

GEN Korean BBQ expands footprint in Texas

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GEN Restaurant Group, owner of GEN Korean BBQ, a fast-growing casual dining concept with an extensive menu and signature grill-at-your-table experience, announced a new restaurant location in San Antonio, Texas, which opened on January 31, 2025. This marks the Company's third new opening in January, following successful additions in Edison, New Jersey and Orlando, Florida.

"Opening a sixth Texas location in a new market was a natural choice for GEN given the strong performance of our existing Texas locations and desire to continue building momentum across the state," said David Kim, Chairman and CEO of GEN. "We are proud to have started the year on a strong note with three successful openings in January and look forward to continuing our expansion plans throughout 2025."

San Antonio is widely recognised for its rich and diverse food culture, particularly its deep-rooted love for barbecue. GEN's signature "grill at your table" experience brings a fresh and engaging take on this tradition, offering guests an immersive and modern approach to Korean BBQ.