

NEW MENU LAUNCH KIT

BY MADELEINE PAGE

SOUTH SEOUL
KOREAN EATS

FLAVOUR DROP



SPICY BULDAK
GARLIC SOY
KOREAN BBQ
SWEET & SPICY
ORIGINAL

SOUTH SEOUL
KOREAN EATS

NEW MENU LAUNCH KIT



As part of the core menu refresh we aim to further align South Seoul’s core menu offering to the Korean brand positioning, refresh all customer facing assets and imagery to the new creative brand identity, consolidate and optimisation of pantry items, review RRP’s across all channels and ultimately create a menu that will resonate with new and existing customers.

Key Information	
Start Date	Wed 15th April
End Date	NA ~ core menu.
Marketing Activity	This menu refresh will be supported by national marketing campaign with all stores provided with refreshed core in-store assets (posters, DMBs reset, kiosk overhaul), social media ad-campaigns (paid/organic), home delivery ads / promotional strategies and all new menu imagery.
Objectives	<ul style="list-style-type: none"> Improve profit margins across in-store & delivery Ensure competitive & comparable pricing in market Remove national low-selling items Align menu to more distinctly Korean flavours
Pillars	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid orange; border-radius: 15px; padding: 5px; background-color: #f4a460; color: white; text-align: center;"> <p>GROW INCREMENTAL SALES</p> </div> <div style="border: 1px solid orange; border-radius: 15px; padding: 5px; background-color: #f4a460; color: white; text-align: center;"> <p>GROW FP PROFITABILITY</p> </div> </div>
Measures of Success	<div style="border: 1px solid orange; border-radius: 15px; padding: 5px; background-color: #f4a460; color: white; text-align: center;"> <p>SUSTAINED 7% LFL SALES GROWTH</p> </div>

SOPs & Cookbook, Allergens

Supplied via Access 8

Marketing POS

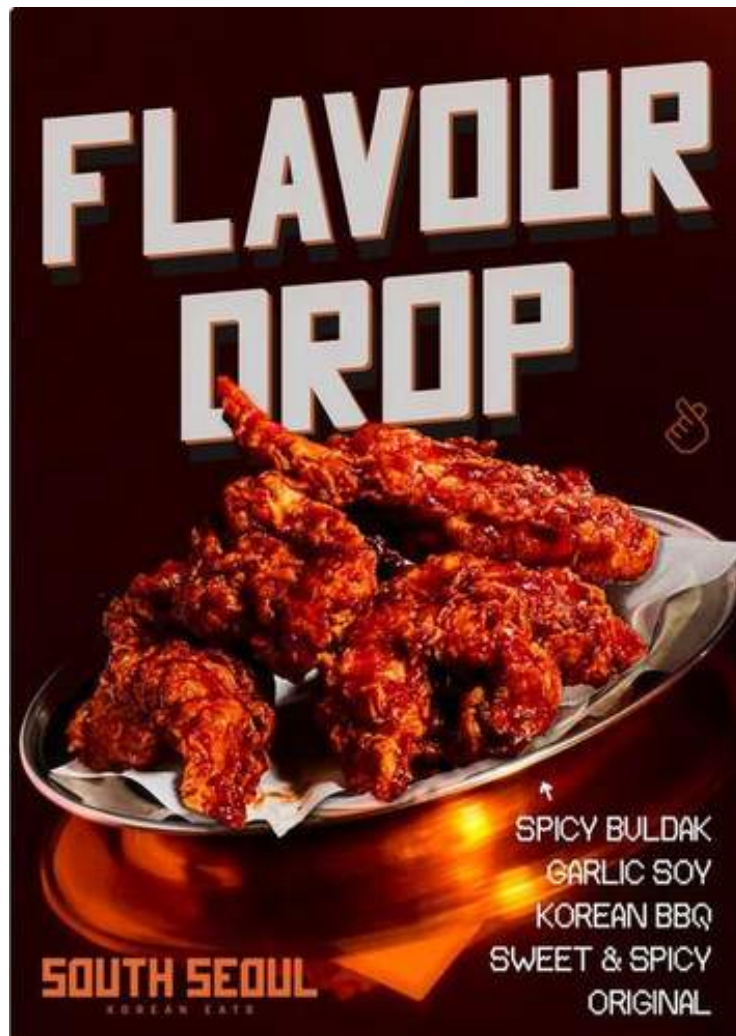
Printed Assets

Launch Kit: Delivered directly to each location WC 6 April

- Launch Kit
- Cookbook
- Poster
- A-frame
- Counter card
- Flyers (with menu)

**artwork reference below, final printed assets may have variations.*

Campaign Creative



This artwork will be delivered to stores in the formats listed above WC 6 April

Please remove any previous artwork from store and replace with new artwork. Posters that show only the packaging can stay, remove any previous posters of burgers, bowls, or chicken.

