

The pure bay salt **HAEYEAREUM** is a salt derived by evaporating seawater in the natural sun and wind only in Docho, Sinan-gun, where it has been designated as a bio-conservation area by UNESCO.



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Haeyeareum stands for the meaning of the fruit of sea, which implies a clean and safe Eco-friendly brand that concerns about the health of our customers and share the fruit of nature.

A masterpiece created by a perfectionist craftsman

Anyone can eat bay salt, but the product LO and Baram Haetsal from haeyeareum corporation is chosen by the customers who recognize good quality bay salts.



History

- 2008. 09 Development of products for mass sales
- 2009. 05 Establishment of Haeyeareum corporation (established the factory)
- 2009. 11 Concluded exportation contract with Natural Company in France
- 2010. 10 Concluded \$600,000 MOU with Silver Air Company in LA (U.S.A)
- 2011. 03 Nominated as HIT500 in Small & medium business corporation
- 2011. 03 Concluded supply contract with B.C Card
- 2011. 08 Concluded exportation MOU with Japan and Airport duty free shop
- 2012. 08 Stored in FOUR SEASONS HOTEL (U.S.A)
- 2013. 07 Registration of facility in US FDA (registration number: 12226433876)
- 2014. 12 Nominated as family business of Sangmyung University
- 2015.02 Cheil Industries Inc., Benest Golf club in Gapyeong
- 2015.08 Stored in local food shops of Hyundai Premium Outlet in Gimpo
- 2016.05 Concluded supply contract with Mill-bom bake house and Hwasarang brazier grilled dishes
- 2016.09 Acquired patent for drying system (no.10-1656138)
- 2017.01 Concluded supply contract with franchise company Aruhi Truffle Salt
- 2017.03 Concluded cooperative contract exclusively for chain with Cj Freshway
- 2017.04 Exportation contract under negotiation for FLAVOR SALT with TJX (U.S.A)
AL-RASHEED TRADING EST. (DUBAI) for flavor salt
- 2017.07 Supply contract with MAIALINO Italian restaurant (New York)
- 2017.12 Moved the main office to Shinan Docho Factory
- 2018.07 Supply contract with 'Hanbang life' (Japan)
- 2018.11 MOU with Russian selmelier,
MOU with 'J&J' company (Dominican Rep.),
MOU with 'Northgate Trading' (Southern California)
- 2018.12 Registration in FSSC22000

천 하 의 소 금

MINERAL BAY SALT · FIRST ISLAND SALT



A brand pursuing **natural health**

Salt from Korea's UNESCO Bio-Conservation Area [Sinan-docho Island]

Aged 5 years

- Optimum mineral balance
- Naturally reduces sea water content to 5%

A little sweet aftertaste and low salinity.

No artificial dehydration, washing or bleaching procedures during the production process.

It is not sharp-tasting because it does not contain artificial coloring matter or additives.

Natural taste, color and scent of raw salt.

The Best Seasoning

The best seasoning is bay salt.
We think about the taste, health, and design.



Use only Korean domestic ingredients in our Flavor Salt.

- Jeju citrus, Nonsan strawberry, Gochang raspberry etc **Directly squeeze selected ingredients.**
- In case of concentrate, **use over Brix 65 highest quality domestic concentrates.**
- In the case of truffles, imported truffles are used through carefully selected Italian companies.
- Choice of flavor depending on ingredients
Various flavors such as red ginseng, black garlic, bokbunja, blueberry, strawberry, citrus, green tea, spinach etc.



Manufactured by Haeyeareum's patented aging and drying method.

- **High mineral and nutrient content.**
- Compared with salt of Fleur de Sel de Guérande, magnesium is about 3.3 times higher, potassium is about 4.5 times higher, and manganese is twice as high.
- **Various packaging** containers according to capacity, usage type, and product characteristics.
- Easy to use and **easy to carry.**



Salt LO(소)

5 PREMIUM SALT

Premium bay salt ripened for 5 years

LO salt has been ripened for 5 years which was adjusted to 5~6% water content using our own drying system. It is a premium bay salt which keeps the original mineral of the salt cause it has undergone only two time of extractions without an artificial dehydration, washing and bleaching process.

Bay salt certified by FSSC 22000

FSSC22000 is a food safety management system approved by the International Food Safety Association (GFSI). Since December 2018, we have received FSSC22000 certification, and we are working to meet stringent food safety procedures from production of all products to consumers.



Premium bay salt brand

The pure salt **[LO]** stands for the Chinese character eaning of 鹵 (salt) and 鹵 (salt field). It is a premium bay salt brand only in haeyearum and contains the three philosophies of our brand.

Law

means safe salt that has undergone a thorough and clean supply process.

Raw

means natural salt.

Low

means salt with a low sodium chloride content.

We care about 'environment'.

