

FranchiseDictionary

THE ABC'S OF FRANCHISING

Dae Gee Korean BBQ: An Immersive Korean Dining Experience for Foodies



There is no question that Korean pop culture has had a rising influence on U.S. consumers. From boy bands like K-pop sensation BTS, to television series, including Netflix’s “Squid Game,” Korean media has recently captured the mainstream American imagination and helped supercharge the popularity of Korean cuisine in the current restaurant industry.

“Korean food was already gaining popularity among U.S. consumers,” said Joseph Kim, founder and chief DAE GEE® officer at Dae Gee Korean BBQ. “But thanks to these recent pop-culture influences, there’s going to be a lot more focus on – and demand for – authentic food and flavors from the region. In fact, according to new data from analytics company Spoonshot, interest in Korean cuisine spiked nearly 90% in the 12 months leading up to January 2022.”

Started in Denver in 2012, Dae Gee blends authentic Korean recipes with a refreshing, youthful vibe. The restaurant invites diners to enjoy the flavors of deliciously marinated galbi (short rib), samgyeopsal (pork belly), and dak bulgogi (chicken) through an interactive experience where they can cook the meat themselves on tabletop grills. Fish and vegetarian options, various mix-ins and a selection of side dishes, including kimchi and fish cakes, are also available.

In addition to the rising interest in authentic Korean flavors, Kim notes that Korean cuisine comes with the added advantage of catering to the health-conscious customer, thanks to its balanced use of proteins, vegetables, grains, and aromatic spices.

A Dae Gee franchise provides owners a chance to seize an exciting opportunity in a rapidly growing culinary space with hands-on support from the Dae Gee team at every step of the process. “Korean cuisine is now rising as the Asian taste in the U.S. food scene,” said Kim. “This puts Dae Gee in a league of its own within the franchise-food industry, and we’re confident that we’ll be able to create an unmatched reputation as the brand to beat in 2022 and beyond.”