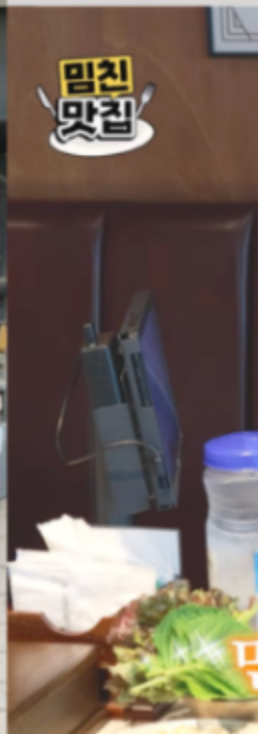




Keum Eun Don: The Seoul KBBQ Loved by WANNA ONE's Hwang Min Hyun Is Now Open in Singapore

Description

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If you follow K-pop even a little, you may have already heard the name. WANNA ONE's Hwang Min Hyun has called Keum Eun Don his personal favourite Korean BBQ restaurant, and HYBE idols including ENHYPEN, LE SSERAFIM's Kazuha, and actress Kang So-ra have all been spotted there. Now, the Seoul-born restaurant has landed in Singapore and it is every bit as worth the visit as the celebrity endorsements suggest.

Keum Eun Don (ê, ?i•?ë?) takes its name from the Korean words for gold (ê, ?, keum), silver (i•?, eun), and pork (ë•?, don) a nod to the restaurant's three-tier menu structure and its obsession with

premium cuts. It has just opened at HillV2 in Hillview, making it one of the most talked-about new openings in Singapore's Korean dining scene.



The meat: two-stage aged Iberico and Japan A5

What sets Keum Eun Don apart is its two-stage ageing process. The restaurant's signature Iberico pork goes through both wet and dry ageing, then is finished with a charcoal infusion – a technique that deepens flavour and gives the meat an unusually complex, smoky character. The result is pork that tastes nothing like what you'd typically find at a KBBQ restaurant.

Beef lovers are equally well served. The Japan A5 sirloin is as marbled and melt-in-your-mouth as you would expect from that grade, and the Woodae Galbi (short rib) is a standout — best ordered for two or more at S\$75+.



The menu: Keum, Eun, Don

The menu is built around three sets that mirror the restaurant's name. The Keum Set (Gold) is the premium tier, the Eun Set (Silver) sits in the middle, and the Don Set (Bronze/Pork) brings the signature Iberico cuts at a more accessible price point. Lunch pork sets start from S\$35+ per person — reasonable for the quality on offer.

Beyond the sets, you can order à la carte highlights like Moksal (pork collar), Samgyeopsal (pork belly), and the Bassak Bulgogi — a crispier take on the classic marinated beef. Round things off with Soft Tofu Stew and Kimchi Fried Rice, both of which are solid enough to hold their own alongside the grilled meats.



A space that feels like Seoul

The interiors are thoughtfully done. Keum Eun Don draws on traditional Korean craft and textile heritage — sambe hemp textiles line the walls, Gonryongpo dragon-robe patterns appear in the upholstery, and giwa (traditional roof tiles) feature in the design details. It feels elevated without being stiff, the kind of space where the food and the ambience are equally considered.



Visit

Keum Eun Don KBBQ

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