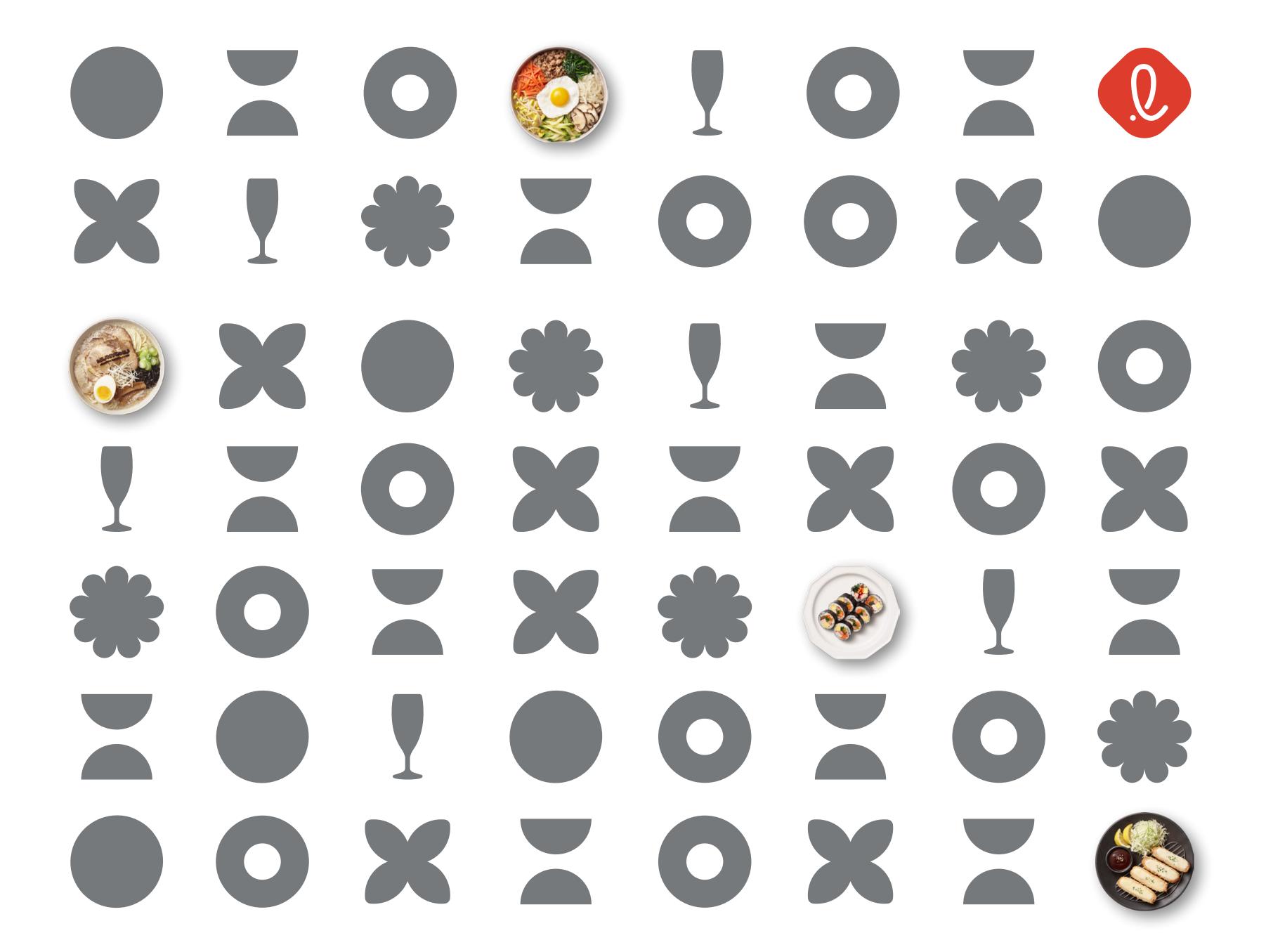
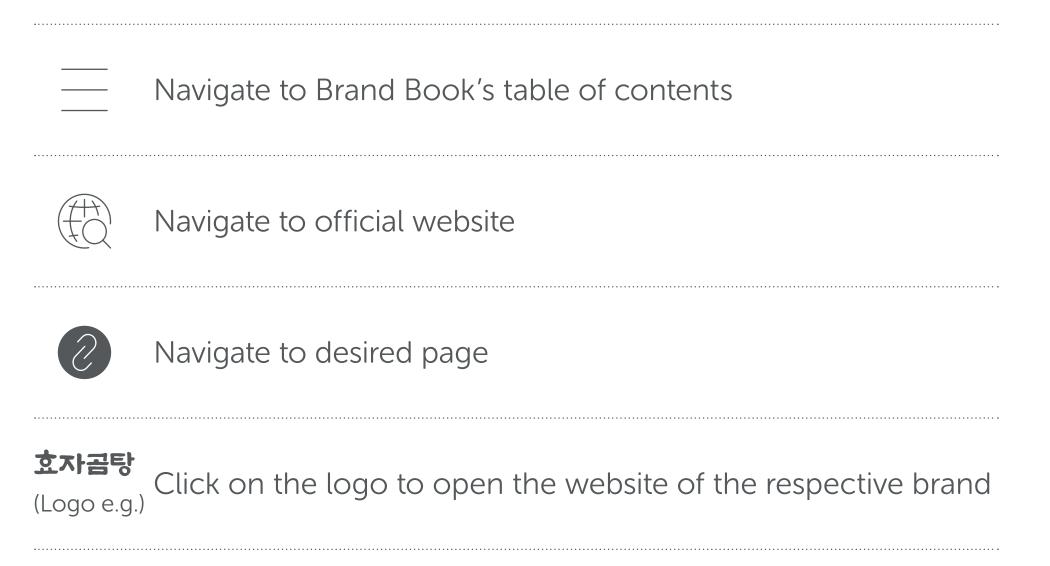
LOTTE GRS

Concession Business Brand Book



Interactive User Guide

LOTTE GRS Concession Business Brand Book is an Interactive PDF, organized to facilitate the user's understanding with easy navigation to relevant pages. Clicking on the table of contents, logos, and icons will take the user to the corresponding pages, and clicking on the navigation bar at the bottom of the pages allows the user to access any desired page.







LOTTE GRS Concession

With a deep understanding of customer tastes and trends, LOTTE GRS carefully curates a variety of dining lifestyles to create new and attractive spaces.

Concession Business

History

PLE:EATING

PLE:EATING(Pleasure+Eating) is the master brand that represents LOTTE GRS Concession.

SITES

Experience PLE:EATING around Korea to add joy to your everyday life.

BRANDS

Enjoy our diverse range of LOTTE GRS brands, from Korean cuisines to snack food.

Brand Introduction

Brand Identity

Brand Category

→Lounge

→Park

⇒City

→Healthy

Site Map

Incheon Airport T1/Incheon Airport T2

Gimhae Airport

Jeju Airport

Gimpo Airport/SRT Station

LOTTE World Jamsil/LOTTE World Busan

79 Square/

LOTTE Department Store Gwangbok/

The Galleria Cheonan

Kyung Hee University Hospital at Gangdong/

Haeundae Paik Hospital/

Jeju National University Hospital

Sodam Bansang

Osaegmyeonjeon

Hyoja Gomtang

MUKYOKU

Hohokatsu

DOOTOOMERS HAMBAK

Villa de Charlotte

Tian Lu

Hanspoon

TAXIING 5

Byeolmiga/Doseon/Ongi

Dahlung Bangkok/Asian Cook/

Gongpyeong-dong Wang Donkatsu

myfitsalad/Heineken/LOUNGE.L



Concession Business

Operates and manages F&B brands in multi-use facilities such as airports, stations, hospitals, etc.

