

LEESAR COFFEE



Redefining the Essence of Coffee
through
a Single Shot of Espresso

BRAND HERITAGE

1. Main Slogan

"Better than Espresso"

Better than yesterday,
an unceasing refinement towards the essence.

2. Origin of the Brand: Why Leesar?

Leesar: A Philosophy of the Body in Action

The name 'Leesar' was born from the combination of the founder's surname 'Lee' and the Hebrew word 'Basar,' meaning 'Body.'

Focusing on the Role of the 'Body'

While the 'Head' conceives and aspires to high values, it is ultimately the role of the 'Body' to fully manifest those values in the world. Rather than claiming to be the 'Head,' Leesar focuses on the role of the 'Body' (Basar)—acting silently and diligently from the humblest place.

Our Aim: Practicing Virtuous Values

We aim to express our highest beliefs and goodwill through the medium of coffee. It is more than just making a drink; it is about faithfully capturing the essential beauty and joy demanded by the times in a single cup. This is what Leesar defines as the "Philosophy of the Body."

The Promise of Leesar

This journey, born under the name of founder Min-sub Lee, is directed toward others rather than oneself, and toward truth rather than extravagance. Today, we continue to silently practice the noble values we pursue through the purest form of espresso.

The Philosophy of the Wolf

Leesar draws inspiration from the characteristics of the wolf—an animal that symbolizes a strong sense of community, devotion, and integrity.

Sincerity Toward the Community

Just as a wolf protects its pack, Leesar Coffee was founded to protect the 'intrinsic value' of coffee and to improve the quality of life in our society by spreading a culture where everyone can enjoy high-quality coffee.

Social Responsibility & Giving

To realize the spirit of community, we fulfill our social responsibility by continuously supporting children through Compassion International.

3. Core Philosophy: Better than Espresso

Continuous Evolution

We believe in the steady effort to improve a little more every day, rather than chasing a single moment of perfection.

Honest Values

'Honesty' in roasting and 'Sincerity' in extraction are the roots of Leesar Coffee. We focus on the essential comfort and joy that a cup of coffee provides, rather than an extravagant appearance.

4. Three Core Values of Leesar

Integrity

An uncompromising, honest process from bean selection to roasting.

Community

A space where people connect through a short but intense cup of espresso.

Essence

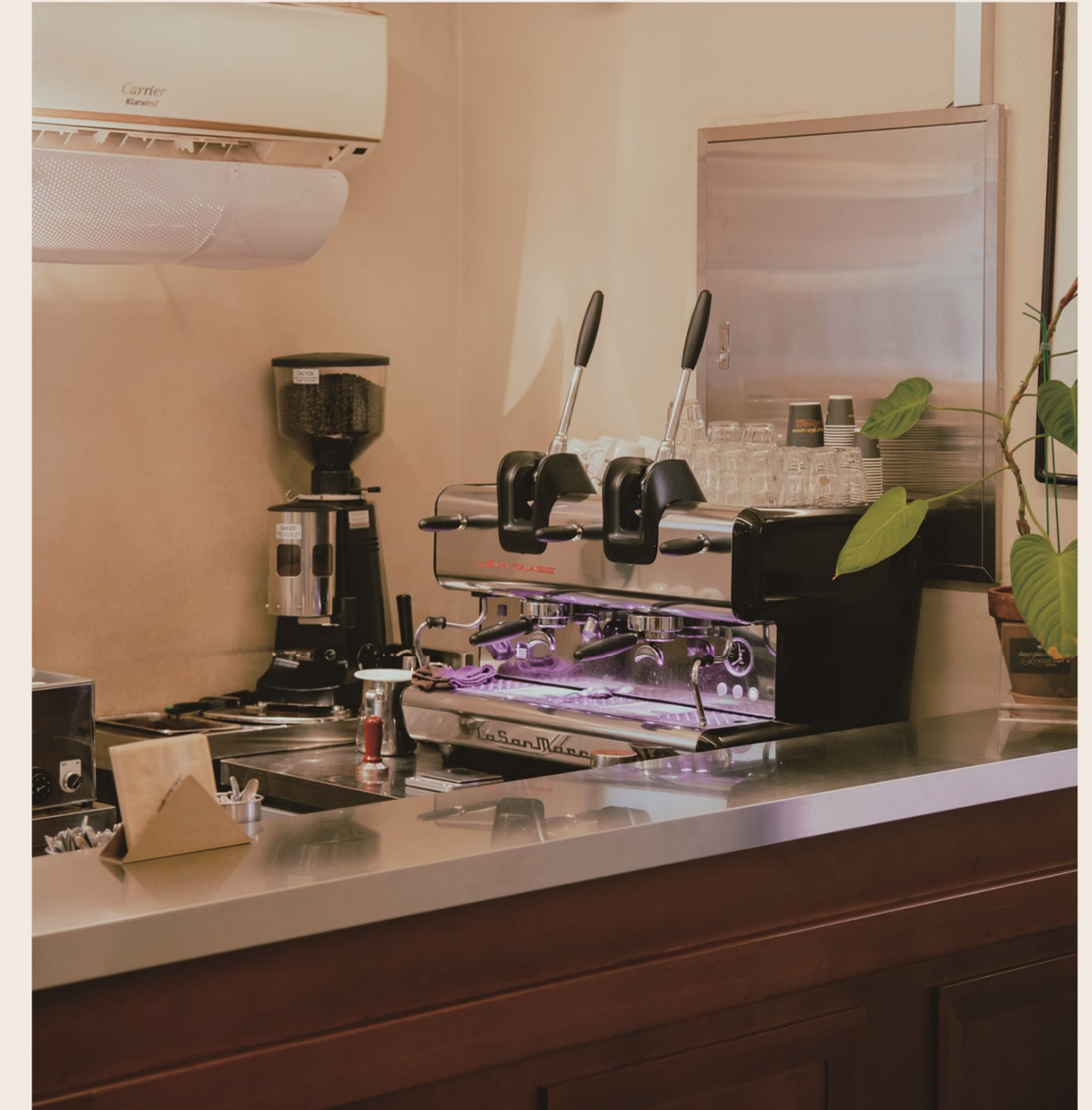
The aesthetics of focusing solely on the natural taste and aroma of coffee by stripping away the unnecessary.



