

Introducing Elbon Grand Cafe

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Opening the Elbon Grand Café in Mok-dong, Seoul

Elbon Grand Café, which is taking the lead in the changing trends of the Korean dining-out culture, held a dedication ceremony for its new restaurant on November 12. The restaurant is located on the sixth floor at the Hyundai Shopping Center in Mok-dong, Seoul. [A *dong* ("ward") is a smaller unit than a *gu* ("borough") Seoul, which has 432 dongs within 25 gus.] True Mother led the ceremony, which fifty church leaders attended. It was an opportunity for them to experience a culture of heart centered on health, which True Mother has been recently pursuing.

This is the second Elbon Grand Café in Korea. Elbon International Co. Ltd. opened the first restaurant in the city of Daejeon, population 1.5 million, in the center of the country. That eatery has attracted strong interest from people. In fact, the company has three additional restaurants operating under the name, Elbon the Table. The first began operations in February 2010 in Shinsa-dong, Seoul; the second in August 2010 in Ilsan (a Seoul suburb, population 1 million) and the third in October 2012 in Seoul's Itaewon-dong. The Elbon Grand Café opened in Daejeon this past September and finally the Elbon Mokdong restaurant opened. In total, the company has five restaurants in Korea.

As distinct from the Elbon the Table brand, the Elbon Grand Café offers creative dishes in New European style and a sophisticated atmosphere. The restaurants' current annual sales target is ₩6.2 billion (US\$ 5.3 million) by 2020. The company plans to open twenty-five restaurants eventually and to raise to annual sales from them to 27.5 billion (US\$ 23 million).

The nationwide 2016 Blue Ribbon Survey awarded Elbon the Table with three ribbons and chose it as the best restaurant. The Blue Ribbon Survey began in November 2005 as the first restaurant evaluation system in Korea. Members of the public can allot two blue ribbons in evaluating restaurants, and the professional judges can allocate the three.

As of November 2014, twenty-one restaurants in Seoul have received three blue ribbons.

Moreover, Elbon the Table achieved a reserved seating rate of one hundred percent from 2010 to 2015. In the 2015, in the Hyundai [credit] Card Gourmet Week sales ranking, it was the best out of a hundred businesses and ranked first by customers as a restaurant in the fine-dining category. In addition to food service, Elbon also has twenty-seven fashion outlets, either in shopping centers or via home shopping. The overall business group in Korea employs 198 people and estimates that its 2015 annual sales will be ₩57.7 billion (US\$ 49.9 million).