



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, March 29, 2019**

For Coverage: **March 15 ~ 29, 2019**

Yogiyo Unvelis Aggressive Investment Plan to Become the Leading Restaurant Meal Delivery Service

<https://www.hankyung.com/article/2019032724861>

Summary: Yogiyo, the second largest player in the restaurant meal delivery service industry in Korea, announced on March 27 that it would invest \$100 million this year to further expand its delivery capacity under the goal of becoming the leading player in the industry. The on-line (smart phone) based restaurant meal delivery service industry in Korea has grown rapidly since 2012. As of 2018, the industry generated \$3 billion of sales for its restaurant clients and over 25 million consumers used the service. The leading player in the industry, Bae-Dal-Eu-Min-Jok (BDM) accounted for 60 percent of the industry sales in 2018 and Yogiyo took the remaining 40 percent. Yogiyo pointed out that its aggressive investment plan this year will increase the number of delivery crews by 40 percent and the number of client restaurants to 100,000. Yogiyo will also expand its service to convenience store clients.

Lotte Mart to Stage Rock Bottom Price Promotion Next Week

<https://www.hankyung.com/article/2019032724791>

Summary: Lotte Mart, a large-scale hypermarket grocery retail store chain in Korea, announced that it will offer heavy discounts on 1,600 products in its stores during the first week of April. According to Lotte Mart, the promotion is to celebrate its 21st anniversary. Key products in the promotion include fried chicken (37 percent discount), imported beef (50 percent discount), and Canadian lobster (40 percent discount).

'Almonds, Your Beauty Secret' ... ABC Stages 'Bloom with Almonds' Event in IFC Mall, Seoul

<http://news.donga.com/3/all/20190326/94741566/1>

Summary: Almond Board of California (ABC) launched its 'Bloom with Almonds' event in IFC Mall, Seoul on March 10. The event offers a variety of almond experiences to the consumers under the theme of a health and beauty diet incorporating California almonds.



ROKG Bans Imports of Chinese Carrots for Pest Risk ... Korean Restaurants are Looking for Alternative Supplies Urgently

<http://news.hankyung.com/article/2019032532801>

Summary: Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) announced that imports of Chinese fresh carrots were banned from March 25 due to root pest disease outbreaks reported in Fuzhou provinces in China. Korea imports about 100,000 metric tons of fresh carrots a year and China accounts for 95 percent of the shipments. Local farms harvest around 90,000 metric tons a year. Korean restaurant operators are seriously concerned about the potential shortage of fresh carrots soon in the market as imports from China are not likely to resume until June when Shandong province in China starts to harvest carrots.

Coopang Outsell Market Curley in Early Morning Fresh Food Home Deliveries

<http://news.hankyung.com/article/2019032532941>

Summary: Coopang, a leading on-line retailer in Korea, has announced that its 'rocket fresh' service, which delivers fresh foods in the early morning hours to consumers' homes, marked 70,000 deliveries a day on average in March, which was much higher than competitor Market Curley's 40,000 deliveries a day. Early morning home delivery has seen explosive growth since last year after Market Curley started the service in the industry for the first time. However, Coopang has made aggressive investment in to the service partly based on \$2 billion of new investment from Softbank Japan in November last year.

Seven Eleven Korea Reports 59% Growth of HMR Sales in 2018

<http://news.hankyung.com/article/2019031463061>

Summary: Seven Eleven Korea, a leading convenience store chain in the market, reported on March 14 that its sales of Home Meal Replacement (HMR) products grew 59 percent in 2018. Seven Eleven Korea pointed out that its private label HMR brand, 'Soban', led the HMR category sales growth. According to Seven Eleven Korea, Soban products generated 5 million purchases in the 9 months since its June 2018 launch. Seven Eleven Korea plans to expand the Soban program from its current 24 products to 50 products within this year. Soban offers a diversity of prepared meal products including microwavable rice meals, soups, and side dishes.



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."