OKUDO

오쿠당

BRAND PROFILE

BN

BN COMPANY
www.globestbn.com

O K U D O

오 쿠 당

Introduce

Okudang is a café brand that began with the sensibility of Jeju Island, Korea, and is growing into a global K-FOOD brand.

Inspired by Dol Hareubang, the iconic symbol of Jeju Island, Okudang presents its signature bakery, Soboro Bread, along with drinks and desserts that reinterpret Korean colors and flavors through a modern lens.
Through these offerings, Okudang introduces the charm of K-FOOD to the global stage in a fresh and contemporary way.

The brand name "Okudang (奥堂)" comes from a Jeju dialect meaning "I'll come again," while in Japanese it refers to "a large, old building." This name reflects Okudang's aspiration to become a brand that guests want to return to—one that is cherished over time and continues to be loved for generations. Beyond being just a café, Okudang envisions itself as a global brand, crossing borders and connecting people through food.

Global K-FOOD Cafe
O K U D O

Blending Korean tradition with a modern sensibility, Okudang is now stepping onto a wider stage.
Experience the new possibilities of K-FOOD—only at Okudang.

ブランド紹介　Composition

OKUDO
오쿠방

DESSERT HOUSE
Shin-Ōkubo

Jeju-Inspired Dessert Café
A dessert-focused café inspired by Jeju Island. Set in a three-story house with a terrace, Okudang offersauthentic Korean desserts and drinks in a warm, calming atmosphere. A K-Dessert House in Shin-Okubo, where gentle comfort and Korean sensibility come together.

DINING & CAFE
OKUDO

DINING & CAFE
Harajuku

K-FOOD Dining & Café in Harajuku
Located in Harajuku, Okudang Dining is a K-FOOD dining and café space spanning from the basement to the third floor, offering an open and spacious setting. Here, guests can experience a wide range of trendy and diverse Korean menus, along with dynamic collaborations featuring various global brands. A vibrant space where culture, food, and creativity meet.

工房直販
OKUDO
HANDMADE WORKSHOP
오쿠방 공방

HANDMADE BAKERY
Shin-Ōkubo

Handcrafted Bakery — Okudang Atelier
All of Okudang's bakery items are handcrafted with care at the Okudang Atelier. Each menu reflects Korean warmth and emotion, while expressing Okudang's unique character.
A bake shop dedicated to quality ingredients and deep, authentic flavors.

History

BN — Leading the Global Expansion and Innovation of K-FOOD

BN is a company that brings the rich and diverse food culture of Korea to the global stage, expanding it into international markets in new and innovative ways.
Centered in Japan, BN showcases the appeal of K-FOOD across a wide range of genres—from desserts to full-scale dining—delivering the taste and value of Korean cuisine to audiences worldwide.

Building on a proven track record of success with global brands, BN has successfully introduced K-FOOD brands such as BOK HODU, TIGER SUGAR, and NAMNAM GIMBAP into the Japanese and U.S. markets.
In addition, through its new brand OKUDO, BN operates cafés, dining spaces, and bakery ateliers, embedding Korean dessert culture into the everyday landscape of Japanese cities.

Beyond brand management, BN actively leads food trends by adapting Korean-inspired sweets—such as 10-Won Bread and Oreo Churros—to suit the Japanese market, continuously expanding the reach of Korean sensibility through innovative dessert concepts.

2017 • Opened the first SNOW VILLAGE store in Shin-Okubo, launching the K-FOOD dessert business

2018 • Opened global K-FOOD brand stores including SNOW VILLAGE, TIGER SUGAR, and NAMNAM GIMBAP

JAPAN / Shinjuku, Harajuku

2019 • Expanded SNOW VILLAGE across Japan and entered the U.S. market in New York

U.S.A / Tenant

JAPAN / Shin-Okubo, Yokohama

2024 • Launched OKUDO as a brand, simultaneously operating cafés, dining spaces, and bakery ateliers

JAPAN / Shin-Okubo, Harajuku

2024 • Developed and expanded trend-driven K-DESSERT brands, including 10-Won Bread and Oreo Churros

JAPAN / Shin-Okubo

Our Dessert Brand

Vision

SAVOR KOREA,
EMBRACE THE WORLD

BN reinterprets desserts infused with Korea's unique flavors and sensibility in a modern way, thoughtfully adapting them to the Japanese market and beyond. While honoring the essence of Korean identity, BN develops and refines its products through continuous research, reflecting the tastes and trends of Japan and other global markets. Through this process, BN creates K-FOOD brands with strong competitiveness in the global arena. By harmonizing tradition and innovation, BN remains committed to preserving the core of Korean food culture while continuously challenging itself to deliver flavors that are loved by people around the world.

