

# 행복한 명태家



**Narae Stockfish Food Co.**

38-18, Nonggongdanji 1-gil (Daepo-dong),  
Sokcho-si, Gangwon-do

TEL : 033-635-1959

FAX : 033-638-1959

EMAIL: Narae-food@naver.com



Pollack food product manufacturer

# Narae Food

## NARAE STOCKFISH FOOD CO.

Narae Stockfish Food manufactures each product with care based on trust that each product will bring health and happiness to everyone. We make our products out of a heart of gratitude and strive to make good products out of quality ingredients.



GOOD MATERIALS, GOOD PRODUCTS NARAEFOOD



# Pollack food product manufacturer NARAE FOOD



We are pleased to announce that we have moved to our new address at 38-18, Nonggongdanji 1-gil (Daepo-dong), Sokcho-si, Gangwon-do so we can proudly serve all of our customers. We faced many challenges, moving several times but finally settled here and resolved many issues through the help of our many friends. Thank you all.

Now we have moved to this large, clean plant 'Nonggong', and are committed to work diligently with our staff. We hope that many will join our work here, and also hope that those who join our factory, 'Nonggong', will not be hurt again. We look forward to seeing our current and new products made in this plant bring health and happiness to everyone. And also, hope that our work here at 'Nonggong' will flow smoothly and seamlessly like water flows from high to low.

April 1st 2017, On a rainy spring day

*Narae Stockfish Food Co.*



## NARAEFOOD

## History

NARAE STOCKFISH FOOD CO. has been producing every products with true heart wishing that it can give health and happiness to all people. We promise you that we make good products with good ingredients together with all employees.

## 2003~2010

- 2003.04 Established company (Cheongho-dong, Sokcho-si)  
Developed and released Dried Filefish with Laver
- 2004.01 Launched Stone-plate Grilled Dried Squid
- 2007.03 Launched Instant Grilled Filefish
- 2010.03 Launched Yongdaeri Premium Pollack Strips and Fillet

## 2017

- 01 Moved to 38-18, Nonggongdanji 1-gil (Purchased the factory)
- 04 Launched Boneless Pollack Gangjeong, Seasoned Pollack Sushi, Pollack Shell
- 05 Applied for patent for manufacturing Boneless Pollack Gangjeong (10-2017-0059096)
- 07 Applied for patent for manufacturing Fried Dried Pollack Skin with Laver (10-2017-0085568)
- 08 Certificate of Excellent Technology Evaluation Company (NICE Technology Information Service)

## 2018

- 05 HACCP certified (Instant food, seasoned Jeotgal, frozen seafood (Fishery)  
Launched Happy Pollack Sokcho Pollack Gangjeong
- 06 Registered trademark, Happy Pollack (No. 40-1371261)  
Registered trademark, Health Pollack (No. 40-1371262)
- 12 Launched in Post Office Shopping Mall  
Signed agreement for 2018 Industry-Academy Cooperation Technology Development Project (First Steps) (Ministry of SMEs and Startups)

## 2019

- 09 Registered patent for manufacturing Boneless Pollack Gangjeong (No. 10-1979498)
- 05 Manufacturing method for Fried Dried Pollack Skin with Laver (No. 10-1979503)
- 04 Manufacturing method and processed goods of sea cucumber shaped products with sea cucumber extract (No. 10-1723223)  
Registered manufacturing and processing facility for seafood (National Fishery Products Quality Management)  
Launched Happy Pollack, Pollack Jeotgal  
Participated at SIAL, Shanghai, China  
Launched Happy Pollack Soy Sauce Pollack Roe (R&D product)  
Launched Happy Pollack Soy Sauce Mayonnaise Pollack Roe (R&D product)

## 2020

- 08 Certificate of Excellent Technology Evaluation Company (NICE Technology Information Service)
- 08 MAINBIZ certificate
- 08 FTA import certificate



## Thank you

Our employees make each product for our customers out of a heart of gratitude.



## We are very pleased

Our staff enjoy making products knowing that we are sharing happiness and joy with everyone through our products.





NAREFOOD

# Pollack Story

*Story*



We develop and manufacture differentiated products through our own technology.

# “Happy Pollack’s”

## Fresh and Nutritious Pollack

Sokcho is where the spirits of the mountain and sea meet. We created our brand name “Happy Pollack” because our staff carefully manufacture products with the desire to make food that makes you happy. We put much effort into research to make Happy Pollack’s Sokcho Pollack Gangjeong.

