

Wolhwa Group

Korean BBQ Restaurant Company Profile



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About Wolhwa Group

CEO



CEO Jeon, Jun Hyeong

Jun Hyeong, the CEO of Wolhwa Group, began his career in the interior design industry. Since launching the gopchang restaurant "Gop" in 2009, he has expanded his F&B business with a variety of brands, including Wolhwa Gogi, Wolhwa Sikdang, Wolhwa Galbi, and more. As of December 2024, Wolhwa Group operates 14 brands in Korea. The company is also active in various other sectors, such as franchising, meat distribution, sauce manufacturing, design and marketing, and cleaning services. In 2024, Jeon Hyeong is further expanding his business overseas.

About Wolhwa Group

Our Vision and Mission

Our Vision

To become a global leader in premium Korean dining, creating exceptional value for our guests, team members, and stakeholders by fostering innovation, integrity, and excellence in every aspect of our operations.

Our Mission

At Wolhwa Galbi, we deliver unforgettable dining experiences through authentic Korean flavors, seamless efficiency, and exceptional service. We empower our people to grow, embrace innovation and adaptability to drive continuous improvement, and ensure sustainable value for our guests, landlords, and investors as we shape the future of Korean barbecue dining.

About Wolhwa Group

Our Values



Warmth

We create unforgettable dining experiences filled with authentic Korean flavors and genuine care, ensuring every guest feels welcomed and valued.



Opportunity

We empower our team members to grow personally and professionally while staying true to our roots—offering premium quality, heartfelt service, and meaningful opportunities for everyone.



Loyalty

We act with honesty, transparency, and ethics, building trust and long-term relationships with guests, team members, and partners.



Harmony

We strive for seamless collaboration and efficiency, ensuring a balanced and satisfying experience for guests and a rewarding environment for our team.



Wisdom

We embrace lifelong learning, experience-driven decision-making, and forward-looking innovation to refine and elevate the Korean dining experience.



Aspiration

We continually strive for excellence, innovation, and sustainable growth while honoring our Korean heritage and traditions, creating longterm value for all our stakeholders.

