

# GION DUCK NOODLES

BECOME A FRANCHISEE



1

## WHY US?

CHOOSE US, SUCCEED TOGETHER

2

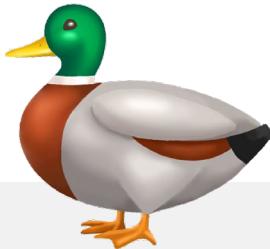
## INSIGHTS

RAMEN MARKET OVERVIEW

3

## JOIN US

BECOME A FRANCHISEE



## TAP INTO THE RAMEN BOOM

Authentic Japanese ramen has become a global sensation, with top-quality ramen shops thriving worldwide. Despite Japan's competitive market, Gion Duck Noodles leads with the highest sales thanks to our unique strategy. Now, we're offering you the chance to join this success story.

Our success stems from a combination of innovative strategies and deep respect for Japanese culinary tradition. With our homemade easy-to-follow, tailor-made strategy, you can start your own Gion Duck Noodles franchise and bring the taste of Japan to your city. Don't miss this fantastic business opportunity—become a part of the ramen revolution today!

# MOTOKI MATSUNAGA

CEO of Gion Duck Noodles



Motoki Matsunaga, the founder and director of Gion Duck Noodles, has a truly inspiring story. From a young age, he was captivated by Japanese and French cuisine, leading him to work in top restaurants before realizing his dream. In 2018, he opened Gion Duck Noodles in Kyoto with a clear vision: to offer unique duck ramen, a rare find in the ramen world. His innovative approach, combined with a deep respect for Japanese culinary traditions, quickly won over ramen enthusiasts both locally and internationally.

Today, Gion Duck Noodles is celebrated for its refined duck and exceptional broth. If you're passionate about the restaurant industry and want to be part of this culinary journey, we invite you to consider joining us as a franchisee. With our experienced team and proven model, you'll have the chance to share Matsunaga's passion for quality food and help expand a prestigious brand. Join us to bring a touch of authentic and excellent cuisine to new regions.

# WHAT IS GION DUCK NOODLES

## PREMIUM RAMEN

At Gion Duck Noodles, we craft every bowl with premium ingredients for an unforgettable taste. We source premium duck and the freshest ingredients to create a rich, savory broth that delights the palate. Our noodles are handmade daily, providing the perfect texture to complement our unique, artisanal flavors. Each dish is meticulously prepared to deliver an unforgettable taste experience, offering a subtle yet comforting flavor. This dedication to creating delicious and popular dishes has made us a standout in Japan's ramen market.

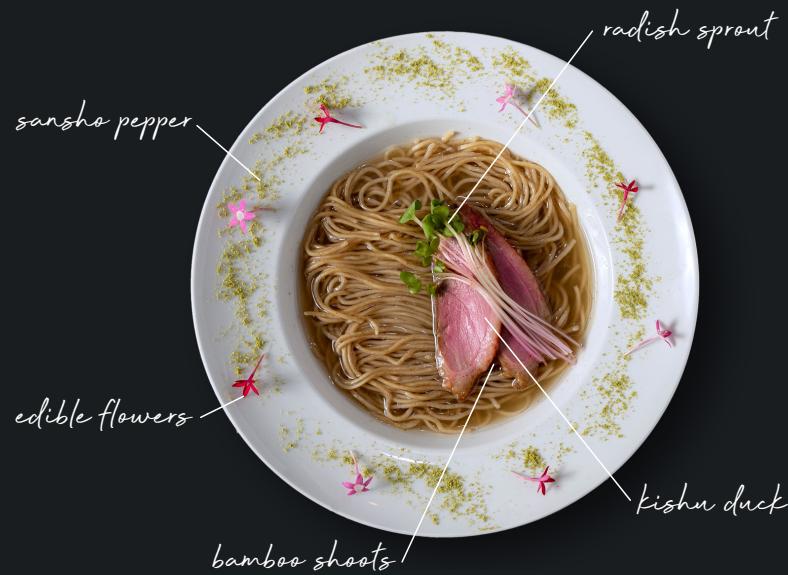


## UNIQUE EXPERIENCE

We designed our restaurant with the vision, "It would be fun to have a place like this." Unlike standard ramen shops using meal tickets, we feature an emoji-only menu to foster interaction and create a memorable experience. While major chains cut costs with touch panels, we focus on the personal touch, emphasizing that we offer more than just delicious food—we deliver a unique dining experience. Our distinctive presentation and design have made us a leader in Japan's ramen market.



## ORIGINAL PRODUCTS



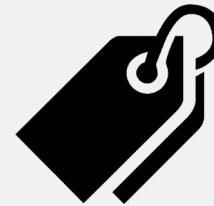
DUCK RAMEN : In this exquisite signature dish, we feature Kishu duck from Wakayama Prefecture in the Kansai region, known for its exceptional quality. The homemade noodles are crafted with German rye flour, adding a unique texture and depth. Surrounding the plate is a sprinkle of organic Japanese pepper, known as "sansho", which offers a distinctive and aromatic kick.



ORANGE DIPPING NOODLES : Our tsukemen dipping noodles feature the same high-quality Kishu duck and homemade noodles. We offer here a unique mikan orange espuma sauce and a madeira wine sauce on the side. Try dipping the duck in these sauces for an extra layer of flavor. Don't forget to dip the noodles into the accompanying soup to complete your dining experience.



CHERRY DIPPING NOODLES : Accompanying the dish is a cherry sauce, perfect for dipping the duck. The black and red currants add a refreshing, tangy note that will enliven your palate throughout the meal. For the noodles, dip them into the rich broth and, at the end of your meal, add the dashi broth to dilute and warm the soup.



## TRENDY BRANDING

Gion Duck Noodles is a brand that really stands out with its trendy, elegant, cute, and fun style. Our distinctive branding does more than just engage dialogue — it creates a memorable image that sticks with customers. Using emojis to describe the menu makes it engaging and foreigner-friendly, ensuring the dish remains a delightful surprise while effectively communicating with a global audience. It's a strategic choice to make our menu more accessible and memorable.

