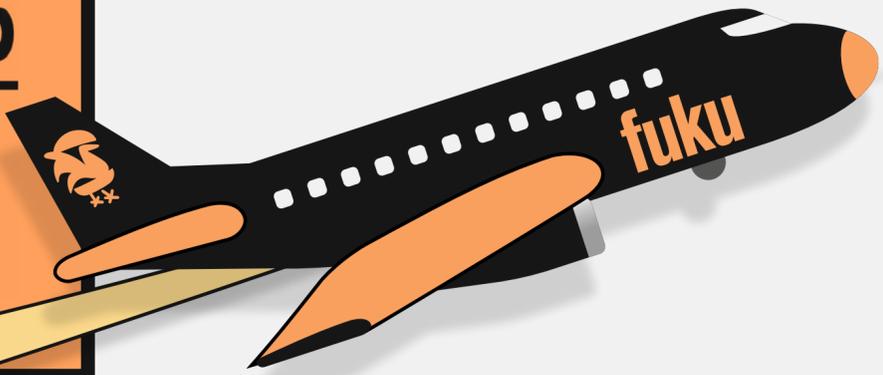


fuku
20 15
A FINE BRINING
ESTABLISHMENT

EST. NYC



TAKES FLIGHT!



fuku

A BOLD PARTNERSHIP OPPORTUNITY

WHAT BEGAN AS A SECRET MENU ITEM IN NYC

Fuku started in 2015 at Momofuku's East Village location and has quickly grown into a national brand, celebrated for bold flavors and high-quality fried chicken. Founded by David Chang, Fuku is positioned for continued growth in the fast-casual space, leveraging his culinary expertise and industry recognition to fuel its expansion.



WHAT SETS US APART

- ▶ **Authentic Flavors, Bold Impact:** We blend traditional Asian flavors with bold Southern influences, creating craveable, approachable food that stands out in any environment.
- ▶ **Scale Built into Our DNA:** From brick-and-mortar to high-traffic venues, Fuku's growth trajectory is designed for expansion.



CULINARY HERITAGE SETS FUKU APART



OUR FOUNDER DAVID CHANG

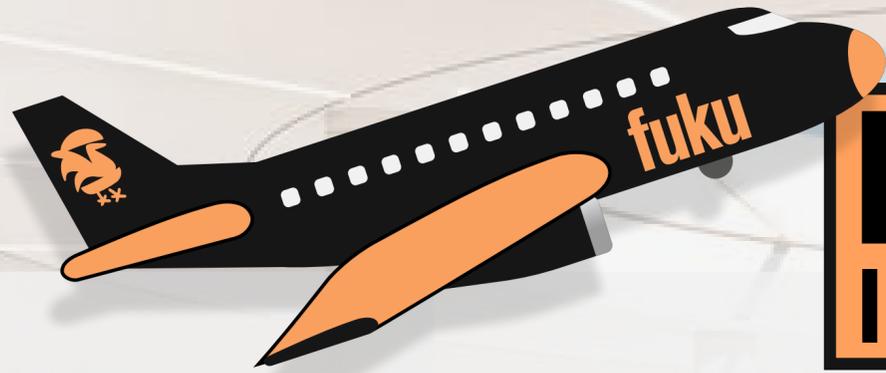
INNOVATOR
RESTAURATEUR
AUTHOR
PODCASTER
TV PERSONALITY
FOUNDER OF MOMOFUKU
RESTAURANT GROUP

+  momofuku

+  major
dōmo

= **fuku**





PROVEN SUCCESS 😊
IN HIGH-VOLUME ENVIRONMENTS

FUKU IS CHARGING INTO HIGH-TRAFFIC, NON-TRADITIONAL SPACES

FROM AIRPORTS & UNIVERSITIES TO CRUISE SHIPS, FRANCHISES, & GLOBAL MARKETS.
DESIGNED FOR FAST-PACED ENVIRONMENTS AND BUILT TO SCALE,
FUKU BRINGS BOLD FLAVOR AND BIG ENERGY WHEREVER IT LANDS.

