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BETHESDA'S BIBIBOP BOWLS ARE HOT!

BIBIBOP Asian Grill Wins Nation Restaurant New 2017 HOT CONCEPT! Award

(October 9, 2017) — Bethesda is now home to one of the country's HOTTEST NEW CONCEPTS: BIBIBOP Asian Grill. Every year, NRN editors pour over hundreds of up-and-coming restaurants from coast to coast to select only 5 HOT CONCEPTS! showing enduring consumer appeal, innovative menus, and strong growth potential. This year, Bethesda Chamber's newest member, BIBIBOP Asian Grill, took home the coveted Award.

ABOUT BIBIBOP

Inspired by the popular Korean dish, "Bibimbap" meaning mixed rice, BIBIBOP balances bold Asian flavors with classic American favorites. All ingredients are freshly prepared and served in full view of the customer. At BIBIBOP, everything is freshly chopped, grilled, cooked and prepared on site daily. Standout ingredients include spicy chicken, organic tofu, daikon, kale, kimchi and purple rice -- a rising superfood boasting more antioxidants per serving than even blueberries.

HISTORY

The first BIBIBOP Asian Grill restaurant began in Columbus, Ohio, in August 2013 as the brainchild of Charley Shin, CEO of BIBIBOP Asian Grill and Charleys Philly Steaks. After successfully launching the Charleys Philly Steaks franchise and opening hundreds of locations around the world, he returned to his Korean roots and was inspired to bring the bold flavors and healthy ingredients of his native South Korea to his American hometown. The new concept caught on fast with the company opening three more locations in 2014, eventually expanding to 12 total locations across Ohio by 2016 and doubling to a total 25 locations in Ohio, California, Washington D.C., Maryland and Illinois.

BIBIBOP is located at 4820 Bethesda Avenue and at Pike & Rose. The concept is quickly becoming a favorite and currently has the #2 spot on YELP'S Best Asian restaurants in Bethesda. Hours of operation are Monday – Saturday, 11am to 10pm and Sunday, Noon to 8pm. Phone number is: 240.270.4286.

To learn more about BIBIBOP, visit www.bibibop.com and connect on [Facebook](#), [Twitter](#) and [Instagram](#).

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