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GAIN Report

Global Agricultural Information Network

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Wine Market Report 2019

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Report Highlights:

Despite the challenging economic environment, Korea's wine imports in 2018 totaled a record high \$244 million, up 16.2 percent from 2017. The United States remained the fourth largest supplier of wine to Korea by shipping \$30.4 million, up 22.8 percent from 2017 values. While American wine faces elevated competition against products from export-oriented competitors, American wine will remain one of the top choices of Korean wine consumers as it is firmly positioned in the market for its unique quality and value.

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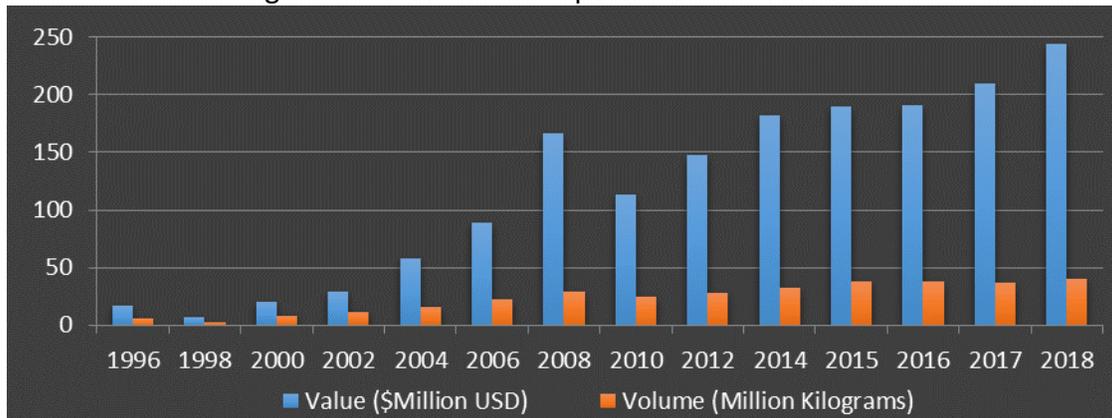
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APPENDIX: KOREA'S WINE IMPORT STATISTICS

SECTION I: MARKET OVERVIEW

- South Korea's (herein after referred to Korea) wine imports from all countries totaled a record high \$244.0 million in 2018, up 15.8 percent from 2017. Despite an ongoing downturn in the Korean economy, Korea's wine imports over the last three years demonstrated 8.8 percent annual growth on average. The value of Korea's wine imports is likely to show steady growth in the coming years as more Korean consumers opt for wine in their pursuit for healthy and trendy lifestyles.
- Korea's wine imports in volume amounted to 40.3 million kilograms in 2018, up 11.5 percent from the previous year. On the whole, the import volume is likely to see a stagnant growth in the coming years due to weaker bulk wine demand by local alcohol beverage producers and more up-scale wine consumption among consumers.

Figure 1: Korea's Wine Imports from All Countries



Source: Korea Trade Information Service Database (KOTIS, CIF Value)

*Note: CIF is an export price inclusive of insurance and freight cost to an entry port in Korea.

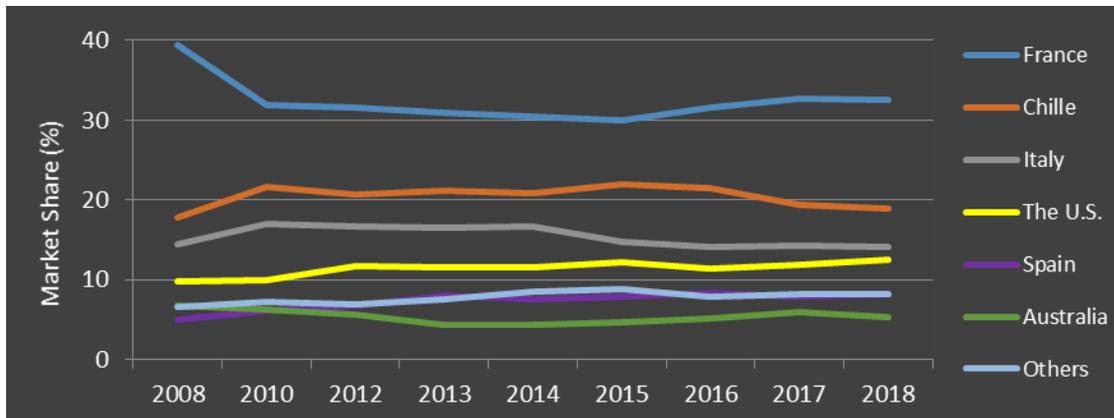
- The United States remained the fourth largest exporter of wine to Korea in 2018 by shipping \$30.4 million, up 22.8 percent from 2017, and accounted for 12.5 percent of Korea's wine imports. The strong presence of American wine in both large-scale hypermarket grocery stores and trend-leading restaurants coupled with the elimination of import duties (15 percent) under the Korea-United States Free Trade Agreement (KORUS FTA, implemented in 2012) has been the key momentum behind the solid success of American wine in Korea in recent years.
- However, American wine faces elevated competition in Korea against both quality-imaged suppliers (France, Italy) and value-imaged suppliers (Chile, Spain and Australia). In addition, as Korean consumers welcome wines from more diverse origins, other competitors (New Zealand, Germany, South Africa, Argentina, and Greece) are likely to generate additional competition down the road. Competitors are export-oriented and maintain aggressive export promotions targeting Korea.
- Nevertheless, American wine should remain one of the top choices of Korean wine consumers

as American wine is firmly positioned in the market with a brand image of unique quality and fair value. The strongly rooted socio-economic ties between Korea and the United States continue to help promote American brands and themes in Korea. In addition, Korean wine consumers' diversified tastes should expand export opportunities for American wine from wider origins, including the states of Washington and Oregon, in the coming years.