Lotte GRS's concession business began in 2016. Based on our extensive experience in the foodservice industry, we have secured business rights in Korea's major airports(Incheon, Gimpo, Gimhae, and Jeju), SRT stations, hospitals, and leisure facilities. We are planning to operate the "Hanam Dream Service Area", which is scheduled for completion in 2028.

LOTTE GRS aims to position itself as a foodservice franchise platform company that adds value to customers' everyday lives by incubating new brands through its concession business.

Major Development Achievements



Incheon Airport



Gimpo/Gimhae Jeju Airport



Hanam Dream Service Area



SRT Suseo/ Dongtan/Jije Station















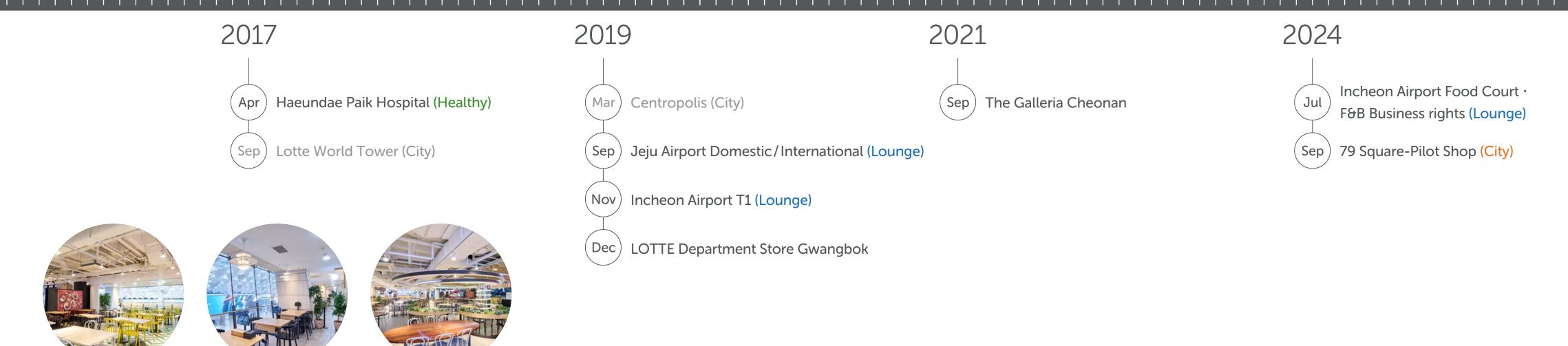




History

OpenClosed











Brand Introduction | PLE:EATING

A Tasetful Place to Design Your Everyday Pleasures

PLE:EATING, derived from Pleasure + Eating, is a food court-style space where LOTTE GRS delicately selects and presents a variety of dining lifestyles.

Under the concept of "Design the Taste," we offer over 20 different brands ranging from Korean, Chinese, Japanese cuisines to snacks. PLE:EATING can be experienced in everyday life, from meals and snacks at airports and train stations that add excitement to travels, to an enjoyable weekend dining with family, and energizing meals for busy workers throughout the day.

Brand Name | PLE:EATING Launch Year | 2014(Renewed in 2022) Main Industry | Cultural Dining Space









Brand Identity

PLE:EATING refers to a multi-functional food service and culture space under the concept of 'Delicious Time Tasteful Space', aiming to deliver pleasant dining experiences at various times and places.

Logo Type

Using the dots of a colon (:), the brand logo of PLE:EATING symbolically represents plates on the table for dining face-to-face, encapsulating the meaning of PLE:EATING as 'a place to encounter new experiences and cultures'.



Chair

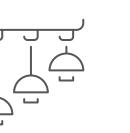
Table

Core Value



Delightful

PLE:EATING Enjoyable Moments



Sophisticated

PLE:EATING Sophisticated Spaces



Together

PLE:EATING **Shared Moments**



Variety

PLE:EATING Various Experiences

Emblem

The "P" initial emblem is a stand-alone emblem that implicitly represents the values and meanings that PLE:EATING strives to embody.

Coziness

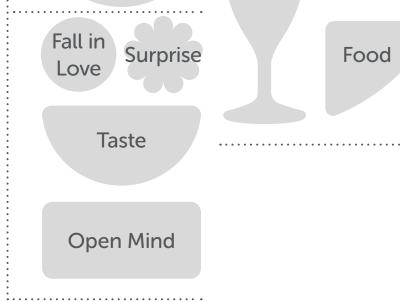
Drink

Togetherness



Diversity

Happiness





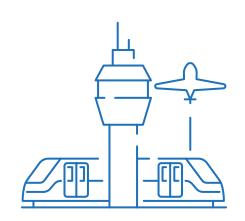






Brand Category











A comfortable and pleasant lounge-like space to take a moment to relax







Leisure

A fun and exciting space that offers enjoyable experiences such as leisure and relaxation

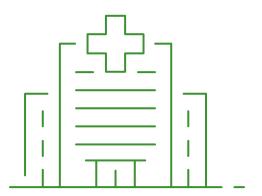






Office

A sophisticated space that respects personal tastes amidst the bustling city center and busy daily life.







Hospital

A place with nourishing and thoughtful food to help with recovery and rejuvenation



