

**THE BETTER FARM,
THE SMART FACTORY
FOR OUR LIVES**

SULSUNG
FROM THE FARM

CHRONICLE OF SULSUNG



1976

Jun. Founded the Icheon Farm



1983

Mar. Founded the Hoengseong Farm

2012

Aug. Icheon Farm obtained antibiotic-free certification

Dec. Icheon Farm obtained HACCP certification



2015

Oct. Opened the restaurant business, Sulsung Farm's Tower Palace branch

Dec. Founded Sulsung Food Co., Ltd. Hoengseong Farm obtained HACCP certification

2013

Jul. Founded Sulsung Farm Co., Ltd., the agricultural corporation



2016

Nov. Opened Sulsung Farm's Daechi branch



2014

Sep. Hoengseong Farm obtained antibiotic-free certification

2017

Feb. Opened Sulsung Farm's West Pangyo branch

Apr. Opened Sulsung Farm's Dogok Rexle branch

Aug. Founded Sulsung Groceries Co., Ltd.

Signed the MOU with Gangwon-do Province and Wonju-si

2018

Jan. Launched Sulsung Farm's official online shopping mall

Established the local subsidiary in the US

Mar. built the integrated operation system of Jin Corporation Co., Ltd. Signed the MOU

Jun. Launched Sulsung Farm's biz online shopping mall

2019

Mar. Signed the MOU with Bukyung's Hog Farming Association

Apr. Launched Sulsung Farm's Baby & Kids line

Sep. Launched the Sulsung's Snack Food with Liquor Bar

Dec. Launched Dawn Ranch, the marinated meat brand

2020

Mar. Launched Jeju Sulsung Korean Pork

Apr. Launched Sul Katsu, the premium western cuisine brand

Jun. Opened Sul Katsu's Jamsil branch and Gangnam-gu Office branch

Aug. Signed the MOU with Jeju Dream Pork Co., Ltd.

Oct. Opened the Smart Factory in Sulsung, Wonju



S
U
L
S
U
N
G

Seolseong-myeon, Icheon-si, Gyeonggi-do becomes a beautiful snow land every winter.
In this snow land, 'Sulsung Farm' started with only 10 Korean cows in 1976. Sulsung Farm has
solved the problems of factory breeding and opened the time of advanced stockbreeding
using no antibiotics. And it still sustains its place.

PROLOGUE

9 AM to 4 PM - the time to the vast prairie

The root of Sulsung Food is always on the ‘farm’ even if the time changes. Smart Factory has been up and running till now. And our executives and employees, stock-raising artisans, and veterinarians still put the most effort into the natural cycle and pasture-raised livestock. Sulsung Farm has received attention as an antibiotic-free ranch early on, but it is even well-known for its own thorough standards. Above all, it is famous for its clean environment where cattle feel comfortable. We grow corn, oats, and rye on the grasslands around the ranch. We mix these high-fiber feeds with probiotics, ferment them, and feed them to cattle. A cow’s stomach health is directly related to the immune system. They have to eat well-digested food in their natural ecosystem, so antibiotics, antibacterial agents, or hormones won’t be unnecessary. That’s why the most critical time at Sulsung Farm is from 9 AM to 4 PM when cattle go out to stroll in the vast prairie. Seolseong’s every member devotes all energy to realizing advanced livestock farming where humans, animals, and nature are harmonious and beneficial to all.



Icheon Farm

Sulsung’s first farm that opened in the 1970s. It has developed into a ranch with 281,000 m2 of grazing pasture and 413 m2 of breeding space. 1,500 cows are raised healthy in a pleasant environment with Sulsung’s unique know-how, such as compound feed and step-by-step improvement of meat quality.

Hoengseong Farm

Located at the foot of Mt. Taegi in Hoengseong, Gangwon-do, 850m above sea level. It is Sulsung’s second ranch with 496,000 m2, taking pride in its environment with the natural bounty. The founder, Chairman Cho Tae-cheol, started the livestock business in this area in 1983, considering the improvement of Korean beef and animal welfare. Now we manage high-quality breeds. It is a ranch full of vitality where a mother cow takes care of young calves.

