

K-Food Globalization:Common and Differentiating Factors

- Cultural Content-Based K-Food Strategy Analysis
- Based on the Netflix series 'Bon appétit, your majesty' (Chef of the Tyrant)

The Role of 'Chef of the Tyrant – Bon appétit, your majesty' in K-Food Diffusion

- Demonstrates K-Food's **'adaptability'** and **'vitality'** by preparing dishes using local ingredients in unfamiliar settings.
- Transmits the **'emotional value'** of K-Culture by showing comfort and communication through food, beyond simple taste.
- Boosts accessibility and creates demand by revealing **'practical recipes'** that anyone can follow.

15



Popularity of This Series and Its Impact on K-Food



Media Coverage Highlights Popularity

Articles like 'Bon Appetit, Your Majesty' blends Korean ingredients showcase widespread attention.

[Article link](#)



Korean Ingredients Gain Global Appeal

Gochujang Butter Bibimbap Goes Global via K-Drama demonstrates how Korean dishes attract international fans.

[Article link](#)



Lavish Royal Cuisine Draws Interest

Bon Appetit, Your Majesty boosts global K-food popularity with lavish royal cuisine and unique dishes.

[Article link](#)



K-Drama as a Cultural Ambassador

The series acts as a bridge, introducing global audiences to authentic K-food culture through storytelling.

Global Impact of the Series on K-Food and K-Culture



Widespread International Popularity

The series has captivated millions of international viewers, sparking widespread social media discussions about Korean royal cuisine and unique traditional ingredients.



Curiosity for Korean Culinary Heritage

Fans express growing curiosity and admiration for Korea's culinary heritage, eager to learn more about traditional dishes and cooking methods.



Inspiring Global Culinary Experimentation

By blending Korean ingredients with French cooking, the show inspires global audiences to experiment with K-Food using local and accessible ingredients.



Measurable Boost in K-Food Sales

Following the show's release, there was a notable increase in global sales of Korean food products such as gochujang and fermented pastes, and a surge in online recipe searches.

K-Food Commonalities: The Foundation of All Success



Authentic Portrayal

Korean food culture highlights time and effort, such as Kimchi aging and making fermented pastes.



Storytelling with K-Culture

K-Food gains power when consumed alongside K-Culture content like dramas, movies, and entertainment.



Pillar: Cultural Context

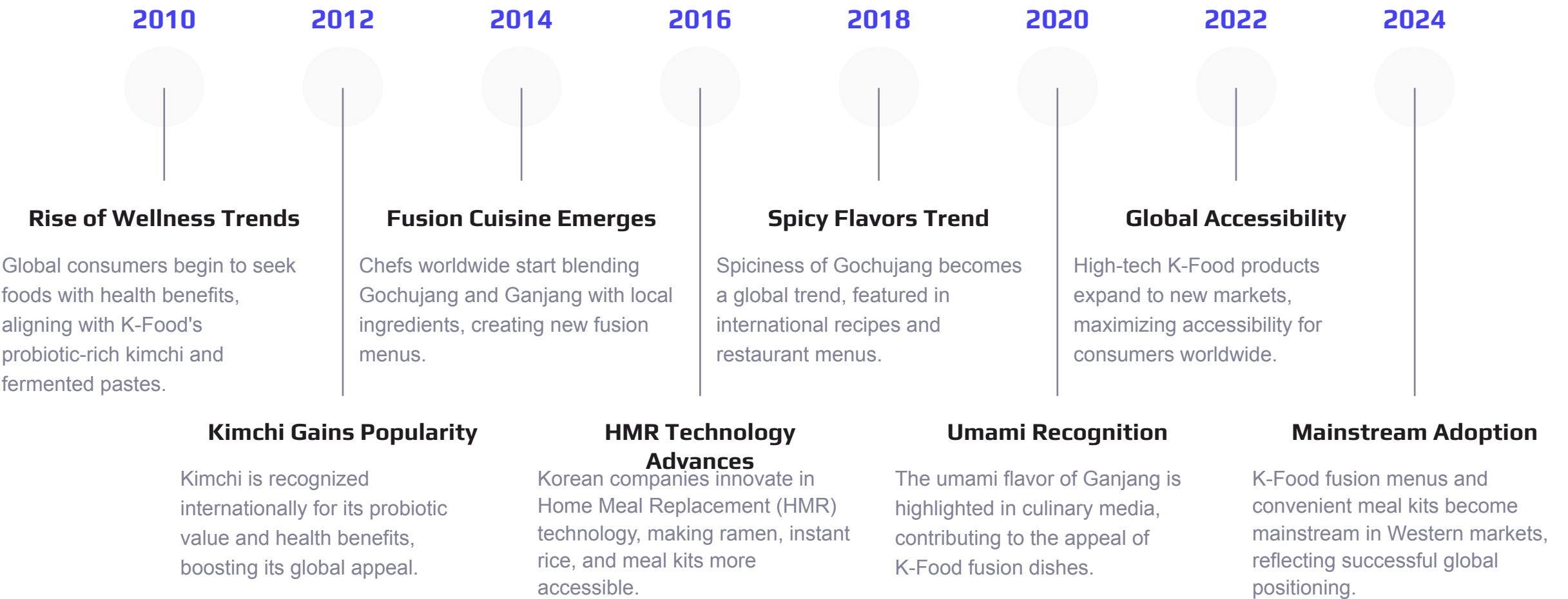
All K-Foods stand on the pillar of 'Cultural Context', connecting food to heritage and tradition.