Marketing

To support the new menu launch, we will have an ad campaign on Door Dash and Uber Eats, and geo-targeted META ads, as well printed POS materials.

Digital Menu Boards	DMBs will be activated on launch day.
ATE Rewards	All of the below will be targeted to trial location customers only. <u>Push notifications:</u> Launch + reminder notifications <u>App:</u> Homescreen banner <u>eDM:</u> Launch eDM, as well as a calendar of additional eDMs to advertise new flavours, dishes, and combos (including Every Day Value items).
Social	As part of the new menu we have shot a bank of social-ready imagery and videos that will be used in both organic and paid advertising. Examples of new assets below.
Website	Menu on website will be updated.
Google My Business	Profiles will be updated with new imagery highlighting our menu.



Social Image Examples

Menu

SOUTH SEOUL

KOREAN EATS

RICE BOWLS

16.00

BEEF BULDOGGI

Stewed beef with fresh carrot & onion, cooked in rich sauce to create luscious sauce. Served with steamed rice, kimchi, slaw, bean sprouts & black sesame seeds.

CHICKEN KATSU CURRY

Panko crumbed chicken katsu served with fresh carrot & onion in a fragrant golden Korean curry sauce. Served with steamed rice, kimchi, slaw, bean sprouts & black sesame seeds.

KOREAN BBQ BEEF

Stewed beef, carrot & onion, topped in a smoky BBQ Sauce. Served with steamed rice, kimchi, slaw, bean sprouts & black sesame seeds.

ORIGINAL FRIED CHICKEN

Popcorn chicken in our Original coating. Served over our fluffy egg rice.

GARLIC SOY FRIED CHICKEN

Crispy popcorn chicken, tossed in our garlic soy sauce & drizzled with slaw. Served over our fluffy egg rice & topped with spring onion.

SWEET & SPICY FRIED CHICKEN

Popcorn chicken, tossed in our sweet & spicy sauce. Served over our fluffy egg rice & topped with spring onion.

KOREAN BBQ FRIED CHICKEN

Crispy popcorn chicken, tossed in our Korean BBQ sauce. Served over our fluffy egg rice.

SPICY BULDAK FRIED CHICKEN

Crispy popcorn chicken, tossed in our spicy buldak sauce. Served over our fluffy egg rice.

Vegetarian option available

KOREAN FRIED CHICKEN

ITEM 1

CHOOSE YOUR CHICKEN

WINGS & DRUMMETTES

6pc 15.00 12pc 19.00

BONELESS THIGHS

5pc 13.00 10pc 23.00

BONELESS TENDERS

7pc 13.00 10pc 23.00

POPCORN CHICKEN

12.00

ITEM 2

CHOOSE YOUR COATING

ORIGINAL

The classic - no fuss, just crispy Korean fried chicken.

GARLIC SOY

Saucy & salty, the perfect blend.

SWEET & SPICY

Our sweet & spicy 2021 glass.

KOREAN BBQ

Smoky & sweet Korean BBQ sauce.

SPICY BULDAK

Our heat in Spicy's most notorious fire sauce, hot for the food lovers.

BURGERS

SIMPLE SEOUL 10.50

Crispy chicken in our original coating, meat & pickles.

LOADED SEOUL 13.50

Our stacked Loaded Seoul Burger - meat, pickles, slaw, cheese & crispy chicken with your choice of coating.

Vegetarian option available

SIDES & SAUCES

LOADED CHIPS 15.50

Chips loaded with crispy popcorn chicken - choose in your choice of coating, drizzled with cheese sauce & more, topped with spring onion.

CHIPS

SMALL 5.00 LARGE 8.00

SWEET APPLE

SPRING ROLLS

1PC 9.00

CRISPY PRAWN

DUMPLINGS

1PC 9.00 5PC 13.50

SAUCE 2.00

GARLIC SOY, SPICY KIMCHI, CHEESE, SWEET-CHILI

VALUE MEALS

BURGER LOVERS

Two Simple Seoul Burgers & popcorn chicken for sharing.

23.00

BOWL LOVERS

Two rice bowls & a large chips.

35.00

CHICKEN LOVERS

Four wings & drumettes, two boneless thighs, four tenders, large chips & 2 sauces. Chicken comes with your choice of coating.

43.00

FAMILY BURGERS FEAST

Four Simple Seoul Burgers & two large chips.

52.00

FAMILY BOWLS FEAST

Four rice bowls & one large chips.