The laws of the natural cycle respected by Sulsung

The characteristic of Icheon Farm and Hoengseong Farm is a significant daily temperature difference that allows cattle to grow according to the ecosystem and to improve the meat quality. The areas are well-developed for paddy farming, which is a great condition to naturally cultivate feeds. Therefore, the environment enables animal welfare. Sulsung believes that only a healthy ranch based on the laws of the ecosystem will return beneficial livestock products.



PROLOGUE

Sulsung - the memory of honest and clean taste

Good taste and the life value of living it with sincerity - these are what Sulsung Food has been saying for nearly 50 years. Since modern Korean food is transformed into strong-tasting, we have strived to make it an experience that enhances the quality of daily life. Recently, what people put on the dining table is rapidly changing. The way of viewing foods has also changed a lot. People think more importantly about where and how the food ingredients are cultivated and processed. Sulsung Food is a brand that opposes inhumane livestock but puts animal welfare first. We fulfill our social and environmental responsibilities to produce sustainable, reliable food. We also believe that culture starts at the table, aiming to inherit Korea's unique valuable food culture. Our food becomes a beautiful story that transcends generations and lead to pride - this is What Sulsung brand take seriously.



LETTER FROM CEO

Sulsung Food's brand was created through the accumulated wisdom and years of research and contemplation by the founder as a livestock student. We have realized the dream of advanced livestock farming with 'antibiotic-free' and have proven that 'food is an experience that improves the quality of our daily life'. As a brand inspired by Mother Nature, we have contemplated how to convey the original taste and freshness of food ingredients to each home. And it has become the driving force to open the Smart Factory in 2020. Now, you can receive Sulsung Farm's fresh meat, which is a symbol of Sulsung's trust, and Sulsung Farm's seasoned meat, HMR, and meal kit finished with thorough sanitary processes the very next day you've placed an order. These days, our lives spread out on the table are so precious beyond measures. If you repeat a small ritual of cooking sincerely and share the food with your beloved ones, you feel happy and get energy. These days when you face the situation that your balance is broken, health and happiness come first to protect precious things. A better diet needs to be deeply rooted so that you can live a substantial life. Sulsung has been able to spur innovation by establishing the Smart Factory. In the Smart Factory with a total area of 13,223 m2, all processes from product planning to smart meat processing and logistics, sanitation inspection, production, and logistics are performed in one stop. We like to introduce Sulsung's ever-expanding future. **CEO Seong-Jin Cho**



CHAPTER

1

SULSUNG SMART FACTORY

Taste is a battle against time.

Sulsung's long-cherished dream is to deliver the precious raw meat and fresh food obtained under the ironclad principle of no antibiotics and in the environment with the natural bounty while consumers are sleeping. Sulsung operates from livestock to production and distribution. It is expected to make more changes in the future since the establishment of the Wonju Smart Factory in October 2020. Based on a systematic system, Sulsung will provide reliable solutions to business partners as well as general customers.

The heart of the Sulsung's Wonju Smart Factory - the automated smart cold storage has 6,000 cells, the largest scale of the Korean domestic meat industry.

ROBOT PICKING

Bring more values to raw meat
preciously obtained with the Smart
Factory’s robot automation system



Whereas the existing automated factories focused on mass production, ‘Smart Factory’ integrates the whole processes of planning, design, production, distribution and sales to Information and Communication TechnologiesICT to immediately respond to the diversified demands of customers in the 21st century. Namely, the robot automation process was introduced to promptly realize ‘customized to customers’. The role of the traditional artisan changes in this future-oriented factory. Most of the processes are replaced by the ‘Automated Picking System’, which was introduced for the first time in the meat industry. It significantly reduces some process that requires human intervention. Experienced experts work using the flawless data generated by AI and exercise intuitive judgment. Features of my job as a factory manager have also changed a lot. Through big data, I predict the quantity of products and manage and supervise whether products meet Sulsung’s standards from start to finish. I also comprehensively manage personnel, performance, and communication through MES. If high-quality raw materials are input at the optimal time without loss caused by delay and we sell them efficiently, each customer’s needs can be met through small-lot production of various types. Not only that, but the cost is also reduced, which ultimately returns to everyone’s profit. **Lee Chang-young, Factory Manager**



Smart Factory connects the past and future of Sulsung. Smart Factory is a total digital system that freely links data between pre- and post-processes beyond automation. The photo shows the Automated Picking System introduced for the first time in the meat industry, where the exact weight of raw meat is lifted and loaded onto a tray.