Haeyearum only uses recyclable eco-friendly materials for all packages to keep the environment clean for our next generations.

We care about 'health'.

Instant and fast food products contain chemical additives to lengthen the expiration date and to increase the taste. These products created for people who live in a busy modern society is not enough nutrition to protect the health of our family. Haeyearum strictly uses only the pure and safe edibles from the nature to share the traditional taste and to care about the health of all our families and to keep our foods nutritious.

We contain 'sincerity'.

Each and every one of our products are packed with the sincerity of a craftsmanship that contains the sweat of effort and tradition of the farmers and fishermen to supply better quality food by fighting over the hot sunlights, rainstorms, waves and cold waves.

The Best Seasoning

The best seasoning is bay salt.

We think about the taste, health, and design.

IS



PREMIUM SALT





Premium Mineral Bay Salt 'FLAVOR SALT'

7 types of salt that contains the best taste, scent and color.

“Premium Mineral Salt”

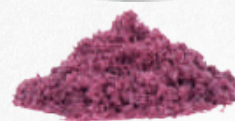
Strawberry



Citrus



Raspberry



Red Ginseng



Blueberry



Black Garlic



Truffle



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3



PREMIUM SALT





Seniors will enjoy the premium black garlic 'LO'

EFFECTS OF BLACK GARLIC

Recommended of seniors as it normalizes the blood pressure, accelerates the secretion insulin, and contains allicin which is effective for bactericidal action, anticancer effect, deintoxication, suppressing allergic reactions, and improvement of digestive functions.



Father enjoys the premium raspberry 'LO'!

EFFECTS OF RASPBERRY

Recommended to fathers as it improves liver functions, stamina and refection which is effective for anti-ageing.



Child enjoys the premium strawberry 'LO'!

EFFECTS OF STRAWBERRY

Helps with improvement of immunity and reducing stress. The anthocyanin in a strawberry supports improvement of eye sight and cancer prevention, the fibre and pectin in a strawberry supports the bowel movements.



My sister enjoys the premium citrus 'LO'!

EFFECTS OF CITRUS

2 tangerines are worth more than the recommended daily requirements of vitamin C of 50 mg, the dietary fibre pectin resolves constipation, and the hesperidin is effective for diet.



Mother enjoys the premium blueberry 'LO'!

EFFECTS OF BLUEBERRY

The vitamins A, B, C, D, E, magnesium, phosphorus, and calcium in a blueberry supports the improvement of immune system. The large amount of vitamins and mineral supports with skin reproduction, prevents adult disease and dementia.



All my family enjoys the premium red ginseng 'LO'!

EFFECTS OF RED GINSENG

Suitable for all family members as it supports with improvement of immunity, refection and increase of energy, blood circulation, menopause, fatigue recovery, reducing stress, etc.

01

Premium Bay Salt 'Flavor Salt'

(Truffle, Red Ginseng, Black Garlic, Raspberry, Citrus, Strawberry, Blueberry) / Weight : 60G



02

Premium Bay Salt 'Flavor Salt'

(Red Ginseng, Black Garlic, Raspberry, Citrus, Strawberry, Blueberry) / Weight : 130G



03

Premium Bay Salt 'Flavor Salt' Miniature

(Truffle, Red Ginseng, Black Garlic, Raspberry, Citrus, Strawberry, Blueberry) / Weight : 20G



04

Premium Bay Salt Truffle 'LO'

Grinder Weight : 60g

Zip Lock bag Weight : 200g

Miniature Weight : 20g



Premium Bay Salt 'Flavor Salt'
GIFT SET

01

Premium Bay Salt
'LO' Gift Set No.5



02

Premium Bay Salt
Grinder Set



03

Premium Bay Salt
Miniature Set



Premium Bay Salt 'Flavor Salt'
GIFT SET

04

Premium Bay Salt
Grinder Flavor Set



05

Premium Bay Salt
Grinder Mixed Set



06

Premium Bay Salt
Flavor Glass Bottle Set



07

Premium Bay Salt
'LO' Gift Set No.9



08

Premium Bay Salt
'LO' Gift Set No.1



09

Premium Bay Salt
'LO' Seaweed Set No.4



The Best Seasoning

The best seasoning is bay salt.

We think about the taste, health, and design.

LS



PREMIUM SALT



Premium Bay Salt 'LO'

A bay salt with the best taste and quality is created by combining the perfectionist craftsmanship of a salt artisan and its traditional production method.

Premium
Bay Salt LO
1kg



Premium
Bay Salt LO
180g(fine), 200g



Premium
Bay Salt LO
300g



The Best Seasoning

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신안 도초도의 참 
맛등 섬소금
천 일 염

천일염

MINERAL BAY SALT · FIRST ISLAND SALT



Cool wind · Sweet sunlight

Bay salt mineral salt 'Wind Sunshine' The 'first class island salt' from Docho island in Sinan

Anyone can eat bay salt, but the product LO and Baram Haetsal and 'first class island salt' from haeyeareum corporation is chosen by the customers who recognize good quality bay salts.

