

**PRESS RELEASE**

For Immediate Release

**Experience a Korean Culinary Journey**

*A Journey to Korean flavors, crafted using long kept family recipes, with contemporary ambiance, in the heart of Jakarta.*



**Jakarta, 3 July 2024** — DOEUN, the newest gem in Jakarta's vibrant culinary scene, is poised to captivate food connoisseurs with artisanal Korean cuisine. Nestled in the heart of Menteng, DOEUN offers an exquisite fusion of traditional Korean flavors and contemporary dining experiences.

The story of DOEUN began in 2017 with DOEUN Kitchen, a modest home business founded by **Chef Kim Doeun**, in South Tangerang. It offered homemade frozen foods, spices, dressings, jams, syrups, and scones while also catering outside events. As the business grew, it expanded to include cooking classes, where Chef Doeun taught stay-at-home moms to cook using DOEUN Kitchen's products.

These classes quickly transformed into enjoyable social gatherings. Participants would stay after the sessions to have lunch and socialize at Chef Doeun's home.



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Over time, these gatherings evolved into private dining events, where Chef Doeun hosted meals and was charged based on the number of guests.

After three years of offering home cooking services, hampers, event catering, cooking classes, and private dining events, Chef Doeun planned to open a drop-off kitchen in Jakarta to serve her local customers better. Despite the challenges posed by the COVID-19 pandemic, she showed resilience and adaptability, prompting her to relocate to Jakarta. She partnered with a business peer to expand DOEUN Kitchen into a more extensive operation there. On September 17, 2023, the new and improved DOEUN was born.

Before embarking on her culinary journey, Chef Doeun led a diverse life, working as a certified fitness, golf-pilates, and aquarobics instructor in her youth. However, a life-altering incident led her to Shanghai, China, where her love for cooking began to blossom. To pursue her newfound passion, she returned to Korea and immersed herself in the study of Korean cuisine, its ingredients, cooking techniques, and traditional recipes.

In embracing her new passion, Chef Doeun reconnected with her family roots, opting for a more traditional approach to cooking. She delved into traditional family recipes from her mother's side, learning about food preparation techniques, including fermentation, which sets DOEUN apart from other Korean restaurants in the capital.

"I do not use any salt, sugar, or additives directly to create flavors. Every dish at DOEUN is crafted through a long and laborious fermentation process," she revealed. "I believe this ancient technique that I learned in Korea offers a more natural taste that is still rich in flavors. My cooking is known for creating succulent dishes that are light yet flavorful."

### **Signature Dishes**

DOEUN offers a wide array of dishes, but some are considered Chef Doeun's best creations based on customer review/order:

- **Woodae Galbi:** This dish features beef ribs from the sixth to eighth rows, known for their tenderness. The meat is lightly smoked before serving to add a hint of smokiness without overpowering the taste. Served with two options, original and marinated.
- **Diamond Cut Galbi:** Diamond-cut beef marinated in Doeun's special sauce, a homemade blend crafted from beef stock. The secret sauce takes over 10 hours to prepare and cook.



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- **Gochujang Iberico Pork Belly:** Using Iberico Pork, one of the top three pork varieties. Marinated with homemade gochujang sauce crafted by Chef Doeun.
- **Butter Dry Aged Beef:** Beef that has been butter dry aged for a minimum of 45 days. The aging process results in a richer flavor.
- **Japchae:** Each component is prepared upon order. Utilizing a home cooking method that eliminates the use of cooking oil.
- **Samgyetang:** This chicken soup is rich in flavor because it uses beef broth that has been cooked for 24 hours. Comforting.
- **Sundubu Jiggae:** A traditional Korean tofu and beef stew, cooked using fermented sauce, results in a light yet flavorful soup due to the use of natural ingredients.
- **Sous Vide Octopus with Gim Puree:** Deep fried sous vide octopus served with signature sauce made from cream, butter, and seaweed.

In addition to the tantalizing dishes, DOEUN offers the Makgeolli Signature Series to complement the meal. DOEUN's Makgeolli is a heartfelt tribute to Chef Doeun's mother and aunts. Each flavor in this series is carefully crafted, reflecting their unique personalities and the culinary lessons they passed on to Chef Doeun.

Starting as a humble home business, DOEUN has evolved into an upscale and sophisticated establishment, reflecting the quality of the food curated and prepared by Chef Doeun. The restaurant's interior boasts a modern design with subtle Korean accents seamlessly integrated. This minimalist approach was intentionally chosen to highlight DOEUN's true star: the food.

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## About DOEUN

DOEUN is an upscale Korean BBQ restaurant specializing in premium meats and refined dishes. Owned and managed by Doeun, a pilates instructor turned chef, DOEUN offers a unique approach to Korean cuisine, emphasizing traditional recipes and natural ingredients, especially fermented ones. The restaurant features a modern, minimalist design that allows its exceptional food to take center stage.

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