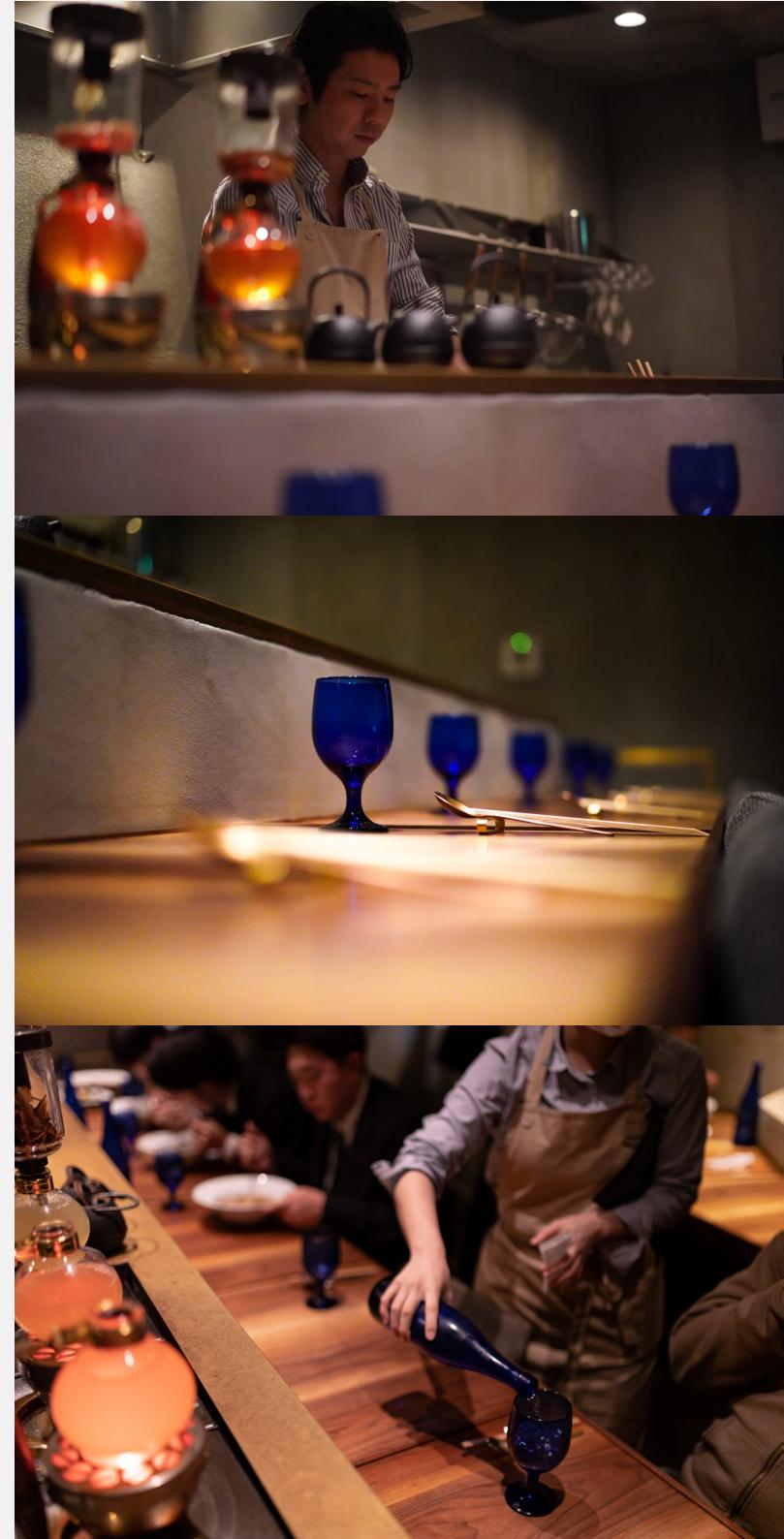
## BRAND IDENTITY COMPARISON : TOP BRANDS





## ELEGANT STYLE

We set ourselves apart from other ramen shops by creating a space that is both elegant and welcoming. Every detail is meticulously designed to showcase our dishes, from refined plates and utensils to soft lighting that perfectly highlights the food while maintaining a warm ambiance. We have chosen noble materials like zinc and wood for our counter, crafting a visually appealing experience that feels more like a sophisticated restaurant than a fast food spot. Our staff, dressed in stylish uniforms, undergo thorough training to be both friendly and polite. In essence, we strive to capture a simple, Japanese-inspired elegance that combines sophistication with hospitality.



# PRODUCT STRATEGY

## PRODUCT-OUT THINKING

In Japan's vast manufacturing economy (400 trillion yen!), the market-in approach (catering to demand) is favored over the product-out approach (focusing on the product).

In restaurants, market-in driven strategies are praised, but individual eateries should focus on taste and experience, not just price competition.

While the market-in approach yields steady sales, product-out thinking, like the iPhone, captures hearts and drives exceptional success. We believe this is the winning strategy.

At Gion Duck Noodles, rather than offering basic good ramen, we aim to create a product that not only fills the stomach but also touches the heart, leaving a lasting impression on our customers.

