



Food for Thought: Korean Cuisine Events

What is one thing that brings people together from all around the world? **Food!**

A guaranteed way to get to someone's heart is by sharing a meal, and eating together usually leads to great conversation. Food is also one of the easiest ways to get a sneak peek into a culture. Sharing some popular (and tasty) Korean dishes can be a unique way to introduce people to North Korea and Liberty in North Korea's mission.

While many people might remember and associate North Korea as a starving country after the famine in the 1990s, it is important to note that North Korea is a place with a long history and heritage, and its people share an identity that is deeply rooted in food and sharing meals. These events will be a great way to share the vibrancy of North Korean cuisine and the common joy of gathering around a delicious meal.

"Flour Snacks were sold everywhere, from the Jangmadang to small markets and kiosks. They were usually not packaged, but were spread out on the counter. They were very cheapand easy to access. My taste buds still remember this flavor – this is the taste of my childhood."

- **Noel Kim**, reached freedom in 2010





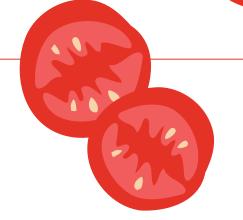
Depending on the scale, this event could take 1-3 weeks to plan.

Supplies

Depending on the food, you can ask a local Korean restaurant to provide the dishes you will be serving. Or if you are feeling creative, go ahead and whip up these dishes as a team using the ingredients provided in the links below! You can either cook ahead of time or use a portable stovetop during the event.

While most of these ingredients can be found at your local supermarket or Korean market, we have added some links below where you can buy them online too! If you're worried about the costs for these supplies, there are different strategies to help pay for them:

- Ask E-board members if they can pitch in \$5-\$10
- Ask everyone at the event to chip in \$3-\$5 each
- Raise money before planning the event and know what your budget is!









Promotion

Make sure to get the word out that you will be serving delicious Korean treats! Tell all your friends ahead of time and use social media and email as a way to reach out to your community.

Campus Approval

If you're cooking and selling food on campus, be sure to check with your administration about any rules or regulations. Every campus has different rules, but it is common for them to be strict on what can be sold and how it can be sold. Be sure to check with your school advisor to see if it is possible to host these events before you even start planning. Also, make sure to follow the requirements that your school mandates to prevent getting in trouble, i.e. some schools require the fire department to be present when cooking with a grill.







Korean Street Food - Tteokbokki

Have your own street food "cart" and sell sweet and spicy tteokbokki! This popular dish is easy to make and has room for variations depending on your tastes. The chewy rice cakes are typically served in a sauce made from gochujang, a spicy Korean red pepper paste. However, many places are now offering the popular dish with sauces like carbonara or jiajang (black bean).

You can sell this snack at your next event or even have a competition to see who can eat the spiciest tteokbokki (just add fresh, hot peppers to the sauce).

RECIPE: <u>Tteokbokki – My Korean Kitchen</u>

Hotteok Party!

One of the most popular Korean street foods is hotteok. Hotteok is a crispy, brown sugar and honey-filled pancake that is best served freshly fried and piping hot. The filling usually consists of brown sugar, cinnamon, and nuts, but feel free to mix it up and add whatever kind of filling you'd like. If you want something a little more savory, try making hotteok with a cheese filling or add some tomato sauce for a pizza variation!

Hotteok is a popular winter snack because it warms your body (and soul), but this snack can be enjoyed year-round! Your team can make and sell hotteok at your next event!

RECIPE: Hotteok – Maangchi



Hotteok Party!

Get Creative: Have a "filling bar" available that can include different nuts, spices, and sauces so people can choose what they want in their hotteok!

You can purchase the mix here: 8 pieces 10 pieces





Jjajangmyeon Eating Competition/Black Day

Jiajangmyeon is a popular Korean and Chinese dish made with a black bean sauce that usually includes some vegetables and meat. In South Korea, many people unofficially observe April 14th as Black Day (a day for singles to celebrate their singlehood). This unofficial holiday comes one month after White Day, March 14th, where couples gift each other with chocolates and candies. In recognition and celebration of their singleness, people will eat jiajangmyeon on April 14th because of the sauce's black color. What better way to cheer yourself up than with tasty noodles?

Your team can celebrate Black Day together and with the rest of your community by eating jiajangmyeon on or around April 14th. You could even turn this event into a competition with a prize for whoever finishes the most bowls of noodles!





Jjajangmyeon Eating Competition/Black Day

If you would like to try making this dish, here are some great recipes.

RECIPES: <u>Jiajangmyeon – My Korean Kitchen</u> <u>Jiajangmyeon – Maangchi</u>

You can purchase the ingredients here:

H-mart online
Udon (substitute)
Black bean sauce

You could also see if any local Korean or Chinese restaurants would be willing to provide the dish for your event.

A Taste From North Korea

To add a little flavor to any dish you decide to make, try out this sauce – Yangnyumjang! It is especially good on top of dubu bap – fried tofu stuffed with rice. Dubu bap with Yangnyumjang is a very popular dish in North Korea and many North Korean speakers have described this as one of their favorite foods!



A Taste From North Korea

Dubu bap Ingredients:

(Makes around 30 dubu bap)

4-5 blocks of extra firm tofu 1 ½ cups of Canola or vegetable oil White rice

Let's Cook: Cut the tofu into 1/2 inch thick triangles by first cutting the tofu block diagonally and then cutting 1/2 inch portions from your triangular blocks. Pour the oil into a pan and wait until it is hot enough for the tofu to sizzle as soon as it hits the oil. Cook each tofu triangle and flip them as necessary until each one is golden color. Place the cooked tofu triangles on a paper towel to drain the oil and once they are cool enough to touch, cut a slit into the long side of each triangle so that each one resembles a pocket or a cup. Cook the white rice and stuff the triangles with two tablespoons of cooked rice.





Yangnyumjang sauce Ingredients:

(Makes enough to top 30 dubu bap)

1 cup of oil or the remaining oil from frying the tofu

 $\frac{1}{2}$ cup water

chopped garlic bulb (6-7 cloves)

2 ½ cups chopped green onion

5-6 tablespoons of gochugaru (Korean red pepper flakes)

2-3 tablespoons of sugar

2-3 tablespoons of salt

6-7 diced Korean chilis or peppers

2 tablespoons of roasted sesame seeds (optional)

2-3 tablespoons of soy sauce (optional)



A Taste From North Korea

Let's Cook: Using the oil that was used to fry the tofu, cook the diced chilis, green onions, and chopped garlic on medium heat until all three become tender. Add the red pepper flakes, salt, and sugar in that order, and stir a few times after each addition. Add the roasted sesame seeds and sauce at the end and stir just until combined.

That's it! Your Yangnyumjang is now ready and can be stored in the fridge until you are ready to use it.



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