

INVESTOR CONCEPT PRESENTATION

BARUKAN RAMEN

Romania's First Ramen Institution

Bucharest, Romania · 2025 – 2026 · Confidential

Public



THE CHEF

Ivan

Founder & Head Chef, BARUKAN Ramen

8+ YRS

hands-on Japanese ramen training & research

TIRS

Certified Ramen Chef — Tokyo International Ramen School

BARUKAN

Trademark-registered concept, Bucharest's authority on ramen

58k+

Reddit AMA views — organic community authority

SOLD-OUT

Workshop series at 250 RON/person, 100+ -person waitlist

*"The only ramen chef
in Romania with
verifiable Japanese
training credentials."*

Tokyo International
Ramen School

Miyajima Ramen
Research & Training

Public

THE CONCEPT

A Living Ramen Archive

01

Authenticity with Documentation

Every recipe traceable to a Japanese regional tradition. Not fusion. Not inspiration. The real thing — tested, refined, and provably sourced.

02

Education as Atmosphere

Ingredient stories on the walls. Broth process windows into the kitchen. Guests leave knowing more than when they arrived — without being lectured.

03

Proprietary Ramen Style

An original signature style bridging Japanese craft with Balkan terroir. Impossible to replicate — protected IP with documented geographic and cultural anchors.



THE RESTAURANT

Ideal Format

LOCATION

Calea Victoriei / Dorobanți corridor, Central Bucharest

SPACE

150–220 sqm · Ground floor · Street frontage

SEATING

42–48 indoor + 10–14 seasonal terrace

KITCHEN

Open kitchen — visible broth station & chashu counter

WORKSHOP

Dedicated convertible corner, 10–12 seats

RETAIL

Japanese pantry corner + BARUKAN branded products

REVENUE STREAMS

Dine-In

€20K–28K / mo

Workshops

€4K–8K / mo

Retail Corner

€2K–4K / mo

Delivery

€3K–5K / mo

Events

€2K–4K / mo

Break-even target: Month 6–8

Public

WHY BARUKAN

A Moat, Not a Menu

BARUKAN's uniqueness is structural. It cannot be replicated by copying the menu or the interior design.

Tokyo-Trained Chef

TIRS certified. The only verifiable Japanese ramen credentials in Romania.

Registered Trademark

BARUKAN brand legally protected. IP held separately in a holding structure.

Black Sea Miso Ramen

Original regional style. Documented IP. Impossible to claim by any competitor.

Active Workshop Revenue

100+ person waitlist before the restaurant opens.

40K+ Community Authority

Reddit AMA trending #1. Sticked ramen map. Bucharest Ramen Standard. Wiki contributor.

Institutional Strategy

Annual ramen guide, blind competition, certification standard. Category ownership.

BARBUKIAN RAMEN

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Discussions are by invitation only. All documents are confidential.
For investor inquiries, contact the founder directly.