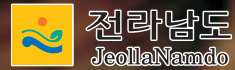


Fermented in Pottery with Shinan Bay Salt,
Shinan Salted Shrimps Have an Outstanding Flavor.



Shinan Eodam is a co-brand representative of SHINAN SAEUJETO INC.. Eodam represents the meaning of "the story of fish living in Shinan" (Eo stands for fish and Dam, for a story). The brand mark stands for simplified 1,004 islands of Shinan and an expanse of the sea.

www.shinansuj.kr • www.신안새우젓.com • www.신안어담.kr



Fermented in Pottery with Shinan Bay Salt,
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신안어담

Shinan Eodam





Park, Bongyeon

Representative of SHINAN SAEUJEOT INC.

Greetings!

“SHINAN SAEUJEOT INC.” is located in Shinan-gun, Jeonnam, the land of green.

The Shinan waters are a fishing ground blessed with abundant fishery resources that possesses 1,004 islands and a vast open tidal flat which contains all sorts of minerals including world-renowned germanium. Moreover, they are the rich repository of Akiami paste shrimps and 90% of salted shrimps in Korea are produced here.

Specifically, the company was established by ‘fishermen catching Akiami paste shrimps’ for the first time in Korea. We gave birth to excellent quality “Shinan salted shrimps” by processing Akiami paste shrimps grown in this area with bay salt and fermenting them in pottery at low temperature.

In this era of changing many things, most people still want to eat food made in a traditional way.

Until now, our quality and nutritious salted shrimps of best quality and great reputation have been sold all over the country. Even stateless imported salted shrimps fill in consumers' tables in the name of Shinan growth.

Now the producer groups of Shinan launch a representative brand of Shinan salted shrimps, Shinan Eodam by manufacturing, processing, and supplying Akiami paste shrimps grown in this area to supply safer and more trustful food to consumers.

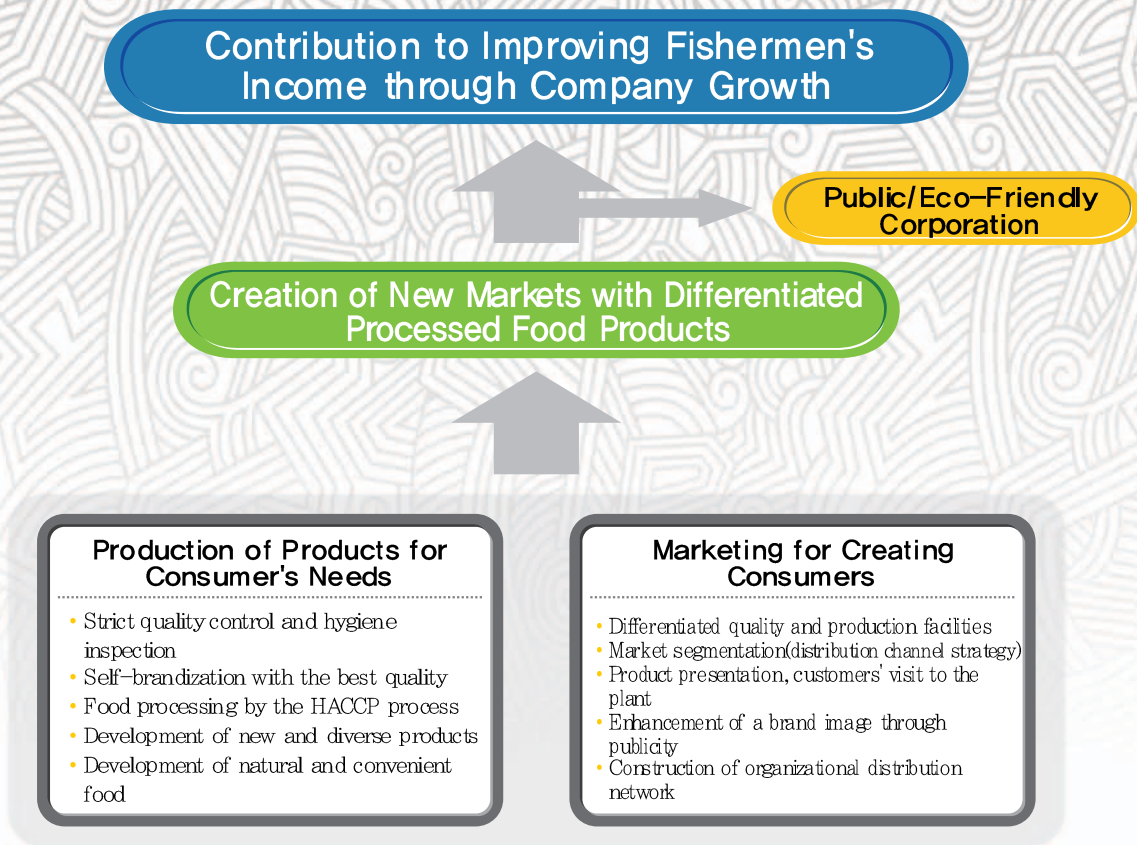
We, “SHINAN SAEUJEOT INC.”, will make every efforts to supply the best quality products which will enjoy consumers' trust and confidence. We will never forget our original intention and always be with you.