THE FIRST & THE BEST

"Seoul's Definitive Espresso Destination"

Transcending Korea,
a globally acclaimed sanctuary for espresso culture
in the heart of Seoul.



2012: The Small Miracle of Yaksu

A New Paradigm in Coffee Culture
Breaking the conventional norms of spacious and leisurely cafes, Leesar introduced Korea's first "standing espresso bar" experience—capturing the ecstatic, the exquisite moment of savoring the freshest coffee immediately after extraction.

Focusing on Essence: Quality and Accessibility

By offering high-quality espresso at an accessible price point, Leesar proved that coffee could be the most valuable daily luxury and a perfect "comma" in a busy life, lowering the threshold for premium coffee culture.

The Ritual of 'Stacking' Cups

Beyond the simple act of drinking, the ritual of stacking empty espresso cups has evolved into a unique form of play among guests and a powerful visual icon representing the Leesar identity.

A Global Landmark in Seoul

The Brand Most Beloved by Global Travelers
Leesar Coffee has become a top-tier bucket list destination for global travelers. Our key locations—Yaksu, Cheongdam, Myeong-dong, and Jongno—are filled every morning with a diverse spectrum of coffee enthusiasts from all over the world.

A Must-Visit Cultural Destination in Seoul

Ranked #1 for 'Seoul Coffee Tours' on global social media platforms like Instagram and TikTok, Leesar has established itself as an essential cultural space that transcends nationality, where everyone waits in line to experience the Leesar experience.

Proving through Legacy

2012
Establishment of Leesar Coffee Roasters.

Opening of Yaksu Branch
The birth of the 'Sanctuary' of Korea's espresso bar culture.

Evolution of Culture
Growing into an unrivaled brand that maintains its authentic "Leesar-ness" while expanding across major landmarks in Seoul.

A beginning that became history, a proof beyond excellence.

The Purest Joy of Taste



SIGNATURE MENU & BAKING

“A Perfect Balance of Bittersweet”

Achieving a sublime equilibrium between bitterness and sweetness.

The Meticulous Architecture of a Single Cup

Pre-sweetened Espresso: The Art of ‘Before Service’

At Leesar, our espresso is served with sugar already added—a standard we’ve established based on the Italian tradition of “Before Service,” a delicate courtesy reserved for regular patrons. This is our unwavering commitment to flavor: by saving those fleeting seconds a customer would spend stirring in sugar, we ensure the coffee is experienced at its peak freshness, maintaining the perfect crema and temperature. This method refines the intense texture of the beans and instantly elevates hidden flavor notes. Since Leesar first introduced this approach to Korea, it has evolved into a new espresso culture. With just a light stir, guests encounter the very essence of high-quality coffee we have so passionately refined.

The Menu Lineup: Defining Leesar’s Identity

Caffè Espresso

The heart of Leesar and the foundation of all menus. Crafted through our signature blending and expert lever extraction, it offers a heavy body with a lingering dark chocolate finish, balanced perfectly by the pre-added sugar.



Caffè Pieno

A multidimensional flavor profile where the intensity of espresso meets the bitterness of cacao powder and the silkiness of cream.



Caffè Oneroso

The ideal golden ratio of espresso, cream, and milk. The smoothest way to enjoy Leesar's signature bold body.



Caffè Con Panna

Showcasing the versatility of coffee as a dessert through the harmonious blend of premium espresso and handmade cream.

"Where Tradition Meets Contemporary Soul"

Respecting the roots of Italian espresso culture while infusing the vibrant energy of Seoul, Leesar creates a timeless harmony that resonates with every generation.

Seasonality & Diversity

Beyond tradition, we showcase the infinite variations of espresso through seasonal menus.



Caffè Granita

Espresso slushy topped with cold, unsweetened cream, offering a contrasting texture of crispness and velvet.



