

# 2012 澳門國際美食之都 26 澳門嘉年華

## INTERNATIONAL CITIES OF GASTRONOMY FEST MACAO



**Jeonju, Korea**

**Year of Designation: 2012**



# 城市介紹 INTRODUCTION OF THE CITY

- Jeonju is a historic city with more than 1,000 years of history. It was once the capital of Later Baekje and is known as the ancestral hometown of the Joseon Dynasty. Today, Jeonju is widely recognized as one of the most traditional Korean cities, where cultural heritage such as Korean cuisine, Hanok (traditional Korean houses), and traditional performing arts are well preserved.
- Food is the most iconic symbol of Jeonju. During the Joseon Dynasty, the city developed as a central marketplace for agricultural and marine products from the Honam region. High-quality rice from the Honam Plain, seafood from the West Sea, and fresh vegetables and wild greens from nearby mountains came together to form a rich and diverse culinary tradition. For this reason, Jeonju has long been known as the “City of Taste.”
- Today, Jeonju continues to promote the preservation and creative development of traditional Korean cuisine. The city supports culinary education through universities, high schools, and specialized institutions, and operates initiatives such as the International Korean Culinary School. Through major events like the Jeonju Bibimbap Festival and the International Fermented Food Expo, Jeonju actively contributes to the global promotion and sustainable development of Korean food culture.