Table 1: Korea Wine Market Advantages & Challenges

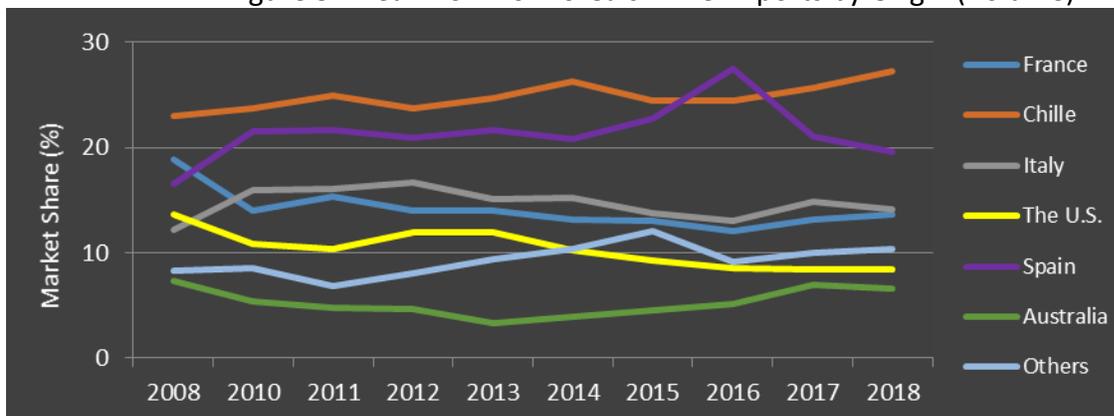
Advantages	Challenges
Korean consumers are highly concerned about their health. As a result, consumption of alcoholic beverages with less alcohol content is on the increase. In addition, health benefits of drinking red wine are highly publicized in the market.	Both Korean consumers and traders in general have limited knowledge of and experience with American wine. Many of them harbor an old idea that European producers, in particular France and Italy, offer better quality wine.
The wine market in Korea is still in its early stage of development. Considering the size of overall alcohol beverage consumption in the market, looking forward, wine has solid growth potential.	Competitors are export-oriented and deploy aggressive export promotions targeting Korea. Chile and Spain in particular present tough competition for American wine, targeting the value-oriented segment of the market.
Korean consumers pay considerable attention to international food trends, including food-wine pairing. Consumer tastes continue to evolve to generate demand for more diversified imported food and beverage products.	The retail price of imported wine in Korea is quite high due to high distribution costs and tight government regulations. As a result, wine is still recognized as a premium product among the general public and is consumed by a subset of the larger population.
American wine is on solid footing in the market, especially among young consumers, with a brand image of unique quality and fair value. Implementation of the KORUS FTA has strengthened the value proposition of American wine.	Korean importers expect to do business directly with foreign wineries. However, many American wineries rely on export middlemen for emerging markets, including Korea.
Local Korean wine producers present little competition to imported products. On the other hand, Korea imports a significant volume of bulk wine for local blending and bottling uses.	Imported wine is subject to complicated labeling and food safety standards in Korea, which change frequently with limited lead-time.

Figure 2: Break Down of Korea's Wine Imports by Origin (Value)



Source: Korea Trade Information Service Database (KOTIS)

Figure 3: Break Down of Korea's Wine Imports by Origin (Volume)



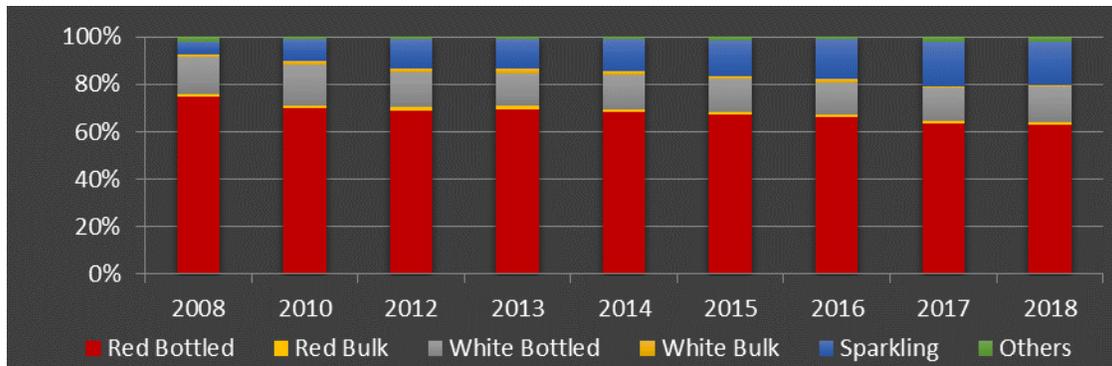
Source: Korea Trade Information Service Database (KOTIS)

