



**BEANSBINS COFFEE®**

[www.beansbins.com](http://www.beansbins.com)

*Company Information*

## BEANSBINS COFFEE

### INDEX

1. Company Profile
2. History of BEANSBINS
3. Introduction of BEANSBINS
4. Specialty Coffee
5. Premium Waffle
6. Store Images & Interior





The meeting with precious people,  
**BEANSBINS COFFEE**



## 1. Company Profile

|              |  |
|--------------|--|
| Company name | <b>Beans &amp; Roastery Korea Co., Ltd.</b>              |
| Brand name   | <b>BEANSBINS COFFEE</b>                                  |
| CEO          | <b>GI-HWAN KIM</b>                                       |
| Founded      | <b>2006. 01. 04</b>                                      |
| Employees    | <b>87</b>  |
| Industry     | <b>Manufacture, Distribution, Franchise</b>              |
| Total Stores | <b>49 stores (by March, 2014)</b>                        |
| Website      | <b>www.beansbins.com</b>                                 |
| Headquarters | <b>62-26, Samcheong-dong, Jong-ro gu, Seoul, S.Korea</b> |
| Tel.         | <b>Tel. 02. 412. 7250    Fax. 02. 412. 7211</b>          |

Technology guarantee enterprise    **Registered as a venture company**

## 2. History of BEANSBINS

**2005** • 'Beansbins Coffee' Brand Researching, Planning

**2006** • Jan – Founded Beans&Roastery Korea Co.Ltd  
• Feb – 1<sup>st</sup> store , Samcheong-dong, Seoul

**2007** • Jun – 2<sup>nd</sup> store , Juck-Jeon  
• Oct – 3<sup>rd</sup> store , Hong-dae, Seoul  
• Oct – 4<sup>th</sup> store, Yong-san, Seoul

**2008** • Feb – 5<sup>th</sup> store, Uldong-park, Bun-dang  
• Mar – Beansbins Coffee Logistics center, Il-san  
• Jun – 6<sup>th</sup> store, Seo-rae town, Seoul  
• Jun – Registered as a venture company  
• Oct – 7<sup>th</sup> Apgujeong Galleria, Seoul  
• Oct – 8<sup>th</sup> store, Jamsil, Seoul

**2009** • Apr – 9<sup>th</sup> store, Du-ta, Seoul  
• Jun- 10<sup>th</sup> store, Shin-chon, Seoul  
• Jul - 11<sup>th</sup> store, InGye, Suwon  
• Aug – 12<sup>th</sup> store, Gangnam Sinsa  
• Sep – 13<sup>th</sup> store, Dalmaji, Busan  
• Sep – 14<sup>th</sup> store, Cinemall, Gangreung  
• Nov – 15<sup>th</sup> store, Myeong-dong, Seoul  
• Dec – 16<sup>th</sup> store, Gwang-an ri, Busan

**2010** • Apr- 17<sup>th</sup> store, Su-ji, Yong-in  
• May – 18<sup>th</sup> store, Ul-san  
• May – 19<sup>th</sup> store, Mok-dong, Seoul  
• Aug – 20<sup>th</sup> store, Garosu-gil, Seoul  
• Aug – 21<sup>st</sup> store, Hyendae Dep. Mi-A, Seoul  
• Oct - 22<sup>nd</sup> store, Dae-hak ro, Seoul  
• Dec - 23<sup>rd</sup> store, Sang-dang, Cheong-Ju  
• Dec – 24<sup>th</sup> store, Miz, Dong-tan

**2011** • Feb- 25<sup>th</sup> store, Jung-dong we'v, Bu-cheon  
• Feb – 26<sup>th</sup> store, Su-won station  
• Mar – 27<sup>th</sup> store, W.Pangyo  
• Apr – 28<sup>th</sup> store, Jeong-dong, Seoul  
• May – 29<sup>th</sup> store, Song-Jeong beach, Busan  
• Aug – 30<sup>th</sup> store, Jung-dong Hyundai Dep., Bucheon  
• Oct – 31<sup>st</sup> store, Seo-san  
• Dec – 32<sup>nd</sup> store, Bu-pyeong, Incheon

