

Korean BBQ brand Cupbop expands to UAE

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Cupbop, a USA-based brand known for its Korean barbecue served in a cup, has announced its debut in the United Arab Emirates. The brand has signed a development deal with RMAL Hospitality, which will lead Cupbop's entry into the region. Currently, Cupbop operates 57 locations in the U.S. and over 200 locations in Indonesia. The brand is excited to expand internationally and looks forward to introducing its delicious take on Korean cuisine to the Middle East.

RMAL Hospitality is a restaurant and hotel development company with a portfolio that includes well-known international chains such as Wagamama, Trader Vic's, Allo Beirut, and Marco Pierre White. CEO Elias Madbak, a notable figure in the restaurant franchise industry, has a proven track record of implementing successful strategies. For more than a decade, he has orchestrated at least one significant franchise launch each year and has excelled in developing and executing winning operational strategy, resulting in regionally acclaimed restaurant openings.

Attracted by Cupbop's customisable Korean cuisine and its solid business model, RMAL Hospitality plans to establish 10 Cupbop locations in the Emirates, scheduled to open in the first half of 2025.