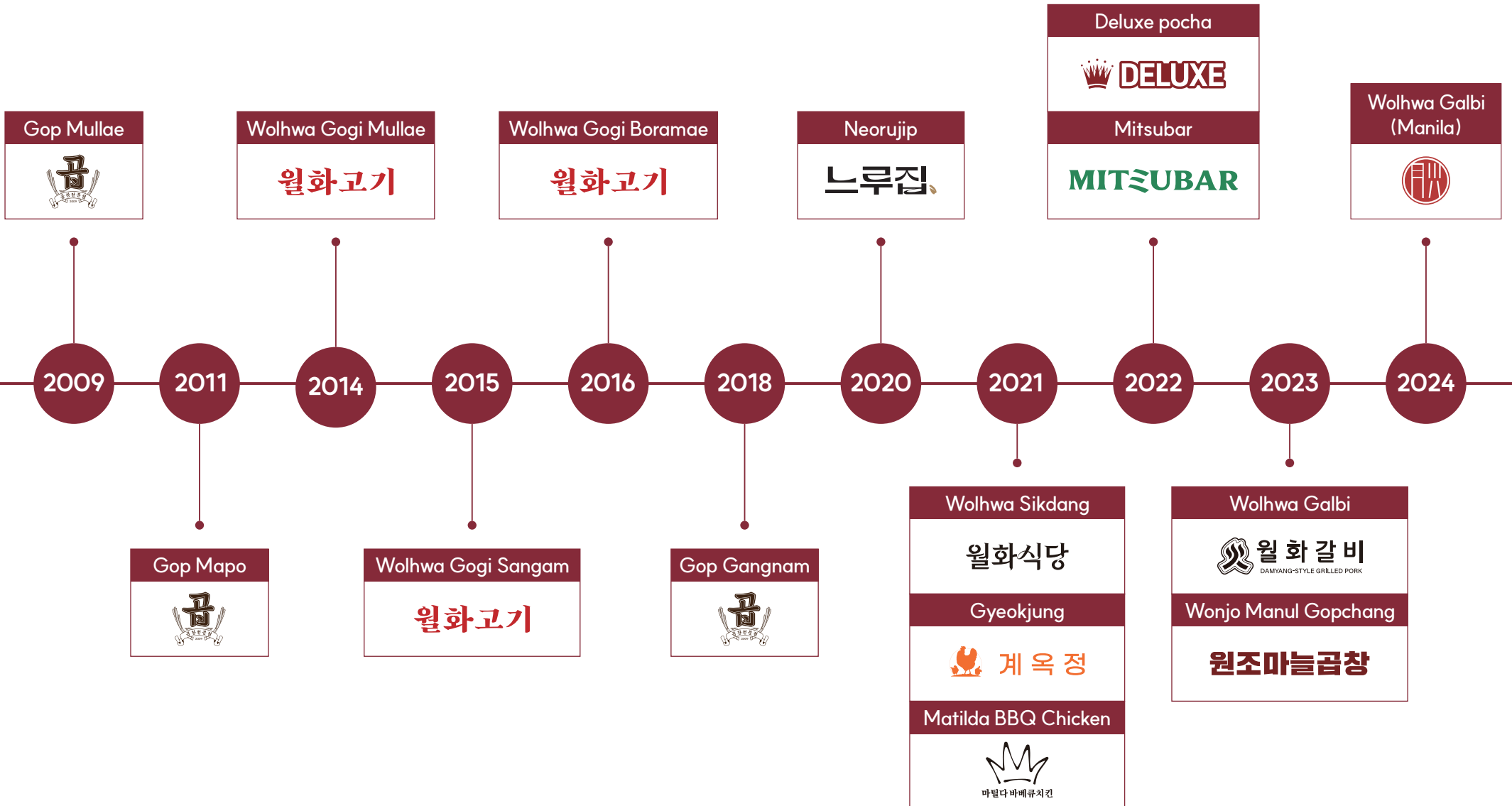
About Wolhwa Group

Wolhwa Group in Korea operates various business areas related to F&B business.



Our F&B Brands

For over 15 years, we have maintained 14 directly-managed restaurants, none of which have ever closed.



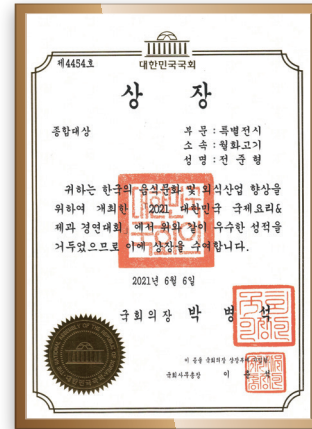
Why Wolhwa?

Junhyeong Jeon has earned the title of Master Butcher of Korea, and we hold patents for our innovation dry-aging techniques.

Awards



Master Butcher of Korea



International Culinary & Pastry Competition



KOREA World Food Championship

Patents



Dry-aging Patent for Galbi



Dry-aging Patent for Pork



Dry-aging Patent for Beef

Why Wolhwa?



The average lifespan of restaurants in South Korea is less than five years.

In such a fiercely competitive environment, Wolhwa has consistently remained popular, often attracting long lines.

Even during the challenging times of the COVID-19 pandemic, it continued to draw steady customer visits.

Today, Wolhwa is Korea's one of the leading restaurants in Korean BBQ.

Why Wolhwa?

Wolhwa has been recognized by various restaurant reviewing organizations.

