

Trend Flash

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SPICE SINCE 1899



CASUAL KOREAN CUISINE

Casual Korean is predominantly a combination of Western formats and Korean flavours, with American and Mexican formats a key starting point with Korean ingredients such as kimchi and gochujang added for a new twist. From Korean fried chicken to burgers, sandwiches, tacos, wraps, and loaded fries, these fusion dishes are joined by familiar Korean formats and dishes, such as barbecue, bulgogi, rice dishes and noodles. Korean ingredients, flavours and formats can be fun, fast and flexible, with fusion and many variations. The combination of chilli, garlic, ginger, soy and gochujan chilli with umami-rich soy and shrimp pastes and the fermented kimchi provides a bold and rich flavour profile enjoyed by many!



Just add...

Through the addition of kimchi or gochujan, chefs and brands add a slight twist to familiar Western dishes. Sauces are the most popular base to experiment with mayonnaise topping the Korean-spiked menu item chart. Adding a twist to pasta sauces, hot dog toppings, burgers, fries or with steak, kimchi and gochujan can elevate the everyday flavours.

Bulgogi

Most commonly this appears as beef bulgogi, with tender cuts of beef. This salty-sweet marinade often containing soy, sesame oil, garlic and sugar provides a balance of flavour while tenderising the meat and would classically be part of bibimbap or barbecue dishes, but works as well as part of globally-inspired fusion dishes, from pizza to salads or fries.

K-Mex fusion

Slowly-stewed Korean or Mexican flavoured meats are combined with spices familiar to both cuisines, and toppings ranging from Asian slaws, jalapeno sauce, gochujan and kimchi, creating a global fusion. These Korean-Mexican dishes are widely available in Korean-specific outlets and global or specific fusion establishments, providing a familiar entry.

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