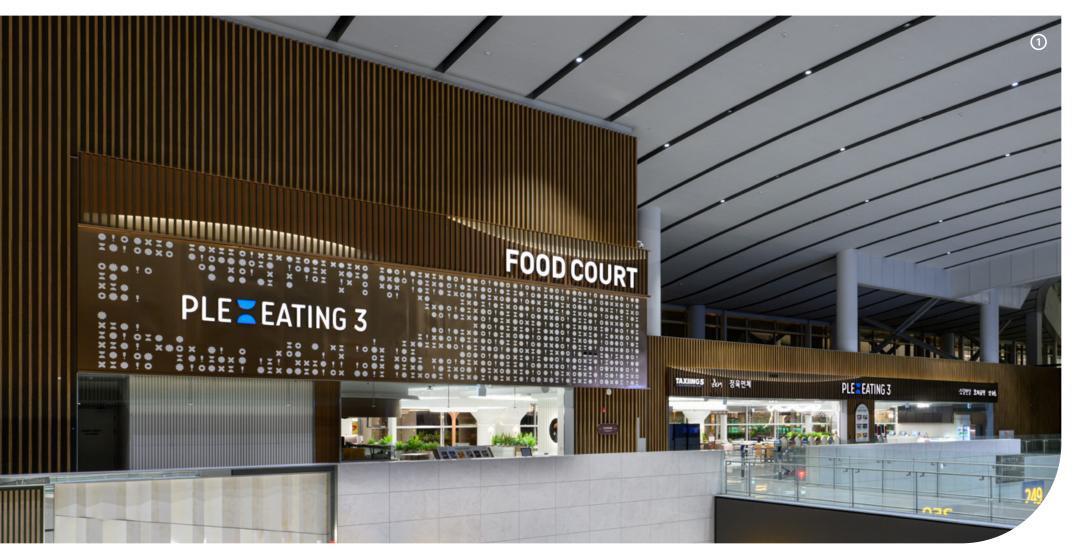






PLE EATING LOUNGE





①~⑤ Incheon Airport T2 PLE:EATING 3





⑥~⑩ Incheon Airport T1 PLE:EATING









Dining Lounge at Airports and Train Stations ①







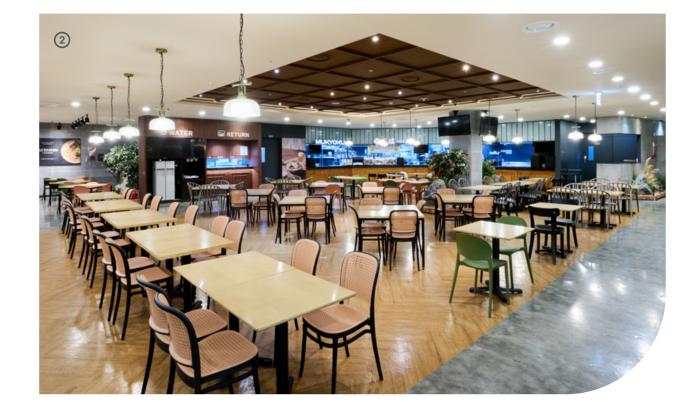




PLE EATING LOUNGE









Dining Lounge at Airports and Train Stations 2









④~⑦ Gimpo Airport PLE:EATING











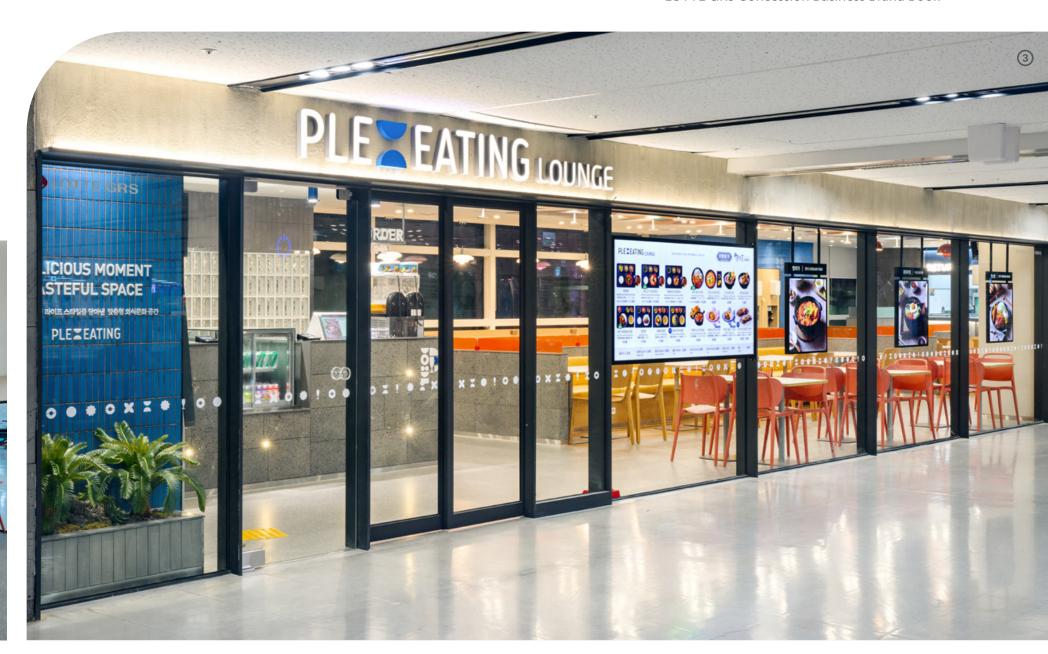
PLE EATING LOUNGE



Dining Lounge at Airports and Train Stations 3







①~③ Jeju Airport PLE:EATING







⊕ ~ ⑥ SRT Station PLE:EATING















Dining Stage at Leisure Facilities











①~⑤ LOTTE World Busan PLE:EATING







PLE EATING CITY

















Dining Square in the Heart of the City







PLE EATING HEALTHY

- ② Jeju National University Hospital
 ② Haeundae Paik Hospital
- Kyung Hee University Hospital at Gangdong

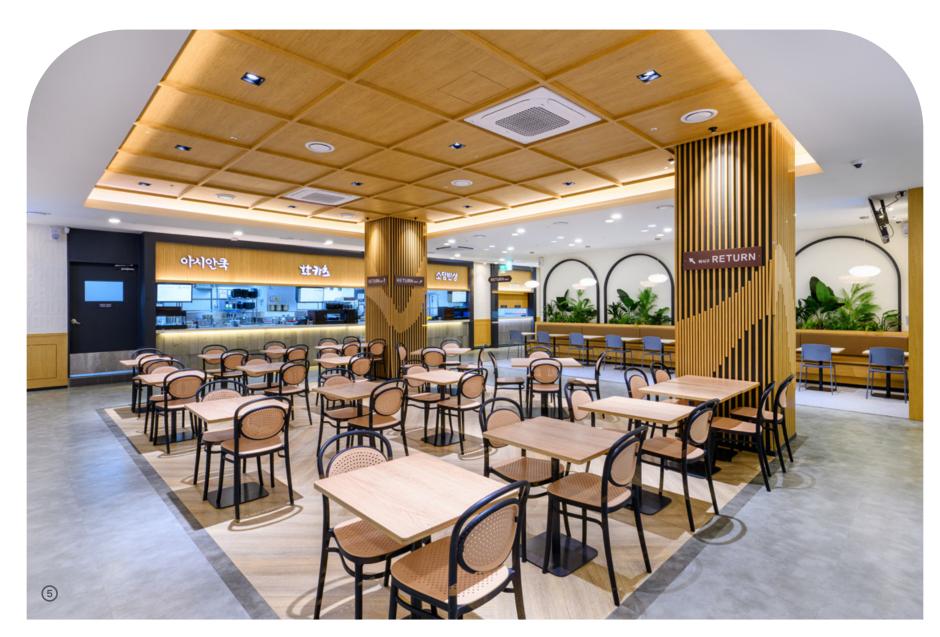












①~⑤ Jeju National University Hospital PLE:EATING









Sites

- * Site Map
- # Incheon Airport T1/Incheon Airport T2
- **#** Gimhae Airport
- **#** Jeju Airport
- **#** Gimpo Airport/SRT Station
- * LOTTE World Jamsil/LOTTE World Busan
- ***** 79 Square/LOTTE Department Store Gwangbok/The Galleria Cheonan
- * Kyung Hee University Hospital at Gangdong/ Haeundae Paik Hospital/ Jeju National University Hospital















Site Map

PLE EATING LOUNGE

- Incheon Airport T1
 Jeju Airport
- Incheon Airport T2
 Gimpo Airport
- Gimhae Airport
 SRT Station

PLE EATING PARK

- **OTTE World Jamsil**
- **?** LOTTE World Busan

PLE EATING CITY

79 Square

PLE EATING HEALTHY

- Kyung Hee University Hospital at Gangdong
- Haeundae Paik Hospital
- Jeju National University Hospital
- The Galleria Cheonan
 LOTTE Department Store Gwangbok









Incheon Airport T1

PLE EATING LOUNGE

1F, Incheon International Airport Terminal 1, 272, Gonghang-ro, Jung-gu, Incheon, Republic of Korea

00:00-24:00 8 032-743-2365

Sodam Bansang
Osaegmyeonjeon

MUKYOKU

1F, Incheon International Airport Terminal 1, 271, Gonghang-ro, Jung-gu, Incheon, Republic of Korea