58.00

FAMILY CHICKEN FEAST

Big ultimate feast. Six wings & drumettes, 10pc tenders or thighs, popcorn chicken, 2 large chips & 2 sauces. Chicken comes with your choice of coating.

64.00

MAKE IT A MEAL

ADD CHIPS + DRINK

SMALL +7.50

LARGE +11.00



Delivery

We have produced an entirely new bank of product imagery for delivery - including new hero banners, as well as individual product images, crafted to differentiate us from competitors and compellingly highlight our product's quality and value.

Fried Chicken



Garlic Soy Popcorn



Korean BBQ Tenders



Original Tenders

Sides



Sweet Apple Spring Rolls



Loaded Chips



Chips

Hero Image



Every Day Value Range

This project aims to introduce value-led product items and/or range responding to economic pressures on consumer spending while maintaining brand integrity and franchise profitability. This range seeks to be profitable for franchise partners, relevant for our target audience and complement existing and proven core value options across the selected brands.

Having identified core gaps in our current offering, specifically at lower price points and for larger group dining, we have developed new meals to address these needs.

Core Principles	<ul style="list-style-type: none"> • Value WITH Profit: High perceived value that's profitable for franchisee • Complement, Don't Compete: Enhance, not cannibalise, core offerings • Drive Frequency & ATV: Increase store visits and transaction value through strategic upselling
Target Audience	<ul style="list-style-type: none"> • Value-conscious customers with tightening discretionary spend. • Consumers willing to visit in-store for compelling offers. • Singles, couples, and families seeking flexible value options.

Snack Packs



Tenders Snack Pack
\$8 OTC
\$10.50 DEL



Wings & Drumettes
\$8 OTC
\$10.50 DEL



Popcorn Chicken
\$8 OTC
\$10.50 DEL

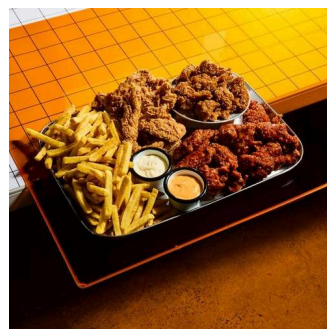
Combos & Meals



Family Burger Feast
\$52 OTC
\$72 DEL



Family Bowls Feast
\$59 OTC
\$76 DEL



Family Chicken Feast
\$64 OTC
\$78 DEL



Bowl Lovers
\$36 OTC
\$44 DEL

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Every Day Value Range: COGs

SNACK PACKS			
SNACK PACK RANGE	Wings	Tenders	Popcorn Chicken
3pc Wings & Drumettes	\$0.94	\$1.00	1.09
Small chips	\$0.87	\$0.87	\$0.87
1 Burger clam box	\$0.30	\$0.30	\$0.30
Total COGs	\$2.11	\$2.17	\$2.26
OTC Sale Price	\$8.00	\$8.00	\$8.00
OTC Sale price EX GST	\$7.27	\$7.27	\$7.27
OTC COGS %	29%	30%	31%
OTC COGS \$	\$5.16	\$5.10	\$5.01
OTC Margin %	71%	70%	69%
Delivery Sale Price	\$10.50	\$10.50	\$10.50
GST	\$9.55	\$9.55	\$9.55
Uber cost	\$2.58	\$2.58	\$2.58
Total cost	\$4.69	\$4.75	\$4.84
Total COGs %	49%	50%	51%
Delivery Margin \$	\$4.86	\$4.80	\$4.71
Delivery Margin %	51%	50%	49%

FAMILY BURGER FEAST			
Description	RRP - OTC	RRP - DEL	
4 x Classic Seoul (Ave classic/ loaded Burger)	\$12.00	\$42.00	\$64.00
2 x large chips	\$3.44	\$16.00	\$20.00
1 Carry bag	\$0.26		
OTC COGs \$	\$15.70		
OTC Sale Price	\$52.00	\$58.00	\$84.00
OTC Sale price EX GST	\$47.27		
OTC COGS %	33%		
OTC COGS \$	\$31.57		
OTC Margin %	67%		
Delivery Sale Price	\$72.00		
GST	\$65.45		
Uber cost	\$17.67		
Total cost	\$33.37		
Total COGs %	51%		
Delivery Margin \$	\$32.08		
Delivery Margin %	49%		

