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## **Korea - Republic of**

**Post:** Seoul ATO

### **Beer Market Report**

**Report Categories:**

Beverages

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**Report Highlights:**

Imported beer market in South Korea continued a robust growth due to strong consumer demand for products of diversified taste and higher quality. Korea's beer imports totaled a record high \$111.7 million in 2014, up 24.6 percent from 2013. The United States was the sixth largest supplier of imported beer to Korea by shipping \$7.3 million in 2014, up 8.7 percent from 2013. While American beer faces elevated competition against export oriented competitors, emerging demand for premium quality beer among young professionals and affluent elderly groups, coupled with phase out of the import duty under the United States – Korea Free Trade Agreement, should generate new export opportunities for American beer to Korea in the coming years.

**General Information:**

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## SECTION I: MARKET OVERVIEW

- South Korea's (herein after referred as Korea) beer imports totaled a record high \$111.7 million in 2014, up 24.6 percent from 2013. In terms of volume, imports totaled a record high 119.5 million liters, up 25.5 percent.
- Despite challenging economic environment, Korea's beer imports have continued a solid growth in recent years largely due to increased consumer demand for products of diversified taste and higher quality.
- Korea's beer imports from the United States amounted to \$7.3 million in 2014, up 8.7 percent from 2013, making the United States the sixth largest supplier of imported beer to Korea following Japan, Germany, Netherland, Ireland and China. On the other hand, imports from the United States in terms of volume declined 3.8 percent to 8.9 million liters in 2014 mainly due to elevated competition against export-oriented competitors particularly in value-oriented segment of the market. Major competitors are export-oriented by nature and have outgrown American beer in Korea over the years based on aggressive pricing and consumer promotion strategy. Furthermore, the value of American dollar against Korean won rose over 5 percent in 2014, further deteriorating the value proposition of American beer. As a result, the market share held by American beer in the imported beer market continued to decline down to 6.6 percent in value (or 7.5 percent in volume) in 2014.
- Overall beer sales in Korea totaled 4.7 trillion won (roughly \$4.5 billion) and 2.2 billion liters in 2013. Beer remained the most consumed alcohol beverage in Korea by accounting for a 45.7 percent of overall alcohol beverage sales in the market in value (or 59.5 percent in volume). Beer sales grew 15.6 percent in value (or 20.0 percent in volume) between 2011 and 2013. It is notable that the growth of beer consumption coincided with extended slowdown of the local economy as well as strong consumer health concerns.
- Domestic Korean beer continued to dominate the market as indicated by the fact that locally brewed beer accounted for a 91.8 percent of overall beer sales in value (or 95.6 percent in volume) in 2013. Local beer industry has been driven by two large-scale local breweries over the years that offered a limited assortment of value-oriented products. As a result, domestic beer industry has developed limited capacity to meet the emerging consumer demand for products of diversified taste and quality.
- The Korean government has been pressured to introduce reforms in its liquor industry regulations to promote development of small-scale ("micro") breweries. In particular, the reform introduced in January 2015 has laid out a key milestone in the Korean microbrew industry as it allowed small-scale breweries to distribute products through non-affiliated restaurants and pubs. As a result, the microbrew industry in Korea, which had some 50 breweries at the end of 2014, is expected to show solid expansion in the coming years. Growth of the local microbrew industry should help reduce the influence of the large-scale breweries in the market while cultivating a market environment that favors growth of premium quality imported beer.
- Despite challenges, Korea offers an excellent export opportunity to American beer. In particular, emerging demand for premium quality beer among young professionals and affluent elderly group is likely to expand the export opportunity for American craft beer in the coming years. Additionally, phase out of the import duty on American beer under the United States – Korea Free Trade Agreement (KORUS FTA, American beer shall enter Korea duty free on January 1, 2018), should help recover the

value proposition of American beer to the Korean consumers.

## SECTION II: MARKET SECTOR OPPORTUNITIES AND THREATS

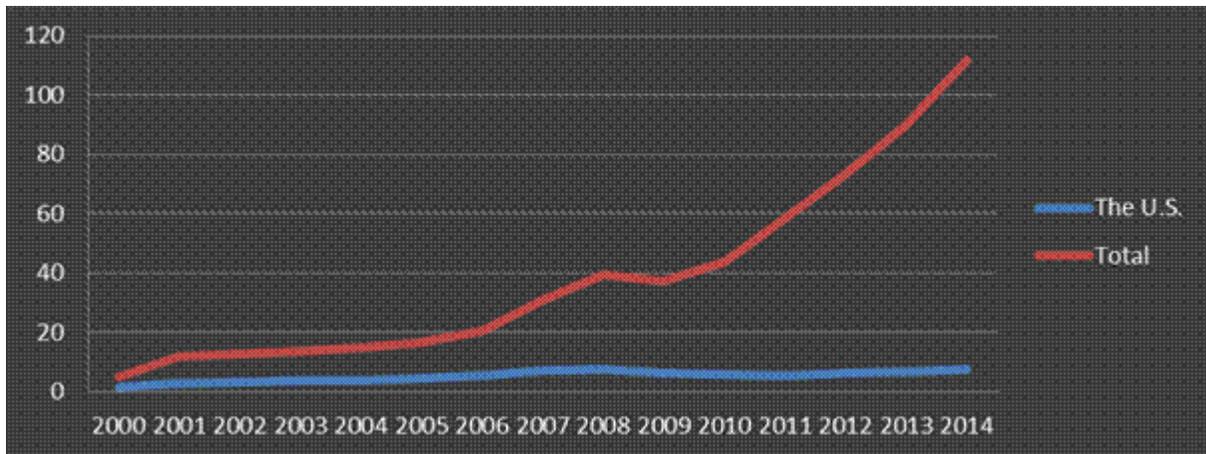
Table 1: Opportunities & Challenges in the Korean Beer Market

