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CJ Foods Introduces Bibigo Ready-to-Cook Korean BBQ Line
Korea's Leading Food Company Brings Savory Beef Entrees to American Consumers

LOS ANGELES (June 17, 2012)—[CJ Foods](#), Korea's number one food company and a leading producer of Asian foods, today announced the launch of its CJ Bibigo Korean BBQ line of high-quality frozen beef entrees infused with bold flavors of Korea. Made exclusively from *Certified Angus Beef®*, the new ready-to-cook line is the first of its kind for U.S. consumers, and is available in popular varieties Bulgogi, Galbi and Bulgogi Patty. CJ Foods will debut the Korean BBQ offering at the Summer Fancy Food Show in Washington, DC, from June 17-19 (booth #417).

“As the most trusted name in Korean food for more than 50 years, CJ Foods prides itself on creating authentic foods using only the finest ingredients,” says Elliot Chung, senior brand manager for CJ Bibigo. “Everyday chefs will be able to recreate their favorite Korean dishes using our gourmet-inspired Bibigo Korean BBQ products with little effort and without having to sacrifice taste for lack of time.”

Bibigo's new line of ready-to-cook Korean BBQ is pre-marinated with the company's signature Korean BBQ Sauce, and contains no MSG or trans fat, and are available in the following varieties:

Galbi (Marinated Korean BBQ Short Rib)

(SRP: \$12.99/16oz):

Galbi is the most popular form of Korean BBQ, and can be cooked on the grill or in a pan. The premium *Certified Angus Beef®* short rib meat is infused with Korean pear puree to naturally add a subtle sweetness to every bite.



Bulgogi (Korean Marinated BBQ Beef) (SRP: \$8.99/16oz):

Thinly sliced premium *Certified Angus Beef®* offers a savory, sweet, and tender meat dish that pairs well with rice, noodles, vegetables and salads.



Bulgogi Patty (Authentic Korean BBQ Patty)

(SRP: \$8.99/16oz): Ideal for burgers and sandwiches, these tender *Certified Angus Beef®* chuck patties create a truly authentic flavor.



About CJ Foods

Since 1953, CJ Foods has been dedicated to creating joy and delighting consumers by introducing healthy and convenient foods through the development of state-of-the-art technology, combined with the use of the best ingredients available. Over the last 50 plus years, this dedication to providing the best food products in the market has made CJ Foods one of the most recognized and trustworthy companies in South Korea. The company established a presence in the U.S. in 1978, and is on a mission to introduce the delicious and nutritious Korean food culture to the rest of the world. In 2011, CJ Foods introduced the CJ Bibigo ‘Korean Pantry’, a collection of products that offer U.S. consumers access to the fundamental, staple foods and ingredients that would be found in any authentic Korean kitchen. CJ Foods continues to strive to create the best products that Korean food has to offer and make new fans among consumers every day. For more information, please visit www.cjfoods.com, or “Like” us on [Facebook](#).

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