

Peak demand for salmon in Korea is in the month of December with the lowest demand occurring during the months of July and August. There are three licensed salmon smokers in Korea, but most first class hotels possess their own smoking facilities. The names and addresses of fresh salmon importers and smokers are listed below.

NEW STAR TRADING COMPANY

16-1, Noryangjin-Dong
Dongjak-Ku, Seoul
Fax: 815-7221
Contact: Mr. Y.D. Kim, President
Products: fresh salmon

KOREA TOURIST HOTEL SUPPLY CENTER

255-5, Neung-Dong
Seongdong-Ku, Seoul
Fax: 452-7294
Contact: Mr. H.H. Yoo, Director
Products: fresh salmon

CHUNGJIGI TRADING COMPANY

517-4, Sinsa-Dong
Kangnam-Ku, Seoul
Fax: 542-546
Contact: Mr. G.C. Kim, President
Products: fresh salmon

JEIL REFRIGERATOR COMPANY

Room 901, Sungwan Building
1-2, Bukchang-Dong
Choong-Ku, Seoul
Fax: 755-6743
Contact: Mr. D.S. Kang, Exec. Director
Products: salmon smoker

TIFFANY FOOD COMPANY LIMITED

4th Floor, Dongwon Building
243-6, 1 Ka, HanKang-Ro
Yongsan-Ku, Seoul
Fax: 795-4927
Contact: Mr. K.H. Yoon, President
Products: salmon smoker

DEA KWANG FOODS COMPANY

Room 212, Kapo Building
126-2, Hyoje-Dong
Chongro-Ku, Seoul
Fax: 743-3333
Contact: Mr. H.J. Chung, President

Fresh salmon is limited to the higher-class market, and as such, Korean importers generally distribute the product directly to the hotels and Japanese style restaurants. With the exception of **Jeil Refrigerating Company Limited** which maintains five sales agents in major Korean cities, smoked salmon is distributed directly to smokers to hotels, buffet restaurants, hotel food dealers, and high quality fish stores in the main fish markets. The custom sliced consumer packs in 2-4 pound and 6-9 pound packages of frozen salmon are sold mainly through department stores and large supermarkets. Smoked salmon is currently sold to agents and dealers at approximately \$21.42 Cdn per kilogram and in department stores for \$55.55 per kilogram. Sliced salmon steaks are sold to dealers for \$7.93 and for \$19.04 per kilogram in department stores. Fresh salmon is sold to hotels and restaurants at \$23.80 per kilogram.