



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Monday, April 15, 2019**

For Coverage: **April 1 ~ 15, 2019**

### ***EMART Aims to Become the Lowest Price Retailer ... Tougher Competition from On-line Retailers and Convenience Stores***

<https://www.hankyung.com/article/2019041017961>

Summary: EMART, the leading hypermarket grocery retail company in Korea, declared that it would become the price leader in the market by introducing “unreasonably low prices”. The new strategy reflects the tougher competition that EMART faces. Consumer traffic to EMART has declined significantly in recent years due to strong growth in on-line shopping and convenience stores. As a result, EMART was forced to close five stores during the last two years (EMART store locations declined to 143). YJ Jung, head of EMART, stressed recently that becoming the price leader in the market will bring consumer traffic back to EMART. At the same time, EMART announced that it would expand investment to further grow its No Brand stores (rock bottom price private label product store) and Traders stores (large-scale discount store), which is also part of its low price strategy.

### ***LOTTE FOOD Launches Alternative Meat Products***

<https://www.hankyung.com/article/2019041017171>

Summary: Lotte Food, a leading food processor in Korea, announced that its first alternative meat product, ‘And Nature Zero Meat’, is made 100% from vegetable protein, is vegan certified, and launched on April 10. Lotte Food pointed out that the product results from two years of research partnership with the Lotte Food Innovation Institute.



### ***“One-Dollar a Product Store” DAISO Korea Reports 20% Sales Growth in 2018 ... Cash-register Sales Totals \$1.8 Billion***

<http://news.donga.com/3/all/20190403/94882163/1>

Summary: DAISO Korea, a consumer goods retail store chain in Korea that is known for its “one dollar a product” low price strategy, reported on April 3 that its cash-register sales in 2018 grew 20 percent from the previous year to \$1.8 billion. DAISO pointed out that its annual sales continued 20 percent or higher growth every year since 2008. DAISO explained that its rock bottom price strategy is attracting strong consumer traffic to its stores under the on-going economic slowdown.



***SPC Opens a Large-scale Bakery Processing Plant in Tenjin, China ... SPC's Paris Baguette Stores in China Reaches 301***

<https://www.hankyung.com/article/2019032872301>

Summary: SPC Group, the leading player in the bakery industry in Korea, announced that its new bakery processing plant in China opened on March 28 in Tenjin. According to SPC, the Tenjin plant is the largest processing facility that SPC Group has established in foreign market. The Tenjin plant, an outcome of a \$36 million investment since 2016, has the capacity to produce 390 products under bread, cake, prepared vegetable salad, and sauce category. SPC pointed out that the Tenjin plant is a key part of its growth strategy in China's \$40 billion bakery market. SPC Group entered China with Paris Baguette bakery store in 2004. The number of Paris Baguette store in China has increased rapidly to 301, which generated over \$200 million of cash-register sales in 2018.

***Hyundai Motor Introduces Vegetarian Meal Option in Its Employee Restaurants***

<https://www.hankyung.com/article/2019040233351>

Summary: Hyundai Motor reported that it introduced vegetarian lunch option in its employee restaurants on April 1. Hyundai Motor explained that the vegetarian meal option was part of its effort to renovate services to the employees.

***CJ Foodville's Tous Les Jours Reports Profit from Its American Business for the First Time in 14 Years***

<https://www.hankyung.com/article/2019040234701>

Summary: CJ Foodville, a leading foodservice company in Korea, reported that its Tous Les Jours (bakery café chain) USA division generated \$1.1 million of operation profit from the U.S. market in 2018. Tous Les Jours currently runs 53 stores in 12 states in the U.S. which generated \$30 million of cash-register sales in 2018. CJ Foodville pointed out it was the first time that Tous Les Jours USA division generated profit since launching in 2004. CJ Foodville added that Tous Les Jours businesses in other countries would also start to generate profits in the near future. Other markets that CJ Foodville runs Tous Les Jours stores include China (165 stores); Vietnam (34 stores); Indonesia (49 stores);, and Cambodia (23 stores).

*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.*