Sungbukdang

SUNGBUKDANG
10 Won Bread

COMPANY PROFILE



SUNGBUKDANG_INSTAGRAM

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01. Origin of SUNGBUKDANG 10 Won Bread



Sungbukdang 10 Won Bread, Originating in Gyeongju

In 2019, while preparing for a World Cultural Heritage Lantern Festival in Gyeongju, CEO Young-jin Lee of MYONE Co., Ltd. was inspired by Dabotap the pagoda depicted on the ten-won coin and decided to shape the product just like the coin. Since Gyeongju is best known for breads filled with red bean paste, CEO Lee wanted to offer something appealing to a broader demographic and international palates. This led him to create the **Original 10 Won bread**, which perfectly balances mozzarella cheese and the company's signature cream cheese sauce.

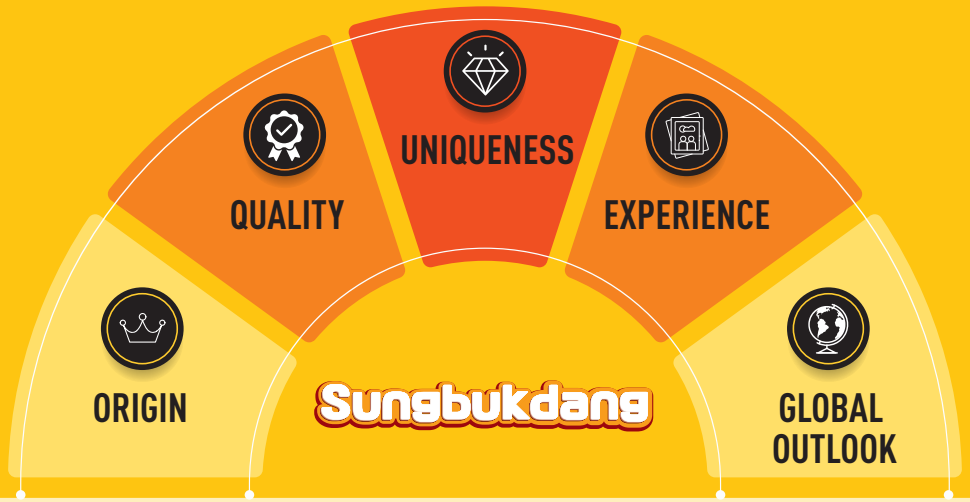
As 10 Won bread soared in popularity among visitors to Gyeongju, imitation products with similar names emerged, causing confusion in the market. In response, SUNGBUKDANG Inc. rebranded its original product as "Sungbukdang 10 Won bread" to underscore its authenticity and distinguish it from knockoffs.

At SUNGBUKDANG, we carefully select premium ingredients not only for our freshly baked products but also for our convenient frozen options. Our R&D team continues developing new flavors, including Red Bean, Garlic Cheese, Spicy Chicken Cheese, Corn Cheese, Bacon & Green Onion Cream Cheese, and Sweet Potato Cheese. We remain dedicated to food safety and quality control, which has earned enthusiastic customer support and fueled rapid brand growth. Today, Sungbukdang 10 Won bread is frequently featured on social media and has even been spotlighted on international TV, solidifying its reputation as a snack that people are happy to line up for both in Korea and worldwide.

Young-jin Lee, CEO of SUNGBUK DANG Inc.

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02. Core Values of Sungbukdang



ORIGIN
As the originator of 10 Won bread, Sungbukdang leads the K-Bread scene, maintaining a commitment to distinctive taste and premium quality.

QUALITY
We use only carefully selected ingredients and adhere to strict safety measures in HACCP-certified facilities, ensuring every product meets the highest standards.

UNIQUENESS
By perfecting our own sauces and dough mixes and generously incorporating natural cheese we set ourselves apart with bold, memorable flavors.

EXPERIENCE
We strive to offer both health benefits and enjoyment, weaving the warmth of nostalgic flavors into the digital era.
Our mission is to create lasting, positive memories for customers worldwide.

GLOBAL OUTLOOK
By sharing Sungbukdang 10 Won bread beyond Korea's borders, we aim to elevate K-Bread on the global stage.

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03. Global Trademark Holdings



Sungbukdang 10 Won Bread is the original 10 Won Bread.

Although similar copycat products have appeared, it offers **a unique flavor** that simply cannot be replicated. We also hold **trademarks** in Korea and multiple other countries.

