

THE POUR

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McD's Brings Beer to South Korea



Something new is brewing in Seongnam, a small city outside of Seoul, South Korea. McDonald's—everyone's favorite fast food giant—is opening a 90-seat, gourmet-burger restaurant that [serves up draft beer](#). K-McD's hopes to attract “young, hip, well-paid and tech-driven” inhabitants of the Pangyo Techno Valley area with the new burger and beer combo.

South Korea may seem like an odd place to start serving Big Macs with a side of liquid happiness, but Ronald did his research. According to EuroMonitor, South Koreans are known for drinking [twice as much booze as their vodka-hardened neighbors](#), making them world leaders for alcohol consumption. In addition to excessive drinking, South Korea is known for its female golfers, K-POP, blind dating and frivolous shopping, all things best consumed with a tall glass of giggle water.

If successful, McDonald's plans to open more burger bars in Asia, and beyond. The fast food giant has been serving beer in Germany since 1971, and offers alcohol in outlets in France and Spain. The success of the fast food beer market is uncertain, however—Burger King's try at an upscale beer and burger joint in [Singapore](#) was not met with much enthusiasm, closing after just one year.