



SeoulSizzle Nord

Korean Fire Meets Nordic Fresh

Gourmet Korean BBQ Food Truck at Reffen Copenhagen – Elevating Street Food in Scandinavia's Food Capital

SEEKING INVESTMENT

LAUNCH: SUMMER 2026

THE OPPORTUNITY

A \$1.6B Market With a Glaring Gap

The Market

Europe's food truck market is valued at \$1.6B in 2026, projected to reach \$2.5B by 2034 (CAGR 5.7%). Reffen – Northern Europe's largest street food market – draws hundreds of thousands of visitors annually to its 65,000 sq ft waterfront destination.

The Gap

Copenhagen's 25 - 40 professional and foodie demographic demands premium, Instagram-worthy global cuisine. Yet authentic, elevated Korean BBQ using local Nordic ingredients is dramatically underserved – especially during the high-value 11:30 - 14:30 lunch rush that drives the bulk of Reffen's daily revenue.



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A focused, high-margin gourmet Korean BBQ truck built for speed, visual impact, and repeat visits. Every dish uses Danish grass-fed beef, local salmon, and seasonal Nordic produce – authentic Korean technique meets Scandinavian freshness. Average ticket: ~\$24 - 29 USD.



Bulgogi Beef Bowl – \$23

Danish grass-fed beef, Nordic banchan, rice or quinoa. The crowd-pleaser anchor.



Galbi Short Rib Tacos – \$22

Local beef short ribs, kimchi slaw, optional rye flatbread.



Gochujang Chicken Ssam Wraps – \$20

Grilled chicken, avocado-herb filling. The health-forward option.



Spicy Pork Jeyuk – \$22

Gochujang-marinated pork, apple-radish Nordic slaw. Bold and satisfying.



Miso-Glazed Salmon Skewers – \$25

Premium Danish salmon, miso-glazed and grilled. The sustainability win.

✔ Upsells: Banchan sides | Craft soju & beer collabs | Dessert bites – driving ticket averages higher with minimal complexity.

Proven Street Food Economics



On-Site Sales – 80%

80 - 150 covers/day at Reffen, 200+ operating days/year at ~\$25 avg ticket.



Catering & Events – 15%

Corporate lunches, private events, and Reffen seasonal festivals expand revenue beyond the truck.



Merch & Collabs – 5%

Branded merchandise, soju partnerships, and craft beer collaborations add margin.

Key Metrics

60-70%

Gross margins from premium pricing and a focused menu

\$100k-\$175k

Total startup cost including truck fit-out and kitchen build

\$43k+ Year 1

Conservative revenue target – achievable with Reffen foot traffic alone



i Path to Scale: Single truck → additional units or ghost kitchen as concept proves out.

Join the Sizzle

Seeking [X] USD

Use of Funds

01

Truck Acquisition & Kitchen Build-Out

Second-hand truck procurement and full gourmet Korean BBQ kitchen fit-out, including ventilation, grills, and branding.

02

Inventory, Branding & Marketing

Initial ingredient sourcing, visual identity rollout, and a pre-launch social media campaign to build anticipation ahead of Summer 2026.

03

Permits, Staffing & 3-Month Runway

All Reffen licensing, health permits, initial staff hiring and training, and a 90-day operating buffer for a confident launch.

Investment Terms

Equity / Terms: **[Your Terms]**

Exit Potential: Proven concept scalable to multiple trucks, franchising, or acquisition in Europe's rapidly growing street food scene.

Launch ready for **Summer 2026 peak season** at Reffen – Copenhagen's highest-traffic window of the year.

Let's bring Korean fire to Copenhagen's table.