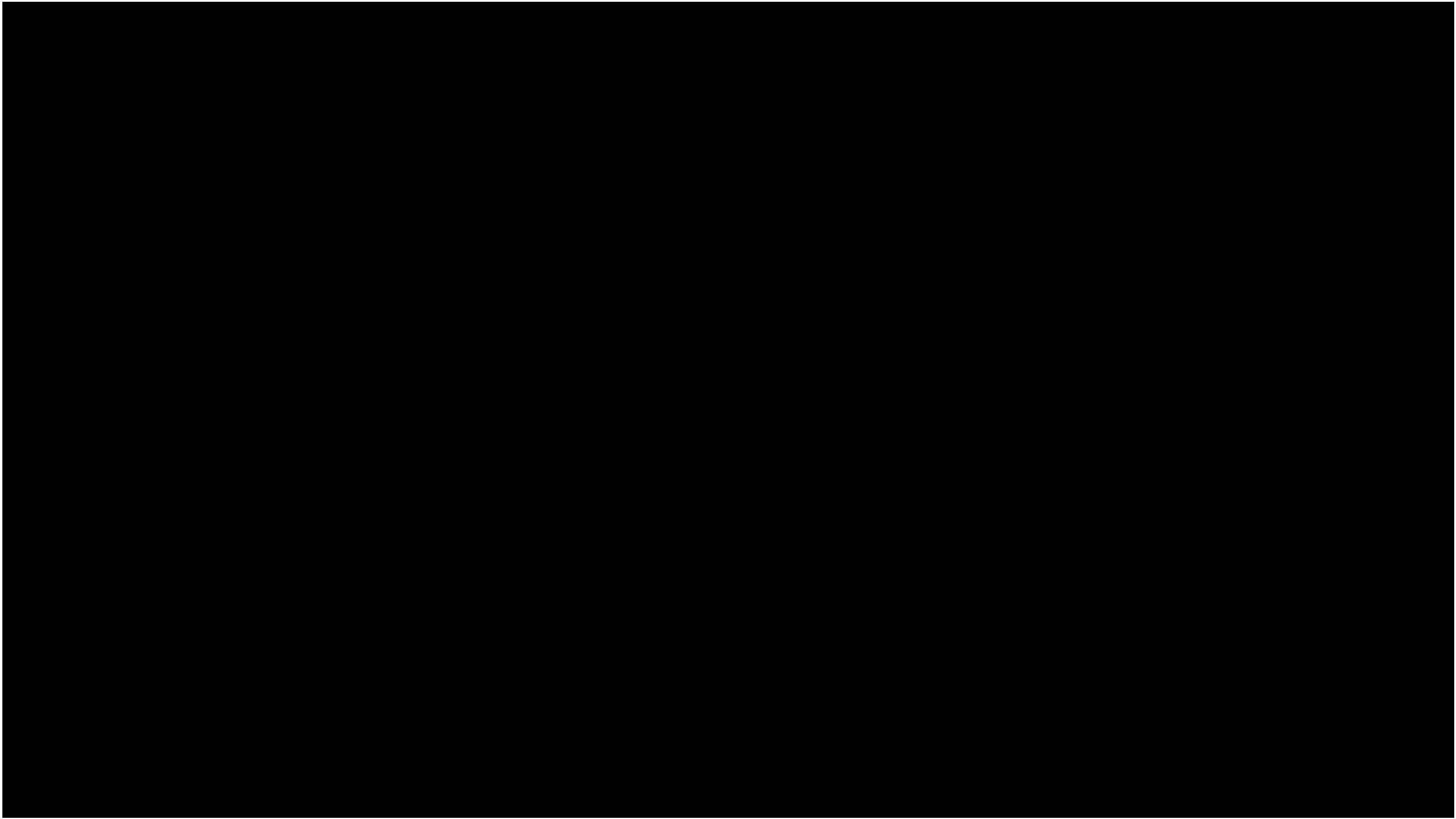


Pulmuone Foods USA





Korean | American | National

Korean Food Is Now American Food. Here's Why That Means So Much.

Dinner at Yoon Haeundae Galbi in New York's Koreatown. All photos by Jutharat Pinyodoonyachet for Resy, except as noted



America's next food obsession is the ultimate Korean comfort food

Demand for the Korean street-food staple has spiked in the U.S., with online sales increasing and new restaurants offering various spicy dishes and popular Korean street foods.



호두과자 처음 먹은 외국인 반응



SOCIAL MEDIA SENSATIONS

See how Samyang, the parent company behind viral Buldak ramen brand (and specifically the pretty-in-pink Spicy Chicken Carbonara flavor) is capitalizing on the hype with new products on pg. 2



- # consumer usage data
- # social media trend index
- # IRL menu & retail examples



Trending Taste: Korean Corn Dog

Korean corn dogs (KCDs) have a little something for everyone: they can be sweet or savory, they can be vegetarian or not, they're easy to eat on the go and they're always incredibly Instagrammable. Korean corn dogs are distinguished by their variety in protein base and coating. Most KCD operators feature multiple protein base options including a classic hot dog, a cheese stick, a fish cake, imitation crab meat, and more. Most also feature several coatings such as classic cornbread, diced potatoes, or sweet rice batter. They're often served like elote, in a tray with sauces and other toppings sprinkled on top. I love that KCDs put a contemporary spin on a nostalgic classic. Keep an eye out for growing KCD-centric chains like Two Hands Corn Dogs (43 units), KongDog (23 units), and Cruncheese Korean Hot Dog (11 units).

Korean Corn Dog

On Fire!

Consumer Preferences Heat Score

52%

Of Gen Z consumers know it

Featured on "Korean Englishman" on Youtube

애들아, 음식 왔어.
Alright guys, your food is out.

Limited Options





**TASTING IS
BELIEVING
COME TRY IT
YOURSELF
TOMORROW!**