

BYULFOOD Co.,Ltd





## Company Overview

Company name

•BYULFOOD Co.,Ltd

Business field

•Manufacture and processing of seasoned laver and processed seafood (laver, laver, gimhap laver, etc.)

CEO

•Lee Jae Bu, Lee seong Haeng

Year and month of establishment

•2006.11

previous year's sales

•nine billion won(2022)

주소(본사/공장)

•F1. 360, Chungseo-ro, Gwangcheon-eup, Hongseong-gun, Chungcheongnam-do,  
•F2. 181, Gwangcheon-ro, Gwangcheon-eup, Hongseong-gun, Chungcheongnam-do

Homepage

•starfood.kr

Customer Service TEL / FAX

•041-642-3750 / 041-642-3751

The number of people

•35 people (production: 22, office: 13)

# Organization



## History of BYULFOOD Co.,Ltd

|                 |  |                 |   |
|-----------------|--|-----------------|---|
| <b>2006. 11</b> | BYULFOOD Co.,Ltd establishment   | <b>2014. 01</b> | S. Korea and EU Certificate of Origin   |
| <b>2007. 08</b> | ISO 9001 Quality Management System Certification,<br>ISO 14001 Environmental Management System Certification | <b>2015. 06</b> | China Factory Registration Certification                                      |
| <b>2008. 03</b> | Hanaro Mart Delivery Starts  | <b>07</b>       | HACCP authentication  |
| <b>09</b>       | Development of a new star-flavored green laver   | <b>09</b>       | Traditional seafood certification   |
| <b>11</b>       | Participation in the International Food Fair   | <b>2016. 09</b> | HALAL certification   |
| <b>2009. 01</b> | ISO 22000 Food Safety Management System Certification  | <b>2018. 04</b> | Expansion of the Second Factory   |
| <b>09</b>       | Designation of Chungcheongnam-do Quality Recommended   | <b>2019. 05</b> | USDA Certification  |
| <b>11</b>       | Specialty Products<br>Korea Trade Association Membership and Trade Industry<br>Unique Numbering              | <b>11</b>       | FSSC22000 Authentication  |
| <b>12</b>       | Entering the Taiwan Market   | <b>2020. 11</b> | MUI HALL Authentication   |
| <b>2010. 03</b> | Entry into the Chinese market  | <b>11</b>       | EAC Certification   |
| <b>11</b>       | sterilization facilities Available   | <b>2021. 10</b> | NON-GMO, GLUTEN-FREE  |
| <b>2011. 05</b> | Expansion of new plant for automation facilities   | <b>12</b>       | The Ministry of Oceans and Fisheries won<br>the Grand Prize for export brands |
| <b>2012. 01</b> | Entry into the U.S. market<br>FDA Approval and Factory Registration  | <b>2022. 08</b> | VEGAN authentication  |
| <b>2013. 07</b> | Entry into the European market   | <b>10</b>       | Expansion of Low Temperature Warehouse  |
| <b>07</b>       | Selection of promising small and medium-sized enterprises  | <b>2023. 02</b> | Korea Consumer Association won the Korea Consumer<br>Satisfaction Award       |
| <b>12</b>       | Selection of promising export address companies  |                 |   |



BYULFOOD Co.,Ltd a management philosophy

An honest ingredient

thorough hygiene  
management

**The right food culture**  
(The seaweed that my family eats)

Correct management  
guidelines

Communicating  
Global Culture







## Manufacturing and processing facilities

|   | content  |
|---|--|
| Building status                             | 2 (1 <sup>st</sup> factory, 2 <sup>nd</sup> factory)                                     |
| The total floor area of the building        | 1842m <sup>2</sup> / 2245m <sup>2</sup>  |
| Production line/Daily production capability | 5 lines / 200,000 bags(cut type lunch-bag size) / 50,000 bags(cut type family size) etc. |
| Cold storage/Storage.                       | 5 / 4  |

Wait! Please click the link on the right to visit the BYUL FOOD manufacturing facility☺

<https://vr2.dreamvrad.net/byulfood/>









# C E R T I F I C A T I O N



HACCP



EAC



Vegan



FDA



HALAL(MUIS)



Non GMO



Chinese Marine Products  
Production Facilities



Gluten-free



FSSC22000



Promising Firm



Promising Export Firm



MAIN-BIZ(Management  
Innovation Business)





# CERTIFICATION



HALAL(MUI)