SECTION II: MARKET SECTOR OPPORTUNITIES AND THREATS

1. MARKET COMPETITION

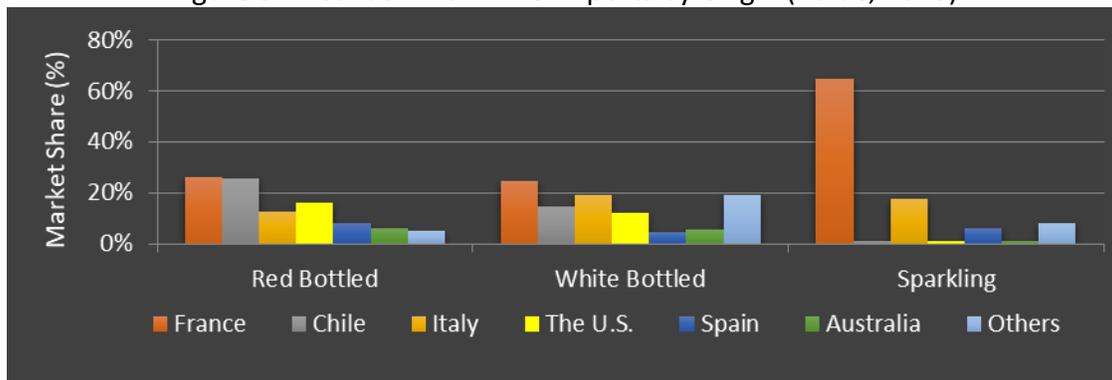
- Wine consumption in Korea has been skewed in favor of red wine due to highly publicized health benefits of drinking red wine among general consumers. Red wine accounted for 63.1 percent of total wine imports in terms of value (or 60.3 percent in volume) in 2018. However, more Korea wine consumers are adopting the idea of food-wine pairing, and as a result, white wine and sparkling wine are likely to gain additional market share in the coming years. In particular, sparkling wine has been the fastest growing category in recent years and accounted for 18.2 percent of total wine imports in terms of value in 2018 (compared to only 5.5 percent in 2008).

Figure 4: Breakdown of Korea's Wine Imports by Product Category (Value)



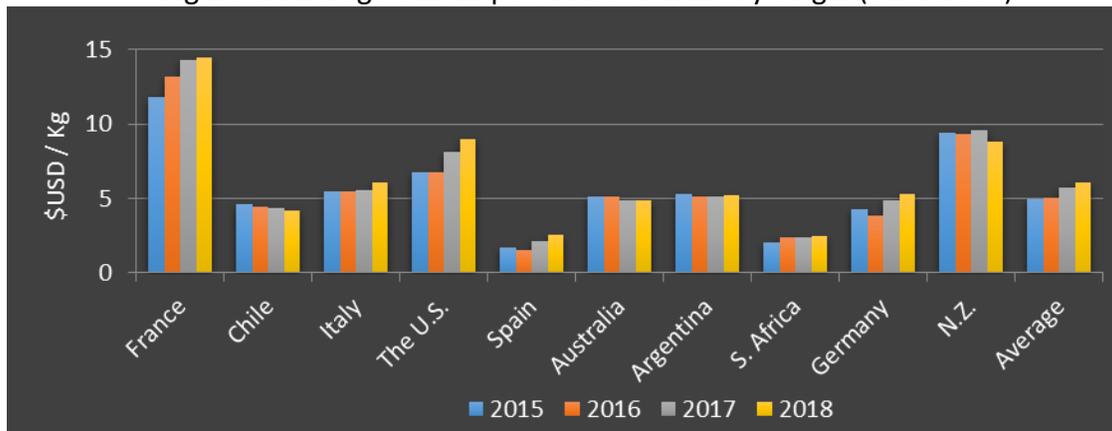
Source: Korea Trade Information Service Database (KOTIS)

Figure 5: Breakdown of Wine Imports by Origin (Value, 2018)



Source: Korea Trade Information Service Database (KOTIS)

Figure 6: Average Unit Import Price of Wine by Origin (CIF Value*)



Source: Korea Trade Information Service Database (KOTIS)

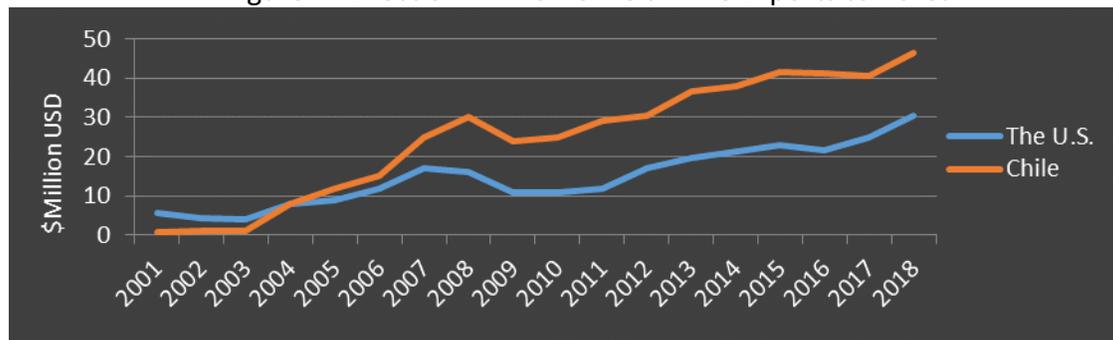
*Note: CIF is an export price inclusive of insurance and freight cost to an entry port in Korea.