Caffè Frutto

A refreshing twist where bold espresso slushy meets zesty lemon granita.



Caffè Lieto

A vibrant symphony of espresso and the bright sweetness of orange slushy.

Leesar Baking: The Sweet Completion

We offer seven varieties of sweet cookies designed to pair flawlessly with the bold notes of our espresso. Reinterpreting classic Italian recipes with a modern touch, we expand our signature lineup with new releases every quarter.

Cantucci / Choco Cantucci

Traditional Italian almond biscuits, twice-baked for a signature firm crunch.

Amaretti

Soft and nutty traditional Italian almond cookies.

Baci di Dama

Gentle hazelnut cookies with a rich chocolate filling.

Torta Tenerina

A moist and intense chocolate-flavored Italian homestyle cookie.

Pizzicati

Delicate "pinched" cookies filled with sweet jam.

Injeolmi Cookie

A crisp cookie capturing the nutty sweetness of traditional Korean Injeolmi.





ROASTING & BEANS

"The Sincerity in Every Bean: Roasted for Our Loved Ones"

Every bean carries our truth; a roasting process dedicated to those we cherish.

In-House Roasting System: The Foundation of Integrity

Freshness & Consistency

Leesar Coffee maintains an independent in-house roasting factory, overseeing every step from the selection of green beans to the microscopic calibration of roasting intensity. This system allows us to build a sustainable global supply chain, ensuring that our uncompromising quality and peak freshness can be experienced anywhere in the world.

The Reflection of Craftsmanship

Prioritizing the value of "Better than Espresso" over the efficiency of mass production, we adhere to a meticulous roasting profile crafted to embody the very essence of Leesar's philosophy.

Leesar's Blending Philosophy: The Pursuit of Perfection

The Ultimate 'Daily Coffee'

We pursue a perfect balance that remains approachable for daily enjoyment while leaving a profound, lingering aftertaste until the very last sip.

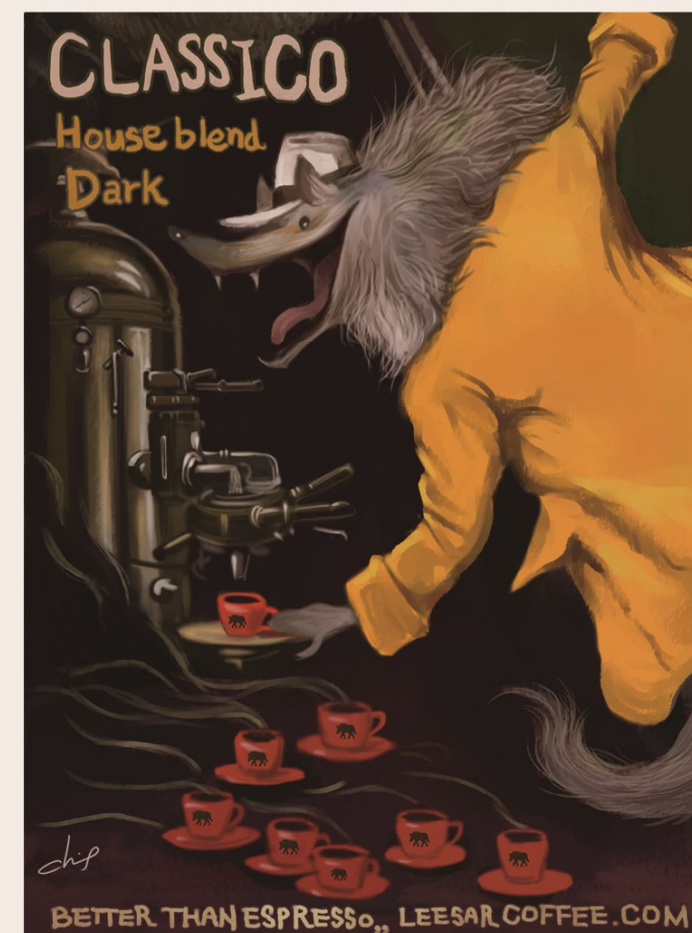
Reinterpreting Traditional Roasting

While preserving the heavy body characteristic of traditional Italian roasting techniques, we add Leesar's delicate touch to realize a flavor profile that meets the highest standards of contemporary espresso aesthetics.

Democratizing High-Quality Coffee

Elevating the Standard for All

We have innovated our distribution and quality control systems to ensure that the excellence of specialty coffee remains accessible. Our mission is to allow anyone to enjoy the finest espresso experience at an accessible price point.



Houseblend Dark

Houseblend Dark is a premium coffee that fully embodies Leesar Coffee's extensive experience and expertise. It features a harmonious blend of deep chocolate flavors, nutty notes, and a classic heavy body, complemented by a subtle yet elegant acidity. With its pleasant bitterness and smooth finish, this blend reveals an even richer and more profound taste when enjoyed with a spoonful of sugar.