Opportunities	Challenges
Korea's beer imports continues a robust growth as Korean beer consumers maintain strong demand for products of higher quality and diversified taste. In particular, there is an emerging demand for premium quality beer among young professionals and affluent elderly group, which generates export opportunity for premium quality American craft beer to Korea.	The beer market in Korea has been driven by large-scale local breweries over the years who offer a strong portfolio of value-oriented products through well-established distribution networks with efficient promotions. Despite the rapid growth of imported beer, local beer still accounts for over 90 percent of the overall beer sales in Korea.
Beer remains the most consumed alcohol beverage in Korea. Beer consumption continues to grow as the mainstream Korean consumers opt for products of economic choices under the extended economic slowdown as well as alcohol beverages of less alcohol content for increased health concerns.	Major competitors are export-oriented by nature and deploy aggressive promotions in Korea. In addition, rising value of American dollar deteriorates the value proposition of American beer. As a result, competitors present elevated competition to American beer in the Korean market.
Reduction of the import duty on American beer under the KORUS FTA should help recover the value proposition of American beer in Korea.	Many American craft breweries have limited resources to divert their attention to the export markets. As a result, Korean buyer's solid interest to bring new American craft beer into Korea often finds weak response.

### 1. KOREA'S BEER IMPORTS & COMPETITION

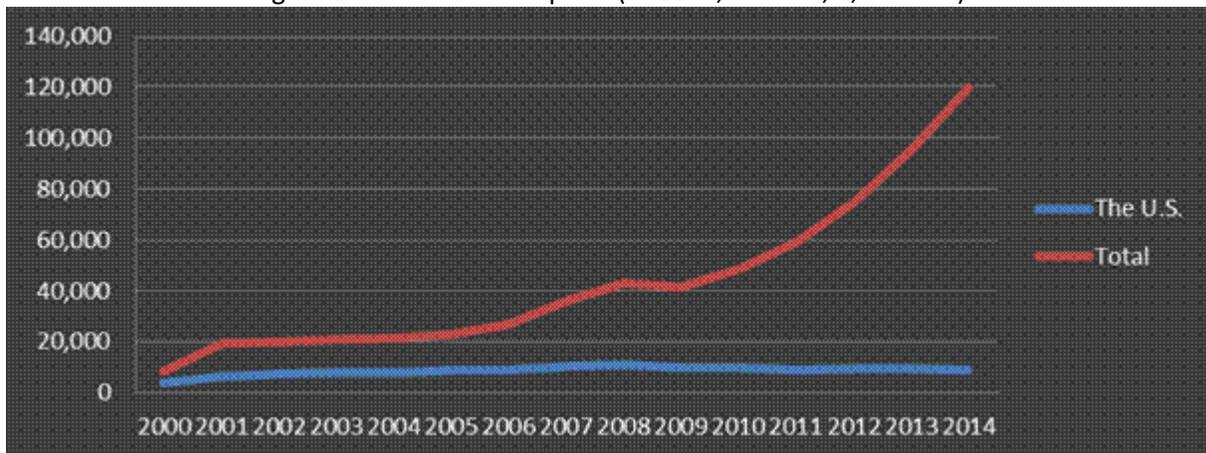
- Korea's beer imports have more than doubled between 2010 and 2014. The imports in 2014 totaled a record high \$111.7 million in 2014, up 24.6 percent from 2013. In terms of volume, the imports totaled a record high 119.5 million liters, up 25.5 percent. Considering the strong consumer demand for products of diversified taste and higher quality, Korea is likely to maintain a double digit growth for beer imports in the coming years.

Figure 1: Korea's Beer Imports (HS2203, CIF Value, \$Million USD)



Source: Korea Trade Information Service (KOTIS) Database, www.kita.net

Figure 2: Korea's Beer Imports (HS2203, Volume, 1,000 liter)



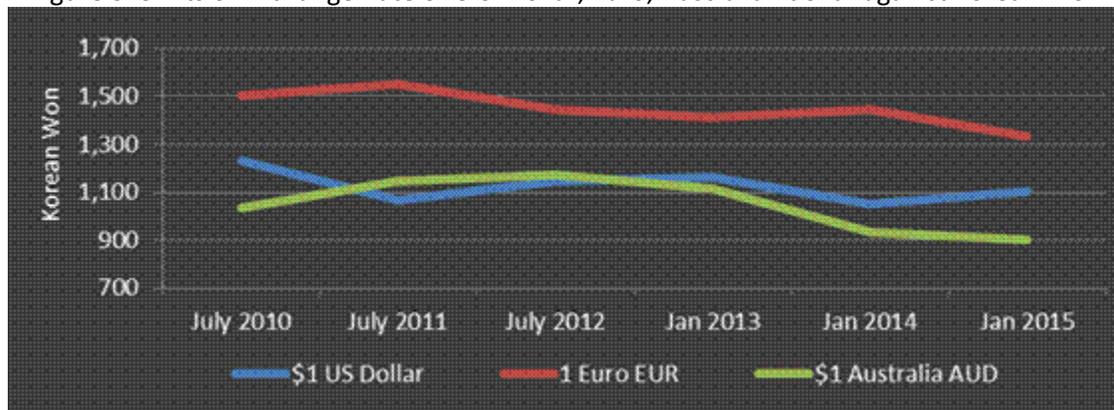
Source: Korea Trade Information Service (KOTIS) Database, www.kita.net

