



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, June 28, 2019**

For Coverage: **June 19 ~ 28, 2019**

Sales of soju for homemade drinks are increasing

http://news.khan.co.kr/kh_news/khan_art_view.html?art_id=201906121625001

Homemade alcohol drinks are popular among the younger generations these days. They make the drinks to their own recipes for personal consumption or bottle it to give it as presents. Along with the popularity of these drinks, sales of DIY soju are increasing as well. CAGR of Lotte Chlisung Beverage's Chu Eum Chu Rim for DIY have been increasing over 10% during 2016-18. DIY alcohol drinks which were considered medicinal in the past are now something trendy. Recipes are shared online and many different types of DIY kits are being sold as well.

'Crossover' products within the F&B industry are being launched

http://news.khan.co.kr/kh_news/khan_art_view.html?art_id=201906132055015

As consumers are constantly looking for something new, collaboration work across different sectors in the F&B industry is trending up. Lotte Confectionery made the popular Thai beverage 'Mogu Mogu' into a tube-style ice cream. Purmil also launched 'Indian Bob Milk,' by bringing in Nongshim's steadily selling snack 'Indian Bob.' According to 7 Eleven, these crossover products are popular among consumers: this year, the sales of crossover ice cream increased 49.3% compared to last year while the sales of regular ice cream increased only 6.2% in the same period. Industry experts say these products are being developed as consumers actively search for the flavors and recipes they prefer. For example, Lotte Confectionery got their idea when they found out that there are many consumers who would freeze the Mogu Mogu drink and prefer to eat it as a frozen dessert. Also, it is easier to get consumer's attention when a popular product is launched in a different format.

1000 won breakfast to boost energetic life

http://news.khan.co.kr/kh_news/khan_art_view.html?art_id=201906171818001

The Ministry of Agriculture, Food and Rural Affairs (MAFRA) announced on June 17th that they will start a '1000 won breakfast' campaign in which college students can get breakfast for only 1000 won in school cafeterias. The campaign will be held among 341 thousand students in 16 universities nationwide. MAFRA subsidizes 1000 won of the breakfast's 3500 won cost. Colleges will support 1500 won and the students will then only have to pay 1000 won for the breakfast. The main objective of the campaign is to promote rice-based breakfasts among students. According to the research conducted by the Rural Development Administration, it is important to consume rice in breakfast as rice is full of healthy nutrients. Rice helps students to boost concentration and memory. Moreover, Vitamin B in rice promotes energy metabolism and helps overcome fatigue.

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."