- ▶ **SPORTS VENUES & EVENTS:** YANKEE STADIUM, CRYPTO.COM ARENA, US OPEN, METLIFE STADIUM
- ▶ **BRICK & MORTARS:** FLAGSHIP NYC PRESENCE AND NEW MIAMI EXPANSION
- ▶ **AIRPORTS:** LAUNCHING IN JFK TERMINAL 6 (2025)
- ▶ **NON-TRADITIONAL SPACES:** CRUISE SHIPS, HOTELS, LICENSING

fuku | **us open**

\$2.4M IN SALES AT THE 2024 U.S. OPEN

- ▶ Top selling food partner brand.
- ▶ In 2024, \$120K per day on average, the top sales day reached \$200K!
- ▶ Exponential year over year growth.
- ▶ 9 years and counting!



fuku GO!

MENU MADE TO MOVE

CORE FAVORITES, BUILT FOR BOLD FLAVOR

- ▶ Signature **OG Spicy Fried Chicken Sando**
- ▶ **Chicken Tenders, Fuku Bites, & Waffle Fries**
- ▶ Signature sauces and premium sides

FLEXIBLE, REGIONALIZED OPTIONS

- ▶ Rotating regional specials
- ▶ Breakfast offerings
- ▶ Grab-and-go selections

ENGINEERED FOR SPEED & SIMPLICITY

- ▶ Menu built for fast prep and easy customization
- ▶ High-volume throughput without sacrificing quality

**TENDERS
& WAFFLE FRIES**

FUKU BITES

**OG SWEET & SPICY
SANDO**





GET IT WHILE IT'S HOT!

SANDOS

OG Sando

crispy habanero-brined chicken breast, Fuku mayo, pickle, potato roll

Sweet & Spicy Sando

crispy habanero-brined chicken breast, sweet & spicy glaze, pickle, potato roll

Chicken Burger

fresh ground chicken, cheese, onion, Fuku mayo, pickle, potato roll

FRIES

Sweet Jalapeno Waffle Fries

crispy waffle fries, sweet jalapeno seasoning, sauce

Cucumber Salad

cucumber, Momofuku chili crunch, ginger, garlic, sesame (white and black seeds), scallion, cilantro

BREAKFAST

Egg & Cheese Sando

egg, american cheese, Fuku mayo, potato roll

Bacon, Egg & Cheese Sando

bacon, egg, american cheese, Fuku mayo, potato roll

Chicken Egg & Cheese Sando

fresh ground chicken, egg, american cheese, Fuku mayo, potato roll

Waffle Hashbrowns

2 pc waffle hash brown, sweet jalapeno seasoning, sauce

FUKU TENDERS & BITES

Tenders

3 pc crispy chicken tenders, sauce

Sweet & Spicy Jumbo Tenders

3 pc crispy chicken tenders, sweet & spicy glaze, sesame seeds, sauce

Sweet Jalapeno Chicken Bites

crispy chicken bites, sweet jalapeno seasoning, sauce

Sweet & Spicy Chicken Bites

crispy chicken bites, sweet & spicy glaze, sesame seeds, sauce

BEVERAGES

Fountain Soda

Pepsi Products

Yuzu Lemonade

Fruit punch, Mountain Berry Blast.

Oolong Sweet Tea

Lemon, Peach, Diet Peach

Orange or Apple Juice

Flavored Waters

Bottled Spring Water

SLUSHIES

Fukulada

coconut, pineapple, orange, nutmeg



DESSERT

Magnolia Bakery Banana Pudding

Magnolia Bakery Chocolate Chunk Cookie



fuku
OG SANDO
TO GO!



EFFICIENCY AT ALTITUDE

STREAMLINED OPERATIONS BUILT FOR AIRPORT SUCCESS

- ▶ **Minimal Space, Maximum Performance**
Fuku's kitchen footprint is compact and efficient—ideal for high-traffic terminals where space is limited and speed is essential.
- ▶ **Engineered for Consistency**
Our menu is designed for quick execution with co-packed core items, ensuring quality and consistency no matter the location.
- ▶ **Turnkey Training & Support**
We provide comprehensive on-boarding and support, enabling quick staff ramp-up and smooth day-to-day operations with minimal friction.
- ▶ **TSA-Cleared Supply Chain**
With Chef's Warehouse as our TSA-approved distributor, our logistics are airport-ready from day one.