- Japan remained the leading supplier of imported beer to Korea by shipping \$33.2 million in 2014, up 18.9 percent from 2013. Many of the leading Japanese breweries have developed business partnerships with major Korean breweries for efficient penetration into the Korean market. Marketers also point out that Korean consumers' developed taste for lager style beer (as Korean breweries have mainly marketed lager beer over the years) is another key reason for Japanese beer's early success in Korea (Japanese breweries' main focus has also been lager beer). Japan is about the only major trading partner of Korea that has not developed a free trade agreement with Korea. As a result, Japanese beer is still disadvantaged by the 30 percent import duty upon entry into Korea. Nevertheless, Japan's logistic advantage for shipping to Korea as well as Japanese breweries' aggressive pricing and consumer promotion strategy in Korea has enabled Japan to establish the leading market share in Korea's imported beer market, particularly in value-oriented distribution channels such as hypermarket stores and franchise beer pub restaurants.
- Many Korean consumers harbor the idea that Europe is the leading source of quality/value beer around the world. As a result, many European countries, including Germany, Netherland, Ireland and Belgium, currently maintain strong market share in Korea's imported beer market. Korea's beer imports from key European competitors in 2014 amounted to \$14.6 million for Germany (up 34.2 percent from 2013); \$14.0 million for Netherland (up 24.0 percent); \$10.4 million for Ireland (up 44.1 percent); and \$6.1

million for Belgium (up 41.5 percent). The 30 percent import duty on beer from European Union (EU) countries is scheduled to phase out over an eight year period under the Korea-EU Free Trade Agreement (implemented on July 1, 2011). Consequently, EU beer shall enter Korea duty-free on July 1, 2018.

- Korea’s beer imports from the United States amounted to \$7.3 million in 2014, up 8.7 percent from 2013. On the other hand, imports from the United States in terms of volume declined 3.8 percent to 8.9 million liters. The United States faces elevated competition against export-oriented competitors as indicated by the fact that the market share held by the United States in Korea’s imported beer market has continued to decline over the years (from 24.3 percent in 2004 down to 6.6 percent in 2014 in terms of value). In particular, competitors have outperformed American beer in value-oriented segment of the market (hypermarket stores and franchise pub restaurants) which distributes a majority of imported beer.
- Retail price of imported beer in Korea is directly affected by shift of currency exchange rate. The value of U.S. dollar has been on a significant increase since early 2014 whereas competitors’ currency, euro in particular, has been on a down turn against Korean won, which gives room for competitors to deploy additional promotions and price discounts to Korea.

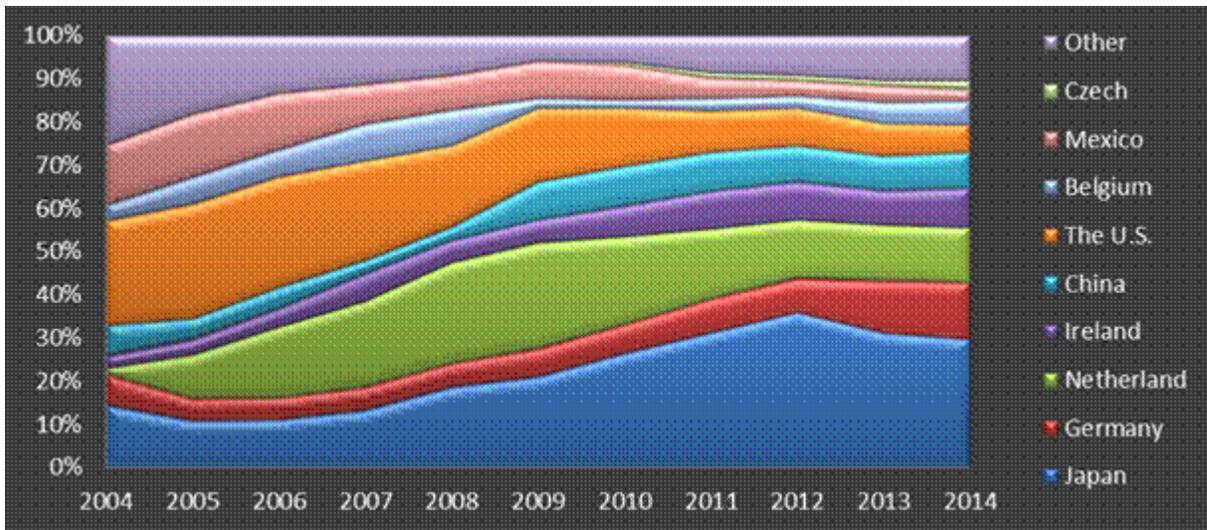
Figure 3: Shifts of Exchange Rate of U.S. Dollar, Euro, Australian dollar against Korean Won