Assessment Organization	Details
 <p>Blue Ribbon Survey</p>	<p>Wolhwa Gogi : Selected 2 Ribbon Restaurant for 4 Consecutive Years (2021~2024)</p> <p>Wolhwa Sikdang : Selected for 3 Consecutive Years Since the Opening (2022~2024)</p> <p>Wolhwa Galbi : Selected for 2 Consecutive Years Since the Opening (2023,2024)</p>
 <p>Restaurant Guru</p>	<p>Selected as a Recommended Restaurant for Two Consecutive Years (2023,2024)</p>
 <p>TripAdvisor</p>	<p>Wolhwa Sikdang : Ranked 8th among 28,000 Restaurants in Seoul</p>
 <p>Siksin</p>	<p>Wolhwa Gogi : Received One Star for 5 Consecutive Years (2020~2024)</p>

Why Wolhwa?

We have a strong R&D team, with collaboration with Michelin restaurant head chef.



Bee's Wax Aged Samgyupsal is a must-try at Wolhwa Sikdang in Mapo.

The pork belly is dry-aged for one week, then aged in bee's wax for another two weeks.

This unique process gives the meat a rich, almost cheese-like flavor. Reservations are essential!

Why Wolhwa?

We have been featured by various Korean media, and also Japanese travel magazines.



Featured on Channel A's 'Food X-Files' for Serving High-Quality Samgyeopsal



Featured on E Channel's 'Saturday is Good for Rice'



Featured Multiple Times on SBS's Live Today



Featured Multiple Times on Popular YouTube channels such as Mukbang YouTubers Hibab, Meat King, and Foodie Land

Rurubu Seoul 2025



&TRAVEL Seoul 2025

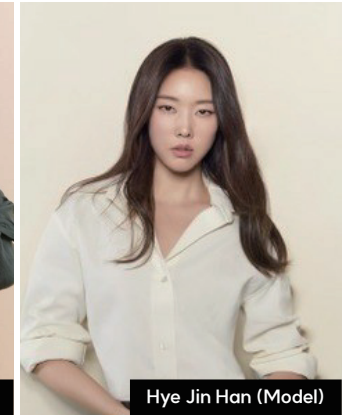


Why Wolhwa?

Our restaurant is loved by many Korean celebrities.



Joon Ki Lee (Actor)



Hye Jin Han (Model)



IU (Singer)



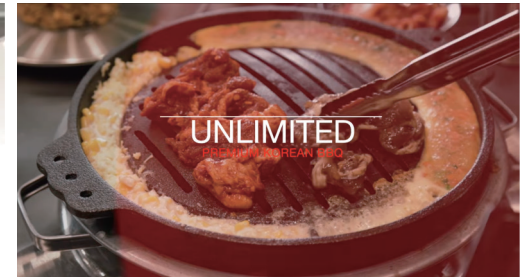
Dong Wook Lee (Actor)

Overseas Expansion – Philippines

About Wolhwa Galbi in Manila



WOLHWA GALBI
Unlimited Premium Korean BBQ



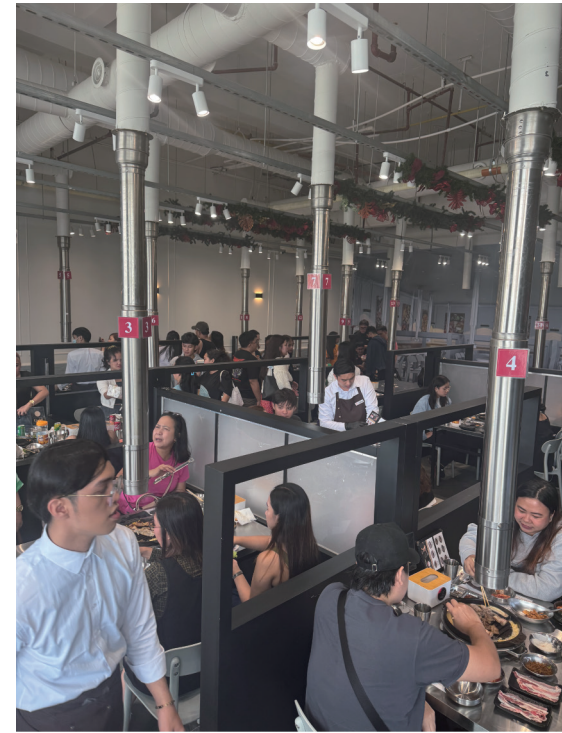
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Overseas Expansion – Philippines