00:00-24:00 8 0507-1312-2366

MUKYOKU

Incheon Airport T2

PLE EATING LOUNGE

4F, Duty Free, 446, Je2terminal-daero, Jung-gu, Incheon, Republic of Korea

00:00-24:00 32-743-6551

Sodam Bansang
Hyoja Gomtang
Hohokatsu
TAXIING 5

MUKYOKU

3F, Duty Free, 446, Je2terminal-daero, Jung-gu, Incheon, Republic of Korea

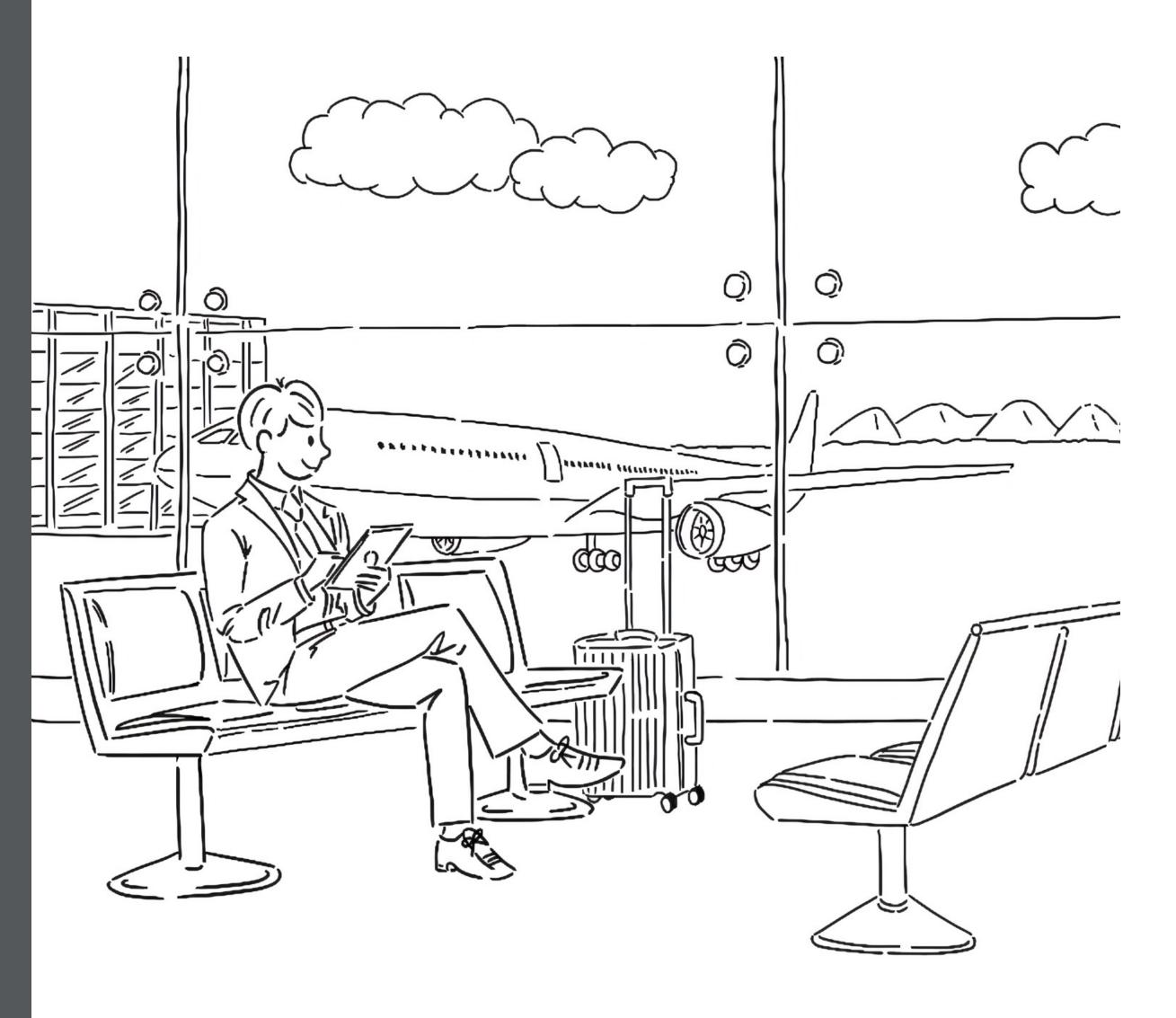
00:00-24:00 8 0507-1367-6554

MUKYOKU









Gimhae Domestic Airport

PLE EATING LOUNGE

3F, Gimhae Airport Domestic, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

06:00-21:00 8 051-710-2532

Sodam Bansang
Hanspoon

Hohokatsu

• Dongbaek Sigdang

2F, Gimhae Airport Domestic, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

06:00-21:00 8 0507-1347-1078

Hanspoon

Gimhae International Airport

PLE EATING LOUNGE

3F, Gimhae Airport Internationl, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

06:00-21:00 8 051-710-2530

Byeolmiga
MUKYOKU
Tian Lu

ADELA SEVEN BAKERY DESSERT

1F, Gimhae Airport Internationl, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

06:00-21:00 8 051-941-1064

• ADELA SEVEN

효자곰탕

3F, Gimhae Airport Internationl, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

06:00-21:00 8 0507-1345-6206

Hyoja Gomtang



3F, Gimhae Airport Internationl, 108, Gonghangjinip-ro, Gangseo-gu, Busan, Republic of Korea

