

ANGELINUS

Brand Book





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Brand Introduction



ALWAYS, ANGELINUS An Emotional Brand that embodies the finest quality and culture.



To bring better coffee to more people, Angel-in-us has led the transformation of Korea's coffeehouse market with richly flavored espresso-based beverages and emotionally resonant spaces.

With every cup delivered to our customers, we strive to provide a delightful and memorable experience a passion that has built up over time and earned lasting love, just like our charming brand name suggests. Fresh coffee, a wide variety of baked goods that anyone can enjoy, a refined and relaxing space where everyday moments become special. Angel-in-us is a place to create memories that reflect your own tastes.

We will continue to grow with our customers as a brand that evolves with the times and enhances the value of everyday life.

Brand Introduction

Brand Name	ANGELINUS
Operating Company	LOTTE GRS
Established	2000, June
Business Type	Coffee Franchise
Operating Countries	South Korea (HQ)
No. of Stores	Domestic : 235 Stores

Core Menus



Americino
Crush



Americino
Breeze



Bánh Mì



Brand Vision

A Brand that enhances everyday life with Angel-in-us' uniquely differentiated products

Brand Identity

Brand Essence

Fresh & Bright

A refreshing daily escape delivered through fresh coffee and refined spaces

Core Values

Excellent	Flexible	Comfortable	Inspiring	Sustainable
Outstanding quality of coffee (& more) and service	Adaptable to customer preferences and values	Friendly, inviting, and relaxing atmosphere	Delivers refreshing moments of joy in daily life	Sustainable with customers and the environment

Industry Fundamental Factors

Industry

Quick Service Restaurant (Coffee / Beverage)

provides consistent-quality meals at reasonable prices within a short time

Fundamental Principles

Quality	Cleanliness	Service	Time	Hygiene
High-quality, delicious food	Clean and well-maintained Stores	Friendly and attentive service	Fast and sufficient response	Safe and trustworthy food handling

Brand Concept

Fresh daily Cafe

A coffee franchise where you can enjoy fresh, delicious coffee and a variety of menu offerings in a refined and comfortable space

Product





Coffee for Everyone

Angel-in-us offers a variety of premium beans to suit different tastes, ensuring there's a perfect coffee for everyone to enjoy.

Fresh Coffee

At Angel-in-us, we use only the finest, freshest coffee beans to deliver the best flavor.

Carefully selected and blended by certified Q-graders, our beans are brought to life by passionate baristas trained to perfection creating the perfect cup every time.



**Crispy Outside,
Soft Inside – Made-to-Order
Hot Sandwich.
A Hearty Meal, **Bánh Mì.****

Angel-in-us presents a signature twist on Vietnam's beloved Bánh Mì reimaged to suit local tastes.

Served on crispy yet tender rice baguette and filled with fresh vegetables and generous ingredients, it's a warm, satisfying treat in every bite.



At Angel-in-us, enjoy the perfect pairing of freshly brewed coffee and oven-fresh bread.



The Perfect Pairing of Coffee and Sweet Desserts made from the finest ingredients.

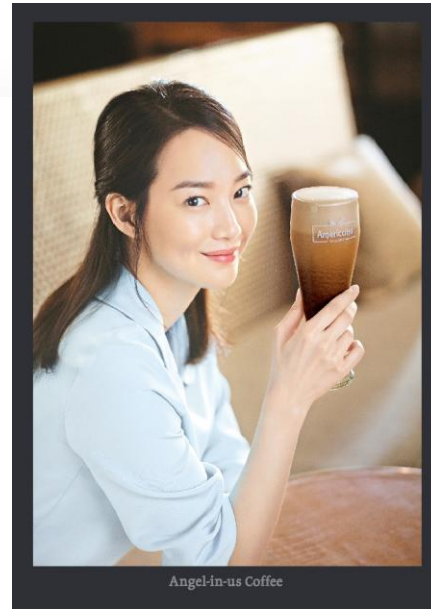
Marketing





Kim Soo Hyun

Korean Actor



Shin Min Ah

Korean Actress



Lee Jun Hyuk

Korean Actor



Pokémon

Character Brands

Brand Imagination





[Landmark Stores]

We have unique landmark stores in Jeju and Seoul such as Store Island, L7 Hongdae, and others. Each offers a distinct and memorable experience. These locations strengthen our brand presence and appeal.



[Store Concept]

The space uses calming colors and simple lighting to create a comforting atmosphere. It offers areas for both solitude and socializing, with stores that provide fun, unique experiences.

The content inspires lifestyle enjoyment without feeling out of place in daily life. It's a stylish yet approachable spot people visit for a brief escape and want to capture in photos as part of their everyday memories.

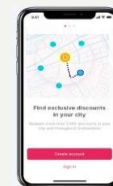


[Service]

Kindness
Bright
Comfortable
Professional

[Product MD]

Everyday moments and special occasions a menu and merchandise selection you can enjoy at the store, home, office, school, or on the go. Focused on value-driven choices, lifestyle, and eco-friendly products.



[Location]

High accessibility through balanced distribution between key target commercial areas and everyday residential neighborhoods.



[Communication]

Tracking the daily lives of women aged 25-39. Offering lifestyle-focused benefits and communication Emotional wording paired with stylish design

"Being Me" Encouragement, comfort, stability, warmth

Content that adds value to everyday life. Targeted communication tailored to individual tastes

Consistent brand identity across TV, website, app, and social media platforms

Store Interior Concept



Store Interior
Concept

Store Interior Concept





Store Interior
Concept

Store Interior Concept



Thank You