·100% Arabica (Brazil 90%, Ethiopia 10%), Medium-Dark Roast



Houseblend Mild

Houseblend Mild is crafted with Leesar Coffee's dedication, designed to be a comfortable coffee that anyone can enjoy. It features a harmonious profile of savory toasted grains and a fresh roasting aroma. The approachable body and gentle acidity provide an excellent sense of balance. With reduced bitterness and a clean, smooth finish, it is the perfect choice for light enjoyment anytime, anywhere.

·100% Arabica (Brazil 90%, Ethiopia 10%), Medium Roast



Houseblend Gentler

Houseblend Gentler is a distinctive blend from Leesar Coffee, characterized by its diverse and rich aroma. With an Ethiopian base, it captures bright floral notes and a refreshing fruitiness that fills the palate. A touch of Colombian beans is added to provide a smooth sweetness, harmonizing with an elegant and pleasant acidity to offer a truly special gastronomic experience.

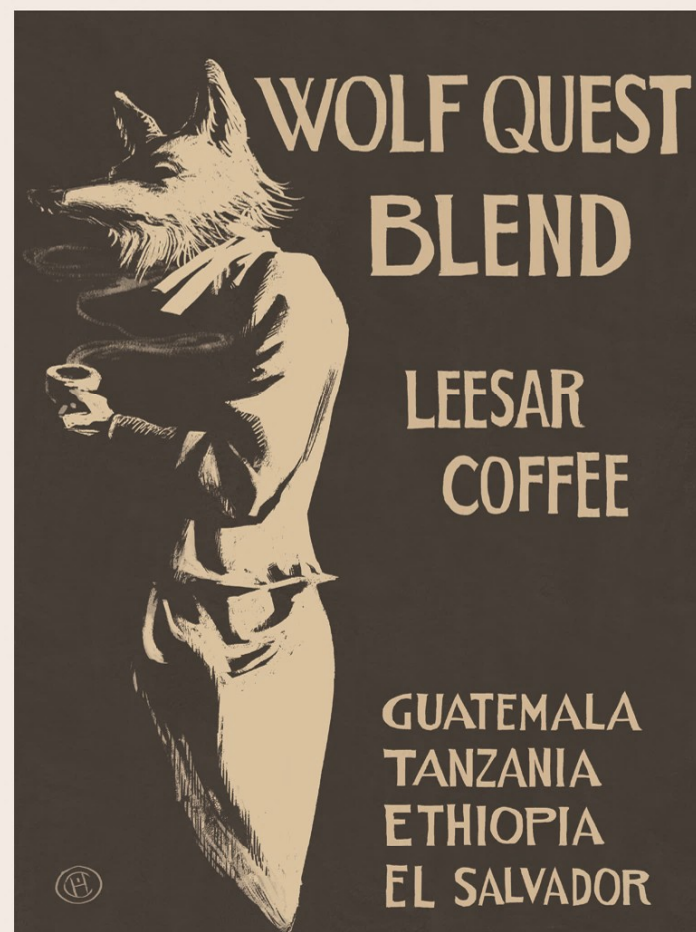
·100% Arabica (Ethiopia 90%, Colombia 10%), Medium Roast



Houseblend Intenso

Houseblend Intenso captures the true essence of authentic Italian espresso that Leesar Coffee pursues. The heavy body of dark-roasted Robusta harmonizes with the delicacy of Arabica to deliver deep, sweet notes of dark chocolate. By roasting each bean separately to its optimal point before blending—Leesar's unique expertise—we preserve the distinct characteristics of the ingredients while achieving an intense, full-bodied taste that fills the palate.

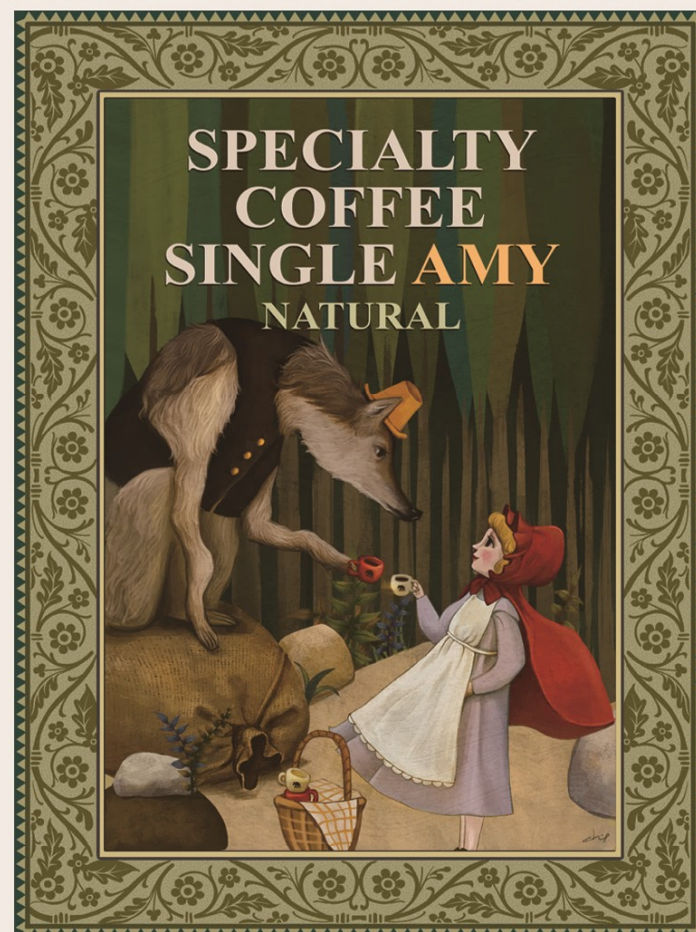
·Robusta 60% (India 30%, Vietnam 30% -Dark Roast) & Arabica 40% (Ethiopia 40% -Medium Roast)



