



Keum Eun Don: Seoul's Idol-Famous KBBQ Is Now Open in Singapore at Hillview

Description

If you've been waiting for Seoul's most idol-frequented Korean BBQ to land in Singapore, the wait is over. **Keum Eun Don** (ê, ?i•?ë?) â?? born in Yongsan beside HYBE Entertainment's global headquarters â?? has opened its first and only overseas outpost right here, tucked away in HillV2 at Hillview Rise.



Keum Eun Don KBBQ at HillV2, Hillview Rise

The Restaurant Idols Go To

Back in Korea, Keum Eun Don earned its reputation the organic way — entertainment industry insiders, including ENHYPEN members, LE SSERAFIM’s Kazuha, and actress Kang So-ra, have all been spotted dining there. Beyond the celebrity visits, the restaurant holds an official *Exemplary Restaurant* designation — a government-regulated, independently inspected certification awarded only to establishments meeting strict quality standards. Behind that badge sits 17 years of F&B expertise.



Iberico pork belly — wet-aged, then dry-aged before service

What's in a Name?

The name is a clever bit of Korean wordplay. Keum Eun Don (금은돈) literally translates to gold (금), silver (은), and bronze (돈) — but in Korean, *don* (돈) is also the word for pork. So while the name reads like a podium, it's really a declaration: pork takes centre stage here, treated with the same reverence as precious metal.

Premium Cuts, Two-Stage Aged

All pork at Keum Eun Don undergoes a two-stage ageing process – wet ageing first, followed by at least a full day of dry ageing before service. The result is meat with greater depth of flavour, concentrated tenderness, and a cleaner finish. All meats are also prepared with a light charcoal aroma infusion in the kitchen before service, with guests completing the grilling at the table for full control over doneness.



Japan A5 Sirloin – the highest tier of Japanese wagyu grading

The Signature Cuts

- **Japan A5 Sirloin (Best Seller)** – The highest tier of Japanese wagyu, defined by an intensity of marbling that renders the fat at barely above body temperature.

- **Woodae Galbi (이웃?ê?? ê°?ë'?)** â?? Developed specially for the Singapore market. A prime beef short rib, aged and served with a subtle charcoal aroma.
- **Moksal (ëª@ì?´, Pork Neck)** â?? Higher lean-to-fat ratio than pork belly, marbled for flavour but more tender, with a deeper pork character.
- **Samgyeopsal (ì?¼ê²'ì?´, Pork Belly)** â?? Rich, layered, and satisfying, from Iberico pork rested and aged to order.



Woodae Galbi â?? prime beef short rib developed for Singapore

The Set Menus

The main dinner sets are structured around the restaurantâ??s namesake hierarchy:

- **Keum Set** ê, ì, í, (Gold) â?? The fullest expression: Prime beef Woodae Galbi, pork jowl, pork belly, and pork collar together, with house-made sauces and a full banchan spread.
- **Eun Set** ì, ì, í, (Silver) â?? A well-balanced mid-tier spread.
- **Don Set** ë, ì, í, (Pork/Bronze) â?? Pork-forward, ideal for first-timers.

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The Keum Set (Gold) is the most abundant spread on the table

Lunch BBQ Sets from S\$35+

One of the few full Korean BBQ lunch programmes in Singapore, Keum Eun Don offers the same premium kitchen, aged pork, and charcoal craft at midday at a price point that makes it arguably the most compelling deal in Singapore's K-BBQ scene. Pork BBQ sets start from **S\$35+ per person**, including pork belly, a choice of stew, rice, and sides. A beef short rib set is available from **S\$75+ for two**.

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The Singapore outlet's interior is spacious, well-ventilated, drawing from Korean heritage design

A Heritage Interior

Conceived by a Korean design team, the Singapore outlet draws from three cultural references: *sambe* (삼베, traditional hemp textile), *Gonryongpo* (곤룡포, the dragon-emblazoned robe of Korean royalty), and *giwa* (기와, the curved clay roof tiles of Korean architecture). The result is a spacious, clean-aired dining room that feels rooted in Korean identity without being nostalgic.

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Lunch BBQ sets â?? same kitchen, ingredients, and technique as dinner

Keum Eun Don Singapore

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

Hours: Daily, Lunch and Dinner sessions

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