Source: Korea Exchange Bank

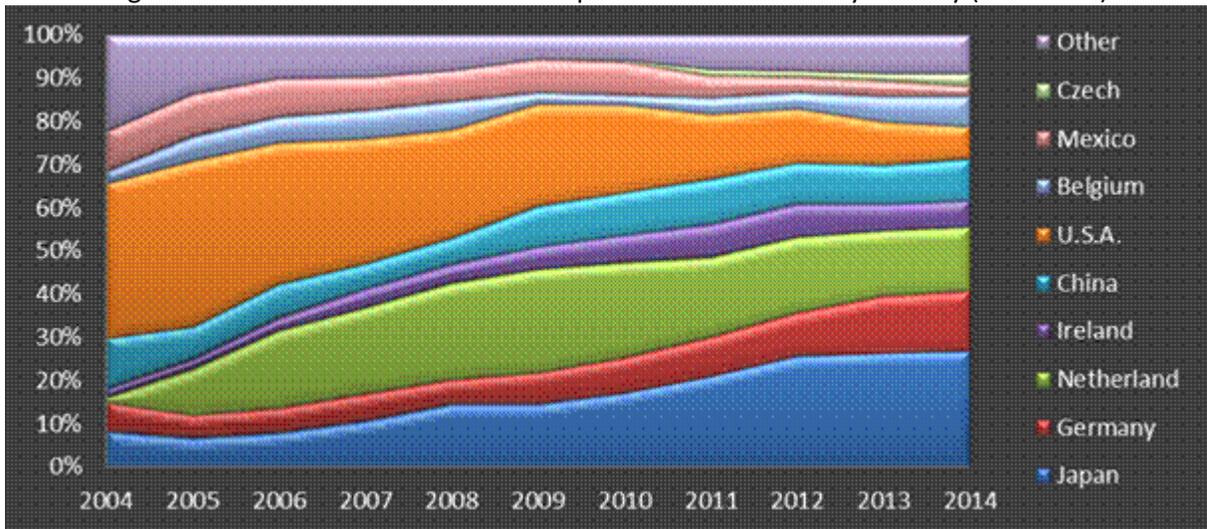
- Despite the challenges, increased demand for premium quality beer among young professionals and affluent elderly group generates increased imports of American craft beer into Korea (unfortunately, there is no official data available to track the imports of craft beer versus regular beer). Over two thirds of the imported American craft beer is reportedly distributed through off-premise retail stores currently, including hypermarket stores, department stores, and independent premium liquor stores (“bottle shops”). On the other hand, marketers point out that American craft beer’s further penetration into the on-premise market is somewhat challenged as few American craft breweries have developed the capacity to supply products in steel keg container (20 liter) to the Korean on-premise market.
- Phase out of import duty under the Korea-United States Free Trade Agreement (implemented on March 15, 2012) shall allow American beer to enter Korea duty free on January 1, 2018, which should help recover the value proposition of American beer to the Korean consumers.

Figure 4: Breakdown of Korea’s Beer Imports – Market Share by Country (in Value)



Source: Korea Trade Information Service (KOTIS) Database

Figure 5: Breakdown of Korea's Beer Imports – Market Share by Country (in Volume)

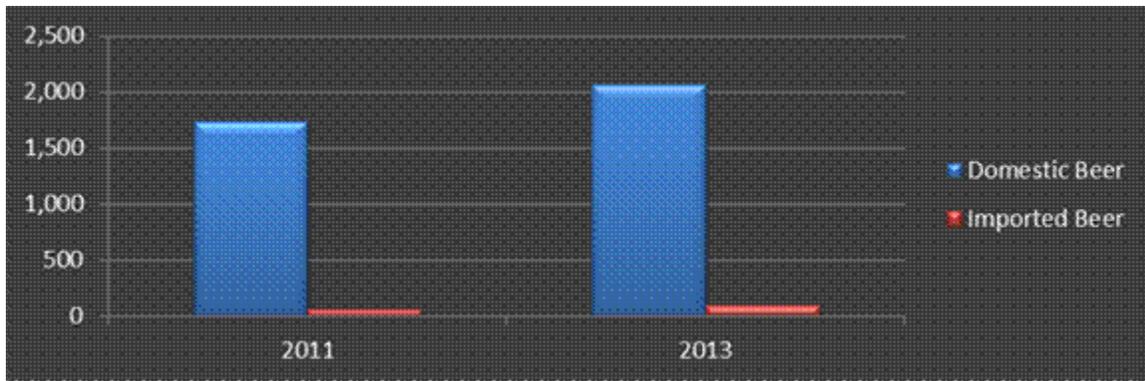


Source: Korea Trade Information Service (KOTIS) Database

## 2. DOMESTIC KOREAN BEER PRODUCTION

- Domestic Korean beer continued to dominate the Korean beer market as indicated by the fact that locally brewed beer accounted for a 91.8 percent of overall beer sales in value (or 95.6 percent in volume) in 2013. Beer production in Korea grew 18.6 percent in volume between 2011 and 2013 despite the extended slowdown of the local economy and consumers' strong concerns for healthy diet.

Figure 6: Volume of Beer Sales in Korea (million liters)



Source: Korea Alcohol Beverage Industry Association, Korea Wine & Spirits Importers Association

- Domestic beer industry has long been driven by two large-scale local breweries over the years, Oriental Brewery Company Co., Ltd. (OB) and Hite-Jinro Co. (Hite). Industry data indicated that OB accounted for 60 percent of the 2.0 billion liters of beer locally brewed in 2013, while Hite took the rest of the market share. Lotte Liquor, which is under the umbrella of a Korean food and beverage conglomerate Lotte Group, newly entered the local beer industry by launching 'Kloud' brand in 2014. Industry forecast that Lotte Liquor would take as high as 3 percent of the local beer market share by the end of 2015.
- It is notable that OB was acquired by Anheuser-Busch InBev in 2014. As a result, OB currently brews and bottles Budweiser and Hoegaarden in Korea for local distribution. In addition, OB imports products under AB InBev portfolio into Korea, including Bud Ice, Corona, Beck's, Stella Artois, Leffe and Löwenbräu.

