



喜多方 坂内 テーメン
KITAKATA RAMEN BANNAI

A Leading Brand of Kitakata Ramen, One of Japan's Three Major Ramen Styles

Kitakata ramen is widely recognized as one of Japan's three major ramen styles, alongside **Sapporo ramen** and **Hakata ramen**.

Bannai is a brand representing Kitakata ramen, Rooted in a recipe dating back to 1958, the brand has grown into a global ramen chain with approximately 70 locations and additional outlets overseas.

In addition, Bannai has received high praise in ramen chain rankings, including being ranked No.1 in the **"Ramen Chains People Want to Eat Two Days in a Row"** ranking. The brand is widely recognized for its quality and long-standing popularity.

Among ramen brands, Bannai has established a strong position as "a ramen you can enjoy as part of everyday dining", which is one of the brand's key strengths.



Bannai's ramen faithfully recreates the traditional taste

With the concept of **"ramen you can enjoy every day without getting tired of it,"** Bannai offers a light and easy-to-eat alternative to heavier ramen styles, gaining strong popularity both in Japan and internationally



Clear pork broth



Flat, curly noodles



Melt-in-your-mouth chashu pork

Clear Pork Broth You Can Enjoy Every Day Without Getting Tired of It

One of Bannai's most distinctive features is its **clear pork broth**. By slowly simmering carefully selected pork bones over a long period of time, only the pure umami is extracted, creating a broth that is clear in appearance, light in taste, and enjoyable to eat every day without becoming heavy or greasy.

In recent years, the ramen market has seen growing demand for lighter and easier-to-eat ramen, as a reaction to the long-standing trend of very rich and heavy ramen.



Bannai's ramen is not overly heavy, aligns with health-conscious preferences, and appeals to a wide range of age groups. As a result, it is popular not only among younger customers but also with families and senior customers.

True to its concept of "ramen you can enjoy every day" Bannai is also known for having many loyal repeat customers.



Highly Reproducible Operations Suitable for Franchise Expansion

Bannai is a brand that has developed its business through long-standing franchise expansion in Japan, and it is known for the high reproducibility of its taste and operations.

The brand's concept is to **reproduce the same authentic Japanese taste anywhere in the world**. To achieve this, Bannai has established a system that ensures consistent quality through proprietary seasonings, standardized cooking processes, and simple kitchen operations.



In addition, Bannai offers flexible store formats that can adapt to various locations, including street-side restaurants, shopping malls, and food courts.

This flexibility allows the brand to expand efficiently in overseas markets, making Bannai a ramen brand with strong potential for international franchise development.

Franchise Overview

Franchise Fee: **50,000 USD**
~ 1,600,000 THB

Royalty Fee: **5%**

Initial Investment: **45,000,000 JPY**
~ 9,200,000 THB

Return of Investment: **31 Months**

Contract Term: **5 Years**

Renewal Fee: **None**



Contact Us

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*Initial investment and ROI are based on results in Japan and may differ in the Thai market.