

Korea's Bibigo dumplings available on Australia's Qantas airline

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Korea-based CJ CheilJedang has announced that it will introduce Bibigo dumplings as an in-flight meal for Qantas Airlines in Australia. The product being supplied is Bibigo Steamed Mandu, which includes Pork Dumplings and Pork & Kimchi Flavored Dumplings. Passengers on international flights from Australia to the UK (London), Singapore, the Philippines (Manila), Japan (Tokyo), and Canada, as well as domestic flights to Perth, will be provided with this as a snack starting in October. This marks the first time an overseas airline provides Bibigo K-food as an in-flight meal on an international route other than Seoul. Qantas, as Australia's representative airline, operates routes to major cities worldwide, so this move is expected to help increase global awareness of Bibigo dumplings.

Following this delivery, CJ CheilJedang plans to launch its B2B (business-to-business) business in Australia in earnest. The company is actively fostering its business in Oceania, including Australia, as a key region for its K-food global territory expansion. Bibigo products are sold in major distribution channels such as Australia's top hypermarkets Woolworths and Costco, convenience store chain Ezymart, and New Zealand hypermarket chains New World and Pak'nSave. After entering large distribution channels, CJ CheilJedang plans to focus on expanding its local K-food business by accelerating its B2B business.