BOWL LOVERS				
Description		RRP - OTC	RRP - DEL	
2 x bowls	\$8.42	\$32.00	\$38.00	
Large chips	\$1.72	\$8.00	\$10.00	
1 Carry bag	\$0.26			
OTC COGs \$	\$10.40			
OTC Sale Price	\$36.00	\$40.00	\$48.00	
OTC Sale price EX GST	\$32.73			
OTC COGS %	32%			
OTC COGS \$	\$22.33			
OTC Margin %	68%			
Delivery Sale Price	\$44.00			
GST	\$40.00			
Uber cost	\$10.80			
Total cost	\$21.20			
Total COGs %	53%			
Delivery Margin \$	\$18.80			
Delivery Margin %	47%			

FAMILY CHICKEN FEAST			
Description	RRP - OTC	RRP - DEL	
12 wings (select coating) - avg. COGs	\$6.09	\$19.00	\$25.00
10 Tenders or thighs (select coating) - avg. COGs	\$6.87	\$23.00	\$28.00
Popcorn Chicken (select coating) - avg. COGs	\$3.18	\$12.00	\$16.00
2 large chips	\$1.72	\$16.00	\$20.00
2 sauces	\$1.00	\$4.00	\$5.00
1 Carry bag	\$0.26		
OTC COGs \$	\$17.56		
OTC Sale Price	\$64.00	\$74.00	\$94.00
OTC Sale price EX GST	\$58.18		
OTC COGS %	30%		
OTC COGS \$	\$40.62		
OTC Margin %	70%		
Delivery Sale Price	\$78.00		
GST	\$70.91		
Uber cost	\$19.15		
Total cost	\$36.71		
Total COGs %	52%		
Delivery Margin \$	\$34.20		
Delivery Margin %	48%		

FAMILY BOWLS FEAST				
Description		RRP - OTC	RRP - DEL	
4 x Bowls	\$14.96	\$60.00	\$76.00	
1 x Large chips	\$1.72	\$8.00	\$8.00	
1 Carry bag	\$0.26			
OTC COGs \$	\$16.94	\$68.00	\$84.00	
OTC Sale Price	\$59.00			
OTC Sale price EX GST	\$53.64			
OTC COGS %	32%			
OTC COGS \$	\$36.70			
OTC Margin %	68%			
Delivery Sale Price	\$79.00			
Delivery Sale price EX GST	\$71.82			
Uber cost	\$19.39			
Total cost	\$36.33			
Total COGs %	51%			
Delivery Margin \$	\$35.49			
Delivery Margin %	49%			

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Seoul Steals		
DAY	OFFER	UPDATES
MONDAY	\$11.50 STEAMED RICE BOWL	Updated to new bowls
TUESDAY	\$10 BURGER / \$15 BURGER COMBO	Updated to new burgers
WEDNESDAY	\$15 TENDERS COMBO	Updated to include all new coated tender options + customers can swap to thighs
THURSDAY	\$15 RICE BOWL COMBO	Updated to new bowls
FRIDAY	\$12 LOADED CHIPS	Updated to new loaded chips
SATURDAY	\$1.50 SMALL FRIES	No changes
SUNDAY	\$11.50 FRIED RICE BOWL	Updated to new bowls

Seoul Steals	
POS	POS, Kiosks and ATE will be updated on the day of the launch.
Marketing	Please remove all existing printed assets. We will review the current offering and it's performance in May before considering any revisions and creating new print assets. Marketing will continue on social media with updated creative assets.
COGS	COGs have been updated with new menu items as per changes listed above, see below.

MONDAY: \$11.50 STEAMED RICE BOWL

	BEEF BULGOGI	BBQ BEEF	KATSU CHICKEN
BOWL	\$4.06	\$4.16	\$4.41
Total COGs	\$4.06	\$4.16	\$4.41
OTC Sale Price	\$11.50	\$11.50	\$11.50
OTC Sale price EX GST	\$10.45	\$10.45	\$10.45
OTC COGS %	39%	40%	42%
OTC COGS \$	\$6.39	\$6.29	\$6.04
OTC Margin %	61%	60%	58%

TUESDAY: \$10 BURGER

\$15 BURGER COMBO

	SIMPLE		LOADED	
Burger	\$3.00	\$3.86	\$3.00	\$3.86
Small chips			\$0.87	\$0.87
450ML DRINK			\$0.94	\$0.94
Total COGs	\$3.00	\$3.86	\$4.81	\$5.67
OTC Sale Price	\$10.00	\$10.00	\$15.00	\$15.00
OTC Sale price EX GST	\$9.09	\$9.09	\$13.64	\$13.64
OTC COGS %	33%	42%	35%	42%
OTC COGS \$	\$6.09	\$5.23	\$8.83	\$7.97
OTC Margin %	67%	58%	65%	58%

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WEDNESDAY: \$15 TENDERS COMBO

