



MAE HONG

SUPER FOOD

Delivering Happiness



FOOD LAB



(주)매홍엘앤에프

LIVING & FOOD

Company Introduction

“Maehong L&F” strives and aims for customer’s health and happiness through endless research and development based on the corporate philosophy of creating future-oriented, environment-friendly products with respect for human’s life.

Under the basic principle of producing only the best products through strict quality control, Maehong L&F looks forward to establishing ourselves as a ‘healthy food brand’ that always stays close to customers, not to mention its ‘quality first’ value that we have been pursuing to meet the high demands of customers.

Also, to provide the healthiest products to customers we are also striving to develop new products considering a variety of customer tastes as well as the changes in the market.

We wish for a healthier life of yours.

Mission and Philosophy

The company and products are growing with the spirit to create only the best quality products.

Maehong is preparing for the second leap to deliver happiness to customers above the values that we have been recognized by our customers.

Mission

The company that makes customers, employees, and the society happy

Slogan

We deliver health from nature to customers

Philosophy

The ‘quality first’ principle that never compromises with quality



Company History

2022	Delivered to Starbucks and Fresheasy		Online open market sales
	Delivered to Lotte Mart, GS CVS, Samsung Wellstory		Released health powder (4 types) as a new product
2021	Delivered to No Brand, E-Mart	2017	Exported to H-MART, USA
	Developed WowJak Nurungji (crust of overcooked rice)		Developed and released konjac rice
	Developed Snack Nurungji (crust of overcooked rice)		Established a company laying laboratory
2020	FSSC 22000 Certification	2016	Released Crunchie (5 types)
	Directly supplied to Seven Eleven, Coupang, Rocket Delivery		Released Dried Apple
	Directly supplied Market Kurly, Coupang, Rocket Fresh		Acquired venture company certification
2019	Moved to new headquarters	2015	Directly supplied to HomePlus headquarter
	Established more lines for Nurungji and 10 row stick filler		Acquired ISO9001 certification
	Delivered to Lotte Supermarket		Selected as HIT500 by Small Business Corporation
	HACCP Certification	2014	Directly supplied to Chonggakne Vegetable Store
2018	Started online business		Developed baked sweet potato powder and delivered to Lotte Department Store
	Converted to corporation	2013	Established Mae Hong Food Lab

Company Introduction

Summary

Company Name	MAEHONG L&F Co., Ltd.	CEO	Hyungyoon Jang
Established Date	June, 2013	Sales	15-20 billion won
H.Q	41-56 Powolsaemal-gil, Yangyang-eup, Yangyang-gun, Gangwon-do, 25013, Republic of Korea	Number of Employees	65
Homepage	www.maehong.co.kr	Main Business	Food (Meal Replacer, Natural Snack, Super Food) Manufacture, Distribution

Certificate

Quality

HACCP(Grain Products) **HACCP(Rice Products)** **ISO9001** **FSSC22000** **Customer Satisfaction Grand Prize** **Company Laying Laboratory**

Management

Gangwon Star Company **Prominent Small to Medium Sized Company** **Management Innovation Type Small to Medium Sized Company** **Technology Innovation Type Small to Medium Sized Company** **Venture Company** **Job Offering Company**

Intellectual property

Patent **Design Registration** **Trademark Registration** **Service Registration**

