

A Reliable Laver Producer For Your Families

BYUL FOOD

우리가
먹는 김



BYUL FOOD

WWW.BYULFOOD.COM

CEO Message



Lee Jae-boo

CEO of Star(Byul) Food

Hello, everyone. My name is Lee Jae-Bu, and I am the CEO of star(Byul) Food.

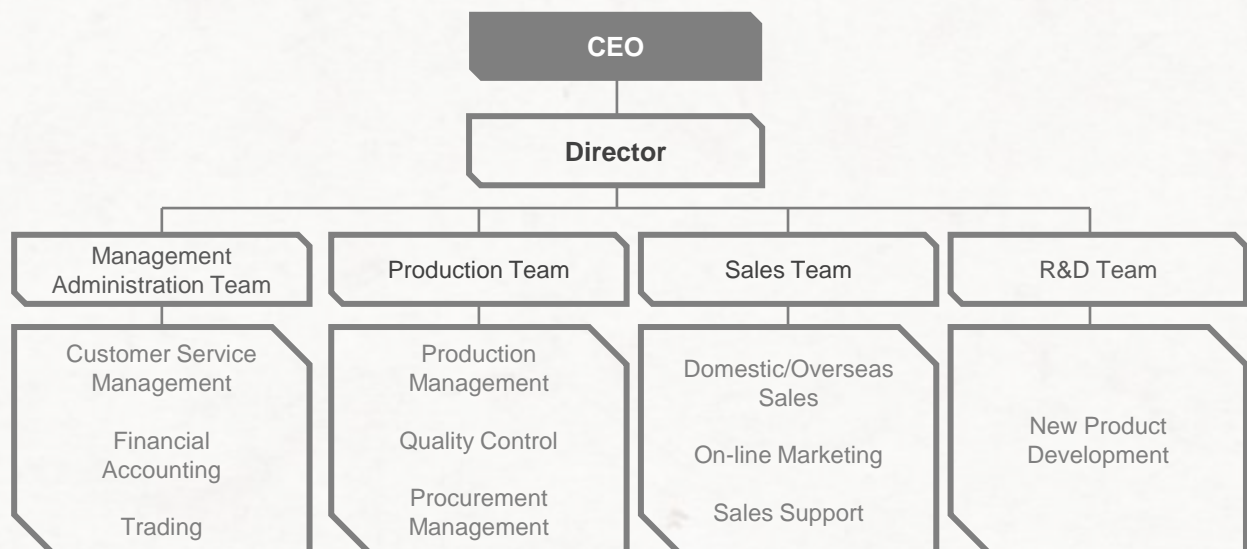
In 2006, I established Star(Byul) Food Co., Ltd. with a dream of a specialized producer of seasoned lavers based on my 30 years of seasoning expertise in seaweed industry.

Rather than prioritizing quantity for short term profit, we will make long-lasting products that prove our commitment to ethical quality for our customers' health.

"Our family"

As this phrase holds great importance for us, we also place great priority on pleasing and meeting the standards for "every single customer of our products." Under our commitment to producing "lavers that we'd definitely share with our families", we promise you that we will do our best to earn your trust as a leading company producing Premium Korean seaweed.

Organization



Management Philosophy



History

2006.11	BYUL FOOD
2007.08	ISO 9001 quality management system certification ISO 14001 environmental management system certification
2008.08	The taste of Byul, green laver new product innovation
2009.01	ISO 22000 Food safety management system certification
2009.09	Selected as Chungcheongnam-do governor's quality recommended agricultural specialty product
2009.12	Taiwanese market entry
2010.03	Chinese market entry
2010.11	Clean facilities equipped
2011.05	Automation equipment new-built factory extension relocation
2012.01	American market entry, approval of FDA and factory registration
2013.07	European market entry Selected as a promising small business
2013.12	Selected as an export promising small business
2014.01	Korea · EU origin certification exporter certification
2014.10	Japan, Vietnam market entry
2015.05	Hong Kong market entry
2015.06	Chinese seafood production, processing facility registration
2015.07	Acquired certificate of Hazard Analysis and Critical Control Point (HACCP)
2015.09	Acquired traditional food quality certificate
2016.05	NOP(USDA) certification
2016.09	HALAL certification
2018.04	Construction of 2 nd factory



About Seaweeds



The Origin of Seaweeds

There are many anecdotes about seaweeds in Korea.. One of them is a man named 'Kim Yeoik' found seaweeds on a twing of oak tree floating down a seacoast. He started raising it, and gave to King as a present. There was no name for seaweeds before, but the king started to call this black piece as 'Kim/Gim' in Korean following his name, Kim Yeoik. Seaweeds is common today, but it is said that 100 sheets of seaweeds is worthy of 24000 centimeters of cotton in Joseon Dynasty.