Ripened for 3 years

Mineral Bay Salt

Wind Sunshine 500g



Ripened for 2 years

Mineral Bay Salt

First island sea salt

1kg / 3kg / 5kg



The Best Seasoning

The best seasoning is bay salt.

We think about the taste, health, and design.

TRUFFLE

BLACK DIAMONDS IN THE GROUND



VALUE MORE THAN JUST SALT TRUFFLE SALT



Truffle is one the top 3 delicacies along with caviar and foie gras, also called as the “diamonds in the ground”. Unlike ordinary mushrooms, the value of truffles are very high as it grows 30 cm under the ground and takes about 7 years to grow to a suitable size. Artificial cultivation of truffle is impossible. The true value of truffle is not in its shape or taste but in its scent. It has a rich and deep flavor that is praised as ‘the smell of earth felt in deep forests’, and only a small amount of the truffle affects the flavor of the food.

Check Point / TRUFFLE SALT OF HAEYEAREUM ?

- ☒ USED DOMESTIC BAY SALT
 ☒ DIRECT COLLECTION FROM THE TRUFFLE-GROWING DISTRICT
- ☒ 4% ADDED DRY TRUFFLE
 ☒ DIVERSE FLAVORY WITH ONLY A SMALL AMOUNT

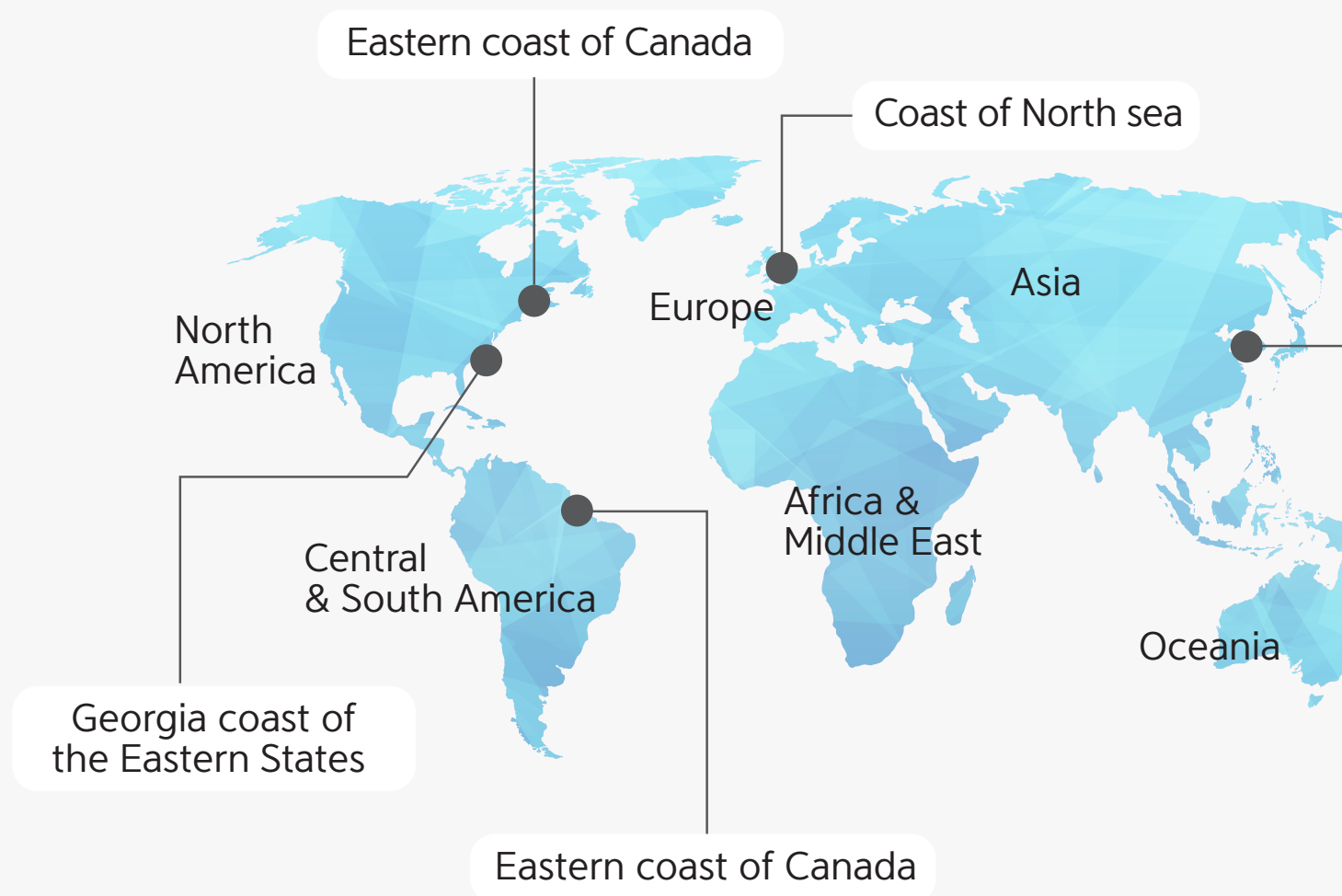
The mud flat in western sea is one of the world's 5 largest mud flats.