Houseblend Wolfquest (Capsule Edition Only)

The Wolfquest Blend Capsule is a modern re-interpretation of Leesar Coffee's heritage. We have revived the classic depth of flavor while meticulously optimizing the profile for today's roasting and extraction standards. Anchored by the solid sweetness of chocolate and caramel, this blend features the sophisticated acidity of dried fruit notes, delivering exceptional balance. Experience the deep flavor and remarkably clean finish from start to end.

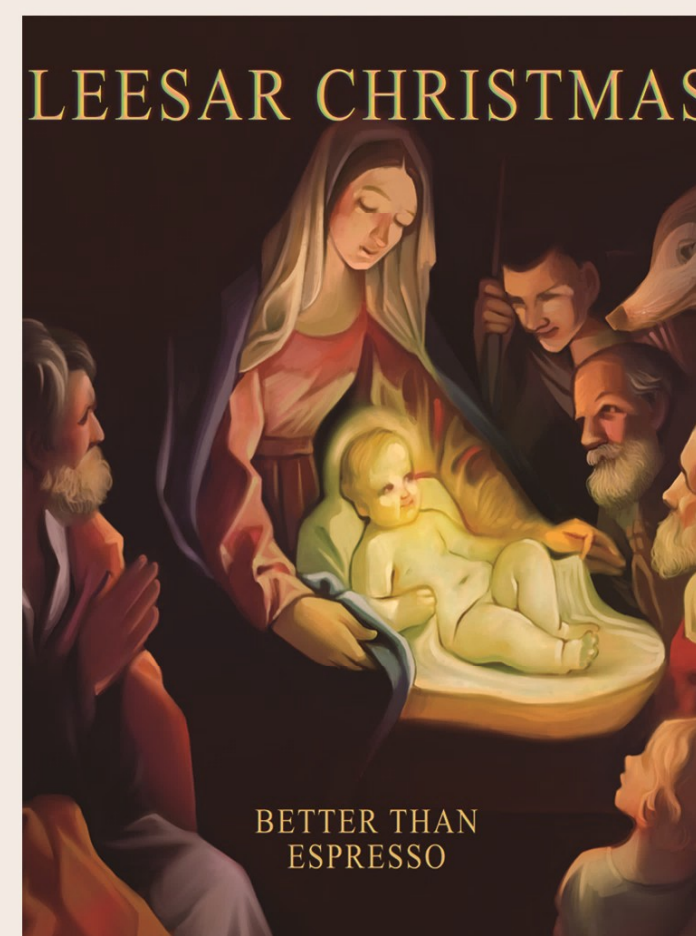
·100% Arabica (Guatemala 40%, Ethiopia 30%, El Salvador 20%, Tanzania 10%), Medium-Light Roast



Ethiopia Amy (Capsule Edition Only)

Leesar's selected Ethiopian Natural Single Origin coffee is presented through the meaningful "Amy Project." "Amy" represents the cleanest Ethiopian green beans introduced exclusively to Korea. It stands as a symbol promising trust with producers, transparent trade, and a sustainable environment. We hope that your daily enjoyment of this coffee becomes a positive influence on someone else's life. Experience the vivid fruit notes and a lingering sweet finish, achieved through the meticulous selection of only top-grade (G1) lots.

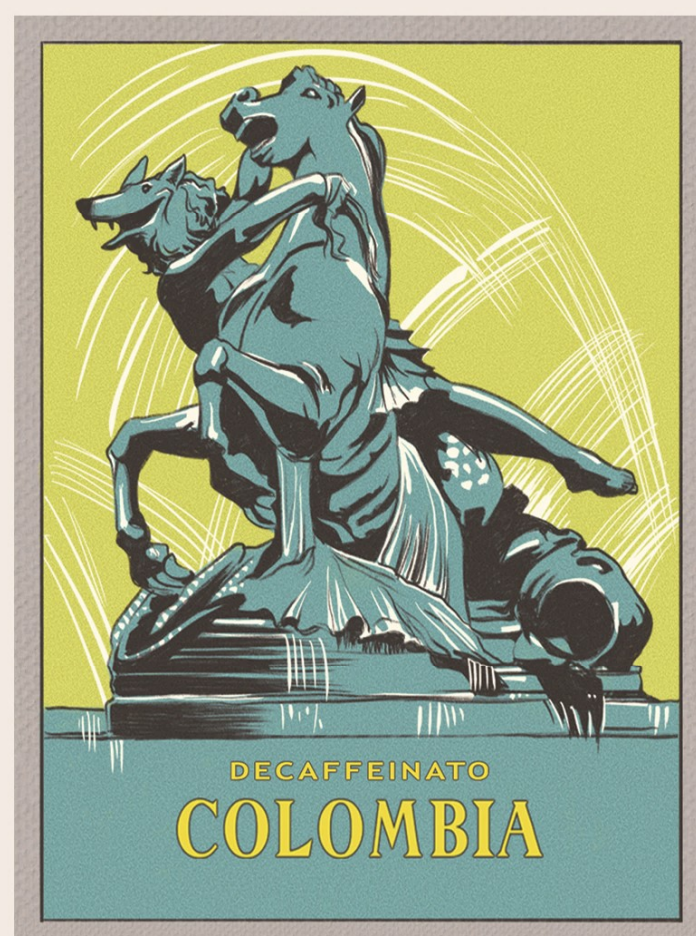
·100% Arabica (Ethiopia 100%), Medium Roast



