

KOREAN BBQ – ASIA'S BEST KEPT SECRET

Red Arrow
Natural flavor, pure and simple.

Although Korean barbecue refers to a number of meat-based Korean entrées including bulgogi (beef) and spicy pork, **the most common form of meat associated with the term is of the short rib variety.**

Korean BBQ comprises various spices including **onion, soy sauce, and pepper** to create a pleasant, unique blend of flavors. With **salty-sweet barbeque**, spicy stews and tangy kimchi (fermented cabbage), Korean cuisine is known for its bold, sharp profiles and today's chefs have taken these deep, layered flavors and morphed them into a modern cuisine that is undeniably in demand.

Korean products like kimchi, crispy twice-fried Korean-style chicken, Korean barbecue, and gochujang (chili paste) are popping up in mainstream settings.

"2014 Food Trend Forecast," Nestleprofessional.com

"Korean food was eventually going to be discovered," said Phil Lee, owner of Kimchi Taco. "It was introduced in the U.S. before Thai and Vietnamese food but it never caught on for various reasons. Higher price points (i.e. spending \$30 to \$40 per person on Korean barbecue) and strong flavors (traditional stews, soups, and even kimchi) were overwhelming when people tried Korean food for the first time." But a more adventurous dining public is overcoming those limitations. *Seriouseats.com, August 7, 2014.*

Jet Tila, Executive Chef of Wazuzu in Las Vegas says, "People are more ready than they have ever been to try new foods." Chef Tila believes **Korean barbeque is the key to introducing Americans to Korean food.** And while **barbeque reigns as the favored Korean cuisine in America, Korean-Mexican fusion is also on the rise.**

Street fusion helps Korean food integrate into the mainstream by offering quick, affordable Korean items in a hip, yet approachable fashion.

People are exposed to some Korean flavors through modern dishes like Korean tacos, and then they seek out more authentic Korean dishes. *Culinarytrends.net*

Recent LTO's of Korean BBQ in U.S. Restaurants

Chain	Type	Note	Item	Description	Price	Date
Buffalo Wild Wings	Limited Time Offer	"B-Dubs Sauce Lab - Limited Edition Flavors"	Korean BBQ	Soy sauce, garlic, ginger, and chili pepper rumble to create this crowd-pleasing sauce. New wing flavor.		October 2014
California Pizza Kitchen	Limited Time Offer	TNT's 'On The Menu' Winning Pizza	Korean Barbeque Pizza	Roasted pork in a sweet & spicy Korean barbeque sauce on our original hand-tossed crust. Topped with Napa cabbage, julienned pears & carrots, slivered scallions and fresh cilantro in a Ponzu vinaigrette.	\$13.99	November 2014
Ram Restaurant & Brewery	Limited Time Offer	"Burger-rama 2015"	Touch of Seoul Burger	Seasoned beef patty, glazed with Korean BBQ sauce, served on a toasted onion bun with sweet chili vinaigrette arugula, topped with sriracha-soy marinated cucumber & red onion, finished with candied garlic.	\$10.95	April 2015
Tropical Smoothie Cafe	Limited Time Offer	"Hand Crafted Artisan Tacos"	Korean BBQ Steak Artisan Taco	Boldly seasoned steak in a flour tortilla with Kale Slaw, cucumber & Spicy Asian BBQ Sauce.	\$2.99, \$5.49	July 2014

Major Korean Ingredients

- Meats (pork, beef, chicken)
- Seafood (shrimp, squid, fish)
- Rice (short grained)
- Fresh vegetables
- Kimchi
- Rice cakes
- Sweet potato noodles
- Onions
- Scallions
- Asian pear
- Rice wine
- Rice vinegar



Major Korean Seasonings

- Garlic
- Fermented soybean paste (doenjang)
- Pepper paste (gochugang)
- Pepper flakes (gochugaru)
- Red pepper threads
- Fish sauce
- Sesame seeds
- Sesame oil
- Ginger
- Soy sauce (Korean soy sauce is a bit different than Chinese or Japanese)

Anykitchen.net



Technomic's 2013 Canadian Flavor Consumer Trend Report classifies regular barbecue sauce as an everyday/mainstream flavor for a variety of proteins, but identifies layered-flavor offshoots, such as chipotle barbecue, barbecue ranch and **Korean barbecue as opportunity or ready-for-trial flavors.**

One highlight of several selections on menus this spring is multilayered barbecue flavors—for example, chipotle-honey barbecue sauce (at Montana's Cookhouse), a **Korean barbecue glaze (at White Spot)** and whiskey barbecue sauce (at St-Hubert). *Technomic, November 6, 2013.*

We're applying modern-day attitudes about food to the traditional technique of barbecue and becoming proficient in several different regional styles," said Andy Husbands, chef/owner of two farm-to-table comfort-food restaurants in Boston—Tremont 647 and Sister Sorel—and a winner of the Jack Daniel's World Championship Invitational Barbecue.

There's also a great awareness of global flavor influences, says Husbands, citing the celebrated barbecue traditions of places like Southeast Asia and South America. "The style may be authentic, but there's no longer a rule that you can't enjoy more than one kind of barbecue." Though the menus at Tremont and Sister Sorel are undeniably American, they might include anything from grass-fed skirt steak with chimichurri sauce to Korean beef dumplings to pork carnitas Benedict.

"New Groove of Barbecue" Getflavor.com, May 2015.

Examples of Korean BBQ Products in Mainstream Retail

Bibigo Original Korean BBQ Sauce



Annie Chun's Korean Sweet & Spicy Gochujang Sauce



NOH of Hawaii Korean Barbecue Seasoning Mix



Snapdragon Foods Korean Barbeque Rice Crisps



Campbell's Sweet Korean BBQ Slow Cooker Sauce with Roasted Ginger and Sesame



Golden Island Korean Barbecue Jerky – fire grilled and flame grilled



Local Legends Korean BBQ Jerky



True Gentlemen's Korean Flavored BBQ Jerky



Lay's Korean BBQ Potato Crisps with barbecue, sesame, garlic, pepper, and green onion flavors.

