

SAUCE OF A NEW PARADIGM



SHIN White Kimchi Juice

White Kimchi

Foods such as radish, korean cabbage, and other vegetables are fermented by mixing them with salt.



NOW IS THE ERA OF DRINKING KIMCHI!

—
2°C NUD

SHM White Kimchi Juice



Now is the era of drinking Kimchi.
A healthy start
Cool and fragrant white kimchi juice
Perfect pairing with greasy feeling
Quench thirst Relieve hangover
는2°C. The paradigm
of Kimchi is changing

**NOT EAT
BUT DRINK**





NOW IS THE ERA OF DRINKING KIMCHI

Korean traditional white Kimchi, Its fascinating taste is reborn as a modern vegan drink!

Kimchi is the DNA of our body and soul and a blessing given to Koreans.

The history of kimchi from the Three Korean ancient Kingdoms period and the Koryo Dynasty(period) began with white Kimchi, not red Kimchi. Birth of white Kimchi lactobacillus drink that contains the blessing of pure 100% white Kimchi of non-stimulating, refreshing taste to the body, incomparable freshness, and even the Kimchi lactobacillus that have kept the nation's health.

We are trying to continue the legend of Kimchi once again by reinterpreting the blessing of the wisdom of our ancestors with the wisdom and exploration of this era.

BRAND STORY

[SHm White Kimchi Juice]

Using 100% white kimchi extract rich in kimchi lactic acid bacteria, we develop delicious white kimchi juice and various sauce products.

1. Brand : → SHm White Kimchi Juice

2. Identity : → Beverage and signature sauce made with white kimchi extraction 100%

3. Target : → People who prefer healthy food that helps with intestinal function

→ Women who value a slim body style with the help of products → Young people looking for new products

4. Positioning : → Premium drinks and sauces → Fermented food → Health food → Functional food



Efficacy of White Kimchi

Helping fatty liver, hyperlipidemia, increased body fat, overweight, and high cholesterol

According to a report (1-3) that researched on white kimchi dietary fiber's inhibitory effect on Am toxicity, the administration of a large amount of Am to experimental rats caused growth retardation, but the simultaneous administration of dietary fiber resulted in almost complete recovery in growth .

