

Korean Craze



Korean cuisine is one of the trendiest cuisines on the block, boasting intriguing flavours, the right balance of spice and sweetness, and eye-catching colours.

The Food People have classified casual, modern Korean cuisine as having both mass market appeal and a trend setting influence. We've certainly seen evidence of this in recent months in Australia and New Zealand. Several highly anticipated Korean restaurants are opening in the coming months, and Korean food and beverage items are easier to find in mainstream supermarkets than ever before.

Restaurateur David Bae says the popularity of Korean culture and cuisine is only growing, and that it is now truly 'on the map'.

- Almost 1 in 2 Australian consumers look for new flavours to try most or all of the time. (Intel Report)
- Soju launches grew by 700% between 2020 - 2022. (Intel GNPD)*
- 22% of US consumers agree trying fusion items like Korean tacos are a good way to try new flavours. (Intel Report)
- Korean was the fastest growing cuisine in the UK, 2019 - 2021. (Google Data)

On the Menu



Bibim Jjol Meon, or sweet and spicy cold noodles served with vegetables and egg. (The Koreander, NZ)



Brown sugar syrup milk tea with boba and a touch of soju. (Soju Sisters, AU)



Korean-style chilli chicken salad with kimchi-style slaw. (Pret a Manger, UK)



Classic hotteok with vanilla ice cream, assorted nuts and seeds, topped with chocolate sauce. (I Am Hotteok, AU)

* North America, Europe and ANZ



On the Shelves



Gyopo Soju, Passionfruit Flavoured Soju RTD. Inspired by Aussie childhood icons like Passionara, it's said to be refreshing and have no artificial taste. (AU)



Golden Wok, Diana Chan's Korean Beef Dumplings. Dumplings infused with Korean bulgogi flavour. (AU)



Sainsbury's, Gochujang BBQ Sauce Flavour Potato Chips. Said to be both savoury and sweet with a mild chilli heat. (UK)



Heyday Canning Co, Kimchi Sesame Navy Beans. Described as celebrating the bold and addictive flavours of Korean cooking. (USA)

Korean pop-culture has become increasingly popular with Western audiences, fuelling the trend for Korean cuisine. The 'Korean Wave' has resulted in more and more people falling in love with Korean food and drink.

Korean cuisine and influences have been evident in Western countries for several years now. Just think of the Dalgona coffee craze of 2020, or our love for Korean Fried Chicken. However, we are starting to see an appreciation for more subtle Korean flavours and for creative fusion dishes.

Consumers are keen to try more international flavours, both at home and while dining out. They are particularly keen to try 'familiar dishes with a twist'. From spicy bulgogi sauces to refined soju cocktails, there is endless inspiration to be found in Korean cuisine!

HW Hawkins Watts Offerings

- ✓ Natural Flavours
- ✓ Natural Colours
- ✓ Essential Oils & Oleoresins
- ✓ Yeast Extracts

Please contact Hawkins Watts for more information

Australia

+61 3 9561 3710 sales@hawkinswatts.com.au

New Zealand

+64 9 622 2720 sales@hawkinswatts.com