Houseblend Christmas (Capsule Edition Only)

Introducing the Houseblend Christmas Capsule, Leesar Coffee's 2024 Winter Edition. We have taken a step beyond our traditional roasting norms, applying a new profile designed to maximize the distinct individuality of each bean. Centered around the solid body of Guatemalan beans, this blend is enriched with the vibrant African flavors of Kenya and Ethiopia. By roasting each origin separately to highlight its unique characteristics before blending, we deliver a flavor experience that is both intense and multi-dimensional.

·100% Arabica (Guatemala 50%, Kenya 25%, Ethiopia 25%), Medium-Dark Roast



Decaffeinato Colombia (Capsule Edition Only)

The flavor of decaffeinated coffee is defined by how the beans are processed. Using Colombian beans carefully selected by Leesar Coffee, this unique product overcomes the typical shortcomings of decaf to deliver a truly elegant taste. Prioritizing a smooth texture and comforting sweetness over sharp acidity, it is perfect for enjoying without hesitation, even late at night. Leesar's delicate roasting technology removes the caffeine while fully preserving the bean's inherent aroma and rich flavor.

·100% Arabica (Colombia 100%), Medium Roast



THE LEVER MACHINE

The Pinnacle of Analog Excellence

“Espresso as Art: The Soul of the Lever”

Where the soul of Leesar meets the artistry of the lever.

Why the Lever Machine?

The Aesthetics of Analog

Instead of the convenience of a single button, we insist on the manual analog method where the barista directly controls the pressure by pulling the lever. This represents the sincerity poured into every cup and the pride of a seasoned barista.

The Zenith of Espresso

The unique flavor profile of Leesar, achieved through manual lever machines, maximizes the texture and richness of the crema, completing a deep and multifaceted spectrum of taste that fills the palate.

Harmony of Barista and Machine

Masterful Skillset

Leesar's baristas are experts who command the lever machine with precision. The process where the machine and the human become one to create the finest result is the very manifestation of the "Craftsmanship" that Leesar pursues.

The Value of Performance

The majestic movement of the levers seen across the bar offers a visual wonder to our guests, serving as a core element that completes Leesar's signature classic and grand atmosphere.

Espresso Machine Business

Beyond serving coffee, we conduct B2B operations, supplying lever espresso machines to share the unparalleled experience only this craft can offer. We are solidifying our position in the professional equipment market by expanding our B2B reach. Our commitment goes beyond simple supply; we provide an optimal coffee environment through systematic technical training and professional maintenance after-sales service.



Partnership with La San Marco

Through our collaboration with La San Marco, the prestigious Italian master of traditional lever machines, we introduce the most authentic yet innovative espresso culture to the global market.

Defining the Future through Our Space



SPACE & SUSTAINABILITY

"A Slice of Italy in the Heart of Seoul"

The most authentic Italian moments, rediscovered in the vibrant center of Seoul.

The Harmony of Classic & Modern

Timeless Classics

Instead of fleeting trends or ornate decorations, we emphasize the heavy textures of wood and metal to pursue a classic identity unique to Leesar. This is not merely a reproduction of the past, but a spatial philosophy that gains depth as time flows.