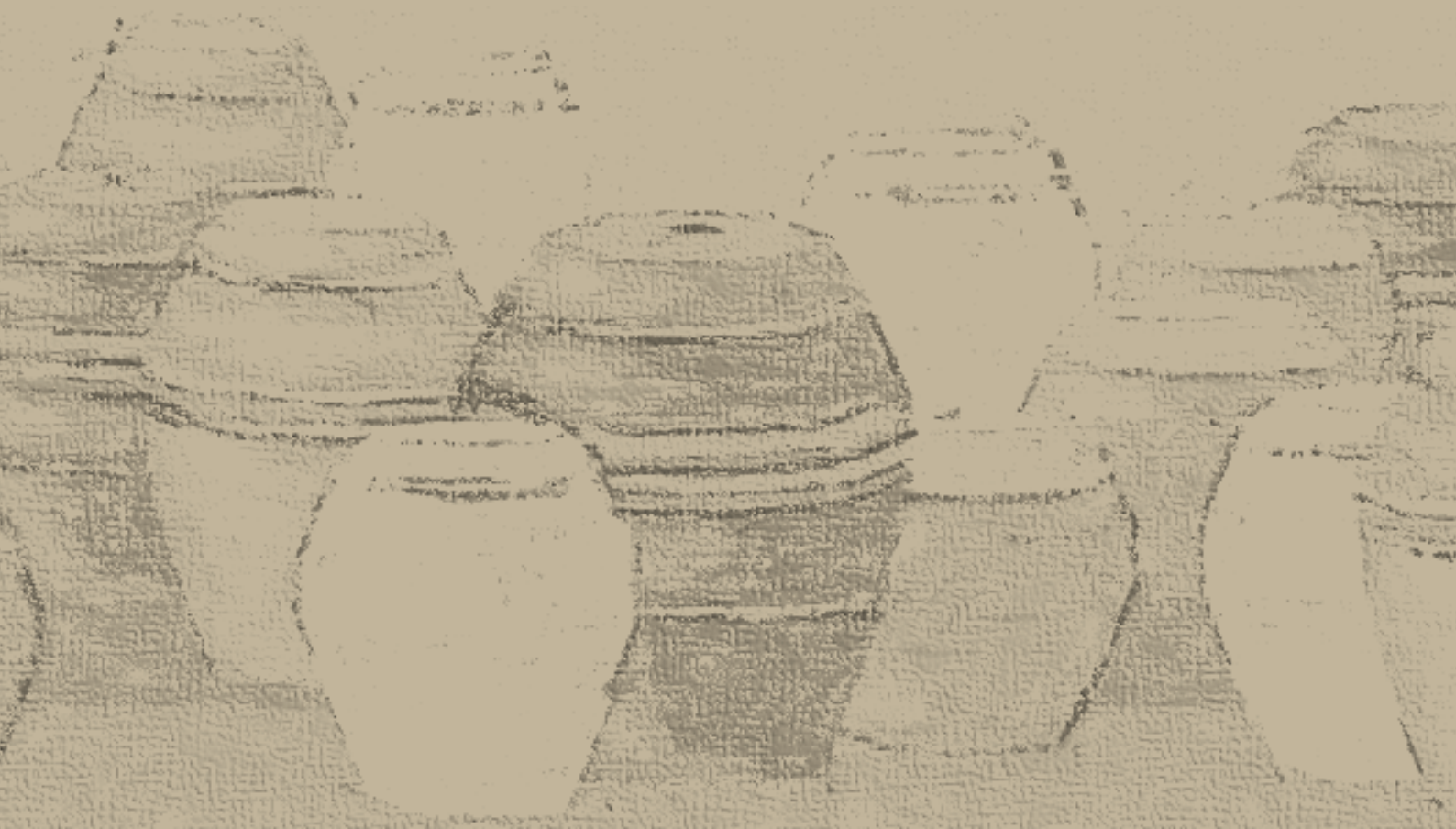
However, studies on white kimchi dietary fiber's inhibitory effect on Am toxicity have not yet been conducted.

So far, the mechanisms for the inhibitory effect of dietary fiber on Am toxicity include the theory of Am adsorption, the normalization of the digestive tract movement speed, and the dissociation of the intestinal mucosa. (4)

It was reported that the dietary fiber's inhibitory effect on Am toxicity is closely related to the physical properties of dietary fiber, especially, setting volume (SV). Furthermore, according to a report, the higher the dietary fiber settling volume, the higher the effect.(5, 6) In addition, Aritsuka et al. (7) studied the relationship between the change in the settling volume of dietary fiber by enzyme treatment and the effect of inhibiting Am toxicity. In the enzyme-treated dietary fiber sample, the settling volume was increased, and the recovery in the growth ability of rats was also increased, thereby confirming dietary fiber's inhibitory effect on Am toxicity...

Source: Paper - white kimchi's inhibitory effect on toxicity for Amaranth-administered rats

PRODUCT DESCRIPTIONS



Product Introduction

► Since the 2021 pandemic started, there has been a growing global interest in fermented foods. SHm successfully distributed and commercialized 100% pressed fermentation juice using Korea's well-known fermented food, kimchi, based on our independent research and development process. A national patent application has been filed and an international patent application is on its way. By developing a technology that resolves what made export and distribution of a fermented food inherently tricky, we completed the development of "NUD 2°C White Kimchi Juice", the first product of our "100% White Kimchi" project. As of November 2021, we locally and globally distribute and supply kimchi juice made with Korean napa cabbage kimchi.

► One of the well-known effects of kimchi is its detoxification ability. Historically, Koreans drank dongchimi water for detoxification when they accidentally inhaled briquette gases, and cancer patients drink dongchimi water to fight cancer when they feel nauseated after chemotherapy. When it is hard to get proper dongchimi, white kimchi juice can be a great substitute. Offering even greater tastes than dongchimi with abundant lactic acid bacteria and convenient usage, white kimchi juice is a great beverage especially for patients.

