

질문과 대답 3회: 맛있는 한국 맥주

<광고>



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일상회화 편 2 출간

총 6권 완간(完刊)

Q: Why is the quality and taste of Korean beer below average?

A:

1. I agree. We didn't have many options to choose from in the past, so I thought Korean beer tastes fine. But trying beer from other countries, especially European countries, I realized that Korean beer tastes bland. There is limited selections and (Korean beer) is relatively expensive. I know we have more options now compared to the past, I always prefer foreign brands over Korean ones. The only thing is the price. I think importers take too much of a margin.

2. Many people complain about the taste of Korean beer, but I don't see the real difference, actually. Beer is just beer. I don't like drinking a lot of beer, but I like to have one now and again. Instead of buying expensive imported beer only to feel a slight difference, I'd rather stick with the Korean brands. Besides, now we have more options to choose from compared to the past.

3. For a long time there was no competition. There were only two major breweries in Korea that dominated the market. Also, there were strict regulations for making beer, which also effected the market. But recently micro-breweries such as 7 Brau, KA brew, Platinum, and Magpie have revolutionized the Korean craft beer scene. They offer quality beer at affordable prices. That is what everyone wants.