	ORIGINAL	SWEET & SPICY	BBQ	BULDAK
Tenders	\$3.55	\$3.73	\$3.48	\$3.71
Small chips	\$0.87	\$0.87	\$0.87	\$0.87
450ML DRINK	\$0.94	\$0.94	\$0.94	\$0.94
Total COGs	\$5.36	\$5.54	\$5.29	\$5.54
OTC Sale Price	\$15.00	\$15.00	\$15.00	\$15.00
OTC Sale price EX GST	\$13.64	\$13.64	\$13.64	\$13.64
OTC COGS %	36%	41%	36%	41%
OTC COGS \$	\$5.28	\$6.10	\$5.35	\$6.10
OTC Margin %	61%	59%	61%	59%

THURSDAY: \$15 RICE BOWL COMBO

	OG POPCORN	GARLIC SOY	SWEET&SPICY	KOREAN BBQ	BULDAK	BEEF BULGOGI	BBQ BEEF	KATSU CHICKEN
Rice Bowl	\$ 3.94	\$ 3.70	\$ 3.43	\$ 3.52	\$ 3.72	\$4.06	\$4.10	\$4.41
Small chips	\$0.87	\$0.87	\$0.87	\$0.87	\$0.87	\$0.87	\$0.87	\$0.87
450ML DRINK	\$0.94	\$0.94	\$0.94	\$0.94	\$0.94	\$0.94	\$0.94	\$0.94
Total COGs	\$4.75	\$5.51	\$5.24	\$5.23	\$5.53	\$5.87	\$5.97	\$6.22
OTC Sale Price	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00
OTC Sale price EX GST	\$13.64	\$13.64	\$13.64	\$13.64	\$13.64	\$10.45	\$10.45	\$10.45
OTC COGS %	32%	40%	35%	35%	41%	50%	57%	59%
OTC COGS \$	\$8.89	\$8.13	\$8.40	\$8.31	\$8.11	\$4.58	\$4.48	\$4.23
OTC Margin %	60%	60%	62%	61%	59%	40%	43%	47%

FRIDAY: \$12 LOADED CHIPS

Loaded chips	\$4.20
Total COGs	\$4.20
OTC Sale Price	\$12.00
OTC Sale price EX GST	\$10.91
OTC COGS %	39%
OTC COGS \$	\$6.71
OTC Margin %	62%

SUNDAY: \$11.50 FRIED RICE BOWL

	ORIGINAL	GARLIC SOY	SWEET&SPICY
Fried Rice Bowl	\$3.70	\$3.70	\$3.43
Total COGs	\$3.70	\$3.70	\$3.43
OTC Sale Price	\$11.50	\$11.50	\$11.50
OTC Sale price EX GST	\$10.45	\$10.45	\$10.45
OTC COGS %	35%	35%	33%
OTC COGS \$	\$6.75	\$6.75	\$7.02
OTC Margin %	65%	65%	67%

NEW MENU LAUNCH KIT



Menu Changes

Pricing Updates	<ul style="list-style-type: none"> Rice bowls have been aligned, Steamed Bowl pricing OTC is increasing from \$15 to \$16 OTC, no changes on delivery Chicken Lovers (formerly Bucket) has been updated to improve profitability. <ul style="list-style-type: none"> DEL \$45 >> 48
New Items	<ul style="list-style-type: none"> FRIED RICE <ul style="list-style-type: none"> Original Korean BBQ Spicy Buldak SIDES <ul style="list-style-type: none"> Crispy Prawn Dumplings Sweet Apple Spring Rolls
Items to Delete	As part of our optimisation, we are removing some items. The following items will be removed from the menu on the day of the launch:

BRAND	CATEGORY	PRODUCT NAME	% OF TOTAL SALES	COMMENT
South Seoul	Rice Bowls	Pork Bulgogi	0.69%	Delete / Delete (low selling dish and removes pork rolls)
South Seoul	Rice Bowls	Spicy Pork	0.77%	Delete / Delete (low selling dish and removes pork rolls)
South Seoul	Rice Bowls	Smoky BBQ Korean Fried Chicken	1.90%	Similar product to be offered in new menu as Chicken Fried Rice (Korean BBQ)
South Seoul	Rice Bowls	Spicy Korean Fried Chicken	2.71%	Similar product to be offered in new menu as Chicken Fried Rice (Buldak Spicy)
South Seoul	Rice Bowls	Smoky BBQ Panda Prawn	0.14%	Delete / Delete (low selling dish and removes panko)
South Seoul	Rice Bowls	Spicy Panko Prawn	0.19%	Delete / Delete (low selling dish and removes panko)
South Seoul	Rice Bowls	Pork Katsu Golden Curry	0.41%	Delete / Delete (low selling dish and removes pork katsu)
South Seoul	Dipping Sauce	Garlic Aioli	0.19%	Currently we offer both a vegan and non-vegan option. Streamlined to one variety
South Seoul	Dipping Sauce	Gravy	0.12%	Delete / Delete (not aligned to korean direction)
South Seoul	Dipping Sauce	Smoky BBQ	0.03%	This is a Fried Chicken Coating not a dipping sauce
South Seoul	Dipping Sauce	Spicy	0.01%	Delete / Delete (This is a Fried Chicken Coating not a dipping sauce and will be replaced by Spicy Buldak)
South Seoul	Dipping Sauce	Golden Curry	0.03%	This is a Fried Chicken Coating not a dipping sauce
South Seoul	Dipping Sauce	Buffalo	0.03%	Delete / Delete (not aligned to korean direction)
South Seoul	Dipping Sauce	Sweet & Spicy	0.03%	This is a Fried Chicken Coating not a dipping sauce
South Seoul	Ingredient	Slaw	NA	Currently we have two types of slaw, needs to be one type, using oil Mayo and with no corn so can be used in burgers.
South Seoul	Smallwares	Dine in Bowl	NA	This is currently blue, needs to be orange.
South Seoul	Burgers	Spicy Seoul	3.74%	Similar product to be offered in new menu as Simple/Loaded Seoul (Buldak Spicy)
South Seoul	Burgers	Plant Seoul	0.45%	Similar product to be offered in new menu as Simple/Loaded Seoul (Plant Based Patty)
South Seoul	Sides	Chicken & Corn Dumplings	0.52%	Delete / Delete / Replacement product to be offered in new menu as Prawn Mandu
South Seoul	Sides	Onion Donut Bites	0.70%	Delete / Delete / Replacement product to be offered in new menu as Apple Pie Spring Rolls
South Seoul	Sides	Onion Rings	0.66%	Delete / Delete (not aligned to korean direction)
South Seoul	Sides	Mash & Gravy	0.47%	Delete / Delete (not aligned to korean direction)
South Seoul	Sides	Waffle Chips	0.31%	Delete / Delete (not aligned to korean direction)
South Seoul	Sides	Kimchi	0.16%	Remove as side / Remain as ingredient
South Seoul	Sides	Slaw	0.13%	Remove as side / Remain as ingredient
South Seoul	Sides	Pickles	0.09%	Remove as side / Remain as ingredient

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Pantry List

WC 6 April - product will arrive in Bidfood and new items will be auto-allocated to store.