## MARKET-IN? PRODUCT-OUT!

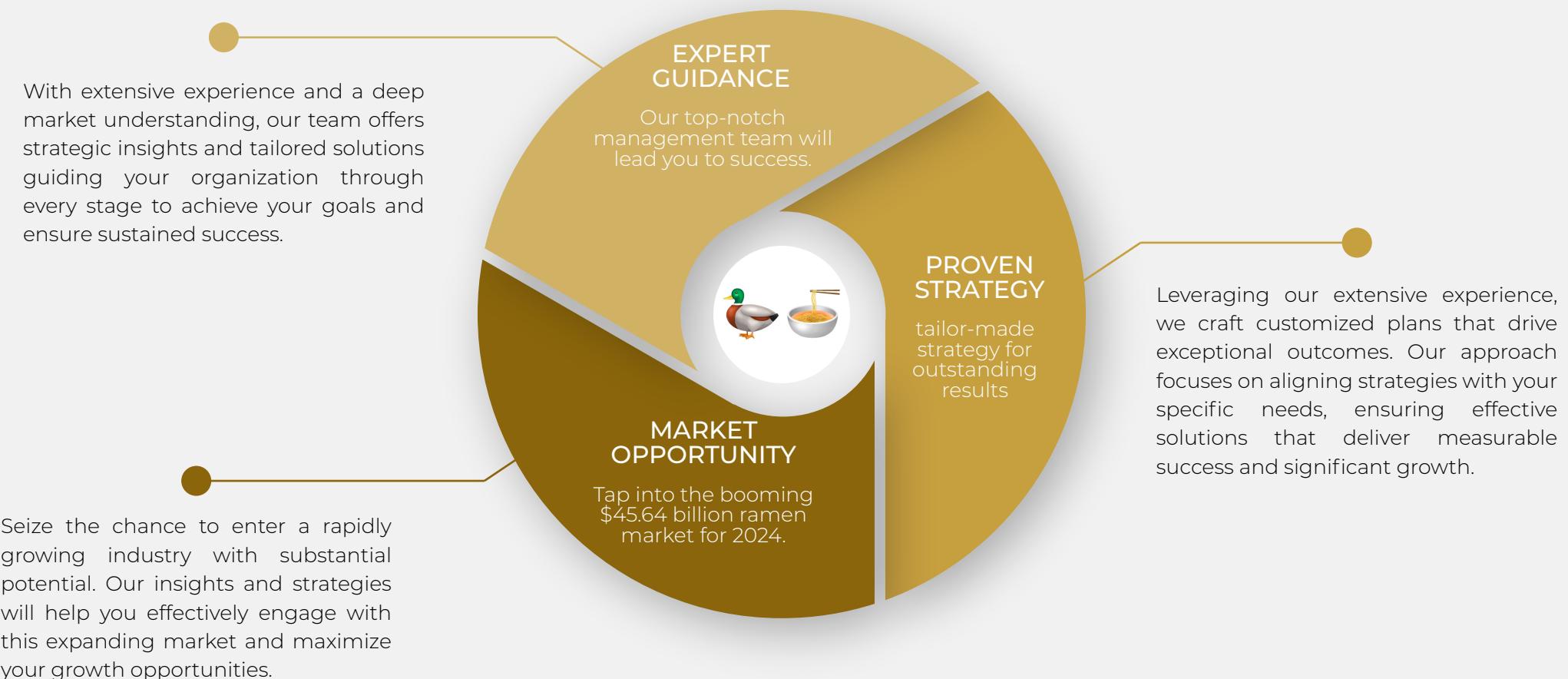
### QUALITY



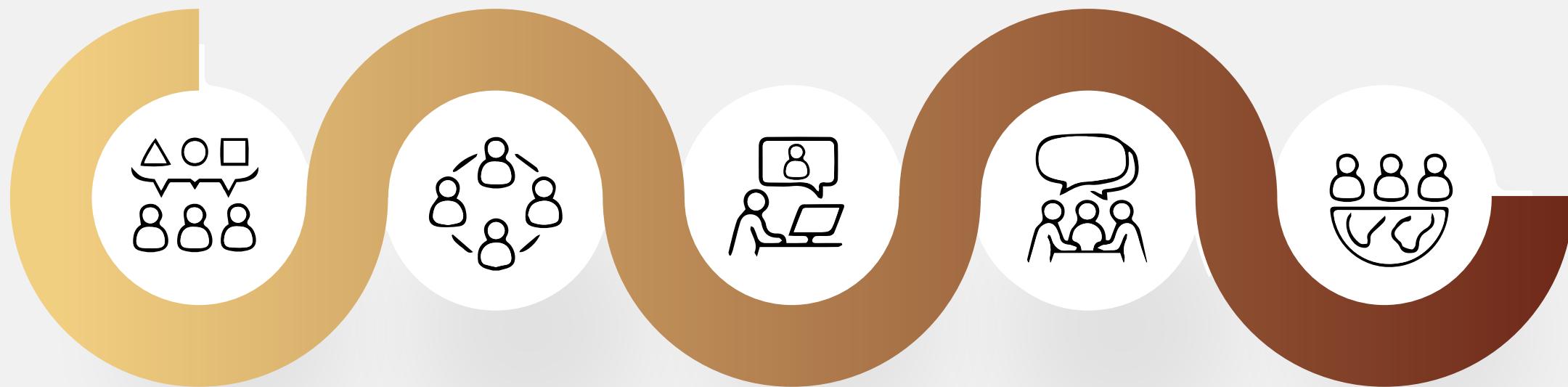
### QUANTITY

# MANAGEMENT STRATEGY

Gion Duck Noodles' unique management strategy will enable franchisees to spread the taste of duck ramen using a proven approach.



## OUR TEAM'S STRENGTHS



### ROCK-SOLID ORGANIZATION

Tackling major business issues with innovative solutions.

### EXPERIENCED MANAGEMENT

Diverse, multicultural team with extensive expertise across various fields.

### INTERNAL STRUCTURE

Deep market and customer insight with strong franchisee support.

### TECH CONSULTING

Expert guidance in equipment, leading and technology.

### CROSS-CULTURAL EXPERTISE

Understanding market and business needs across cultures.

1

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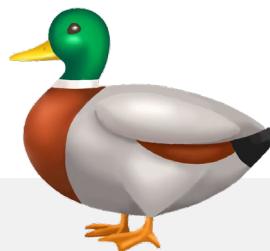
## INSIGHTS

RAMEN MARKET OVERVIEW

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## JOIN US

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## NOW'S THE PRIME TIME TO JOIN

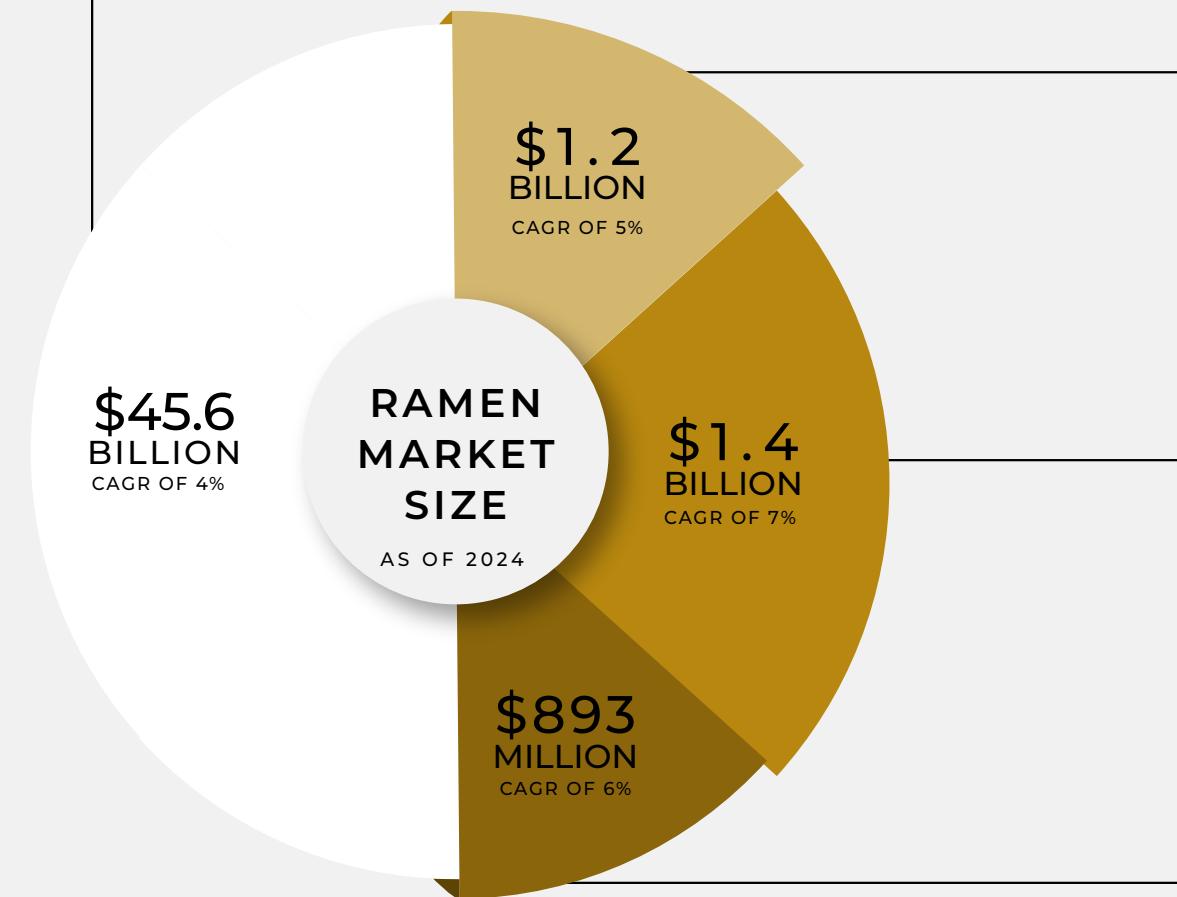
The ramen restaurant market is experiencing significant growth globally, particularly in the United States, Europe, and Asia, where it is rapidly expanding. The rising popularity of Japanese cuisine is not just a trend but a sustained movement, creating substantial opportunities for new franchisees. As more people discover and fall in love with the authentic flavors and comforting appeal of ramen, the industry's total revenue is on an upward trajectory, with forecasts indicating continued growth over the next five years.

