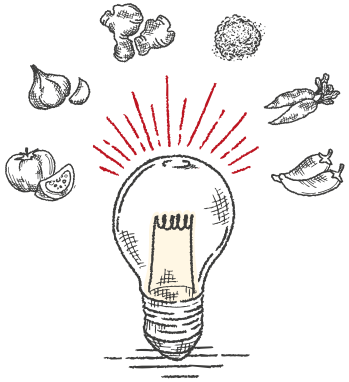
BRAND BIRTH STORY

NO.1 OVEN ROASTED CHICKEN



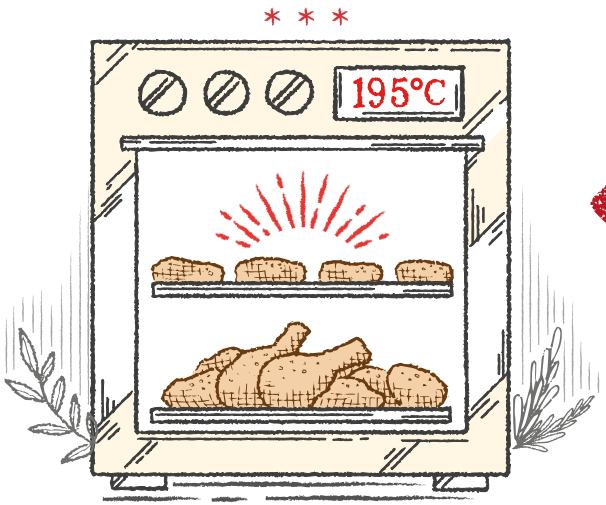
Chicken

There are numerous chicken brands in South Korea.
However, most of them serve fried chicken.



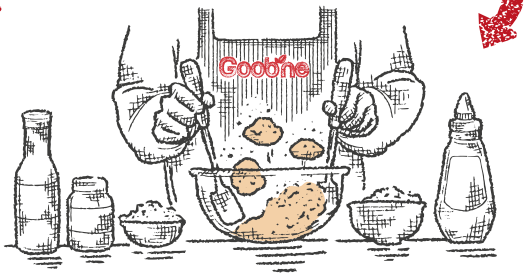
Idea

Goobne was born out of the concern,
"How can I provide healthy chicken for my child?"



Roast

We have **perfected a light and savory** oven-roasted chicken, never before seen, by applying Goobne Chicken's special seasoning and cooking it in the oven.



Special

After countless tests with fresh chicken and ingredients, we finally succeeded in developing Goobne Chicken's exclusive seasoning.



Original

In March 2005, the groundbreaking **"Goobne Original"** oven-roasted chicken was introduced, marking the start of **a new chapter in the history of oven-roasted chicken.**



Global

Goobne has now expanded beyond Korea to Hong Kong, Macau, China, Japan, Indonesia, and more, evolving into a global brand **that captivates the tastes of people worldwide.**

History

After just 12 years since its founding, Goobne has surpassed 1,000 franchise stores, maintaining steady growth. It has firmly established itself as the **No. 1 oven-roasted chicken brand**, continuing its **global expansion**.

2005 — **Brand Launch**
Spreading the wellness trend

2008 — Major milestone
500th Franchise Store

2010 — Major milestone
800th Franchise Store

2014 — One Chicken Sold Every Second, launch of the nationwide favorite!
Goobne Pepper Crispy

International Expansion Begins
Entry into Hong Kong

2016 — Spicy Chicken Pioneer!
Launch of the Volcano series

2017 — Another landmark achievement
1,000th Franchise Store

Authentic Galbi Flavor!
Launch of Goobne Galbi

2018 — Southeast Asia Expansion
Entry into Indonesia

2020 — Continuing the growth
1100th Franchise Store

U.S. Expansion Begins
Entry into Los Angeles

2023 — Brand Experience Center
Opening of **Goobne Playtown**

GIRLS' GENERATION
2008



KANG SO RA
SEO KANG JOON
2015



EXO 2016



SEO
HYUN JIN
2017



YOON
JONG SHIN
2018



History of goobne *Ambassadors*



YOO
YEON SEOK
2019



PARK BO YOUNG
CHA EUN WOO
2019



SUNG HOON
2020



KIM YOUNG DAE
KANG MIN AH
2021



CHA
SEOUNG WON
2022



LE SSERAFIM
2023

Goobne

Outlets

Going Global, the Oven-Roasting Master Goobne



대한민국 Korea | 미국 USA | 필리핀 Philippines | 홍콩 Hong Kong | 일본 Japan | 중국 China | 마카오 Macao | 말레이시아 Malaysia | 싱가포르 Singapore | 인도네시아 Indonesia | 베트남 Vietnam

