Introduction
Hello, We are Bibimbap Backpackers, a group of ten enthusiastic individuals pursuing to globalize healthy foods. For 3 years, We Bibimbap Backpackers realized not only the paucity of the presence of Korean food in the global market, but also its limitless potential. We recognized the savory taste and salubrious benefits of Korean cuisine; this became the catalyst for our direction we took of Bibimbap as a “Delicious, Well-Being Food”. We have since been travelling around the world creating and carrying out events to promote our healthy foods.

Summary of Our Past Project

2011  100th Bibimbap Table
- Completed 100 Tastings in Asia, Europe, and the Americas
- Executed various events in diverse cities, locations, and people
- Realized the acceptance of diverse cultures in the European and American young adults

2012  Visit to Prestigious Universities
- Completed 60 successful tastings in 2 continents and 9 cities
- Visited prestigious universities such as Harvard, MIT, Oxford and Cambridge etc.
- Recognized the potential and power of Korean food in the global market

2013  Meeting with Opinion Leaders
- Completed a 6-month tour of 60 presentation events
- Visited and invited to events top MBA students, corporations in Silicon Valley, and renown bloggers
- Interviewed various chefs and customers to evaluate marketing strategies

2014 Bibimbap Backpackers Project

After three long, yet fun years, we, the Bibimbap Backpackers, are ready to launch our “Begin Your Bibimbap” campaign with the goal of familiarizing and globalizing Bibimbap, a healthy and delicious plate. Your much appreciated support and help will help us realize this dream of making this healthy food a global one, and is essential to our domestic and global presence and success. Thank you.

Yours Truly,
The Bibimbap Backpackers