Globally, the noodle market, which includes ramen, is set to see robust expansion. The fast-food restaurant sector, which encompasses ramen restaurants, is projected to reach USD 583.4 billion by 2028, growing at a compound annual growth rate (CAGR) of 4.5%. This is the perfect time to join this thriving market and open your own ramen franchise. Whether you're an entrepreneur seeking a new venture or an investor looking for promising opportunities, the ramen restaurant industry offers a delicious path to success.

# MARKET SIZE AND GROWTH

## GLOBAL

The global ramen market is expected to grow significantly. The market was valued at USD 45.6 billion in 2024 and is projected to expand at a CAGR [Compounded Annual Growth Rate] of 4.0% from 2024 to 2029.



## UNITED STATES

The restaurant sector, including ramen restaurants, is expected to reach USD 1 trillion in sales for the first time in 2024. The ramen market is valued at around \$1.2 billion itself. It is projected to grow at a compound annual growth rate (CAGR) of approximately 5% over the next five years. Growth is driven by the rising popularity of Asian cuisine, an increasing number of ramen shops, and a growing interest in diverse and authentic food experiences.

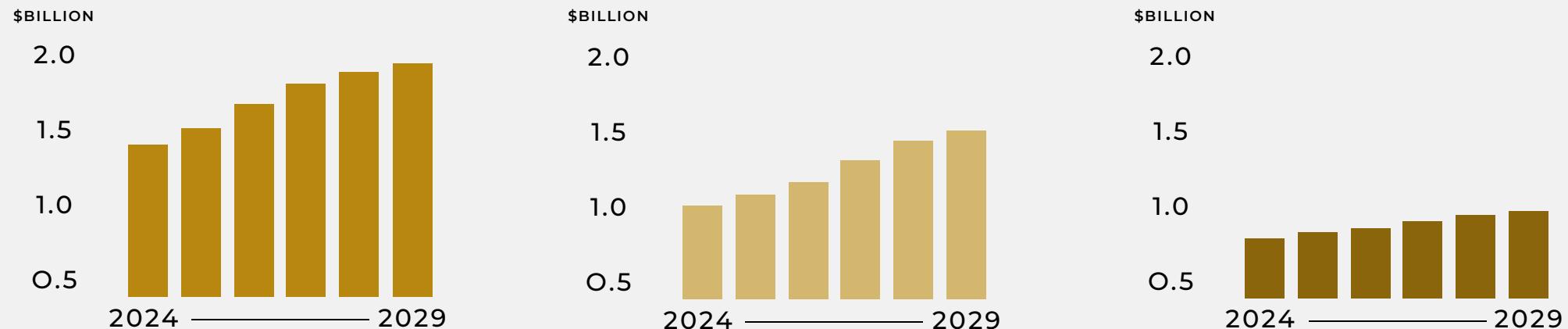
## ASIA

The Asia-Pacific region (excluding Japan) ramen market is valued at approximately \$1.4 billion (2024). It is projected to grow at a compound annual growth rate (CAGR) of around 7% over the next five years. This dominance is attributed to the cultural affinity for noodles and a large consumer base.

## EUROPE

As of 2024, the ramen market in Europe is valued at approximately €800 million (\$893 million). It is projected to grow at a compound annual growth rate (CAGR) of around 6% over the next five years. This growth is driven by increasing consumer interest in diverse culinary experiences and the expanding presence of ramen shops across major European cities. Cities like London, Paris, and Berlin.

# MARKET SIZE PROJECTIONS (2024-2029)



## ASIA W/O JAPAN

2024: \$1.4 billion  
2025: \$1.5 billion  
2026: \$1.61 billion  
2027: \$1.72 billion  
2028: \$1.84 billion  
2029: \$1.97 billion

\*DATAM INTELLIGENCE  
ON RAMEN INDUSTRY IN ASIA-PACIFIC  
(EXCLUDING JAPAN)

## UNITED STATES

2024: \$1.2 billion  
2025: \$1.26 billion  
2026: \$1.32 billion  
2027: \$1.39 billion  
2028: \$1.46 billion  
2029: \$1.54 billion

\*IBISWORLD  
ON RAMEN INDUSTRY IN USA

## EUROPE

2024: €800 million  
2025: €832 million  
2026: €865 million  
2027: €900 million  
2028: €936 million  
2029: €973 million

\*COGNITIVE MARKET RESEARCH  
ON RAMEN INDUSTRY IN EUROPE

## KEY TRENDS

Traditional ramen is out; originality is in. The trend for ramen shops around the world is moving towards creativity and innovation. Gion Duck Noodles offers precisely what the market is craving :



### AUTHENTIC RAMEN

Emphasizing traditional methods and premium ingredients, Gion Duck Noodles taps into the rising trend for genuine, artisanal ramen.



### FUSION RAMEN

By blending classic Japanese flavors with local ingredients, our shop capitalizes on the constant growing popularity of fusion cuisine.



### CULINARY EXPERIENCE

Gion Duck Noodles caters to the increasing demand for innovative and gourmet flavors, providing a diverse and sophisticated culinary experience.

# SET TO PEAK

The ramen industry represents a massive market poised to reach its peak due to its increasing global popularity and evolving consumer preferences. Here are the four reasons why:

1



## GROWING POPULARITY

Ramen's global appeal is expanding as more people discover and enjoy its unique flavors and variations.

2



## DIVERSE OFFERINGS

The market is now experiencing a surge in creative and diverse ramen styles, catering to a wide range of tastes and preferences.

3



## GORUMET INTEREST

Increasing gourmet interest for premium, higher-quality options, and driving demand for innovative ramen experiences.

4



## FOOD CULTURE

As culinary trends evolve and expand, ramen is becoming a prominent part of the global food culture, attracting attention from new markets.

# COMPETITIVE LANDSCAPE



## UNITED STATES

Competition is intense with numerous local and international players. Restaurants must differentiate themselves by the quality of their ingredients and the authenticity of their recipes. The US ramen restaurant market is concentrated, with large companies generating a significant portion of total sector revenue. Dominant chains include Ippudo, Ichiran, Momofuku Noodle Bar, and Marufuku Ramen complemented by popular restaurants like Afuri or Jinya Ramen Bar.