Table 2: Overview of Leading Korean Breweries

	Oriental Brewery Company Co., Ltd.	Hite-Jinro Co.
Production in 2013	930 million liters	920 million liters
Major Brands	Cass, OB, Cafri	Hite, Max, d, S, Stout
Imported Brands	Budweiser, Hoegaarden, Bud Ice, Corona, Beck's, Stella Artois, Leffe and Löwenbräu, Suntory	Kirin
Internet Home-page	<a href="http://www.obbeer.co.kr">www.obbeer.co.kr</a>	<a href="http://www.hitejinro.com">www.hitejinro.com</a>

- Korean regulation requires very low minimum use of malt (10 percent of total starch ingredients) in brewing beer. As a result, domestic beer in general has been brewed with large amount of non-malt grains such as wheat and rice. Domestic beer industry has also focused on lager style beer over the years, reflecting general Korean consumers' preference for dry, refreshing taste. However, increased consumer demand for products of diversified taste and quality is likely to pressure the local breweries to expand production of ale type beer with higher amount of malt use in the coming years.
- Due to heavy pressure from the consumer groups, Korean government has introduced a series of reforms in its liquor industry regulations since 2002 to promote development of small-scale breweries. The revision introduced in January 2015 marked a critical milestone in the Korean microbrew industry as it allowed small-scale breweries to sell products to non-affiliated on-premise retail outlets (restaurants and pubs). It is reported that there were about 50 small-scale breweries in

Korea at the end of 2014. Below table summarizes the current Korean regulations for the local small-scale breweries.

Table 3: Korean Government Regulations for Small-scale Breweries

Category	Requirements
Production Facility & Equipment	<ol style="list-style-type: none"> <li>1. Brew tank: Minimum 500 liters or larger.</li> <li>2. Fermentation tank: Minimum 5,000 liters less than 75,000 liters.</li> <li>3. Filtration &amp; sterilization process is required unless the product is distributed through temperature-controlled distribution chain.</li> </ol>
Distribution & Sales	<ol style="list-style-type: none"> <li>1. Sales through directly owned retail outlets are allowed.</li> <li>2. Sales through non-affiliated retail outlets are allowed only to on-premise retail outlets (restaurants or pubs).</li> </ol>

- Korean government regulation requires minimum 150,000 liters of brewing capacity in a facility for a regular brewery license, which allows distribution of the product to both off-premise retail stores and on-premise food service outlets.

### 3. ALCOHOL BEVERAGE MARKET TRENDS IN KOREA

- Korea is one of the leading markets in the world for alcohol beverages. Drinking is considered an important part of social life and is often encouraged at social and business occasions. Although drinking is decreasing among the elderly population for health concerns, the market is gaining new drinkers from the young and female population.
- The cash register sales of alcohol beverage products in Korea totaled KRW 10.2 trillion (about \$9.3 billion) in 2013, up 6 percent from the previous year. Beer and soju (traditional Korean hard liquor) together accounted for a 76 percent of the alcohol beverage market sales in terms of value (84 percent in terms of volume). Imported beer accounted for a 4.6 percent of the alcohol beverage market sales.

Table 4: Cash Register Sales of Alcohol Beverage Products in Korea (2013, Billion Won)

Product Category	Local Products	Imported Products	Sub-Total
Beer	4,301	380	4,681
Soju	3,127	3	3,130
Distilled Spirits	88	880	968
Rice Wine	589	51	640
Fruit Wine*	126*	470	596
Others	102	133	235
Total	8,332	1,917	10,249

Source: Korea Alcohol Beverage Industry Association, Korea Wine & Spirits Importers Association

\*Note: Local products under Fruit Wine category includes all wine made from fruits. Imported fruit wine refers to grape wine only.

Table 5: Volume Sales of Alcohol Beverage Products in Korea (2013, Million Liter)

Product Category	Local Products	Imported Products	Sub-Total
Beer	2,062	95	2,157
Soju	907	0	907

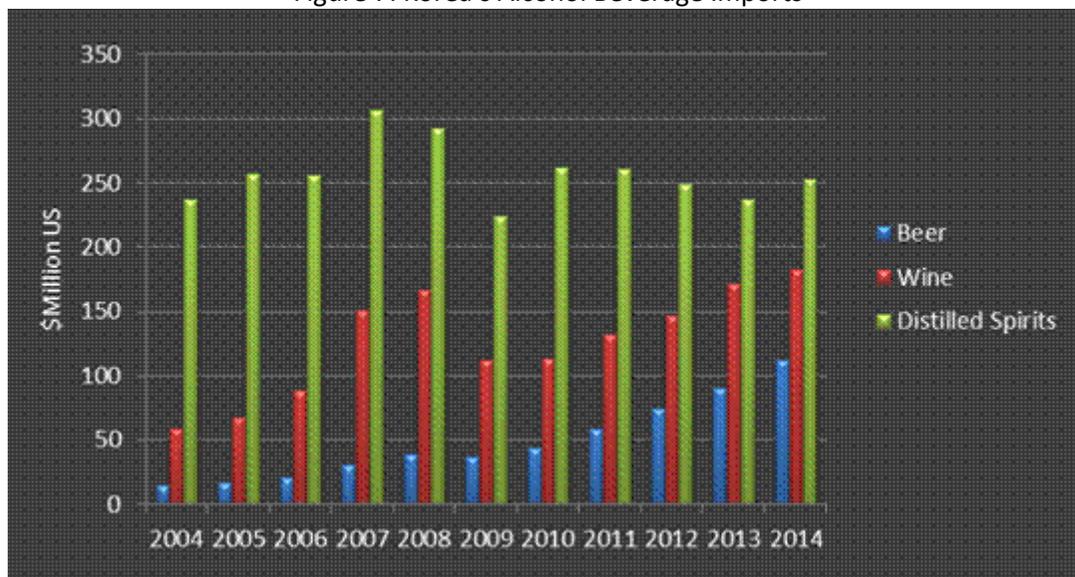
Distilled Spirits	6	22	28
Rice Wine	445	4	449
Fruit Wine*	18*	33	51
Others	17	14	31
Total	3,455	169	3,624