Product Introduction

1. 눈2°C NUD Signature



- ▶ **Product name** : 눈 2°C NUD Signature
- ▶ **Product composition** : 200ml glass bottle
- ▶ **Main raw material** : Grinding and juicing white kimchi 100%
- ▶ **Customers** : Premium customers
- ▶ **Characteristics** : refrigerated distribution
- ▶ **Efficacy** : Diet, immunity effect, refreshing, etc.
- ▶ **Place of purchase** : Hospitals, restaurants, subscription sales, etc.

2. 눈2°C NUD



- ▶ **Product name** : 눈 2°C NUD
- ▶ **Product composition** : 130ml Pouch pack
- ▶ **Main raw material** : Grinding and juicing white kimchi 100%
- ▶ **Customers** : All consumers
- ▶ **Characteristics** : refrigerated distribution
- ▶ **Efficacy** : Diet, immunity effect, refreshing, etc.
- ▶ **Place of purchase** : Hypermarket, convenience store, export, etc.

2. 눈2°C NUD ICE



- ▶ **Product name** : 눈 2°C NUD ICE
- ▶ **Product composition** : 130ml pouch pack
- ▶ **Main raw material** : Grinding and juicing white kimchi 100%
- ▶ **Customers** : Customers who want lactobacillus effects
- ▶ **Characteristics** : frozen distribution
- ▶ **Efficacy** : Diet, immunity effect, refreshing, etc.
- ▶ **Place of purchase** : Hypermarket, convenience store, export, etc.

100% pressed White Kimchi juice NUD 2°C

NUD 2°C is a pressed juice of White Kimchi made with Korean cabbage in a traditional way that is aged deliciously

It is **drinkable kimchi** containing only white kimchi without any additives

Pair it with various dishes. You will feel the balance of flavors!



**Change your daily
habit with a healthy
drink!**

**Bring it with you for outdoor activities.
It is an excellent drink to quench your thirst.**



Now, store your kimchi this way!



**Keep it clean and no worries
about the smell!**

What should I drink?



- ☒ Oh, I'm thirsty! Which drink is good for hydration?
- ☒ Which drink pairs well with oily meals?
- ☒ Last night was quite the night! I need something cool and refreshing to cure my hangover. What should I drink?
- ☒ I hope I can find something healthy

Google

SHm White Kimchi Juice

Drinkable white kimchi?

What does it taste like? Aha, it's the taste of white kimchi and it has deeper flavors than dongchimi!

NUD 2°C is drinkable white kimchi made with '100% pressed white kimchi juice'.

What are the benefits of drinkable white kimchi?

Drinkable white kimchi pairs well with greasy meals e.g., meat-based Western and Chinese dishes as it refreshes your taste buds and aids digestion. It is an innovative product that only takes benefits that kimchi offer, such as lactic acid bacteria and the light taste, while pungent smell and spiciness of kimchi is removed.



- It contains healthy lactic acid bacteria generated in the fermentation process of kimchi's main ingredient, korean cabbage.
- It provides unmatched refreshing taste that is not pungent, and it cools your entire body.
- Korean cabbage fiber promotes your bowel movements.

We are committed to using only the highest-quality domestic ingredients.



White kimchi is made and aged in a traditional way.



Wait!
Don't worry!

The sediments at the bottom of the bottle are a byproduct of white kimchi generated in the grinding and extracting process. They are normally evident in juice extracts and safe to drink. Shake the bottle before you drink!

An international patent for Alive-version NUD 2°C ICE has been applied!



NUD 2°C!

NUD 2°C ICE is drinkable white kimchi you can drink to get the benefits of live lactic acid bacteria deliciously and conveniently anywhere you are.

Moreover, an international patent has been filed on Kimchi lactic acid bacteria that stays alive even after defrosting and drinking.

What are lactic acid bacteria in Kimchi?

As plant-based lactic acid bacteria, these beneficial bacteria play a vital role in the early process of fermentation, producing Kimchi's unique refreshing taste and nutrition.