Supplier	Item Code	Item Description	Brand	Pack Size	UOM	End User Price
BIDFOOD	221747	BAGS PAPER GREASEPROOF ASIAN	CONCEPTS	3000'S	PKT	\$ 204.84
BIDFOOD	224463	APPLE SPRING ROLL	TASMAN	5 X 1KG	CTN	\$ 95.70
BIDFOOD	226309	PRAWN MANDU	TASMAN	5 X 700G (250 PER PC X 20)	CTN	\$ 69.00
BIDFOOD	198849	KIMCHI	JFC	1KG BAG	BAG	\$ 15.40
BIDFOOD	211521	BREAD BUNS MILK LARGE SEEDED (CR)	BAKERS CRUST	24 X 80GR	CTN	\$ 18.74
BIDFOOD	223976	ROLLS BEEF (FROZEN)	TASMAN	4 X 1KG	CTN	\$ 82.64
BIDFOOD	221746	BAGS PAPER CARRY TWIST HANDLE LARGE WHITE (FSC)	CONCEPTS	250'S	CTN	\$ 65.65
BIDFOOD	221745	BAGS PAPER CARRY TWIST HANDLE SMALL WHITE (FSC)	CONCEPTS	250'S	CTN	\$ 52.70
BIDFOOD	224967	CHIP CARTON LARGE (FSC)	CONCEPT B	500'S	CTN	\$ 71.77
BIDFOOD	225613	CHIP CARTON SMALL (FSC)	CONCEPT B	500'S	CTN	\$ 47.00
BIDFOOD	226385	CONTAINER HOT DOG BOX WHITE	BIOPAK	50 X 8 SLY	CTN	\$ 83.60
BIDFOOD	226385	FIRECRACKER	WISE MATE	10 X 1KG	CTN	\$ 115.60
BIDFOOD	226182	BREAD JAPANESE PULL APART LOAF	BAKERS CRUST	4PKT X 600G	CTN	\$ 33.00
BIDFOOD	206717	PORTION CUP SUGARCANE - 59ML	CATERERS CHOICE	50'S X 40	JAR	\$ 2.24
BIDFOOD	206718	LIDS TO SUIT 59ML 2OZ PORTION CUPS PET	CATERERS CHOICE	50'S X 40	CTN	\$ 2.45
BIDFOOD	209520	LIDS TO SUIT 59ML 2OZ PORTION CUPS SUGARCANE WHITE	CATERERS CHOICE	50'S X 40	BAG	\$ 1.65
BIDFOOD	218459	SCHNITZEL BURGER CHICKEN PLANT BASED	BUDS	30 X 113GR	CTN	\$ 85.94
BIDFOOD	214125	SAUCE GARLIC SOY	GNC	15 X 800GR	CTN	\$ 83.55
BIDFOOD	214798	MAYONNAISE AOLI ROASTED GARLIC SQUEEZE BOTTLE GF	JEFFERSON	1LT	BTL	\$ 11.58
BIDFOOD	196942	CS SPECIAL MAYONNAISE	FLAVOUR MAKER	10 X 1KG	CTN	\$ 86.06
BIDFOOD	224362	CURRY POWDER GOLDEN	WISE MATE	8 X 1KG	CTN	\$ 49.65
BIDFOOD	34338	SEEDS SESAME BLACK	KROD KRUSH	400GR	PKT	\$ 9.31
BIDFOOD	204380	SAUCE TERIYAKI THICK GF	KIKKOMAN	2.4KG	BTL	\$ 14.84
BIDFOOD	223851	SAUCE BULGOGI	GNC	15 X 800GR	CTN	\$ 95.78
BIDFOOD	224777	CHILI REAPER SAUCE	WISEMATE	10 X 1KG	CTN	\$ 87.53
BIDFOOD	77459 / 11619	SESAME OIL	PANDAPOD / PANTRY	5LT	CAN	\$ 29.72
BIDFOOD	12661	SALT TABLE	PACIFIC	10 KG	BAG	\$ 9.23
BIDFOOD	226385	HONEY CUSTARD	WISE MATE	10 X 1KG	CTN	\$ 119.36
BIDFOOD	27473	STOCK VEGETARIAN CHICKEN STYLE GLUTEN FREE	MASSEL	2.5KG	JAR	\$ 38.52
BIDFOOD	172803	CHEESE SLICES BURGER AMERICAN 120'S	REAL DAIRY	4 X 2.27KG	CTN	\$ 94.40
BIDFOOD	121269	SYRUP GOLDEN	BUNDEBERG	1KG	JAR	\$ 5.22
BIDFOOD	187073	DRESSING JAPANESE STYLE PLANT BASED VEGAN GF	BIRCH & WHITE	1LT	BTL	\$ 16.57
BIDFOOD	223601	SCHNITZEL CHICKEN BREAST PANKO CRUMB HAND CRAFTED	CRAFTY CHOOK	40 X 120GR	CTN	\$ 77.42
BIDFOOD	214126	SAUCE SWEET CHILLI KOREAN	GNC	15 X 800GR	CTN	\$ 85.94
BIDFOOD	215416	PICKLES BREAD & BUTTER ZESTY CRINKLE CUT	DELICIOUS	10 KG	DRUM	\$ 63.26
BIDFOOD	225282	BOWLS 1000ML LARGE WHITE BIOBOWL, SOUTH SEUL (FSC)	CB	400'S	CTN	\$ 161.62
BIDFOOD	225281	LIDS TO SUIT BOWLS 500/1000ML, SOUTH SEUL (FSC)	CB	400'S	CTN	\$ 116.23
BIDFOOD	180500	LIDS TO SUIT BOWL 250ML 8OZ CLEAR PLA	BIOPAK	50'S X 20	CTN	\$ 82.60
BIDFOOD	214835	BOWLS 250ML 8OZ PAPER HOT WHITE GREEN STRIPE BIO	BIOPAK	50'S X 20	CTN	\$ 97.00
BIDFOOD	189457	CHICKEN MARYLAND FILLET MARINATED Diced FROZEN	SUPREME LEADER	7 X 2KG	PKT	\$ 164.67
BIDFOOD	189459	CHICKEN TENDERLOIN MARINATED FROZEN	SUPREME LEADER	7 X 2KG	PKT	\$ 160.70
BIDFOOD	196718	CHICKEN BURGER LEG FLT BUTTERFLIED MARINATED	CONCEPT B	7 X 2KG	CTN	\$ 180.28
BIDFOOD	196667	CHICKEN WINGETTES & DRUMMETTES MIX MARINATED	SUPREME LEADER	7 X 2KG	CTN	\$ 94.11
BIDFOOD	214310	POPCORN CHICKEN	CRAFTY CHOOK	14 X 1KG	CTN	\$ 172.51
BIDFOOD	220605	FLOUR KOREAN FRIED CHICKEN BATTER	CONCEPT B	14 X 1KG	CTN	\$ 99.26
BIDFOOD	220804	FLOUR KOREAN FRIED CHICKEN CRUST	CONCEPT B	10 KG	BAG	\$ 34.31
BIDFOOD	164939	GLUTEN FREE SOY	BIDFOOD/AKARI	1.8L	BTL	\$ 16.68
BIDFOOD	157901	JAPANESE PREMIUM SOY	BIDFOOD/AKARI	1.8L	BTL	\$ 9.96
BIDFOOD	224458	GOLDEN CRISPY SLICES PLANT BASED VEGAN	VINCENTVEG	1KG	PKT	\$ 10.15
BIDFOOD	13390	RICE JASMINE	RYVANA	10KG	BAG	\$ 30.27
BIDFOOD	176981	CHIPS 10MM CRISPY COATED FRIES	FARM FRITES	4 X 2.5KG	CTN	\$ 40.60
BIDFOOD	224213	SAUCE CHEESE - CUSTOM FOOD CO - 7.2 KG	CUSTOM FOOD CO	8 X 1.2KG	CTN	\$ 75.83
BIDFOOD	226386	CONTAINER BURGER BOX LARGE WHITE BIOBOARD	BIOPAK	150'S	CTN	\$ 36.26
BIDFOOD	174172	CONTAINER SNAICK BOX KRAFT BIOBOARD 175X300X16MM	BIOPAK	200'S	CTN	\$ 43.16
BIDFOOD	221743	WRAP BURGER WHITE (FSC)	CONCEPT B	3000'S	CTN	\$ 224.94
LOCAL VEG	N/A	EGG				
LOCAL VEG	N/A	BEAN SPROUT				
LOCAL VEG	N/A	SPRING ONION				
LOCAL VEG	N/A	CARROTS				
LOCAL VEG	N/A	WHITE / PURPLE CABBAGE				