Source: Korea Alcohol Beverage Industry Association, Korea Wine & Spirits Importers Association

\*Note: Local products under Fruit Wine category includes all wine made from fruits. Imported fruit wine refers to grape wine only.

- Increased health concerns among the general public is increasing the demand for products with less alcohol content such as wine and beer. Soju (distilled-diluted spirit made from sweet potato/tapioca/rice/other starch ingredients) has shown a steady performance in recent years mainly backed by continued launchings of new products that contained less alcohol.
- While local products dominate the market for beer and soju, imported products continue to lead the market for distilled spirits and fruit wine. While imports of distilled spirits are stagnating mainly due to increased health concerns, Korean consumers' strong demand for diversified taste is likely to generate additional imports for wine, beer and sake (rice wine) in the coming years.

Figure 7: Korea's Alcohol Beverage Imports



Source: Korea Trade Information Service Database (Beer HS2203; Wine HS2204; Distilled Spirits HS2208)

#### 4. MARKET ENTRY STRATEGY

- By law, only licensed liquor importers are allowed to import alcohol beverages, including beer. There is no ceiling on the number of licenses issued, so any qualified candidate can obtain a liquor import license. Currently there are over 500 licensed liquor importers, but marketers estimate that about 50 of them currently maintain an active business. Moreover, a dozen leading importers reportedly account for over 70 percent of total imports. Contact information of Korean alcohol beverage importers is available from ATO Seoul upon request. Facility and equipment of ATO Seoul, including meeting rooms, wine glasses and a small kitchen are also available to new-to-market suppliers.

- Mainly due to the on-going economic downturn, Korean alcohol beverage importers in general currently maintain a very conservative stance when it comes to launching new products. The importers may not react to new product offers from foreign suppliers unless the product in question indicates strong market potential particularly in terms of international acclaims earned by the product (awards, critics' favorable evaluations, etc.); value-quality proposition in comparison to leading products in the target market; and promotional supports offered by the supplier.
- Korean traders highly value face-to-face contacts when developing business relationship with new foreign suppliers. Personal visits to Korea allow new-to-market suppliers to gain contacts with Korean importers as well as hands-on knowledge about local market trends.
- Trade shows are an efficient venue for new-to-market American suppliers to develop contacts with a large number of Korean buyers. Below food and beverage trade shows in Korea could also be considered:

1) Seoul Food & Hotel ([www.seoulfoodnhotel.co.kr](http://www.seoulfoodnhotel.co.kr)) is the most important food trade show held annually in Korea. This is the only show in Korea that is officially endorsed and sponsored by USDA/FAS. The schedule of up-coming show in 2016 is May 10-13. For registration information, please contact the American Pavilion organizer, Oak Overseas ([rhoood@oakoverseas.com](mailto:rhoood@oakoverseas.com)).

2) The Seoul International Wines & Spirits Expo ([www.swsexpo.com](http://www.swsexpo.com)) is an important annual event dedicated to wine and alcohol beverage products. The show schedule in 2016 is April 28-30.

- Various regional and industry organizations in the United States offer export assistance programs to their member suppliers targeting foreign markets. General tools offered by the organizations include trade delegations to key foreign markets.

1) American Brewers Association (ABA)  
736 Pearl Street, Boulder, CO 80302  
Telephone: 303-447-0816  
E-mail: [info@brewersassociation.org](mailto:info@brewersassociation.org)

2) Food Export Association of the Midwest USA  
309 W. Washington St., Suite 600  
Chicago, Illinois 60606  
Telephone: 312-334-9200      Fax: 312-334-9230  
E-mail: [thamilton@foodexport.org](mailto:thamilton@foodexport.org)  
Website: [www.foodexport.org](http://www.foodexport.org)

3) Western United States Agricultural Trade Association (WUSATA)  
2500 Main Street, Suite 110, Vancouver, WA 98660-2697, USA  
Telephone: 360-693-3373      Fax: 360-693-3464  
E-mail: [janet@wusata.org](mailto:janet@wusata.org)  
Website: [www.wusata.org](http://www.wusata.org)

4) Food Export USA - Northeast Region of the United States  
150 S. Independence Mall West, 1036 Public Ledger Building

Philadelphia, PA 19106, USA  
 Telephone: 215-829-9111 Fax: 215-829-9777  
 E-mail: [jcanono@foodexportusa.org](mailto:jcanono@foodexportusa.org)  
 Website: [www.foodexportusa.org](http://www.foodexportusa.org)

5) Southern United States Agricultural Trade Association (SUSTA)  
 2 Canal Street Suite 2515, New Orleans, LA 70130, USA  
 Telephone: 504-568-5986 Fax: 504-568-6010  
 E-mail: [jim@susta.org](mailto:jim@susta.org)  
 Website: [www.susta.org](http://www.susta.org)

## SECTION III: MARKET ACCESS

### 1. IMPORT TARIFF AND TAXES

- Korea applies a complicated tariff and tax system to imported alcohol beverages. The table below summarizes tariff and local taxes applied to imported American beer as of 2015.

