



Foreign Agricultural Service  
U.S. Agricultural Trade Office

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

Today's Date: **Friday, November 22, 2019**

For Coverage: **November 15 ~ 22, 2019**

### ***EDIYA Coffee Celebrates Opening of 3,000th Store***

<http://www.donga.com/news/article/all/20191120/98464450/1>

Summary: EDIYA Coffee, a leading café franchise in South Korea, reported that its 3,000<sup>th</sup> store started operation on November 20 in Daejeon city. It took 18 years for EDIYA to have 3,000 stores since its establishment in 2001. EDIYA pointed out that it was the first café franchise in Korea that reached 3,000 stores.



### ***SPC Samlip Launches 'City Deli', Convenience-Quick Meal Deli Shop Chain***

<http://www.donga.com/news/article/all/20191121/98464587/1>

Summary: SPC Samlip, a leading foodservice processor in South Korea, reported that its first 'City Deli' store opened in Gwanghwamun district, Seoul on November 20. SPC Samlip said that City Deli is a totally new concept retail store that brings together a convenience store and deli. City Deli offers some 200 quick meals and prepared foods, along with regular processed food and beverage products.



***Less Korean Families Make Kimchi for Winter ... Retailers and Processors Work to Increase Sales of Prepared Kimchi***

<http://www.donga.com/news/article/all/20191118/98426920/1>

Summary: The percentage of Korean families that plan to make Kimchi (seasoned vegetable dishes traditionally prepared for winter consumption) this winter was 63.4 percent, down 1.5 percentage points from the previous season, according to a recent survey by the Korea Agro-Fishery Marketing Corporation (aT). On the other hand, the percentage of Korean families that are willing to purchase prepared kimchi from retailers increased to 19.1 percent (up 3.3 percent point). aT pointed out that convenience and reduced consumption would lead to increased consumption of prepared kimchi at the expense of homemade kimchi in the coming years. Reflecting on the expanded market opportunity, prepared kimchi processors and retailers are making extra investment and effort to generate additional sales. Prepared kimchi on the market is targeted at a range of market segments, from premium packages by five-star hotels to value packages by large-scale processors.

*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."*