### What is Pollack?

Pollack, a cold-water fish, is also known as Daegu (meaning large mouth) because of its large mouth. It has been considered a valuable fish and have always been plated as a dish for ceremonial occasions such as traditional wedding ceremonies, ancestral rites, shamanism rituals and so on. All parts of a pollack fish whether it is the head, tail, flesh, or skin are used as a food ingredient, and depending on the condition of the fish, where it was caught or the period it was caught, the fish has different names; fresh pollack is called ‘Saengtae (fresh pollack), frozen pollack is called Dongtae (frozen pollack), trimmed and slightly dried pollack is called Kodari, pollack dried over the winter in Yongdae-ri or Jinburyung is called Hwangtae, and dried Kodari is called Tongmyeongtae or Meoktae.

### History of Pollack

One of the most popular theories on the origin of the name, ‘Myeongtae’, is about a person with the last name ‘Tae’ who lived in Myeongcheon; he caught a fish but did not know the name of it, so just took ‘Myeong’ from the town name and ‘Tae’ from his name and named it Myeongtae. Another theory is that people living in the east of Japan or Hamkyung-do called it ‘Myeongtae’ meaning ‘fish that brings light’, because they would use the oil from the liver to light candles; yet another theory is that farmers in the fields of Hamkyung believed that eating the liver will enhance sight and therefore called it Myeongtae.

### Nutritious Pollack

An average size pollack contains 20.3g of protein, 100mg of calcium, 4.2mg of iron, 202mg of phosphorus, 0.9mg of sugar and 4.2mg of iron, along with plenty of vitamins (Wikipedia). Pollack has essential amino acids such as ‘lysine’ which is required for cell growth in the body, and ‘tryptophan’ which is good for the brain and therefore it is beneficial for children and students; also, because it is low in fat, it is good for people who are overweight or elderly. Methionine, an essential amino acid in it protects the liver, making it good as a snack for alcoholic beverages, and potassium also helps one recover from hangovers.

N A R A E F O O D





NAREFOOD

# About Us

*Company*

*Narek Food*

We develop and manufacture differentiated products through our own technology.

NAREFOOD

# Our Business

We have excellent manufacturing, retail and wholesale systems for pollack, processed pollack and dried fish, and also have secured a nationwide distribution network as well as our own delivery system; based on this we, Narae Stockfish Food provide differentiated services to large domestic supermarkets, catering services, food service providers, and food manufacturing plants etc.

## • PURCHASES

- Direct transactions
- OEM
- Sokcho, Goseong, Yangyang
- outstanding domestic companies

## • ALL IN ONE SYSTEM



Trade



Domestic purchases



Production



Storage



Distribution Logistics

- We provide competitive and top quality services.

## • VARIOUS PRODUCTS AND CUSTOMER SERVICE

- We guarantee customer convenience through our various products.
- We provide high quality and trustworthy food and various products to our customers.

## • NATIONWIDE DISTRIBUTION NETWORK

### Company

CJ Freshway, CJ Fresh One (Nationwide), Daesang Bestco, Hyundai Green Food etc

### Franchise

BonIF (Bonjuk, Bon Dosirak), Kobongmin Gimbabin, Hongjjajang, Mr. Sushi etc

### Supermarket

Homeplus, Costco, Lotte Mart, Nonghyup, GS Retail, Consumers' Co-operative, Win-Plus (Wang Wholesale Mart)

### Online shopping

Auction, Gmarket, Coupang, WeMakePrice, E-mart Mall, SSG.com, Naver Store Farm, Market Kurly

AUCTION.

Gmarket

coupang

위메프

emart mall

SSG.COM

NAVER

MARKET Kurly



NAREFOOD

# Production Facilities

Narae Stockfish Food's production plant has hygienic, systematic, production systems and satisfy our customer's needs through our top quality and safe equipment.

We are fully committed to our customer's health, and are practicing the industry's best hygiene and safety with the know-how and infrastructure we have for keeping a HACCP-certified zero-defect business site 365 days a year.



## HA + CCP

Hazard Analysis

Critical Control Point

HACCP is a scientific hygiene control system used for guaranteeing food safety by systematically controlling potential risk elements at each step from producing raw ingredients, manufacturing, processing, storing products to distribution and the final steps right before the consumer consumes the food.



