



Keum Eun Don KBBQ: Seoul's Idol-Favourite Korean BBQ Opens in Hillview

Description

Seoul's most celebrity-frequented Korean BBQ restaurant has opened its first and only overseas outpost in Singapore – and it's landed not in the CBD or Orchard, but out in Hillview.

Keum Eun Don (금은돈) has built a devoted following at its original location in Yongsan, right beside HYBE Entertainment's global headquarters. Its regulars include ENHYPEN members, LE SSERAFIM's Kazuha, and actress Kang So-ra – enough to earn it the unofficial title of 'the restaurant idols go to.' It's also the holder of a 'Exemplary Restaurant' designation, a regulated government credential awarded to restaurants that meet strict quality and hygiene standards.

Now, it's set up shop at HillV2 in Hillview, and it's brought everything that made the original special.

What's in a Name?

The name is a piece of wordplay that tells you everything about the restaurant's personality. Keum Eun Don (금은돈) literally translates to gold (금), silver (은), and bronze (돈) – but in Korean, *don* (돈) also means pork. The name reads like a podium but is really a declaration: pork is the star here, and it's treated with the same reverence as precious metal.

17 Years of Craft, Two-Stage Aged Pork

Behind Keum Eun Don is 17 years of F&B expertise, and it shows in how they handle their ingredients. All pork belly and pork collar undergoes a two-stage ageing process – wet ageing first, followed by a minimum of one full day of dry ageing before service. The result is meat with greater depth of flavour, more concentrated tenderness, and a cleaner finish. Keum Eun Don specialises in Iberico pork, known for its exceptional fat marbling and flavour.

All meats also receive a light charcoal aroma infusion in the kitchen before service, preserving depth without pre-cooking – guests complete the process at the table grill, which means full control over doneness and texture.



Image credit to Keum Eun Don

The Signature Cuts

The menu is built around a carefully chosen selection of cuts. The **Japan A5 Sirloin** – the restaurant’s bestseller – is the highest tier of Japanese wagyu grading, defined by an intensity of marbling that renders the fat at barely above body temperature, producing a richness that no other beef grade replicates.

The **Woodae Galbi** (이웃어? ?어?) is a prime beef short rib developed specifically for the Singapore market - aged, served with a subtle charcoal aroma, and the kind of cut that, in the words of the kitchen, "melts before you finish the thought." The **Moksal** (머살, pork neck) has a higher lean-to-fat ratio than pork belly with a deeper, more complex pork character, while the **Samgyeopsal** (삼겹살, pork belly) is rich, layered, and satisfying in the way that only high-quality fat and well-rested meat can be.

The Sets

The restaurant is organised around three sets named after the restaurant itself. The **Keum Set** (금, Gold) is the fullest expression of Keum Eun Don - prime beef Woodae Galbi, pork jowl, pork belly, and pork collar arrive together as the most abundant spread on the table, complete with house-made sauces and banchan. The **Eun Set** (은, Silver) and **Don Set** (동, Pork/Bronze) offer equally compelling options across the menu.

Lunch: Full BBQ at Disruptive Price Points

What makes Keum Eun Don particularly notable in Singapore's premium K-BBQ landscape is its lunch programme. Pork BBQ sets start from S\$35+ per person, including pork belly, a choice of stew, rice, and sides - a complete Korean BBQ meal, not a scaled-down version. Group sets offer better per-pax value while maintaining the same Iberico pork and kitchen preparation used at dinner. A beef short rib set is available from S\$75+ for two diners. Same kitchen, same ingredients, same philosophy - just at midday, and at a price point that makes the full experience genuinely accessible.

The Interior



Image credit to Keum Eun Don

The Singapore outlet was designed by a Korean design team, and it draws from three specific cultural references: *sambe* (이삼베), the traditional hemp textile woven into Korean daily life for centuries; *Gonryongpo* (곤룡포), the dragon-emblazoned robe of Korean royalty; and *giwa* (기와), the curved

clay roof tiles that have defined Korean architecture for thousands of years. All three are reinterpreted through a modern lens â?? creating an interior that feels rooted in Korean identity without being nostalgic or costume-like. The space is spacious and well-ventilated.

The Details

Keum Eun Don KBBQ

4 Hillview Rise, HillV2, #01-09, Singapore 667979

Open daily, lunch and dinner sessions

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Author

meichua

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