



Maangchi

The Number 1
Youtuber of
globalization about
Korean food

**Here is a Korean food Youtuber with unusual records.
Having these records, she will probably be the only one.**

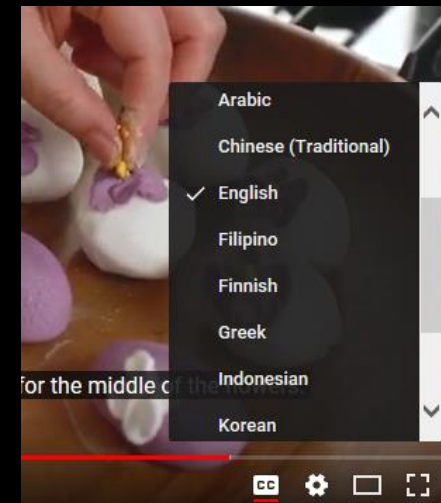


From 2007 to 2017



**Top views
7.6 million**

**Subtitles in
24 Languages**



If Julia Child Had a Korean Cousin

The YouTube star known as Maangchi is equal parts teacher, linguist and cook.

By JULIA MOSKIN

During the years that she was addicted to online gaming, life for Emily Kim began when she got home from work at 6 p.m.

"I would shower quick, and eat something, no matter what, so I could start playing my game," said Ms. Kim, a.k.a the YouTube Korean-cooking star Maangchi. "And I wouldn't stop till 3 a.m." Divorced, with her two grown children out of the house, Ms. Kim ventured into the online role-playing battle game City of Heroes and couldn't pull herself away. That was 2003.

Maangchi, pronounced MAHNG-chee and meaning "hammer" in Korean, was the name of her online avatar, who specialized in destruction, wielding a huge scimitar and wearing a tiny miniskirt.

Finally, she said, in 2007, her children persuaded her to try a more nourishing form of Internet expression: cooking videos. "I had no idea if anyone would watch me," she said, "but the Korean recipes I saw in English were full of mistakes, and I wanted to show the real way we do things."

Now, Ms. Kim has more than 619,000 YouTube subscribers, more than Martha Stewart, Alton Brown, Ree Drummond and Ina Garten combined. (Since 2012, along with the channel's other most popular producers, she has had a revenue-sharing partnership with YouTube that allows her to cook and shoot full time.)

At age 58, she has just published a cookbook, "Maangchi's Real Korean Cooking" (Rux Martin/Houghton Mifflin Harcourt), one of the few comprehensive books on Korean cooking written for Americans, but without major adjustments to make the food more accessible.

From watching her videos, it is hard to



MORGAN IONE YEAGER FOR THE NEW YORK TIMES

envision Ms. Kim as a reclusive gamer. In extravagant eye makeup and bright pink lipstick, she cooks huge batches of crowd-pleasers like bibimbap, bulgogi and KFC, sweet-sticky-spicy Korean fried chicken.

In her kaleidoscopic wardrobe of tiaras, leatherette shorts and fascinators (and four-inch platform shoes to lift her up to the camera), she demonstrates the endless variations of kimchi and schools her viewers in the proper pronunciation of dishes like soegogi-muguk (pronounced SAY-go-

gee moo-GUHK), beef and radish soup. She writes the Korean characters on a whiteboard, wearing magenta gloves encrusted with fake bling.

Although she presents herself as girlish and lighthearted, Ms. Kim is first and foremost a teacher, and a strict one at that.

"I have to do everything correctly," she said. "Otherwise I will hear about it from the Koreans."

This is a phrase she often repeated to

Emily Kim in her kitchen, where the magic happens when she takes on the persona of Maangchi, the YouTube Korean-cooking star.

She also praised in various media.

Maangchi is more famous than Julia, Who is an American well known for her living skills.

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She also uses unfamiliar ingredients like dried squid and lotus root. In addition, there are many courses like Makgeolli and soy sauce, which have to be careful and take long time. Even if its difficulties, she always make the food wonderful.



**What if Korean food became globalized
in the way she loves Korean food?**





In May 2011, a Korean American actress, Brook Sills, in New York City, created a press release.

She is saying that she likes Korean but revealed that it is directed picture of her standing with an hot pepper paste, with a cost of 350 million won.



The Korean government 's globalization policy for Korean food has also been criticized by netizens for their unappetizing performance in various Korean food promotional festivals.

Rather than hastening and undermining the globalization of Korean food, if a person who 'sincerely' loves Korean food like Maangchi causes interest of foreigners and carefully informs the cooking methods, it will accelerate the globalization of Korean food.





Director: KIM SO YEON

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