

PRESS RELEASE

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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The MAFRA’s “K-Chicken Belt” Initiative Seeks to Position Korea as a Global Culinary Destination

Sejong, 19 March 2026 — On 19 March, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) announced its plan to establish the K-Chicken Belt (as part of the K-Gastronomy Belt) at the Korea Tourism Organisation Seoul Centre. The initiative seeks to integrate local chicken cuisines nationwide with regional tourism resources.

The “K-Gastronomy Belt” project is designed to attract both domestic and international tourists and to stimulate local economies by linking regionally distinctive ingredients and foods with local attractions. Tourist food discovery corridors for traditional sauces (*jang*), kimchi, ginseng, and traditional liquors have already been established since 2024 and are ongoing. This year a new route will be built around diverse Korean chicken dishes, which are highly

popular among locals and foreigners alike. The targeted specialties include ginseng-chicken soup (*samgyetang*) and sweet crispy fried chicken (*dakgangjeong*).

This project has been launched under the slogan “Chicken: Gateway to a Wider World” and will go beyond simply focusing on “chicken” as a menu offering. The goal is to expand steadily outward to encompass the entirety of Korean cuisine (K-food), positioning Korea as a global culinary destination.

(1) A “compelling pairing” of chicken dishes and local attractions, building culinary hubs around the country

The K-Chicken Belt will integrate diverse regional chicken dishes with each area’s history, culture, and local specialties, forming a cohesive national culinary route.

Signature dishes such as Chuncheon *dakgalbi* (spicy stir-fried chicken), Andong *jjimdak* (soy-braised chicken), and other regional chicken specialties will be linked with hidden local eateries and the Korea Tourism Organisation’s “33 K-Local Gastronomy Travel Selections.” Through this effort, the ministry aims to develop globally appealing culinary hubs across the country that attract international visitors.

(2) Support for local farms while leveraging the chicken culinary sector

The initiative will also promote mutually beneficial partnerships with regional farms by encouraging the development of signature menu items using local specialties, such as Uiseong garlic and Changnyeong onions, alongside related

tourism programmes.

In addition, existing food preparation facilities within the chicken culinary sector will be developed into tour and hands-on experience programmes, offering immersive tourism content that engages visitors' senses.

(3) A “people-powered culinary map,” a nationwide participation campaign.

Beginning today, the MAFRA is launching a public participation campaign titled “My K-Chicken Belt: Hidden Culinary Gems.” Citizens are invited to recommend local favorites, including lesser-known chicken restaurants, specialty streets, and locations with unique historical or cultural stories. These contributions will be incorporated into the development of the K-Chicken Belt.

A ministry official stated: “We plan to release an official K-Chicken Belt map within the first half of the year. In addition, travel creators will visit popular spots for regional chicken specialties across the country to produce engaging video content showcasing Korea’s diverse culinary experiences.”

Minister Song Miryung of Agriculture, Food and Rural Affairs stated: “Chicken is one of the most popular Korean dishes globally. Through the K-Chicken Belt, we aim to elevate chicken from a single menu item into a gateway to Korea’s rich culinary landscape.”

<K-Chicken Belt public participation event>



“My Chicken & Poultry Culinary Pilgrimage Spots” Submission Event

- ✓ Period: 19 March–12 April 2026
- ✓ How to participate: Available via the Hansik Promotion Institute website and Instagram, among other channels
- ✓ Accessible via QR code





H.E. Song Miryung, Minister of Agriculture, Food and Rural Affairs