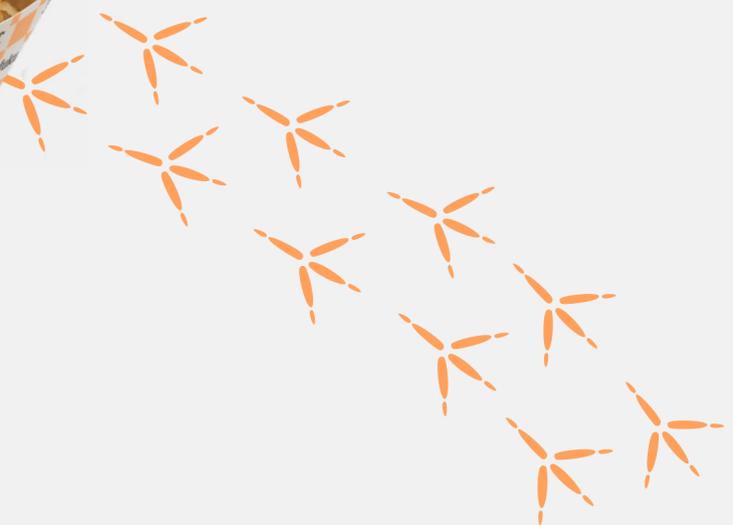


x75! / x100!



FUKU FLEX

x75! / x100!



METRIC	600 SQ FT	800 SQ FT	1,000 SQ FT
THROUGHPUT / HOUR	75 Sandos 75 Tenders 90 Fries	75 Sandos 75 Tenders 90 Fries	100 Sandos 100 Tenders 90 Fries
MENU	Sandos Tenders Fries Drinks	Adds: Breakfast	Adds: Cold Sides
EQUIPMENT	3x Fryer (50 lb) 1x Hot Hold 1x Warmer 1x Fry Dump 1x Sandwich Prep 1x Low Boy 1x Double Door Fridge 1x Double Door Freezer	Same as 600 sq ft plus: 1x Flat Top (24") 1x Egg Cooker	Same as 800 sq ft plus: 1 Additional Fryer
CREW DEPLOYMENT	Fry Cook Sandwich Prep Expo POS	Same as 600 sq ft	Adds: Prep Cook

KEY TAKEAWAYS

- ▶ **FLEXIBLE FOOTPRINT:** Efficient layouts from 600 to 1,000 sq ft adapt to terminal constraints.
- ▶ **HIGH THROUGHPUT:** Capable of up to 290 transactions/hour at peak configuration.
- ▶ **LEAN LABOR MODEL:** Core ops run with 5-6 staff, even at full menu.





SCALABLE & FLEXIBLE FOOTPRINT DESIGNED FOR AIRPORT SUCCESS



- ▶ **Tailored for Seamless Integration**
Fuku seamlessly adapts to various airport environments, whether it's an in-line, food hall, or kiosk model. Our versatile concept ensures a smooth fit in any terminal space.
- ▶ **Flexibility to Fit Your Space**
From compact 600 sq ft kiosks to expansive 1,500+ sq ft locations, Fuku offers scalable solutions that can be customized to meet the needs of different airport layouts and passenger volumes.
- ▶ **Modular & Portable Solutions**
Our portable models and modular builds make it easy to bring Fuku's signature bold flavors to multiple terminals or high-traffic areas, with minimal disruption and maximum impact.
- ▶ **Built for Growth, Designed for Airports**
Whether you're planning a single-unit operation or a multi-terminal rollout, Fuku's flexible footprint ensures that we scale with your airport's evolving needs—driving efficiency and enhancing the passenger experience.





COLUMN CONCEPT



PENDANT LIGHTING



FAUX NEON SIGNAGE



DIGITAL MENU BOARD



FRAMED IMAGERY

fuku



MILLWORK WOOD PANEL



WALL TILE FINISH



WOOD TAMBOUR



QUARTZ COUNTERTOP



BRAND COLOR



BRAND

RESTAURANT DESIGN

A.





fuku POWER

BRAND POWER

READY TO ELEVATE YOUR AIRPORT EXPERIENCE

- ▶ **Backed by Culinary Icon David Chang** (the guy on the left)
Fuku is part of the prestigious Momofuku ecosystem, a brand that's synonymous with innovation, quality, and culinary excellence. With David Chang at the helm, Fuku's reputation precedes it.
- ▶ **National Recognition and Digital Influence**
With widespread media coverage, a powerful digital presence, and a passionate fanbase, Fuku's brand amplifies visibility and drives foot traffic wherever we go—especially in high-traffic environments like airports.
- ▶ **Engagement-Driven Social Amplification**
Fuku's social media presence is a hub of engagement, with high interaction and amplification. Our campaigns, promotions, and brand moments generate buzz and convert interest into visits, creating a powerful presence within your airport.