Going forward, BN aims to grow as a company that establishes K-FOOD not as a passing trend, but as a sustainable global food culture.
While safeguarding the value and identity of Korean cuisine, BN continues to move forward—exploring the full potential of its brands as they expand across the world.

OKUDO

오쿠당

STORE OKUDO CAFE | OKUDO DINING&CAFE | OKUDO HANDMADE WORKSHOP

Brand OKUDO

O K U D O

오 쿠 당

DESSERT HOUSE, OKUDO CAFE

Okudang — A Jeju-Inspired Dessert Café
Okudang is a dessert-focused café inspired by Jeju Island. Housed in a three-story standalone building with a terrace, it offers authentic Korean desserts and drinks in a calm, welcoming atmosphere. A K-Dessert house in Shin-Okubo, where warmth and gentle comfort fill the space.

OKUDO CAFE

2 Chome-2-9 Hyakunincho, Shinjuku City, Tokyo 169-0073

OKUDO CAFE Interior / Shin-Ōkubo

Warm wood textures and soft white tones come together at Okudang Café, creating a harmonious and inviting interior.
With cozy terrace seating and a quiet attic-like space, the café offers a sense of comfort—almost as if you were at home.
Guests can relax under the soft sunlight on the terrace or enjoy peaceful moments in the calm attic space above.
Okudang Café is a house-style café that brings warmth, familiarity, and a sense of ease to the heart of the city.

OKUDO CAFE Menu

Okudang is a special dessert café inspired by the nature and sensibility of Jeju Island.
It offers a wide variety of desserts and drinks that express the essence of Korean flavors.
From trend-driven twisted donuts and signature soboro bread to drinks served in eco-conscious reusable cups, Okudang presents a seasonal menu that evolves throughout the year—inviting guests to discover a new taste experience with every visit.

Brand OKUDO

DINING & CAFE, OKUDO Harajuku

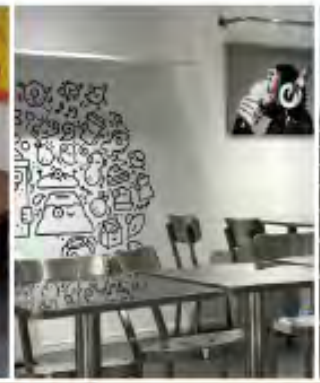
Located on Takeshita Street in Harajuku, Okudang Dining is a K-FOOD dining and café space.

On the second floor, Okudang Dining features a collaboration with Nongshim, offering a diverse selection of trendy Korean dishes. It is a vibrant and versatile space where collaborations with various global brands come together, allowing guests to experience the dynamic and contemporary side of Korean food culture.

OKUDO DINNING&CAFE

Tokyo, Shibuya, Jingumae, 1 Chome-6-4

OKUDO DINING&CAFE Interior / Harajuku



Okudang Dining & Café is a unique space located in the heart of Harajuku, Tokyo, where guests can enjoy Korean desserts and K-FOOD all in one place. Designed with Harajuku's trendy atmosphere and its global audience in mind, Okudang operates as a dining and café brand that introduces Korean food culture to the world. Spanning four spacious floors from the basement to the third floor, the venue allows visitors to explore a variety of themed areas. Through collaborations with global brands, Okudang Dining & Café offers a more immersive and elevated food experience.

