



The New Spicy Trend - Gochujang – Korean Red Chili Pepper Paste



Can't get spicy enough!

Spicy food is taking over young people's heart through their mouth across US - the America's taste palate has been evolving from sweet & savory to dynamic spiciness and the popular demand for the spiciness has created the niche market.

Many celebrity chefs have been showing their enthusiasm for the new kind of spiciness from Korea. This increasing popularity for the Korean Spiciness can also be seen in the report of exports to America. The Kimchi and Gochujang and ultra spicy Korean Instant Ramen has been reached at the highest demand now.

Second generation Korean chefs have been introducing new exciting dishes to the America using the Korean spices. Korilla BBQ, named one of the top food trucks in NYC, is using Gochujang and Kimchi in its dishes. In Chelsea Market, there is a famous Korean fusion restaurant, called Mokbar. The 8 young chefs including Mokbar, Koilla incorporate Korean spices in their dishes. The chefs have also created a short film, "Made in Korea Sweet Heat", which tells their cooking and life stories. Davey's Ice Cream is also introducing their Gochujang infused ice cream which will attract the spicy loving crowd.

YouTube star Maangchi recently visited Korea to share her experience of learning and incorporating the Korean traditional spices into her cooking (include here); this video has gained over 30,000 views in just two weeks.

Because of the stereotype that Americans can't eat spicy food, one might think the Korean BBQ along with Bibimbop and soy based noodle Jabchae are popular Korean dishes in the states. However, the America shows their love for spiciness by choosing red spicy Kimchi and red hot chili sauce over the plain soy sauce based dishes. The new extreme spicy instant Ramen "Hot Fire" Noodles has been a rising star among the Korean noodle market in the states and you can easily find Gochujang in a American supermarkets like Albertson, Kings, and Wegmans.

Chef Jay Weinstein, professor at the National Gourmet Institute in New York, said "Gochujang doesn't just contain the spicy taste; when you first put it in your mouth, it's spicy enough to make one tear up, but the aftertaste is sweet and contains interestingly different flavors. I think that's what people become addicted to. Americans may not initially like it, but I've seen them seek the taste after couple more tries." He added that he, too, enjoys Korea's unique spicy taste.

The "red, hot, spicy" taste that Americans have fallen in love with is contributing to the numbers of exports. America's biggest food convention, "2018 Fancy Food Show" will be held on 06/30 – 07/02, 2018 at the Manhattan Jacob Javits Convention Center. There, 2,550 companies from around the world will be presenting 180,000 products. Among them, Kimchi, Gochujang, and other Korean products will be displayed to show off its spicy kick.

