

Eating ■

Gwanghwamun	88
Cheap Eats 88	
Insadong	89
Cheap Eats 91	
Myeong-dong & Namsan	91
Cheap Eats 92	
Itaewon	93
Cheap Eats 94	
Daehangno	94
Cheap Eats 95	
Hongik	95
Cheap Eats 96	
Sinchon & Yeouido	96
Cheap Eats 97	
Gangnam	97
Jamsil	98
Cheap Eats 98	

Eating

Eating out every night is a common habit for Seoulites, so with thousands of restaurants scattered throughout every neighbourhood, there is no problem finding somewhere to eat. Small unpretentious Korean restaurants serve up local food at reasonable prices, and restaurants serving Italian and Japanese food are numerous. Western-style fast-food outlets are everywhere.

Most Korean-style restaurants offer a table and chairs option; but in some traditional restaurants customers must sit on floor cushions at low tables. Few restaurant staff speak any English, but most restaurants have some English on the menu or else pictures or plastic replicas of the meals they offer. Menus are often spelled inconsistently – consonants such as ‘ch’ and ‘j’, ‘p’ and ‘b’, ‘l’ and ‘r’ and ‘k’ and ‘g’ are often mixed up; so you might find ‘*bibimbap*’ spelled ‘*pipimpab*’.

Italian food is super popular in Seoul – not just pizza chains but numerous small pasta restaurants, which serve reasonably authentic meals although often with a touch of fusion somewhere. These days pasta and pizza are more common than *bulgogi* (barbecued beef slices and lettuce wrap) and *bibimbap* (rice, egg, meat and vegies with chilli sauce).

Lotteria is the local version of Western-style fast food, and offers *bulgogi*, *bulgalbi* and *kimchi* burgers. Many Japanese-style restaurants serve sushi or inexpensive cutlet, salad and soup sets. Budget Chinese restaurants cook up fried rice and *jajangmyeon* (noodles in a black bean sauce), a Chinese dish never seen outside Korea. Luxury hotels have upmarket and more genuine Chinese food.

Thai, Indian, Middle Eastern and other authentic ethnic restaurants are clustered in Itaewon, although a brave few are scattered elsewhere. Fusion restaurants usually provide an American/Italian menu with an Asian twist, such as spaghetti with red chilli sauce and octopus. The possibilities are endless – anyone for *beondegi* (silk worm larvae) pizza or *kimchi* Caesar salad? Drop into any department store or high-rise shopping mall to find a floor of inexpensive restaurants as well as a reasonably priced food court. For dessert, pick one of the countless ice-cream or yogurt parlours.

In Seoul, eating out (like everything else) is a group activity and you don’t see many people dining alone. Some Korean meals, such as *bulgogi*, *galbi* (beef ribs), *jjimdak* (spicy chicken pieces with noodles) or *Hanjeongsik* (a banquet) are not usually available for just one person.

Fill children up with *jajangmyeon*, *donkkaseu* (pork cutlet with rice and salad), *juk* (rice porridge), barbecue chicken, sandwiches, bakery items, *hotteok* (a kind a pita bread with cinnamon and honey filling) and ice creams.

Some food fads fade fast – a few years ago bubble tea was all the rage, but now it’s almost disappeared, and the ‘wellbeing’ wave has swept in with restaurants proclaiming the health benefits of real fruit juice, yogurt and ginseng rice porridge.

Opening Hours

Like the shops, most restaurants open every day, usually from late morning until 9pm or 10pm, but since times do vary opening times are given for every restaurant. Night owls can always find food as some eateries open 24 hours a day, 365 days a year.

How Much?

Cheap Eats in the following listings cover restaurants where meals are W6000 or less. Royal court cuisine usually starts at W30,000, while *Hanjeongsik* banquets vary in price depending on what is included and

UNBEATABLE BUFFETS

- Eunhasu Buffet – Sejong Hotel (p92)
- Familia Buffet – Imperial Palace Hotel (p97)
- Plaza Fountain Buffet – 63 Building (p97)

SAMPLE KOREAN CUISINE

Department stores usually have a supermarket in the basement where staff offer, and even cook, free samples of food for customers to try. You can taste tofu, umpteen types of *kimchi* and greens, *pajeon* (green-onion pancake), sesame soup, shellfish, rice porridge, ginseng soup, dumplings, grilled eel, acorn jelly, ginkgo nuts as well as unusual drinks such as aloé and cactus flower. Just pop into a Hyundai department store at COEX (Map pp214–15), Sinchon (Map p210) or Apgujeong (Map p211) to enjoy a feast of flavoursome Korean nibbles offered with a smile.

range from W12,000 to W50,000 or more. Typical mains at Western restaurants cost W20,000 but expect to pay W30,000 at top hotels. *Bulgogi* and *galbi* are both beef and at W15,000 to W20,000 per person cost more than *samgyeopsal* (barbecued bacon-type pork), *jjimdak* and *samgyetang* (ginseng chicken soup), which are pork or chicken dishes that usually cost around W10,000 per person, although plain barbecued or fried chicken is around W5000.

Bibimbap, *naengmyeon* (chewy buckwheat noodles in an icy, sweetish broth, with vegies and hard-boiled egg on top), tofu, *sujebi* (dough flakes in shellfish broth), *bindaetteok* (mung bean pancake) and soups are usually around W5000 as are most food-court meals. *Mandu* (filled

dumplings), *ramyeon* (instant noodle soup), *tteokbokki* (rice cakes in a sweet and spicy sauce) and *gimbap* (Korean sushi) are the cheapest food at W2000. Convenience store sandwiches are W1400 and *samgak gimbap* (triangular sushi) is W700.

Booking Tables

It is not necessary to book tables unless you want your own private room or are in a large group. Telephone numbers are given but few restaurants can find anyone who speaks English so ask your hotel receptionist to make the booking for you.

Tipping

Tipping is not a Korean custom and is not expected. Restaurants catering to wealthy businessmen and in top-end hotels may add 21% to the bill (10% service charge and 10% VAT).

Self-Catering

Small convenience stores, such as Mini Stop, 7-Eleven, Buy The Way, GS25 and Family Mart, are never more than a few hundred metres apart. They open long hours, usually all day and night. Pop into one whenever you want a drink, a breakfast snack or a quick and easy lunch. Bakeries are almost as ubiquitous. Huckle-berry Farms (p127) in Apgujeong sells organic food and drinks.

Department store basements and the two Lotte Marts (p120 and p128) house supermarkets.

