

2024 Campus K-Food Promotion at George Washington University

WASHINGTON, DC, UNITED STATES, September 4, 2024 /EINPresswire.com/ -- The Korea Agro-Fisheries & Food Trade Corporation (aT America) is excited to announce the "2024 Campus K-Food Promotion" in collaboration with George Washington University (GWU). The event will take place on September 5, 2024, from 11:00 AM to 5:00 PM at the GWU Student Center.

The "2024 Campus K-Food Promotion" aims to introduce the GWU community, particularly the MZ generation of college students, to the trendy and diverse world of Korean agricultural products. Through an engaging pop-up store design and themed promotional booths, the event will showcase the spirit of Korean food culture. Attendees will have the opportunity to sample a wide variety of Korean foods and beverages, participate in fun activities, and enjoy promotional giveaways, all while immersing themselves in the excitement and appeal of Korean flavors.

Event Highlights:

- K-FOOD EXPRESS Convenience Store Pop-up: Visit the pop-up convenience store at the Student Center George's Market. This booth will feature a selection of Korean convenience store favorites, ranging from HMR (Home Meal Replacement) items to snacks, drinks, and frozen goods.



The graphic features a blue pop-up store with 'K FOOD EXPRESS' signage. In front of the store are a bowl of ramen, chopsticks, a tiger mascot, and a photo booth. Text below the store reads: 'K FOOD EXPRESS', '2024.09.05 11 AM - 5 PM', 'George Washington University Student Center, George's Market'. It also includes 'Photo Booth Opportunity for All Guests' and 'Free Food for All attendees'. Logos for aT and K FOOD are at the bottom.

K Food Express @ George Washington University



The Korea Agro-Fisheries & Food Trade Corp logo

- Outdoor Terrace Tasting & Activation Booth: Located at the H Street Tabling Space, this booth will highlight unique Korean experiences, including **jjamppong** (a traditional Korean game) and an exciting yet interactive ramen cooking session featuring automatic ramen machines.

- K-Movie Screening & K-Snack Booth: Enjoy the renowned Korean film “Past Lives” at the Amphitheater, located on the 3rd floor. While watching, sample a variety of K-snacks, including special offerings like kimchi seasoning popcorn and other Korean snacks at the K-snack Booth.

Explore a diverse range of Korean products, including Home Meal Replacements (HMR) products, an assortment of traditional and trending Korean snacks, and a selection of popular Korean beverages.

The Korea Agro-Fisheries & Food Trade Corp. enhances global awareness of Korean products through exhibitions, packaging innovations, and advertising, aiming to increase familiarity and expand their presence in international markets.

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