Company Introduction

Production Plant Status



- **H.Q. Factory**

Plottage: 2,403.4py / Building Area: 605py

- **H.Q. Factory**

Building Area: 386.1py



Cold Warehouse

Plottage: 40py
Building Area: 40py



Room Temperature Warehouse

Plottage: 108.9py
Building Area: 108.9py



Room Temperature Warehouse 2

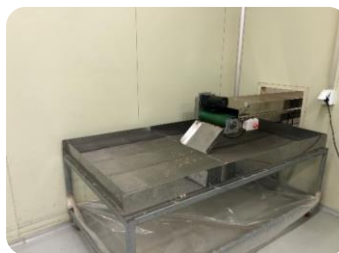
Plottage: 60py
Building Area: 60py

Production Plant Facility Status – Rice Nurungji

Capacity/day : 1,000~2,500kg



1. Molding and Oven



2. Cold Air Drying



3. Packaging



6. Release



5. Box Packaging



4. Inspection

Company Introduction

Plant Production Facility Status – Snack Nurungji

Capacity/day : 450~700kg



1. Rice Cooking



2. Molding



3. Heating



6. Release



5. Inspection



4. Automatic Manufacturing

Plant Production Facility Status – Dried Sweet Potato

Capacity/day : 40kg



1. Oven



2. Drying



3. Subdivision



6. Boxing and Releasing



5. Inspection



4. Packaging

Company Introduction

Plant Production Facility Status – Powder Stick

Capacity/day : 100,000/stick



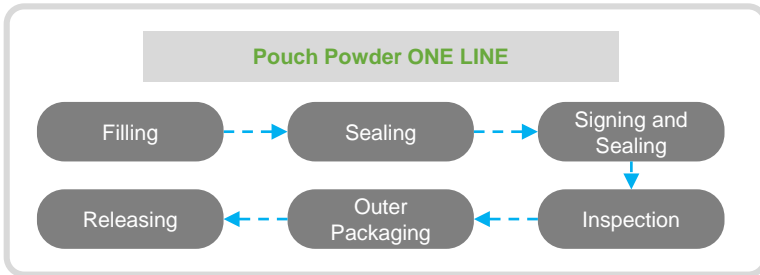
1. Filling



2. Inner Packaging



3. Packaging



4. Inspection and Releasing

Plant Production Facility Status – Powder Mixing Large Volume

Capacity/day : 2,000kg



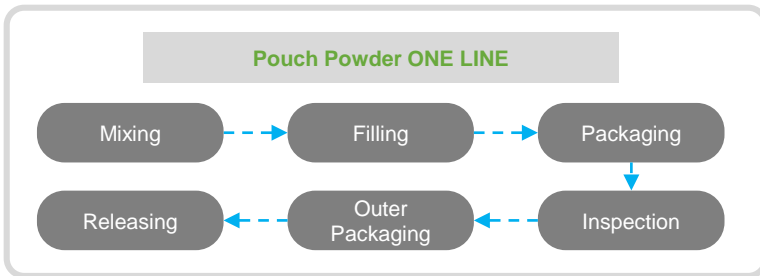
1. Mixing



2. Filling



3. Packaging



4. Inspection and Releasing

Plant Production Facility Status – Sterilization (Retort)

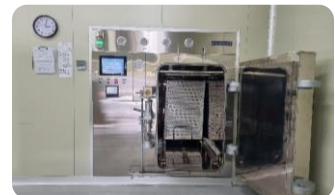
Capacity/day : 7,000ea



1. Arrangement



2. Stand-by



3. Sterilization



4. Drying



Product Info.

Product Status

Classification		Unit
Health Powder	Pouch/Bin	28
	Stick	4
Health Alternative	Nurungji	26
	Konjac Rice	5
	Oatmeal	11
	Grain Powder	1
	Dried Sweet Potato	25
Health Snack	Dried Apple	2
	Dried Fruits	11
	Vegetable Chips	4
	Snack Nurungji	8
	Seasoned Nurungji	8
	Cleaned Medicine	6
Medicinal Herbs	Cleaned Medicine	6
Chicken Soup with Ginseng and Nurungji Ingredients	Chicken Soup with Ginseng and Nurungji Ingredients	6
Dried Fish	Dried Pollack and Others	2
Health and Others	Health Seasoning	1
Gift	Nuts, Mushroom Set and Others	7
Total		152

Health Powder



Product Info.

Nurungji Snack



Nurungji Snack (Seasoned)



Premium natural snack with Nurungji produced by our company

Alternative (Oatmeal / Konjac)



Product Info.

Rice



Health Snack (Dried / Vegetable Chips)



Health Snack (Dried / Vegetable Chips)



Product Info.

Health Snack (Dried/Vegetable Chips)



Health Snack (Dried Fruits)



Product Info.

Health Pills



Medicinal Herbs



Chicken Soup with Ginseng Ingredients



Product Info.

Dried Fish



Etc.



Gift Set



Maehong's Brand Structure



Partners(Domestic)

Distribution (Mart)



Online

