

Happy Marriage of Korean Fried Chicken and Beer

Beer and fried chicken-this seemingly unorthodox combo has been the most sought among young people after late-night snack recently in China because of a South Korean TV series. Many restaurants are serving this combo to attract customers.



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In the series "[My Love from The Star](#)," the main character tends to say: "It's time for some fried chicken and beer in a warm air-conditioned room." All of a sudden, on the tables of many dorms and in Weibo and Weixin (or WeChat) updates, the combo went viral.

Soon, it became a fad among young people who like to order fried chicken from restaurants such as KFC and McDonald's and eat them with beer. Smelling an opportunity there, some restaurants added fried chicken in the menu. It's reported

that a cinema is considering replacing the traditional combo of popcorn and coke with a fried-chicken-and-kvass combo. Kvass is a light beer considered suitable for watching movie. Sim June-bo, owner of Barsak Chicken and Beer, a Korean restaurant in Beijing's Wangjing district, said he has noticed a significant increase in the restaurant's Chinese clientele since the show began airing.

"I have been doing fried chicken business for eight years, but this is the first time I've seen so many Chinese clients coming to order fried chicken with beer," he said.

"In the past, 40% of our clients who ordered fried chicken were Chinese and 60% were Korean. Now it is 80% Chinese and 20% Korean," Mr. Sim said, adding that one day last week there were as many as 100 people waiting to get some fried chicken to go.

At another fried chicken takeaway joint in Wangjing, which is home to several Korean eateries, an employee surnamed Zhang said the restaurant also has seen a notable increase in business.

"Our daily revenue used to be about several hundred yuan, but since last month, it has grown rapidly and can reach as much as 3,000 yuan per day," he said.

Even those who don't follow the drama are falling for the chicken-and-beer craze. Mr. Li works for a media company said he went to a Korean chimek restaurant last weekend with some friends who are fans of the drama and waited in line for about two hours to buy some fried chicken to go.

"After I posted pictures from the restaurant, I got calls from my friends to ask me how to get there," he said.

And you'll be surprised when you use Weixin and put in beer and fried chicken, snow will fall on the screen, and it will also do when you search beer and fried chicken with Baidu search engine, the comment said it's fashionable.

My Love from The Star http://en.wikipedia.org/wiki/My_Love_from_the_Star

Wangjing

district http://en.wikipedia.org/wiki/Wangjing,_Beijing