



Foreign Agricultural Service  
U.S. Agricultural Trade Office



## FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, August 31, 2018**

For Coverage: **August 21 ~ 31, 2018**

### ***Paris Baguette Launches Home Delivery Service ... Other Bakery Shop Franchises to Follow Soon***

<http://news.hankyung.com/article/2018083047171>

Summary: Paris Baguette, the leading bakery shop franchise in Korea under the umbrella of SPC Group, announced on August 30 that it has launched its home delivery service. According to Paris Baguette, 1,100 of its 3,400 bakery shops in Korea have started to offer home deliveries. Almost all products sold in Paris Baguette, including coffee, bread, and cake, are available for home delivery. Paris Baguette has established partnerships with some of the leading restaurant meal home delivery companies to launch the service. Other bakery shop franchises, including Tous Les Jours by CJ Group, are reportedly planning to launch home delivery services sooner or later.

### ***Lotte Executive Tower, a Six Star Luxury Hotel Opens in Seoul***

<http://news.hankyung.com/article/2018083047191>

Summary: Lotte Hotel, a leading hotel chain in Korea, announced that 'Lotte Executive Tower', a six star luxury hotel, is opening on September 1 in downtown Seoul. According to Lotte Hotel, Lotte Executive Tower offers 278 rooms inclusive of premium service package from \$400 per night each. Lotte Executive Tower also offers various luxury food and beverage outlets, including Pierre Garnier, a two star Michelin restaurant located on the 35th floor.

### ***CJ Cheil Jedang Acquires Frozen Food Companies in US and Germany***

<http://www.foodnews.co.kr/news/articleView.html?idxno=67623>

Summary: CJ Cheil Jedang has acquired frozen food companies in the US and Germany to strengthen its frozen HMR and MRE business. On August 28, CJ Cheil Jedang announced that it has acquired Kahiki Foods in Ohio, USA and Mainfrost of Germany. With these acquisitions, CJ Cheil Jedang's US frozen food production base has increased from three (2 in the East and 1 in the West) to four. In particular, the company has strengthened its frozen food portfolio of traditional dumplings, noodles and sauces with additional a la carte dishes, rice and noodle based ready-to-eat meal kits. CJ Cheil Jedang will also strengthen its competitiveness in the frozen food business in Europe with the acquisition of the German frozen food maker.

### ***Silver Population Takes 14 Percent of Korean Population ... Korea Joins 'Aged Society'***

<http://news.donga.com/3/all/20180828/91705793/1>

Summary: Korea Statistics Service (KSS) reported on August 27 that the percentage of silver population (people of 65 years old or older) in the total Korean population has reached 14 percent for the first time as of 2017. KSS pointed out that countries that have a silver population of 14 percent or higher are categorized as an 'aged society'. Korea has seen rapid increase of silver population since 2000 when the country was categorized as 'aging society' with a silver population of 7.3 percent.

### ***ROK to Supply 4,000 Tons of Cabbage and Radish Urgently to Curb Down Price Hikes***

<http://news.donga.com/3/all/20180827/91704385/1>

Summary: The Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) announced on August 27 that it will supply 3,000 metric tons of Korean cabbage and 1,000 metric tons of radish to the market urgently to stabilize the market price of these staple vegetables. Prices of many vegetables in the market has hiked during the summer this

year due to reduced supply under extreme heat and dry weather. Prices of cabbage and radish in particular rose 84 percent and 105 percent in August compared to previous years.

#### ***Lotte Mart Promotes Californian Honey Dew Melons***

<http://news.donga.com/3/all/20180827/91704697/1>

Summary: Lotte Mart has launched a sales promotion for Californian honey dew melons on August 27. The price is 6,900 won (about \$6.2) each.



#### ***Food Processors Pay Attention to Bugs as Future Food Ingredients***

<http://news.hankyung.com/article/2018082682311>

Summary: Korea Agro-Fishery Marketing Corporation (KAFMC), a state trading firm under the Ministry of Agriculture, reported that the size of the market for food bugs in Korea was 6 billion won (about \$5.4 million) as of 2015. KAFMC added that the food bugs market would likely grow rapidly to 101 billion won (\$92 million) by 2020. A small number of Korean food processors and restaurants have already launched products incorporating food bugs. KAFMC pointed out that under-developed local regulations on use of bugs in food products remained the key obstacle for further market development. For example, the variety of bugs allowed for food uses is limited to 4 species in Korea, which is much less than 2,000 species allowed in the U.S. and 170 in China. The most used food bugs in Korea are beetles and grasshoppers.

#### ***Starfield Goyang Shopping Mall Reports Outstanding Launching Year Outcomes***

<http://news.hankyung.com/article/2018082312201>

Summary: Starfield, a premium shopping mall business by Shinsegae Co., reported that its store in Goyang city, opened in August last year, generated outstanding outcomes. According to Starfield, the Goyang mall generated 680 billion won (about \$600 million) of cash-register sales over the last 12 months. Over 20 million consumers shopped in the mall. Sales and the number of shoppers both exceeded Shinsegae's internal goals. Shinsegae pointed out that the Goyang mall's successful launching was mainly due to efficient product assortment strategy catered to the tastes of local consumers. For example, Goyang mall offers more products for young families with kids as the city of Goyang has higher population ratio of young families.

#### ***Korean Retailers Promote 'Black Sapphire' Grapes from the U.S.***

<http://news.hankyung.com/article/2018082312141>

Summary: Lotte Premium Food, a premium grocery store chain under the umbrella of Lotte Shopping Co., has launched 'Black Sapphire' variety grapes imported from the U.S. on August 23. Lotte pointed out that 'Black Sapphire' grapes are very unique new fruits that contain no seeds and are sweeter than regular grapes.



#### ***Hyundai Green Food Launches “Tooth Friendly Foods” Targeting Elderly Consumers***

<http://news.hankyung.com/article/2018082270331>

Summary: Hyundai Green Food Co. (HGF), a leading foodservice distributor and processor in Korea, announced that it is launching its ‘Greating Soft’ brand on August 24. HGF offers 12 different “tooth friendly” prepared food products under the brand, including meat dishes, fish dishes, and tree nut dishes, targeting the elderly population. HGF plans to add more products under the brand to capitalize on expanded market demand for prepared foods for elderly consumers. Other leading Korean food processors, including Harim, CJ Cheiljedang, Our Home, Pulmoowon, Daesang, Seoul Dairy Cooperative, and Dr. Jung’s Food, have recently launched specialty prepared foods catered for elderly consumers. So far, distribution of elderly foods has been limited to hospitals and silver homes. But grocery stores are emerging as key distribution channel and processors are making efforts to offer more retail packaged products.

*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](http://www.fas.usda.gov) by clicking on “attaché reports.”*