K-FISH



USDA



Certificated exporter of origin  
by item



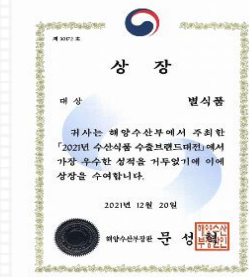
# A W A R D H I S T O R Y



2019년 SIAL INNOVATION



KITA a million dollar export tower



2021년 Ministry of Oceans and Fisheries' Export Brand Contest Grand Prize



2021년 ITQ Best Taste Award



2018년 Consumer Satisfaction Brand Awards



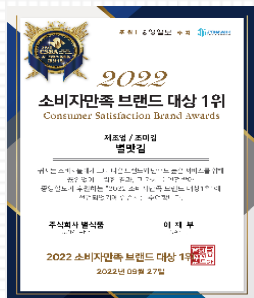
2019년 Consumer Satisfaction Brand Awards



2020년 Consumer Satisfaction Brand Awards



2021년 Consumer Satisfaction Brand Awards



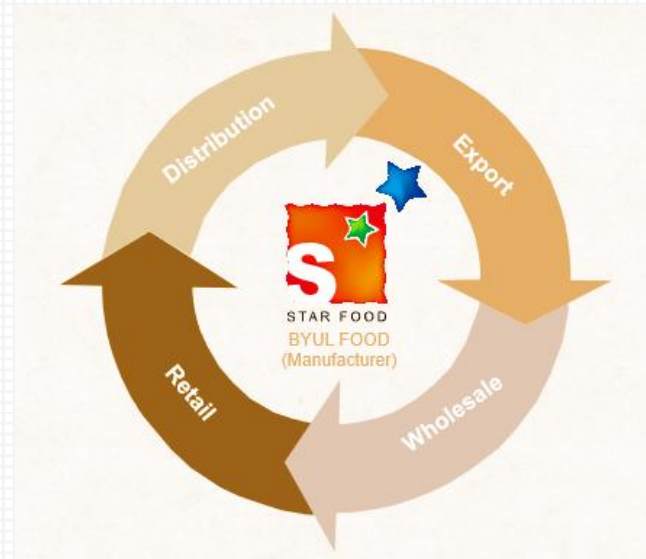
2022년 Consumer Satisfaction Brand Awards



2023년 Korea Consumer Awards



## BYUL FOOD business model



### Retail

- Online orders (smartstore in Naver/Coupang, WeMakePrice, SamsungMall, Oasis, Lottte Mall, Hyundai Hall, Korea Post etc)
- Phone-call orders

### Distribution

- Galleria Department Store, Hanaro Mart (Local), Post Office, KORAIL, Lotte Outlet Buyeo, TEASUM, Local Agencies,

### Export

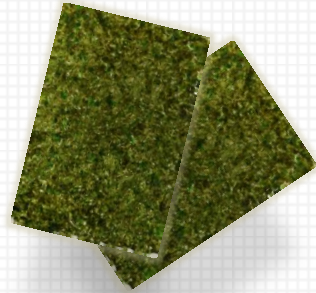
- Export to 15 countries, including the United States, Vietnam, Hong Kong, China, New Zealand, Indonesia, Italy etc. / mainly at Korean supermarkets, local marts, and hypermarkets.

### Wholesale

- Food ingredients delivery - restaurants, churches, companies, etc.



# Byul's Cost saving automated system



Automatic packaging



Serving



Automatic Counting



Second roasting around 350° C



Seasoning



First roasting around 200° C



Sort out impurities, put in laver



Store Raw laver in refrigeration warehouse



Then, why Byulfood seaweed is special?

*"Blending : secret ratio"*

Salts, oil, temperature, humidity etc. many things are important for seaweed taste.

But mainly raw seaweed material itself decide on seaweed taste.

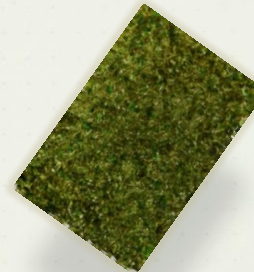


Byulfood selects the best quality raw laver produced in clean yellow sea in Korea.

Based on our founder's 50 years of experience and secret method,



Byul's seaweed is made by blending a few kinds of seaweed (purple laver, rock laver) with Byul's own secret ratio.