Other supermarkets:

Itaewon Supermarket (Map p209; ☎ 794 5114; below King’s Club, Sobangseo-gil; 🕒 9am-midnight; subway Line 6 to Itaewon, Exit 3)

Koryo Supermarket (Map pp202-3; ☎ 737 9994; 🕒 9am-9pm Mon-Sat; subway Line 5 to Gwanghwamun, Exit 7)

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NOT AVAILABLE
IN PICK & MIX

GWANGHWAMUN

While Insadong is Seoul's top restaurant patch, other downtown areas have some fine restaurants too.

ANJIP Map pp202-3 Korean

☎ 3672 7070; meals W8000-15,000; 🕒 noon-10pm
Mon-Sat; subway Line 3 to Anguk, Exit 2

Sit on embroidered cushions in your own traditional-style private room and order *siksa* (budget-priced banquet), which includes 20 dishes at a budget price. The *bulgogi*, spicy cockles and steamed egg are particularly good and fruit and cinnamon tea finish the feast off nicely.

CHILGAPSAN Map pp202-3 Korean

칠갑산; ☎ 730 7754; meals W5000-15,000;
🕒 noon-10pm; subway Line 1 to Jonggak, Exit 2

The specialty in this convivial restaurant is the excellent *neobiani* (네티비아니), a beef patty the size of a small pizza, which is meant for sharing and comes with a dressed green salad and crunchy side dishes. You could try *pajeon* (green-onion pancake) with it or *doenjang bibimbap* – salad with rice and soybean paste sauce. Even the barley tea is good. The décor is rustic/artistic and you sit on the floor at a log table. It has no English signs – look for a white frontage covered with ivy.

HOEJEONCHOBAP Map pp202-3 Japanese Sushi

☎ 735 1748; saucers W2500; 🕒 11.30am-2pm, 4.30-9pm; subway Line 5 to Gwanghwamun, Exit 8
Squeeze yourself into this tiny conveyor-belt sushi joint to enjoy Japanese-style raw fish items. It's expensive but this is downtown and not a student area.

SAMCHEONG-DONG SUJEBI

Map pp202-3 Korean

☎ 735 2965; meals W5000-10,000; 🕒 noon-9pm;
subway Line 3 to Anguk, Exit 1

A no-frills, no-nonsense restaurant that is famous for its *sujebi*, big dough flakes in a non-spicy soup of sliced vegetables and shellfish.

SOLMOEMAEUL Map pp202-3 Korean

☎ 720 0995; meals W10,000-22,000;
🕒 11am-9pm; subway Line 3 to Anguk, Exit 1
Sit on the floor or on chairs on the narrow balcony to enjoy an excellent multicourse

TOP FIVE RESTAURANTS

- Nolboojip (p94)
- Sanchon (p90)
- Gogung (opposite)
- Solmoemaeul (left)
- Baekje Samgyetang (p91)

meal for W16,000. Sweet pumpkin gruel, raw tuna, *pajeon*, decent *bulgogi* and a royal cuisine *gujeolpan* with radish pancakes all arrive before the main dish, which is followed by a cup of traditional tea. It's a bit out of the way and not usually crowded.

TONY ROMA'S Map pp202-3 Western Grill

☎ 2122 2650; Hungkuk Bldg; meals W11,000-30,000;
🕒 11.30am-11pm; subway Line 5 to

Gwanghwamun, Exit 6

Ribs, grills, burgers, salads and beer are the popular items at this American chain.

YONGSUSAN Map pp202-3 Korean

☎ 771 5553; B1 Seoul Finance Centre; meals
W22,000-52,000, set meals from W41,800;

🕒 noon-10pm; subway Line 1 or 2 to City Hall, Exit 4
This stylish traditional restaurant is colourfully decorated with mother-of-pearl panels and serving staff wear *hanbok* (traditional Korean clothing). The food contains elements of royal cuisine and varies with the seasons but is always interesting from the dragon firepot to the five-grain rice cooked in bamboo and the always delicious *omijacha* tea.

CHEAP EATS

HUNGKUK FOOD COURT

Map pp202-3 Korean & Global

Hungkuk Bldg; meals W4000-7000; 🕒 11am-8pm;
subway Line 5 to Gwanghwamun, Exit 6

Eat Chinese, Korean, Japanese or Western at this smart but inexpensive food court in the basement of the Hungkuk Bldg next to the Hammering Man statue.

HYANGNAMUSEGEURU Map pp202-3 Korean

☎ 720 9524; meals W5000-10,000;
🕒 10am-11pm; subway Line 3 to Anguk, Exit 1
This recently renovated 2nd floor restaurant is surrounded by trees. Ask for *moksal-*

soguemgui (W6000), which is pork barbecued at your table that you wrap in lettuce with sauces and side dishes.

JILSIRU TTEOK CAFÉ

Map pp202-3 Korean Rice Cakes

☎ 741 6521; www.kfr.or.kr; rice cakes W1000-3500;
🕒 10am-9pm Mon-Sat, 10am-7pm Sun; subway

Line 1, 3 or 5 to Jongno 3-ga, Exit 6

The gourmet rice cakes are small but lovingly made – try the apple flower and chocolate ones. Traditional teas are W5000. Upstairs from the café is a museum (admission W3000; 🕒 10am-5pm Mon-Sat, noon-5pm Sun) with displays of 50 types of rice cakes with all their different colours, flavourings, shapes and sizes and the utensils to make them. See p164 for rice-cake cooking classes.

JONGNO BINDAETTEOK

Map pp202-3 Korean

☎ 737 1857; meals W6000; 🕒 noon-2am; subway
Line 5 to Gwanghwamun, Exit 8

Don't let the scruffy décor put you off – the crispy seafood (*haemul*) and meat (*gogi*) *bindaetteok* are both great, and made from freshly-ground mung beans.

WITCH'S TABLE Map pp202-3 Deli

☎ 732 2727; drinks & snacks W2500-6500;
🕒 8am-10pm Mon-Fri, 8am-8pm Sat; subway Line
5 to Gwanghwamun, Exit 7

Join the witches opposite the Koryo Supermarket in this narrow sandwich bar with soft music. It dispenses fine bagels, salads and toasted sandwiches along with teas, coffees, wines and beers.

INSADONG

Insadong is home to a host of traditional-style restaurants that dish up old-fashioned, hometown Korean food. *Hanjeongsik* restaurants offer a banquet of items so you can try many a Korean dishes (especially side dishes) at one sitting. There are also a number of vegetarian restaurants, including one that serves Buddhist temple food.

