

LOCAL RESTAURANT ROW

GLOBAL FLAVORS. LOCAL FAVORITES.

BIBIBOP

asian grill.

"Being able to utilize LRR has been a win-win for our business. We are able to bring in authentic, global cuisine while supporting local businesses."

- Robyn Tirado,
Aramark District Manager

BIBIBOP SUCCESS BY THE NUMBERS

BIBIBOP's growth within Local Restaurant Row is incredible. Since beginning their Aramark journey in 2022, that growth includes:

- More than 20 locations within the Local Restaurant Row program, in Washington DC, Ohio, Kansas, Indiana, and Illinois
- More than 12 Aramark accounts across 3 lines of business: Workplace Experience Group, Healthcare+, and Collegiate Hospitality
- Featured at 7 locations on an Aramark Indianapolis campus, BIBIBOP sets record-breaking daily and weekly sales compared to other guest restaurants on-site
- Average 26% of total café sales at a Healthcare+ Aramark account.



Record-Setting Sales throughout Aramark Locations

BIBIBOP, a health-focused build-your-own bowl concept with Korean flavors, has proven to be a great partner to Aramark as a member of the Local Restaurant Row program. It received four nominations in Local Restaurant Row's Best of 2023 awards and won in the Best of Growth category for its performance at an Ohio Aramark location, where Food Service Director Christine "CC" Andrews noted BIBIBOP's expansion and increased foot traffic and revenue.

What is it about BIBIBOP that results in such great sales? At a Healthcare+ account in DC, where BIBIBOP has averaged 26% of café sales, District Manager John Rifkin praised the restaurant's focus on "customer satisfaction and hospitality" in addition to "fresh, authentic, and flavorful" food. Kimberly Birosh, Food Service Director in Indianapolis, called out the quality of BIBIBOP's "food, friendliness, and professionalism of their staff" and said BIBIBOP has set record sales numbers that led to expansion to a total of seven campuses.



Success Built on Kindness, Hospitality, and Well-Being

Charley Shin, Founder and CEO of BIBIBOP, grew up outside Seoul, South Korea, and never forgot the kindness shown him when visiting a friend for breakfast. “I remember his mom serving me an egg over rice—a luxury at the time. His family had extended generosity beyond their means. They welcomed me into their home and served me the best food they had.”

Many years later, that act of kindness informs Charley’s approach to hospitality at BIBIBOP: Well-being starts with a good meal. Serve real, unprocessed, high-quality food. Keep it affordable; guests shouldn’t have to pay more to eat healthy food. “We are a family empowered to make a difference for our guests and focused on improving every day,” he said.

We’re excited to partner with Aramark to bring the vibrant flavors of Bibibop Asian Grill! We’ve been blown away by the positive feedback and recognition. Aramark’s innovative solutions and unwavering support have been instrumental in making our venture a resounding success.”

-Henry Yonky,
Director, Bibibop Field Marketing