OKUDO DINING&CAFE Menu

A diverse selection of K-FOOD menus where tradition and modernity are harmoniously blended.
From classic Korean desserts and drinks to authentic Korean dishes and sensibility-driven fusion creations, guests can experience the richness of Korean food culture through a wide-ranging lineup. Okudang Dining & Café goes beyond being a café—it is positioned as a culinary platform that shares Korean flavors and culture with a global audience.

Brand OKUDO

O K U D O
HANDMADE WORKSHOP
오 쿠 당 공 방

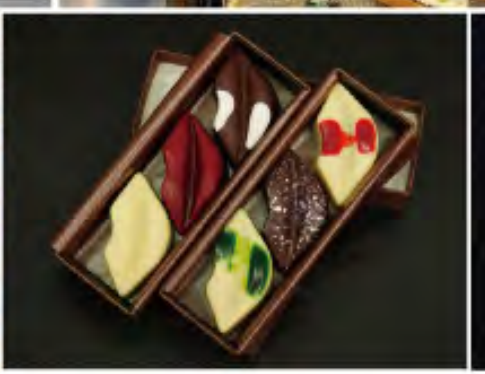
工房直販

HANDMADE WORKSHOP, OKUDO

The Okudang Atelier is a handcrafted bakery where every item is carefully made by hand, one by one. Featuring a warm and distinctive selection inspired by Korean emotion and sensibility, Okudang's bakery menus reflect the brand's unique character. A bake shop dedicated to quality ingredients and rich, authentic flavors.

OKUDO WARKSHOP
Casa Shinjuku, 1F, 2 Chome-42-11 Kabukicho, Shinjuku City, Tokyo 160-0021

OKUDO WARKSHOP Interior & Menu / Shin-Ōkubo



Okudang Atelier is a handcrafted bake shop inspired by the nature and sensibility of Jeju Island. It is a creative space where special desserts are born through careful, hands-on craftsmanship. More than just a bakery, Okudang Atelier functions as an innovative lab—exploring and experimenting with trend-driven desserts and drinks, while continuously developing new K-FOOD sweets.

OKUDO WARKSHOP Handmade Workshop

Focused on creating unconventional and distinctive K-FOOD desserts, Okudang Atelier elevates baking beyond a production process into a multisensory experience.A place to enjoy the warmth of freshly baked treats and desserts made with heartfelt care—discover a unique sweets experience found only at Okudang Atelier.

COLLABORATIONS

OIOI Department Store | BARDOT | Nongshim

Popup Store

Yurakucho Marui Department

Yokohama Takashimaya Department

Collaboration

BARDOT

collab with

OKUDO HARAJUKU

Fashion Brand [BARDOT]

OKUDO HARAJUKU

농심

NONGSIM

OKUDO HARAJUKU

TASTE OF OKUDO
DESSERTS & DRINKS

OKUDO

MENU LIST

Drink | Bread | K-Food

Drink

Dolharbang latte ハルバンラテ

¥800

coffee

Original
オリジナル
コーヒーアイスと
ミルクのシンプルラテ

mocha
モカ
コーヒーとモカの
ちょっと大人ラテ

caramel
キャラメル
コーヒーと甘〜い
キャラメルのラテ

Non coffee

Jeju Dekopon
済州デコポン
チェジュ島名産のデコポンを
練乳とミルクで割る、甘酸っぱいラテ

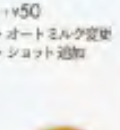
matcha
抹茶
抹茶チョコアイスをミルクで
割る、甘さ控えの抹茶風味

chocolate
チョコ
チョコアイスをミルク
で割って、味も香りも

ハーフミルクおかわり無料!