### IPPUDO

LOCATION: 9  
SPECIALITY: tonkotsu ramen (pork bone broth)



### ICHIRAN

LOCATION: 4  
SPECIALITY: tonkotsu ramen (pork bone broth)



### MOMOFUKU

LOCATION: 4  
SPECIALITY: modern, creative ramen



### MARUFUKU

LOCATION: 10  
SPECIALITY: modern hakata style ramen



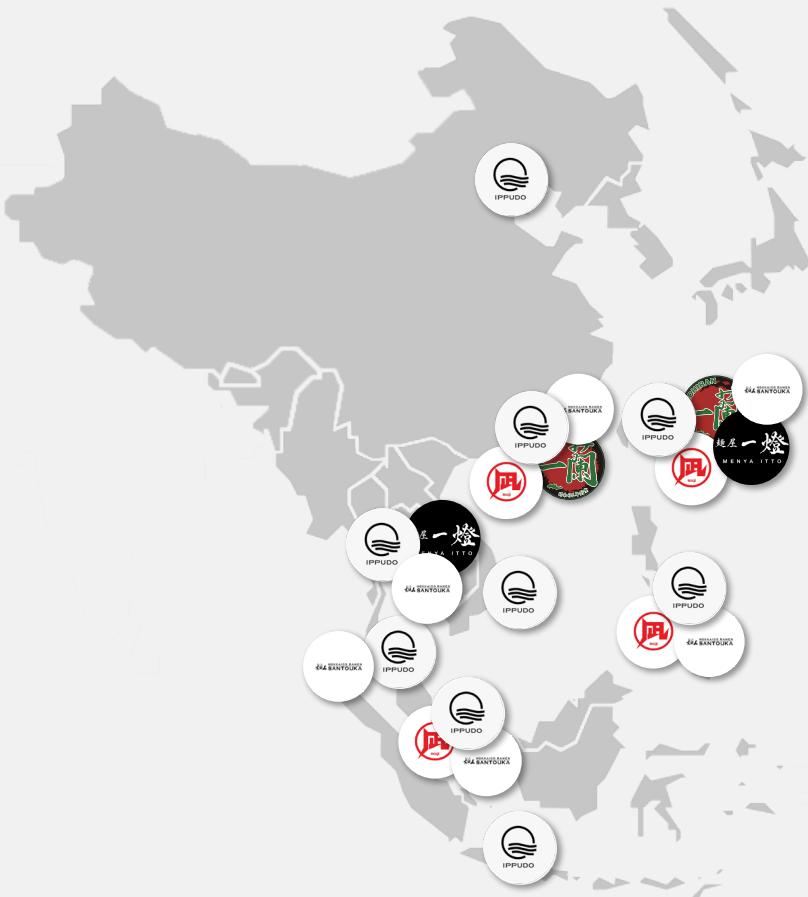
### AFURI

LOCATION: 5  
SPECIALITY: yuzu shio / shoyu ramen



### JINYA

LOCATION: 61  
SPECIALITY: creamy tonkotsu ramen



# ASIA

The competitive landscape for ramen shops in Asia is dynamic and rapidly evolving.

**Diverse Market:** A mix of traditional and innovative shops offers a wide range of styles and flavors.

**Strong Regional Brands:** Leaders like Ichiran, Ippudo, Menya Itto, Santouka set high standards with their consistent quality.

**Emerging Trends:** Fusion ramen blends local ingredients with traditional flavors like Ramen Nagi.

**Innovative Concepts:** New entrants like Gion Duck Noodles highlight unique ingredients and dining experiences.



## IPPUDO

LOCATION:  
+50  
SPECIALITY:  
tonkotsu ramen  
(pork bone broth)



## ICHIRAN

LOCATION:  
6  
SPECIALITY:  
tonkotsu ramen  
(pork bone broth)



## MENYA ITTO

LOCATION:  
3  
SPECIALITY:  
tsukemen  
(dipping noodles)



## SENTOUKA

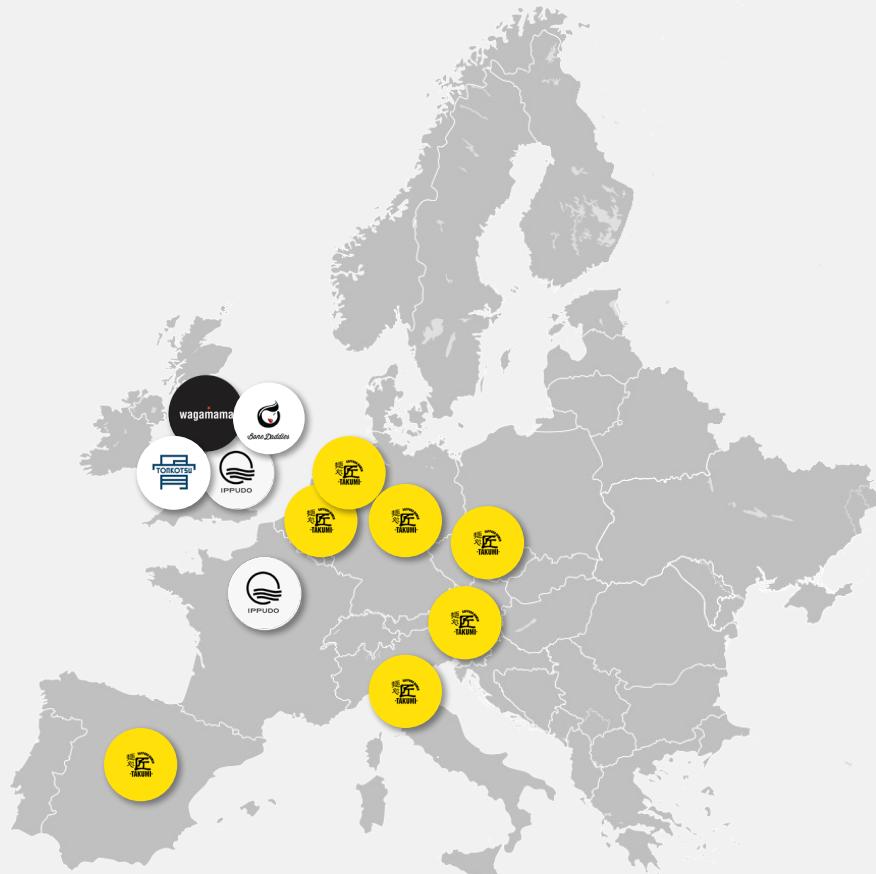
LOCATION:  
21  
SPECIALITY:  
hokkaido style  
ramen



## NAGI

LOCATION:  
17  
SPECIALITY:  
tonkotsu ramen  
(pork bone broth)

# EUROPE



The European ramen market is becoming more competitive with the presence of both large chains and independent restaurants. Notable chains like Ippudo or Takumi with multiple locations across Europe, are major players in the market. Independent ramen shops and local chains are also significant contributors to the market, providing diverse dining experiences and unique menu offerings like Wagamama, Tonkotsu, and Bone Daddies in UK.