Table 6: Korean Import Tariff & Taxes on Imported American Beer

Product	Import Tariff	Liquor Tax	Education Tax	Value Added Tax
Beer	12.8%	72%	30%	10%

- The following table illustrates the effects of import tariff and local taxes on a bottle of \$2 (CIF import value) American beer imported into Korea:

Table 7: Effects of Import Tariff and Taxes

A	CIF* Invoice Value	\$2.00
B	Import Tariff: A x 21.4%	\$0.26
C	Liquor Tax: (A+B) x 72%	\$1.62
D	Education Tax: C x 30%	\$0.49
E	Subtotal: (A+B+C+D)	\$4.37
F	Value Added Tax **: E x 10%	\$0.44
G	Handling fees for customs clearance ***: A x 8%	\$0.16
H	Total cost of beer upon customs clearance: (E+F+G)	\$4.96

\* CIF is an export price upon arrival in a port in Korea inclusive of insurance and freight cost. Value of one time use plastic keg container is recognized as part of the CIF product value. Freight cost should be high if the product is shipped in a temperature controlled sea container or air cargo.

\*\*The paid Value Added Tax (VAT) is eventually refunded to the importer as the tax is carried over to the consumer.

\*\*\*In addition to import tariff and taxes, additional cost of about 8 percent of CIF value will occur for miscellaneous expenses during the customs clearance process, including paperwork, inspection, warehousing, and transportation. The amount of this additional cost depends mainly on the kind of inspection to which the shipment is subject. For example, warehousing fee and inspection fee will increase significantly if a detailed chemical inspection is required instead of documentary inspection.

### 2. INSPECTIONS AND FOOD SAFETY STANDARDS

- Imported foods and beverages, including alcohol beverages, are subject to food safety

inspections. There are two kinds of inspections: detailed inspection (chemical analysis) and visual inspection (document inspection).

- The first commercial shipment of new-to-market product is mandated to a detailed inspection, which under Korean law should take no longer than 10 working days (in case of incubation test, up to 14 working days). In practice, however, importers claim that it could take longer. For detailed inspection, importers are required to submit one sample bottle of each product to the inspection authority along with detailed product information such as major ingredient list and processing flow chart. Once detailed inspection on the first shipment confirms no potential health concerns, subsequent shipments of the same product will be subject to visual (documentary) inspections. Visual inspection should take no longer than 3 working days provided that the product in the subsequent shipment is identical to the product in the first shipment with respect to label, product name, ingredients, and net volume (vintage change is not recognized as a reason for detailed inspection). However, local authority maintains a policy to require detailed inspections randomly on a significant portion of subsequent shipments of identical products. For more information about Korean regulations and standards on imported agricultural products, please refer to [FAIRS Country Report \(Food and Agricultural Import Regulations and Standards\)](#) published by the Agricultural Affairs Office of the U.S. Embassy Seoul (available in [www.fas.usda.gov](http://www.fas.usda.gov) under Attaché Report section).
- When a new food safety issue arises, local authority may enforce additional safety standards and mandatory tests on the imported products associated with the risk. For example, Chinese distilled spirits have been subject to an additional chemical inspection for contamination by environmental hormones recently after the issue was publicized by the local press.
- Below table summarizes key Korean food safety standards for beer designated in the Korea Food Code and National Tax Office Decree:

Table 8: Key Korean Food Safety Standards for Beer

Product	Issue	Standards
Beer	Major ingredients	Malt (barley and wheat), Hop, Water, Starch ingredient (including wheat, rice, barley, corn, potato, and starch) are allowed to brew beer.
	Methanol	0.5 mg/ml or less
	Alcohol content	(1) 25% (v/v) or less (2) Labeled alcohol content should be within 0.5% point from actual content measured
	Additives allowed	Aspartame, Stevioside, Sorbitol, Sucralose, Acesulfame K, Erythritol, Xylitol, Milk, Milk powder, Milk cream, Casein, Arabic gum, Pectin, Carbon dioxide gas, Sugars, Caramel, etc.

- Use of additives such as preservatives and coloring agents in alcohol beverages is subject to the Korea Food Additive Code administered by the Korea Ministry of Food & Drug Safety (MFDS). Designated uses and tolerance levels of each additive are established on a product-by-product basis. This sometimes creates difficulties for American suppliers as uses and tolerances set in Korea can vary from international CODEX standards and/or American standards. English version of the Korea Food Additive Code is available for view from MFDS's internet homepage ([http://www.mfds.go.kr/fa/ebook/egongjeon\\_intro.jsp](http://www.mfds.go.kr/fa/ebook/egongjeon_intro.jsp)).