- France: Many Koreans, both wine opinion leaders and consumers, harbor the idea that European countries, France in particular, are leading the international wine market for quality. As a result, France has remained the leading exporter of wine to Korea over the years. Wine imports from France amounted to \$79.5 million (5.5 million kilograms) in 2018, up 15.8 percent from 2017 (up 18.1 percent in volume). The Korea-EU Free Trade Agreement, implemented in July 1, 2011,

eliminated the 15 percent import duty on French (and other EU origin) wine. However, France has met tough competition in the value-oriented segment of the market since mid-2000's and has shifted more of its focus to the premium segment of the market as indicated by the fact that the CIF import price of French wine has risen steadily. The rapid growth of sparkling wine consumption is generating new growth momentum for France.

- Chile: Wine imports from Chile totaled \$46.3 million (11.0 million kilograms) in 2018, up 13.9 percent from 2017 (up 17.3 percent in volume). It is notable that Chile has become the leading exporter of wine to Korea in terms of volume. The strong rise of Chilean wine in Korea started in 2005 as a result of the Korea-Chile Free Trade Agreement implemented in April 2004. The FTA advantage at first enjoyed solely by Chilean suppliers disappeared upon implementation of the Korea-EU FTA (July 2011) and the Korea-United States FTA (March 2012). However, Chilean wine has established a strong value image among Korean consumers and continues to present tough competition to other suppliers in the value-oriented segment of the market.

Figure 7: Effect of FTA* on Chile's Wine Exports to Korea



Source: Korea Trade Information Service Database (KOTIS)

*Note: Korea-Chile FTA was implemented in 2004

- Italy: Wine imports from Italy amounted to \$34.6 million (5.7 million kilograms) in 2018, up 15.4 percent from 2017 (up 13.0 percent in volume). Italian wine is likely to maintain solid growth in Korea in the coming years due to the on-going popularity of Italian cuisine and related tourism themes among Korean consumers. Italy is also likely to gain from the expansion of white and sparkling wine consumption.
- Spain: Wine imports from Spain amounted to \$20.0 million (7.9 million kilograms) in 2018, up 22.2 percent from 2017 (up 1.9 percent in volume). A significant portion of Spanish wine imported into Korea has been low price bulk wine for local bottling or blending uses, not only for grape wine but also for a variety of local fruit wine. Bulk wine accounted for 35.7 percent of Spanish wine shipments to Korea in 2018 in volume. Nevertheless, increased demand for value and diversified flavors are likely to expand the market for Spanish wine in Korea in the coming years.
- Australia: Australian wine has done well since implementation of the Korea-Australia Free Trade Agreement in December 2014, aided by continued depreciation of the Australian dollar. Wine imports from Australia totaled \$13.0 million (2.7 million kilograms) in 2018, up 5.5 percent from

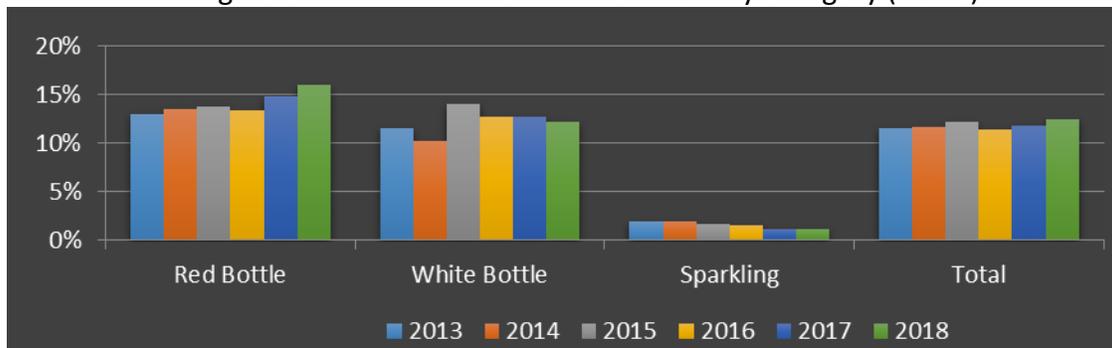
2017 (up 18.1 percent in volume).

- Other Competitors: Wine imports from all minor suppliers combined, including Argentina, South Africa, Germany and New Zealand, totaled \$20.2 million (4.2 million kilograms) in 2018, up 16.9 percent from 2017 (up 13.9 percent in volume). Argentina is emerging as an origin of good value red wine while New Zealand is emerging for premium white and red wine. Korean consumers' increased attention to products from more diverse origins is likely to increase the demand for wine from these emerging origins in the coming years.