The Aesthetics of Minimalism

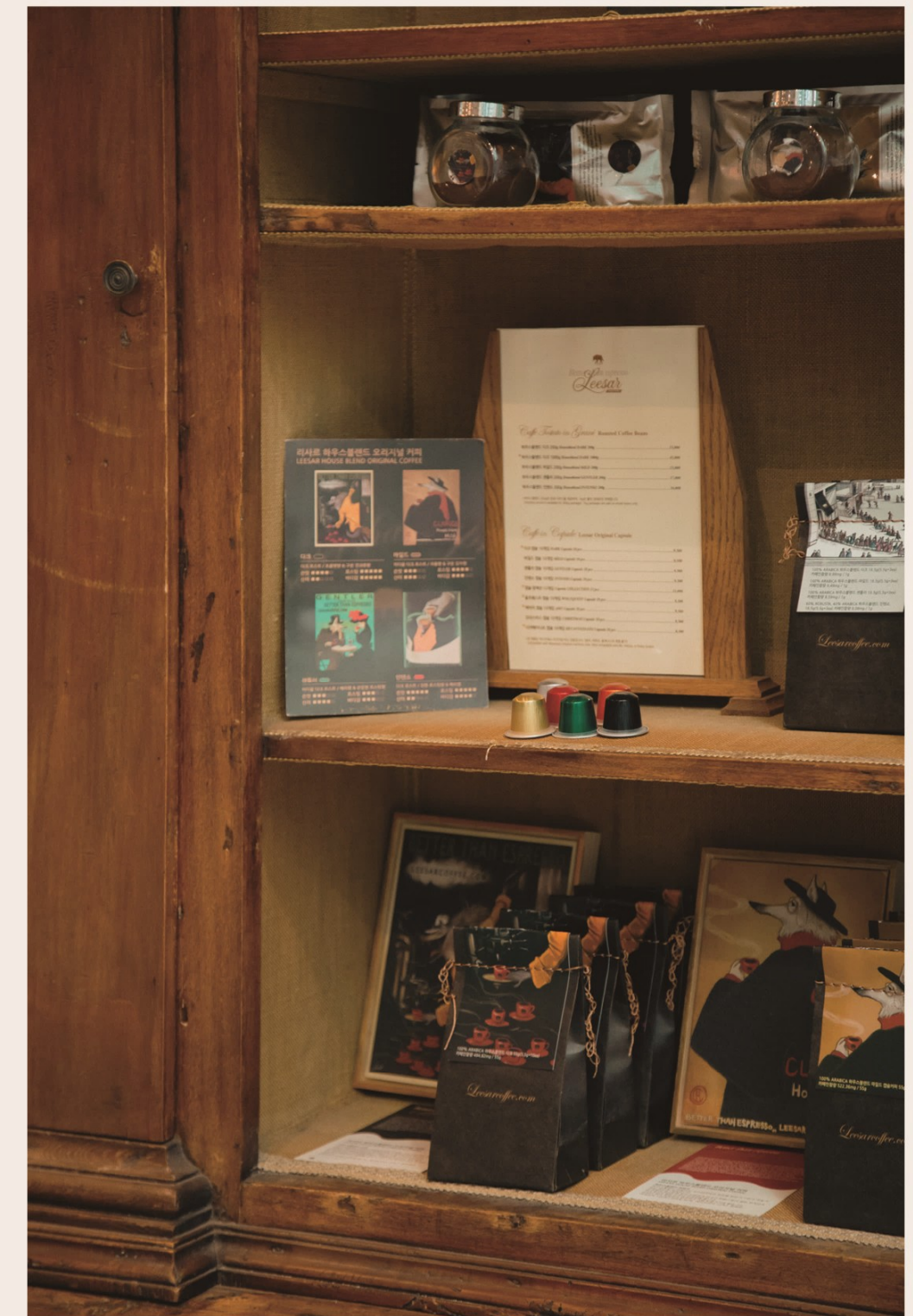
By boldly removing unnecessary seating and designing around the central bar, we ensure focus remains entirely on the coffee itself. At Leesar, we strive for the fragrant, transient peak of freshly ground and extracted espresso. As this freshness diminishes with every passing second, we have rearranged every element of our space so that guests can experience the coffee in its most pristine state immediately after extraction. The Leesar bar is not just a place to stand; it is the vital point of encounter with the vivid life force of coffee.

Sustainability Projects

We practice environmental stewardship by introducing eco-friendly packaging and minimizing plastic use. Furthermore, we enhance operational efficiency through digital management systems and seek sustainable growth through innovative business models.

The Art of Standing Culture

Standing shoulder-to-shoulder at a narrow bar to enjoy espresso proposes a new way of communication in modern life. Beyond a place to drink, the Leesar bar becomes an active point of connection where people naturally exchange eye contact and conversation, forming unexpected relationships. These fleeting encounters and moments of staying remind us of the joy of connection—something often forgotten in the disconnected urban landscape.





Yaksu
The roots of the brand; the very essence of a vintage, cozy, and pioneering espresso bar.



Cheongdam
A modern and elegant reinterpretation of Leesar's classic aesthetics. It symbolizes our "High-End Espresso Culture," seamlessly blending with the sophisticated mood of the neighborhood.

Myeong-dong & Jongno
Grand and prestigious spaces where urban sensibility meets Leesar's heritage.



Unique Narratives of Each Location

While each location possesses its own distinct charm, they all deliver a consistent brand experience under the unified "Leesar" tone and manner.

Expanding the Value of Leesar



B2B Partnership & Coffee Supply

A Partner of Trust

Leesar Coffee supplies premium beans, perfected through rigorous quality control, to F&B partners nationwide. Beyond a simple supply relationship, we build a foundation of trust, allowing us to grow alongside our partners and manifest Leesar's high-caliber coffee culture within broader business environments.

