

For Immediate Release



Premium Korean 1++ Hanwoo Beef Cuisine Arrives in Soho
Mugung Hanwoo Beef Specialist Serves Up Authentic Korean BBQ & Hot Pot

(Hong Kong, January 4, 2018) Hong Kong's first Korean Hanwoo beef specialist restaurant has arrived in Hong Kong. As the all-things-Korean trend continues to elevate, Mugung Hanwoo Beef Specialist strives to play a part to present the most authentic Korean dining experience in this city - by importing whole Jeju cattle and exclusively serving rare beef cuts.

Located at the buzzing area of Soho on Staunton Street, Mugung Hanwoo Beef Specialist is just minutes away from the MTR station. With a clean and modern decor, each detail and the atmosphere they create reflects the contemporary twist on traditional Korean cuisine the restaurant presents.

Chef Kim Seungwoo (金乘于) was born and bred in Korea, armed with years of experience helming hotel kitchens and hard-earned culinary degrees from Jeonju University. Now overseeing every aspect of the restaurant's food, he aims to create a menu that truly delivers an authentic Korean dining experience from start to finish.

Using top 1++ grade Korean Hanwoo beef imported whole from Jeju, each cuisine is created to reflect facets of Korean cuisine that was enjoyed by royalties and the privileged in the past. In modern times, Hanwoo beef is given as a gift on important occasions. Notably, its taste is stronger than American or Japanese beef, and has the perfect amount of fat for Korean barbeque.

First-time diners must not miss its signature dish - the **Hanwoo Steak Tartare**. Using the tender Top Round cut, the unadulterated Hanwoo beef taste is presented, eaten together with pear julienne and raw egg yolk that helps add texture and a punchy sweet and refreshing taste. For the cooler months ahead, the **Braised Hanwoo Short Ribs** and **Hanwoo Bone Soup** (*seolleongtang*) are the perfect choices to warm your stomach. The Braised Hanwoo Short Ribs uses a traditional method, braising the short rib with carrots and red dates for four hours,

resulting in meat that packed with umami but melts in your mouth. On the other hand, the **Hanwoo Bone Soup** made from beef bone and tendon is simply seasoned with spring onions, salt and pepper to show off the sweetness unique to Hanwoo beef.

Korean barbecue lovers can look forward to savouring rare parts of the cattle, including the Top Blade, Outside Skirt, and Thick Skirt cuts – the latter part each cattle only yields only around 1kg of.

There is no better season for **Hanwoo Hot Pot**, and Chef Kim especially created three hot pot soup bases for diners to choose from - the **Kimchi Beef Broth** with pak choi and mushroom, the **Vegetable Seafood Broth** with baby cabbage and tofu, as well as the **Hanwoo Bone Broth** with leek and white radish. Each broth was made to elevate the Hanwoo beef's flavour, and diners can experience different cuts of beef including the rich Rib-eye and boneless Short Rib cubes and their outstanding fat and meat ratio.

To top of an exquisite and authentic experience, Mugung Hanwoo Beef Specialist especially imported premium **Korean soju, makgeolli and red wine**, each picked to best accompany the Hanwoo beef.

A 2-person Hanwoo BBQ and Hot Pot set menu starts at \$788, with optional free-flow of soft drinks or draught beer starting at an additional \$40. For more information, please refer to the [Hotpot Menu](#).

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Please click [here](#) to download high-res pictures.

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Mugung Hanwoo Beef Specialist

Hours of Operation:

Monday to Sunday – Lunch: 12.00nn –3.00pm

– Dinner: 6.00pm –11.00pm

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