



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

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### ***'Hot Dogs on Stick' Franchises Attract Strong Consumer Traffic with Low Price and New Taste***

<http://www.hankyung.com/news/app/newsview.php?aid=2017052963451>

Summary: It is reported that over 1,000 quick service franchise foodservice outlets that offer 'hot dogs on stick' have opened in Korea over the last 12 months. Marketers point out that this unexpected, strong return of Hot dogs in the market is mainly due to increased consumer demand for low price and new taste. For example, 'Myungrang Hot Dog', a foodservice franchise that started the new wave of hot dog trend in the market by launching its first store in July 2016 was able to attract quick consumer attention by offering 'rice dough' hot dogs at 1,000 won (\$0.9) each. Recipes offered in the market have expanded quickly to include diverse specialty ingredients and fillings such as mozzarella cheese, squid ink, instant noodle, honey butter sauce.

### ***Each Korean Adult Consumed 377 Cups of Coffee in 2016, Up 8 Percent from 2015***

<http://news.donga.com/3/all/20170525/84551515/1>

Summary: According to a report by the Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA), each Korean adult consumed 377 cups of coffee in 2016, up 28 cups from the previous year. Total cash-register sales of the coffee market in Korea amounted to 6.4 trillion won (about \$5.8 billion), up 11 percent from 2015. In particular, cafe industry led the expansion of the coffee market by accounting for 63 percent of coffee market sales. On the other hand, the instant coffee industry saw a continuous sales decline. The share of coffee market sales by instant coffee industry declined from 46 percent in 2014 down to 14 percent in 2016.

### ***Price of Chicken Meat and Shell Egg Soars***

<http://news.donga.com/3/all/20170523/84530269/1>

Summary: The price of chicken meat and shell eggs in the market has shown a steep rise due to limited supply. Major hypermarket chains, including E Mart, Lotte Mart and Home Plus, raised the price of chilled chicken meat by as high as 16 percent on May 18. Ex-farm price of chicken meat marked 2,534 won per kilogram on May 23, up 21 percent from April or up 102 percent from last year. The price of shell eggs also rebounded back to 8,000 won level per 30 egg package in May. Outbreaks of avian influenza in the U.S. and Spain have reduced imports of shell eggs into the market while local egg farms have yet to recover from the impact of local outbreaks of avian influenza earlier this year.

### ***Jeju Brewery, A Joint Venture of Brooklyn Brewery USA to Start Commercial Production in August***

<http://www.hankyung.com/news/app/newsview.php?aid=2017052318261>

Summary: Jeju Brewery, a joint venture craft brewery between Brooklyn Brewery USA and a Korean investor, has completed construction and is now under test brewing. Commercial brewing is scheduled to start in August. Production capacity of the brewery is 20,000 kilo liters per year. This is the first joint venture in Asia for Brooklyn Brewery USA. The brew master from Brooklyn Brewery who is supervising the operation of Jeju Brewery points out that the brewery facility is state of art and environment friendly at the same time.

***Four Seasons 'Around-the-World Culinary Discovery Tour' Designates Seoul as the Starting City for Its 2017 Tour ... \$140,000 per Seat***

<http://bizn.donga.com/travel/3/all/20170523/84509952/1?>

Summary: The Four Seasons Hotel & Resort announced on May 22 that its 'Around-the-World Culinary Discovery Tour' will start the 2017 tour in Seoul. The tour, co-organized with Norma (Michelin Guide 3 Star Restaurant), Denmark, brings 52 people on an "around-the-world" culinary trip in a chartered Boeing 757 flight. During 19 days of the trip, participants are brought to some of the best restaurants and culinary destinations in 9 different cities in Asia and Europe, including Tokyo, Hong Kong, Chiang Mai Thailand, Mumbai, and Firenze Italy. Cost per seat is \$140,000. The program in Seoul is for 2 nights and offers traditional palace dining and temple meal experiences. Four Seasons pointed out that departure of the 2017 tour in Seoul indicates that Seoul is rising as a new hot place in the international culinary market.

***Yakult Korea Lunches Single-Serving, Fresh-Cut Fruits***

<http://www.hankyung.com/news/app/newsview.php?aid=2017052284511>

Summary: Yakult Korea announced that it launched single-serving, fresh-cut fruits on May 22. Yakult Korea pointed out that this product targets the increased demand for quick and healthy meal solutions of busy Korean consumers today. According to Yakult, the shelf life of the product is seven days. The product is offered exclusively by Yakult's direct sales fleet who meet consumers on the street on electric sales cart. The direct sales fleet also offers home deliveries.



***Obese Adult Population in Korea will Double by 2030, OECD***

<http://news.donga.com/3/all/20170522/84491110/1>

Summary: The OECD (Organization for Economic Cooperation and Development) reported in its recent 'Obesity Report 2017' that the ratio of obese population in Korea is likely to double by 2030. The OECD pointed out that Korea currently had the second lowest obese adult population ratio (5.3 percent) among all 34 OECD countries. Japan (3.7 percent) had the lowest obese adult population. OECD countries' average ratio of obese adult population was 19.5 percent. OECD forecast that Korea would see a steady rise of adult obesity in the coming years to 9 percent by 2030.

***Home Meal Solution Food Processors Target Consumers Who Want Convenience but Still Enjoy Cooking***

<http://www.hankyung.com/news/app/newsview.php?aid=2017051931071>

Summary: CJ Cheiljedang, the leading food processor in Korea, reported that its 'Cookit' brand had made solid sales growth since launching in July last year to mark 100,000 unit sales per month. 'Cookit' brand offers 8 different meal solution product packages that contain key ingredients to cook popular recipes. Even with 'Cookit' packages, consumers still need to add and prepare additional ingredients to complete the cooking. CJ pointed out that 'Cookit' brand targets those consumers who want time-saving convenience but still look for the joy of cooking. More specifically, families with three to four members who cook themselves three times or more per week are the core target consumer group, CJ added. 'Yori Hada' brand by Lotte Mart and 'Peacock Baking Mix' brand by E Mart are other notable examples in the market that target the demand for "convenient but self-participating" home meal solution products.

*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.*