## IPPUDO

LOCATION: 8  
SPECIALITY: tonkotsu ramen (pork bone broth)



## TAKUMI

LOCATION: 27  
SPECIALITY: miso, spicy, shoyu, tonkotsu ramen



## WAGAMAMA

LOCATION: +50  
SPECIALITY: asian-inspired ramen



## TONKOTSU

LOCATION: 18  
SPECIALITY: tonkotsu ramen (pork bone broth)

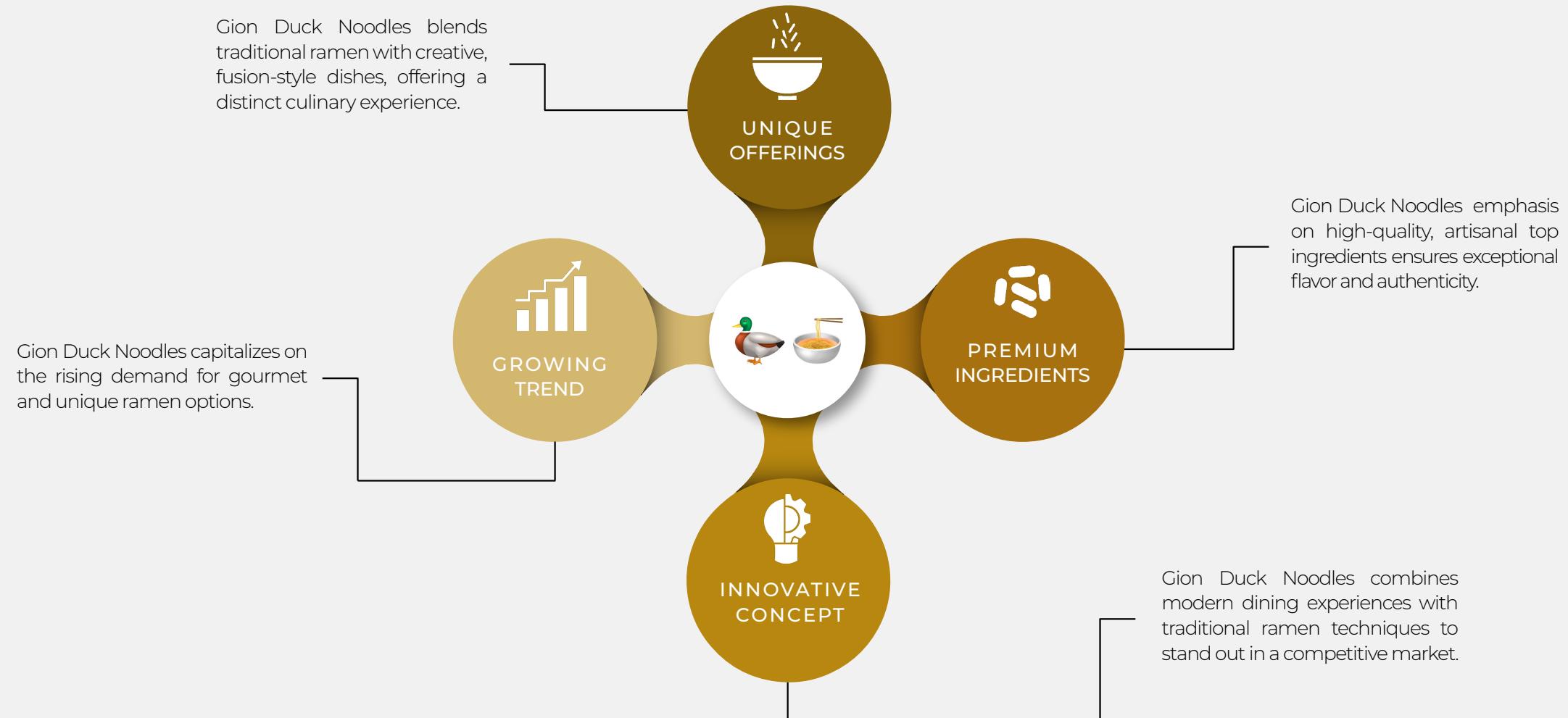


## BONE DADDIES

LOCATION: 7  
SPECIALITY: tonkotsu, miso, curry, tantanmen

# GION DUCK NOODLES STANDS OUT

Despite a saturated market with well-known brands, Gion Duck Noodles has emerged as the top seller in Japan. Become a franchisee and capitalize on this proven success.



## IPPUDO'S GLOBAL POWER VS. GION DUCK NOODLES' GOURMET APPEAL

While Ippudo benefits from a large-scale operation with high sales volumes across many locations, Gion Duck Noodles likely focuses on higher price points with a unique, high-end product offering, appealing more to food connoisseurs..

Therefore, Ippudo's revenue is expected to be significantly higher, reflecting its broader reach and scale, but Gion Duck Noodles excels in creating a premium dining experience that generate a higher revenue by store and by seat.



### IPPUDO

AVERAGE CHECK BY CUSTOMER ￥1,350 (\$9.64)

MONTHLY REVENUE PER STORE ￥6,400,000 (\$45,714)

MONTHLY REVENUE PER SEAT 250,000 ￥ (\$1,786)

SG&A RATIO 67.7 %



### GION DUCK NOODLES

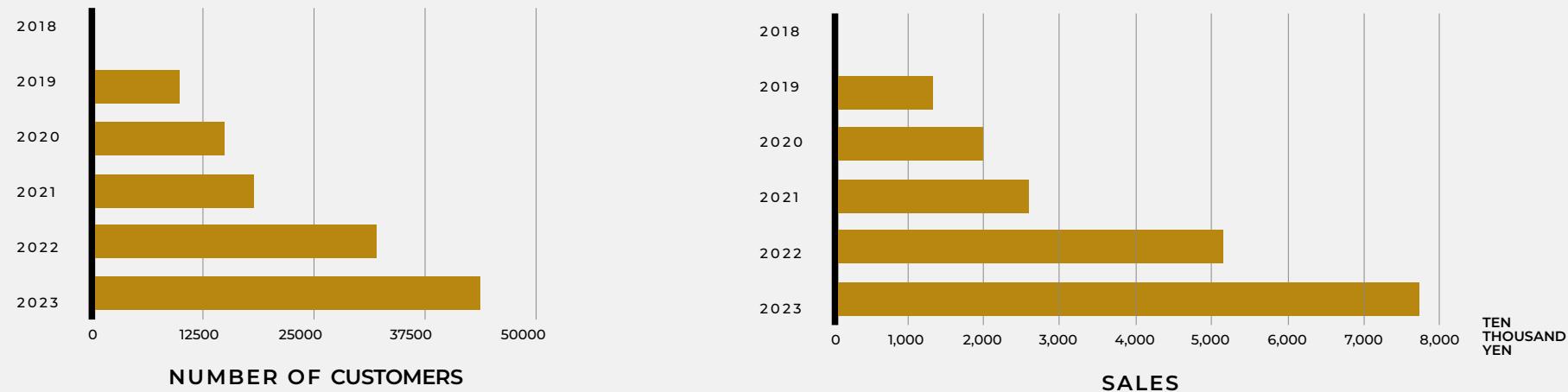
AVERAGE CHECK BY CUSTOMER ￥2,300 (\$16.43)

MONTHLY REVENUE PER STORE ￥10,000,000 (\$71,429)

MONTHLY REVENUE PER SEAT ￥1,110,000 (\$7,929)