COFFEE

+¥50
・オートミルク変更
・ショット追加



エスプレッソ
espresso
HOT ¥550

アメリカーノ
Americano
HOT ¥550
ICE ¥680

NEW

ハニーアメリカーノ
Honey Americano
HOT ¥790
ICE ¥790

海塩コーヒー
sea salt coffee
HOT ¥750
ICE ¥800

CAFE LATTE

カフェラテ
cafe latte
HOT ¥650
ICE ¥750

バニララテ
vanilla latte
HOT ¥850
ICE ¥850

キャラメルラテ
caramel latte
HOT ¥850
ICE ¥850

秋味

さつまいもラテ
Sweet Potato Latte
HOT ¥850
ICE ¥850

グルムラテ
Gurum Latte
ICE ¥850

ドルチェラテ
Dolce Latte
HOT ¥850
ICE ¥850

NON COFFEE

黒胡麻クリームラテ
Black Sesame Cream Latte
HOT ¥800
ICE ¥800

トピナッツラテ
Topinambur Latte
HOT ¥800
ICE ¥800

チョコラテ
chocolate latte
HOT ¥750
ICE ¥800

抹茶ラテ
matcha latte
HOT ¥750
ICE ¥800

ミルクティー
milk tea
HOT ¥800
ICE ¥800

いちごラテ
strawberry latte
ICE ¥800

ADE

ブルーレモン
blue lemon
ICE ¥850

グレープフルーツ
grapefruit
ICE ¥850

トロピカル
tropical
ICE ¥850

シャングリア
Sangria
ICE ¥850

済州デコポン
Jeju Dekopon
ICE ¥850

TEA

NEW

ゆずアップルティー
Yuzu Apple Tea
HOT ¥800
ICE ¥850

NEW

ジンジャーグレープフルーツティー
Ginger Grapefruit Tea
HOT ¥800
ICE ¥850

ダージリン
darjeeling tea
HOT ¥550
ICE ¥680

アールグレイ
earl grey tea
HOT ¥550
ICE ¥680

ブラック
グレープフルーツ
black grapefruit tea
ICE ¥790

オーロラレモン
aurora lemon tea
ICE ¥790

スイートピーチ
sweet peach tea
ICE ¥790

SMOOTHIE

オレオ
oreo smoothie
ICE ¥870

抹茶
Matcha
ICE ¥870

いちごヨーグルト
strawberry yogurt
ICE ¥870

Bakery menu

ソボロパン
¥500
¥500
¥500
¥500
¥500
¥500
¥500
¥500

クァベギ
オリジナル
¥350
ブラックココア
¥400
シナモン
¥400
¥400
マスカット
生クリーム
¥550
ストロベリー
生クリーム
¥550
マンゴー
生クリーム
¥550

新メニュー
¥450
¥450
¥450
¥600
¥450
¥450
¥450
¥600

新メニュー
スモアクッキー
くま
¥550
スモアクッキー
イチゴマシュマロ
¥550
スモアクッキー
抹茶
¥500
モンブラン
¥650
さつまいもモンブラン
¥650
マシュマロチョコ
¥600

K-Food menu

A diverse selection of K-FOOD menus where tradition and modernity come together. From iconic Korean desserts and drinks to authentic Korean cuisine and sensibility-driven fusion dishes, guests can fully experience the richness of Korean food culture through a wide-ranging lineup.