DIMIBANG Map p205 Korean Vegetarian

☎ 720 2417; meals W5000-30,000; 🕒 noon-10pm
Mon-Sat; subway Line 3 to Anguk, Exit 6

This sit-on-floor-cushions vegetarian restaurant features *hamcho* (a salty green

herb that grows near the sea) and other medicinal herbs that are in the food, teas and alcoholic drinks. Order *hamcho sujebi*, *hamcho bibimbap* or a set meal.

GOGUNG Map p205 Korean

☎ 736 3211; meals W8000-32,000; 🕒 11.30am-9.30pm; subway Line 3 to Anguk, Exit 6

In the basement of Ssamziegil is this unusually smart and stylish restaurant, with live *gayageum* (12-stringed zither) and drum music (no microphones) between 7pm and 8pm on week nights. It specialises in Jeonju *bibimbap*, which is fresh and garnished with nuts, but contains raw minced beef. If that puts you off, choose the *dolsot bibimbap* (served in a stone hotpot). Both come with side dishes including bean-sprout soup and a sesame and rice-cake gruel. Another Jeonju speciality is *moju*, a sweet and very thick cinnamon alcoholic drink (W1500 a bowl) – you must try it! Also on the menu is an 11-dish royal banquet.

INSADONG SUJEBI Map p205 Korean

☎ 735 5481; meals W4000-10,000;
🕒 11am-9.30pm; subway Line 3 to Anguk, Exit 6

Famous for *sujebi*, big dough flakes in a potato, seaweed and seafood broth, this rustic barn also serves up *naeng-kongguksu*, chewy noodles in cold soya milk, a popular summer dish, and oyster *pajeon*. *Kimchi* lovers can enjoy helping themselves from a large pot.

JUK 1001 IYAGI Map p205 Korean Rice Porridge

☎ 733 2587; Insadong 6-gil; meals W5000-10,000;
🕒 8am-10pm Mon-Sat, 9am-9pm Sun; subway

Line 3 to Anguk, Exit 6

The plain, unpretentious surroundings reflect the food. A large bowl of excellent chicken and ginseng rice porridge is served with four side dishes and is flavoured with

SIX OF THE BEST

- Best tofu: Dolkemaat Tofu House (p91)
- Best *bindaetteok* (mung bean pancake): Jongno Bindaetteok (left)
- Best *neobiani* (large minced patty): Chilgapsan (opposite)
- Best *sujebi* (dough flakes in shellfish broth): Samcheong-dong Sujebi (opposite)
- Best *juk* (rice porridge): Juk 1001 Iyagi (above)
- Best food court: Techno Mart (p98)

plenty of varied ingredients. There are 19 other options packed with healthy, natural ingredients.

MIN'S CLUB Map p205 Western Fusion

☎ 733 2966; off Inсадong-gil; meals W20,000-54,000; ☎ noon-2.30pm, 6-11.30pm; subway Line 3 to Anguk, Exit 6

This classy restaurant housed in a beautifully restored 1930s *hanok* (traditional Korean one-storey wooden house with a tiled roof) offers European/Korean fusion food (more European than Korean) and specialises in French wines under the guidance of sommelier Cho Yun-joo. Popular in diplomatic circles, diners leave happy.

SADONG MYEONOK Map p205 Korean

☎ 735 7393; Inсадong 5-gil; meals W5000-9000; ☎ 10am-10.30pm; subway Line 3 to Anguk, Exit 6
A busy, no-frills restaurant that serves deservedly popular *manduguk jeongsik*, which consists of four giant homemade dumplings, containing 10 different ingredients, that are served in soup with side dishes. Other options include a sweet *bulgogi jeongsik* (*bulgogi* with side dished) hotpot, *naengmyeon* and oxtail soup. *Soju* (local vodka) and beer are W3000.

SANCHON Map p205 Korean Vegetarian

☎ 735 0312; off Inсадong-gil; lunch sets W20,000, dinner sets W35,000; ☎ 11am-10pm; subway Line 3 to Anguk, Exit 6

This very famous and atmospheric restaurant owned by ex-monk Kim Yun-sik offers genuine vegetarian Buddhist temple food. Relax on floor cushions in a soothing ambience of flute music, candlelight and Buddhist art. Lunch and dinner offer the same set meal of 16 small dishes that include seasonal soups, mountain vegetables, *pajeon*, wild sesame porridge and medicinal tea. The marinades, glazes, sauces and seasoning are unique and traditional dancers put on a show at 8.15pm.

SEOJEONG RESTAURANT Map p205 Korean

☎ 735 8811; off Inсадong-gil; Hanjeongsik W10,000; ☎ noon-3pm, 7-10pm; subway Line 3 to Anguk, Exit 6

Tucked away off the beaten track, this traditional restaurant serves up a budget-priced banquet of 14 dishes in your own private room, which is decked out with

scrolls, ceramics and paper-screen doors. Sit on legless chairs or cushions and enjoy *japchae* (stir-fried noodles and vegies), *pajeon*, beans, anchovies, chives and pickled walnuts, fish, rice, salad, two soups and all sorts of other vegetables.

SOSIM Map p205 Korean

☎ 734 4388; meals W7000-20,000; ☎ 11.30am-9.30pm Mon-Sat; subway Line 3 to Anguk, Exit 6
A small, rustic, home-cooking basement restaurant serves mainly vegetarian meals, including organic rice, teas that take a year to make, and side dishes such as boiled peanuts. The set meals are best and can include mushroom soup, fish or *pajeon*. The helpful owner speaks some English.

TOP CLOUD RESTAURANT & BAR

Map p205 Western
☎ 2230 3000; www.topcloud.co.kr; Jongno Tower; meals W40,000-70,000; ☎ noon-midnight; subway Line 1 to Jonggak, Exit 3

Up on the top floor of Jongno Tower, this classy French-style restaurant, noted for its steaks, offers knock-out views of the city, especially at night. The black-clad staff are well-trained and speak English. Come here for a special treat. You can just pop in for a drink (beer W9350, cocktails W14,300, coffee W12,100) and enjoy the romantic night view and the live jazz (nightly at 7.30pm and 11.30pm, except Monday).

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WORLD FOOD COURT

Map p205 Korean & Fusion
B1 Jongno Tower; meals W4000-10,000; ☎ 11am-10pm; subway Line 1 to Jonggak, Exit 3
Fusion food is the theme here, mainly big platters of it, and the Hite draught beer corner (☎ 2-9.30pm; 300/500mL W1200/1800) serves about the cheapest beer in Seoul.

CHEAP EATS

CROWN BAKERY Map p205 Bakery
Inсадonggil; snacks W800-2000; ☎ 7am-11pm; subway Line 3 to Anguk, Exit 6
This sweet-smelling bakery is busy all day and has a few tables and chairs inside where you can down a coffee (W3000) with your cake of choice.