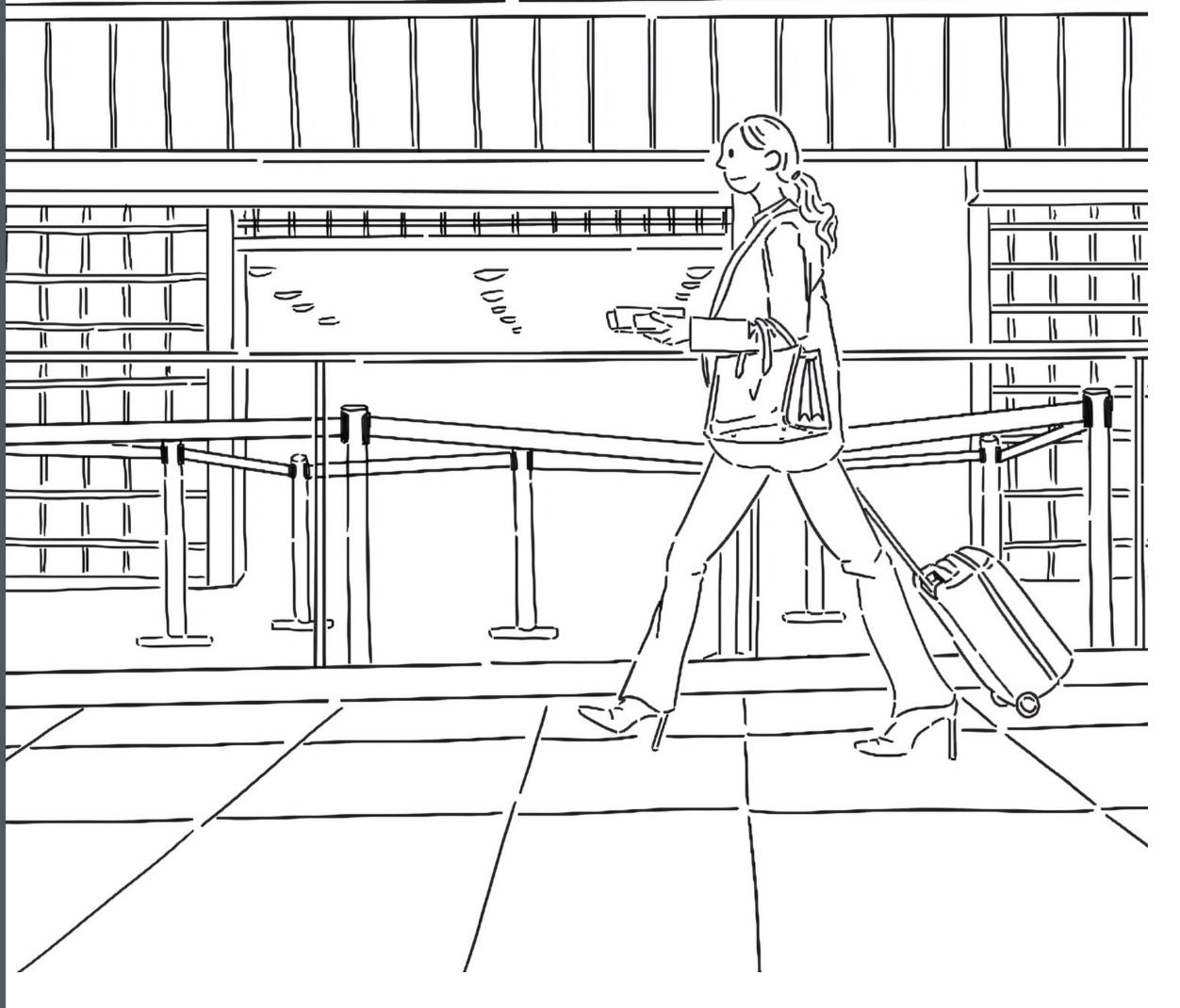


Heineken









Jeju Domestic Airport 2F

PLE EATING LOUNGE

2F, Jeju Airport Domestic, 2, Gonghang-ro, Jeju-si, Jeju-do, Republic of Korea

06:00-21:00 8 0507-1325-9408

Byeolmiga Hanspoon

Jeju Domestic Airport 4F

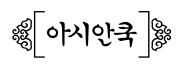
PLE EATING LOUNGE

4F, Jeju Airport Domestic, 2, Gonghang-ro, Jeju-si, Jeju-do, Republic of Korea

06:00-21:00 8 064-805-8152

Sodam Bansang
Osaegmyeonjeon
Hanspoon
Hohokatsu
Buttumag Gamasot

Jeju International Airport 3F



3F, Jeju Airport International, 2, Gonghang-ro, Jeju-si, Jeju-do, Republic of Korea

10:00-22:00 8 0507-1382-9409

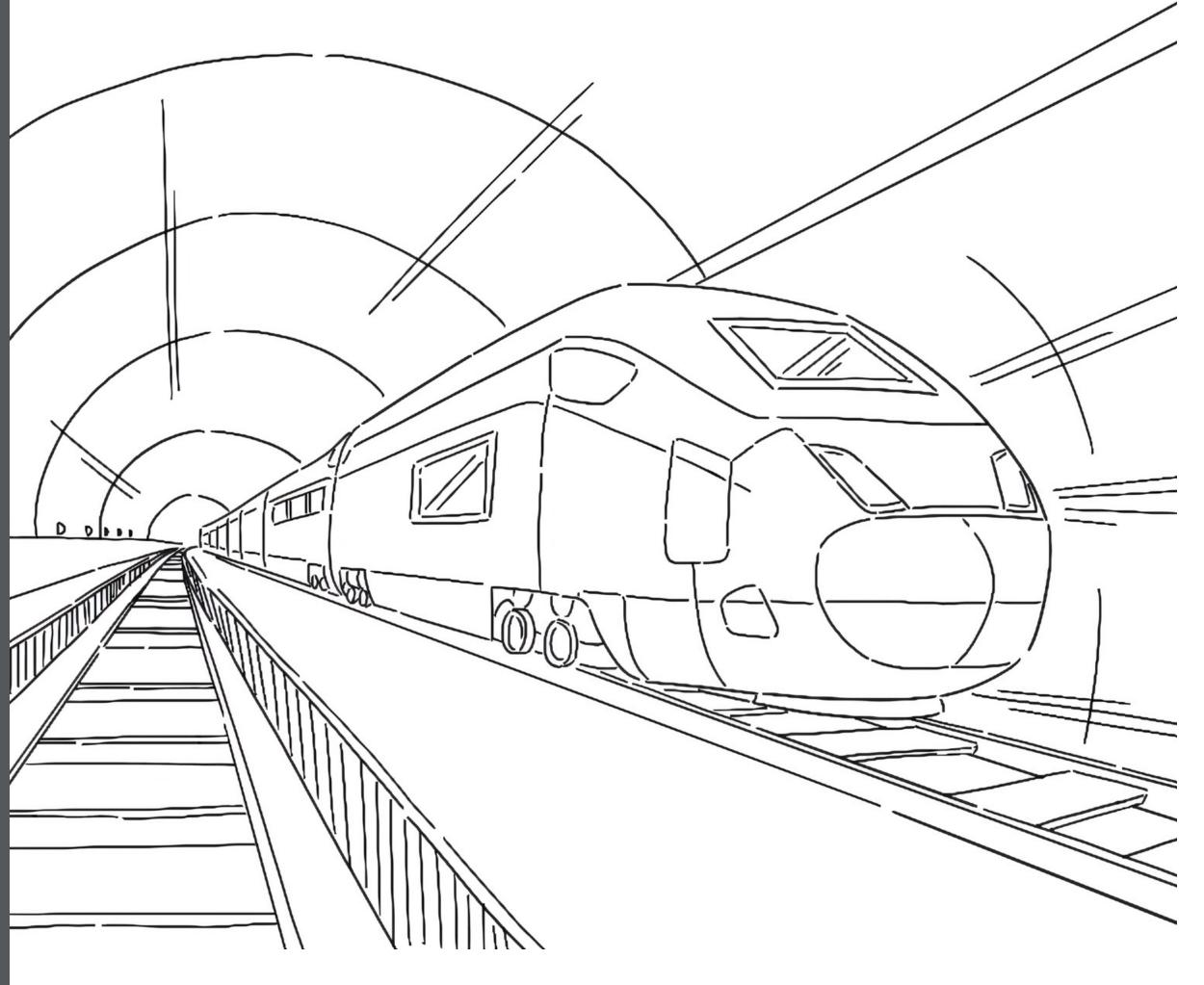
Asian Cook











Gimpo Domestic Airport

PLE EATING LOUNGE

4F, 112, Haneul-gil, Domestic terminal, Gangseo-gu, Seoul, Republic of Korea

06:00-20:30 8 02-2666-9386

Sodam Bansang
Tian Lu
Hohokatsu

SRT Station

PLE EATING LOUNGE

#SB15, B1F, 99, Bamgogae-ro, Gangnam-gu, Seoul, Republic of Korea

06:00-21:00 8 02-459-9681

Sodam Bansang
Hohokatsu



B2F, 99, Bamgogae-ro, Gangnam-gu, Seoul, Republic of Korea

(V) 08:00-21:00 **(S)** 02-459-9681

Hanspoon

꼬마김밥

B4F, SRT Dongtan Station 151, Dongtanyeok-ro, Hwaseong-si, Gyeonggi-do, Republic of Korea

