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South  
Korea**JUDY JOO**  
on JEONJU

Having launched the first high-profile Korean restaurant in London, the chef-patron of Jinjuu reveals the secrets of South Korea's flavour capital

"If you are looking for the soul of traditional Korean cooking, jump on the KTX from Seoul and head to Jeonju. Embrace the pungent odours and indulge in the many spicy, fishy fermented delights that grace your table. Modern street food holds a solid place in the scene with bibimbap waffles, extra-large *hotteok* (stuffed pancakes) and baguette burgers filled with meat and cheese. Jeonju also has a very old market, Nambu. My favourite place is a kiosk selling *sundae gukbap* (blood-sausage soup) topped with chopped chives – order it and you're sorted for a comforting dinner. One bakery in the city has a homemade version of a much-loved Korean childhood snack called Choco Pie, which is like a Wagon Wheel: two brownie-like cookies smashing together a sweet filling. This Jeonju version uses fresh cream and strawberry jam – and they dip the sides in chocolate to give it an extra cocoa hit. What's clear is that in Jeonju, flavours run

deeper and are more generous and interesting. The tastes are more pronounced, the spices are more intense and the complexity exceeds that of the rest of Korea. Many purveyors still mix, braise, ferment and cook by hand, refusing to introduce modern technology to their methods. Restaurants in Jeonju also give out more *banchan* (small side plates) than perhaps anywhere else in the country. At least a dozen – filled with delights ranging from local mung-bean jelly, to lightly pickled vegetables, to soy-braised meats and chillies, to delicately candied anchovies – come gratis with every meal. Every inch of your table will be covered with a banquet fit for the kings who once lived in this region." Jinjuu is now open in London and Hong Kong. [jinjuu.com](http://jinjuu.com)



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# GASTRO FILES

Never has there been a greater global appetite for extraordinary flavours, unfamiliar ingredients and chefs capable of surprising at every service. Put down your phone and pick up the menu: now is the time to broaden your horizons and expand your palate. Whether it's Argentinian steak at a roadside shack or the tasting menu at Mayfair's most extravagant restaurant, you have nothing to lose but your waistline

*Edited by* ANDY MORRIS

*Additional words:*

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DESTINATION  
TASTE MAKERS



EMBRACE twilight TOKYO  
with a GLASS of RICE wine



To celebrate World Sake Day on 1 October, the Palace Hotel Tokyo has introduced a 'Brewing Tokyo' package in collaboration with the sake brewing house



Hakkaisan. Relax with a travel kit of rice-wine-infused beauty products, take a tour of the Hakkaisan brewery and enjoy the brand's 1-1-1 sake, brewed exclusively for the Palace Hotel and named after its address. And, if you're feeling daring, sample the Hakkaisan afternoon tea, featuring a sake-flavoured terrine and *koji*-flavoured roasted tea crème brûlée. Package rates from £690. [palacehoteltokyo.com](http://palacehoteltokyo.com)