### Producing safe products applying a hygienic and systematic HACCP system

#### Systematic Production Control

- We produce clean and safe products through thorough production control based on our HACCP systems
- We operate a hygienic and systematic production system at our food manufacturing plant to meet more demand with superior quality.



## • Production Site & Facilities



Cleaning the pollack



De-boning the pollack for frying



Packing the Pollack Gangjeong



Production control through HACCP systems · Manufacturing safe products



NAREFOOD

# Food Research and Development Laboratory

Narae Stockfish Food's R&D center has competent research expertise and infrastructure and is developing and releasing a variety of novel seafood products.



- RESEARCH DEVELOPMENT

Developed Items: Dried fish, Jeotgal, processed pollack food products

We operate our own laboratory periodically to conduct microbial test on our products, and we're doing our best to maintain the same quality at all times by performing internal management evaluations for each item.

- PATENTS & CERTIFICATIONS



Sea Cucumber Patent



Pollack Gangjeong Patent



Pollack Skin Patent



Healthy Pollack Trademark Certificate



Happy Pollack Trademark Certificate



HACCP Certificate – Frozen Seafood (Fishery)



HACCP Certificate – Seasoned Jeotgal



HACCP Certificate for Instant Food



Fishery Manufacturing and Processing Facility Registration Certificate



Certificate for Factory Registration

NAREFOOD

# Quality Control System

We operate our own laboratory periodically to conduct microbial test on our products, and we're doing our best to maintain the same quality at all times by performing internal management evaluations for each item.

**BASED ON HACCP SYSTEM,** WE'RE PRODUCING SAFE PRODUCTS  
THROUGH RAW MATERIAL CONTROL AND MANUFACTURING PROCESS CONTROL.

- ✓ **MEASURING EQUIPMENT**
  - Precise measuring equipment
  - Enhanced precision & shortened inspection time
- ✓ **TRAINING AND EDUCATION**
  - Training that is directly applicable to inspection practices
  - Training on preventing quality issues in advance to reduce quality loss
- ✓ **INVENTORY CONTROL**
  - Preventing product inspection & pre-settlement of logistics
  - Enhancing pre-warranty activities for delivery
- ✓ **INSPECTION METHODS**
  - Stabilizing quality through improving inspection gauges, managing reports & inspection types
- ✓ **PROCESS INSPECTION**
  - Applying independent and process inspection check sheets
  - Managing first, middle and end products to prevent NG products in advance and reduce q-cost
  - Stabilizing quality through expanding operator's idea on quality
- ✓ **INSPECTION PERSONNEL**
  - Instilling a greater sense of responsibility on the inspector while expanding the idea on quality by implementing an inspection transfer system for each business





## NAREFOOD

# Production Process

Narae Stockfish Food's R&D center has competent research expertise and infrastructure and is developing and releasing a variety of novel seafood products.

### • Boneless Pollack Gangjeong



The head, trimmings, fin, and tail from fresh pollack are removed

>



The fish is de-boned by hand leaving just the flesh

>



It is then fried in clean oil at over 180°C until tasty

>



The Gangjeong is coated with our very own special sauce

### • Pollack Shell



Fresh pollack is skinned and left to dry in a cool place

>



It is then fried in clean oil at over 180°C until tasty

>



Wasabi, Onion, Barbecue flavored seasoning powder is added

>



It is vacuum packed and delivered

### • Seasoned Pollack Salad



Pollack is skinned by hand and trimmed (cut)

>



It is primarily salted and marinated for 24 hours in salt and vinegar

>



It is then coated with our very own special sauce

>



It is left in a refrigerator at a constant temperature for 1-2 days and shipped

### • Pollack Sikhae



Pollack, without being skinned, is rinsed and salted

>



It is rinsed again and marinated with marinade and cooked millet

>



It is marinated for a second time with radish, and other seasoning

>



The well marinated pollack Jeotgal is packed and shipped



# “Taste, Health, Trust

Narae Stockfish Food strives to have comprehensive production facilities, and pursues strict quality control, and persistent research to develop excellent products.





NAREFOOD

# Product Overview



We develop and manufacture differentiated products through our own technology.