Try out multiple combinations



Hamburger + Martini glass + NUD 2°C = **Elegant pair**



Sweet potato + NUD 2°C = **Perfect pair**



Triangle Kimbap + NUD 2°C = **Appetizing pair**



Thin noodles + Kimchi + NUD 2°C = **Fantastic pair**



Wanna see how versatile it is? **Create sauces with it!**



Creative ideas for **desserts**

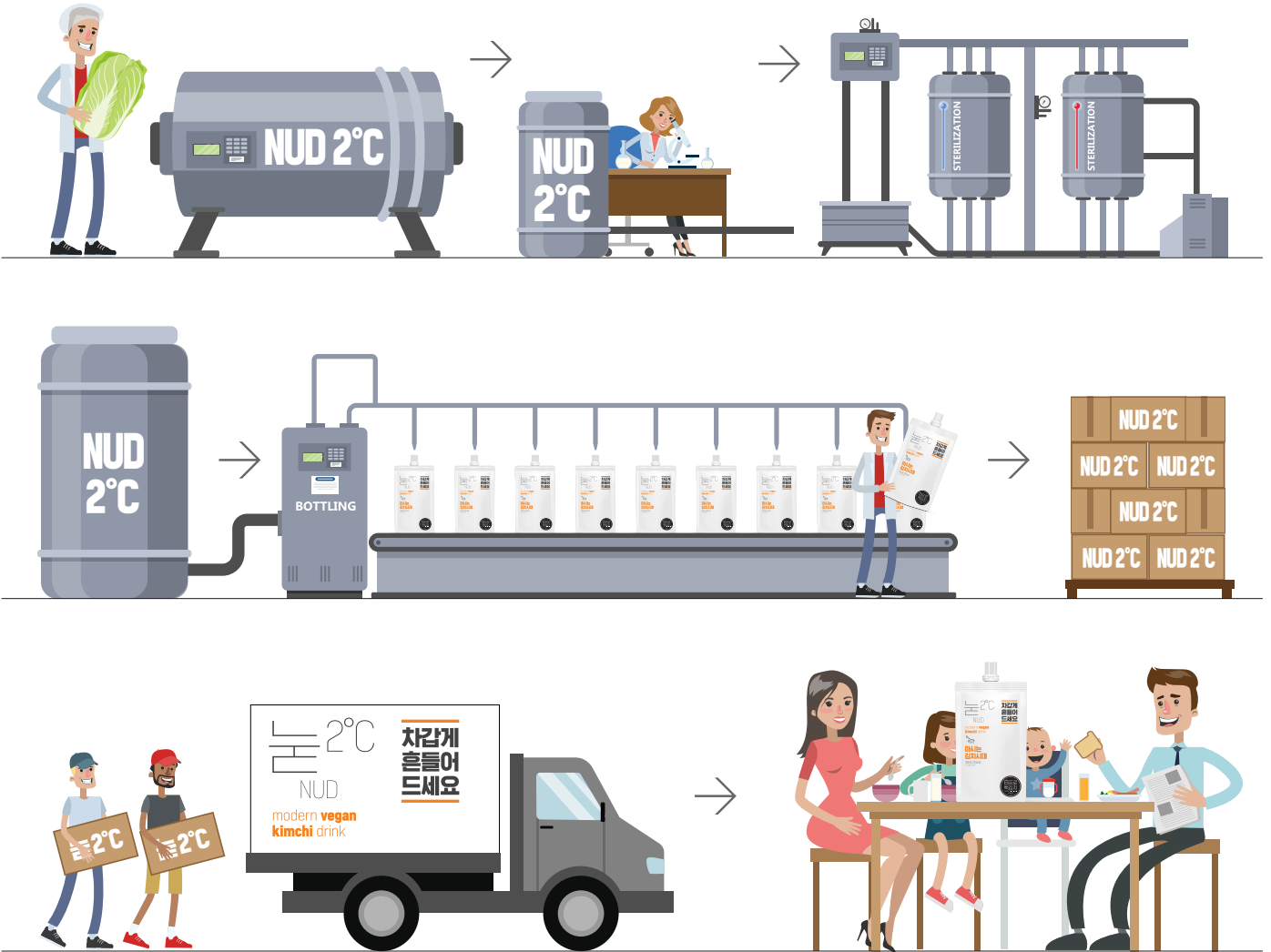


Quick way to **make Dongchimi**



Simple and quick way to make **Mul[Water] Kimchi**

Here is how drinkable kimchi NUD 2°C is produced.