Digital Menu Boards

Restaurants with Digital Menu Boards/ Kiosks will have these automatically updated on the day of launch. It is recommended you check the internet connection to ensure it is connected to your digital menu boards to ensure you receive the updated content on the day of launch.

Redcat POS Buttons

Your POS will be updated on the launch day. Familiarise yourself/staff with new buttons. If you find any errors, please raise with your GSM for us to correct.

Tenders	Thighs	Wings & Drumettes	Popcorn Chicken	
Steam Rice Bowls	Fried Rice Bowl	SS Burgers		
Make Smil Heal	Make LRG Heal	Heal & Combo		
Sides	Sauces			
Small Drinks	Drinks 600ml	SHL Chips	LRG Chips	Loaded Chips
Drinks	Drinks 1.25L	Prawn Mandu	Apple SpringRoll	SHL Rice
Bong Bong	Galban		Kimchi	Pickles
Alcohol	Milks		LAH	Catering Packs
Loyalty Member Entry		Pick Up	Takeaway	ETPOS
Keyboard Message	Manage Web Orders	Manage Pick Up Orders	Dine In	CASH

Opportunities For Success

Staff Engagement: Ensure staff have tried new range, and are familiar with our offering, structure (**particularly as it relates to choosing a chicken coating, and the flavours available**), including updated price points.

Make Customers Love Us: Provide memorable and personalised experiences to your customers, inviting them back on another weekday to make the most of the other offers available. It is no longer enough to deliver a great product, as restaurant owners it is crucial for long-term success that you deliver memorable experiences that make customers fall in love with you and ultimately choose you over the competition time and time again. Stand out!!

Execution: All restaurants will be provided with flyers, and posters. How you execute beyond putting in a delivery bag will only add value back to your restaurant. Distribute to your local retailers, high schools, corporate business centres, and letter box drop to neighbouring houses.

Checklist:

- Remove the current Seoul Steals artwork
- Remove any artwork that shows old menu items
- Check yourself/your team are familiar with the new options and prices
- Check POS, kiosk and DMBs displaying the new menu

Reporting & Targets

Work with your GSM and monitor your LFL sales. We are continuing to review pricing, COGs/margins, customer behaviour & feedback and any other important outcomes. There may be some small tweaks in the coming weeks on delivery channels (should we feel they are required) to ensure we are on track to meet objectives we originally set out to achieve.

Feedback

With the roll out of these changes, please let us know any customer feedback you receive. [Feedback Tracker here.](#)

Our Guest Services team will be monitoring all digital channels for feedback.

Store / FP Support

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