## Best Products

# Boneless Pollack Gangjeong

## Boneless Pollack Gangjeong

is low in fat while high in calcium and protein; each pollack is manually trimmed and fried, and coated with special sauce developed by our CEO Lee Mi-sook. Our sauce for Pollack Gangjeong was developed and taste-tested dozens of times for 6 months; now it has become the secret sauce to our Pollack Gangjeong (Kodari Gangjeong) which is Sokcho's new specialty. Taste the savory and crispy Pollack Gangjeong that is like chicken Gangjeong.

### 01 Pollack is skinned and de-boned 100% manually by our very own workers to obtain only the flesh of the pollack.

In order to obtain only the flesh, the process requires very carefully removing the head, trimmings, fin and tail as well as each bone by hand. Each task we take, we are more thorough and put in more care.

### 02 The sauce we use for Pollack Gangjeong has been developed by our very own CEO Lee Mi-sook.

The formulation of the sauce and the marinating process are crucial to making best tasting Pollack Gangjeong. This Pollack Gangjeong sauce made of 100% Korean red pepper powder and garlic, enhances the texture and taste of pollack and is similar to Chicken Gangjeong, so it can be enjoyed by anyone whether young or old. This sauce which has been created to enhance the original taste of pollack, is patented. (Patent No. 10-2017-0059096)

### 03 Another factor that determines the taste of the Pollack Gangjeong is the time and frying temperature.

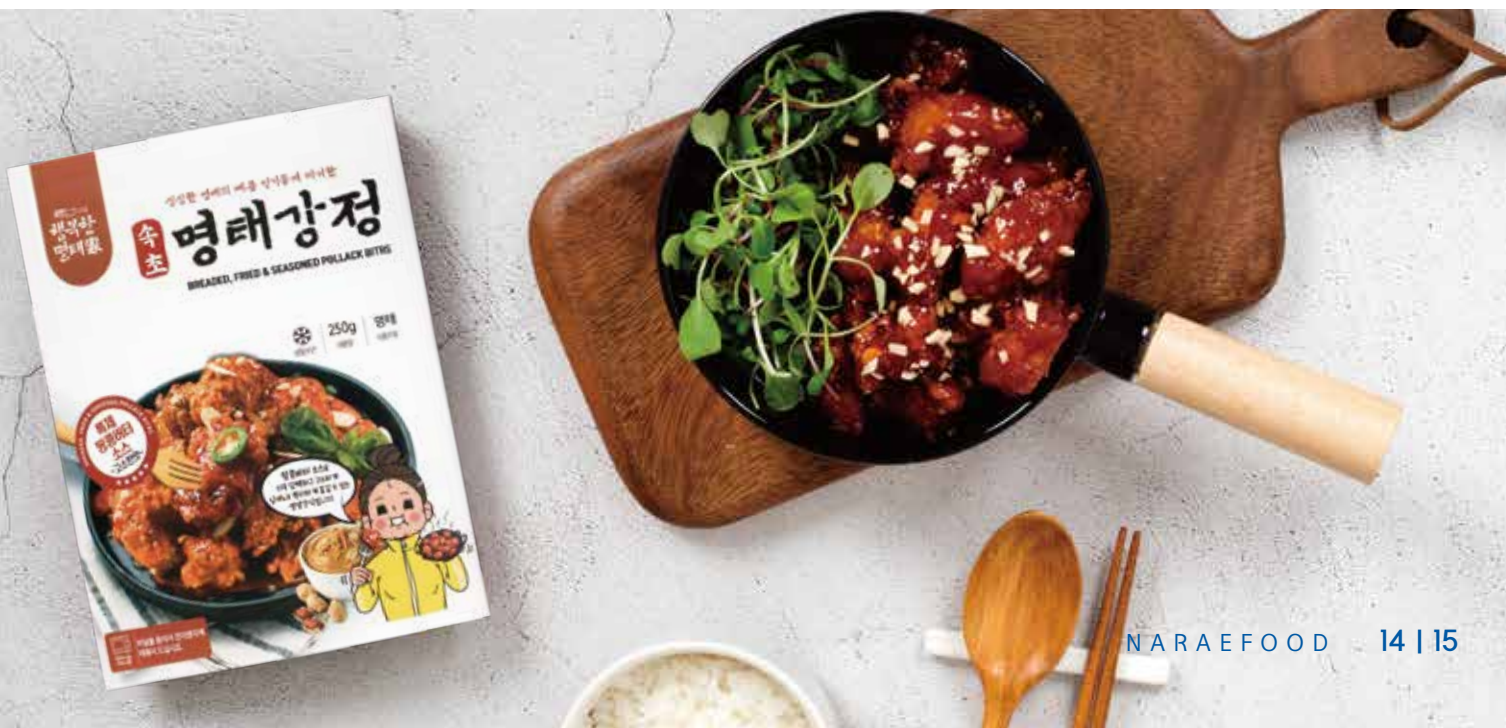
Because pollack is a type of fish unlike chicken, it cannot be made the same way as chicken Gangjeong. We have found the optimum frying time and temperature and adhere to it to make tasty Boneless Pollack Gangjeong.