SG&A RATIO 24 %

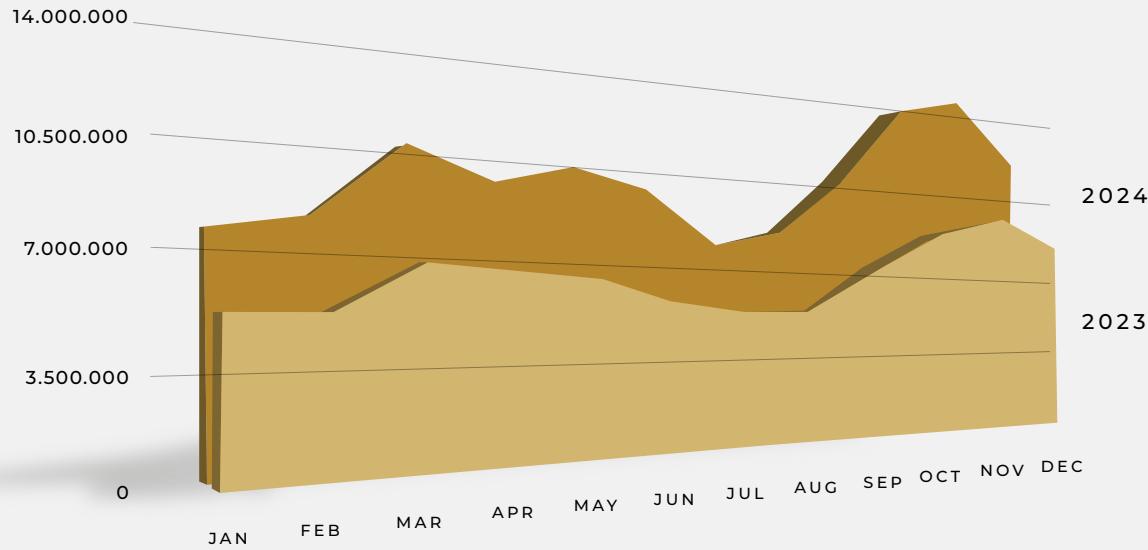
# GION DUCK NOODLES REVENUE AND CONSUMER TRENDS: 2018-2023



YEAR	SALES	NUMBER OF TRANSACTIONS	AVERAGE TRANSACTION AMOUNT	NUMBER OF CUSTOMERS	AVERAGE CUSTOMER SPEND
2018	¥107,139 (\$727)	67	¥1,599 (\$10.85)	82	¥1,306 (\$8.86)
2019	¥13,425,185 (\$91,165)	7,553	¥1,777 (\$12.06)	9,614	¥1,396 (\$9.47)
2020	¥20,092,388 (\$136,438)	10,303	¥1,950 (\$12.06)	15,089	¥1,331 (\$9.03)
2021	¥26,156,400 (\$177,598)	12,861	¥2,033 (\$13.80)	18,178	¥1,438 (\$9.76)
2022	¥51,529,290 (\$349,876)	22,394	¥2,301 (\$15.62)	31,116	¥1,604 (\$10.89)
2023	¥77,336,640 (\$525,104)	26,758	¥2,890 (\$19.62)	43,688	¥1,770 (\$12.01)



# GION DUCK NOODLES REVENUE AND CONSUMER TRENDS FOR 2024



2023  
JAN TO DEC

2024  
JAN TO DEC

SALES

¥77.336.640  
(\$509.056)

¥120.321.945  
(\$792.000)

NUMBER OF  
CUSTOMERS

43 688

52 871

**TRENDS  
2024**  
FROM JAN TO DEC



DUCK RAMEN



ORANGE DIPPING  
NOODLES



CHERRY DIPPING  
NOODLES



DUCK RICE  
SIDE DISH

SALES  
¥66.614.120  
(\$438.534)

NUMBER OF  
ITEMS SOLD  
37 789

SALES  
¥16.760.450  
(\$110.337)

NUMBER OF  
ITEMS SOLD  
7 700

SALES  
¥14.124.790  
(\$92.979)

NUMBER OF  
ITEMS SOLD  
7 383

SALES  
¥4.625.015  
(\$30.443)

NUMBER OF  
ITEMS SOLD  
7 494

1

## WHY US?

CHOOSE US, SUCCEED TOGETHER

2

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BECOME A FRANCHISEE

# FRANCHISE PARTNER

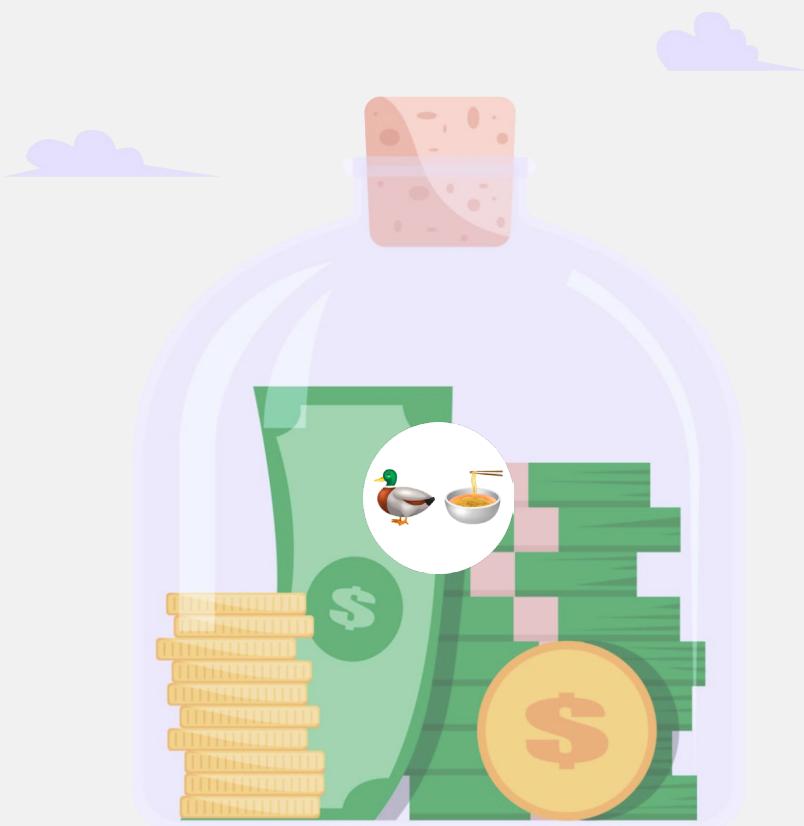
Step into success as our franchise partner! It's simple, accessible, and flexible.

## POTENTIAL CANDIDATES



1. Show entrepreneurial spirit, enthusiasm, and high motivation.
2. Master all facets of managing a Gion Duck Noodles restaurant.
3. Demonstrate exceptional leadership skills.
4. Build and lead successful teams and oversee daily operations.
5. Adhere to standards and procedures, and achieve financial targets.
6. Possess in-depth knowledge of your market.
7. Have the financial capability to fund and sustain your business.
8. Enjoy the process of developing and opening your Gion Duck Noodles restaurants.

# FRANCHISE INVESTMENT



## FINANCIAL REQUIREMENTS

Your financial plan must outline the capital needed to develop the specified number of restaurants. This plan must be comprehensive, with committed capital, before finalizing the development agreement.

Gion Duck Noodles recommends acquiring 2nd generation restaurants to lower construction costs, accelerate opening times, and expedite investment recovery. New constructions are more costly and take longer to open, sometimes over a year.

## INITIAL AND ONGOING FEES

- Initial franchise fee: \$40,000 per restaurant.
- Ongoing royalty: 5%.
- Continuing advertising fee: 0%.

## WHAT IS COVERED



## WHAT IS NOT COVERED



### **Brand Usage Rights**

Access to the brand identity, concept, and expertise of the franchisee.