06:30-20:00 8 031-372-7183

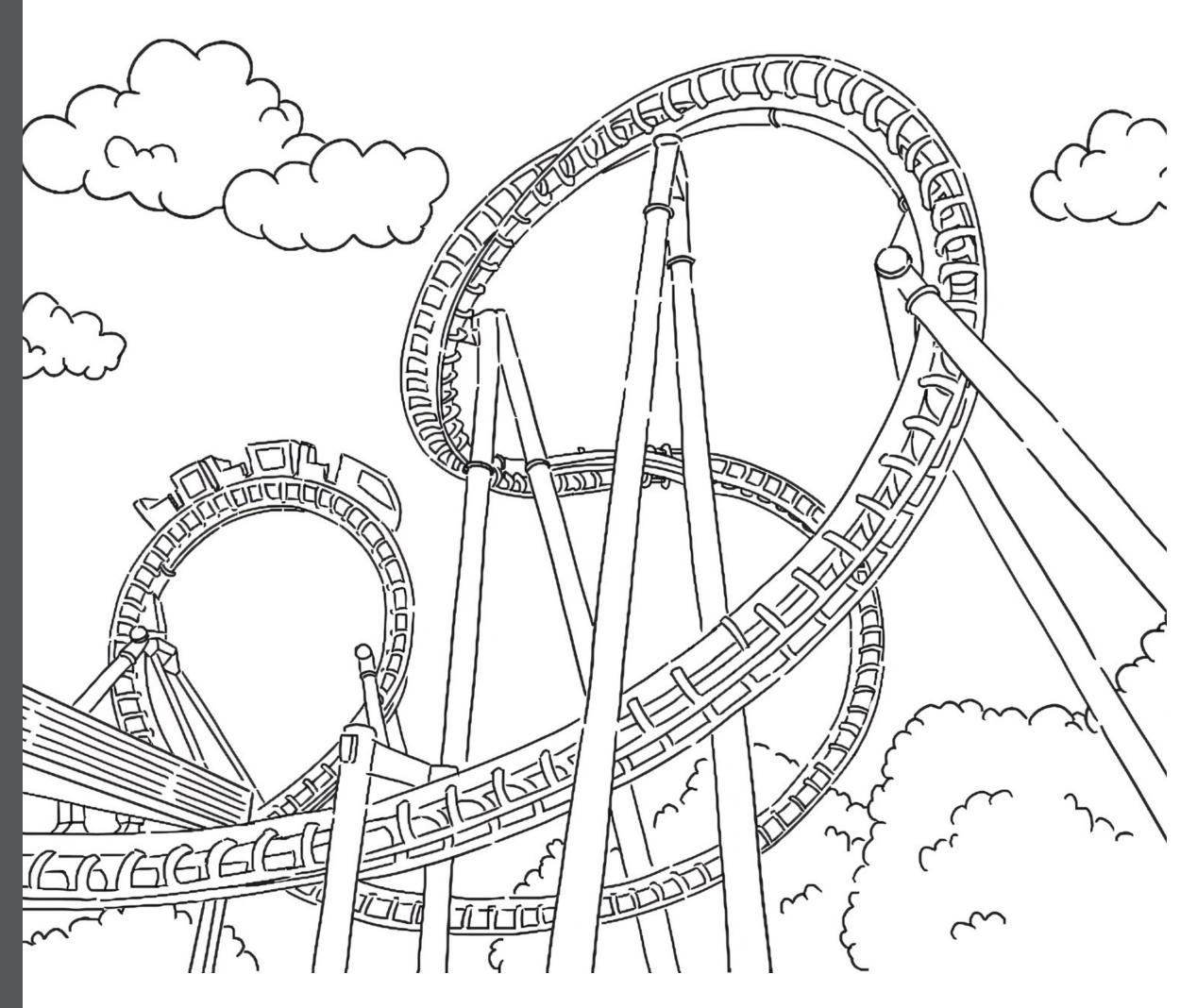
Kkoma Gimbab







Park



LOTTE World Jamsil The Three Wishes

PLE EATING PARK

240, Olympic-ro, Songpa-gu, Seoul, Republic of Korea

11:00-21:00 (Sun~Thur), 10:30-22:00 (Fri~Sat) 8 02-411-2000

Sodam Bansang
Hohokatsu
Hanspoon
Tian Lu

LOTTE World Busan Joyful Food Plaza

PLE EATING PARK

42, Dongbusangwangwang-ro, Gijang-eup, Gijang-gun, Busan, Republic of Korea

Sodam Bansang
Hohokatsu
Hanspoon
Asian Cook





City & Dining



79 Square

두투대스함박 **MUKYOKU**

B1F, LOTTE GRS 79 Square, 217, Baekjegobun-ro, Songpa-gu, Seoul, Republic of Korea

11:00–15:00 (Mon~Fri) © 0507-1385-1979

ODOTOOMERS HAMBAK
MUKYOKU

The Galleria Cheonan

villa de charlotte

8F, The Galleria Cheonan, 227, Gongwon-ro, Seobuk-gu, Cheonan-si, Chungcheongnam-do, Republic of Korea

10:30-20:30 © 041-412-9845

Villa de Charlotte

LOTTE Department Store Gwangbok

오색면전

10F, 2, Jungang-daero, Jung-gu, Busan, Republic of Korea

11:00-20:30 8 051-678-3200

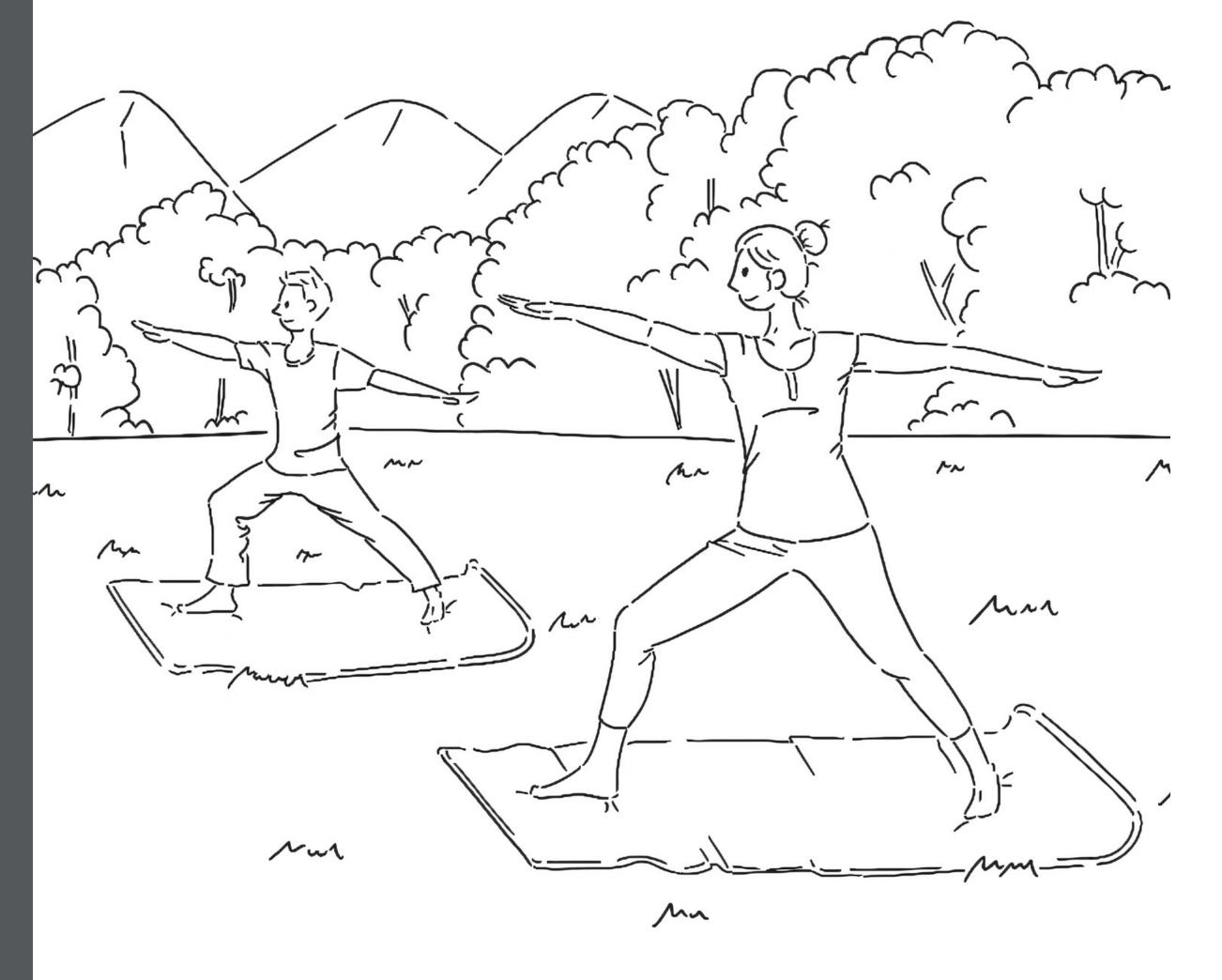
Osaegmyeonjeon







Healthy



Kyung Hee University Hospital at Gangdong

PLE EATING HEALTHY

B1F, Kyung Hee University Hospital at Gangdong, 892, Dongnam-ro, Gangdong-gu, Seoul, Republic of Korea

06:00-21:00 (Mon~Fri), 06:00-15:00 (Mon~Sun) © 02-440-8951

Hohokatsu
 Buttumag Gamasot
 Jayeon-ae-bibimbap
 Jjamppong Myeong-ga

Haeundae Paik Hospital

PLE EATING HEALTHY

875, Haeun-daero, Haeundae-gu, Busan, Republic of Korea

Sodam Bansang
Hohokatsu
Asian Cook

Jeju National University Hospital

PLE EATING HEALTHY

B1F, Jeju National University Hospital, 15, Aran 13-gil, Jeju-si, Jeju-do, Republic of Korea

Sodam Bansang
Hohokatsu
Asian Cook
Hanspoon





Sodam Bansang is a Korean specialty brand that offers authentic Korean signature dishes that come to your mind when you think of Korean food, including dolsot-bibimbap topped with freshly-prepared and seasoned vegetables, and kimchi stew full of fresh pork richly simmered. Each meal is carefully prepared with fresh ingredients for flavors faithful to the basics.