*Check Point* ✓ Pollack Gangjeong, manually de-boned, not ground!  
 ✓ Select between Non-Spicy/Spicy according to your preference!



Boneless Pollack Gangjeong (Non-Spicy/Spicy)

✱ Keep refrigerated





Best Products

# Pollack Sikhae/ Jeotgal Seasoned Pollack Salad

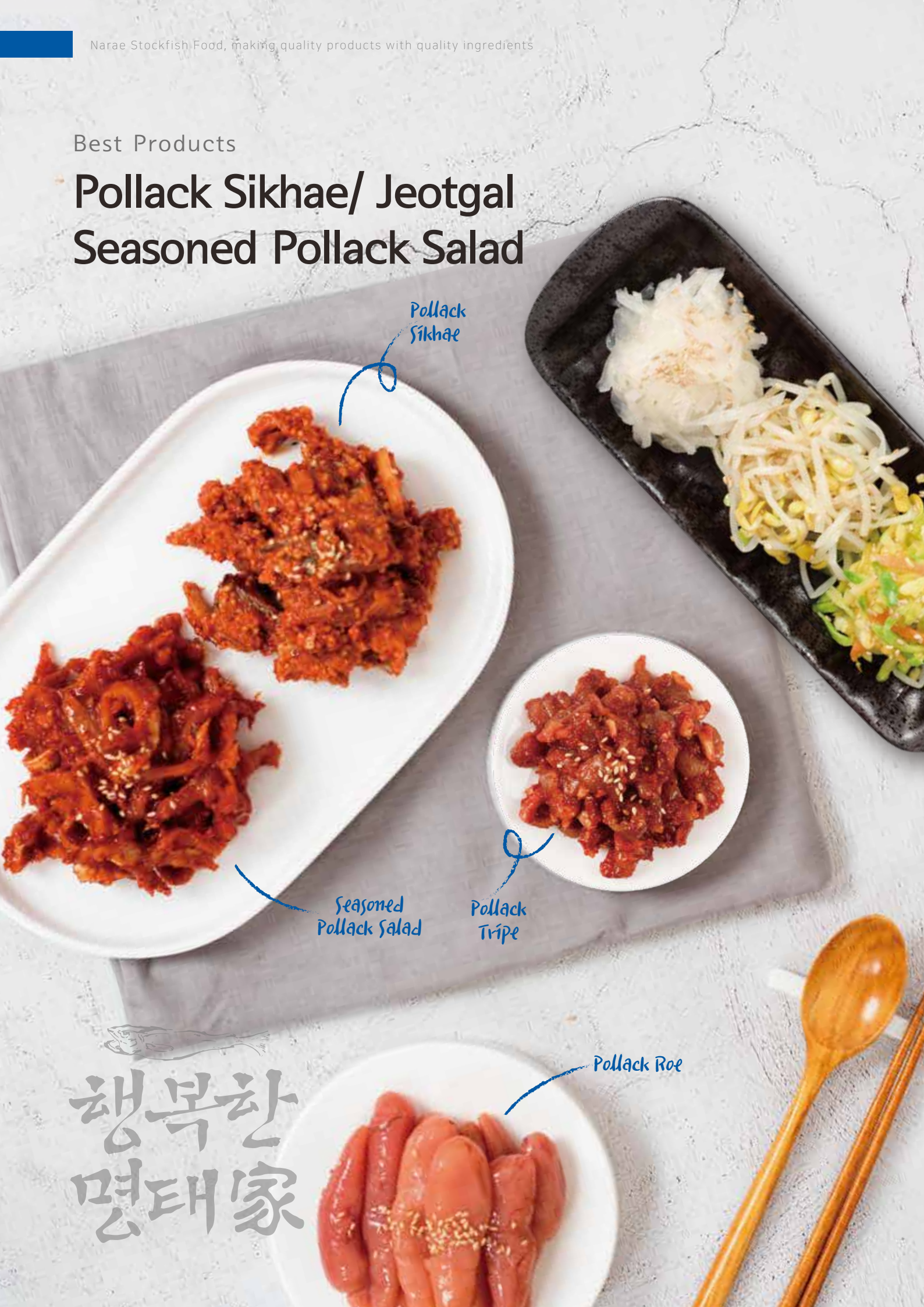
Pollack  
Sikhae

Seasoned  
Pollack Salad

Pollack  
Tripe

Pollack Roe

행복한  
명태家



### Lee Mi-sook's Pollack Sikhae

This requires time and care because the pollack, unskinned, needs to be salted and marinated multiple times. It is similar to flatfish Jeotgal in the market, but unlike Seasoned Pollack Salad it boasts a fresh and savory taste. Because it is not sweet, and does not have a fishy smell, it is a perfect side dish and perfect snack for alcoholic beverages.

- 01 Pollack, without being skinned, is rinsed and salted.
- 02 It is rinsed again and marinated with marinade and cooked millet.
- 03 It is marinated for a second time with radish, and other seasoning.
- 04 The well marinated pollack Jeotgal is packed and shipped,



Pollack Sikhae  
500g, 1kg, 10kg, 20kg

❄️ Keep refrigerated

### Lee Mi-sook Seasoned Pollack Salad

This can be enjoyed with boiled pork in cabbage or with laver and rice when you have no appetite. Add it as a topping to Cold Noodles to experience the taste of Sokcho (Pollack Sushi Spicy Noodles, Pollack Sushi Cold Noodles) or as a side dish; this Seasoned Pollack Sushi tastes best when it is fresh but you can pack it in small portions and keep it refrigerated as well.

- 01 Pollack is skinned and trimmed (cut) 100% manually by our very own workers to obtain only the flesh of the pollack.