SYSTEM

Only 15 minutes from raw meat warehousing to multi-fresh packing

WMS

Warehouse Management System

It is an automated system designed to smoothly manage storage and delivery.

- START →

1

Vision Scanning

The fresh raw meat is transferred to a conveyor belt and primary scanning is performed to find out whether or not there are defects.

2

Smart Freezer Storage

Products that have completed the primary scanning are loaded into the automated smart freezer storage using a stacker crane.

3

Inbound Inspection

Raw meat is inspected through an 'Individual Identification Number' that records all information from birth to the slaughter of livestock.

MES

Manufacturing Execution System

It is an IT system that integrates and manages all facilities so that the Smart Factory can be operated smoothly. Work planning, work orders, quality control, and performance aggregation are all automated, which makes the processes done fast.

- 4

3D Scanning

When the purpose of raw meat is input into the 3D scanner, the exact weight is calculated.
- 5

Portioning & Slice

After the 3D scanning stage, the meat is automatically dispensed and cut.
- 6

Tray Picking

The picking robot lifts the exact weight and loads it into the packaging tray.

Sulsung's Smart Factory is the factory of the future that collects process data in real-time and automatically analyzes and controls them. Production directions don't need to be printed out and the robot-automated process innovatively reduces work time, which soon turns out to freshness and returns to the customer's trust.

- 10

X-ray

Products pass through an X-ray machine for inspection once more to detect microscopic foreign substances.
- 9

Metal Detection & Weight Selection

It is the process of selecting only the perfect product among packaged products. If a product does not meet the metal detection and weight standards, it cannot be shipped.
- 8

Labeling

Products are labeled after completing the multi-fresh packing. Individual codes are given during this process. Sulsung Unique Code issued by Sulsung Food tracks the distribution route in real-time.
- 7

Multi-fresh Packing

The raw meat transferred to the tray is packed in a multi-fresh method. The flexible upper film and the rigid lower film maintain the shape of the meat as it is, and the vacuum-bonded packaging prevents the juice from leaking, which doubles the preservability of goods.

HMR

HMR becomes ‘the healthiest meal of the day’ when made in Sulsung Smart Factory

The HMR Home Meal Replacement market is estimated to reach KRW 5 trillion by 2022. The HMR Home Meal Replacement market is estimated to reach KRW 5 trillion by 2022. Now, it has entered a stage of structural growth beyond a temporary increase in demand. However, the key point is the source of raw materials and hygiene. Sulsung Food’s HMR results from understanding and considering the minds of consumers who are picky about health and safety as well as the fast-changing food culture trends in Korea. High-quality seasonal ingredients are carefully selected. And balanced nutrients and the unique flavor of home-cooked food are added. Not only that, IT automation for the entire process is also at the peak of hygiene. When you look at the HMR manufacturing process, you’ll find the values that Sulsung Food aims for and the answer to Korean soup and stew culture.



Automatic vegetable washer



X-ray fluoroscope



Smart loading



Sulsung HMR’s competitiveness comes from fresh raw meat and raw ingredients warehoused from Sulsung Farm. And it is completed in Korea’s best sanitary level of facilities. The photo shows the process that raw ingredients pass through a high-speed slicer and washing machine and are cooked, and then they go through the weight grader and are automatically sealed.