DOLKEMAEL TOFU HOUSE

Map p205 Korean Tofu
☎ 722 8586; Inсадonggil; meals W6000; ☎ 11am-11pm; subway Line 3 to Anguk, Exit 6
The star of the show is the excellent *sundubu*, uncurdled tofu, which is cooked in a stone pot, and served with hotpot rice, soup and six side dishes including grilled fish. Add the egg to the *sundubu*, spoon the rice into the small ceramic bowls provided, and pour the hot water from the kettle into the rice hotpot to make scorched-rice tea.

HOTTEOK STALLS Map p205 Korean Snacks

Ujeonggungno; snacks W500-700; subway Line 3 to Anguk, Exit 6
Two types of *hotteok* can be found at these stalls – a fat, flat one with a cinnamon and honey paste inside and a ball-shaped one with red-bean paste inside.

JILSIRU TTEOK CAFÉ

Map p205 Korean Rice Cakes
☎ 733 5477; Inсадong-gil; rice cakes W1500-3500; ☎ 10am-9pm; subway Line 3 to Anguk, Exit 6
Enjoy small gourmet rice cakes with unusual flavours such as pear blossom or chocolate, rice cakes that look like cheesecakes, and even a rice-cake sandwich. Five bite-sized *tteok* (rice cake) and tea costs W5000.

KKULTARAE STALL Map p205 Korean Snacks

Inсадong-gil; 10 pieces W4000; ☎ 10am-10pm; subway Line 3 to Anguk, Exit 6
Two cheerful lads make this delicious bite-sized snack in front of you from cornflour threads, honey and nuts.

SOMA 1095 Map p205 Korean
☎ 722 7522; Ujeonggungno; meals W5000; ☎ 8am-10pm; subway Line 3 to Anguk, Exit 6
Colour photos of the 40 well-presented meals available here help you to choose what to eat in this clean and busy budget eatery.

TEMPLE COOKING SHOP

Map p205 Korean Vegetarian
☎ 735 0312; Inсадong-gil; snacks W3000-5000; ☎ 10.30am-9pm; subway Line 3, Anguk Exit 6
Snack on genuine Buddhist temple food – dried seaweed and lotus root, seed and nut biscuits or potato crisps. It's run by Sanchon restaurant, which is owned by an ex-monk.

TOSOKMAEUL Map pp202-3 Korean

☎ 735 7018; meals W6000; ☎ 24hr; subway Line 1 to Jonggak, Exit 3
Behind Pizza Hut is this wooden hut where cheerful ladies serve up *gamjatang*, a peasant dish of meaty bones in a spicy potato and sesame-leaf soup with side dishes including homemade *sundae* – black noodle-filled sausages. Finish your meal with free coffee.

MYEONG-DONG & NAMSAN

Myeong-dong offers plenty of reasonably priced options, or for somewhere special head to Korea House or Sejong Hotel.

ANDONG JJIMDAK

Map pp206-7 Korean Chicken
☎ 310 9174; meals W9,000; ☎ 11am-midnight; subway Line 4 to Myeong-dong, Exit 8
The *jjimdak* (minimum two people) is laced with red chilli so it's hotter than August. Chicken without bones is W2000 extra and *Bokbunja* (wildberry wine) costs W15,000.

BAEKJE SAMGYETANG

Map pp206-7 Korean Chicken
☎ 776 3267; meals W9000-18,000; ☎ 9am-10pm; subway Line 4 to Myeong-dong, Exit 6
Famous for its brusque, brisk service and *samgyetang* (chicken and ginseng soup), which costs W11,000 and includes *insamju* (ginseng liqueur). The adventurous can try the more expensive *ogolgyetang*

(black chicken cooked in ginseng), which also has medicinal qualities, or the unadventurous can opt for roast chicken (W9000). This large restaurant with black tables and chairs and a tiled floor is on the 2nd floor but has no English or *hangeul* (Korean phonetic alphabet) sign – look for the red Chinese characters.

EUNHASU BUFFET

Map pp206-7 Korean & Global
 ☎ 7736000; Sejong Hotel; lunch/dinner buffet incl tax & services W34,000/38,000; 🕒 noon-2.30pm, 6-9.30pm; subway Line 4 to Myeong-dong, Exit 10
 This long-running buffet is the perfect introduction to a wide variety of Korean food including beef ribs, barbecue pork, rice porridge, fish, oxtail soup, *kimchi* pizza, traditional desserts and tea. Some Western items are included and the green-themed classy surroundings add to the sense of occasion.

GOGUNG Map pp206-7 Korean Bibimbap
 ☎ 776 3211; meals W8000-15,000; 🕒 11am-10pm; subway Line 4 to Myeong-dong, Exit 10
 Come here for authentic Jeonju *bibimbap*, which is said to be the best in Seoul. The décor here is gloomier than at its bright new branch in Insadong (p89).

KOREA HOUSE Map pp206-7 Royal Cuisine
 ☎ 2266 9101; www.koreahouse.or.kr; lunch W13,000-30,000, dinner W34,000-80,000; 🕒 noon-2pm, 5.30-8.50pm; subway Line 3 or 4 to Chungmuro, Exit 3

The excellent royal banquet meals or lunch buffet are the best choice at this leading showcase for Korean food and traditional culture. In this grand *hanok*, dinner is served by *hanbok*-clad staff in two sessions, Monday to Saturday from 5.30pm to 7pm and 7.20pm to 8.50pm, but only once on Sunday from 6.30pm to 8pm. The cooks really care about their food and dinner sets. They start with *gujeolpan* followed by a dozen or so well-presented small dishes – jellyfish in a piquant sauce, perfect beef, heavenly eel, succulent oxtail, mini-*pajeon*, soups, *japchae*-type salad, *sinseollo* (meat, fish and vegies in broth cooked at your table), king prawn and abalone. Evening meals are followed by a one-hour performance at the theatre (p101). The *souvenir shop* (🕒 10.30am-10pm) stocks high quality work by leading craftsfolk.

NUTRITION CENTRE

Map pp206-7 Korean Chicken
 ☎ 776 2015; meals W6500-10,000; 🕒 11am-10.30pm; subway Line 4 to Myeong-dong, Exit 6
 A Myeong-dong institution with a fast-food décor that only offers two items – a whole chicken roasted on a spit or *samgyetang* for W10,000. At lunch a cheaper chicken set is available.

