



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Wednesday, July 10, 2019**

For Coverage: **July 1 ~ 10, 2019**

### ***Wine Market Enjoys Solid Growth ... 20-40 Female Drinkers Bring New Momentum***

<https://www.hankyung.com/economy/article/2019070925381>

Summary: Wine consumption in Korea is seeing solid growth as indicated by the fact that Korea's wine imports grew 14 percent to a record high \$237 million in 2018. Marketers point out that increased wine consumption among female drinkers in their 20's up to 40's is the key driver of the recent market growth. For example, sales of wine in neighborhood convenience stores increased 45 percent in 2018 as young female drinkers tend to purchase wine in convenience stores for home consumption. On the other hand, female drinkers in their 30's and 40's have become a major buyer of wine in restaurants. Marketers also point out that the wine market in Korea has evolved over the years and today's mainstream wine consumers have much more wine knowledge and experience than their predecessors. As a result, the Korean wine market is likely to expand and evolve further in the coming years with new ideas and trends.

### ***Home Delivery of Beer with Fried Chicken Becomes Legal***

<https://www.hankyung.com/economy/article/2019070925301>

Summary: The Korea National Tax Service (NTS) announced that its revised Liquor Tax Act, scheduled to go effect on July 9th, allows home delivery of some types of alcohol beverages (such as beer and soju) if it is part of a restaurant meal order. Home delivery fried chicken restaurants used to include beer in the delivery package if the customer asked for the service. However, on-line sales of alcohol beverages were not allowed under the previous Liquor Tax Act so the practice of including beer in the home delivery fried chicken package was illegal. Many consumers raised questions and complaints about the limitation and the Korean government has finally come to a decision to moderately liberalize home delivery sales of alcohol beverages by restaurants.

### ***Koreans Fall in Love with Spicy 'Mara' Flavor***

<http://www.donga.com/news/article/all/20190707/96364708/1>

Summary: A variety of products that incorporate Chinese 'Mara' flavor have launched in Korea recently, including instant noodles and fried chicken dishes. Mara is a spicy sauce originating in Sichuan province, China, and is used in many spicy Chinese dishes. Korean consumers discovered Mara dishes in restaurants run by Chinese immigrants in Seoul over the last several years and many fell in love with the exotic and strong spicy flavor of Mara sauce. The popularity of Mara dishes encouraged many Korean food processors and restaurants launch Mara flavored products as a result.

### ***Gilim International Expands Foreign Markets with 'Honey Butter Almonds'***

<https://www.hankyung.com/economy/article/2019070769341>

Summary: Gilim International, a leading processor of almonds in Korea, reported that its sales revenue had grown rapidly from 65 billion won (about \$60 million) in 2014 to 140 billion (about \$130 million) in 2018. Gilim pointed out that its 'Honey butter almonds (almonds coated with honey butter)' was the key driver for the outstanding growth of its business over the years. According to Gilim, honey butter almonds have found strong demand in foreign markets. The number of foreign markets that Gilim entered with honey butter almonds has increased to 16 today. Gilim's production volume has also increased to 9,000 metric tons a year. Gilim plans to expand its line of flavor coated almond products targeting foreign markets. The almonds that Gilim uses are mostly from the United States.

***Homeplus is Selling 100 Tons of Air-shipped Cherries from Washington State***

[http://biz.khan.co.kr/khan\\_art\\_view.html?artid=201906281536001&code=920401&med\\_id=phto](http://biz.khan.co.kr/khan_art_view.html?artid=201906281536001&code=920401&med_id=phto)

Summary: Homeplus is selling a 800 gram pack of Washington cherries at 12,990 won (10,990 won when using certain credit cards) in 140 stores nationwide. Due to heavy rain and storms in California, crop yield contracted significantly leading to an over 30% increase in price. However, Homeplus contracted 100 tons of cherries in advance at a lower price, and is getting the cherries via air so that the cherries can be sold in a very fresh condition.

*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.*