OVERVIEW

Numbers that speak for
Sulsung’s Smart Factory

Total area of Sulsung Smart Factory

13,223^{m²}

The annual production capacity
of HMR

8,300^t

The annual production capacity
of packaged meat

2,300^t

The annual production capacity of
meat products

500^t

Number of automated cold storage
cells

6,000^{cells}

Minimum time from raw meat
warehousing to packing

15^{min}

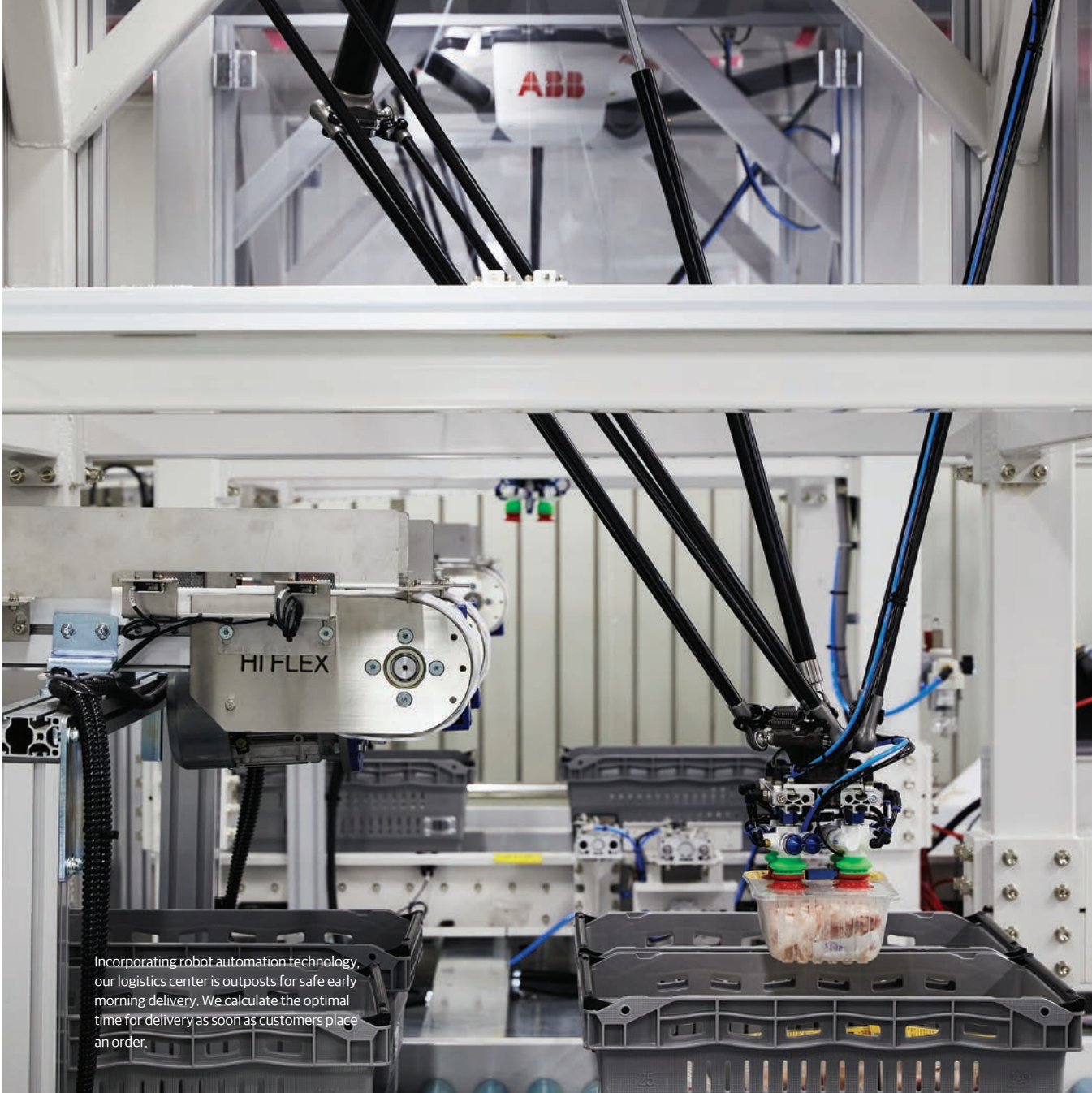
(Based on Sulsung Food’s in-house analysis in 2021)

SMART LOGISTICS

Robot automation logistics - Freshness delivered quickly to your doorstep

Products are produced in real-time through an automated picking system on the third floor of the Sulsung's Smart Factory. The products are then moved to the second floor along the conveyor belt after the strict scanning process. From here on, the IT Logistics Center of Sulsung's Smart Factory takes responsibility. In the time before the Smart Factory, logistics managers printed and checked the order list, compared products and order details one by one, and then palletized them. No matter how meticulously processed, errors were inevitable. However, now the one-stop process of inspection and shipment is available with one portable information terminal linked with Warehouse Management SystemWMS. The products stored fresh in the smart cold storage are put into boxes, taped, and labeled through the Dual Mode Picking SystemDMPS. And the palletizing robot automatically loads them.

