

Korea's CJ Foods launches bibigo brand in Paris

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CJ Foods, a leading South Korean food company, is introducing its flagship brand, bibigo, at KOREA HOUSE located in Maison de la Chimie during the Olympic Games in Paris 2024.

Due to the growing European market, CJ Foods' Q1 2024 sales in Europe saw a 45 per cent increase compared to the previous year. There was a specifically high demand for Korean dumplings and street foods like tteokbokki (sweet and spicy rice cake), which have made viral hits on TikTok and YouTube through "mukbangs" (eating shows).

Following the opening of its French subsidiary in May, CJ Foods is expanding its European presence through its global bibigo brand. CJ Group will be the main sponsor of KOREA HOUSE during Paris 2024, a public event (hosted by the Korean Sport & Olympic Committee) aimed at introducing K-culture to France.

From July 25 to August 11, bibigo will operate an experiential booth at KOREA HOUSE where locals and tourists can enjoy authentic Korean food right in the heart of Paris.

For that purpose, bibigo has set up an original Korean food market "Sijang" in the heart of Paris, in Maison de la Chimie. Found in bustling, energetic environments, Sijangs are historical cornerstones epitomizing the social community of Koreans, serving as essential spots for Koreans seeking convenient, comfort foods. By bringing together the essence of community and locality of both market traditions, bibigo's booth is designed to showcase the diversity, vibrant energy, and cultural significance of Korean cuisine to the French.