Appetizing Korean meals prepared with seasonal ingredients and heartfelt recipes.

Occupancy Status

- Incheon Airport T1
- Gimhae Airport
- Gimpo Airport
- Haeundae Paik Hospital

- Incheon Airport T2
- Jeju Airport
- SRT Station
- Zeju National University Hospital
- LOTTE World Jamsil OLOTTE World Busan

Signature Menu



Dolsot Bibimbap & Tteokgalbi Bansang (Rice with beef, vegetables, red pepper paste & grilled short rib patties)

Chadolbagi Doenjang Jjigae &

Tteokgalbi Bansang

(Beef brisket soybean paste stew &





Bajirak Haemul Sundubu Jjigae & Tteokgalbi Bansang (Clam and seafood spicy soft tofu stew & grilled short rib patties)

Yukhoe Bibimbap (Rice with beef tartare, vegetables and red pepper paste)







grilled short rib patties)









오색면전

Osaegmyeonjeon is a Korean beef rib specialty brand that captures the richness of our traditional feasts. It offers a variety of dishes, including regional specialty pancakes filled with a savory oil fragrance, well-simmered noodles, hearty braised short ribs and short rib soup, Korean sliced raw beef bibimbap, all made with premium beef to recreate the flavors and nostalgic atmosphere of a Korean traditional feast.

A restaurant known for its refreshing short rib soup and braised short ribs cooked with special premium beef.

Occupancy Status





Signature Menu



Galbijjim Bansang (Braised beef short ribs)



(Beef short rib soup)



Cheongpomuk Bibimbap Bansang (Rice with mung bean jelly, vegetables and red pepper paste)



Jang-kalguksu Bansang (Spicy knife-cut noodles)



Sagol-kalguksu Bansang (Knife-cut noodles in beef bone-broth)



Yukhoe Bibimbap Bansang (Rice with beef tartare, vegetables and red pepper paste)



효자곰탕

HYOJA GOMTANG

Hyoja Gomtang specializes in boiled bone stew, a rich broth simmered with fresh beef served with well-matured homemade seokbakji kimchi and warm rice. Beef brisket boiled bone stew is a popular and signature dish made by simmering brisket, shank, and various vegetables for a long time to create a deep and savory flavor. Boiled bone stew is loved by many customers as it not only warms the body but also soothes the mind before traveling.

A bowl of meticulously cooked Gomtang (boiled bone stew), a true masterpiece.

Signature Menu



Yangji Gomtang (Beef bone soup with beef brisket)



Galbitang (Beef short rib soup)



Gaori Muchim (Spicy raw ray salad)



Yangji Kalguksu (Knife-cut noodles with beef brisket)



Yangji Gomjuk (Rice porridge with beef brisket)



On-suyuk Jeongol (Sliced beef hot pot)



Occupancy Status



Incheon Airport T2
Gimhae Airport









MUKYOKU

Mukyoku is an authentic Japanese tonkotsu ramen restaurant, with its main branch located in Ikebukuro, Tokyo. Based on the business principle, "Taste has no limits(無 極)", Mukyoku follows traditional Japanese recipes, from cooking the rich broth to handmade noodles. Mukyoku's originality is created by adding trendy touches to artisanal details. Newly cooked with fresh pork bone for a true, rich flavor, the tonkotsu ramen is the signature dish that boasts a deep and distinctive flavor.

Taste has no limits(無極)! Authentic Japanese ramen

Occupancy Status



Incheon Airport T1
Incheon Airport T2





79 Square

Signature Menu



Tonkotsu Ramen



Spicy Tonkotsu Ramen



Soyu Ramen



Mini Chashu Rice



Fried Shrimp Udon



Pork Cutlet







Signature Menu

Hohokatsu is a Japanese dining brand specializing in tonkatsu and udon. Jumbo Tonkatsu, the thick and hearty pork cutlets, and the Hoho Special Set that offers a variety of flavors are the best-selling menus. The freshly fried crispy tonkatsu and refreshing udon will always be an inseparable pair.

Tonkatsu and udon, loved by everybody(好好)

Occupancy Status

- Incheon Airport T2
 - Gimpo Airport
- LOTTE World Jamsil 🕖 LOTTE World Busan
- Haeundae Paik Hospital
- Kyung Hee University Hospital at Gangdong
- Jeju National University Hospital



Giant Pork Cutlet



Hoho Special Set (Hamburger steak & Fish cutlet & Pork cutlet & Mini udon)



Skewered Fish Cake Udong & Pork Cutlet Set



Pork Cutlet Curry Rice



Gimhae Airport

SRT Station

DOOTOOMERS® _____ H A M B A K _____

DOOTOOMERS is a casual dining brand with the concept of "the more you stack, the tastier the hamburger steaks get". The name DOOTOOMERS is a combination of "thick" and "-ers", to express the thickness of its hamburger steaks and offers a valuefor-money menu that makes your wallet thicker. The menu offers 200g of thick and filling beef hamburger steak that can be enjoyed with various toppings to make it tastier and thicker.

Stacked thick, DOOTOOMERS Hamburger Steak. DO THE HAMBAK TO THE STACK.

Signature Menu



Original Demi Hambak



Spicy Demi Hambak



Carbonara Cream Hambak



Hambak Katsu



Occupancy Status



79 Square











Villa de Charlotte offers delicious dishes Charlotte enjoyed while traveling around Europe. Popular menus introduced by Charlotte include wood-fired pizzas, pastas packed with fresh ingredients, and flavorful steaks. It is a European casual dining restaurant where everybody can enjoy a variety of flavors.

A European restaurant introduced by Charlotte who lives in Europe and is loved by all.

Signature Menu



Wreath Bocconcini Salad



Grilled Steak Garden Salad



London Chinatown Pasta



Lobster Bisque Pasta



Margherita & Spinach Calzone



Manzo Rucola Pizza



Tenderloin Steak



Duck Steak Truffle Risotto





The Galleria Cheonan

















Tian Lu, meaning "heavenly restaurant", is a Chinese food brand that specializes in the diversity and expertise of Chinese cuisine. Based on master chef's base sauce recipe, it offers rich and deep flavors. Tian Lu boasts a diverse Chinese menu spectrum from popular dishes like jjajangmyeon and jjamppong, to fusion dishes ranging from mala jjamppong to Szechuan noodles with sauteed vegetables on rice, and chili sweet and sour pork.

Tian Lu – a Chinese restaurant with rich flavors.

Occupancy Status



OTTE World Jamsil

Signature Menu



Jjamppong (Spicy Seafood Noodle Soup)



Jjajangmyeon (Black Bean Sauce Noodles)



Mala Jjamppong



Sweet and Sour Pork



Stir-fried Glass Noodles and Vegetables with Rice



Mapo Tofu Rice









Hanspoon is a Korean snack bar brand that offers a variety of dishes, ranging from gimbap to tteokbokki. A single roll of the signature 'Hanspoon Gimbap', made with fried bean curd and five other ingredients, is more than enough as a meal. Moreover, there is a range of gimbap varieties, such as spicy tuna, crab mayo, and pork cutlet, each with its unique toppings. Hanspoon provides a comfortable space to enjoy a simple meal at busy airports and train stations.