**Operating over 40 stores across 10 countries and regions outside of Korea!
Goobne is a leading brand in the Korean dining industry, setting the standard
as a differentiated oven-cooking brand that aligns with the wellness trend.**

Goobne is the flagship brand of GN Food, launched in 2005, and holds the No. 1 market share in Korea as an oven-cooking brand. Starting with Hong Kong in 2014, Goobne has expanded to China, Macau, Japan, Malaysia, Vietnam, Singapore, Indonesia, the United States, and the Philippines, becoming a world-renowned brand that appeals to global consumers.

Goobne

Strengths

01 Philosophy

20 Years with Our Customers

Since its founding in 2005, Goobne has evolved beyond chicken to research and develop the best recipes for oven-based dishes, including Goobne Pizza and Goobne Desserts, solidifying its position as the top oven-cooking dining brand.

02 Operations

Expertise in Operations

We operate over 1,000 franchise stores and provide proactive support based on the extensive know-how accumulated over the years.

03 Models

Diverse Business Models

We offer a variety of dining business models tailored to international markets. Depending on the local commercial district, we provide customized services in two types: CDR(Casual Dining Restaurant) and QSR(Quick Service Restaurant).

04 R&D

Competitive Menu Diversity

We insist on using fresh ingredients and have introduced numerous hit menus through the stringent development process of our R&D center. Goobne Global not only offers chicken but also a variety of Korean dishes.

05 Support

Comprehensive Business Support

We support our partners through continuous monitoring and communication to ensure successful business operations.

06 Korean Wave

The K-Chicken Craze

With the global surge in K-FOOD popularity driven by K-Pop and K-Drama, Korean-style chicken has emerged as the most preferred Korean dish. Among the many Korean dishes, Korean-style chicken is the most frequently consumed, most favored, and most desired dish among overseas consumers.

01 Philosophy

Together with Our Customers for Over 20 Years, Goobne!

易地思之 역지사지

상대편의 처지나 입장에서 먼저 생각해 보고 이해한다 I Seeing things from another person's perspective

GOOD THINKING & NEW WAY

MISSION

With the mindset of putting ourselves in our customers' shoes,
we are committed to delivering healthy, trustworthy food and even higher levels of service to make the world a happier place.

02 Operations

Expertise in Operations!

Efficient Systems and Processes

We support easy operations with efficient systems built on 20 years of know-how.

Maximizing Customer Engagement

We go beyond chicken, providing spaces for customers to experience various Korean foods and culture.

Localization Support

We offer products and services tailored to local preferences and needs.

03 Models

Diverse Business Models

CDR
(CASUAL DINING RESTAURANT)

150㎡~200 ㎡
Ex. Indoor/Outdoor Mall





QSR
(QUICK SERVICE RESTAURANT)

70㎡~100 ㎡
Ex. Indoor Mall / Station





04 R&D

Competitive Goobne Menu

Soy Garlic



Original



Pepper Crispy





Chicago Deep Dish Pizza



Kimchi
Fried Rice



Volcano Cheese Topokki



05 Support

Comprehensive Business Support



Business Development

Training

Opening Support

We provide customized training and business consulting
based on the capabilities of the operators to help them successfully expand
their franchise business locally.

06 Korean Wave

The K-Chicken Craze!



Following the global trends of K-POP and K-DRAMA, **K-FOOD** is experiencing a strong wave of popularity worldwide, with Korean-style chicken at the center of it all. In the past year, the most frequently consumed, most preferred, and most desired Korean dish among overseas consumers has consistently been **"Korean-style chicken."**

*Source: 2023 Overseas Korean Food Consumer Survey (Korean Food Promotion Institute, 2023)

Thank You

Goobne

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