Brand credibility



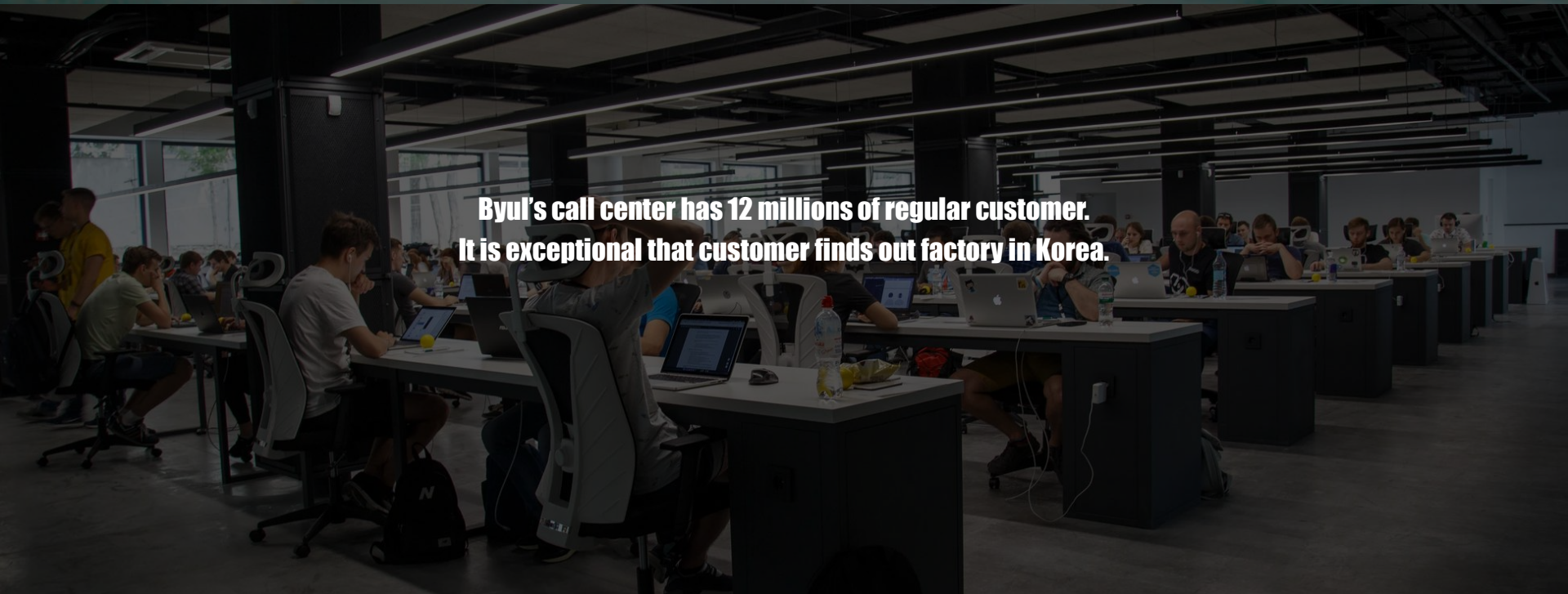
TRUST



**120,000 of call-center  
customer**



**Byul's call center has 12 millions of regular customer.  
It is exceptional that customer finds out factory in Korea.**



4.8 scores of stars



Search Gwangchen seaweed in 'NAVER'website!

전체 상품    핫딜    브랜드    종류    배달장수

네이버는 상품판매의 당사자가 아니며, 구매 전 상품정보를 반드시 확인하시기 바랍니다. [법적고지](#) 및 [안내](#)

광천김 파래김 생김...

6,900원

①팔고 주식회사 광천김

포인트 207원

구매 378 리뷰 206

광천별맛김 광천김 파래김 재래김...

9,900원

쓰리GO

구매 999+ 리뷰 999+

광천김 100매 외 공창...

9,500원

CJmall

리뷰 200 찜 12

NAVER

광천김



광천김

김도독 장운정김 광천...

7,500원

포인트 225원

구매 38 리뷰 44 찜 6

①팔고 롯데마트

조용햇김 광천김 쏘미...

21,500원

포인트 645원

구매 999+ 리뷰 999+

①팔고 광천조양맛김 소평물

[광천김]광천김 삼각김밥 김(조미) 100매 (+삼각김...