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04. Introduction to Sungbukdang 10 Won Bread Flavors

Original 10 Won Bread
The perfect balance of mozzarella cheese and our signature cream cheese sauce.

Red Bean
The perfect touch of sweetness from whole red beans.

Garlic Cheese
Sweet garlic sauce meets rich, creamy natural cheese.

Spicy Chicken Cheese
Bold and spicy chicken sauce paired with savory cheese.

Corn Cheese
Sweet, popping corn and rich cheese in perfect harmony.

Bacon & Green Onion Cream Cheese
A savory carbonara twist with fragrant green onions.

Sweet Potato Cheese
Smooth, sweet potato blended with rich cheese.

Mini 10 Won Bread - Cheese
Mini size, bursting with rich, savory natural cheese!

Mini 10 Won Bread - Red Bean
Mini size, bursting with the delightful sweetness of whole red beans!

Mini 10 Won Bread - Custard
Mini size, indulgently filled with silky, creamy custard bliss!

Dubai 10 Won Bread - Pistachio
Crispy kataifi, sweet chocolate, and rich pistachio nuttiness!

Dubai 10 Won Bread - Hazelnut
Crispy kataifi, rich chocolate sweetness, and rich hazelnut aroma!



Sungbukdang's R&D team continually develops **new flavors to meet the preferences of different generations and cultures** ensuring that our 10 Won bread lineup remains diverse and appealing to everyone.

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05. Launch & Sales of Sungbukdang Frozen Products







After extensive research, we developed **a frozen version of 10 Won bread**
with an 18-month shelf life. It is now readily available through online retailers, supermarkets,
and convenience stores, making it easy for consumers to enjoy at home or at Sungbukdang stores.

In addition, our **frozen 10 Won bread** has been gaining increasing attention
in **global markets**, reflecting its strong potential for international expansion.

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06. Domestic Franchise Overview





We provide comprehensive franchise guidance covering operations, sales, marketing, and branding.
In addition, we supply 100% fruit juice made from Jeju Hallabong and Cheonhyehyang citrus to cafes and restaurants across Korea.

As of December 2025, we operate 70 franchise stores nationwide (including locations at highway service areas).

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07. Pop-Up Store Operations Overview



Jungdong
Lotte Department Store



Bucheon Starfield City



2024 Seoul Food in Bangkok



Changwon NC Park

Sungbukdang operates a variety of pop-up stores to broaden consumer touchpoints and strengthen brand engagement. These pop-ups are held in major shopping malls, department stores, big-box retailers, overseas exhibitions, and sports stadiums, helping us reach new customer segments and enhance brand visibility. Notably, 10 Won bread has garnered high repeat-purchase rates at these pop-ups, often drawing lines of waiting customers.

Operations Overview

- **Shopping & Entertainment Complexes**
  We have operated pop-up stores at Starfield Suwon, Starfield Anseong, and Starfield City Bucheon, expanding brand awareness and strengthening customer touchpoints in spaces where shopping and entertainment converge.
- **Sports Stadiums**
  At Changwon NC Park (home to the NC Dinos baseball team), our pop-up store attracted considerable attention and delivered strong sales, evidenced by long customer queues.
- **Major Department Stores & Big-Box Retailers**
  We have also operated pop-up stores at major department stores—including Lotte Department Stores in Yeongdeungpo, Suji, Mia, Jungdong, Changwon, and Dongnae; Shinsegae Department Stores in Hanam, Daejeon, Gimhae, Busan, and Masan; and Hyundai Department Store Ulsan—as well as big-box retailers such as E-Mart Seongsu and Hanaro Marts in Yangjae, Mia, and Sokcho.
- **Overseas Exhibitions**
  In 2024, we also hosted a pop-up store at the “Seoul Food in Bangkok” expo, introducing our products to international visitors.

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08. Global Expansion Status

Sungbukdang Global Expansion Status



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09. Global Recognition and Response



2024 France Korea Expo

Sungbukdang 10 Won bread drew significant attention and positive reactions from local visitors and international buyers.

2024 Seoul Food in Bangkok

Our booth captured the interest of buyers, local consumers, and popular influencers ranking among the top one or two exhibitors in terms of sales.

Exposure on Japanese Television

Featured as a popular Korean bread, earning high praise from Japanese consumers.

Advertising on U.S. SBS/MBC/Satellite Channels

Airing 16 times a day across 10 programs nationwide, boosting brand recognition and eliciting a strong response from American audiences.

