

# MOTHER IN LAW'S KIMCHI

장모  
김치

Based on original  
recipe of Jang Mo  
Gip Restaurant.  
Established 1989.

AS SEEN IN...

USA TODAY, MONDAY, MARCH 7, 2011



## Recession inspires business start-ups

Ideas blossom through  
job loss or opportunity

By Laura Petrecca  
USA TODAY



**Spicy:** Lauryn Chun started Mother-In-Law's Kimchi after a layoff from the financial services industry.

By Robert Deutsch,  
USA TODAY

Folks pushed into entrepreneurship because of a life change such as unemployment are often called "necessity" entrepreneurs. Lauryn Chun, 40, fits this description. Laid off from a marketing post at a financial services consulting firm, Chun pursued a completely new venture: selling kimchi, the spicy pickled cabbage that is a traditional Korean fare.

Chun has a passion for food and wine, and her entrepreneurial mother owns a restaurant in Garden Grove, Calif., but the layoff "forced me to take the jump," she says. Her fare, Mother-In-Law's Kimchi, is sold in specialty food stores and online.