



DIVISION OF UNITED RESOURCES SUPPLY, INC.

CROWN BEER USA

2323 N.E. 165th Drive • Portland, Oregon 97230

TLX 360 819
TEL. 503-253-2836

Mr. Cris Carlson
State of Oregon
Dept. of Economic Development
921 SW Washington St.
Portland, Oregon 97205

Nov.7th, 1985

Dear Mr. Carlson;

As we recently discussed, the following is the information your request.

Crown Beer (Chosun Brewery Co.,Ltd.) established in 1933. Currently they have two breweris in Korea at city of Seoul and Masan.

Crown Beer USA established on the west coast market in July, 1985., thus for we sold about 10,000 cases of our imported Crown Beer.

The Korean community, which is currently our target, and approximately 1.5 million popuration in the United States and is steady increasing.

Currently West Coast Crown Beer Distributors are;

| | | | |
|--------------------|---|---------------------|---|
| Washington= States | : | Seattle Area--- | Sid Eland Distributor |
| | | Tacoma Area--- | Lindberg Distributor |
| Oregon States | : | Multnomah County -- | United Beer Distributor |
| | | Clackamas County -- | Morgan Distributor |
| | | Washington County-- | Stein Valley Beavrage Co. |
| | | Salem Area | --Morgan Distributor |
| California State | : | Orange County | -- Quality Beer Distributor. |
| | | L.A. Area | -- Own Distributor(Crown Beer California) |

Currently we are project producing is 10,000 cases by the month. increasing to 12,000 cases by the summer 1986.these projection is for the major city only, further plans include expanding in to the Korean communitys in others location.

Currently we are projecting with Blitz weinhard Co.,for producing in State of Oregon. as you know Beer fresh life is only 90 days also freight is about USD~~1.30~~ to USD 2.00.

Our purpose of production in United States(Oregon) 1. fresh beer supply to our customers. 2. Cost Down(Freight)

Thanks for your concern and any other question please call me any time.

Sincerely,

Nae Kim, Pres.
Crown Beer USA

CROWN BEER



UNITED STATES NATIONAL BANK OF OREGON

A Subsidiary of U.S. Bancorp

INTERNATIONAL BANKING DIVISION
309 S.W. SIXTH AVENUE
P.O. BOX 4412, PORTLAND, OREGON 97208

November 6, 1985

Mr. Rick Schulberg
Oregon Economic Development
Salem OR

Dear Rick,

This is to relay to you a message I got today from Mr. Nae-Heub Kim, president of Crown Beer--U.S. Co. located in Portland. This company opened business only several months ago as the headquarters for its U.S. sales, but currently is selling to Korean customers in the local area only at a low price and no profit, because a price including a normal profit margin would be twice as high as the prices of U.S. products. In order to expand the market to the American consumers and also earn a profit, the company is considering direct investment in Portland. It is negotiating with a Wisconsin company (producing Blitz) which has huge facilities in Portland but is using only 30% of them due to lack of demand. Crown Beer is one of the major beer producers in Korea with quality comparable to or, to some, better than American beers. Crown Beer probably is owned and controlled by a larger business group.

The reason for Mr. Kim's call was to encourage the Governor's delegation to visit his parent company in Seoul and, if it does, to learn the schedule. It appears that Mr. Kim is quite anxious to see the Governor visiting his company but finds it difficult to directly ask for it. He said that the Governor first mentioned his desire to visit Crown Beer in Seoul during a golf tournament among the Koreans in Oregon. If the delegation visits his company, he recommends an afternoon appointment and also a dinner.

Being aware of the delegation's limited time in Korea, I would leave it to you to assess the desirability of the visit during this mission. Mr. Kim added that he would go to Seoul too, if the Governor decides to visit his company.

Today I sent you some materials by shuttle and will send my write-up(s) on the Korean companies probably early tomorrow morning.

Thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sang M. Lee".

Sang M. Lee
(FAX: (503) 225-5132)