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10. Production Facilities & Certifications

Production Capacity 1,000,000 pcs/month (1.0 million)



Seongnam In-House Factory

Automated Production Lines & Rigorous Quality Checks

HACCP Certified / FSSC 22000 Certified (Food Safety Management System) / Halal Certification in Progress

- We maintain a stable production system and operate flexible, scalable production capacity to meet growing global demand.
- This ensures prompt and reliable supply for our domestic and international customers.

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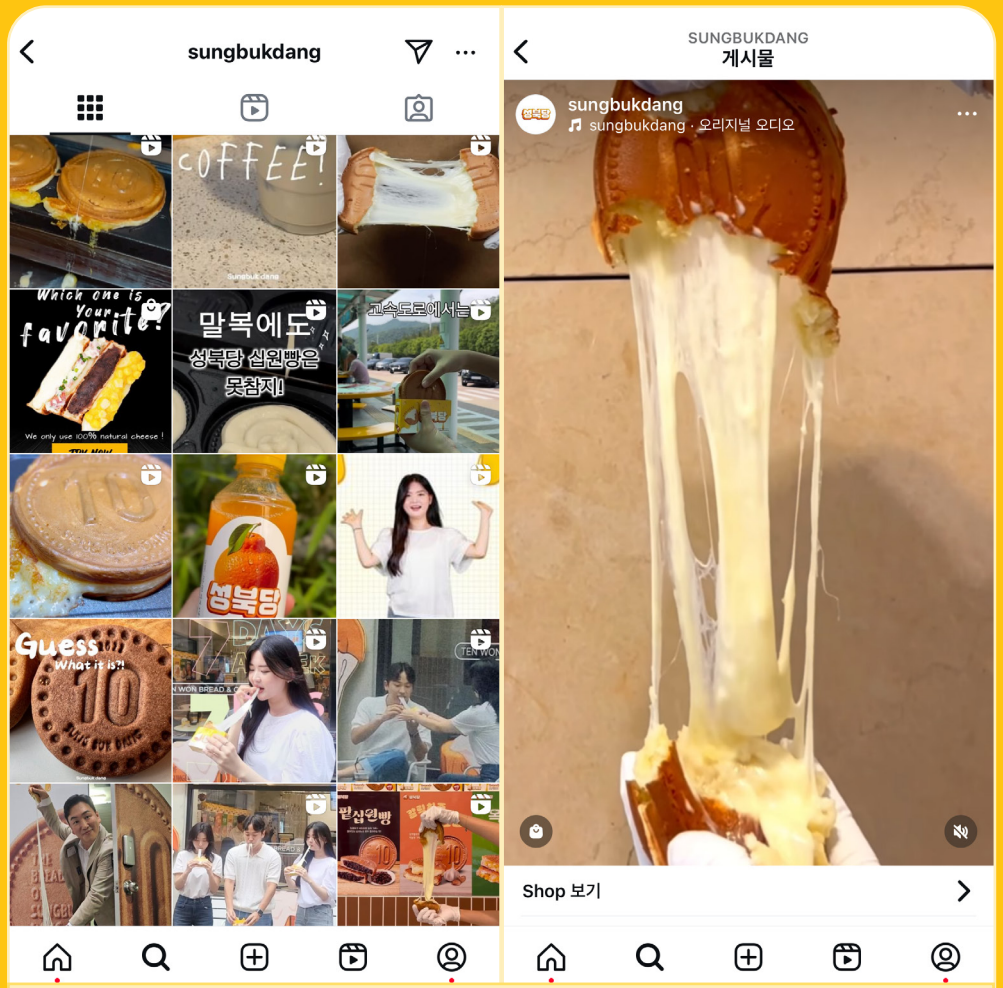
11. Marketing Strategy Overview



Diverse **Sports Event** Marketing



Marketing with Sungbukdang's Official Mascot, **"Sungbukee"**



Instagram Marketing

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12. Sungbukdang Mascot: Sungbukee



Sungbukee (성부기) is a baby turtle character inspired by the name of Sungbukdang, which is based in Seongbuk-dong (성북동). Drawing on the similarity between “Seongbuk-dong (성북동)” and the Korean word for turtle (거북이), we created a friendly, lively mascot that reflects Sungbukdang’s positive image. In Korean tradition, turtles symbolize longevity and steadfastness qualities that Sungbukee embodies by preserving the original taste of Sungbukdang and staying with our customers for years to come.
Like a newly hatched sea turtle racing from the shore to the open ocean,
Sungbukee represents Sungbukdang’s ambition to reach people all around the world.
Always greeting visitors with big, bright eyes and a piece of 10 Won bread in hand,
Sungbukee instantly puts smiles on customers’ faces.