- 1. Sorting and removal of foreign objects :** For the first sorting process, ingredients are carefully selected to meet the standard for freshness, appearance, taste and texture, and outer leaves of korea cabbage and foreign objects are removed.
- 2. Cutting and salting :** For the second sorting process, main ingredients are cut in half and dipped in salted water.
- 3. Dehydration :** The water on the salted korea cabbage is removed and the secret Kimchi paste is spread on korea cabbage leaves.
- 4. Aging :** After passing through a metal detector, the aging process begins.
- 5. Juice extraction and packaging :** Deliciously aged White Kimchi is pressed and packaged.
- 6. Storage and shipping :** Frozen products are delivered to your front door without delay.

Kimchi and drinkable kimchi



VS



Easy storage



No smell



Good for consumers with chewing problems



Easily usable as a sauce for
kimchi-based recipes anywhere you are

Development stories_President Park Yun-kyung, SHm

“Transforming white kimchi into a drinkable one was, in fact, challenging.”

During the griding process of white kimchi, fiber that is contained in korean cabbage was ground too, inevitably removing the authentic white kimchi flavors.

As salinity of kimchi varies depending on the level of ageing and the storage method, it sometimes tasted bitter or un-aged when we ran tests multiple times.

“A precise recipe is needed!”

I procured white kimchi from a kimchi factory, made kimchi juice with it, and stored them in different conditions.

Under different conditions, depending on the level of extraction, temperature and storage period, white kimchi juice tasted different. To find the optimum taste, I took the samples myself to Korea Health Supplement Institute.

From the Institute, I received specific numbers on acidity, sodium, lactic acid bacteria, etc. A DNA test was even conducted. I engaged myself in every part of the effort and successfully developed drinkable white kimchi NUD 2℃.

The optimal temperature and fermentation period was found after six months, and a patent was applied for the technology that can distribute the product globally without using preservatives.

Finally, NUD 2℃ was born in July 2021.

Drinkable kimchi that is 100% pressed White Kimchi Juice without solid ingredients. Now, in November 2021, it is about to meet the world.

10 Questions and Answers on NUD 2°C

Q. What kind of drink is NUD 2°C?

It is drinkable kimchi that is 100% extract of White Kimchi made with Korean cabbage.

Q. What does NUD 2°C mean?

It means 'nude' to convey the meaning of transparency because it contains nothing but white kimchi. The name was recreated in compliance with the Act on Labeling of Foods, and when turned upside down, it refers to a kimchi jar(dok). 2°C means the optimal temperature for making the most tasty kimchi.

Q. Does the product have a competitive advantage?

As it contains full benefits of kimchi's lactic acid bacteria, it guarantees both good health and taste.

Q. Who is the target customer?

From children who don't like kimchi to the middle-aged who are familiar with kimchi, anyone can enjoy this drink. This product fully conveys the flavors of kimchi not just to Koreans but to foreigners and overseas Koreans alike. It can also be used outdoor thanks to the smell-free package and a convenient way of consumption.

Q. What is the sediment?

The sediment is generated when korean cabbage kimchi is ground and pressed. korean cabbage, full of fiber, can aid healthier bowel movement, so it is safe to consume.

Q. Why is it better when served cold?

If you think of chilled kimchi, you will know why it is tasty when it is cold. If you drink the product when you are having an oily meal or when you are thirsty, you will feel refreshed and invigorated.

Q. What is different from dongchimi? (Dongchimi is a kimchi that is soaked in salt and then soaked in soup)

NUD 2°C's main ingredient is korean cabbage. As the whole cabbage is ground and extracted, it is full-bodied, fiber-rich, and therefore different from simple kimchi juice(broth).

Q. Is it kimchi liquid or kimchi brine?

It is different from the red juice from kimchi. It is an extract from ground white kimchi. It delivers the full benefits of kimchi, the value of which is quite different from kimchi juice.

Q. What is veganism ?

Veganism, today's rising trend, is the practice of abstaining from animal foods and adopting a plant-based diet. Our product uses vegetables only, containing no pickled seafoods or meats, thereby maintaining a clean taste. A sugar substitute is included to add a hint of healthy sweetness.

COMPANY STORY



Company Introduction



SHm started as a subsidiary of Stevens Horse Riding Club that was introduced as one of the top 100 horse riding clubs in the world. We have built a premium platform by establishing an independent signature online mall, building on the premium customer service knowhows accumulated through our equestrian club.