We hope to have your full support and encouragement.

Thank you.



Management Goals



Company History

August 9, 2009	Feasibility study of SHINAN SAEUJEOT INC.(Kyobo Securities Co.,Ltd)
November 03, 2009	An inaugural meeting to establish SHINAN SAEUJEOT INC.
March 2010	Starting work for a processing plant/an office building of SHINAN SAEUJEOT INC.
March 2010	Launching of Shinan Eodam
September 2010	Sales at large supermarket chains/on-line distribution
March 2011	Delivery to Kimchi processors/Bossam franchise
September 2011	Delivery to the school meals of National Agricultural Cooperatives Foundation(NACF)/National Federation of Fisheries Cooperatives(NFFC)
October 2011	Sales at organic franchise/iCOOP Korea
November 2011	Kimchi making events for the winter in department stores in the metropolitan area
November 2011	Export of salted shrimps to Japan
February 2012	HACCP Certification by KFDA

Characteristics of Salted Shrimps of Shinan Eodam

Hygienic and Safe Products Processed and Certified by HACCP of KFDA

By producing products via the HACCP process that any salted shrimps company does not even attempt, we can supply safer and more hygienic salted shrimps to consumers.

Fermentation in Yellow-Soil Pottery

Our salted shrimps are fermented in yellow-soil pottery in a low temperature refrigerator using a temperature control system and not in a large cave or a steel drum. It ensures scientific and hygienic process and prevents salted shrimps from spoiling. Moreover it helps the products maintain their inherent taste and quality.



A Company Established by Fishermen in Shinan-gun Catching Akiami Paste Shrimps

Since a plant is located near from the place of producing and selling salted shrimps, consumers can purchase quality salted shrimps from stockholders or directly from the fisheries consignment market. With a large low temperature storehouse to keep a great quantity of raw materials, it is possible to supply stable products. The company established by the efforts of Jeollanam-do and fishermen catching Akiami paste shrimps is proud of high trust.

Novel and Creative Design

With a differentiated simple label design from uniform salted shrimp labels(a red cap), we have greatly contributed to increasing consumer's purchase power.

High Mineral Contents and an Excellent Flavor by Using Bay Salt

Shinan salted shrimps are processed by 100% bay salt.

Salted shrimps of Shinan Eodam are

made by preserving Akiami paste shrimps with quality homegrown bay salt on the ship immediately after being caught, keeping them in yellow-soil pottery to maintain freshness, and fermenting them at low temperature for 100 days in Shinan that enjoys the cool breeze that comes from the sea.



Salted Shrimps of Shinan Eodam Are Hygienic and Safe with the Process by HACCP



1. Putting Materials

Fermented salted shrimps kept in the pottery fermentation room are put into the buckets for inspection.



6. Metal Detection

After the case is washed, salted shrimps are put into the metal detector to detect metals.



2. The 1st Inspection of Materials

After the 1st inspection, salted shrimps are moved to the selection room of alien substances via the conveyor.



7. Shrink Wrapping

After metals are detected, shrink wrapping is done by weight.



3. Sorting out Alien Substances

Inspected salted shrimps are sorted out by professional staff to perfectly remove alien substances.



8. Box Packing

After shrink wrapping, products are packed in the box by product or weight.



4. Ultraviolet Sterilization and Disinfection

After the removal of alien substances, salted shrimps are put into the ultraviolet sterilizer.



9. Storage of End Products

After box packing, the boxes are moved into the storage.



5. Weighing and Washing the Case

After the removal of alien substances and sterilization, salted shrimps are sorted out again. Then they are put into the case, weighed, and sealed up. Finally the exterior of the case is washed.



Competitiveness of Shinan Salted Shrimps

Product Competitiveness

Salted shrimps are segmented according to the purpose and in a variety of capacity. For example, "Ojeot(salted shrimps made of the year's early catch)", "Yukjeot(salted pickled shrimps caught in June)", "Chujeot"(tiny shrimps salted in autumn), and "for Kimchi". The HACCP Certification guarantees product stability. Direct processing in the main producing area enhances consumers' trust.