**2012** • Feb – 33<sup>rd</sup> store, Chung-Jeong ro station, Seoul  
• Mar – 34<sup>th</sup> store, Mapo Gong-dunk, Seoul  
• Apr – 35<sup>th</sup> store, Sang-nam, Chan-won  
• Apr – 36<sup>th</sup> store, Sam-san, Ul-san  
• May – 37<sup>th</sup> store, Song-do, Incheon  
• Aug – 38<sup>th</sup> store, Headquarter of Shinhan bank, Seoul  
• Nov – 39<sup>th</sup> store, No-won station, Seoul  
• Nov – 40<sup>th</sup> store, Seo-myeon, Busan

**2013** • Mar – 41<sup>st</sup> store, Sanghai Gubei, Sanghai, China  
• Mar – 42<sup>nd</sup> store, Onemount, Il-san  
• Apr – 43<sup>rd</sup> store, Gimhae-Ulha, Gim-hae  
• May – 44<sup>th</sup> store, Chun-cheon Seok-sa, Chun-cheon  
• May – 45<sup>th</sup> store, Centeomcity, Busan  
• Jul – 46<sup>th</sup> store, Daegu Apsan, Daegu  
• Oct – 47<sup>th</sup> store, Ihwa-women's univ. ,Seoul



### 3. Introduction of BEANSBINS

- Starting as a domestic coffee brand in Samcheong-dong, It has been known for the waffle café with premium quality and Korean style atmosphere
- With premium quality products, supreme service, and customer loyalty based on the products & service, each 45 BEANSBINS stores have been recognized as a local attraction.
- Attracting wide range of customers. Not just younger generation, but also any age groups of customers. Even foreign travelers.



<View of Samcheong-dong Store>



<Various waffle menu>



<Family Friendly menu & atmosphere>



“BEANSBINS MEANS FRESHNESS.”



### ☐ Using only the highest quality of fresh beans

Beansbins coffee is Specialty coffee which selected from 100% PURE high quality of Arabica coffee beans grown in Africa, Asia, and Latin America with excellent flavor and smooth taste.