In particular, we have launched a food brand, utilizing various food technologies in the food sector that respects tradition while pursuing novelty, in consideration of the customers' health needs; it is SHm's signature sauce project. As flagship products of the SHm signature sauce, we have developed products using kimchi and filed an international patent application. In today's world where the Korean wave sweeps across the globe, our products made with Korea's well-known traditional food kimchi is recognized for being innovative, guaranteeing both flavor and health. We pursue a life style that values health of the body maintained through sports and food technology.



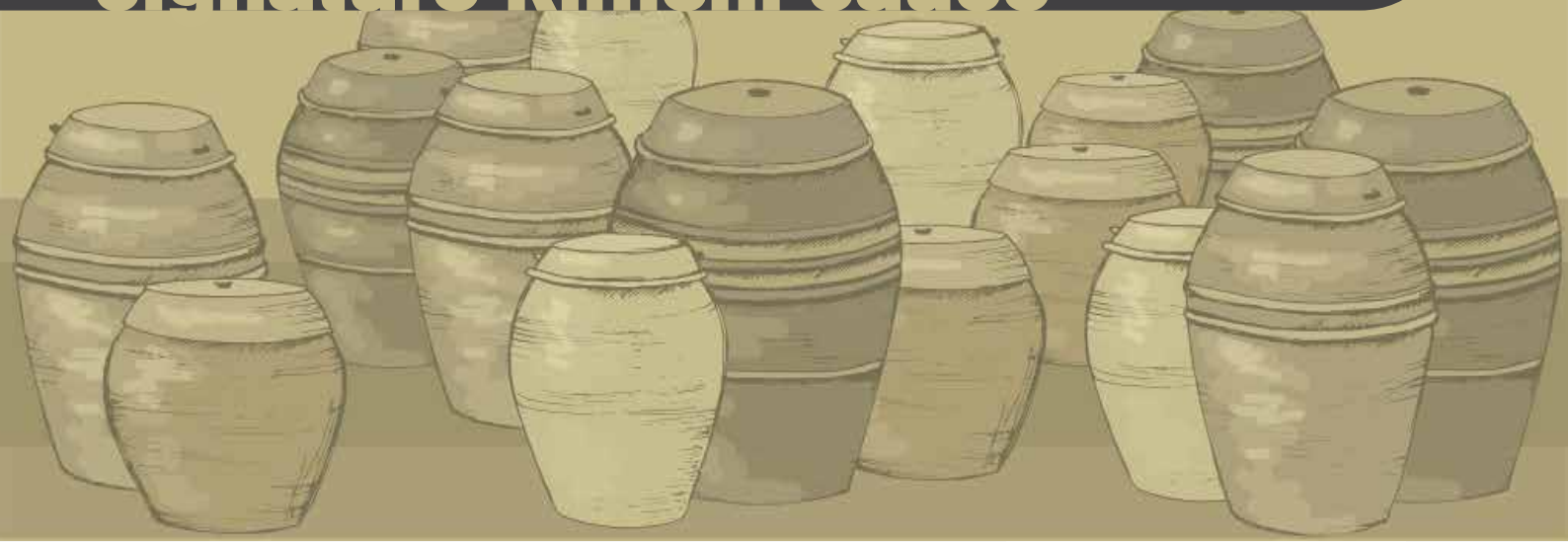
CEO Profile

CEO Park Yoon-kyung started her career as a fashion designer. She has been operating for 15 years as the general manager of Steven Horse Master, which is the best equestrian club in Korea. In August 2017, In August 2017, she founded Steven Horse Masters Inc. and developed it into a comprehensive horse industry company with three brands.



