



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, December 14, 2018**

For Coverage: **December 1 ~ 14, 2018**

LG Electronics to Launch 'LG Home Brew' ... Home Brewing Market Likely to Expand

<http://news.donga.com/3/all/20181211/93249872/1>

Summary: LG Electronics, a leading consumer electronics manufacturer in Korea, announced that its first home brewing machine, LG Home Brew, will debut in upcoming CES 2019, Las Vegas. LG Home Brew is a fully automated home brewing machine that allows consumers to brew quality craft beer at home with minimum efforts (5 liter per batch) using ingredient capsules. Ingredient capsules needed for the machine were co-developed by Moonstone England, a malt specialist. LG pointed out that the global home brewing market is forecast to grow 19 percent each year until 2025.



New EMART Store in Euiwang City Reflects Newest Retail Market Trends

<http://news.hankyung.com/article/2018121172011>

Summary: EMART Inc., the leading large-scale discount grocery store company in Korea, announced that a new store opened on December 13 in Euiwang city. EMART has not added any new stores over the last 30 months until the Euiwang store. The EMART Euiwang store reflects some of newest trends in the retail market, including all electronic price tags; an artificial intelligence robot store guide; on-line distribution warehouse; co-located specialty shops – Pierrot shopping mall, Boots drug store, Elecro-Mart, Daiz home & garden store; more cultural recreational space – book store, café; and reduced space for grocery foods.

Per-Capita Gross National Income of Koreans to Reach \$30,000 This Year for the First Time

<http://news.donga.com/3/all/20181210/93216661/1>

Summary: Bank of Korea has forecast that the per-capita Gross National Income (GNI) of Koreans would amount to \$31,243 in 2018, up 6% from 2017. The Bank of Korea pointed out that Korea will become the seventh country in the world among countries with populations over 50 million that have achieved \$30,000 or higher per-capita GNI. The increased wealth in Korea should bring significant changes in the way Koreans live and consume.

Dongwon F&B Signs Exclusive Import Distribution Contract with Beyond Meat USA

<http://news.hankyung.com/article/2018120987551>

Summary: Dongwon F&B, a leading food processing company in Korea, announced on December 7 that it had signed an exclusive import distribution contract with Beyond Meat USA. Beyond Meat is the leading processor of lab-cultured artificial meat products in the U.S. Dongwon F&B pointed out that the partnership with Beyond Meat will allow the company to become the leader in this new, high-tech food business in Korea. According to Dongwon F&B, launching of Beyond Meat in Korea is scheduled for early spring next year.

Emart has procured GFH (Good Food Holdings) that operates three retail chains in the United States

<https://blog.naver.com/eneustock/221415949964>

Emart has procured GFH (Good Food Holdings) that operates three retail chains in the United States. The three retail chains are; Bristol Farms, Lazy Acres and Metropolitan Market. The company operates 24 shops throughout the midwest and western coast.

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."