

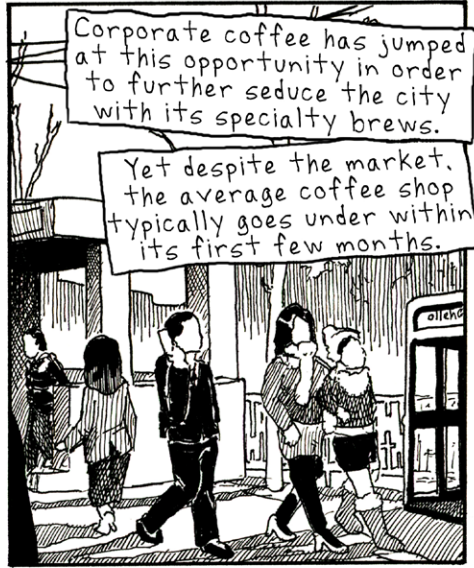
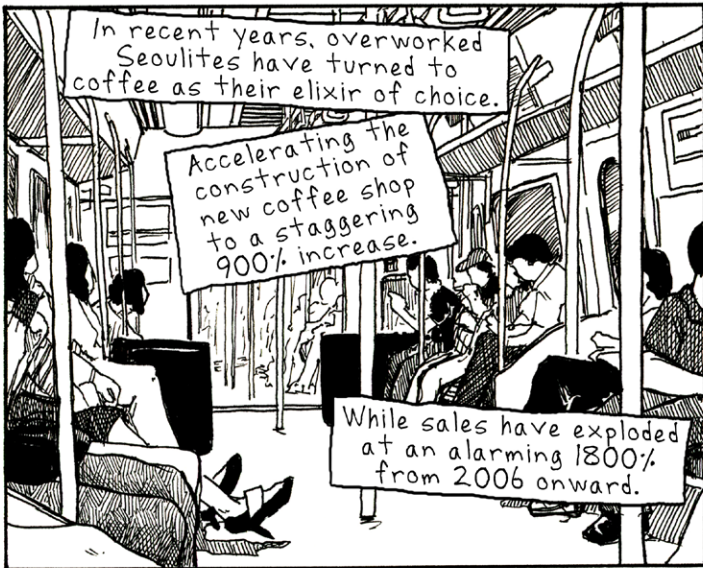
# SEOUL GRIND

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Seoul, South Korea.

The Asian mega city once known for K-pop and kimchi...

...is now slowly emerging as the coffee drinking capital of the world.







Uno Kim  
Bonghwasan  
Coffee

It is been almost 2 years [since I started]. I had a hard time roasting coffee well at first.

I could understand the instructions, but applying those theories to a real machine wasn't easy at all.

There was trouble every time. I failed constantly and I felt there was no taste to my coffee.



As far as wages go...

We pay our employees 6,500 won/hour while the current Korean minimum wage is approximately 5,000-5,500 won\*.

Also, we give [our workers] bonuses sometimes too.

My income is almost the same as my employee's hourly wage, but I'm satisfied with that.

\*1100 won = \$1



[Recently,] all my employees and customers celebrated our child's birth...

...so now I'm more motivated to keep this business running well for my daughter.



The key for small coffee shop owners isn't necessarily having the best drinks--

--it's the sense of community and identity that they build in an otherwise chaotic city.



When asked about the best selling item on the menu, Uno had one last thing to say.

Americano!! Absolutely! That answer is going to be the same for any coffee shop in Korea.

END