Park Eung-sam, Director of Logistics Center



Incorporating robot automation technology, our logistics center is outposts for safe early morning delivery. We calculate the optimal time for delivery as soon as customers place an order.



QUALITY ASSURANCE

Sulsung’s brand value
built up with the spirit of hygiene



To enter the Sulsung’s Smart Factory, anyone must go through a hand disinfection process based on the six-step integrated faucet and then take an air shower. This process is meticulously carried out every time anyone enters and exits the Smart Factory. It is no exaggeration to say that the foundation of Sulsung Food is 'hygiene'. Sulsung is a specialized company established by the founder who aimed to change the climate of the underdeveloped livestock industry. So, all employees are keen to strengthen the common denominator of hygiene no matter what department they are working at. Hygiene also accounts for the majority of Sulsung’s brand value perceived by consumers. Because Sulsung Food’s hygiene and disinfection regulations are strict, Sulsung Food didn’t panic but has been able to cope with the sudden pandemic situation as usual. Sulsung Food operates a quality control laboratory in the Smart Factory. The laboratory samples livestock and HMR products daily and executes tests for eight microorganisms (general virus, colon bacillus, staphylococcus aureus, salmonella, Enterohemorrhagic E. coli, listeria, clostridium, bacillus). It also inspects air settle plates, contact plates, and using water monthly, and requests physico-chemical examinations to external professional agencies if necessary. **Kim So-yeon, Researcher from the Quality Control Laboratory**

To enter the Sulsung’s Smart Factory, anyone must go through a hand disinfection process based on the six-step integrated faucet and then take an air shower. This process is meticulously carried out every time anyone enters and exits the Smart Factory.





Sulsung knows the lifestyle of consumers with taste. The R&D team exerts insight not only in product development but also in brand-customized consulting.

R&D

Sulsung’s consumers own the most refined taste in Korea

It is only relatively recently that our society has begun to respect an individual’s tastes. This trend began in earnest in the 2010s that people tend to reveal their own tastes and values rather than jumping on the bandwagon. Finally, people started to think about what they liked and valued. Korean food, especially soup and stew, were generally spicy and salty. No one objected. People were careless with what ingredients and what process the food that they ate was made with. However, time has changed. And Sulsung Food’s consumers belong to a core of it. They are not only simply lured by advertisements to make a purchase but also have a fundamental understanding and a clear idea of food culture. R&DResearch & Development team thinks of a meal that will be a joy and unexpected comfort for customers, and furthermore, a lifestyle. The team wants to move forward as a brand that understands not only food but also the concerns and needs of life in general. While we are also aware of all sorts of environmental and social issues derived from the brand’s activities, we will fulfill our responsibilities in areas that require our attention.

Sung Sang-kwon, Pro position of R&D Team



EXPERIENCE IN SULSUNG

Focusing on Sulsung's Smart Factory that started with an MOU with Wonju City, a multi-layered story is already emerging and a creative environment is created. When consumers visit Sulsung markets and cafes in the Smart Factory, they always purchase the freshest and most reasonable raw meat and processed products. When the children visit the Smart Factory and Smart Farm, they witness the corporate's amazing IT innovation and the field of future industries. Expectations are high for a complex cultural space where cultural events will be held throughout the year. Sulsung's leading steps in Wonju are changing stereotypes about food companies.

Smart Farm is located on the forth floor of the Sulsung's Smart Factory where you can do a family experience. After the tour, you can harvest fresh vegetables.

multi place

A day at Sulsung's Smart Factory
that will remain in your memory for long

IN WONJU



With the establishment of the Smart Factory, Sulsung Food has been reborn as a future company by applying IT to a series of processes from production to distribution. Breaking away from the existing method that relied on experience and intuition, it uses artificial intelligence, robots, and big data to innovatively increase productivity and profitability. However, Sulsung Food is also a brand that has grown by understanding the sensibility of contemporary consumers and receiving sympathy and support. That is why a significant part of the Smart Factory is devoted to the customer experience. We believe that the most important thing is to meet directly with customers and inform them of our identity and direction. We plan to create an authentic complex cultural space through cooking classes, Sulsung market, a brand hall, Smart Farm, a cafe, as well as festivals (yoga, a barbecue party, docents, cooking shows, busking performances, etc.). Smart Factory will be a space where the spring of ample stories called Sulsung will never dry out.



in
WONJU

The following spaces are prepared for all Sulsung's consumers; the lobby where you can appreciate the works of the artist Kim Whan-gi, the Sulsung Market on the 1st floor, and the terrace, the open kitchen, and Smart Farm on the 4th floor.



