

For Immediate Release



Mugung Hanwoo Beef Specialist Launches Brand New Thick Cut Hanwoo BBQ Menu

A brand new way to enjoy the taste of premium Korean 1++ Hanwoo Beef

(Hong Kong, April 20, 2018) Hong Kong's first Korean Hanwoo beef specialist restaurant continues to impress guests with innovation and an authentic Korean dining experience unfound anywhere else. Known for their exclusively imported whole Jeju cattle and rare beef cuts, Mugung Hanwoo Beef Specialist is now elevating the experience by presenting a brand new **Thick Cut Hanwoo BBQ Set** menu.

Designed personally by Korean Chef Kim Seungwoo, the Thick Cut Hanwoo BBQ Set menu aims to present a new take on Korean barbecue traditions. With the choice of the rich Thick Cut Rib-eye or the delicate Thick Cut Tenderloin from top 1++ grade Korean Hanwoo beef, diners are able to experience a brand new level of texture and taste completely different from the traditional thin sliced beef.

"I chose thicker cuts, usually not found in Korean barbecue, because I wanted to present a new way for diners to really taste the difference in Hanwoo beef. Because it is of such high quality, you will taste more of the marbling and flavours without having to sacrifice texture." – Chef Kim Seungwoo

True to Mugung's high standards of service and care for the dining experience, the meat will be cooked, sliced and served by a staff right at the table, where the sizzle and aroma can be experienced from start to finish. Though thicker cuts are harder to handle at the grill, diners are able to enjoy the flavours without having to worry about the cooking.

Apart from the new Thick Cut Hanwoo beef, diners will also be able to enjoy a Rare Hanwoo Part of the Day, where the freshest will be selected daily to be enjoyed at the grill. Some of the selections include the Top Blade, Outside Skirt, and Thick Skirt cuts – the rarest part being only 1-2% of a whole cattle.

To accompany the BBQ, other items like the Hanwoo Bone Broth and Tartare Stone Pot Rice will be included, both dishes being signature items on the Mugung menu and renowned in Korea as specialties. Spicy lovers can also go for the Spicy Hanwoo Soup and the Marble & Kimchi Fried Rice to round out the entire meal.

A 2-person Thick Cut Hanwoo BBQ Set starts at \$988, with the option to add additional portions of Thick Cut Rib-eye or Thick Cut Tenderloin at \$388 per portion.

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About Mugung Hanwoo Beef Specialist

Helmed by Korean chef Kim Seungwoo, Mugung Hanwoo Beef Specialist imports exclusive Hanwoo Grade 1++ beef directly from Jeju and presents innovative Korean cuisine and hard-to-get beef cuts like the Top Blade, Outside Skirt and Thick Skirt to the Hong Kong dining scene.

Mugung Hanwoo Beef Specialist

Address: 33 Staunton Street, Central

Phone: (852) 2505 1723

Hours of Operation:

Monday to Sunday – Lunch: 12.00nn –3.00pm

– Dinner: 6.00pm –11.00pm

Facebook: <https://www.facebook.com/mugunghanwoobeefspecialist/>

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