

KOREA ENTRY ASSESSMENT – SUMMARY

Fratelli Duna

Italy · F&B · Coffee beans

Should Fratelli Duna enter Korea now, through which door, and can it make money there? Every finding is labelled by how certain we are.

Sample document, summary edition. Fratelli Duna is a fictional brand, invented to show the work. The assessment is the output of our standard analysis, with the wording tidied. Any market figures it cites come from our Korean market library.

VERDICT

Test first

MARKET FIT

64 / 100 · Promising

DATE

5 October 2026

PREPARED BY

Brandory Studio

01 The decision

OUR READ · TEST FIRST

Test the route before launch

Start with a B2B café-supply test, while comparing a smaller home-espresso retail test. Hold back from a launch decision until demand, Korean pricing, partner access and product compliance are checked. **HYPOTHESIS**

WHY NOT GO NOW

Korean demand, actual selling prices, a local partner and product-level label requirements are not yet confirmed.

WHY NOT WAIT

The brand has an existing café supply model, three-country sales experience and products suited to both bars and home machines.

FIRST ACTION

Schedule tastings and 60-minute interviews with 6–8 independent café operators or coffee buyers in Korea, using the 1kg bar bag and comparing consistency, milk-drink performance and supply terms.

Not yet: Do not commit to Korean stock, exclusive contracts or retail listings before the demand, price and compliance tests are passed.

02 First customer, and one line

WIN FIRST

Independent espresso cafés in Korea
Start with independent café operators or coffee buyers who compare espresso blends for repeatable service. They can test the 1kg bar bag against operating needs before the brand invests in broader home retail. **HYPOTHESIS**

THE ONE LINE TO TEST

“A Trieste family blend, built for repeatable espresso.”
It joins the strongest available assets—Trieste origin, third-generation family roasting and espresso-blend expertise—with the functional benefit the first B2B test must examine: repeatability. **HYPOTHESIS**

03 Can it make money?

There is no cited Korean price anchor from which to assess the landed-cost ceiling. The commercial case remains open until local competitive prices, importer terms and the brand's own cost data are available. *UNKNOWN*

04 What is still unknown

<i>UNKNOWN</i>	Korean demand and switching It is not known whether Korean café operators or home espresso enthusiasts will switch from current alternatives and buy Fratelli Duna. This determines whether either route deserves investment.
<i>UNKNOWN</i>	Korean prices and margins Korean consumer prices for the 250g bag, 1kg bar bag and ground coffee tin, along with B2B prices, import costs and distribution margins, have not been established.
<i>UNKNOWN</i>	First partner and channel It is not known whether a suitable Korean importer or sales partner can be secured, or whether B2B café supply will outperform home-barista retail.
<i>UNKNOWN</i>	Product compliance and labels The general import steps are known, but product-specific Korean label and import requirements for the bags and tins, and the brand's readiness to meet them, have not been checked.
<i>UNKNOWN</i>	Message and differentiation Korean buyers' interpretation of tradition, Trieste origin, family ownership and consistency is not known. Actual competing products and messages have not yet been mapped.

What the full assessment adds

- The Korean shelf and price ladder, and the routes in, compared
- The landed-cost ceiling, worked out from prices Korean buyers already pay
- What must be done before the first shipment, item by item, with sources
- A ninety-day test plan with a go and a stop rule for each test
- Korea Market Fit, one page to keep, and a walkthrough session with the team

How to read this document

This is a directional assessment — not a market forecast. Every finding is labelled by how certain it is, and what could not be established is stated as unknown rather than filled in.

CONFIRMED

Directly verified from information the brand provided.

INFERENCE

A reasonable reading of the available information — not an established fact.

HYPOTHESIS

Not yet supported by enough evidence — needs validating.

UNKNOWN

There is no basis to judge this yet — it needs separate research.

Brandory
STUDIO

Fratelli Duna · 5 October 2026 · contact@brandorystudio.com