- 02 It is primarily salted and marinated for 24 hours in salt and vinegar.
- 03 Our CEO, Lee Mi-sook makes the special sauce and we only use top quality red pepper powder and garlic.
- 04 We only deliver Seasoned Pollack Sushi that has been marinated in the refrigerator at a constant temperature for 1-2 days



Seasoned Pollack Salad  
500g, 1kg, 10kg, 20kg

❄️ Keep refrigerated

### Lee Mi-sook Pollack Tripe

This Jeotgal is made by salting and seasoning the intestines of pollack. Fresh intestine is coated with special sauce and has a chewy and savory taste without any fishy smell.

- 01 Intestines are sliced by hand, and any residue is taken out, then it is rinsed in salt water.
- 02 Intestines rinsed in salt water are pat dry and salted for about a month.
- 03 It is then mixed in with the special sauce made by our CEO Lee Mi-sook as well as red pepper powder and garlic.
- 04 It is left in a refrigerator at a constant temperature for 1-2 days and shipped.



Pollack Tripe  
500g, 1kg, 10kg, 20kg

❄️ Keep refrigerated

### Lee Mi-sook Pollack Roe

Pollack roe is pickled in salt with special care so that the membrane of the roe does not rupture. It is fleshy and does not have a fishy smell, so anyone can enjoy.

- 01 Pollack roe is carefully rinsed in salt water and pat dry.
- 02 The pollack roe is then salted and left in the refrigerator.
- 03 It is then mixed in with the special sauce made by our CEO Lee Mi-sook as well as red pepper powder and garlic.
- 04 It is marinated in a refrigerator at a constant temperature for 7 days and shipped.