PARTNERSHIP & SUPPORT BUILT FOR **LONG-TERM SUCCESS**

- ▶ **Turnkey Partnership Model for Seamless Integration**
Fuku provides comprehensive support every step of the way, from menu development and staff training to operational setup, ensuring smooth on-boarding and efficient execution from day one.
- ▶ **Flexible Revenue Models That Work for You**
Whether through revenue-sharing or licensing, our flexible financial models are designed to align with your goals, driving mutual success and maximizing profitability.
- ▶ **Launch Support and Ongoing Excellence**
We're with you every step of the way, offering full launch assistance, continuous quality assurance, and tailored co-branded marketing to create excitement and boost visibility in the airport environment.
- ▶ **Focused on Long-Term Relationships**
Our commitment goes beyond the initial setup—we focus on building lasting partnerships, ensuring sustained performance and growth as your airport food offering thrives.



fuku

**LONG TENURED
😊 PARTNERS 😊**

(SIMPLY SCROLL DOWN)

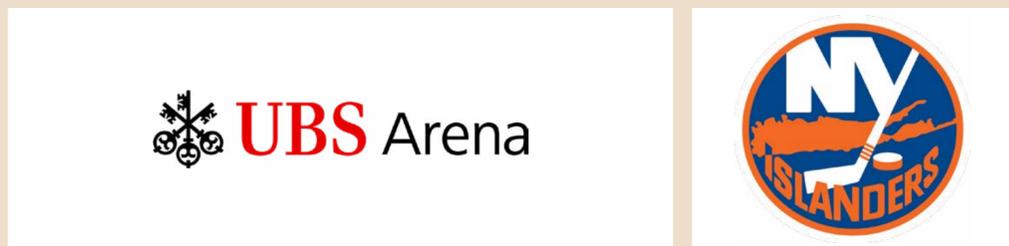




STADIUM	TEAM/S
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ARENA	TEAM/S
-------	--------



BALLPARK	TEAM
----------	------



fuku

TENNIS

LOCATION	EVENT
	
	



fuku

EVENTS

LOCATION	EVENT
	
	
	
	
	



fuku

TOP SELLING BRAND AT ALLEGIANT STADIUM

ALLEGIANT STADIUM'S CULINARY SCENE GROWS WITH DAVID CHANG'S FUKU.

- ▶ 2024 was Fuku's first year at Allegiant Stadium and quickly became the top selling brand and concession.
- ▶ 3-hour, single event sales topped \$40K.
- ▶ Fuku Operated, 16 Point of Sale Location.



- ▶ Fuku has also been at T-Mobile Arena since 2023.
- ▶ Due to guest demand, footprint expanded to two locations in 2024 with a third one planned for 2025.





**GROWING
NATIONWIDE
PRESENCE**

AIRPORTS

- ▶ JFK TERMINAL 6*, NY

RESTAURANTS

- ▶ CORAL GABLES, FLORIDA*
- ▶ MIAMI, FLORIDA*
- ▶ NEW YORK CITY, NEW YORK
- ▶ WEST PALM BEACH, FLORIDA*

*2025 Opening

STADIUMS, ARENAS & BALLPARKS

- | | | |
|----------------------------|-----------------------------|------------------------|
| ▶ ALLEGIANT STADIUM, NV | ▶ CAPITAL ONE ARENA, DC | ▶ ORACLE PARK, CA |
| ▶ ARTHUR ASHE STADIUM, NY | ▶ HARD ROCK STADIUM, FL | ▶ PPG PAINTS ARENA, PA |
| ▶ BARCLAY'S CENTER, NY | ▶ NATIONALS PARK, D.C. | ▶ RATE FIELD, IL |
| ▶ CAMDEN YARDS, MD | ▶ NORTHWEST STADIUM, MD | ▶ TIAA BANK FIELD, FL |
| ▶ CITI FIELD, FLUSHING, NY | ▶ MADISON SQUARE GARDEN, NY | ▶ T-MOBILE ARENA, NV |
| ▶ CHASE FIELD, AZ | ▶ MET LIFE STADIUM, NY | ▶ YANKEE STADIUM, NY |
| ▶ CRYPTO.COM ARENA, CA | | ▶ UBS ARENA, NY |