Advantage of Seaweeds

Seaweed is recognized as healthy food including sufficient protein, vitamins, minerals and essential amino acids



protein

minerals

vitamins

Amino acids



Possibility of Seaweeds

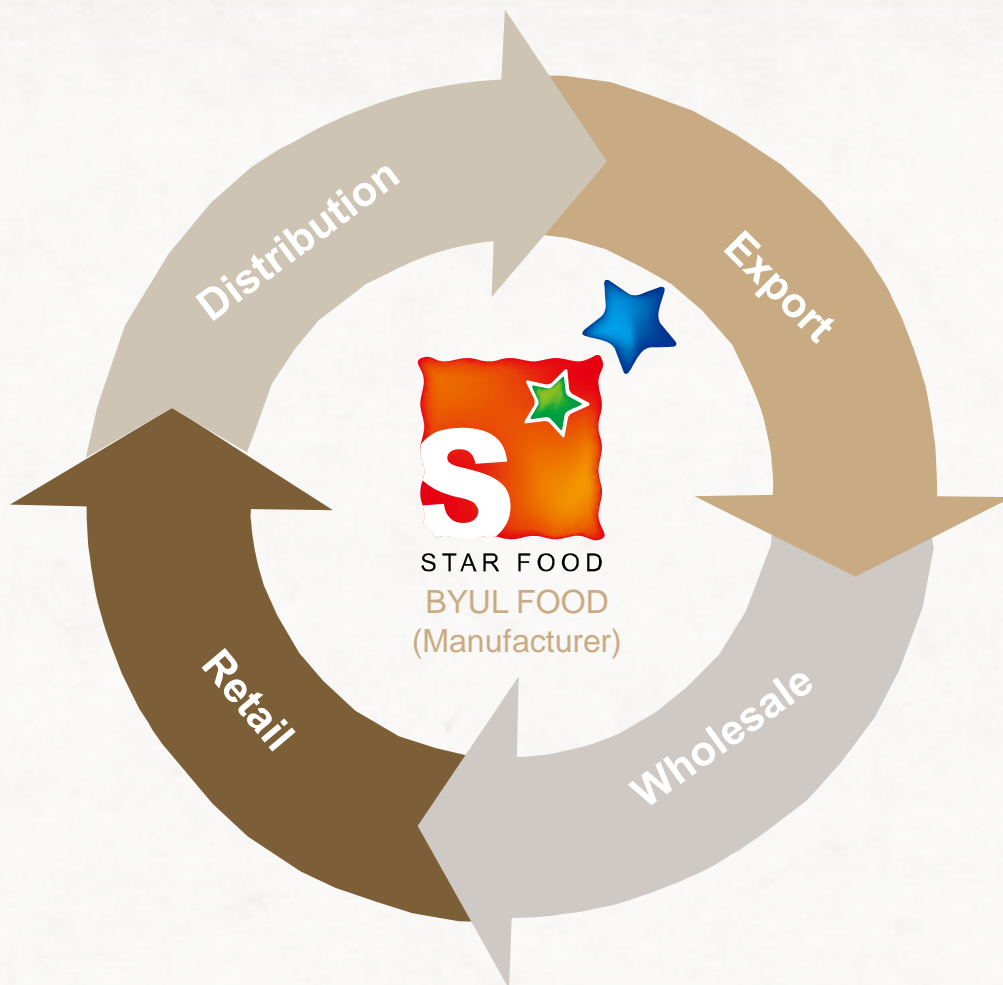
It will become one of the popular healthy snacks in the world which will be replaced potato chips according to food industry in USA.

How Korean People eat Seaweeds?

Korean people eat seaweeds by wrapping up rice in seaweeds. And we can eat as a snack.



■ Business Model



Distribution

Retail

Export

Wholesale

BYUL FOOD, specialized seaweed manufacturer, not only distribute to local markets, supermarket, but also we do make a direct dealing with customers in Korea. We have 100,000 of regular direct-customers which is not normal in Korea. This proves the quality of our products and customers' trust about BYUL FOOD-due to the fast feedback from our End-user, we had great opportunities to develop our products in good way.

It also proves that people buy foods in supermarket, but they are also looking for better products by themselves. We know that seaweed is not common abroad comparing to Korea, but as more people get taste it, they will finally look for better taste with brands. We aim to obtain those customer loyalty.

