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Shinsegae Launches 'Pierrot Shopping', a Mixed Goods Store under "Fun & Crazy" Theme

<http://news.joins.com/article/22753084>

Summary: Shinsegae Group, a leading retail company in Korea, launched its newest retail store chain, 'Pierrot Shopping' on June 28 by opening the first store in COEX mall, Gangnam Seoul. The store under 2,513 sq. meters of space offers over 40,000 different products, ranging from fresh foods to cosmetics, electronics, cooking tools, and luxury hand bags. Pierrot Shopping is modeled after Don Quixote mall in Japan which made sensational debut and growth since launching in 1989 (recorded over \$8 billion of sales from 368 stores in 2017). Just like Don Quixote mall, Pierrot Shopping store intends to be nothing but different from conventional retail stores in terms of floor layout, product assortment, and pricing. For example, aisles in Pierrot Shopping is only 90 centimeter wide and are laid out in a maze pattern. The store has designated sections for "adult only" products and "nearing expiration date products". Shinsegae points out that all the products are offered at "rock bottom" prices. Two additional Pierrot Shopping stores are scheduled to open in Seoul within this year.

ROKG Considers 'Volume-Based' Liquor Tax on Beer ... Cheap Imported Beer would Disappear in Local Retail Stores if Implemented

<http://news.hankyung.com/article/2018062718351>

Summary: The Korea National Tax Service (NTS) has reportedly submitted a proposal to the Ministry of Finance & Planning (MFP) to change the liquor taxation system on beer from value-based to volume-based. Currently, all beer is charged with a 72 percent liquor tax based on the product price. Local breweries have been arguing that the value-based liquor tax favors imported beer only as the tax on imported beer was simply based on the import price reported by the importer. On the other hand, the tax on local beer was based on official ex-brewery price which is inclusive of production cost, marketing cost and profits. As a result, many imported beers have been enjoying significant price advantages over local beer (due to much less liquor tax paid) and were offered in retail stores at lower prices than local beer. NTS's proposal may put an end to the price advantage enjoyed by imported beer if implemented as all beer will be charged with the same amount of liquor tax regardless of the value. The amount of tax per volume has yet to be decided. But according to a recent conference on the issue held by the Korea Tax Academy, the liquor tax could be 728.3 won per liter (suggested by a panel speaker). Under this scenario, the liquor tax on imported wine would increase 2.6 times on average from current level. Of course there are different opinions about the liquor tax issue in the market. Some consumers argue that volume-based liquor tax will increase the beer price in the market. Others argue that volume-based liquor tax should also be expanded to other alcohol beverages. The NTS proposal would be voted in the National Assembly as early as September if the Korean government decides to make the change.

Catch of Pollack and Saury in Local Seas Plunges due to Increased Sea Water Temperature

<http://news.hankyung.com/article/2018062529561>

Summary: Catch of Pollack from local seas in Korea amounted to 1 metric tons(1,000 kg) in 2017, a dramatic decline from 46,890 metric tons in 1986. Catch of Saury also declined from 25,958 metric tons in 1975 down to 757 metric tons in 2017. The decline is due to increased sea water temperature. According to Korean government data, the water temperature of local seas rose an average of 1.12 degrees over the last 50 years, which was two times higher than the world sea average. On the other hand, catch of warm water species, such as mackerel and anchovy, in local seas has shown a significant increase over the years. For example, mackerel catch increased from 36,256 metric tons in 1970 to 115,260 metric tons in 2017.

CJ Cheiljedang to Launch ‘Care Food’ Business in Partnership with Yonsei University Hospital

<http://news.donga.com/3/all/20180625/90757093/1>

Summary: CJ Cheiljedang, the leading food processor in Korea, signed an MOU with Yonsei University Hospital on June 22 for a joint research partnership to develop a variety of processed food recipes targeting people with nutritional/health problems (a.k.a. care foods). CJ pointed out that the market for care food was growing quickly in Korea particularly due to the rapid increase of the silver population. Care foods by CJ will offer catered nutrition and function such as low sodium meals and soft textured meals.

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.