



News from Schwan's Company

For more information, contact Schwan's Public Relations Department at 507.537.8550

bibigo[™] — America's No. 1 Korean food brand — introduces Korean BBQ Flavor Fried Rice

(BLOOMINGTON, MINN., Dec. 4, 2024) — Rice lovers never fear, *bibigo*[™] is here. *bibigo*, America's No. 1 Korean food brand, has launched the restaurant-inspired *bibigo* Korean BBQ Flavor Fried Rice. The item is just the latest product to reinforce *bibigo*'s promise to help the world "Live Delicious" through a portfolio of authentic Korean-style products that deliver convenience, quality and great taste.

With *bibigo* Korean BBQ Flavor Fried Rice, ditching takeout never tasted so delicious. Designed by food innovators at CJ CheilJedang, Korea's No. 1 lifestyle company, every serving of brown rice in this dish is cooked in a savory Korean BBQ sauce that is perfectly sweet and savory. In addition to brown rice, this item also includes carrots and offers 9 grams of protein per serving.

The new shelf-stable product will also bring added convenience to consumers as it can be prepared in just 90 seconds from the microwave and comes in a microwavable bowl for easy preparation and cleanup.

Families can enjoy *bibigo* Korean BBQ Flavor Fried Rice by itself or use it as a side dish for their favorite meals. It also pairs well with *bibigo*'s famous steamed dumplings, which became a recent viral TikTok sensation. You can also consider adding *bibigo* Korean BBQ Drizzle Sauce to provide a little extra Korean BBQ flavor.

"We're absolutely excited about bringing this item to families who are seeking out interesting, global flavors," said **Jordan Hadley**, associate marketing manager for *bibigo*. "Fried rice has become a staple in Asian restaurants, and it's delicious with Korean BBQ. Korean BBQ is an authentic Korean flavor that many people enjoy and has been catching on fast in the United States and other parts of the world."

The product can currently be found in select Publix and Walmart stores and other major retailers in the United States.

Since establishing itself in the U.S. market in 2010, *bibigo* has taken the most-loved food in Korea — dumplings, crispy chicken, kimchi, fried rice, and gochujang sauce — and has made them readily available to a hungry global audience, including the U.S. Retail sales for *bibigo* in the U.S. have increased 1,100% in the last four years alone. And in 2023, more than 17 million units of *bibigo* Steamed Dumplings were sold in stores across the country, bolstered by viral moments in social media.

Learn more about *bibigo* by following @bibigousa on Facebook, Instagram and TikTok, or by visiting www.bibigousa.com.



###

About *bibigo*[™]

Founded in 2010, *bibigo* Korean-style foods are part of a global brand created by CJ CheilJedang (CJ), which is Korea's No. 1 lifestyle company. In the U.S., *bibigo* products are distributed by subsidiaries of Schwan's Company, a U.S.-based affiliate of CJ. With more than 60 years of experience, CJ has proudly been delivering flavor to dinner tables since 1953.



News from Schwan's Company

For more information, contact Schwan's Public Relations Department at 507.537.8550

Our *bibigo* products take 5,000 years of delicious cuisine and update it for today's modern, non-stop lifestyles. That's why the name combines the Korean word "bibim," from a long cultural tradition of "mixed" flavors, with the English word "go." The brand lineup includes a full assortment of snacks and appetizers, including mandu, the brand's signature item. Inspired by authentic recipes, *bibigo* foods make the exciting tastes of Korean cuisine easily accessible with offerings that can be found at most major grocery chains. For more information, please visit www.bibigousa.com.