2. THE UNITED STATES

- Korea's wine imports from the United States totaled \$30.4 million in 2018, up 22.8 percent from 2017. In terms of volume, imports of American wine amounted to 3.4 million kilograms, up 10.4 percent. Market share for U.S. wine increased by 0.7 percent to 12.5 percent in 2018 in terms of value. In terms of volume, American wine's market share declined by 0.1 percent point down to 8.5 percent.

Figure 8: American Wine's Market Share by Category (Value)



Source: Korea Trade Information Service Database (KOTIS)

- Average value (CIF) of American wine imported into Korea continued to increase in recent years (from \$6.7/Kg in 2015 to \$9.0/Kg in 2018), which suggests that Korean consumers' taste for American wine has further developed to accept higher quality bottles. American wine's overall market share has held its position in the growing market since 2012 after implementation of the KORUS FTA. It is also notable that American wine has maintained balanced market share in both red and white wine categories. However, American wine lags far behind competitors in the sparkling wine category.
- American wine's solid success in Korea has been largely based on the strong performance of products by large-scale American suppliers that target the value-oriented segment of the market. Rapid expansion of wine sales in the large-scale hypermarket grocery store industry has provided key momentum for American suppliers to expand their market in Korea based on their consistent quality and targeted consumer promotion tools.
- American wine that targets the premium segment of the market has also enjoyed steady success in

Korea over the years. Top-tier Korean wine consumers are well traveled and are aware of many established high-end American wine brands particularly from Napa Valley. Products targeting the premium segment of the market are, in general, distributed through select retail outlets such as luxury bars and premium department stores. Gift season is also an important window for sales of high-end bottles. However, the number of bottles allocated to the Korean market by most of the high-end American suppliers is very limited. Nevertheless, high-end American wine continues to make an important contribution in developing a quality image of the overall American wine industry.

- On the other hand, American wine that targets the mid-class segment of the market continues to face tough competition from both old and new world competitors. The mid-class segment holds the key for building brand-loyal consumers and long-term financial success. Unfortunately, American wine has not been successful in retaining those consumers who started their early wine experience with low priced American wine in the value-oriented segment and later traded up to higher quality bottles. Many of these trade-up consumers have found their ways to Chilean, Italian and French wine due to more diversified selections, better value, aggressive point-of-sales promotions, or stronger brand recognition.

3. LOCAL WINE PRODUCTION

- Grape wine production in Korea is expected to remain small as it lacks competitiveness in price and quality against imported wine. The high cost of farm land and labor, coupled with unfavorable weather condition, is the major obstacle that restricts development of large-scale wine industry in Korea. Currently, there is no *Vitis. vinifera* vine commercially cultivated in Korea. Most of local Korean wines available are either souvenir wines made in small quantities or blends from local table grapes and imported bulk wine.
- Instead of maintaining local vineyards, major Korean liquor companies have switched to either co-bottling in foreign wineries or importing bulk wine for local blending/bottling. Lotte Chilsung (www.wine.co.kr), Hite-Jinro (www.terrior.co.kr) and Gooksoondang L&B (www.ksdlb.com) are the major players that currently operate local bottling and/or co-bottling in foreign wineries. A total of 4.1 million kilograms of wine in bulk containers (products shipped in two liter or larger size containers) were imported into Korea in 2018, most of which were reportedly for local blending/bottling uses. It is notable that a large portion of imported bulk white wine has been used for blending 'Japanese apricot wine' and other types of local fruit wine.
- There are some fruit wines produced in Korea from locally grown fruits, including Japanese apricot, Korean pear, persimmon and *Bok-boon-ja* (local berry fruit similar in appearance to raspberry). Local fruit wine in general has a sweet taste and easy drinking character (many of them contain added sugar and alcohol). The production of *Bok-boon-ja* wine has been on a rapid increase partly due to active regulatory and financial support by the local government. However, these local fruit wines present little direct competition to imported wine. Rather they are likely to help the general public develop a taste for higher quality imported table wine.

4. ALCOHOLIC BEVERAGE MARKET

- Korea is one of the leading markets in the world for per-capita alcohol beverage consumption. 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 value of alcoholic beverages sold in Korea totaled W5.1 trillion won (about \$4.6 billion, net value of products exclusive of liquor taxes) or 3.7 billion liters in 2016, down 1 percent and 2 percent from the previous year, respectively. Beer and soju (traditional Korean hard liquor distilled from sweet potato/tapioca/rice/other starch ingredients and then diluted to about 18 percent alcohol content) together accounted for 76 percent of the alcohol beverages supplied to the market in terms of value (or 85 percent in terms of volume).