### ☐ The place refresh yourself from routine life

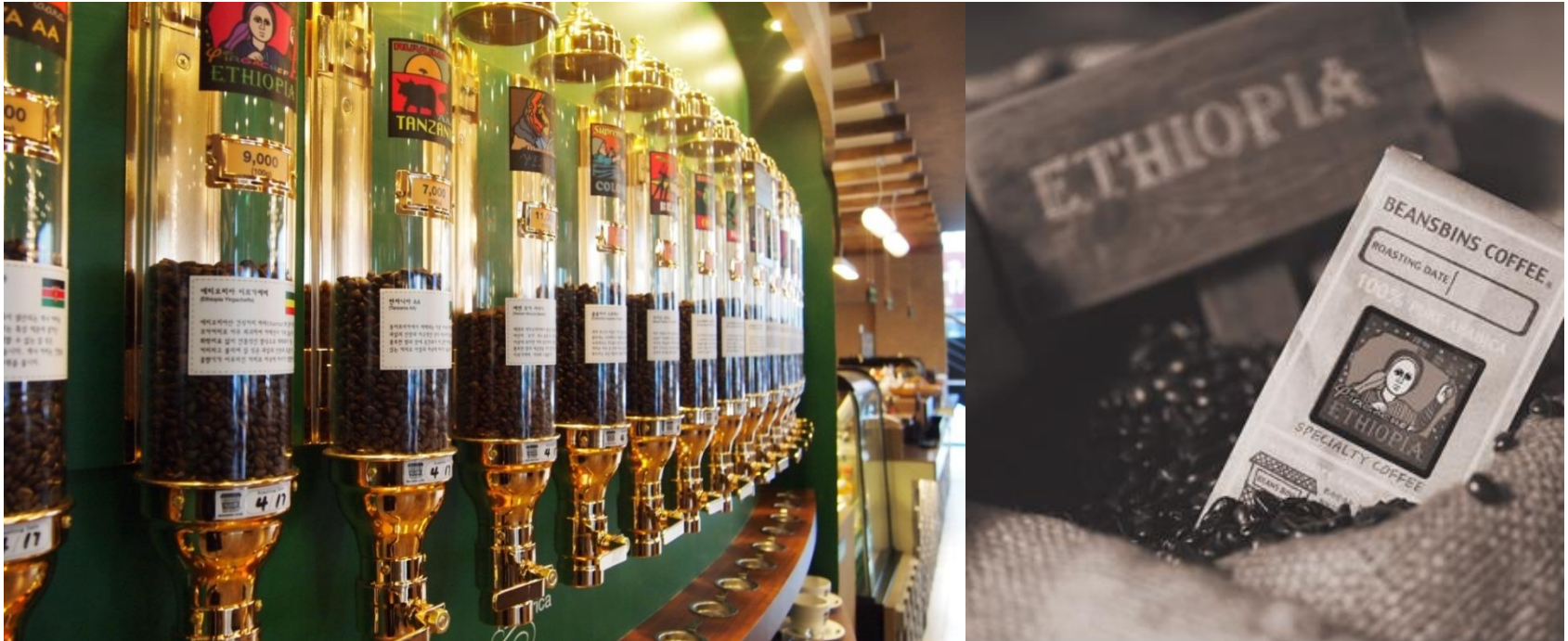
Beansbins coffee is operated in methodical system. Beansbins is offering the place creating warm and relaxed atmosphere that take you away from routine life.

### ☐ Fresh flavor from the excellent roasting

Beansbins roasts everyday to keep its original flavor and freshness at Beansbins own roasting facility in Il-San city. Beansbins coffee has more fresh aroma and flavor compared to imported coffee beans. Beansbins coffee is served within 3 days after roasting and discard 15 days after the roasting

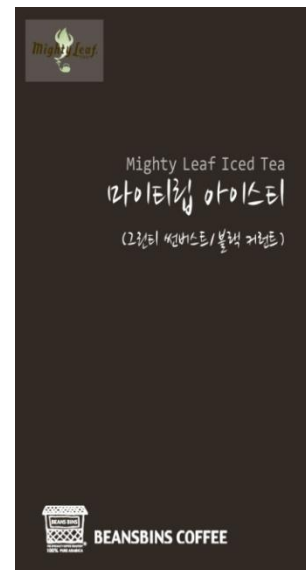


## 4. Specialty Coffee (Single Origin Coffee)



We import the premium quality of coffee beans from 15 countries.  
And roast small amount of coffee beans everyday at our roastery.

BEANSBINS' signature "silos" which contain 15 kinds of single origin coffee beans giving visual choice of premium quality coffee.







## 5. Premium Waffle

“Belgian Waffle has two kinds of waffle. Brussels Waffle and Liège waffle.”



### Brussels Waffle

We make our waffle crispy outside and soft inside. And the waffle contains relatively less sweetness to go well with any kinds of topping.



We serve various kinds of waffles including the green tea waffle & chocolate waffle with various toppings.