Interior and exterior photos of the store



WOLHWA GALBI
Unlimited Premium Korean BBQ



Overseas Expansion – Philippines

Wolhwa Galbi Menu

Unlimited Menu

Mon - Thu **P699** Fri - Sun & Holidays **P799**

* No Service Charge & VAT Inclusive

Gold Course (with Unlimited Cheese Dip) : + P149

 1 Wolhwa Special 56시간 숙성 양념돼지갈비	 2 7-Day Special Dry Aged Samgyupsal 7일 숙성 삼겹살	 3 7-Day Special Dry Aged Beef Woosamgyup 7일 숙성 우삼겹
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Regular Course

* Lettuce is provided upon request.

 4 Samgyupsal 대패 삼겹살	 5 Soy Sauce Bulgogi 간장 불고기	 6 Gochujang Bulgogi 고추장 불고기
 7 Salt Dakgalbi 소금 닭갈비	 8 Soy Sauce Dakgalbi 간장 닭갈비	 9 Fried Chicken 후라이드 치킨




*The above image may differ from the actual product.

Signature Menu

 Korean Tonkatsu 한국식 치즈 돈카스 P349	 Korean Noodle Fried Rice 컵라면 볶음밥 P220	 Tteokbokki 떡볶이 P250
 Truffle Makguksoo 트러플 막국수 P399	 Truffle Chapagetti 트러플 짜파게티 P220	 Carbonara Buldak Noodles 까르보 불닭면 P200

Lunch Menu


Mon-Thu : 11:00 - 15:00

 Gochujang Bulgogi 고추장 불고기 P399	 Galic Bulgogi 갈릭 불고기 P399	 Soy Sauce Dakgalbi 간장 닭갈비 P399
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*The above image may differ from the actual product.

Unlimited Side Menu








* May vary by season

 **Sundubu Jjigae (Spicy Soft Tofu Stew)** 순두부찌개

Rice	밥	Braised Quail Eggs	매추리알 조림
Lettuce *Served upon Request	상추	Pickled Radish Wrap	무쌈
Kimchi	김치	Steamed Egg	계란찜
Japchae	잡채	Corn Butter	콘버터

* All you can eat available for 120 minutes.
* Same unlimited course needs to be chosen per table.
* P200 extra charge for party of one.
* Up to 3 meat menu can be ordered at a time.
* Lettuce will be provided upon request.
* Takeout is not allowed. * P200 per head for left over charge.

Beverages

 Coke 콜라 P180	 Ice Tea Pitcher 아이스티 P150	 Soju 소주 P300	 Beer (Paw) 맥주 P100	 Beer (Light) 맥주 P100	 Korean Beer 한국 맥주 P360	 Water 물 P60
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Wolhwa Group has over 16 years of expertise in the highly competitive Korean BBQ industry. We are proud to have been recognized by Korea's prestigious "Blue Ribbon Survey" for five consecutive years.

Our CEO, Junhyeong Jeon, has earned the title of Master Butcher of Korea, and we hold patents for our innovative dry-aging techniques.

At Wolhwa Galbi, we are dedicated to bringing the authentic taste of Korea to your table. Our premium Korean BBQ menu focuses on six carefully selected cuts of meat.

Our marinated dishes are crafted with our signature sauce, a beloved favorite in Korea. Additionally, our signature dry-aged samgyupsal is specially prepared by our chefs to maintain its tender texture and juicy flavor.

We invite you to savor the authentic flavors of Korea through our meticulously curated dishes.



