

# NEWSLETTER



## The Bread Capital of Korea



When people think of Daejeon, one of the first things that comes to mind is bread. The city has earned the nickname "City of Bread" thanks to its vibrant bakery culture and the famous "bread pilgrimage" that attracts visitors from across Korea.

At the heart of this tradition stands Sungsimdang, a legendary bakery that has become a symbol of Daejeon. No matter the day—weekday or weekend—you'll find long lines of eager customers waiting to taste its signature creations. Compared to Seoul, the prices here are more affordable, making Sungsimdang not only delicious but also a great value.

For many Koreans, a day trip to Daejeon is all about bread. Travelers often come solely to join the bread tour, sampling different bakeries and enjoying the city's unique flavors.

Recently, word has spread internationally, and foreign visitors are beginning to discover Daejeon as a must-visit destination for bread lovers.

Whether you're a local foodie or a curious traveler, Daejeon offers an unforgettable experience—one loaf at a time.

## From Expo to Icon: Kumdori's Story



Kumdori, the cheerful mascot born from the 1993 Daejeon Expo, still brings smiles across the city today. You'll find Kumdori everywhere—from themed desserts and cafe menus to playful souvenirs and merchandise. These charming goods make perfect keepsakes, letting visitors take home a piece of Daejeon's unique spirit along with their bread tour memories.



## Dubai Dessert Fever Hits Korea



Since 2024, Dubai Chocolate has taken Korean social media by storm, quickly becoming one of the hottest dessert trends. But what exactly is it? Originating from Middle Eastern flavors, Dubai Chocolate typically combines crispy kadaif pastry with rich pistachio spread and layers of decadent chocolate. The luxurious ingredients make it a premium treat, often priced higher than everyday desserts.

Because of the cost, many dessert lovers began experimenting at home—buying the ingredients themselves and recreating the indulgent flavors in their own kitchens. This DIY wave only fueled the craze further, spreading the trend beyond cafés into households across Korea.

Among the many variations, one creation has truly stood the test of time: "Dujjonku" (Dubai Chewy Cookie). First developed in a small café in Gimpo named "Mond Cookie", this chewy chocolate—pistachio cookie quickly gained cult status. After the recipe was shared publicly, it spread like wildfire. Today, Dujjonku isn't just a café specialty—it's everywhere. From restaurants and convenience stores to even movie theaters, the chewy cookie has become a staple dessert that represents the Dubai Chocolate craze in Korea.

What started as a niche luxury has now transformed into a nationwide phenomenon, proving that when chocolate meets creativity, the results can be irresistible.

## Twists on Dubai Chocolate



Dubai Chocolate didn't stop at Dujjonku—the craze has expanded into chewy rice cakes, cakes, bingsoo, pain suisse, salted bread and even waffle. With more than ten spin-offs now dominating menus, Dubai-inspired desserts are taking over Korea's sweet scene.

### CONTACT US

📞 +82-2-6313-8100-15

✉️ globalib@lottejtib.com

📷 lottejtib\_gib