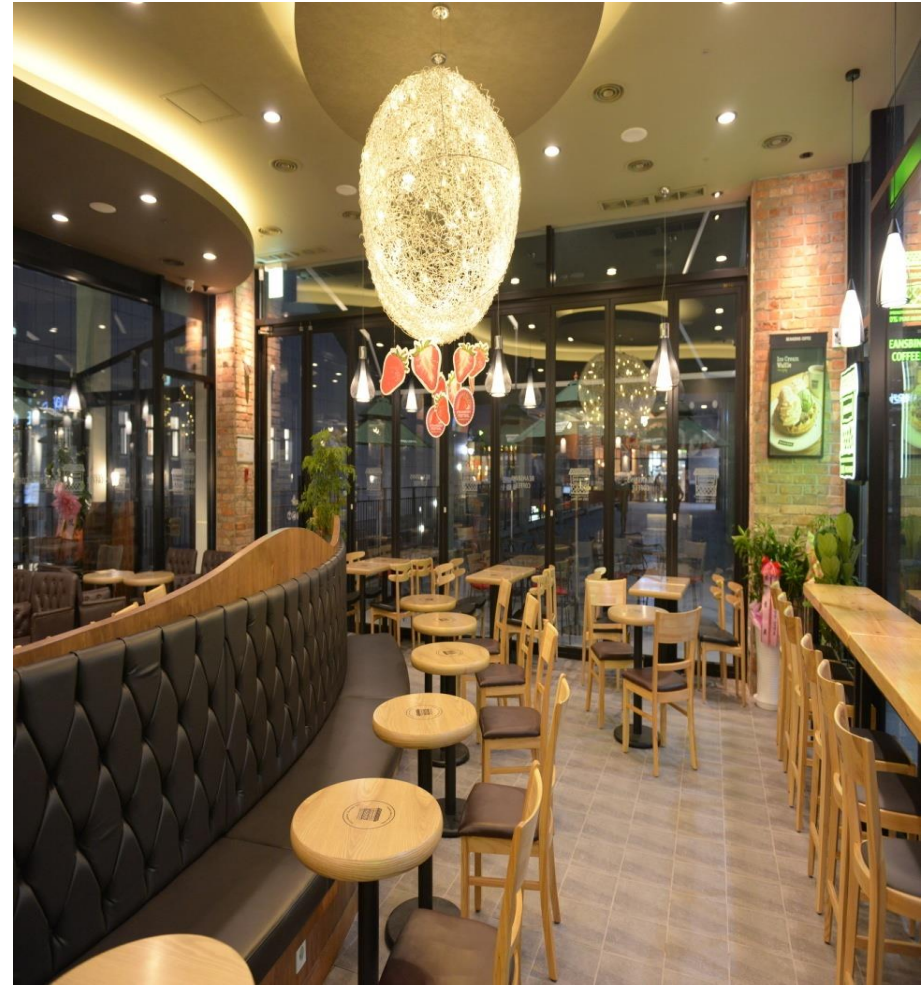
## 6. Store Images & Interior







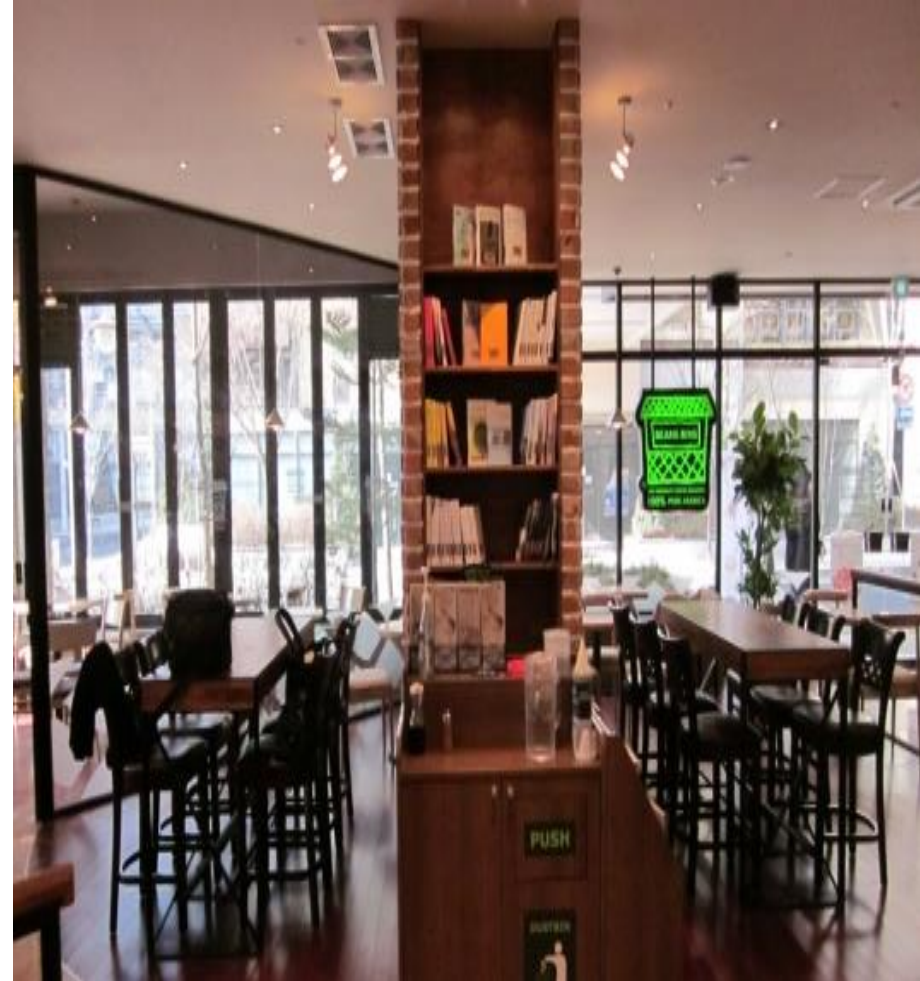




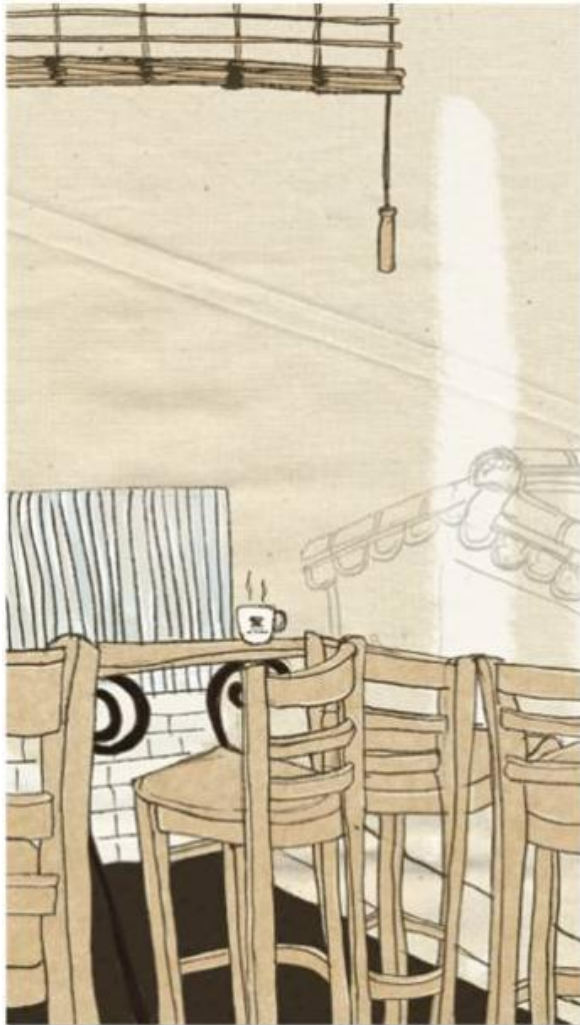












The meeting with precious people,  
**BEANSBINS COFFEE**

BEANSBINS COFFEE has established a high-quality brand image which is preferred throughout generations.

BEANSBINS's passion & motivation are to be the best choice of people's meeting & resting place.

Thank you.