- 2000** Establishment of fashion company IM Company
- 2006** CEO of Steven Sports Academy Center
- 2011** Commendation from the Minister of Agriculture, Food and Rural Affairs
(at the 'Horse Industry Promotion Act' commemorative event)
- 2012** Achievement award from Korean Equestrian Federation
- 2013** Appointed as a member of the Horse Industry Development Council
Completed the CEO program at Seoul National University and Kyunghee University
Commendation from Minister of Agriculture, Food and Rural Affairs
- 2014** Served as CEO of Korea Equestrian Association
Hosted the 1st Korea Equestrian Festival (the KEF2014)
- 2017** Establishment of Steven Horse Masters Inc.
Appointment as an auditor of Gyeonggi Equestrian Association
Lecturer of Naju Education Center (Horse Industry Promotion Program) of Ministry of Agriculture, Food and Rural Affairs
- 2020** Opened SHm food business
- 2021** Apply an international patent for NUD 2°C (SHm White Kimchi Juice)

Development of a new Korean signature kimchi sauce



Sauce is a liquid or semi-fluid Western seasoning that is added to or poured over dishes to enhance the taste and color of the dish. Soy sauce, red pepper paste, fish sauce, Worcestershire sauce, and others are added directly as ingredients when cooking, or are served as seasonings on the table. All countries in the world develop their food culture with their own unique sauce.

Among Asian countries, China, Japan and Vietnam have succeeded in globalizing their own foods. The reason these countries have succeeded in the globalization of food lies in their own sauces. Ingredients for Chinese cuisine can be found anywhere in the world. However, oyster sauce and XO sauce are added to the ingredients used in Chinese cuisine, and the strong fire flavor using WOK is added to complete the dish with a unique taste. China has achieved globalization of Chinese cuisine that caters to local tastes without losing its Chinese taste through Chinatowns spread all over the world. Japan also adds a special taste by using a sharp knife, brewed soy sauce, and wasabi to food ingredients, and transforms fresh fish and seafood from all seas into sushi of its own styles. Vietnam also succeeded in globalization with fish sauce (Nuoc Mam) and rice noodles. This shows that no matter what ingredients are used for cooking, the final highlight is the 'sauce'.

So, how can we achieve the globalization of Korean food? Levi Strauss, a French anthropologist, compared and analyzed Korean, Chinese, and Japanese food, and defined Chinese food as the 'flavor of fire', Japanese food as the 'taste of a knife', and Korean food as the 'flavor of fermentation.' As such, Korea has a variety of fermented foods, and the representative fermented foods are 'kimchi' and 'fermented sauces (paste and liquid types)'. Now, people all over the world know that kimchi is not only good for health but also delicious. However, it is true that making kimchi is not easy and that it does not easily go with other dishes due to its strong taste. With this in mind, SHm developed white kimchi juice that retains the fermented ingredients of kimchi without having spicy or strong taste, and now is developing various kimchi sauces using white kimchi. Signature Kimchi Sauce is a new concept sauce that goes well with Western dishes as well as Korean dishes, and can be used as substitutes of various salad dressings and mayonnaise. Signature Kimchi Sauce is a new food model that can provide both 'convenience' and 'nutrition' to people all over the world living in a long pandemic era.



Media Issue



BRAND WORLD IS ANALYZING THE FASCINATION OF KIMCHI!

WKF: Koreans owe to kimchi for fewer deaths from Covid-19: French expert - Pulse by Mael Business News Korea (pulsenews.co.kr)



- Korea has a low fatality rate of Covid-19 patients because they eat a lot of fermented food represented by kimchi, Professor Jean Bousquet of the University of Montpellier in Paris, said as he joined the World Knowledge Forum session in Seoul to expound on his study on the correlation between fermented vegetable intake and low mortality from the coronavirus.
- During the WKF session (Is the Globalization of Kimchi Possible?) held on Tuesday, the honorary professor of Pulmonary Medicine at Montpellier University explained that “not only fermented cabbage but kimchi ingredients such as pepper powder, ginger, and garlic relieve Covid-19 symptoms.”
- Lactic acid bacteria generated during the fermentation of kimchi interact with Nrf2 (nuclear factor erythroid 2-related factor 2), an antioxidant system in the human body, to remove harmful free radicals that damage human cells and relieve TRPA1 (pain receptor) activation involved in inflammatory responses, according to the professor. TRPA1 is known to cause cough, nasal congestion, diarrhea, and lung damage.
- Some Eastern Europe and Mediterranean countries have relatively lower Covid-19 death rates than other European countries and this is associated with high intakes of fermented vegetables, Bousquet said. This phenomenon was also observed in some rural areas of southern Italy, parts of Africa, and in the slums of Mumbai, India, where people usually eat lots of vegetables.
- “The effect of vegetables was also proven in clinical trials where the intakes of broccoli, chilli, and ginger led to the relief of symptoms such as cough and fatigue in just a few minutes,” he stressed. “Kimchi clearly has an effect in preventing Covid-19,” the professor concluded his presentation hoping to conduct a longer-term clinical trial in the future.
- During the session, Chae-Lin Park, Senior Researcher at World Institute of Kimchi, said that kimchi is fermented food good for health, and it can be globalized faster if its unique taste is well maintained during local distribution with a mild taste for consumers who do not enjoy the spicy flavor too much.