SEOCHOGOL Map pp206-7 Korean Galbi
 ☎ 777 6911; meals W5000-12,000; 🕒 11am-11pm; subway Line 4 to Myeong-dong, Exit 8
 Behind Basic House is this unpretentious *galbi* restaurant with an English-speaking owner where the beef ribs are charcoal-grilled at your table, creating a smoky atmosphere. A bottle of *soju* provides the perfect accompaniment.

TOBANG DUCK RESTAURANT

Map pp206-7 Korean Duck
 ☎ 778 6727; Namdaemun market; ducks W30,000-41,000; 🕒 10am-10pm; subway Line 4 to Myeong-dong, Exit 7
 A pile of delicious sliced smoked duck is kept warm over a small cauldron of steaming water that cooks the chives and sesame leaves that accompany the meat. Two dipping sauces are provided, one mustard and the other a delicious local concoction. Order noodles afterwards if required.

CHEAP EATS

GIMBAPGWAMANDUSAI Korean
 Map pp206-7
 ☎ 755 5559; meals W2000-4000; 🕒 7am-midnight; subway Line 1 or 2 to City Hall, Exit 2
 This simple and neat budget eatery specialises in *gimbap*, including nude *gimbap*, but also serves up big bowls of *bibimbap* as well as noodles, homemade dumplings and *sujebi*.

SINSUN SEOLNONGTANG

Map pp206-7 Korean
 ☎ 777 4531; meals W5500; 🕒 24hr; subway Line 4 to Myeongdong, Exit 8
 Sinsun has been serving up excellent *seolleongtang* (beef and vegie soup) for 25 years and never closes its doors. It's plonk-it-on-your-table service and no fancy décor, but people come for the food.

ITAEWON

Every week a new ethnic restaurant opens in Itaewon, with new Middle Eastern restaurants leading the charge at the present time.

ALI BABA Map p209 Middle Eastern
 ☎ 790 7754; Itaewonno; meals W5000-15,000; 🕒 noon-midnight; subway Line 6 to Itaewon, Exit 2
 Authentic Egyptian food, coffee, music and surroundings are up here on the 2nd floor. Portions are small so sharing a number of dishes is the way to go, and the freshly made pitta bread is particularly delicious. The *sheesha* (water pipe) is an expensive puff at W20,000.

GECKO'S GARDEN Map p209 Western
 ☎ 790 0540; tapas W5000, meals W8000-13,000, set meals W50,000; 🕒 noon-2am; subway Line 6 to Itaewon, Exit 1
 A lovely garden courtyard but this restaurant, which currently offers tapas, specials such as smoked salmon, king prawns and couscous, with a barbecue Friday to Sunday, hasn't yet hit on a winning formula.

ITAEWON GALBI Map p209 Korean
 ☎ 795 1474; meals W7000-25,000; 🕒 10am-11pm; subway Line 6 to Itaewon, Exit 2
 Up on the 2nd floor is this long-established and well-known eatery with helpful staff and traditional genre paintings on the wall. Grab a window seat and enjoy *galbi*, *galbitang* (beef ribs stew), mushroom *bulgogi*, *bulgogi* on a hotplate or for something more exotic, try cow's tongue.

LA PLANCHA Map p209 Western
 ☎ 796 0063; meals W14,000-17,000; 🕒 6-11pm; subway Line 6 to Itaewon, Exit 1
 Order chicken, pork, steak, lamb, and salmon with vegetables and a sauce at this new indoor/outdoor restaurant that serves fresh meat by weight. Clean, tidy and modern, the food is on view and the cooks and serving staff do their jobs well.

LE SAINT-EX Map p209 French
 ☎ 795 2465; meals around W25,000; 🕒 6pm-midnight; subway Line 6 to Itaewon, Exit 1
 The menu changes daily with specials like duck confit and roasted scallops but there is usually fish, seafood, lamb and a steak in

TOP FIVE SNACKS

- Best street-stall sweet snack: *hotteok* (pita bread with a sweet filling)
- Best street-stall savoury snack: *tteokbokki* (rice cakes in a sweet and spicy sauce)
- Best subway station snack: *delimanjoo* (custard-filled mini-cakes)
- Best convenience-store snack: *samgak gimbap* (triangular sushi)
- Healthiest snack: *tteok* (rice cakes)

this authentic bistro that only does dinners. With a homely atmosphere, a French cook and French wines it has quickly garnered a reputation for excellence.

MEMORIES Map p209 German
 ☎ 795 3544; Pokwangdong-gil; meals W10,000-25,000; 🕒 noon-11pm; subway Line 6 to Itaewon, Exit 4
 This cosy Deutschland oasis has been running for more than 10 years, and Herr Chef serves up authentic fare: solid soups, unfancy schnitzels, steaks and, of course, bratwurst with sauerkraut and roast potatoes, all washed down with German beer.

MOGHUL Map p209 Indian
 ☎ 796 5501; meals W14,000-25,000; 🕒 noon-3pm, 6-10pm; subway Line 6 to Itaewon, Exit 1
 Sit inside or outside in this well-established restaurant where lamb is popular and buffets appear on weekends.

SALAM Map p209 Turkish
 ☎ 793 4323; meals W5000-18,000; 🕒 noon-10pm, closed 1st & 3rd Mon; subway Line 6 to Itaewon, Exit 3
 One of the best Middle Eastern restaurants, this authentic Turkish one is hidden away next to the mosque. *Pide* (thin pizza), kebabs, hummus, baklava and lots of other options are freshly made in the open-plan kitchen. The restaurant has neat tables and Turkish décor and music. A try-everything nine-course meal is W18,000 while a puff on the *sheesha* is W10,000.

SANTORINI Map p209 Greek
 ☎ 790 3474; meals around W30,000; 🕒 noon-11pm; subway Line 6 to Itaewon, Exit 1
 On the 2nd floor is this new Greek taverna with a wide range of food that arrives at

Mediterranean speed. With its friendly service and good food, this place could be a winner. The best bet is the slab of baby ribs, which are adult-sized and cooked to perfection. The moussaka (W18,000) is tasty but a bit small, although it comes with a basic salad starter. The lunch specials are W9900.

SIGOL BAPSANG Map p209 Korean
시골밥상; ☎ 793 5390; off Itaewonno; meals W7000-12,000; 🕒 24hr; subway Line 6 to Itaewon, Exit 2

Sit amidst piles of rustic collectables is this restaurant offering countryside food (traditional Korean food from the days when Korea was a rural society). The restaurant occupies two buildings, both serving the same food. Try a W7000 *sigol bapsang* – 20 mainly vegetarian side dishes along with spicy tofu soup and rice. Order a plate of *bulgogi* if you want meat.