Professional Consulting

We do more than just deliver beans; we provide Leesar's exclusive extraction savoir-faire and technical support to ensure that every partner can realize the pinnacle of espresso flavor.

Education & Cultural Programs

Nurturing Expertise

We operate various programs, including roasting seminars and coffee workshops for our customers. Furthermore, we host internal barista championships and the 'LEVA Contest' to strengthen employee capabilities and elevate the professional standards of the brand.

Brand Collaboration: A Meeting of Values

Synergy of Philosophies

We have executed successful pop-up events and collaborative projects with global brands across various sectors, including fashion, automotive, and lifestyle.

Cultural Influence

By partnering with brands that share our philosophy, we communicate Leesar's espresso culture in innovative ways, proving our unique brand power and cultural influence.

Outreach & Community

Spreading Excellence

Through participation in major coffee expos and hosting professional competitions like the LEVA Contest, we lead the elevation of the Korean espresso market. Leesar serves as a central hub for the community, fostering the growth of talented baristas and the industry as a whole.



BRAND EXPANSION & EDUCATION

"Beyond the Espresso: Expanding the Value of Leesar"

The noble values of Leesar, reaching further into the world through meaningful expansion.

Better than espresso

Leesar

COFFEE

Our True Integrity Towards Coffee



CONTACT & INFORMATION

"Brewing the Future Together"

Partnership Proposals

Global Vision

Leesar Coffee aspires to be the bridge connecting the authentic heritage of Italian espresso with the modern dynamism of Korea. We look forward to creating a new chapter of history by merging our craftsmanship with your expertise.

Open Communication

We welcome all proposals to co-create value—including brand collaborations, wholesale supply, and technical partnerships. Let us build a future that resonates beyond the cup.

Official Information

Headquarters

58, Myeongdong 8ga-gil, Jung-gu, Seoul, Republic of Korea

Roastery

10-1, Munhyeon-ro 185beon-gil, Mohyeon-eup, Cheoin-gu, Yongin-si, Gyeonggi-do

Website

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MESSAGE FROM THE FOUNDER

"Sincerity: The Only Path to the Soul"

A Will Focused on What Truly Matters, More Than the Espresso Itself.

1. Founder's Philosophy

The Essence of Coffee, the Beauty of the Soul

It is a great irony to create espresso yet fail to truly experience it. To me, espresso is like a beautiful, fragrant flower—it possesses an inherent, raw beauty. Just as a flower is stunning in its natural state, espresso expresses the purest essence of coffee. It is charmingly small yet powerful; a minimal volume that evokes the grandest sensations.

With the elegance of its crema and a deep, lingering finish, espresso holds a beauty incomparable to any other coffee. Because of its concentrated nature, I believed it required a thoughtful price point and a sensible opportunity cost. I wanted our guests to find this balance attractive, and that vision is what brought the Leesar Coffee of today into existence.

At Leesar, anyone can indulge in the finest moments at a modest cost. That brief moment makes one feel truly special and breathes fresh vitality into daily life. We deliver this happiness to our guests, only to see it flow out into the world through them. Ultimately, coffee is for the people, and the coffee I create is dedicated to enriching human lives.

2. The Future Leesar Dreams Of

Growing into a Tree of Abundance

Leesar began by benchmarking the authentic coffee shops of Italy, and we are now proving our standing as Korea's premier espresso specialty brand. To consistently produce high-quality espresso, we explore and develop every possible method, introducing only the finest selections to the world.

Our aspiration is for Leesar to grow into an even better enterprise through the medium of espresso. Just as a lush tree provides rest and benefit to many, we hope Leesar becomes a "Good Tree"—a source of comfort and value for everyone who encounters us.

3. A Sincere Closing

A Value Beyond the Cup

At Leesar, we are fully committed to delivering true value. Beyond the espresso we introduce, I invite you to experience the virtuous values we uphold. While espresso is profoundly beautiful, there is a value even more beautiful than that—and that is Love.

Our Locations

Yaksu Jung-gu, Seoul	Cheongdam Gangnam-gu, Seoul	Myeongdong (HQ) Jung-gu, Seoul	Jongro Jongno-gu, Seoul
Bundang Seongnam-si, Gyeonggi-do	Seongsu Seongdong-gu, Seoul	Jejungwon Jung-gu, Seoul	MBC Mapo-gu, Seoul
Jangmi Songpa-gu, Seoul	Munjeong Songpa-gu, Seoul	Eastpole Gwangjin-gu, Seoul	Roastery Yongin-si, Gyeonggi-do

Better than Espresso

Beyond a single cup of espresso, we deliver the sincere values held within.

Our mission at Leesar Coffee extends far beyond achieving the perfect flavor. It lives in the meticulous act of serving the freshest moment right after extraction; in the sincerity of beans roasted with the same devotion one has for their own family; and in the warm moments of connection that blossom as shoulders touch at our narrow bars. Every experience we provide is designed to be a profound resonance—deeper than the coffee itself—offering a true 'comma' of rest in your daily life.

Today, as always, we remain steadfast—silently practicing the beauty of the essence from the humblest of places.