



The empty plate is proof - there are no barriers of ethnicity or generation in taste.



The abundant amount of food has been completely consumed (left picture). You can enjoy Korean-style grilled meat dishes on the terrace in an outdoor atmosphere (right picture).

At the age of 43, immigrated to the United States. Started a restaurant for the first time without any prior experience in LA. The goddess of luck smiled upon the Kim couple, who are challenging themselves with delicious Korean cuisine.

The Korean steakhouse Mun opened its doors in the heart of Koreatown, Los Angeles, in October 2021. Mr. Jongpil Kim (45 years old) and Mrs. Jengyun Kim (45 years old) jointly manage this restaurant, despite the couple having no prior connection to the United States. With just two on-site investigations, they established a restaurant in Los Angeles, California.

Having traveled to Japan, Hawaii, Europe, and Thailand, the couple tasted Korean cuisine from around the world, leading them to the conviction that, "If we take on the challenge, we can offer even more delicious Korean cuisine."

The wife's family has been running a beef barbecue restaurant for over 40 years. Mrs. Kim grew up watching her mother cook for hours since she was young. Starting with home-cooked meals following her mother's lead, her culinary skills improved. Friends and colleagues who tasted her food praised her, saying, "You must open a restaurant."

The idea of opening an overseas branch grew into a dream nurtured by her and her husband after marriage. While her husband worked as a manager in an insurance company, he eventually retired and began preparing for the overseas branch.

In the summer of 2018, Mr. Kim toured the U.S. market with his brother-in-law. Following that, in March 2019, his wife accompanied him on a visit to the United States, her first visit to the country.

During a week-long stay in New York, visiting COTE twice, they gained the courage to see many similarities between their ideas and those of the restaurant. Witnessing COTE's immense popularity among New

York citizens and seeing guests laughing loudly, genuinely enjoying Korean food and steaks, prompted a shift in direction toward opening an overseas branch from the Philippines to the United States.

If their U.S. trip had been six months later, they might not have been able to come due to the COVID-19 pandemic. Their plans for entering the U.S. market would have vanished.

In March 2019, they entered LA on a tourist visa to start preparations for the opening. The miracle happened in September 2021 - their long-term stay visa was approved. This allowed them to comfortably stay in the U.S. and proceed with the opening of their establishment. However, they had no prior experience with U.S. laws and commercial practices. Everything from decorations to purchasing ingredients became their first experience. On September 22, 2021, they achieved the grand opening. Within two weeks, on the following weekend, they were already fully booked.

Like the proverb 'the goddess smiles upon challengers,' I was truly delighted to hear the story of a restaurant that Korean travelers visit right after getting off the plane in the United States. The fact that we entered the U.S. market was indeed a definite and reassuring decision," the wife expressed, unable to hide her joy.

Shinpo-produced barbecue smokeless grills, SKRW-IS models, are utilized. There is no smoke or odor indoors. There are 13 barbecue grill tables on the first floor and 5 on the second floor for dining. Additionally, there are 15 tables on the terrace where you can comfortably enjoy cooking bulgogi, traditional Korean dishes, and pork steak in an outdoor atmosphere. On the day of the

interview, by 7:30 PM, the restaurant was already fully booked.

Since our opening two years ago, one of our restaurant's strengths is that not a single staff member who has worked with us has resigned. The employees' passion for the restaurant and their trust in us are conveyed to customers through warm and heartfelt service. Initially, most of our customers were Korean, but now, the demographic has shifted, with 80% being of different ethnicities, and we have also seen an increase in younger generations. Taste transcends boundaries of race and generation.

Why choose our restaurant?



Three couples from the concert decided to stop by the restaurant on their way back. It's their second visit during this tour as part of the same group. Pictured in the middle-right is manager Steven Cha (51 years old). 'I've been a patron since the opening. I love the atmosphere and energy of this place. The Korean cuisine here is also delicious.'



Photo 1: Co-owners Mr. Kim Jongpil (45 years old) and his wife, Mrs. Kim Jungyun (45 years old). Photo 2: The popular menu among groups, 'MUN'S CHOICE,' a steak set menu priced at \$60 per serving. The use of dry ice in its presentation has also received praise. Photo 3: 'DON-TASTIC,' MUN's prideful menu, a pork steak offered for two at \$65. Servers arrange it on the plate resembling a sunflower. Photo 4: The waiter's teppanyaki skills are exceptional and sophisticated. Working since the opening, they have honed their skills as a meat grilling server.