THAI ORCHID Map p209 Thai
☎ 792 8836; Itaewonno; meals W9000-22,000; 🕒 noon-10.30pm; subway Line 6 to Itaewon, Exit 2

It's been around forever but a recent overhaul has modernised the look of this attractive and relaxing restaurant. Up on the 3rd floor, it's still the expat favourite for when nothing but delicious coconut-based Thai food will do.

OUTBACK STEAKHOUSE
Map p209 Western Grill
☎ 749 5101; Itaewonno; meals W13,500-25,000; 🕒 11.30am-10.30pm; subway Line 6 to Itaewon, Exit 4

Steaks star in this popular Aussie-themed restaurant with pine décor, music and a bar, which all combine to create a jovial and relaxed atmosphere.

CHEAP EATS

TACO Map p209 Mexican
☎ 797 7219; snacks W3000-5000; 🕒 11am-10pm; subway Line 6 to Naksapyeong, Exit 2

This cheap and cheerful little diner offers five types of Mexican munchies and attracts plenty of foreigners. The flavour-some grub is cooked in front of you by the youthful staff. The burritos and fajitas are the best bet.

DAEHANGNO

Diners are spoilt for choice in this youthful entertainment district with lots of outdoor seating in summer.

BONGCHU JJIMDAK
Map p208 Korean Chicken
☎ 3676 6981; meals W11,000; 🕒 11am-midnight; subway Line 4 to Hyehwa, Exit 1 or 2

A popular *jjimdak* restaurant with paper lanterns and Zen-style décor that offers large platters of freshly cooked chicken pieces, potatoes, carrots and onions on top of noodles and a sauce with a kick. You need two people for this party food, no *kimchi* side dishes are served, and you have to wait while it's freshly cooked.

KIJOAM Map p208 Japanese
☎ 766 6100; meals W8000-15,000; 🕒 11.30am-10pm; subway Line 4 to Hyehwa, Exit 2

Food fashions in Seoul come and go faster than the KTX train but the non-spicy Japanese noodles, cutlets and *tempura* sets at this chain restaurant never lose their appeal.

MAMA FOOD MARKET
Map p208 Global Fusion
☎ 745 0308; meals W7000-22,000; 🕒 11.30am-2am; subway Line 4 to Hyehwa, Exit 1 or 2

A lengthy global menu of fresh fusion Marché-style food is served outside under a smart awning or inside in a variety of sitting areas. Every night from 8pm to 10.30pm, solo singers perform on the terrace balcony.

NOLBOOJIP Map p208 Korean
☎ 3675 9990; Daehangno; set meals W12,000; 🕒 11.30am-10pm; subway Line 4 to Hyehwa, Exit 1

Down the steps in front of Pizza Hut is this special restaurant that serves a reasonably priced banquet to the sound of live traditional music, played daily from noon to 2pm and from 6.30pm to 8.30pm. Sit on floor cushions in the large eating arena and order *sangcharim* (minimum two people), which includes 20 dishes including steamed egg, fish, chicken, octopus, *japchae*, *galbi*, soup, quail's eggs and burnt-rice tea.

OPSEOYE Map p208 Korean
☎ 742 4848; meals W6000-23,000; 🕒 11.30am-10pm; subway Line 4 to Hyehwa, Exit 2

A lovely little garden surrounds this thatched *hanok* restaurant with a rustic

interior. It specialises in hearty and traditional beef, mushroom and seafood casseroles plus *dajinjal galbi* – a giant beef patty.

SANNAEDEULLAE Map p208 Royal Cuisine
☎ 766 7374; meals W8000-22,000, royal court sets W22,000-38,000; 🕒 11.30am-10pm; subway Line 4 to Hyehwa, Exit 1

Hidden on the 3rd floor (above Pho Hoa), this restaurant serves up royal court cuisine such as *sinseollo* (steam boat) and *gujeolpan* (eight tiny snacks wrapped in minipancakes). Although just a starter, *gujeolpan* (W20,000) comes with sweet pumpkin porridge, soup, a salad bar of healthy greens, rice cakes and tea, and makes a light lunch.

TGI FRIDAY'S Map p208 Western
☎ 743 1321; Daehangno; meals W13,000-29,000; 🕒 11am-11pm; subway Line 4 to Hyehwa, Exit 1

Jack Daniel's chicken, steak, ribs and salad lures customers to this ever-popular American restaurant chain with 12 locations across Seoul. The bar adds to the cheerful and relaxed atmosphere. Bottles of wine start at W20,000, while beer starts at W2900.

YETNAL NONGJANG
Map p208 Korean Barbecue
옛날농장; ☎ 763 9834; meals W5000-15,000; 🕒 10am-5am; subway Line 4 to Hyehwa, Exit 3

Come to this barbecue restaurant with wood beams and traditional murals for the W10,000 barbecue beef. The sauces and side dishes are good, the meat chunkier than *bulgogi* and the place generally has a party atmosphere.

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IN PICK & MIX

ZEN ZEN Map p208 Korean Barbecue
☎ 3675 1150; meals W5500-8000; 🕒 11am-11pm; subway Line 4 to Hyehwa, Exit 2

Eat inside or outside at this large new establishment that specialises in *samgyeopsal*, which is often eaten with *naengmyeon*, but *dwaejigalbi* (barbecued pork ribs) is another option. It moved here from Sinchon where the special marinades and the choose-your-own-salad-wrappings were a hit.

CHEAP EATS

BEER OAK Map p208 Korean Chicken
☎ 745 0087; Daehangno; chickens W12,000; 🕒 4.30pm-1.30am; subway Line 4 to Hyehwa, Exit 3

Always popular and noisy, Beer Oak serves delicious barbecue chicken roasted on a spit over a wood fire along with cheap beer (W2000 for a big glass). Order *sogeuimgui* for a whole chicken on its own or *modeumgui* for a whole chicken cut up and served on a platter with pasta, pressed rice cakes, corn and raisins, covered in a sweet chilli sauce.

HONGIK

Hongik is not a gourmet district, but standards are improving.

AGIO Map p213 Italian
☎ 334 7311; meals W8500-15,000; 🕒 noon-2am; subway Line 2 to Hongik University, Exit 6

Sit outside in the spacious courtyard under shady trees or inside this charming Italian restaurant that serves interesting salads and pastas, but specialises in large, thin-crust pizzas, freshly made in a wood-fired oven and served on a wooden platter. Drinkable house wine is W5500.