KOREAN EX-FASHION DESIGNER TURNS KIMCHI INTO DETOX DRINK

► Mael Business News Korea

Kimchi will become the next miracle juice, according to a former Korean equestrian club head who has turned Korea's iconic health staple into a detox drink. Park Yoon-kyung, former fashion designer and president of SHm, recently launched drinkable Baek kimchi, designed to increase global access to the Korean fermented vegetable food whose taste and quality is not compromised in the course of shipping. Baek (white) kimchi made without red chili pepper flakes features a mild and refreshing taste. Park's 'kimchi juice' made with high-quality Korean cabbage goes through aging, juice extraction and another aging before it is finally packaged into a pack. She has already applied for an international patent for the product. Park predicted her drinkable Baek kimchi would be very popular abroad based on good responses from multiple sensory tests. Nowadays, many foreigners enjoy kimchi, but the unique smell from the aging process of kimchi makes it difficult to store and transport. This problem can be solved while retaining the original taste and lactic acid bacteria in kimchi, she said. Park said she has wanted to develop a signature sauce that can represent Korean cuisine overseas. While working together on the development with Foundation of Agricultural Technology Commercialization and Transfer under the Rural Development Administration, she discovered the potential of kimchi juice, a bulk substance for sauce production, and decided to commercialize it first. Park said Korean kimchi and its applications draw attention around the world amid the pandemic as the immunity-boosting effects of fermented vegetable foods are established scientifically, hoping for exports of her product around the world.

SOMETHING MADE WITH KIMCHI IS JUICE OF ALL THINGS. IT IS HOW TO ATTRACT FOREIGNERS

★ Direct development from start to finish - Chosun Ilbo(chosun.com)



Kimchi juice that goes well with oily foods.

The process of making white Kimchi juice was not smooth. If white Kimchi was ground, the fibers were ground together and the original taste of white Kimchi was not made. Depending on the degree of ripening or storage method, the salinity changed, resulting in a bitter taste or a fresh fibrous smell. An exact recipe was needed.

“We made juice at home after getting white Kimchi from a Kimchi factory and then stored it under various conditions. The taste changes depending on the degree of juice, temperature, and storage period. To find the best taste, we took a sample to the Korea Functional Food Research Institute and measured data such as acidity (ph), sodium content, and the number of lactobacillus.”

We carried out all the process of making white Kimchi juice by ourselves. “We wanted to do what we were supposed to do right from the start. It took us six months to find the optimal temperature, fermentation period, etc.”

We also applied for a patent on the distribution process of Kimchi juice. “The key is to ensure that Kimchi juice can be distributed around the world without preservative.”

While we were researching Kimchi juice, we heard the news that Amazon is selling Kimchi juice. “We didn't feel jealous or frustrated because someone else launched it first. Rather, our hearts swelled at the thought that there are other people besides me who want to promote Kimchi. With this as an opportunity, we were even more concerned about the competitiveness of $\text{₩}2^{\circ}\text{C}$. Since it is a product that started from a sauce and developed into a juice, we think its strength is that it can even serve as a sauce. It's like becoming Kimchi roll noodle only if thin noodle is put at $\text{₩}2^{\circ}\text{C}$.”

★ Reuters :

“Drink kimchi: South Korea launches white kimchi juice
at convenience stores”

★ Broadcast news

- KBS (Korean Broadcasting System)
- MBC (Munhwa Broadcasting Corporation)
- YTN
- Sisun News

★ Major article

- Mael Business News Korea
- Chosun Ilbo
- Dong-A Ilbo
- The Hankyoreh

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