Table 2: Net Value of Alcohol Beverages Supplied in Korea (2016, Billion Won)

Product Category	Local Products	Imported Products	Sub-Total
Beer	1,975	193	2,169
Soju	1,697	1	1,697
Distilled Spirits	24	200	224
Rice Wine	470	18	487
Fruit Wine*	102	206	307
Others	140	42	181
<i>Total</i>	4,407	659	5,066

Table 3: Volume of Alcohol Beverages Supplied in Korea (2016, Million Liters)

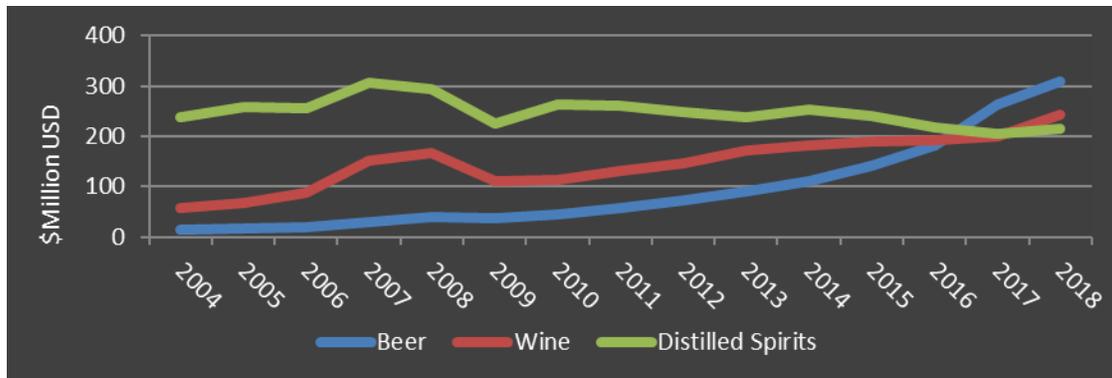
Product Category	Local Products	Imported Products	Sub-Total
Beer	1,979	221	2,199
Soju	933	0	934
Distilled Spirits	4	25	30
Rice Wine	418	4	423
Fruit Wine*	17	38	55
Others	31	22	53
<i>Total</i>	3,383	311	3,694

Source: Korea Wine & Spirits Importers Association (based on Korea Tax Service data)

*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 are increasing the demand for products with less alcohol content such as wine and beer. Soju demand has remained stable in recent years, mainly backed by continued launchings of new products that contained less alcohol.

Figure 7: Korea's Alcohol Beverage Imports



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

- 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 flavors is likely to generate additional imports of wine, beer and sake (rice wine) in the coming years.

5. MARKET ENTRY STRATEGY

- By law, only licensed importers are allowed to import alcohol beverages, including wine. 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 account for over 70 percent of total imports. Importers are allowed to sell directly to wholesalers, retailers (restaurants and liquor stores), and individual consumers (through the importer's own wine shops only). However, importers are not allowed to purchase from other importers or from wholesalers. A few of the leading importers operate wholesale businesses and retail wine shops under separate wholesale and retail licenses, a tactic to maintain greater control of the distribution channel.
- Due to reduced growth of the Korean economy, Korean alcoholic beverage importers in general 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 with regard to the following terms: international acclaims earned by the product (awards, critics' favorable evaluations, etc.), value-quality proposition in comparison to leading products in the target market segment, and promotional support offered by the supplier.
- Korean traders highly value face-to-face contacts when developing business relationships 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. Contact information for Korean alcoholic beverage importers is available from ATO Seoul upon request. Facilities and equipment at ATO Seoul, including meeting rooms and a small kitchen are also available to new-to-market suppliers.

- Trade shows are an efficient means for new-to-market American suppliers to develop contacts with a large number of Korean buyers. Many established Korean importers and distributors attend key wine trade shows around the world, including Vinexpo (France and Hong Kong), Vinitaly, and ProWine. Local events in Korea in which American wine suppliers should consider participating include the Seoul Food & Hotel Show (www.seoulfoodnhotel.co.kr). It is the leading food trade show and is held annually. This is the only show in Korea that is officially endorsed and sponsored by USDA/FAS. The up-coming 2019 show will be held May 21-24. For registration information, please contact the American Pavilion organizer, Oak Overseas (rhoood@oakoverseas.com).
- 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) California Wine Institute:
 Phone: 415-512-0151
 Fax: 415-356-7569
 Internet Home-page: www.wineinstitute.org
 - 2) Napa Valley Vintners Association:
 Phone: 707-968-4213
 Fax: 707-963-3488
 Internet Home-page: www.napavintners.com
 - 3) Washington State Wine Commission:
 Phone: 206-667-9463
 Fax: 206-583-0573
 E-mail: info@washingtonwine.org
 Internet Home-page: www.washingtonwine.org
 - 4) Oregon State Wine Board:
 Phone: 503-228-8336
 Fax: 503-228-8337
 E-mail: info@oregonwine.org
 Internet Home-page: www.oregonwine.org

SECTION III: COST & PRICING

The combined effect of import duty, local liquor taxes, logistics costs and distributor mark-ups make the retail price of imported wine in Korea several times higher than in the export country.

1. DUTIES, TAXES, MARK-UPS

- Korea applies a complicated duty and tax system to imported alcoholic beverages. The table below summarizes import duties and local taxes applied to American alcohol beverage products imported into Korea as of 2019.