BAENGYEON SAMGYETANG
Map p213 Korean Chicken
☎ 325 3399; Yanghwaro; W10,000; 🕒 9.30am-10pm; subway Line 2 to Hongik University, Exit 6

This well-known rough-and-ready restaurant only serves chicken and ginseng soup and in summer you will probably have to queue because locals think it's the best in the area.

JENNY'S Map p213 Italian
☎ 3141 7891; Wausan-gil; meals around W8000; 🕒 11.30am-11pm; subway Line 2 to Hongik University, Exit 6

Verging on the funky, this laid-back café-style eatery plays good music, the bread is

homemade and Jenny makes everything fresh to order, so expect to wait. Even the house wine (W4000) is good. Try the mushroom sandwich and salad. Lunch sets include soup and a soft drink.

NANIWA Map p213 Japanese
나니와; ☎ 333 5337; meals W5000-9000;
🕒 11am-10pm; subway Line 2 to Hongik University, Exit 6

Seoulites have still not forgotten Japan's cruel colonial rule, but they have forgiven them to the extent that customers pour into Japanese-style restaurants like the reasonably priced Naniwa chain that serves cutlet and *udong* (thick white noodle broth) set meals. The seats are a bit squashed but are made of *tatami* (woven straw), which adds to the Japanese atmosphere.

NOLBOO Map p213 Korean
☎ 3141 7766; meals W5500-8000; 🕒 11am-11.30pm; subway Line 2 to Hongik University, Exit 6
Come to this spacious 2nd floor restaurant for *budae jjigae* (or *Johnsontang*), which consists of ham, sausages, tofu, noodles and vegetable scraps that are thrown into a big wok, cooked at your table and served with rice and good side dishes. See p28 for the origins of this meal.

CHEAP EATS

CABIN OAK Map p213 Barbecue Chicken
☎ 335 6117; chickens W10,000; 🕒 4pm-3am; subway Line 2 to Hongik University, Exit 5
Most chicken-and-beer places sell fried chicken, but here at this clean and modern *hof* (pub) it is cooked on a spit over a wood fire. Beer costs W2000.

GIO Map p213 Korean
☎ 323 1093; meals W4500; 🕒 11-2am; subway Line 2 to Hongik University, Exit 6
The ladies in this shack serve up unique cheap food. There is no need to order as they only do two dishes that are both cooked at your table. First is a bowl of mushrooms and homemade noodles, which are the widest in Seoul. Remove some of the red pepper sauce if you want to make it less fiery and cook for 15 minutes. Next up is the pre-cooked rice, dried seaweed and herbs, which is mixed together in the same pot.

RICHEMONT BAKERY Map p213 Bakery
☎ 332 7778; snacks W500-5000; 🕒 7am-11pm; subway Line 2 to Hongik University, Exit 6
An above-average bakery that is always coming up with new creations and offers a good value European breakfast for W3500. It also sells real bread, specialist chocolates and their own ice lollies.

SINCHON & YEUIDO

Sinchon has plenty of reasonably priced options, but Yeuido is something of a culinary desert.

BSD DUBU HOUSE Map p210 Korean Tofu
☎ 362 8897; meals & sets W6000-15,000;
🕒 11am-midnight; subway Line 2 to Sinchon, Exit 3
Fourteen varieties of spicy *sundubu* are on offer in this neat and clean basement restaurant decorated with collectables, but the traditional beef one is hard to beat. Add a raw egg to the *sundubu*, and empty the rice into a bowl, adding boiling water from the kettle to the rice that's left behind to make burnt-rice tea. Side dishes include freshly fried fish and *odeng* (processed seafood cakes in broth).

CHUNCHEONJIP Map p210 Korean Chicken
☎ 323 5597; meals W5500-8000; 🕒 24hr; subway Line 2 to Sinchon, Exit 2
This large and cheerful restaurant with music, a tiled floor and paper lanterns never closes. Try their hot and spicy fusion *dakgalbi* (pan-fried chicken) with cheese and sweet potatoes or noodles that are cooked at your table. You serve yourself side dishes from a buffet – a great idea that reduces waste.

NORYANGJIN FISH MARKET RESTAURANTS Map p210 Korean Fish
☎ 821 3262; meals W10,000-60,000; 🕒 10am-midnight; subway Line 1 to Noryangjin, Exit 1
Up on the 2nd floor of the fish market are half a dozen traditional-style restaurants selling the freshest fish and seafood. They specialise in raw fish (small platter W60,000), but also serve soups with octopus, blue crab or fish, but they tend to be very chilli hot. Steamed crab (W60,000), grilled prawns or clams (W30,000), or *jeonbokjuk* (abalone rice porridge) may be more appealing. All come with side dishes such as grilled fish, quail eggs, acorn jelly,

beans and tofu. Beware of *sannakji*, which is live baby octopus. One restaurant has an English menu. From the subway exit cross the footbridge over the railway tracks and go down the steps into the fish market.

PLAZA FOUNTAIN BUFFET
Map p210 Korean & Global
☎ 789 5731; adult lunch/dinner W40,000/45,000, child 5-13yr lunch/dinner W25,000/28,000; 🕒 noon-3pm, 6-10pm; subway Line 5 to Yeouinaru, Exit 4
The popular and smart buffet restaurant in the 63 Building puts on an impressive spread of Korean, Japanese and Western favourites. In the centre is a dancing fountain under a glass dome.

CHEAP EATS

HAPPY TABLE Map p210 Fusion
☎ 363 9991; meals W5000; 🕒 10.30am-9pm; subway Line 2 to Sinchon, Exit 3
The tables and chairs are tiny and squashed together, but this small student restaurant serves up lots of small but inexpensive fusion dishes including chicken salad in a yam basket.

HWEDRA RAMYEON
Map p210 Korean Noodles
☎ 337 1506; meals W3000-10,000; 🕒 24hr; subway Line 2 to Sinchon, Exit 1
This tiny, dark cell of an eatery serves up the hottest *ramyeon* in Seoul and the *ajumma* (a woman who runs a hotel, restaurant or other business) in charge adds chillies with a large ladle. Said to cure even the worst hangover, you can take up this fear-factor challenge for just W3000.

GANGNAM

Masses of restaurants crowd around Gangnam subway station although the turn-over rate is high, while Apgujeong is another dining hotspot.

BERRIES CAFÉ Map p211 Organic Western
☎ 514 9567; Apgujeong; meals W6000-11,000; 🕒 10am-10pm; subway Line 3 to Apgujeong, Exit 2
A pleasant but quiet 2nd-floor restaurant decorated with bare bricks, plants and lilac tablecloths, it specialises in organic food and drinks. Organic tea, coffee, juices,

wines, ice creams and beers accompany a short menu of Italianish food – salads with apple mayonnaise, fusion *dorials* (rice covered in spaghetti sauce) and pasta. Downstairs is an organic-food shop (see p127).

