

## Elbon the Table Restaurant – A Tree with Deep Roots Doesn't Fall in the Wind

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*Elbon the Table's sirloin steak with three toppings (Maldon sea salt, salted kelp, fresh wasabi)*

[Newsis]

**“Elbon the Table” – A Tree with Deep Roots Doesn't Fall in the Wind**



*Elbon the Table's “tomato and basil lobster oil spaghetti”*

The intensifying competition that follows rapidly changing trends, recessions and the sudden increase in self-employed workers, has made it difficult for restaurants to last more than a few years. This is

especially true for the restaurants and eateries that line the streets of Garosu-gil in Shinsa-dong, Gangnam-gu, Seoul.

In the middle of this fierce battleground, this restaurant did more than just survive for seven years; they made their mark as trend-setters, as well as everyone's top restaurant pick.

This is the story of an Italian restaurant located across the street from Shinsa Middle School and Hyundai High School at the entrance of Serosu-gil and the right side of the north entrance of Garosu-gil – “Garosu-gil's Elbon the Table.”

Having celebrated its 7th anniversary on the 22nd, this restaurant shifted its focus and transformed its dishes from “creative modern cuisine” Italian classics to creative dishes infused with modern Korean cultural and artistic elements. Some of their most popular dishes include, “gondure namul (seasoned thistle) cream risotto,” “wasabi ice cream,” and “gochujang (red pepper paste) pasta.”

The restaurant increased in popularity when it became known that Elbon the Table's kitchen was run by “chef-tainer” Hyun-Seok Choi. However, the idea that a chef like Mr. Choi was created by the environment of the restaurant and its ability to value creativity has proven to be just as compelling.

The restaurant makes all of its own sauces and everything else needed for its dishes.

Breads and desserts are made fresh in their bakery daily, and never contain preservatives and softeners. This is why they refer to their own baked goods as “healthy bread and desserts.”

Their pasta noodles are kneaded by hand, resulting in a chewy, yet moist and soft noodle texture. A variety of flavors are created using egg yolk, tomato powder, herbs and spices, etc.

Their most popular menu item is steak. Even as an Italian restaurant, from its meat to its broth, its quality does not fall short of that of a restaurant specializing in steak.



*“Bavarian cream mousse cake with hazelnut pralines and a nutcracker soldier hat”*

The secret lies in an extremely complex cooking process. From original Korean hanwoo beef to Australian beef, all of their meat goes through a process of wet aging, dry aging, etc., to increase the glutamic acid content and bring out the deep beef flavor. After marinating for 24 hours, the beef goes through a sous vide (under vacuum), confit and low-temperature ripening process for 72 hours to minimize the loss of nutrients and preserve the moisture and broth. The beef is then perfectly seared on a 700-degree charcoal grill by a skilled chef to create a luxury piece of steak with a crispy outside and juicy inside.

But that's not all. Three small plates are served together with the steak. First-time customers may think, "This salt has a different taste and texture." It is a premium English salt called "Maldon sea salt." The other plates contain "fresh wasabi" and "salted kelp." It grabs you with its deep flavor and piquant after-taste, helping you taste the steak's richness from beginning to end.

The "course menu" allows customers to fully enjoy the restaurant's dishes. Its menu changes with the seasons, and no more than five ingredients are used in a single dish to ensure that the flavor of the main ingredient is properly highlighted. Dishes are then garnished with additional ingredients that bring out the flavor of the main ingredient.

The flavors of the dishes are especially impacted by various factors, including the temperature, aroma, plating, lingering taste and rate at which each course is served, etc. Each of these areas invites creative curating to increase customer satisfaction, and even propose a new lifestyle.



*The oven kitchen and hall on the second floor of Garosu-gil's Elbon the Table, located in Shinsa-dong, Gagnam-gu, Seoul.*

Head chef Young-Moo Lee said, "I believe that a chef is more than a cook; a chef is a curator who uses food to convey the value of a new culture. I hope to create the best menu and offer a type of service here at Elbon that can give customers a new cultural experience through food."

The oven kitchen and hall merge on the second floor, and the third floor is made up of rooms. Valet parking is available for 3,000 won.

To commemorate its 7th anniversary, Elbon the Table will be hosting an official "Elbon 2-Character Writing Event" on Facebook and Instagram from March 1-15. Its purpose is to boost the morale of the Korean people, who currently face domestic and foreign uncertainty.

For example, "Elbon's finest Italian and French menu goes beyond each nation's 'mainland (bon-to)' dish to create the world's best food."

Seven winners will then be invited to a free "gala dinner show" by the head chef once a month for a year. 30 raffle winners will also receive free tickets to the musical, "Jekyll and Hyde" (two tickets per person). The grand prize winner will also have his/her "2-character phrase" used in Elbon's commercial jingle. The winners will be announced on March 17.....