



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Wednesday, February 08, 2017**

For Coverage: **February 01~08, 2017**

### ***'Nitro Coffee' is the New Hot Trend in Local Cafe Industry***

<http://www.hankyung.com/news/app/newsview.php?aid=2017020534541>

Summary: Ideya Coffee, a leading cafe franchise in Korea, announced that its 2,000 outlets in Korea will start to offer 'Nitro Coffee' in March. 'Nitro Coffee' is a cold-brew coffee injected with nitrogen gas. It was developed in Portland, USA, in 2013 and became famous after Starbucks launched a product in June 2016. Many leading Korean cafe franchises followed the trend and introduced Nitro coffee products in the second half of 2016. Nitro coffee has a deep color and flavor with creamy texture like stout beer and has gained a very favorable response from Korean consumers.

### ***Retailers Target Valentine's Day***

<http://www.yonhapnews.co.kr/bulletin/2017/02/06/0200000000AKR20170206169000030.HTML?input=1195m>

Summary: As Valentine's Day is around the corner (February 14), Korean retail stores are bustling with many sweet products targeting this most important season in the year for the confectionery industry. Lotte Department Store is running a special sales promotion under the theme of "Chocolate History Pavilion" in its flagship store in Myungdong, Seoul, that offers a wide diversity of chocolate and confectionery products beginning February 9. Hyundai Department Store is also running a special sales promotion to offer over 100 chocolate and sweet products to consumers. E Mart has launched a special hand-made chocolate package under its 'Peacock' private label brand for the Valentine's Day season this year in a partnership with a premium chocolate supplier in Belgium.

### ***Outbreak of Foot and Mouth Disease Reported in Choongbuk Province ... All Livestock Farms in the Country Ordered 'Standstill' to Prevent Spread of the Virus***

<http://news.donga.com/3/all/20170207/82744632/1>

Summary: Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) confirmed an outbreak of Foot and Mouth Disease (FMD) in a dairy farm in Choongbuk province on February 6. As a result, 195 dairy cattle in the farm were depopulated. In addition, MAFRA ordered an emergency ban on transportation or movement of livestock cattle in the country for 30 hours until midnight February 7.

### ***Frozen Pizza Market Reports a Solid Growth***

<http://www.hankyung.com/news/app/newsview.php?aid=2017020662581>

Summary: According to the industry, sales of ready to cook frozen pizza in the grocery store is forecast to grow to 40 billion won (\$35 million) in 2017, almost double from the year before. Marketers point out that the rapid increase of people eating alone is the main driving force behind the outstanding growth of the sales. Ottoogi, a leading food processor in Korea, launched its frozen pizza brand in May 2016 and currently enjoys strong sales. Sajo, another leading food processor, also launched a frozen pizza brand earlier this year. CJ, the leading player in the industry is also reportedly planning a new brand launching this year.

### ***9 out of 10 Nutritional Supplements for Kids in the Market Contain Chemical Additives ... MFDS Plans to Introduce Standards for Chemical Additives Allowed for Nutritional Supplements for Kids***

<http://news.donga.com/3/all/20170206/82726603/1>

Summary: Ministry of Food and Drug Safety (MFDS) reported on February 5 that its recent market survey found

heavy uses of chemical additives in nutritional supplements for kids such as vitamins and red ginseng. MFDS's lab analysis indicated that nine out of ten kid products in the market were containing chemical additives. MFDS pointed out that some of the kid products were using even more chemical additives than products for adults. According to MFDS, its current standards for chemical additives cover regular processed foods only. As a result, MFDS is planning to introduce standards for chemical additives allowed in nutritional supplements for kids.

***Married Male in His 40's is the Leading Consumer of Home Meal Replacement Foods***

<http://news.donga.com/Main/3/all/20170206/82726593/1>

Summary: According to a report by Ministry of Agriculture, Food and Rural Affairs (MAFRA) released on February 5, 14% of males replied in a recent survey that they purchased home meal replacement foods in the grocery store four times or more per month, which was much higher than the 5.7% purchase rate replied by females. Among the male consumers of home meal replacement foods, people in their 40's showed the highest purchase rate, 12.4%, followed by 20's (9.4%) and 30's (7.6%). Married males showed a higher purchase rate (11.3%) than unmarried males (8.7%).

***LG Life & Health Co. Launches Organic Pet Food Business ... 'Sirius Will' Brand***

[http://biz.chosun.com/site/data/html\\_dir/2017/02/01/2017020103027.html](http://biz.chosun.com/site/data/html_dir/2017/02/01/2017020103027.html)

Summary: LG Life & Health Co. announced that its first pet food brand, 'Sirius Will' was launched on February 1. LG pointed out that the Sirius Will was premium quality pet food as it was certified by the USDA organic standards and contained no artificial additives or low quality bone meals. For better nutrition, Sirius Will incorporated local organic Hanwoo beef and red ginseng.

***www.11st.co.kr Becomes the Leading On-line Shopping Mall in Korea***

<http://www.hankyung.com/news/app/newsview.php?aid=2017020151441>

Summary: 11th Street (www.11st.co.kr) by SK Planet Co. reported that it had become the leading on-line shopping mall in Korea in 2016 both in terms of the sales and the number of visitors. The number of monthly visitors to 11th Street was 12.7 million in 2016, which was larger than other leading on-line shopping malls, G Market (12.5 million / www.gmarket.co.kr) and Auction (9.4 million / www.auction.co.kr). The sales transacted in 11th Street increased 33 percent in 2016 from the previous year. Daily sales transacted in 11th Street hit a record high 46 billion won (\$40 million) on November 11, 2016.

*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"*