PREMIERE EVENTS

- | | |
|------------------------------------|-----------------------|
| ▶ COACHELLA | ▶ ROLLING LOUD |
| ▶ F1 GRAND PRIX AUSTIN | ▶ SUPERBOWL LIV & LVI |
| ▶ F1 GRAND PRIX MIAMI | ▶ U.S. OPEN |
| ▶ GOVERNOR'S BALL | |
| ▶ MIAMI OPEN | |
| ▶ SOUTH BEACH FOOD & WINE FESTIVAL | |

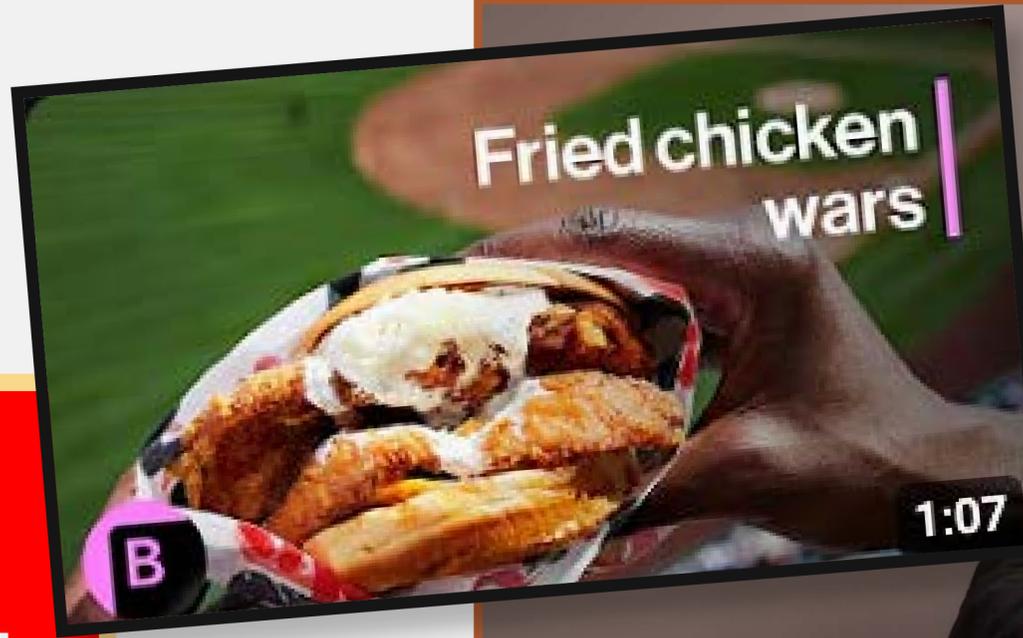


CHICKEN SANDWICH POPULARITY CONTINUES TO GROW

The fried chicken sandwich wars continue and today competition is fiercer than ever, sandwiches are getting bigger, crispier and more flavorful!

EATER
NEW YORK

“David Chang’s fried chicken sandwich has been unveiled... and it’s damn good!”



IN THE NEWS



WHY fuku?

- ▶ **LARGE AND GROWING ADDRESSABLE MARKET**
- ▶ **CULINARY HERITAGE WITH CHEF-CREATED CONCEPT**
- ▶ **BEST-IN-CLASS AND DIFFERENTIATED PRODUCT**
- ▶ **ESTABLISHED AND SUCCESSFUL “ASSET-LITE” MODEL**
- ▶ **SCALABLE BUSINESS MODEL, POISED FOR EXPANSION**



FUKU BELONGS IN YOUR TERMINAL

"COME AND GET A SANDO"

fuku

20

15

**A FINE BRINING
ESTABLISHMENT**

MAKE IT HAPPEN.

MONICA MOOSBRUGGER
DIRECTOR OF STRATEGIC GROWTH
TAP / CLICK THE EMAIL OR CALL THE NUMBER BELOW:
MMOOSBRUGGER@EATFUKU.COM
305-560-4665
THIS TAKES YOU TO THE WEBSITE, WE ARE SURE YOU ALREADY KNEW THAT... IT'S PRETTY COOL.
EATFUKU.COM
SO IS OUR IG. HIT THE FOLLOW BUTTON WHEN YOU GET THERE
IG: @FUKU

THANK YOU!

