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Demand for Home Delivery Service for Restaurant Meals and Grocery Foods Purchased On-line Surges ... Home Delivery Service Companies Expand Business

<http://news.hankyung.com/edge/article?aid=2018061278761>

Summary: Leading delivery service companies in Korea are reportedly beefing up their operations to cope with the rapid increase of market demand. According to industry sources, current demand for home delivery service for restaurant meals and grocery foods purchased on-line is about 50 million deliveries a month. However, local delivery service companies currently have limited capacity which allows them to process only 10 percent of the market demand (10 million deliveries a month). As the on-line foodservice and retail industry in Korea expands further, the demand for quick home delivery service continues to increase. For example, major Korean on-line grocery retailers are now offering 'early morning home delivery service' as local consumers, many of them with ever busier lifestyles today, are attracted to the benefit of getting their on-line purchases in their hands before they start another busy day. Barogo, the leading home delivery service company in Korea for restaurant meals, that has 30,000 delivery crews on moto cycles and trucks to process 2 million deliveries a month, has recently received 20 billion won of investment to beef up its operation. Baemin, another leading home delivery service company for restaurant meals (delivers 400,000 deliveries a month currently), has also announced an expansion plan. According to the Korean Statistics Office, Korean consumers spent 2 trillion won (about \$1.9 billion) for on-line purchases of fresh food products in 2017, up sharply from 1.7 trillion won the year before.

'Half Price' Fresh-Squeeze Fruit Juice by Lotte Mart Reports Early Success ... Lotte Mart to Bring Air Shipments from Spain to Restock the Shelf

<http://news.mk.co.kr/newsRead.php?year=2018&no=371644>

Summary: 'Sweet Hug', a private brand, 100% fresh-squeeze fruit juice launched by Lotte Mart on June 7 has reported early success. According to Lotte Mart, the first shipment of 50,000 bottles of Sweet Hug juice supplied to its stores have almost sold out within 5 days since the launching. Lotte Mart pointed out that consumers quickly recognized the great value of Sweet Hug juice as the brand offers the same "100% fresh-squeeze" quality as national brand products at the half price. Lotte Mart plans to bring an urgent shipment of the juice from Spain via air cargo to prevent product shortages in its stores while rescheduling regular, pipeline shipments to earlier dates. Sweet Hug juice is processed in Spain and offers 9 months of shelf-life under refrigeration due to aseptic bottling technology.



Value Shopping Trend Leads to More Products in Pouch Packaging ... Coffee, Ice Cream, and Soups

<http://news.hankyung.com/article/2018061083001>

Summary: Caffebene, a leading café chain in Korea, has launched recently ready-to-drink coffee products contained in vinyl pouch packaging recently. There are many other food and beverage processors in Korea that have also recently launched new products in pouch packaging. Marketers point out that many consumers who have economic concerns are attracted to products in pouch packaging which are offered at lower prices than products in bottle or other types of regular packaging.



Korean Duty Free Stores Welcome Return of Chinese Travelers

<http://news.hankyung.com/article/2018060343871>

Summary: South Korean duty free stores are reportedly launching new PR campaigns and sales promotions targeting Chinese travelers as the Chinese government is lifting barriers that restricted Chinese tourists from traveling to South Korea. The number of Chinese travelers visiting Korea has been on a sharp increase since February this year ever since the summit meeting between the two countries generated an agreement on the lifting of travel restrictions maintained by the Chinese government since last year. The number of Chinese tourists visiting Korea totaled 0.36 million in April this year, up over 60 percent from a year ago. The number of Chinese tourists traveling to Korea is likely to continue to grow in the coming months as the Chinese government further lifts its travel restrictions such as group package tours on chartered flights and cruise ships and on-line sales of Korean programs.

CJ Cheiljedang Launches 'CJ Olive Market', HMR Grocery Store

<http://news.hankyung.com/article/2018053164761>

Summary: CJ Cheiljedang (CJ), the leading food processor in Korea, announced that it will launch 'CJ Olive Market' store on June 1. According to CJ, 'CJ Olive Market' is a grocery store that offers its home meal replacement (HMR) products exclusively. The first store will open in CJ's headquarter building and the second store is scheduled to open in IFC Mall, Yeoido Seoul on June 13. CJ has been the industry leader for HMR business and continues to make efforts to expand the business by launching new products under 'Hatban', 'Bibigo', and 'Gourmet' brands. 'CJ Olive Market' will be a venue where consumers can buy all the HMR products manufactured by CJ. CJ also points out that the store will help consumers maximize the benefits and value that CJ's HMR products offer as the store will provide guided cooking programs based on the products for trendy recipes.

The information in this report was compiled by the [Agricultural Trade Office \(ATO\)](#) at the U.S. Embassy in Seoul, South Korea. The press summaries contained herein do NOT reflect USDA, the U.S. Embassy, or other U.S. government agency official policy or view point. U.S. food exporters can learn more about market opportunities in South Korea by reviewing ATO Seoul's [Exporter Guide](#) and other reports available at www.fas.usda.gov by clicking on "attaché reports."