

BUNLAB COMPANY



CONTENTS	
01	ABOUT BUNLAB
02	OUR CONCEPTS
03	PRODUCTION AND QUALITY CONTROL
04	MARKETS & SEGMENTATION
05	BRAND POSITIONING
06	EXPANSION STRATEGY
07	PARTNERSHIP OPPORTUNITIES
08	CONTACT US

01 | ABOUT BUNLAB



BunLab is an innovative culinary brand dedicated to creating and developing East Asian street food concepts. Inspired by the vibrant food cultures of Japan, Taiwan, and Hong Kong, we blend authenticity with modern creativity to deliver unique, innovative dining experiences.

As an umbrella company, BunLab creates and curates multiple street food concepts, each designed to bring the essence of East Asia to urban food lovers. From fluffy steamed buns to bold, umami-packed flavors, our mission is to reimagine traditional dishes while maintaining their cultural roots.

We focus on original ingredients with local touch, efficient operational models, and engaging brand identities, ensuring that each concept under BunLab is both authentic and commercially successful. Whether in standalone locations, food halls, or pop-ups, our brands are designed to captivate, delight, and grow sustainably.

At BunLab, we don't just serve food—we craft experiences that bridge tradition and innovation, making East Asian street food accessible, exciting, and unforgettable.

02 | OUR CONCEPTS

BABY BUN

Baby Bun is a vibrant fast food concept specializing in redefined Asian fusion buns and dim sum, bringing the flavors of East Asia to the local market Anatolia, Balkans and Caucasus . We focus on fresh, high-quality ingredients and traditional recipes redefined, offering

a fun, approachable take on classic dishes. Baby Bun delivers delicious, bite-sized treats perfect for any occasion.

www.bbbun.eu



03 | OUR MARKETS

Tbilisi

A rapidly growing food scene with an openness to international flavors. A young, curious audience eager for new dining experiences.

Baku

A market with strong spending power and a taste for trendy, high-quality street food concepts.

Istanbul

A dynamic metropolis where fusion cuisine thrives. Strong youth culture and a love for bold, flavorful street food.

Trabzon

A strategic entry point into the Black Sea region, with a growing appetite for global food trends.

Athens

A melting pot of cultures and a booming street food movement. Tourists and locals alike embrace unique, Instagrammable concepts.

Thessaloniki

A university city with a strong student population, making it an ideal location for fun, affordable, and trendy food concepts.

03 | OUR SEGMENTS

Funny & cheerful

Playful branding and quirky product names to create an engaging, lighthearted experience.

Energetic youth

Affordable, trendy, and social-media-friendly food offerings designed to attract a young, urban audience.

Cute things lovers

Visually appealing, kawaii-inspired food and packaging that resonates with lovers of all things adorable.

Low Sugar, natural colour dessert lovers

A focus on naturally sweetened or reduced-sugar options to cater to health-conscious and diet-aware consumers.

04 | PRODUCTION & QUALITY CONTROL

At BunLab, we take pride in crafting high-quality, innovative street food concepts inspired by East Asian cuisine. Our approach ensures that every product maintains authenticity while meeting modern consumer expectations for taste, safety, and consistency.

Quality Ingredients & Sourcing

- We carefully select premium ingredients from trusted suppliers, ensuring freshness and authenticity.
- Where possible, we collaborate with regional producers to maintain high-quality standards while supporting sustainable sourcing.

Production Excellence

- Our kitchens operate with strict hygiene protocols, adhering to international food safety standards.
- We continuously refine our recipes and techniques to balance tradition with innovation, making East Asian flavors accessible to global audiences.
- Small-batch production allows us to maintain consistency and quality in every bite.

Rigid Quality Control

- Every step of production is monitored through a structured quality assurance process.
- We implement regular taste tests and sensory evaluations to guarantee the best possible product.
- Customer feedback plays a key role in refining our offerings and maintaining high standards.

05 | BRAND POSITIONING

Innovative, Playful, and Authentic – Bringing East Asian Street Food Culture to the World

BunLab is not just a food brand—it's a creative lab where East Asian street food traditions meet modern, fun, and globally appealing concepts. We blend authentic flavors from Japan, Taiwan, and Hong Kong with an approachable, playful, and trendy identity that resonates with today's young, urban, and experience-driven consumers.

KEY POSITIONING PILLARS

- Urban & Global Appeal
- Cultural Authenticity, Modern Twist
- Playful & Youth Oriented
- Quality Without Compromis
- Trend Driven & Adaptive



EXPANSION FOCUS

Georgia
& Greece

Instead of country franchising, we will license applicats in major cities like Tbilisi, Batumi, Athens, and Thessaloniki, allowing local operators to maintain the brand's authenticity while tailoring it to local preferences.

Turkey &
Azerbaijan

We are open to partner with country-specific franchisees to establish BunLab concepts in major cities, capitalizing on the growing food culture and demand for East Asian street food.

Supermarkets &
Transit Locations

We seek licensing opportunities for supermarkets, airports, railway stations, and ports, offering a compact and portable versions of BunLab's concepts, catering to travelers and busy professionals with ready-to-eat meals.



OPERATIONAL EXPANSION

This multi-pronged strategy allows BunLab to create a strong presence in key locations while fostering growth through local entrepreneurship. We offer scalable models through franchises in countries where market demand is high and tailored licensing agreements for more controlled operations in strategic locations.

Through focused expansion, we aim to build a global network of BunLab outlets that offer the same great taste, quality, and innovation across diverse markets.

NEXT TO COME CONCEPTS

Gaau Tzi Spot

A Canto-Japanese dumpling takeaway concept bringing the authentic flavours of East Asia to fast-casual dining. The focus is on fresh, hand-crafted dumplings with a variety of fillings and dipping sauces, perfect for a quick and flavourful meal on-the-go.

Teamantic

A romantic tea experience for tea lovers. Teamantic will offer a unique, cozy environment where couples and friends can indulge in premium teas, tea ceremonies, and light bites in a serene, relaxing setting.

BunLab Workshop

A masterclass and degustation experience where food lovers can cook, taste and party the best our brand offers. This initiative will promote hands-on education, making BunLab not just a food destination, but a culinary experience.

07 | PARTNER WITH US

07a Franchise with BunLab

Opportunity to bring BunLab's playful, East Asian-inspired street food to various cities in open regions*.

07b Landlord Partnership

We help landlords turn their properties into high-performing BunLab locations

07c Investor Opportunities

We welcome investors who see the potential in youth-driven, trendy food concepts

07d Funding Innovations

We are open to discussing youth-created, innovative food projects.

** Open Regions are designated countries or territories where BunLab licenses its operations*



08 | CONTACT US

General Enquiries
info@bbbun.eu

Investment Applications
ir@bbbun.eu

Franchise Applications
franchise@bbbun.eu

Landlord Application
goddess@bbbun.eu

Innovative Ideas Discussion
meiloi@bbbun.eu

Media Contacts
gossips@bbbun.eu

Supplier Applications
purchase@bbbun.eu

