



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Wednesday, January 8, 2020**

For Coverage: **January 1 ~ 8, 2020**

### ***Convenience Stores Launch '4 Cans of Local Beer for 10,000 Won' Deals under New Volume-based Liquor Tax***

<http://www.donga.com/news/Main/article/all/20200108/99127545/1>

Summary: Leading convenience store chains in Korea, including CU, Seven Eleven, GS25, and EMART24, started offering four cans (500ml each) of local beer at 10,000 won (about \$9) on January 6. All the three large-scale local breweries (Hite, OB, and Cloud) lowered their price for the convenience stores to launch the '4 cans for 10,000 won' deals. The '4 cans for 10,000 won' has been a key strategy used by cheap imported beer to attract local consumers. The change of Korean liquor tax for beer to a volume-based system, implemented on January 1, has allowed local breweries to reduce their price significantly and offer '4 cans for 10,000 won' deals in convenience stores. Under the new tax system, liquor tax charged to local beer by large-scale brewers got reduced from 1,121 won down to 830 won per liter on average. Overall taxes, inclusive of education tax and value-added tax, charged to local beer got reduced from 1,758 won down to 1,343 won per liter on average. Marketers point out that the volume-based liquor tax should help local beer recover some market share from cheap imported beer.

### ***Shinsegae Food Launches 'Easy Balance', Its First Care Food Brand for the Elderly Consumers***

<http://www.donga.com/news/article/all/20200108/99127482/1>

Summary: Shinsegae Food, a leading foodservice processor in Korea, announced that its first care food brand 'Easy Balance' launched five products on January 7. Shinsegae Food said that the five products, based on beef, pork, chicken, and fish, are made for elderly consumers who have maldigestion or teeth problems. Shinsegae Food added that hospitals and senior homes will be their first targets.

### ***Strawberries Top Selling Fresh Fruit in EMART in December***

<http://www.donga.com/news/article/all/20200107/99109637/1>

Summary: EMART, the leading hypermarket grocery store chain in Korea, reported that strawberries generated the top sales in its fresh fruit department in December 2019 for the first time. EMART said that an increasing number of consumers recognize strawberries as a key fruit for winter while local growers continued their efforts to offer higher brix, early maturing fruits. EMART reported that newly developed varieties, including Kingsberry, Keumsil, Sulhyang, and Jukhyang, accounted for 24 percent of strawberry sales in December 2019, up from 14 percent in December 2017. EMART has doubled the shelf space allocated to strawberries to cope with stronger sales.



(Post comment: All fresh strawberries supplied in Korea are from local farms.)

### **EMART Holds In-store Sales Promotion for U.S. Melogold Grapefruit**

<http://www.donga.com/news/article/all/20200105/99091513/1>

Summary: EMART, the leading hypermarket retail store chain in Korea, held an in-store sales promotion for U.S. Melogold grapefruits from January 5-8. Melogold is a hybrid between grapefruit and pummelo. It has a less bitter flavor compared to grapefruit. EMART offered a 15 percent price discount during the promotion.



### **Key Consumer Food Brands Increase Prices over New Year's Day**

<https://www.hankyung.com/economy/article/2020010315961>

Summary: Many popular consumer food brands increased their retail prices over new year's day. Angel In Us café chain raised its coffee price by 100 - 200 won. Coca-Cola raised its price 5.8 percent. Nongshim raised its instant noodle price by 200 won. Lotteria hamburger chain raised its burger price by 100 - 500 won. KFC and Bueger King raised price by 100 - 300 won per menu. The price increase was reportedly due to higher wages and food ingredient cost. [Post comment: 100 won is approximately 9 cents.](#)

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."