Pillar: Sincerity

Sincerity is a core value, reflected in the care and dedication put into every K-Food dish. And this short movie was uploaded by one of foreigner's via YouTube, called as 'Miso-soup with spinach, 시금치 된장국 by Korean', introduced at episode 4, 'Bon appetit, your majesty' via this [movie](#)

K-Food Differentiating Factors (Global Positioning)



Differentiated Narrative: 'Chef of the Tyrant's' Image Innovation



Traditional Royal Court Cuisine

Focus on exclusive dishes historically served in royal courts, not commonly available to the public.



Expensive Restaurant Settings

High-end restaurants reinforce exclusivity, making the cuisine less accessible for everyday people.



Low Accessibility

The focus on elite dining experiences limits who can enjoy these foods.



High Barriers to Entry

Cost and tradition create significant obstacles for broader audiences to experience this cuisine.

Differentiated Narrative: 'Bon appétit, your majesty's' Image Innovation

•**The Challenge:** The focus on exclusive dishes historically served in royal courts, not commonly available or known to the public, creates a perception of distant and unrelatable cuisine.

•**'Bon Appétit, Your Majesty' Depiction:** The webtoon constantly showcases magnificent and unique dishes, grounding the abstract idea of "royal cuisine" in visually stunning and imaginative food that captivates the audience





The Three Pillars of K-Food Globalization Success (Strategic Pillars)

- 1. The Hallyu Wave: K-Pop, K-Dramas, and movies show Korean food like tteokbokki and BBQ, making fans want to try these dishes. This helps spread Korean food worldwide.
- 2. Unique Taste and Health: Korean food has a strong, spicy, sweet, and savory taste. It's also healthy, with lots of vegetables and fermented foods like kimchi, which fits modern health trends.
- 3. Smart Marketing: The Korean government and big companies like Bibigo worked hard to create tasty, easy-to-make Korean food products for export. They use clear recipes and strong marketing to make Korean food popular and easy to find everywhere.

Conclusion & Future Strategy: AI-Powered Localization Execution



Global K-Food Experience

Success depends on providing a 'Global K-Food Experience' fused with local culture, not just exporting 'Korean cuisine.'



Instant Marketing Story Generation

Enter a dish and target audience to instantly generate a global marketing story tailored for localization.



Free Virtual K-Food School Vision

Inspired by 'Unicorn ni Notte', envision a Free Virtual K-Food School empowering global users to adapt Korean traditions with local ingredients.



Value of Localization Data

The platform's main value is unique localization data—user search patterns, ingredient swaps, and flavor trends for product development and market entry.

B2B Data Value: Monetizing Localization Insights

- Inspired by the 'Study Pony Campus' from the Netflix drama *'Ride a Unicorn,'* this virtual platform lets people worldwide learn and adapt K-Food recipes.
- **Its real business value (B2B) comes from:**
- **Gathering unique data:** It collects information on how people globally change and enjoy Korean recipes (e.g., preferred spice levels, ingredient substitutions in different countries).
- **Selling valuable insights:** This data is then turned into useful reports for businesses.
- **Helping K-Food go global:** Companies (like K-Food brands and grocery stores) use these insights to create better products, target marketing, and successfully sell K-Food around the world.



The Non-Coder's Competitive Advantage: The AI Strategist



Conclusion

Key Insights from K-Food Globalization

- K-Food thrives by combining deep cultural context with modern storytelling. The series 'Bon appétit, your majesty' showcases royal cuisine to global audiences, increasing curiosity and demand. K-Food's success is built on health benefits, unique flavors, and smart marketing strategies. Global sales of Korean ingredients and recipe searches surged following the show's popularity. Fusion and localization efforts make K-Food adaptable and accessible worldwide.

Future Strategy and Opportunities

- Leverage AI-powered localization to tailor K-Food experiences to diverse global markets. Develop platforms like virtual cooking schools to empower global users with Korean culinary skills. Gather and monetize data on ingredient preferences and recipe adaptations from global consumers. Continue blending tradition with innovation to maintain authenticity while driving global appeal. Expand partnerships between cultural content creators, food brands, and technology for sustained growth.



Thank you