■ Premium Mineral Bay Salt

LO salt has been ripened for 5 years which was adjusted to 5~6% water content using our own drying system. It is a premium bay salt which keeps the original mineral of the salt cause it has undergone only two time of extractions without an artificial dehydration, washing and bleaching process.

■ Gift of natural environment

The salt field in the uncontaminated areas of the sea of Docho in Sinan-gun, Jeollanam-do where it has been designated as a bio-conservation area by UNESCO has great access of sunlight and steady wind from the coastal area of Sinan, which is suitable for production of bay salt.



PREMIUM BAY SALT BRAND

■ Certificate and ingredient analysis table



Premium Sea Salt 'Lo'

Mineral Sea Salt 'Wind Sunshine'

Mineral Sea Salt 'First island sea salt'

Western
coast mud flat

Sinan-gun,
Jeollanam-do

What is different about 100% domestic Shinan bay salt?



WHAT IS THE GOOD BAY SALT?

A good bay salt has a glossy crystal which is shiny, and should be light and dry with no moisture as it shall fall down naturally from the hand when grasped. A good bay salt shall crumble with a crispy sound and the taste should be a salty taste at the start and sweet at the end.

The bay salt with the best taste is created by the combination of the traditional production method and the perfection spirit of the craftsmen who have supported their life for over 40 years towards the finest bay salt.



Point 1

Gift of natural environment [optimized position]

The salt field in the uncontaminated areas of the coastal mud flat that supplies bay salt to Haeyeareum corporation has great access of sunlight and steady wind from the coastal area of Sinan, which is suitable for production of bay salt.

Point 2

The bay salt industry is the most noteworthy.

The fact that bay salt contains the natural minerals (calcium, potassium and magnesium) mud flat has been known internationally. Contains 3~4 times more minerals than the 'Guérande salt in France, which is recognized as the finest salt in the world.

Sinan produces 88% of all the bay salts in South Korea.

Mineral Bay Salt 'Baram Haetsal'

The minerals in the bay salt such as potassium, calcium and magnesium are absorbed in our body at the same time neutralizing the energy of sodium, which eases high blood pressure and retains the balance of our body by preventing deficiency of mineral.



Natural nutrition

South Korean bay salts have lower content of sodium and higher proportion of minerals such as potassium, calcium and magnesium than France, Mexico and China.



The mud flat in western sea is one of the world's 5 largest mud flats.

The bay salts produced only with wind and sunlight from the clean mud flat in Sinan has **lower content of sodium** and **higher content** of germanium and **natural mineral** which gives a soft flavor and less salty.

1. Sinan-gun is located at the end of South-west in Jeollanam-do.
The mud flat in Sinan-gun is the biggest area of production of bay salt and is one of the top 5 mud flats in the world that maintains the nature of the ancient times and has been designated as the bio-conservation area by UNESCO.
2. Bay salts produced from the clean sea of Sinan has lower content of sodium by evaporating the sea water by sunlight and higher content of germanium and natural mineral which gives a soft flavor and less salty.
3. Bay salts from Sinan has consistent angles with clean color, and it breaks easily.



Clean waters and high quality mud flats

The pure bay salt haeyeareum is a salt derived by evaporating seawater in the natural sun and wind only in Docho, Sinan-gun, where it has been designated as a bio-conservation area by UNESCO.



SINAN BAY SALTS ARE PRODUCED LIKE THIS.



01. Sea
Sea water flows into reservoir



02. Reservoir
Sea water transferred to evaporating ground



03. Evaporating ground
Water content set to 9~15%



04. Compaction
Collect salt



05. Salt crystal phenomenon
Moisture content 16 ~ 25%



06. Salt water container
Store the salt water in the traditional tank - Haeju



07. Transfer
Transfer to salt storage by rail



08. 1st Aging
Store in salt storage for one year and ripened first



09. 2nd Aging
Removes moisture through secondary aging in open storage



10. 3rd Aging
Aging for 3 years after conveyance to factory



11. Packaging and release
Packed safely and delivered by parcel



tel. +82-80-985-1599
E-mail. haeyeareum@naver.com
Web. www.haeyeareum.com