■ Main Partners

Domestic Market

하나로클럽

하나로마트

Hanaro mart

LOTTE
DEPARTMENT STORE
롯데백화점

Lotte Department Store

우리가족이 먹는 김
광천별식품
www.starkim.co.kr

80,000 of direct dealing customers

the Galleria
갤러리아

Galleria Department Store

충남
농사랑
Nongsarang

Nongsarang

우체국 **쇼핑**
www.epost.go.kr

Korean post office shopping

Overseas Market



■ Strong point of BYUL FOOD

1. Finest Seaweed in the West Sea

We use only the finest quality seaweed, which is carefully selected by collecting *Porphyra tenera* and *Porphyra pseudolinearis* in clean areas of the West Sea and is then mixed with a unique ratio for our one-of-a-kind Byul taste.



2. HACCP(Hazard Analysis Critical Control Points) certification and traditional food certification

Byul Food acquired the international food-standards, HACCP(Hazard Analysis Critical Control Points)certification in order to produce products that consumers can eat safely. We strictly produce and manage our products in sanitary facilities using the highest standards in Korea, from collection of the seaweed up until they reach the consumer's table. In addition, the main ingredients of our products use home-grown Korean agricultural and marine products which have received traditional food certificates and are directly managed by National Fisheries Products Quality Management Service.

3. ISO22000 and FDA certification and HALAL, USDA certification

Byul Food consists of reliable products which are certificated from ISO22000(Food safety management system) and received the approval of FDA(Food and Drug Administration). We received the HALAL certification, which strictly controls food and drug safety, and the NOP (USDA organic) certification, which is applicable to organic foods.

4. Artisan spirit

Our roasted seaweed consists of large effort and uses Gwang-cheon gim's production 30 year tradition and know-how.



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Product



● Traditional Family Laver



● Sea Lettuce Family Laver



Specification	15g X 12EA	15g X 24 EA
Size	335 X 180 X 275	429 X 330 X 213

Specification	15g X 12EA	15g X 24 EA
Size	335 X 180 X 275	429 X 330 X 213

Product



● Full-size Traditional Laver



● Full-size Sea Lettuce Laver



Specification	20g x 10EA / BOX	20g x 30EA / Box
Size	335 X 180 X 275	429 X 330 X 213

Specification	20g x 10EA / BOX	20g x 30EA / Box
Size	335 X 180 X 275	429 X 330 X 213

Product



● Small Traditional Laver



Specification	4g x 32EA / BOX
Size	332 x 177 x 332

● Small Sea Lettuce Laver



Specification	4g x 32EA / BOX
Size	332 x 177 x 332

● Small Size Laver Bundle (3pack)



Specification	(4g X 3) X 36pack / BOX
Size	530 X 330 X 400

● Small Size Laver Bundle (12pack)



Specification	(4g X 12) X 12pack / BOX
Size	570 X 275 X 510

● Small Size Laver Bundle (16pack)



Specification	(4g X 16) X 12pack / BOX
Size	570 X 350 X 510

Product



● Roasted Laver



Specification	50g X 5EA / BOX	50g X 20EA / BOX
Size	270 X 180 X 195	490 X 335 X 220

● Unseasoned Laver



Specification	12g X 10EA / BOX
Size	220 X 148 X 318

● Dried Roasted Laver



Specification	50sheets/pack 100sheets/pack
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● Dried Laver



Specification	100sheets / pack
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● Crumble Laver



Specification	500g / pack // 1kg / pack
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Product



● Sea Crunchy Olive Oil



Specification	10g X 12 EA / BOX	12BOX / MASTERBOX
Size	393 X 215 X 183	655 X 380 X 805

● Sea Crunchy Green Tea



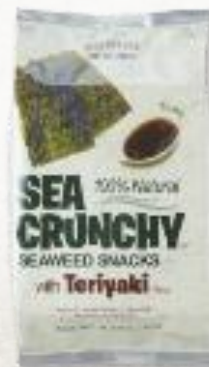
Specification	10g X 12 EA / BOX	12BOX / MASTERBOX
Size	393 X 215 X 183	655 X 380 X 805