BONJUK Map p211 Korean Rice Porridge
☎ 514 6233; Apgujeong; meals W5000-10,000; 🕒 9am-10pm Mon-Sat; subway Line 3 to Apgujeong, Exit 2
Big bowls of tasty and healthy rice porridge feature in this chain of small restaurants – try ginseng and chicken, mushroom and oyster, seafood, sweet pumpkin, or red bean.

FAMILIA BUFFET Map p211 Korean & Global
☎ 3440 8090; lunch/dinner incl tax & service W49,000/53,000; 🕒 noon-3pm, 6-10pm; subway Line 7 to Hak-dong, Exit 1
This restaurant in the plush and pukka Imperial Palace Hotel provides a superb buffet banquet. Some of the food is freshly cooked by a squad of cooks who work in the dining area and are dressed in ninja outfits.

HANMIRI Map p211 Royal Cuisine
☎ 569 7165; 2nd fl, Human Touchville, Nonhyeonro; set meals W35,000-77,000; 🕒 noon-3pm, 6-10pm; subway Line 2 to Yeoksam, Exit 6
Be treated like royalty by *hanbok*-clad staff in this oasis of old-fashioned service and décor with embroidery on the tables and walls, and indulge in a well-presented royal-cuisine feast fit for a Joseon king.

HARD ROCK CAFÉ Map p211 Western
☎ 547 5671; Dosandaero; meals W8000-22,000; 🕒 5pm-2am Mon-Thu, noon-3am Fri & Sat, noon-midnight Sun; subway Line 3 to Apgujeong, Exit 2
Dig into ribs, salads, Mexican and Italian food, amid rock music souvenirs, with the added attraction of live music and dancing nightly (except Monday) from 8.30pm to midnight. DJs are also around and take over on Monday. The music gets louder as the evening progresses, and local draught beer is W3500.

MAD FOR GARLIC Map p211 Italian Fusion
☎ 546 8117; Apgujeong; meals W12,000-17,000; 🕒 11.30-2am; subway Line 3 to Apgujeong, Exit 2
A striking décor of bare brick walls adorned with strings of garlic and wine glasses and bottles gives a Mediterranean flavour to

this huge cellar of an Italian bistro. Ten chefs in the open-plan kitchen serve up garlic steak (₩33,000), thin-crust pizzas and other favourites along with items such as the Dracula Killer starter – slices of bread that you spread with whole cloves of garlic soaked in hot herby olive oil, and cover in grated cheese. Bottles of wine start at ₩20,000 while a large glass of house red is ₩5000 and a beer is ₩3800.

NOODLE X Map p211 Korean Fusion

☎ 592 7401; meals ₩5000-8000; 🕒 11.30am-10.30pm; subway Line 2 to Gangnam, Exit 5
Despite the name, inventive fusion food of all kinds is served in this dimly-lit modern eatery with red and black décor and music. This is the best place to try *jajangmyeon* and even baked potato (small) is on the menu.

PHO BAY Map p211 Vietnamese Noodles

☎ 7501 9103; meals ₩8000-13,000; 🕒 10am-3am Mon-Fri; subway Line 2 to Gangnam, Exit 7
A restaurant chain with simple but clean décor that specialises in fresh-tasting Vietnamese rice noodles. The big plus here is that you mix in whatever amount of bean sprouts, chillies, lemon and onion you want. Service can be slow at busy times.

PULHYANGGI Map p211 Korean Vegetarian

☎ 545 0415; Eonjuro; lunch specials ₩6000-8000, dinner sets ₩18,000-50,000; 🕒 10am-10pm; subway Line 3 to Apgujeong, Exit 2
Sit on chairs or floor cushions at this long-running, 2nd-storey restaurant where the main attraction is the dozen or more items served up in the dinner sets. The mainly vegetarian sets offer traditional food such as sweet-and-sour mushrooms, sesame soup, acorn jelly, rice cakes and special teas. *Dongdongju* (fermented rice wine) costs ₩6000.

SINSUN SEOLNONGTANG Map p211 Korean

☎ 538 5533; Teheranno; meals ₩5500-11,000; 🕒 24hr; subway Line 2 to Gangnam, Exit 8
This bright and clean restaurant with greenery is one of a chain that is famous for its *seolleongtang* (adult/child ₩5500/3500). But it also serves *gyeranjjim*, steamed egg with a spring onion and seafood garnish. In the lobby the vending-machine coffee is the cheapest in Seoul at just ₩100.

SONGTAN BUDAE JJIGAE Map p211 Korean

☎ 501 8280; Bongeunsaro; meals ₩8000; 🕒 24hr; subway Line 2 to Gangnam, Exit 7
Sit on floor cushions or chairs at this popular no-frills restaurant with dark décor that never closes. The *budae jjigae* (ham and vegetable stew) is cooked at your table. It comes with a potato side dish, but order rice or instant noodles to go with it.

JAMSIL

Besides the restaurants in the COEX Mall, over the river to the north is Seoul's most fun food court.

MARCHÉ Map pp214-15 European

☎ 6002 6890; COEX Mall; meals ₩5000-25,000; 🕒 11am-11pm; subway Line 2 to Samseong, COEX Exit

A restaurant chain that has fresh food piled up in market stall sections in an open-plan style and specialises in Euro nosh – Swiss *rostis*, homemade pasta, steak, ribs, sausages and salads. Seoulites have taken to it in a big way.

O'KIM'S BRAUHAUS Map pp214-15 European

☎ 6002 7006; meals ₩7000, platters ₩20,000-35,000; 🕒 11.30am-midnight; subway Line 2 to Samseong, COEX Exit

More Deutschland than Ireland, this is a huge but convivial place with an Oktoberfest atmosphere and live music at 8pm nightly (except Sunday). It serves up big platters of steak, ribs, sausages and seafood along with their own brewed-on-the-premises light or dark German-style beer (₩4800 a glass). It's near the exhibition halls rather than in the mall.

CHEAP EATS

TECHNO MART FOOD COURT

Map pp214-15 Korean & Global

B1, Techno Mart; meals ₩5000; 🕒 10am-8pm; subway Line 2 to Gangbyeon, Exit 1

Forty stalls with loquacious staff compete with each other to pile up as much fusion food as possible on huge platters that are meant for sharing – a ₩10,000 platter feeds three hungry people. Browse the plastic replicas of the food and see the world's largest bowls of *bibimbap* and giant ice-cream concoctions on shaved ice or fruit.

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