Quality Competitiveness

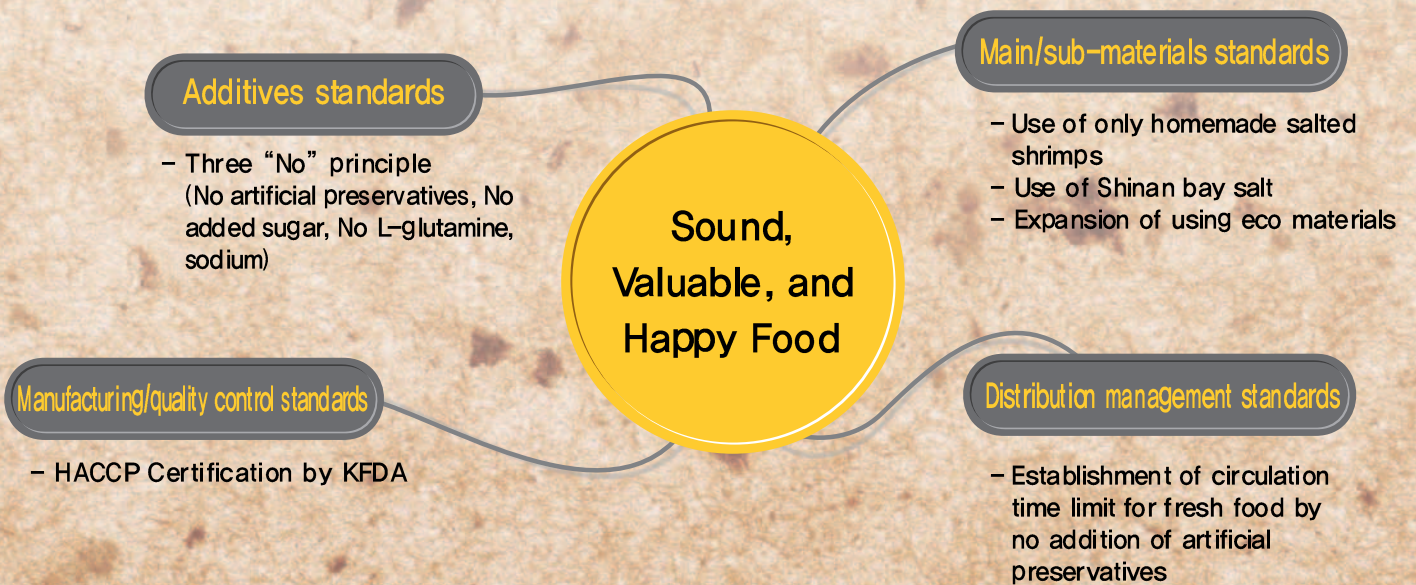
The documentation of product standards by salted shrimps experts of 30 years and the guarantee of excellent hygiene quality by processing and production in the facility certified by HACCP

Quality and Hygiene Control

The production of uniform products and the establishment of product stability through sustained experiments in the laboratory of the company



Management Strategy of Shinan Salted Shrimps



Kinds of Salted Sea Food of Shinan Eodam

Fermented Fish and Shellfish



1. Salted Shrimps

Salted shrimps are rich in quality protein, calcium, minerals, and vitamin. Astaxanthin contained in a shrimp is a natural pigment of the carotenoid family and its antioxidant activity is 500 times stronger than Vitamin E.



2. Salted Yellow Corvine

Yellow corvine, also called yellow corbina, is light gray and 15 centimeters long. The tail is long and thin and the mouth is reddish. The best time to make salted yellow corvine is between May and June .



3. Salted Shads

The best time to make salted shads is between May and June because shads have much flesh at that time. Salted shads were offered to the king in the Chosun Dynasty. The Jeollanam-do and Pyeonganbuk-do areas often use salted shads instead of salted anchovies when making Kimchi.



4. Salted Octopuses

Small octopuses without spawns are preserved with salt between March and April. The whole octopus can be used but the inks are often removed. Small octopuses are sorted, washed, and dried in the wicker basket to make salted octopuses.



5. Salted Anchovies

Wash and dry anchovies in the wicker basket and put them in the jar. Cover the anchovies with salt between the each layer as thick as the anchovies are not seen. Repeat this process several times. Finally, scatter much salt, put the stone on the top, seal, and keep cool. June is good time to make salted anchovies. Salted anchovies are often used for side dishes or to make Kimchi for the winter.



6. Salted Squids

The best time to make salted squids is between May and June when squids are in season. Salted squids are often used for side dishes or to put in Kimchi. Remove squid guts, wash the squids in salt water, and dry. Cover the squids with much salt between the each layer in the jar as thick as the squids are not seen.