● Sea Crunchy Wasabi



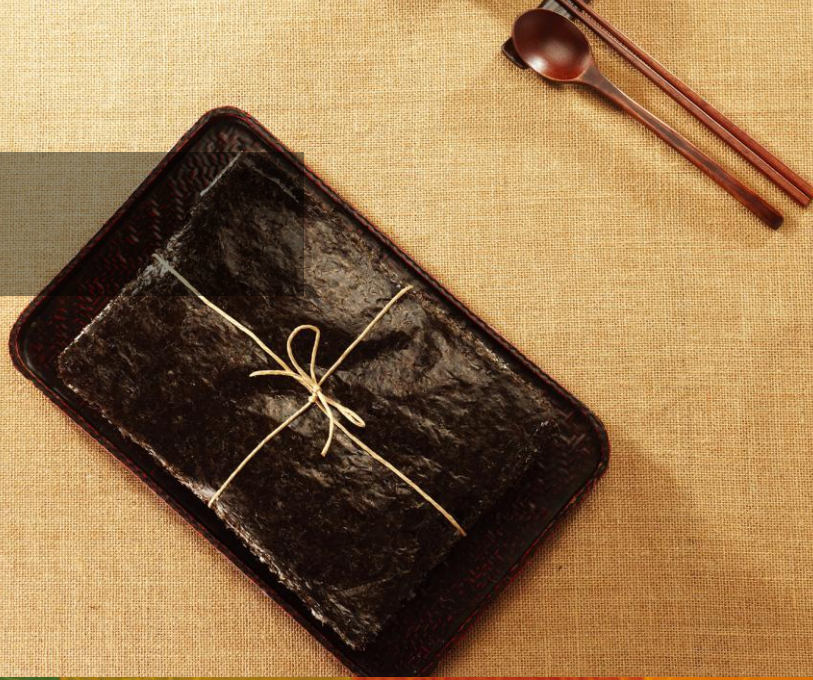
Specification	10g X 12 EA / BOX	12BOX / MASTERBOX
Size	393 X 215 X 183	655 X 380 X 805

● Sea Crunchy Teriyaki



Specification	10g X 12 EA / BOX	12BOX / MASTERBOX
Size	393 X 215 X 183	655 X 380 X 805

Product



● Ongae Full Size Laver(60g)



Specification	60g X 20EA / BOX
Size	450 X 325 X 335

● Ongae Full Size Laver(20g)



Specification	20g X 20EA / BOX
Size	450 X 325 X 260

● Ongae Full Size Laver Bundle



Specification	20g X 3 X 12 EA / BOX
Size	450 X 325 X 260

● Ongae Small Traditional Laver



Specification	① 4gX3X24EA/BOX ② 4gX9X10EA/BOX ③ 4gX16X8EA/BOX
Size	① 455X270X365 ② 525X430X280 ③ 570X350X360

● Ongae Small Sea Lettuce Laver



Specification	① 4gX3X24EA/BOX ② 4gX9X10EA/BOX ③ 4gX16X8EA/BOX
Size	① 455X270X365 ② 525X430X280 ③ 570X350X360

● Mini Size Laver Bundle



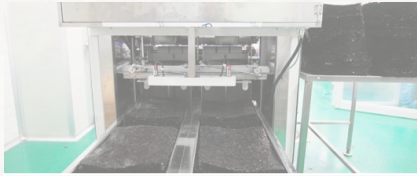
Specification	2gX10X24EA/BOX
Size	475X335X285

■ Production Process



1. Procurement of Raw Laver

Store and ripen 100% domestically harvested lavers in cold storage



2. Laver Sorting

Sort foreign materials and ripped lavers out from raw seaweeds



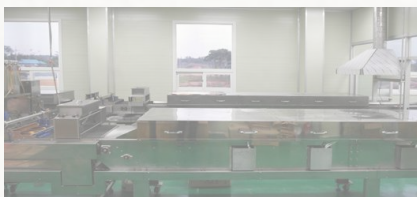
3. First Seasoning and Roasting

Roast lavers at around 200°C



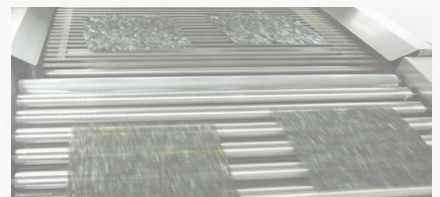
4. Second Seasoning

Apply mixed oil and salt with other functional ingredients

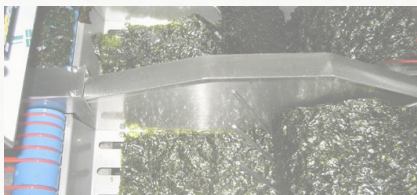


5. Second Roasting

Roast lavers at around 350°C



6. Double-roasted Seasoned Laver



7. Automatic Counting

Lavers are counted by product specifications



8. Severing

Packaging products by packaging unit and contents



9. Automatic Packaging



10. Box Packaging

Pack products in boxes by packaging unit



11. Product Storage



12. Shipping

Certificate



HACCP



Traditional Food



ISO22000



FDA



HALAL



USDA



Chinese Marine Products Production



Product-Specific Approved Exporter



Product-Specific Approved Exporter



Promising Firm



Promising Export Firm



MAIN-BIZ
(Management Innovation Business)

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