MARKETING OF OKUDO

Variety of Media

MARKETING

Instagram | Youtube | TikTok | Broadcasting

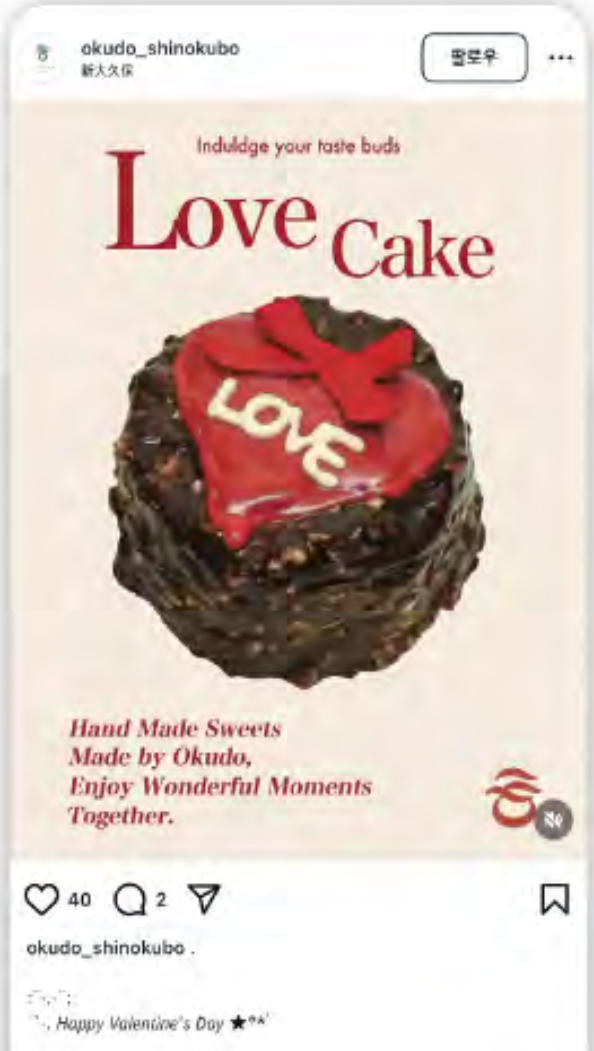
SNS Activities Instagram

OKUDO CAFE

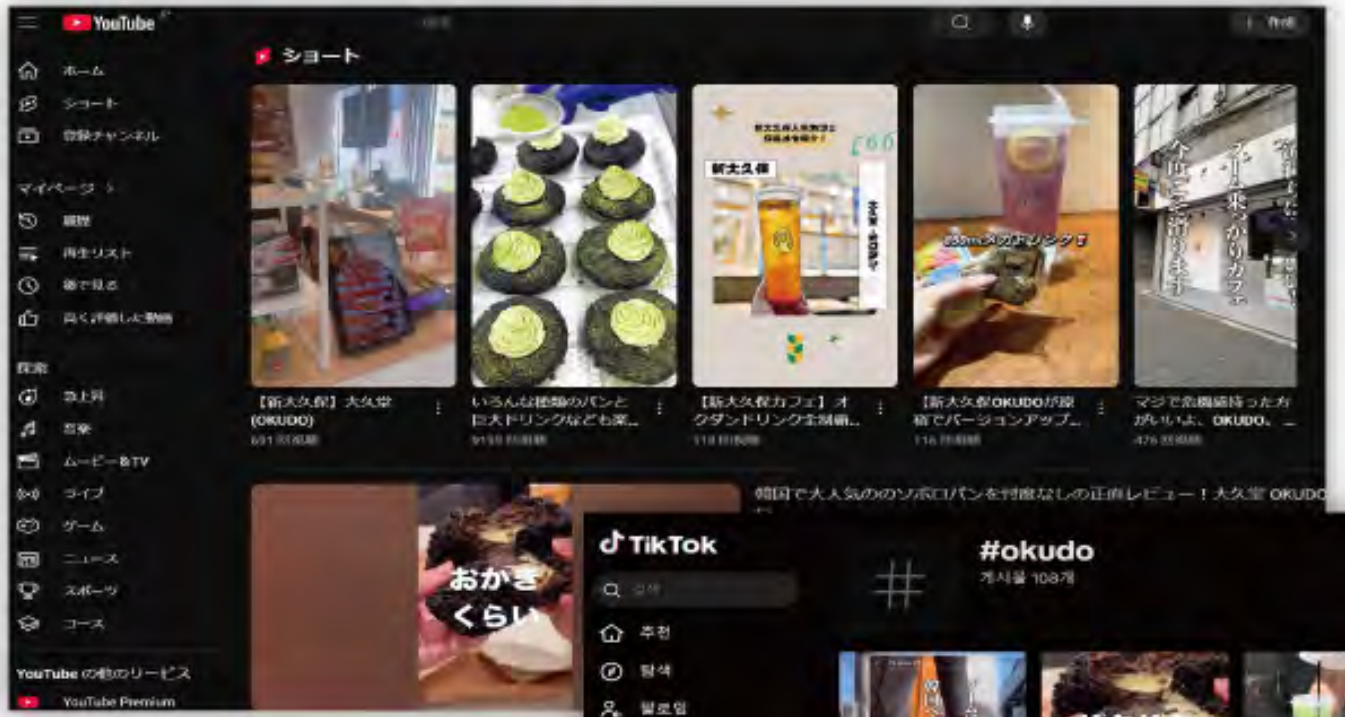
@okudo_shinokubo

OKUDO WARKSHOP

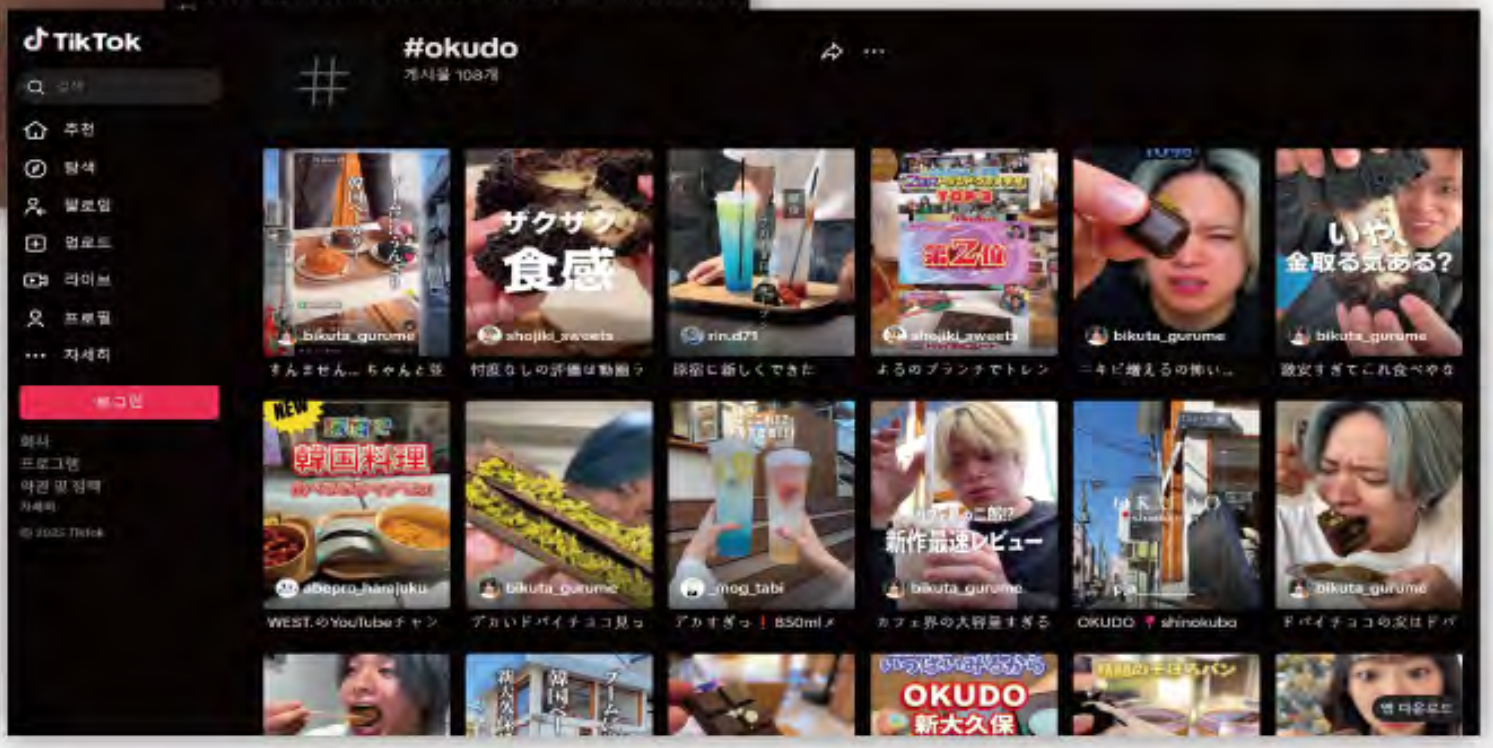
@okudoworkshop



SNS Activities Youtube / Tiktok



YOUTUBE



TIKTOK

Media & Broadcast Features

Okudang Café, featured on leading Japanese television programs, has drawn widespread attention as a dessert café that expresses Korean sensibility and flavor. It continues to receive strong media interest for its unique approach to Korean desserts and culture.

Thank You.