



UNICUP COFFEE

One cup.
More reasons to return.



Coffee · Cup Treats · Warm Korean Bites

COMPLETE BRAND DECK 2026 | BUSAN, KOREA



A Busan-born compact F&B brand in operation

UNICUP COFFEE currently operates one company-owned store at the Busan International Finance Center in Korea.

CURRENT FORMAT

1 company-operated store

LOCATION

Busan International Finance Center

PRODUCT SCOPE

Coffee · non-coffee · cup treats · bakery · seasonal menus

OVERSEAS DIRECTION

A one-store pilot developed with a local partner

The next stage is a market-specific first store developed together with the local partner.

A compact café for more than one moment of the day

UNICUP connects a morning coffee, an afternoon cup dessert and a warm Korean snack in one small-format store.

01 CHOICE-DRIVEN COFFEE

A daily cup selected through distinct flavour profiles.

02 PORTABLE CUP TREATS

Bingsu, fruit and gelato designed to travel with the customer.

03 WARM KOREAN BITES

Familiar bakery and rice-cake comfort in an easy takeaway format.

The product combination creates more reasons to return throughout the day.

One menu, several reasons to return

Daily coffee, colourful drinks, portable cup treats and warm Korean bites work together in one compact format.

COFFEE & SIGNATURE DRINKS

Nutty Americano · Coconut Café Latte · Ube Cream Latte

CUP TREATS & WARM BITES

Red Bean Bingsu · Watermelon Hwachae · Egg Bread · Honey Rice Cake

A compact product mix designed for more than one visit occasion.



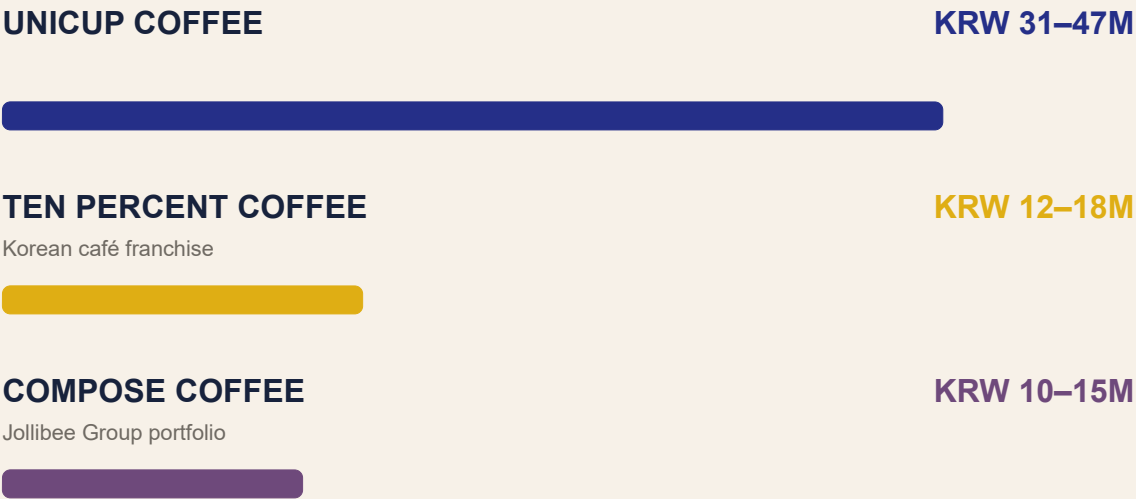
A one-store brand performing strongly in the same building

UNICUP COFFEE operates at the Busan International Finance Center in Busan, Korea.



CURRENT KOREAN STORE

PUBLIC PLATFORM MONTHLY SALES ESTIMATE



Public platform-displayed monthly sales estimates for cafés in the same building.

One compact store, several demand occasions

The current store connects order, production, display and pickup in one practical footprint.

ORDER

Fast ordering and clear menu selection

MAKE

Coffee · seasonal drinks · cup desserts
· warm bites

PICK UP

A clear hand-off point for takeaway-led service

CURRENT OPERATING FUNCTIONS

Espresso coffee · blended and seasonal drinks · cup-dessert assembly · chilled and frozen storage · warm-snack service

Malaysia store size, seating and staffing will be set after the site and expected order volume are known.

unicup coffee

A warmer, product-led expression for Malaysia

- Warm ivory and light timber
- A single turmeric-yellow accent
- Compact grab-and-go flow
- Visible cup treats and warm snacks
- Minimal seating, practical operations

The product architecture provides the base. Materials, sweetness, coffee strength, local ingredients and packaging are adapted together for Malaysia.

A ready brand base for local development

The local partner begins with a current menu, recipes, service methods, training direction and visual assets.

- **READY DEVELOPMENT BASE**

Current menu, recipes, training direction and campaign assets support faster early-stage development.

- **FOUNDER-LED LOCALISATION**

Founder Kyunghan Bae can visit Malaysia to adapt taste, menu mix, workflow and opening preparation.

- **LOCAL MARKET CO-DEVELOPMENT**

Pricing, sourcing, packaging and the final store format are developed together for Malaysia.



CURRENT PRODUCT CAMPAIGN



Build the first Malaysia store together, around the market.

For a local partner considering an F&B investment, UNICUP can provide its core menu, recipes, service methods, staff training and café operating know-how at no charge.

Founder Kyunghan Bae can visit Malaysia to support menu localisation, concept development and opening preparation.

LOCAL PARTNER

Site · licensing · local team
sourcing · daily operations

UNICUP COFFEE

Menu · recipes · training
concept · opening support

CONTACT

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UNICUP COFFEE WEBSITE

unicupcompany.com

INSTAGRAM

[instagram.com/unicupcoffeekr](https://www.instagram.com/unicupcoffeekr)

The local partner leads local establishment and daily operations. UNICUP contributes the brand, menu and operating know-how. Brand-use scope and long-term terms are shaped together for the selected market.