Master Butcher of Korea

Jeon, Junhyeong

- Wolhwa Galbi Opens in Manila (2024)
- "Wolhwa Galbi" Open (2023)
- "Mapo Store" Open (2021)
- "Boramae Store" Open (2016)
- "Sangam Store" Open (2015)
- "Mulise Store" Open (2014)
- First Store Opens (2009)

Overseas Expansion – Philippines

Wolhwa Galbi on SNS



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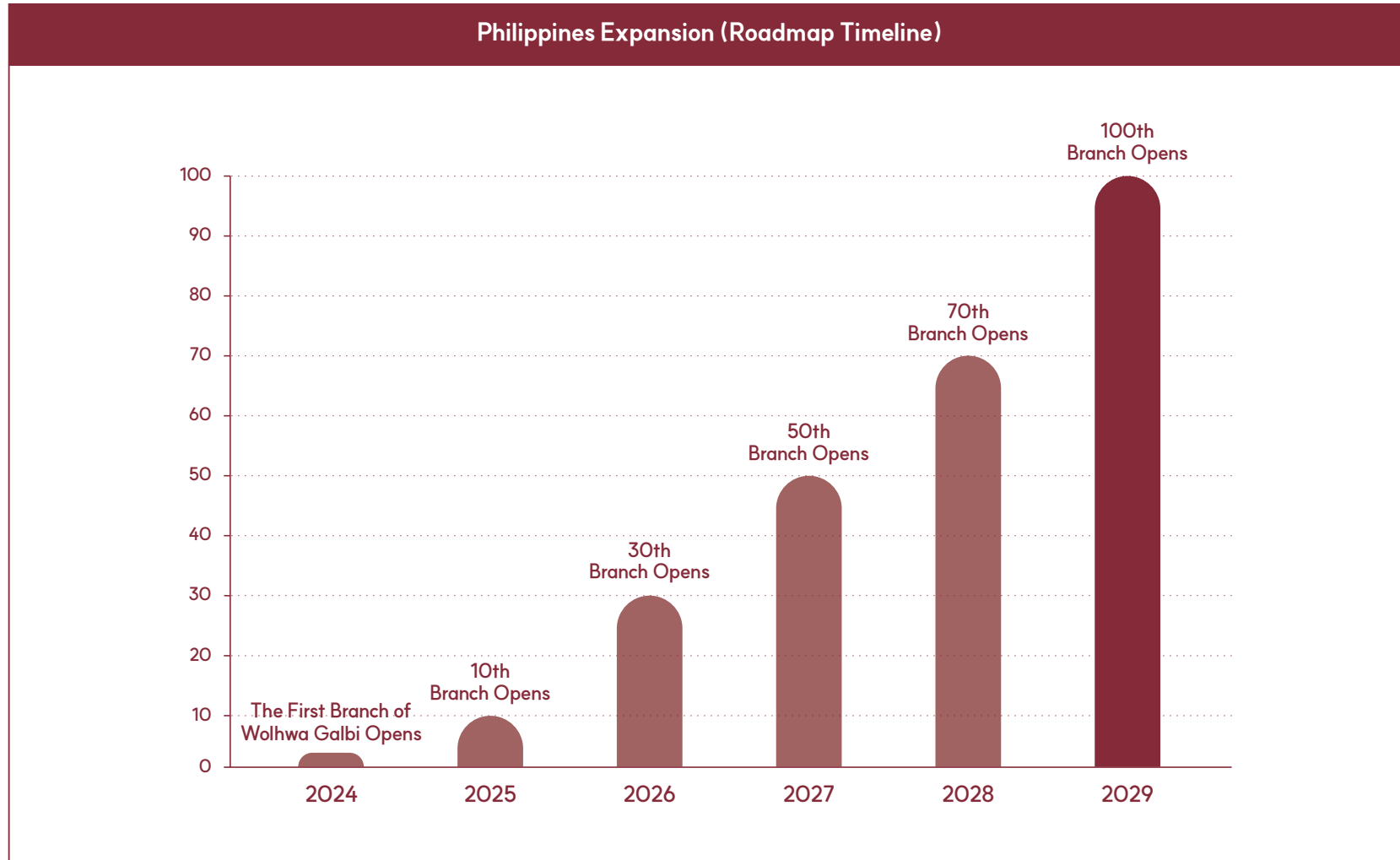
