



Korean Ladder Study Note

편의점

Korean Convenience-Store Promotion Culture

Level	Topic	Focus
A1 · Beginner TOPIK 1	Culture Business Norms	편의점 Korean Convenience-Store Promotion Culture

Study Links

Open this lesson on Korean Ladder

<https://www.koreanladder.com/lesson.html?id=KOR-A1-CULTURE-BIZ-005>

Watch the full video on YouTube

<https://www.youtube.com/watch?v=TjpLCy2HYnc>

Visit [koreanladder.com](https://www.koreanladder.com) for all free lessons

<https://www.koreanladder.com>

Core Idea

If a Korean convenience-store shelf says two plus one, can I take two drinks and expect a lower price?

보통 두 개를 사면 한 개를 더 받는 행사예요. Usually, you buy two eligible items and get one additional eligible item free.

무료 상품도 챙겨야 해요. You need to make sure you actually receive that extra item. The sign alone doesn't put it in your bag.

오늘의 핵심 표현은 행사 상품이에요. Our key phrase is 행사 상품, an item included in a promotion. Here, 행사 means a promotion, not a party or gathering.

Conversation Snapshot

Speaker	Korean	Meaning
Hana	이거 행사 상품이에요? —	Is this a promotional item?



Speaker	Korean	Meaning
Junho	네, 원 플러스 원이에요. 하나 더 가져오세요. —	Yes, it's one plus one. Please bring one more.
Hana	다른 맛도 돼요? —	Is a different flavor okay too?
Junho	네, 같은 행사 상품이면 돼요. —	Yes, as long as it's included in the same promotion.

Vocabulary & Useful Expressions

Word	Meaning	Example
2+1 행사 —	Buy two eligible items, get one extra free	보통 두 개를 사면 한 개를 더 받는 행사예요. Usually, you buy two eligible items and get one additional eligible item free.
행사 상품 haengsa sangpum	Promotional item	오늘의 핵심 표현은 행사 상품이에요. Our key phrase is 행사 상품, an item included in a promotion. Here, 행사 means a promotion, not a party or gathering.
두 개 du gae	Two items	같은 음료 두 개를 가져왔어요. Imagine these two identical drinks qualify for the offer. You bring both to checkout, and the promotion makes one free.
두 개를 사면 한 개 더 —	Buy two, get one additional item	보통 두 개만 가져오면 두 개 값을 내요. For a normal two-plus-one offer, if you take only two items, you normally pay for both. You need the eligible third item to receive the free extra, unless the store lets you save it for later.
같은 행사 상품 —	Items included in the same promotion	아무 상품이나 되는 건 아니예요. Not just any item qualifies. The extra must be an eligible item in that promotion.
다른 맛 dareun mat	A different flavor	다른 맛도 되는 행사가 있어요. Some offers let you mix flavors. But the same brand or the same price does not automatically mean the items can be combined.
하나 더 hana deo	One more	더는 여기서 추가로라는 뜻이에요. Here, 더 means more or additional. The cashier is asking you to bring the extra item to checkout, not saying a random extra purchase is required.
상품 sangpum	Korean Convenience-Store Promotion Culture	상품은 두 음절이에요. 상, 품. 상품. 상품 has two syllables. Keep the ending of 상 connected to the start of 품, without adding an extra vowel.



Grammar / Structure Notes

2+1 행사

2+1 행사 — Buy two eligible items, get one extra free

Three items in total

행사 상품

행사 상품 — Promotional item

행사 = promotion here · 상품 = item or product

행사 상품

행사 상품 — An item included in a promotion

Check the specific offer.

1+1 / 2+1

1+1 / 2+1 — Two common multi-buy offers

Match the label to the correct product.

원 플러스 원이에요.

원 플러스 원이에요. — It's a one-plus-one offer.

1+1: pay for one, receive two eligible items

Pronunciation Loop

Phrase	How to practice
하나 더 가져오세요.	hana deo gajyeooseyo.
상품	sangpum
이거 행사 상품이에요?	igeo haengsa sangpumieyo?

Self-Check

- 1 Say 편의점 three times: slow, natural, then inside a short sentence.
- 2 Write one original sentence that was not in the video.
- 3 Rewatch the YouTube lesson and pause when the same pattern appears.

Related / Subsequent Studies



Lesson	Why study it next	Link
어서 오세요 / 몇 명이세요 The Culture of Greeting Customers	A1 Culture: compare 어서 오세요 / 몇 명이세요 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-CULTURE-BIZ-001
명함 주고받기 Exchanging Business Cards the Korean Way	B2 Culture: compare 명함 주고받기 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-B2-CULTURE-BIZ-002
보고와 결재 상사에게 일을 보고하고 승인받는 방식	C1 Culture: compare 보고와 결재 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-C1-CULTURE-BIZ-002
비즈니스 이메일 예절 수신·참조부터 'OOO 드림'까지	B2 Culture: compare 비즈니스 이메일 예절 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-B2-CULTURE-BIZ-001

My Notes

Your ladder to fluent Korean. This PDF, the website, and the video lessons are free for personal study.