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Dae Gee Korean BBQ Coming to the Jersey Shore

October 6, 2023 // [Franchising.com](https://www.franchising.com) // DENVER. – Dae Gee Korean BBQ is headed to the Jersey Shore. The Denver-based Korean barbecue concept has signed a franchise agreement for the development of four restaurants in the region.

The agreement has been signed with local restaurateurs Brian and Carrie Devereux, who already own and operate the Max Devros restaurant in Manasquan.

“New Jersey is an untapped market for Dae Gee, and we’re so excited to have the opportunity to get involved with the brand in the early stages of its expansion,” said Brian.

Founded in 2012, Dae Gee’s rise in popularity began in 2015, when the chain was featured on restaurateur Guy Fieri’s long-running food reality television series, “Diners, Drive-Ins and Dives.” Fieri said of Dae Gee, “This isn’t just any Korean restaurant. This one’s off the hook!”

Today, Dae Gee, which means “pig” in Korean, exposes customers to an interactive experience that allows them to cook their own meat on grill tops at their tables when they dine. Customers have the option to choose from a variety of traditional Korean meats like Galbee (Beef Short Ribs), Sam Gyeob Sal (Sliced Pork Belly) and Dak Bulgogi (Chicken), which are marinated in DAE GEE’s secret marinade. Each choice meat, as well as fish and vegetarian options, can be enjoyed in a bowl, hot stone pot, or tucked inside lettuce and eaten as a wrap. Entrees can be piled high with your choice of side or mixings, including rice, fresh slaw, spicy sauce, and a variety of nine side dishes, such as kimchee, broccoli, radish and fish cakes.

“Dae Gee lights up your senses and enriches the full human experience,” added Carrie. “We’re thrilled to welcome Brian and Carrie to the Dae Gee family and look forward to opening our first restaurant in New Jersey,” said Dae Gee founder Joseph Kim.