



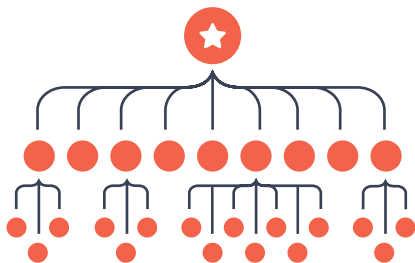
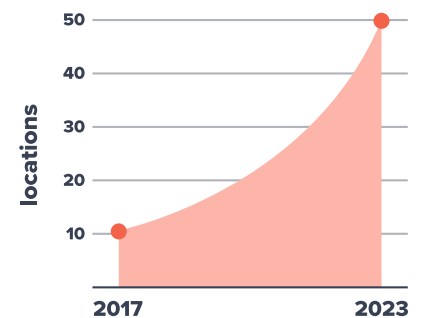
+ fooda

BIBIBOP Asian Grill & Fooda: A Partnership for Growth



Background

BIBIBOP Asian Grill, a Columbus-based fast-casual restaurant chain, is known for its unique and authentic Korean fusion cuisine, delivering bold flavors where you'd least expect them. In a span of six years, BIBIBOP has grown impressively, scaling from 12 to 50 locations. The vision of its founder, Charley Shin, who grew up near Seoul, was to introduce the unique flavors of his hometown to food lovers in the US.



In 2018, BIBIBOP decided to partner with Fooda, starting with a single store in Westwood, LA. As part of the partnership, Fooda helped BIBIBOP expand the relationship to 20+ locations across ten markets, mostly in corporate settings.

Challenge

BIBIBOP had aggressive growth goals in place, with leadership keen on expanding their success to new markets. Their delicious food has a passionate fan base in their brick and mortar stores and they wanted to leverage this beyond these locations.



Objectives

1. Capitalize on the brand's existing brick and mortar popularity and foster growth in off premise channels.
2. Optimize production, kitchen use, and revenue generation opportunities throughout the day.
3. Expose the BIBIBOP brand to more foodies - a group that has proven to love their offerings and to wider demographics, including people who may be trying Korean food for the first time



Solution

Fooda and BIBIBOP began by testing a proof of concept over an initial 90 day trial period, which led to expanded partnerships over time.

The typical BIBIBOP/Fooda solution involves:

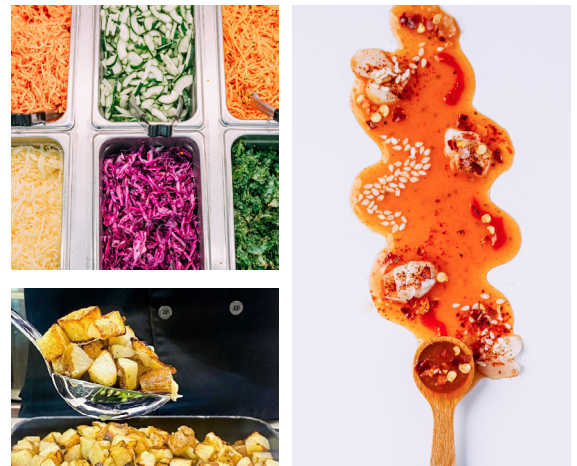
Fooda Popups at a wide range of onsite workplaces: Fresh food is presented and assembled right in front of customers, based on their order. This approach allows BIBIBOP to bring its unique flavor profile to new audiences every day in a novel format. It also piques customer curiosity, enticing people to seek the full BIBIBOP experience.

Menu Adaptation: BIBIBOP worked with Fooda's team to understand the needs of the Popup product and successfully adapted an expansive menu for this new format.

Diverse Offerings: Depending on the market, BIBIBOP offers additional products through Delivery, Office Catering, and Warehouse Distribution.

Regular Engagements: In partnership with Fooda, BIBIBOP typically serves 3-5 days a week. As the business adds more locations, they continue to integrate Fooda into their operation.

Staffing: The partnership allowed BIBIBOP to offer extra hours to their employees, fostering loyalty and providing a refreshing experience in diverse and friendly environments.





862,648
Impressions
last year with Foda



58,953
Meals Sold
last year with Foda



169.51%
Growth in Sales
with Foda Jan 21 - Jan 22

Impact

BIBIBOP's aggressive growth strategy has been further supported by their collaboration with Foda, which has resulted in significant exposure and sales. In the past year alone, they received an impressive 862,648 impressions and sold a total of 58,953 meals across 5 markets. Additionally, BIBIBOP's partnership with Foda has allowed them to grow exponentially, specifically in the LA market. Within the last year, BIBIBOP nearly tripled their meals sold with Foda, increasing food sales by 169.51% from January 2021 to January 2022. This collaboration has played a crucial role in helping BIBIBOP gain a solid footing in new markets and channels, expanding beyond their traditional brick and mortar locations. Moreover, the Foda and BIBIBOP partnership serves as a gateway for less-adventurous eaters to try new flavors and become familiar with the BIBIBOP brand.

Our partnership with Foda has helped BIBIBOP grow as a business. Starting with a 90-day trial, we found Foda flexible, understanding, and ready to meet our business needs. Together, we've adapted our expansive menu for new formats, reached new audiences, and even created opportunities for our staff. We've expanded the partnership from a single store to 20+ locations, all while maintaining our unique flavor profile and brand integrity. Foda's willingness to grow with us has not only supported our aggressive growth strategy but also reinforced our mission to bring well-being and healthy food to more people. I look forward to our continued partnership and shared success.



Charley Shin, Founder of BIBIBOP Asian Grill