Korean street food as a meal

Occupancy Status

- Gimhae Airport
- Jeju Airport
- LOTTE World Jamsil 🕖 LOTTE World Busan
- Jeju National University Hospital
- SRT Station

Signature Menu



SRT Set



Half Yubu Gimbap



Half-half Gimbap



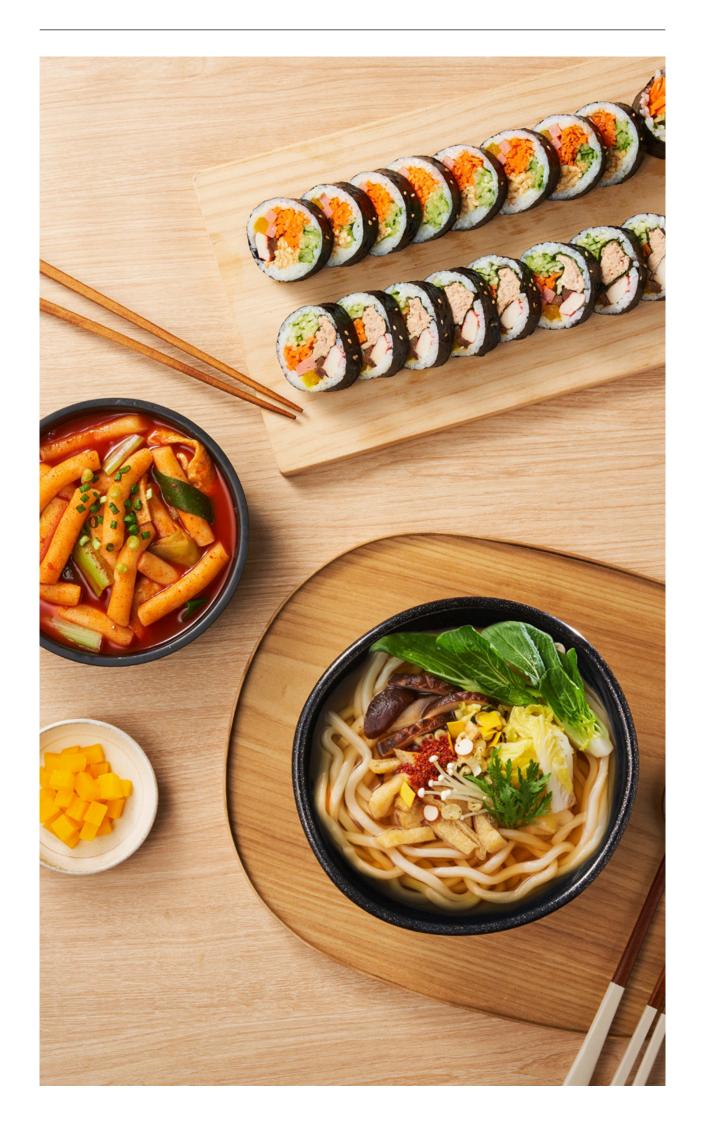
Yubu Gimbap



Tteokbokki Set



Hanspoon Ramyun Set







TAXIING5 is a combination of the word 'Taxiing', meaning the airplane runway, and the number '5', representing the five flavors of K-snacks served quickly. It serves DIY-style plate menus including spicy fried bibimbap, and tteokbokki, crispy fried snacks, hot dogs, savory egg fried rice, Korean-style pancakes, and sotteok-sotteok, offering locals and foreigners a unique K-Snack experience.

ASAP KOREAN SNACK BAR



Signature Menu





Tteokbokki

Egg Fried Rice

Bibim Fried Rice



Dumplings &

Bibim Noodles

Fried Chicken

Drumstick



Baby

Potatoes

Perilla Leaf Pancake &

Kimchi Pancake



Oranda Sweet

Potato Matang





Deep-fried and

Braised Chicken























| 関 | 団 가

Everybody has fond memories of their favorite dish. To help rekindle those precious memories of that special dish, we offer a hearty meal prepared with love and care.

A Meal that Reminds Us of Cherished Flavors





A specialty restaurant for clam knife-cut noodles, proudly featuring noodles crafted by two master artisans who insist on traditional methods and use only high-quality flour.

Lines(線) of Noodles Created from the Artisan's Blade Tip(刀)





This porridge restaurant delivers relaxing(穩) energy(氣) to the body by serving a warm(溫) bowl(器) of porridge simmered with nourishing ingredients.

Porridge Filled with Care and Warmth









This Thai cuisine brand delivers local flavors based on recipes of Thailand's master chef, aiming to offer customers a taste of the local flavors and culture of Thailand.

Bangkok All Night, Dahlung Bangkok





A casual dining brand that serves a variety of Asian cuisines, offering a familiar yet new dining experience with flavors and menus optimized for the Korean palate.

Hello Cook! Asian Cook!



공평동 왕돈까스

The combination of crispy deep-fried jumbo pork cutlet and the special handmade pork cutlet sauce delivers a nostalgic and familiar taste.

The Old-style Jumbo Pork Cutlet Loved by Everyone









myfitsalad

The philosophy of myfitsalad is 'personalized health'. Say "No" to nutrients you don't need, and create your own healthy lifestyle by pairing fresh and nutritious ingredients.

My Perfect Fit Salad



Heineken®

Fresh and full-flavored Heineken beers with light snacks are served in a comfortable and trendy atmosphere.

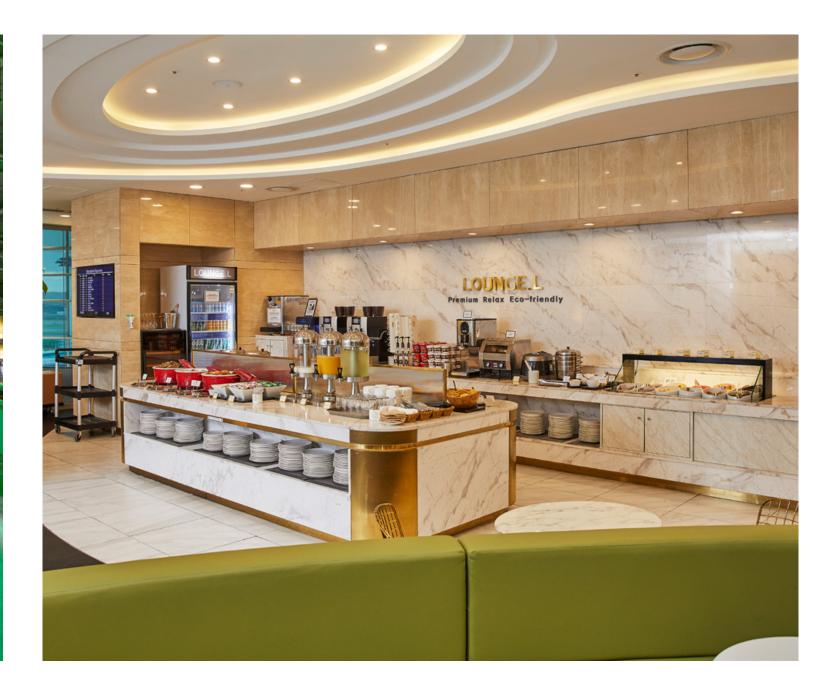
For a Fresher World



LOUNGE.L

This premium lounge is for business and relaxation. It provides an elegant buffet service tailored to meet individual needs and is the best area to relax peacefully.

Contemporary World Buffet Lounge













"We are constantly creating pleasant experiences for our customers"

LOTTE GRS enhances the value of everyday life