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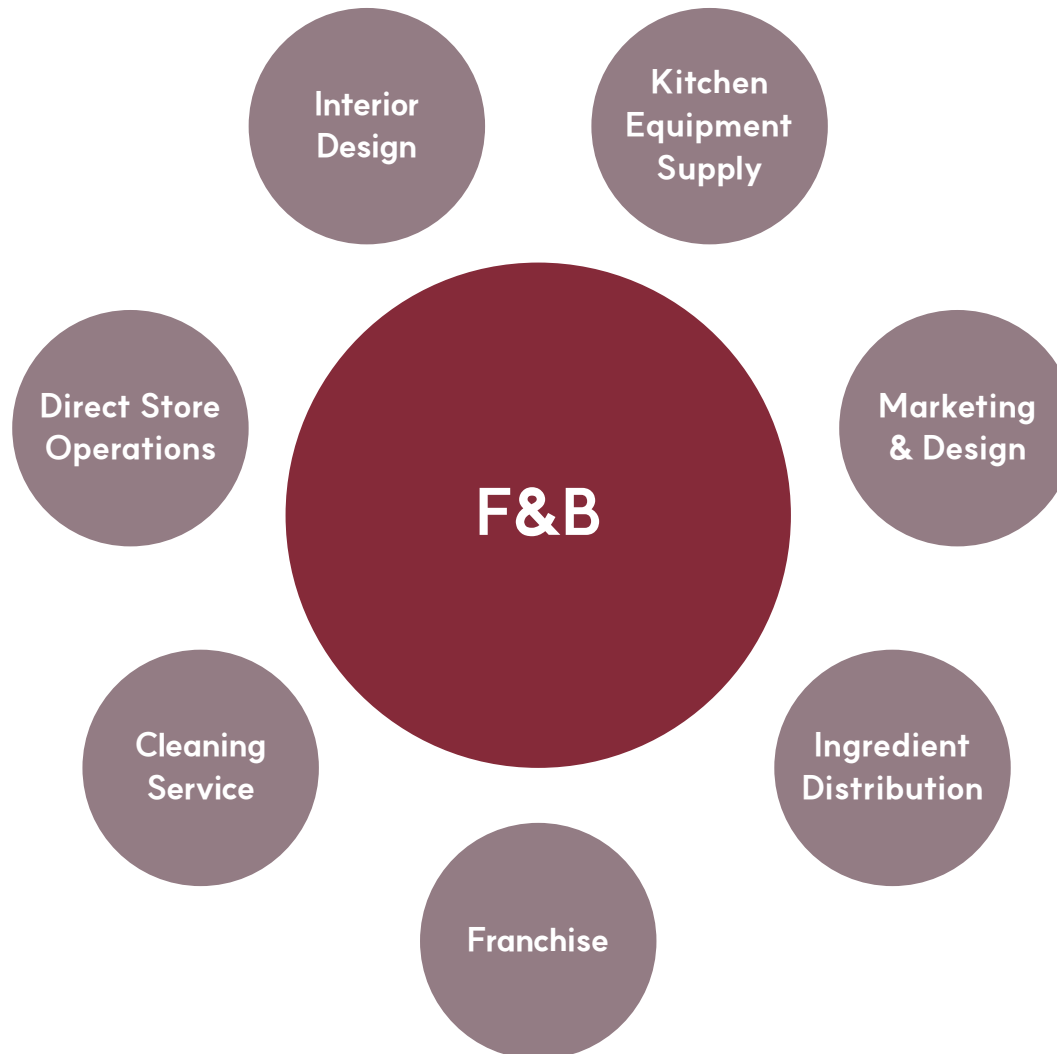
Overseas Expansion – Philippines

We are planning to open 100 stores by the end of 2029.



Overseas Expansion – Philippines

We also plan to expand business in various fields in the Philippines.





Contact Us : team@wolhwagalbi.ph