Pollack Roe  
500g, 1kg, 10kg, 20kg

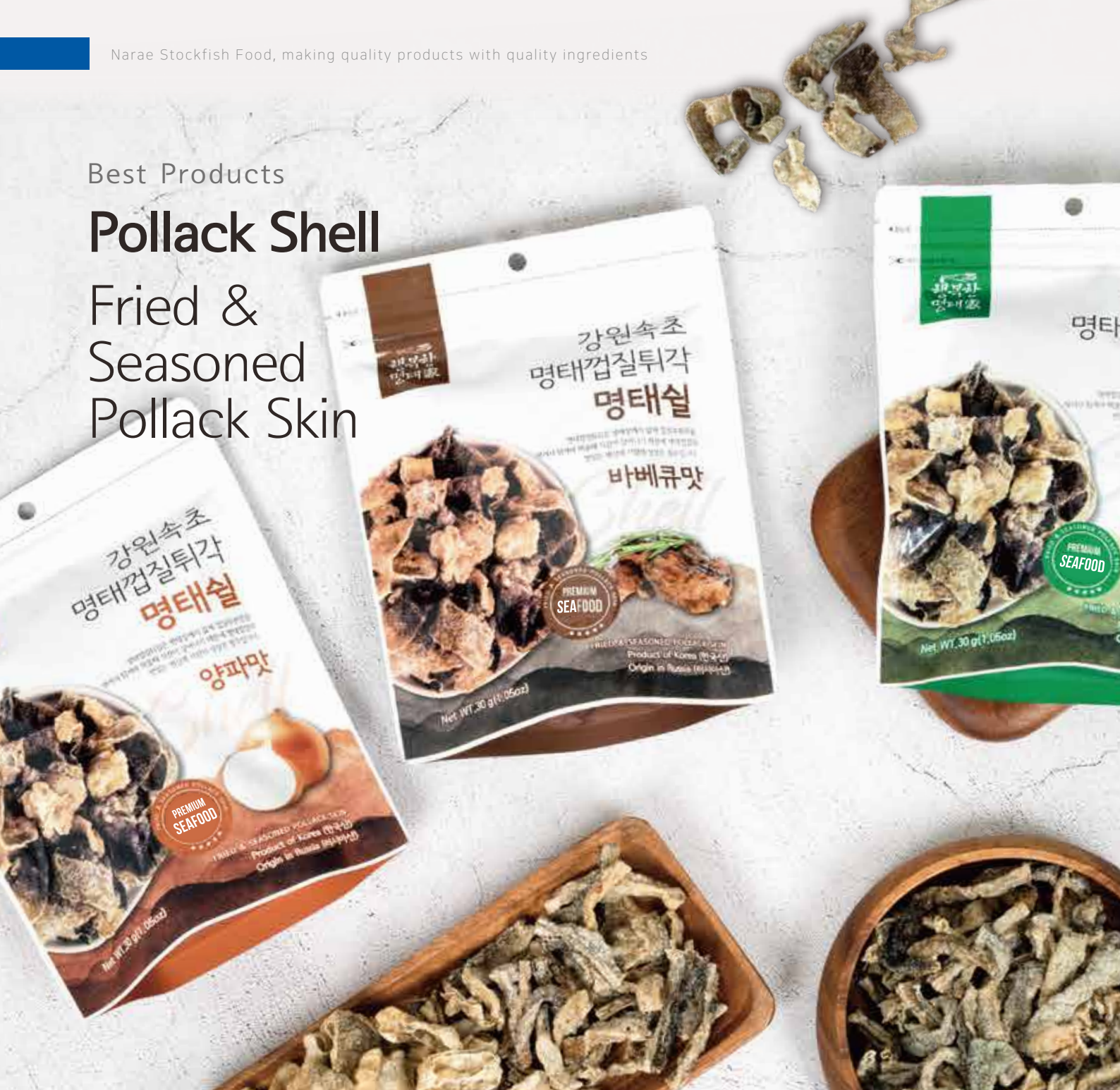
❄️ Keep refrigerated



Best Products

# Pollack Shell

## Fried & Seasoned Pollack Skin



### Pollack Shell

In order to retain all its nutrients, It is made by rinsing, drying and frying the skin; unlike Bugak it is not coated with any batter, and only small amounts of salt, sugar and pepper is added so that anyone can enjoy. This can be enjoyed even by people who do not like fish, and is best as a snack, or side dish for beer or a side dish with rice.

There are five flavors you can choose from, Wasabi, Onion, Barbecue, Original, Laver Bugak; the Wasabi flavor is best with beer, the Barbecue flavor is best as a snack for children and the Onion flavor is best as a side dish.



FLAVORS : Wasabi / Onion / Barbecue / Original / Laver Bugak



Best Products

# Dried Filefish with Laver / Stone-plate Grilled Dried Squid



## Dried Filefish with Laver

where filefish is covered with laver, is a product developed exclusively by Narae Dried Fish Food. Roasted laver is added to the sweet and salty filefish, making it a perfect nutritious snack even with beer. Laver, with the flavor of the sea, enhances the taste of filefish and makes it more savory; it is also more flavorful because it is roasted over direct fire.