### **Initial Training**

A comprehensive training program covering operational standards, restaurant management, and customer service. Accommodation for one month training in Kyoto for two people and transportation costs to training sites are covered.

### **Operational Support**

Ongoing assistance in daily management, including guidance on operations, logistics, and supply chain management.

### **Franchise Materials & Manuals**

Access to operational guides and best practices to ensure quality and consistency in the customer experience.

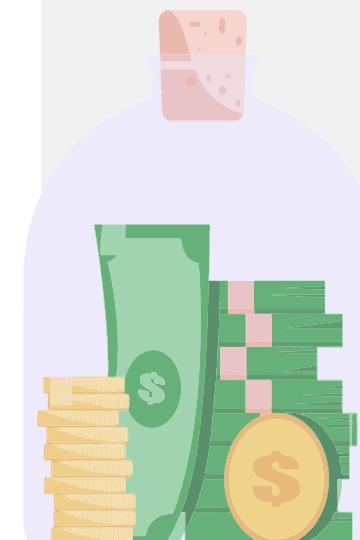
### **Marketing & Communication**

Conception of national marketing campaigns and support for local promotions. Option to provide commercial images, videos, and if needed, dedicated website.

### **Development & Innovation**

Continuous improvement of concept, recipes, and management techniques to stay competitive in the market.

## INITIAL AND ONGOING FEES



### **Real Estate Cost**

We do not cover the rent or purchase costs for the location of the restaurant.

### **Renovation & Construction**

We do not cover any necessary remodeling or construction to meet the brand's standards.

### **Local Licences & Permits**

We do not cover the fees required for legal compliance such as licences and permits in the specific market.

### **Employee Wages**

We do not cover the costs for hiring and compensating staff, including uniforms, staff training, or any other employee-related expenses.

### **Inventory & Supplies**

We do not cover the initial stock of ingredients, packaging, and other operational supplies.

### **Operational Expenses**

We do not cover utilities, insurance, and ongoing costs for daily operations.

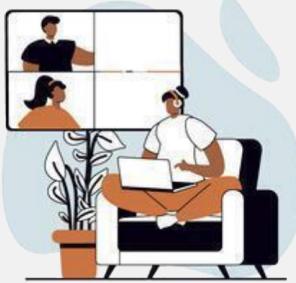
### **Local Marketing Expenses**

We do not cover promotional campaigns, special offers, or any other marketing initiatives that the franchisee may choose to implement in order to promote their restaurant.

# FRANCHISE PROCESS

Opening a ramen franchise is a lengthy and careful process. Please consider the following points as an example of what this exciting journey entails.

MONTHS  
1.2



## INITIAL RESEARCH AND PLANNING

**Market Research:** Conduct a detailed analysis of your target market and competitors.

**Franchise Meeting:** Work closely with the franchisor to find the best fit for your goals and ensure a mutually beneficial agreement.

**Financial Planning:** Secure funding, understand costs, and create a budget.

MONTHS  
3.4



## LEGAL AND FORMALITIES

**Franchise Agreement:** Review and sign the franchise agreement.

**Legal Setup:** Establish your business, obtain necessary permits, licenses, and insurance.

**Site Selection:** Begin scouting for a prime location with the franchisor's guidance.

MONTHS  
5.6



## LOCATION AND SETUP

**Lease Negotiation:** Finalize and sign the lease agreement for your location.

**Design and Layout:** Collaborate with the franchisor to finalize the design and layout.

**Ordering Equipment:** Purchase necessary furniture, equipment, and supplies.

MONTHS  
7.8



## TRAINING AND RECRUITMENT

**Training Programs:** Attend franchisor training sessions of one month in Kyoto. Share the core elements of this initial training and the specific responsibilities for each role with the entire team.

**Staff Recruitment:** Hire staff members.

# FRANCHISE PROCESS



## MARKETING AND PRE-LAUNCH

**Local Marketing Plan:** Develop and start executing a marketing strategy to generate local interest.

**Social Media Setup:** Establish and grow your online presence on social media platforms.

**Pre-Opening Events:** Host events or promotions to build anticipation.



## SOFT LAUNCH

**Soft Opening:** Open quietly for a limited audience to test operations and gather feedback.

**Adjustments:** Make any necessary changes based on soft opening feedback.



## GRAND OPENING

**Grand Opening Event:** Plan and execute a high-impact event to officially open your franchise.

**Promotions:** Launch grand opening promotions to attract and retain customers.

**Ongoing Monitoring:** Review performance and adjust strategies as needed with the franchisor's support.

This timeline ensures a thorough and structured approach to successfully launching your franchise within a year.

# FRANCHISE SUPPORT

As part of our network, franchisees receive comprehensive support at every stage of opening and running their restaurant. Here's how we help our franchisees:



## 1. SETUP AND OPENING SUPPORT

**Site Selection:** We assist in choosing the optimal location for your restaurant, considering foot traffic, local demographics, and visibility.

**Design and Layout:** We provide layout plans and interior designs that reflect the unique ambiance of Gion Duck Noodles while optimizing operational efficiency.

**Initial Training:** Before opening, you will receive a one month training on operations, food preparation, customer service, and daily management.



## 2. ONGOING OPERATIONAL SUPPORT

**Systems and Technology:** We provide advanced management advices, including point-of-sale systems, inventory management, and reporting software to help you run your business efficiently.

**Supply Chain:** We will help to establish partnerships with suppliers to ensure high-quality ingredients at competitive prices. We also manage logistics from Japan if needed to ensure regular and timely deliveries.

**Marketing Support:** We help you develop local and national marketing campaigns to attract and retain customers. This includes digital marketing and specific promotions.

# FRANCHISE SUPPORT



## 3. BUSINESS DEVELOPMENT ASSISTANCE

**Continuous Improvement:** We offer ongoing training and regular updates to keep you competitive in the market.

**Personalized Support:** Every franchisee has access to a dedicated account manager who provides personalized support and answers any questions or concerns.

**Expansion and Growth:** For successful franchisees, we offer guidance on expanding their portfolio, whether through opening new locations or adding new offerings to their menu.



## 4. POST-OPENING SUPPORT

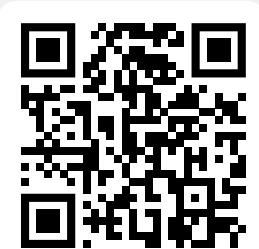
**Regular Visits:** Our support team conducts regular visits to evaluate operations, offer advice, and ensure brand standards are being upheld. A weekly video meeting to ensure regular follow-up and ongoing support is included.

**Feedback and Adjustments:** We encourage open dialogue to discuss challenges and identify tailored solutions. This includes feedback sessions based on performance and customer comments.

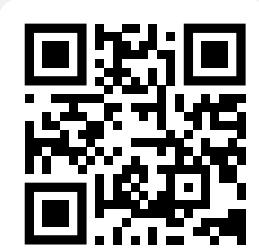


Gion Duck Noodles franchise doesn't just provide you with a business model, we guide you throughout your journey, from the initial concept to daily management and beyond. We are fully committed to the success of our franchisees and do everything we can to help them achieve their goals.

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