

# Hanwoo-ing customers

## Restaurant promotion puts South Korea's premium beef in the spotlight



Eating Out

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**W**HEN it comes to food, having the best is the way to go. For Koreans, Hanwoo beef is considered to be the *crème de la crème*.

Hanwoo often refers to premium beef from a breed of cattle raised in South Korea.

The meat is highly sought-after for it is succulent and mouth-watering tenderness.

Da On Fine Korean Cuisine in Pavilion Kuala Lumpur will be tantalising its patrons with Hanwoo beef during a special promotion.

Living up to its name which means "may all the goodwill and fortune come your way", Da On is offering Grade A Hanwoo priced at RM280 for 200g and RM400 for 300g.

As the meat is barbecued to perfection, one can taste the tenderness of the meat at first bite while the juiciness comes along as you chew.

The taste of the beef on its own is enough to make you want more.

Paired up with an array of appetisers or *banchan*, various types of *kimchi*, black beans, anchovies and sesame seed leaves are just perfect accompaniments to the meal.

But, the best way to have Hanwoo is to roll the grilled meat in salad leaves with bean paste or garlic to experience an authentic Korean style.

Da On also offers wagyu beef. The Wagyu Galbi Jjim features prime short ribs stewed with chestnut,



### Spoilt for choices

The Modum Gui Supreme, which has a bit of everything from charbroiled assorted Angus beef, lamb to seafood.

jujube, ginkgo nut and carrot.

Beef is braised to perfection and one can taste the sweetness from the various flavours infused into the meat.

The So Galbi option features charbroiled marinated Angus beef ribs which has hints of pears and apples.

For those who love to have a bit of everything, the Modum Gui Supreme, has assorted charbroiled Angus beef, lamb and seafood.

Hot from the barbecue plate, the chunky pieces of meat are lovely with your favourite *banchan*.

A must-try for non-meat lovers is Japchae, which is sautéed clear sweet potato noodles with vegetables.

Restaurant owner Lee Nan Kyoung

said after five years in the business, they wanted to bring the best to their customers with Hanwoo meat.

"The difference between Hanwoo and wagyu is the marbling, where wagyu is thinner, so there is more fat.

"Hanwoo is actually auctioned at the market in the morning to the highest bidder, that is how exclusive it is.

"We have a lot of corporate customers, VIPs, celebrities and diplomats, who are regular patrons.

"They come here because of the authentic dishes as they are well travelled, so they know Korean food.

"We don't use any artificial ingre-

dients, all our marination is done with fruits as they have natural enzymes.

"People appreciate the food we serve and 70% of the customers know what they want," she said.

The Hanwoo promotion is only until the end of the year as the beef is only available seasonally.

**■ DA ON FINE KOREAN CUISINE, Lot 6.40.00, Level 6 Pavilion, 168, Jalan Bukit Bintang, Kuala Lumpur. (Tel:03-2141 2100). Business hours: Daily (11am to 10pm).**

*This is the writer's personal observation and is not an endorsement by StarMetro.*



**Appetising:** The Terk Bokgi (spicy stir-fried rice cake with vegetables).



**Something different:** Mul Naeng Myeon (cold buckwheat noodles).



**Tender bites:** The Wagyu Galbi Jjim is a beef stew with chestnut, jujube, ginkgo nut and carrot.