Dried Filefish  
with Laver

## Stone-plate Grilled Dried Squid

is a trusted product as it is made by cleaning, drying, and roasting fresh squid. The whole squid is grilled on a stone-plate giving it a fleshy texture; it is a great snack for the movies, and even when traveling or trekking. It is grilled on a natural stone-plate for enhanced flavor and is perfect as a side for beer or a light snack.



Stone-plate Grilled  
Dried Squid



# “Taste Health Trust

Narae Stockfish Food strives to have comprehensive production facilities, and pursues strict quality control, and persistent research to develop excellent products.

## Pollack Gangjeong

## Fresh Foods (Jeotgal)

### 01 Pollack Gangjeong (Non-Spicy/Spicy)



Product name [Pollack Gangjeong](#)  
Standard [200g / 250g / 500g](#)

### 02 Pollack Sikhae



Product name [Pollack Sikhae](#)  
Standard [500g / 1kg / 10kg / 20kg](#)  
Barcode [8809563360758](#)

### 03 Seasoned Pollack Salad



Product name [Seasoned Pollack Salad](#)  
Standard [500g / 1kg / 10kg / 20kg](#)  
Barcode [8809563360826](#)

## Fried & Seasoned Pollack Skin (Pollack Shell)

### 04 Pollack Tripe Jeotgal



Product name [Pollack Tripe Jeotgal](#)  
Standard [500g / 1kg / 10kg / 20kg](#)  
Barcode [8809563360895](#)

### 05 Pollack Roe Jeotgal



Product name [Pollack Roe Jeotgal](#)  
Standard [500g / 1kg / 10kg / 20kg](#)  
Barcode [8809563361045](#)

### 06 Laver Bugak (Fried&Seasoned Pollack&Laver)



Product name [Fried & Seasoned Pollack Skin & Laver](#)  
Standard [10g / 20g / 30g](#)  
Barcode [8809563360802](#)

# Best Products

## 07 Wasabi



명태살

와사비맛

Shell



Product name Fried & Seasoned Pollack Skin  
Standard 10g / 20g / 30g  
Barcode 8809563360859

## 08 Onion



명태살

양파맛

Shell



Product name Fried & Seasoned Pollack Skin  
Standard 10g / 20g / 30g  
Barcode 8809563360840

## 09 Barbecue



명태살

바베큐맛

Shell



Product name Fried & Seasoned Pollack Skin  
Standard 10g / 20g / 30g  
Barcode 8809563360833

## Dried Fish Products

## 10 Original



명태살

오리지널

Shell



Product name Fried & Seasoned Pollack Skin  
Standard 10g / 20g / 30g  
Barcode 8809563360659

## 11 Dried Filefish with Laver



Product name Dried Filefish with Laver  
Standard 60g / 120g / 150g / 180g  
Barcode 8809563361076

## 12 Stone-plate Grilled Dried Squid



Product name Stone-plate Grilled Dried Squid  
Standard 150g / 160g / 200g / 250g / 300g  
Barcode 8809563361076





행복한  
명태家

## Gift Set



### 13 Jeotgal/Pollack Gift Set

This gift set consists of top quality dried pollack, dried pollack slice and four different Jeotgal types (Pollack Jeotgal, Seasoned Pollack Sushi, Pollack Roe Jeotgal, Pollack Tripe Jeotgal) made with our very own special sauce.

Product name [Jeotgal/Pollack Gift Set](#)

Standard [Dried Pollack +Dried Pollack Slice + Jeotgal \(300gx4 kinds\)](#)

Barcode [8809001177160](#)



### 14 Pollack Shell Gift Set (8packs/set)

This Pollack Shell Gift Set is only available at Narae Stockfish Food. We packed two of each flavor, Original, Onion, Wasabi, Barbecue so you have plenty of choices.

Product name [Pollack Shell Gift Set \(8packs/set\)](#)

Standard [\(Wasabi / Onion / Barbecue / Original\)x2](#)

Barcode [8809001177160](#)



### 15 Pollack Shell Gift Set (4packs/set)

This gift set contains four different types of Narae Stockfish Pollack Shell. This Pollack Shell is loved by everyone whether as a perfect nutritious snack for children and the elderly, or as a salty and savory snack with beer.

Product name [Pollack Shell Gift Set \(4packs/set\)](#)

Standard [Wasabi / Onion / Barbecue / Original](#)

Barcode [8809001177160](#)



Premium Quality

