



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Wednesday, May 8, 2019**

For Coverage: **May 1 ~ 8, 2019**

### ***Korea will Continue to Ban Seafood from Fukushima, Japan for Food Safety Concerns***

<https://www.hankyung.com/economy/article/201905079426i>

Summary: SH Moon, Mister for the Korea Ministry of Ocean and Fisheries, said in a press interview on May 7 that “Korea will continue to ban seafood from Fukushima, Japan due to safety risks”. Minister Moon pointed out that the World Trade Organization (WTO) finally ruled on March 11 that Korea’s import ban on Fukushima seafood did not conflict with WTO rules. Minister Moon is scheduled to meet with the Japanese ambassador to Korea on May 8.

### ***Korean Exports of Ramyun (Instant Noodles) Soar***

<https://www.hankyung.com/economy/article/2019050543001>

Summary: Korea’s exports of Ramyun (instant noodles) amounted to \$413 million in 2018, up 8 percent from 2017. All major Korean Ramyun processors reported rapid expansion of their sales network in foreign markets. For example, Samyang, a leading processor in the industry, is currently exporting to 76 countries around the world. Nongshim, another leader in the industry, reported that its market share in the U.S. has gone up rapidly over the last three years and currently sits at 15 percent.

### ***Opening of Blue Bottle Café in Seoul to Fuel Expansion of Specialty Coffee Market***

<https://www.hankyung.com/economy/article/2019050313341>

Summary: Blue Bottle’s first shop in Seoul opened on May 3, making Korea the second country in Asia that Blue Bottle entered. Thousands of young Korean consumers lined up outside the shop, waiting for their turn to taste Blue Bottle coffee. Many of them stayed overnight in front of the shop to be the first customer. Korean’s per-capita coffee spending amounts to \$92.3 as of 2018 (Euromonitor), which is the second highest in the world after Israel (\$156.9). In terms of market sales, Korean is the third largest coffee market (\$4.8 billion) in the world after the U.S. (\$26.3 billion) and China (\$5.8 billion). Marketers point out that Blue Bottle’s successful launching of the first store suggests that the specialty, premium segment is likely to lead further growth of the coffee market in Korea.



***Leading On-line Restaurant Meal Delivery Service, BDM, Reports 29 Million Deliveries in April***

<https://www.hankyung.com/it/article/2019050277641>

Summary: Bae-Dal-Ei-Min-Jok (BDM), the leading on-line restaurant meal delivery service in Korea reported that the number of deliveries it serviced has grown rapidly this year to mark 29 million in April. BDM's monthly delivery volume in 2018 was 23 million. BDM pointed out that the rapid increase of people living alone and families with busier lifestyle should further expand its business in the coming years.

***New Beer by Hite-Jinro Reports Early Success***

<https://www.hankyung.com/economy/article/2019050278871>

Summary: Hite-Jinro, a leading large-scale brewing company in Korea, reported on May 2 that its new beer, 'Terra', sold 100 million cases since its launch date of March 21. Hite-Jinro pointed out that consumers responded actively to the high quality message of Terra. Terra is made from 100% imported Australian malt and is bottled without adding artificial carbon dioxide bubbles.

*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.*