Sungbukee’s Story



- **Age:** 5 years old (small but brimming with big dreams)
- **Favorite Food:** Sungbukdang 10 Won bread (especially loves the moment when the cheese stretches)
- **Personality:** Playful, curious, occasionally mischievous, but always positive
- **Distinctive Traits:** Loves showing off 10 Won bread to every visitor.
  Although turtles are usually slow, Sungbukee rushes in with adorable excitement whenever 10 Won bread is nearby.
- **MBTI:** ENFP (enjoys social connections and spreads happiness wherever it goes)
  Sungbukee serves as a lively bridge between the brand and its customers, greeting them with warmth and creating memorable experiences at every Sungbukdang location.



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13. Media Coverage & Key Articles

Latest Article Links

Sungbukdang 10 Won Bread enters the Taiwan market
https://www.newsprime.co.kr/news/article/?no=659980

Sungbukdang participates in the ‘Seoul Food in Bangkok 2024’ exhibition
https://www.newsprime.co.kr/news/article/?no=659077

Sungbukdang 10 Won Bread signs a KRW 10 billion (USD 8 million) contract, successfully entering the U.S. market
https://www.newsprime.co.kr/news/article/?no=646583

Sungbukdang 10 Won Bread expands into the Malaysian market
https://www.newsprime.co.kr/news/article/?no=634775

Sungbukdang takes part in the 2024 Korea in France
https://www.newsprime.co.kr/news/article/?no=641398

Sungbukdang 10 Won Bread expands to Singapore, following success in Japan
https://www.wowtv.co.kr/NewsCenter/News/Read?articleId=A202401120193&t=NN

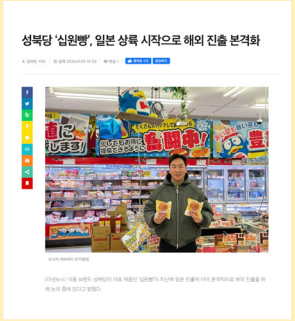
“Following frozen gimbap, next is Sungbukdang 10 Won Bread”… Will it carry on the K-food wave?
https://www.wowtv.co.kr/NewsCenter/News/Read?articleId=A202407170194&t=NN

Sungbukdang 10 Won Bread: Full-scale expansion starts in Japan
https://www.enetnews.co.kr/news/articleView.html?idxno=18871

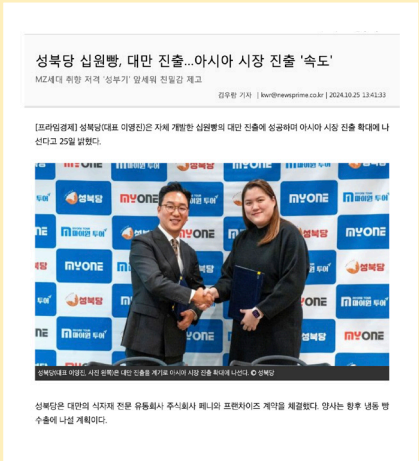
“K-Bread” Sungbukdang 10 Won Bread lands in Japan, aims for global growth
https://www.wowtv.co.kr/NewsCenter/News/Read?articleId=A202310240202&t=NN

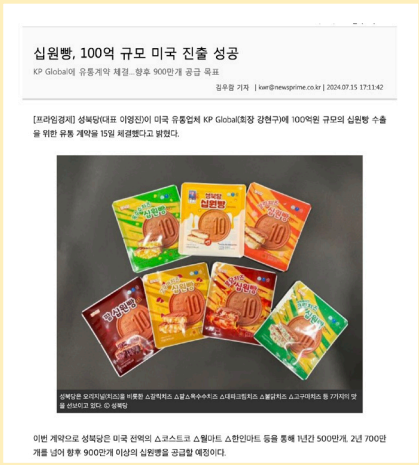
These articles showcase Sungbukdang’s recent expansions, international collaborations, and growing recognition in the global market.







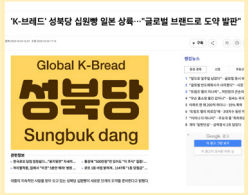












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