

Asian restaurant chain names Risdall

Asian restaurant chain bd's Mongolian Grill this week tapped Risdall Marketing Group (RMG) as agency of record. New Brighton-based RMG will work with the restaurant chain, known for its casual dining experience where customers create their own stir-fry. No budget was disclosed.

"We are looking to evolve our brand in the midst of our expansion, and with Risdall Marketing Group, we found a perfect partner who understands the bd's Mongolian Grill brand - fun, lively and interactive," said Denise Head, vice president of marketing for the chain, in a news release. "We are eager to tell the world what makes dining at bd's Mongolian Grill an experience like no other."

The Mongolian Grill concept was started in 1992 by Billy "bd" Downs in a suburb of Detroit. Now based in Burnsville, the company is led by a group of restaurant industry executives that also operates 97 Burger King franchises, most of which are in located in Minnesota.

"Just like the spirited approach to cooking that is the hallmark of bd's Mongolian Grill, our work will evolve the brand in a fun and irreverent fashion," said Rose McKinney, president of Risdall McKinney Public Relations. "We are excited and thrilled to 'Go Mongo' for bd's Mongolian Grill as it expands."

The Mongolian Grill offers diners a chance to create their own stir-fry feast from a variety of meats and seafood, fresh vegetables and sauces, which are cooked by individual grillers on a large, flat grill. The chain Mongolian Grill currently has 37 locations in 11 states.

—Bob Geiger