

KOREAN FOOD

SAN-NAKJI, YUKHOE, GEJANG

SAN-NAKJI

1. What is San-nakji?

- Definition : Long-arm octopus served in moving pieces.
- Flavoring: Seasoned with sesame oil and seeds.

2. Freshness and Boldness

- Freshness: Moving tentacles highlight extreme freshness.
- Courage: Eating live octopus reflects adventurous spirit.

3. Part of Drinking Culture

- Soju pairing: A popular side dish with soju.
- Bonding: Encourages social connection.

4. Nature and Health

- Natural: Emphasizes fresh, minimally processed ingredients.
- Nutritious: High in protein, retaining raw benefits.

5. Tradition Meets Modernity

- Origins: From fishing villages to urban dining.
- Pop culture: Popular in media, attracting global interest.



YUKHOE



1. What is Yukhoe?

- Definition: The thin striped raw beef with removing the fat.
- Flavoring: Seasoned with salt, sugar, sesame oil, Korean pear, raw egg yolk, and pine nuts.

2. Tradition Meets Modernity

- Origins: The way that French eating raw horse beef with raw yolk was speared in Korea.
- Modern Changes: Korean seasoning it with pear and sesame oil.

3. Flavor and Nutrition

- Flavor: Umami, sweet, the original flavor of beef
- Nutrition: Yukhoe is rich in protein, healthy fatty acids, iron, zinc, vitamin B.

4. Freshness and Boldness

- Freshness: You can eat fresh and tender textures.
- Boldness: The bloody appearance and the Parasites risk.

5. Popularity

- Internal Appeal: Korean like to eat Yukhoe as a main dishes or side dishes with bimbap.
- International Appeal: As a traditional Korean dish, it attracts lots of visitors to try.



GEJANG

1. What is Gejang?

- Definition: Raw crabs which are marinated or salted fermented.
- Flavoring: Matinating in soy sauce or a chili pepper based sauce.

2. Traditional Meets Modernity

- Origins: Fisherman preserve crabs for consumption.
- Modern Changes: One of the top five famous dishes in Korea.

3. Nutrition and Medicine

- Nutrition: Protein, vitamin and minerals.
- Medicine: The traditional medicine believed that gejang can cure relapsing fever.

4. Global Popularity Spread

- *Winter Sonata*: Make Japanese love gejang.
- Korean celebrities promoted gejang positively.

5. Method to eat Gejang

- Rice Thieves: They pair so well with rice.
- Take a bite of crab meat and pair it with side dishes.



COMMON denominator IN KOREA FOOD

1. Rich Flavor and Balance of Five Taste :

- **Spicy** : Derived from chili powder and gochujang (red pepper paste)
- **Sweet** : Achieved with sugar, honey, or fruits for natural sweetness.
- **Salty** : Often from doenjang (fermented soybean paste), soy sauce, or shrimp paste.
- **Sour** : Comes from fermented foods like kimchi.
- **Bitter** : Found in certain seasonal vegetables like mountain greens.

2. Use of Fermented Foods : Kimchi, Sauces (gochujang, doenjang, soy sause)



3. Side Dishes : Kimchi, Pickled vegetables, pancakes(jeon), boiled seaweed

- Every meal is accompanied by a variety of side dishes, enriching both flavor and nutrition.

SEOICHEON CAMELLIA OCTOPUS FESTIVAL

Events :

1. **Octopus catching experience** : Visitors can participate in baby octopus fishing activities .
2. **Seafood dishes tasting** : Visitors not only can enjoy octopus dishes but also other seafood such as sashimi.
3. **Scenic views of the camellia** : It's camellia season too ! Visitors also can enjoy the sight of blooming camellia flower trees.
4. **Performance** : Traditional music and dance performances to add to the festive atmosphere.

