

The **KOREAN** STYLE!!

*Key Trends and Flavors in
Korean Food*

Korea? Korea!!

- Located East of China, North West of Japan
- Has history of 2,000 years
- Population: 51.25 Million (2016)
- Size: 100,210 km² (South Korea only)
- 8 Provinces
- 6 Major Cities



Famous for...

- K-POP: Gang-Nam Style: PSY
- Korean Food: Bibimbop, Kalbi, Bulgogi and Kimchi
- Electronic Products: SAMSUNG, LG
- Cars: HYUNDAI, KIA



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Korean Food

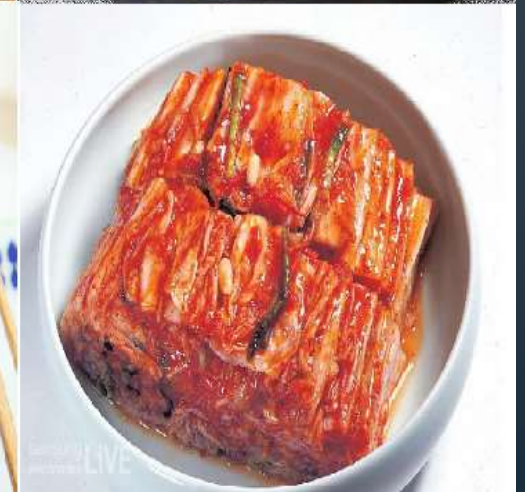
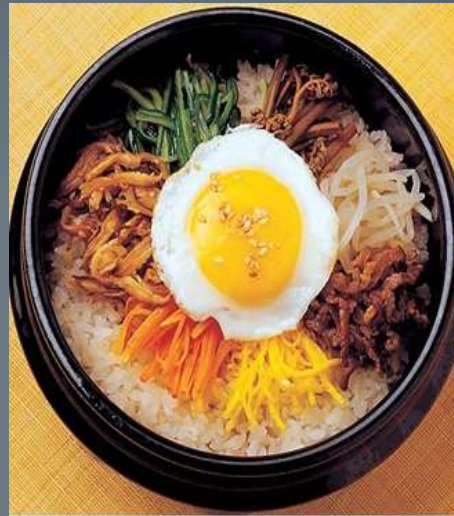
Korean Foods !

- Spicy and Use lots of Garlics
- Basic Meal Composition
 - Rice
 - A Soup
 - Side Dishes (3~8)



Korean Foods !

- Bibimbop
- Kalbi
- Bulgogi
- Kimchi



Korean Foods !



- Bibimbop
 - Vegan Friendly
 - Very Flexible upon user
 - Various Forms
 - Stone Pot available

Korean Foods ! (cont.)



- Kalbi
 - Korean Style Marinated Short Rib BBQ
 - Non Spicy (Soy Sauce Base)
 - Enjoyable for all ages

Korean Foods ! (cont.)



- Bulgogi
 - Korean Style Marinated Sirloin or Rib Eye or Brisket
 - BBQ or Stove Top Griddle or Stew Form
 - Non Spicy (Soy Sauce Base)
 - Enjoyable for all ages (sweeter taste)

Korean Foods ! (cont.)



- Kimchi
 - Fermented Napa Cabbage with Special Sauce
 - Health Benefits (Vitamin C, Fibre, probiotic and etc..)
 - More than 3,000 Forms
 - Cooked in various form – Stir Fried, Steamed, and etc..
 - Could be next trend in ethnic food industry

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Korean Food in Retail

Trending Korean Food in Retail

- Aloe Drinks
- Korean Snacks
- Instant Noodles
- BBQ Sauces
- GoChuJang (Red pepper paste)
- Seaweeds



Trending Korean Food in Retail (cont.)



- Aloe Drinks
 - Booming on 2012 to 2016
 - National banners has Private Brand.
 - New Refreshing Drink
 - Health Benefits: Vitamin sources

Trending Korean Food in Retail (cont.)



- Korean Snack
 - Various Forms & Various Flavors
 - Less Sodium
 - Become trends among High school and University students

Trending Korean Food in Retail (cont.)



- Korean Instant Noodles
 - Increasing Rapidly its market share
 - 3 big brands
 - Various Flavors
- Cup style
- Pack Style
- Larger Cup is Available

Trending Korean Food in Retail (cont.)



- BBQ Sauces
 - Popular in Summer
 - All forms and Styles Available
 - Retail Format
 - Bulk Format

Trending Korean Food in Retail (cont.)



- Gochujang
 - Fermented Red Pepper Paste
 - Use as Various Sauce Base
 - Gluten Free Available

Trending Korean Food in Retail (cont.)



- Seaweed
 - Roasted and salted form
 - Enjoyable as a snack
 - Spread Canada Wide

Korean Food ! Hot NOW!

- KIMCHI
 - Health Benefits
 - Various Ways to Enjoy
 - Many Different Kinds
- Kimchi in Retail
 - Pouch
 - Jar
- National Retailers going for Private Label



Korean Food ! Hot NOW!

- SAMYANG Spicy Chicken Noodle
 - Trend Among You Tubers & Students
 - Challenge
 - Start Booming Early 2017



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Korean Food in Implementation in Canada

Restaurants & Franchisers



- Man Chu Wok
- Subway
- Kelsey's
- Mandarin

National Banners

- Korean Instant Noodles
- Aloe Drinks
- BBQ Sauces
- Rice
- Kimchi



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Korean Food Distributor

Korea Food Trading

- Established in 2002, in the market for 15 years
- Biggest Warehouse (120,000 sq.ft) and SKU (More than 3,000)
- Professional Buyers and Food Specialists
- A to Z Caring
- Delivering all GTA
- Best Kimchi Production Facility
- 5 Retail Stores (Galleria Supermarket)

Korea Food Trading

- Kimchi Facility
 - 3,000 sq.ft
 - Can Produce up to 1,500Kg per Day
 - Best Recipe
 - Flexible
 - Aiming GFSI 2
 - Clean and Decent

Korea Food Trading

- Kimchi Facility Processing Short Movie Clip

Q & A

Thank you