9,610원

①팔고 SK스토어

오늘만 30% 적립

광천김본사 천장김 도시락 김자반 김밥

7,900원

구매 999+ 리뷰 999+

주식회사 광천김

[김도독 독자반] 광천 김자반 묶음 300g / 500g

5,000원

구매 999+ 리뷰 999+

롯데마트

광천별맛김 광천김 파래김 재래김 김선물세트

9,900원

구매 999+ 리뷰 999+

쓰리GO

별맛김 광천김 광천별맛 김 김선물세트 파래김

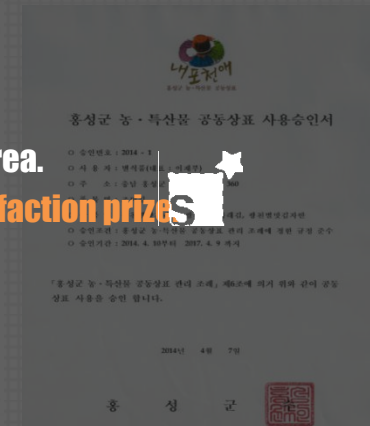
8,900원

구매 999+ 리뷰 999+

MythMall



Recognized producer



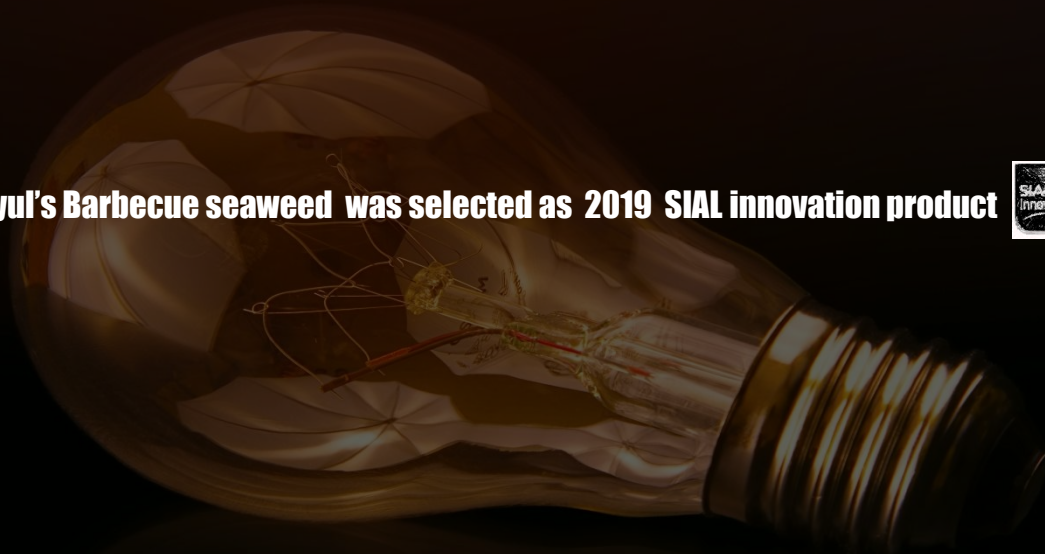
Byulfood is certified as traditional food producer in Korea.  
In 2019, 2020 and 2021, Byul was awarded consumer brand satisfaction prizes



**Innovation Item**



**Byul's Barbecue seaweed was selected as 2019 SIAL innovation product**



Awarded ITIQ 3 Stars!



International  
Taste Institute

Gwangcheon BYUL MAT Sea-Lettuce

SUPERIOR  
TASTE  
AWARD




Gwangcheon BYUL MAT Sea-Lettuce laver was awarded at International Taste Institute in 2021.  
ITIQ, consisted of world-renowned chefs and sommeliers follows strict blind method.

SUPERIOR  
TASTE AWARD



  
Eric de Spoelberch  
Managing Director

Brussels, 2021

  
Laurent van Wassenhove  
Managing Director

International  
Taste Institute

### Sensory Analysis Results

Gwangcheon BYUL MAT Sea-Lettuce  
Byulfood co.,ltd

Total Score


91.8%



### Sensory Evaluation

|                  |                        |     |
|------------------|------------------------|-----|
| Total Score      | <div><div></div></div> | 92% |
| First Impression | <div><div></div></div> | 91% |
| Vision           | <div><div></div></div> | 92% |
| Olfaction        | <div><div></div></div> | 91% |
| Taste            | <div><div></div></div> | 94% |
| Texture          | <div><div></div></div> | 96% |

  
Eric de Spoelberch  
Managing Director

  
Laurent van Wassenhove  
Managing Director

Recognized by  
Korean government



제 30172 호

## 상 장

대 상

별식품

**BYUL FOOD won the grand prize for its best performance among many seaweed companies at the 2021 Fisheries Food Export Brand Battle hosted by the Ministry of Oceans and Fisheries under the Korean government.**

귀사는 해양수산부에서 주최한  
「2021년 수산식품 수출브랜드대전」에서  
가장 우수한 성적을 거두었기에 이에  
상장을 수여합니다.

2021년 12월 20일



해양수산부장관 문 성



제 30172 호

## 상 장

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2021년 12월 20일



해양수산부장관 문 성





# Byulfood exporting nations



15 countries in the world.







Byul's promises about Seaweed



Maintaining Quality



**Byulfood's 5 freezing warehouse facilities make us to save the seaweed material storage cost and keep the seaweed fresh.**





Premium material & Standard material



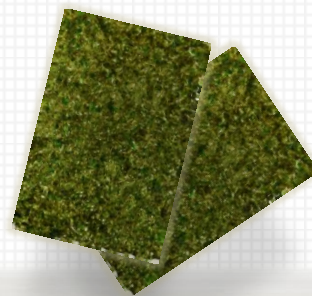
Byulfood runs on both Premium seaweed material and standard seaweed material together.

We promise them that both products would be excellent in taste and quality than any other product at the same price range.





To share  
Korean  
healthy food  
culture with the  
world



82 41 642 3950



stella@byulfood.com



www.byulfood.com