10 Things to know about
JEONJU
UNESCO City of Gastronomy
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1. **Jeonju brims with history and culture.**

Jeonju has a population of 650,000 and covers an area of 206km², where flat lands meet mountains. As a gem of Korea, Jeonju strives to promote glorious traditions accumulated for more than 1,200 years, which encompass food, housing, dance and music.

2. **Jeonju is rich in healthy produce.**

Because Jeonju is nestled in the middle of Jeollabuk-do, Korea’s agricultural heartland that is well-equipped with food production and processing facilities, and surrounded by mountains and fields, it is blessed with bountiful crops and vegetables grown in clean soil and air. Particularly, wild edible plants are a boasted specialty. With increased global attention to wellness and Korean food, wild greens, which ensure a sound diet, are in the spotlight.

3. **The food culture of Jeonju is built on homemade meals.**

Jeonju food is rooted in recipes handed down from noble families. In this regard, the subject of the development of Jeonju food is each home. There is no fixed recipe for Jeonju food; everyone has their favorite way of making it. The creativity of Jeonju food is exemplified through the passion and sincerity of the people of Jeonju.

4. **Jeonju pursues slow food.**

Countering the rise of a fast-paced, fast-food, fast-convenience life, Jeonju cherishes the slowness that a traditional heritage of cuisine, music and handicraft embrace. Since the Joseon dynasty, Jeonju has acted as the administrative hub of Jeolla-do and a trading center for rice from the Honam Plain, fish and jeotgal from the West Sea and wild and cultivated plants from the neighboring mountainous areas. As markets always prosper, a great deal of color has been added to the food culture. Beans are widely used in Jeonju food. Bean sprouts are the main ingredient of bibimbap and kongnamulgukbap. Tofu is made by boiling and grinding soybeans. Doenjang, gochujang and ganjjang, basic condiments for the Korean diet, require fermentation. Jeonju food, which is completed through time-consuming procedures and scrupulous care, is a promise of wholesomeness.

5. **The people of Jeonju are gourmets.**

Those living in Jeonju have a keen interest in food and love to share delicious meals with their families and friends. Thanks to their mothers, who show an above-average ability in
and an extraordinary enthusiasm for cooking, they are trained in palatability and have sensitive taste buds.

6. Jeonju diet is balanced with vegetables, meat and fish.

Jeonju's representative dishes are bibimbap, hanjeongsik, kongnamulgukbap and baekban. Hanjeongsik, a lavish, full-course meal prepared from grains, seafood, meat and vegetables, showcases the abundance of Jeonju food and pleases and surprises eaters.

7. Jeonju Hanok Village facilitates savory explorations.

As the only one of its kind situated downtown, Jeonju Hanok Village has 700 residences and is recognized as the landmark of Jeonju. Jeonju Hanok Village won the Korea Tourism Awards and has been named Cittaslow for the first time among cities with a population of over 500,000. The Michelin Guide also recommended it as one of the top must-see destinations in Korea. The experience of a Korean dwelling and dietary life in Jeonju Hanok Village is the essence of travel in Jeonju.

8. Jeonju is jam-packed with food celebrations.

Held in Jeonju Hanok Village, the Jeonju Bibimbap Festival creates a traditional ambience and offers various participatory programs. Initiated in 2003, the International Fermented Food Expo Jeonju aims at industrializing fermented food, such as kimchi, jang and jeotgal.

9. Jeonju is dedicated to fostering indigenous food.

Jeonju actively assists with the trademark application of local delicacies. To expand food businesses throughout the country in a modern context, since 2006, Jeonju has boosted the franchise of Jeonju food, attended international franchise expositions and implemented relevant workshops and classes.

10. Combined efforts lead to the improvement of Jeonju food.

For the effective and sustainable management of Jeonju food, local restaurants, corporations, academia and public entities cooperate and run the Jeonju Bibimbap Research Center, the Bibimbap Globalization Foundation and the Jeonju Hansik Banchan Cluster Foundation. High schools, colleges and private institutes also provide support by propagating the superiority of Jeonju and Korean cuisine. The systemization of Jeonju food has approached completion.