Table 4: Import Duties and Taxes on American Alcoholic Beverages in Korea

Product	Import Duty	Liquor Tax	Education Tax
Fruit Wine	0%	30%	10%
Beer	0%	72%	30%
Bourbon Whiskey	0%	72%	30%

- The following table illustrates the effects of import duty and liquor taxes on a bottle of \$10 (CIF value) American wine imported into Korea:

Table 5: Effects of Import Duties and Taxes on American Wine

A	CIF* Invoice Value	\$10.00
B	Import Duty: A x 0%	\$0.00
C	Liquor Tax: (A+B) x 30%	\$3.00
D	Education Tax: C x 10%	\$0.30
E	Subtotal: (A+B+C+D)	\$13.30
F	Value Added Tax **: E x 10%	\$1.33
G	Handling fees for customs clearance ***: A x 8%	\$0.80
H	Total cost of wine upon customs clearance: (E+F+G)	\$15.43

* CIF is an export price inclusive of insurance and freight cost to an entry port in Korea.

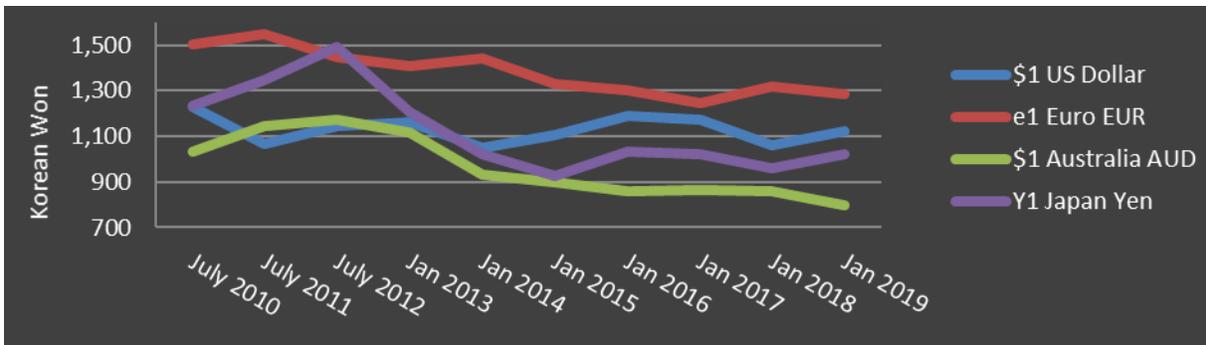
**The paid Value Added Tax (VAT) is eventually refunded to the importer as the tax is carried over to the consumer.

***In addition to import duty and taxes, an additional cost of about 8 percent of CIF value will occur for miscellaneous expenses, 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 will increase significantly if a detailed chemical inspection is required instead of document inspection.

2. CURRENCY EXCHANGE RATE

- The value of the Korean won has undergone significant shifts against major international currencies ever since the Asian financial crisis back in 1998. The retail price of imported wine in Korea is directly affected by shifts in currency exchange rates.

Figure 8: Shifts of Exchange Rate of Major Currencies against Korean Won



Source: Korea Hana Exchange Bank

SECTION IV: MARKET ACCESS

1. LABELING

- Korean law requires a separate Korean language label on imported wine. 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 clearance. The Korean language label should contain the following information:
 - 1) Product Name (e.g., Robert Mondavi Cabernet Sauvignon)
 - 2) Country of origin (e.g., U.S.A)
 - 3) Product Type (e.g., Grape Wine)
 - 4) Importer's name, address, and phone number
 - 5) Date of bottling (e.g., Year-Month-Day or Julian Code)
 - 6) Alcohol percentage and product volume (e.g., 13.5%, 750 ml)
 - 7) Name of major ingredients (e.g., Grape)
 - 8) Name of place where the product can be returned or exchanged in case the product has any defect.
 - 9) Instructions for proper storage
 - 10) Name of food additives used (e.g., Sulfur Dioxide)
 - 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 retail stores. Bottles sold in retail stores should be marked "For Home Use".)
- Fruit images or photos are not allowed on the label of food and beverage products, including wine, if the product contains synthetic flavors only for the fruit images shown on the label.
- Quality claims shown on the product label (such as organic, kosher, and halal) are not allowed unless the product is certified for the claim by the Korean authority. For processed organic food and beverages, Korea and the United States have established an equivalency agreement. Under the agreement, certified American organic wine may enter Korea without separate certification by

the Korean authority.

2. INSPECTIONS & FOOD SAFETY STANDARDS

- Imported foods and beverages, including alcoholic beverages, are subject to documentation and food safety inspection to enter Korea. For more information about Korean regulations and standards on imported 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 at www.fas.usda.gov under Data & Analysis section).
- When a new food safety issue arises, the local authority may enforce additional safety standards and mandatory tests on the imported products associated with the risk. For example, testing for melamine was temporarily added to detailed inspection for imported wine from March 2009 until June 2011 due to a food safety scandal involving melamine in imported Chinese processed foods. Tests for ochratoxin A and lead have been newly added to detailed inspection for imported wine since July 2010. Korean authorities are considering adding tests or strengthening safety standards for imported wine include Ethyl carbamate and Cyclamate. Some local consumer groups have also been questioning the safety of Sulfur dioxide in wine.
- Several shipments of imported wine have reportedly failed the import inspection by Korean authorities in recent years as the Korean analysis found a presence of sorbic acid in the wine while sorbic acid was not listed as an additive used on the label. Korean authority uses HPLC method for testing sorbic acid or other preservative additives. HPLC has a 1.5 ppm detection limit, which is far more sensitive than other methods used by regular wineries around the world. American suppliers should take extra caution not to declare ‘not detected’ claim for sorbic acid or other preservative additives (thus not listing them on the product label) based on the result of its less sensitive analysis method.
- The table below summarizes key food safety standards currently applied to fruit wine in Korea:

Table 6: Korean Food Safety & Additive Standards on Wine

	Key Issue	Standards
1	Methanol	Not more than 1.0 mg/ml
2	Food Preservatives	Preservatives other than those specified below shall not be detected in fruit wine: (1) Sorbic acid (Potassium Sorbate or Calcium Sorbate): Less than 0.2 g/kg as Sorbic acid (2) Sulfur dioxide: Not more than 0.35g/kg
3	Ochratoxin A	No more than 2.0 microgram/kg
4	Melamine	Not more than 2.5 mg/kg
5	Lead	Not more than 0.2mg/kg
6	Food Additives that can be added to	(1) Sweeteners: Sugar, Glucose, Fructose, Wheat-gluten, Molasses syrup, Maple syrup, Oligo sugar, Honey, Aspartame, Sorbitol,

fruit wine	Stebioside, Sorbitol, Sucralose, Acelsulfame potassium, Erythritol, Xylitol (2) Acids: Lactic acid, Succinic acid, Acetic acid, Fumalic acid, Gluconic acid, Tartaric acid, Citric acid, Malic acid, Tannic acid (3) Seasonings: Amino acids, Glycerin, Dextrin, Hop, Minerals (4) Flavorings: Ester compounds, Aldehyde compounds, Fusel compounds (5) Colorants: Compounds allowed by the food safety law
7 Total Heavy Metals	Below 10 mg/Kg
8 Food poisoning pathogens	Should not be detected: <i>Salmonella spp.</i> , <i>Staphylococcus aureus</i> , <i>Vibrio parapaemolyticus</i> , <i>Clostridium perfringens</i> , <i>Listeria monocytogenes</i> , <i>Escherichia coli O157:H7</i>
9 Alcohol content	Korean labeling regulations for alcohol percentage allows for a +/- 0.5 percent point margin of error for the difference between the labeled and actual alcohol content. For example, a wine labeled as 12 percent alcohol must be measured within 11.5 percent to 12.5 percent range.

SECTION V: 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, 42 Jongro 1-gil, 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

Internet homepage: www.atoseoul.com

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

Korean Address: U.S. Embassy, 188 Sejong-daero, 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

(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, 42 Jongro 1-gil, 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
Internet Homepage: www.aphis.usda.gov

B. STATE REGIONAL TRADE GROUPS (SRTG)

For information about export assistant programs offered by State Regional Trade Groups, please contact:

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: export@wusata.org
Website: www.wusata.org

Food Export Association of the Midwest USA
309 W. Washington St., Suite 600, Chicago, Illinois 60606, USA
Telephone: 312-334-9200 Fax: 312-334-9230
E-mail: info@foodexport.org
Website: www.foodexport.org

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: info@foodexportusa.org
Website: www.foodexportusa.org

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: susta@susta.org
Website: www.susta.org

C. 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
Homepage: www.buyusa.gov/southkorea

(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: amchamrsvp@amchamkorea.org
 Homepage: www.amchamkorea.org

APPENDIX: KOREA’S WINE IMPORT STATISTICS (2018)

Category	Sparkling		Red Bottle		Red Bulk		White Bottle	
	Value	Volume	Value	Volume	Value	Volume	Value	Volume
France	28,596	944,834	39,924	3,743,066	159	357	8,785	698,405
Chile	418	80,666	39,795	8,835,620	349	240,105	5,235	1,571,848
Italy	7,846	1,646,050	19,262	2,385,515	212	64,054	6,946	1,527,879
The U.S.	514	95,274	24,584	2,479,425	144	74,463	4,357	577,295
Spain	2,826	819,791	12,733	3,593,094	994	1,018,142	1,664	636,421
Australia	524	91,505	9,522	1,746,519	667	369,067	2,039	428,948
Others	3,597	1,425,775	8,076	1,526,769	161	77,433	6,980	1,022,943
Total	44,321	5,103,895	153,896	24,310,008	2,686	1,843,621	36,006	6,463,739
The U.S. M/S	1.2%	1.9%	16.0%	10.2%	5.4%	4.0%	12.1%	8.9%
Category	White Bulk		Others Bottle		Others Bulk		Grand Total	
	Value	Volume	Value	Volume	Value	Volume	Value	Volume
France	1	52	1,200	96,833	839	12,168	79,504	5,495,715
Chile	366	240,000	117	19,324	9	1,113	46,289	10,988,676
Italy	105	38,475	213	33,948	59	4,757	34,643	5,700,678
The U.S.	190	120,685	342	15,548	268	13,017	30,399	3,375,707
Spain	985	1,804,681	254	35,052	33	3,567	19,489	7,910,748
Australia	2	185	143	9,460	85	7,917	12,982	2,653,601
Others	575	40,795	553	59,665	752	12,996	20,694	4,166,376
Total	2,224	2,244,873	2,822	269,830	2,045	55,535	244,000	40,291,501
The U.S. M/S	8.5%	5.4%	12.1%	5.8%	13.1%	23.4%	12.5%	8.4%

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

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