



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Monday, November 19, 2018**

For Coverage: **November 7 ~19, 2018**

### ***Demand for dinner boxes at convenience stores increases***

[http://biz.khan.co.kr/khan\\_art\\_view.html?artid=201811111526001&code=920401](http://biz.khan.co.kr/khan_art_view.html?artid=201811111526001&code=920401)

An analysis conducted by CU has confirmed that the number of consumers buying convenience store meal boxes for dinner has consistently increased over the past five years. In 2018, meal box sales during dinner time (6PM to 9PM) was 22.1% of total meal box sales, which is only 0.1% point lower than the meal box sales during lunch time (12PM to 3PM). Compared with sales data from 2014, meal box sales during lunch time increased only 1.1% point from 21.1% to 22.2% in 2018 while sales during dinner time increased 3.4% point from 18.7% to 22.2%. As the Korean government recently reduced the maximum working hours to 52 hours a week, people choose to have quick meals and spend rest of their free time doing their favorite activities. Also, as the consumer index soared this year, consumers are choosing the economical option through convenience store meal boxes. With consumers trying to save the time and cost for preparing meals, convenience stores are developing and launching new products to suit their needs.

### ***E-mart offers imported products at lowest price during its annual sale event***

[http://biz.khan.co.kr/khan\\_art\\_view.html?artid=201811142102005&code=920401](http://biz.khan.co.kr/khan_art_view.html?artid=201811142102005&code=920401)

E-mart will be offering value-for-money and high quality imported products from November 15th to 28th, as a part of their "Black 25" Sale. Starting November 1st, E-mart is running its largest annual sale event called "Black 25" to celebrate its 25th anniversary. Some of the main imported products to watch are "Electro Man Premium Air Fryer," "Electro Man Electric Razor," "Peacock Tiramisu" from Italy, and "Dr. Oetker Pizza," the number one pizza sold in Europe. Imported fruits such as melogold (U.S.), walnuts (U.S.), and avocado, are also on sale.

### ***CJ acquires American frozen foods firm Schwan's Co.***

[http://biz.khan.co.kr/khan\\_art\\_view.html?artid=201811151503001&code=920501](http://biz.khan.co.kr/khan_art_view.html?artid=201811151503001&code=920501)

CJ CheilJedang Co. announced on November 15th that it acquired Schwan's Co. for \$1.84 billion. The Minnesota frozen food company Schwan's Co., established in 1952, has 17 manufacturing plants and 10 distribution centers in the U.S. Schwan's Co. is one of the largest global food companies in the pizza, pie, Asian appetizer market next to Nestle. Through the acquisition, CJ has a total of 22 manufacturing plants, as well as distribution, retail and sales network across the country which will allow them to penetrate the North American processed food market. Moreover, CJ plans to expand its business to Canada and Mexico as well, and become the number one Asian HMR manufacturer in the long term.

### ***Uber Eats to Expand Business in Korea ... Including Virtual Restaurants and Shared Kitchens***

<http://news.hankyung.com/article/2018111873321>

Summary: Raj Beri, the head of Uber Eats Asia-Pacific, announced in a press interview in Seoul on November 13 that Uber Eats would make a rapid expansion of its services in South Korea. Uber Eats currently has 1,000 partner restaurants in 12 districts in the cities of Seoul and Incheon in South Korea. Mr. Beri said that the number of partner restaurants and target market areas in the country would see a rapid increase in the coming months. Mr. Beri pointed out that South Korea was one of the top priority markets for Uber Eats. Accordingly, new service platforms of Uber Eats will be deployed in South Korea soon, including virtual restaurants and shared kitchens.

***On-line Sales Promotes a Solid Expansion of Rice Wine Market Sales***

<http://news.hankyung.com/article/2018111873701>

Summary: According to an industry source, cash-register sales of rice wine ('Mak-gul-li' in Korean) market in Korea amounted to 360 billion won in 2017, up 14 percent from 2016. The solid expansion is largely due to the Korean government permitting on-line sales of rice wine under an initiative to promote traditional alcohol beverages. According to G Market, a leading on-line market place in South Korea, sales of rice wine through [www.gmarket.co.kr](http://www.gmarket.co.kr) has increased 3.9 times this year through the third quarter compared to the same period of last year. Expansion of rice wine sales has encouraged more rice wineries to enter the market (the number of licensed rice wineries has increased to about 900 this year from 800 in 2015); and the wineries to launch more varieties of new products, such as carbonated rice wine and premium quality products.

***EMART and LOTTE MART in Lobster War Again***

<http://news.hankyung.com/article/2018110863741>

Summary: EMART announced that it started to offer Canadian lobsters from November 8 as part of its 25th anniversary sales promotion. EMART pointed out that the lobsters were offered at 6,980 won each, which was the lowest price it has ever provided on lobsters. EMART has secured 110,000 lobsters for the promotion. LOTTE Mart also started to offer American lobsters on November 8 as part of its 39th anniversary sales promotion. LOTTE Mart offered the lobsters at 14,800 per pack that contained three lobsters.

*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.*