### 3. LABELING

- Korean law requires a separate Korean language label on imported distilled spirits. In most cases, the Korean language label (sticker) is attached to the back of the bottle manually by the importer in the duty-free warehouse before customs inspection. The Korean language label should contain the following information:
  1. Product name
  2. Country of origin
  3. Product type
  4. Product volume
  5. Importer's name and phone number
  6. Alcohol percentage
  7. Name of major ingredients
  8. Name of food additives used
  9. Bottling date (not required if shelf life is shown)
  10. Shelf life (expiration date)
  11. Mandatory health warning clause
  12. Mandatory warning clause against liquor sales to minors
  13. Name of designated distribution channel (only required on bottles sold in off-premise retail stores. Bottles sold in small retail stores should be marked "For Home Use". Bottles sold in large-scale retail stores should be marked "For Large-scale Store Sales". "Sales in Restaurants and Bars are Not Allowed" should also be marked. )
- Fruit images or photos are not allowed on the label of food and beverage products if the product contains synthetic flavors only. Label of beer can include "Lite" only if the product contains 30 kcal of calorie per 100ml or less.

## **SECTION IV: KEY CONTACTS AND FURTHER INFORMATION**

### **A. USDA/FAS OFFICES IN KOREA**

(1) For information about the Korean agricultural market and regulations, please contact:

U.S. Agricultural Trade Office Seoul (ATO)

Korean Address: Room 303, Leema Building, 146-1, Susong-dong, Jongro-gu, Seoul, Korea

U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-ATO, APO, AP 96205-5550

Telephone: +82-2 6951-6848                      Fax: +82-2 720-7921

E-mail: [atoseoul@fas.usda.gov](mailto:atoseoul@fas.usda.gov)

Internet homepage: [www.atoseoul.com](http://www.atoseoul.com)

Agricultural Affairs Office, U.S. Embassy Seoul (AAO)

Korean Address: U.S. Embassy, 82, Sejong-ro, Jongro-gu, Seoul, Korea

U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-AgAff, APO, AP 96205-5550

Telephone: +82-2 397-4297                      Fax: +82-2 738-7147

E-mail: [agseoul@fas.usda.gov](mailto:agseoul@fas.usda.gov)

(2) For further information about sanitary/export certificate requirements, please contact:

U.S. Animal Plant and Health Inspection Service Seoul (APHIS)  
 Korean Address: Room 303, Leema Building, 146-1, Susong-dong, Jongro-gu, Seoul, Korea  
 U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-APHIS, APO, AP 96205-5550  
 Telephone: +82-2 725-5495 Fax: +82-2 725-5496  
 E-mail: [yunhee.kim@aphis.usda.gov](mailto:yunhee.kim@aphis.usda.gov)  
 Internet Homepage: [www.aphis.usda.gov](http://www.aphis.usda.gov)

## B. ADDITIONAL SOURCES OF INFORMATION & SUPPORTS

(1) For information on the non-agricultural commercial and industrial products in Korea, please contact:

U.S. Commercial Service  
 Korean Address: U.S. Embassy, 82, Sejong-ro, Jongro-gu, Seoul, Korea  
 U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-USCS, APO, AP 96205-5550  
 Telephone: +82-2 397-4535 Fax: +82-2 739-1628  
 E-mail: [Seoul.office.box@mail.doc.gov](mailto:Seoul.office.box@mail.doc.gov)  
 Homepage: [www.buyusa.gov/korea](http://www.buyusa.gov/korea)

(2) The American Chamber of Commerce in Korea (AMCHAM) offers a local network of American businesses by sector, through which its over 1,000 member companies can share market intelligence and collaborate on new business opportunities.

Address: #4501 Trade Tower, 159-1 Samsung-dong, Gangnam-gu, Seoul, Korea  
 Telephone: +82-2 564-2040 Fax: +82-2 564-2050  
 E-mail: [amchamsvp@amchamkorea.org](mailto:amchamsvp@amchamkorea.org)  
 Homepage: [www.amchamkorea.org](http://www.amchamkorea.org)

## APPENDIX: KOREA'S BEER IMPORT STATISTICS

	2011		2012		2013		2014	
	Value	Volume	Value	Volume	Value	Volume	Value	Volume
Total	58,445	58,993,004	73,590	74,749,542	89,667	95,210,568	111,686	119,500,503
Japan	18,252	12,353,321	26,388	19,129,612	27,937	25,047,092	33,212	31,914,035
Germany	4,510	5,392,781	5,848	7,513,683	10,852	12,544,937	14,566	16,688,397
Netherland	9,509	10,928,802	9,867	13,133,363	11,323	14,395,809	14,040	17,821,374
Ireland	5,057	4,435,424	6,492	5,667,786	7,227	5,807,629	10,414	7,269,034
China	5,239	6,160,515	6,153	7,141,691	7,352	8,782,689	9,117	11,490,381
U.S.A.	5,601	8,816,098	6,457	9,378,106	6,756	9,296,113	7,346	8,943,980
Belgium	1,811	2,294,821	2,140	2,781,715	4,303	5,716,548	6,089	8,297,071
Mexico	2,688	2,952,460	2,706	2,690,910	3,444	3,395,050	2,893	2,812,309
Czech	769	867,096	766	1,050,139	1,287	1,754,563	2,314	3,511,163
Others	5,009	4,791,686	6,773	6,262,537	9,186	8,470,138	11,695	10,752,759

Unit: Value \$1,000 USD / Volume Liter

Source: Korea Trade Information Service (KOTIS) Database, [www.kita.net](http://www.kita.net)