Sulsung is always close
to consumers with a taste

IN SEOUL

Sulsung Farm's Meat Market

Sulsung Farm's Meat Market acquires antibiotic-free Korean beef from Sulsung Farm promptly. It is also a market that reflects the global trend where you can enjoy high-quality deli meats and simple food that the masters have demonstrated their skills for. All products are selected by Sulsung HQ's SCSSafety Control System are trusted by consumers because safety is guaranteed.



West Pangyo Branch

Meat Market at West Pangyo Branch

📍 #102, Mall, 120, Unjung-ro, Bundang-gu, Seongnam-si, Gyeonggi-do
🕒 OPEN 10AM - 9PM
☎ 031-8016-7475

Daechi Branch
Dogok Rexle

Meat Market at Daechi Branch

📍 #111, 2927, Nambusunhwan-ro, Gangnam-gu, Seoul
🕒 OPEN 9AM - 10PM
☎ 02-501-4024

Meat Market at Dogok Rexle Branch

📍 #B-106, 225, Seolleung-ro, Gangnam-gu, Seoul
🕒 OPEN 10AM - 9PM
☎ 02-529-3747



설성목장 SINCE 1976

Meat Market at Cheongdam Samsung-ro Branch

📍 #101-103, 1F, 8, Samseong-ro 119-gil, Gangnam-gu, Seoul
🕒 OPEN 9 AM - 9PM
☎ 02-830-0062



Sulsung Farm's Grilled Korean Beef at Tower Palace Branch

This is a premium restaurant where you can enjoy grilled Korean beef ribs, tenderloin, flower sirloin, sirloin, and the tip of the ribs acquired from Sulsung Farm on the same day. As its deep and clean taste of Korean beef aged at low temperature received love, the branch has been located in Tower Palace since 2015.

📍 #202, Mall, 56, Eonju-ro 30-gil, Gangnam-gu, Seoul (Tower Palace)
🕒 OPEN 11AM - 10PM (Break time 3PM - 5PM)
☎ 02-571-1400



Sul Katsu

This is a premium western food restaurant that differentiates Sulsung Korean Pork at a reasonable price. Sirloin katsu, tenderloin katsu, and cheese katsu are representative menu items and they are prepared in large portions and cooked when an order is placed. If you are a big fan of katsu, you will be fascinated!

Sul Katsu at Gangnam-gu Office Branch

📍 7, Hakdong-ro 68-gil, Gangnam-gu, Seoul
🕒 OPEN 11:30AM - 3PM, 5PM - 8:20PM
☎ 0507-1317-4439

Sul Katsu at Songpa Branch

📍 210, Seokchonhosu-ro, Songpa-gu, Seoul
🕒 11AM - 8:20PM
☎ 050-37506-2751



We know
even when we're far apart

ON ONLINE

At the end of the day, visit www.sulsungmall.com The very next day, Sulsung Farm's air and sunshine and the reverence and abundance of the earth will be prepared on your table. In the Sulsung online mall, you can place a delivery order and also quickly find out about accurate information about Sulsung products, meat market events, and news about various cultural experiences planned at the Wonju Smart Factory. In addition, you can see the monthly benefits through Sulsung Club membership at a glance, such as discounts, mileage points, and issuance of coupons.



ONLINE DELIVERY

Next-day Delivery Service

If you order by 9 AM, the package will be delivered next day. Check the details on Sulsung's homepage.

* Priority service in some areas of Seoul, Gyeonggi, and Incheon



SULSUNG CLUB

Sulsung Club Membership

10% discount of the purchase amount, 1% of mileage points earned on purchases, and coupons for free shipping once a month



Scan the QR code to access immediately.



EVERYDAY SULSUNG

Sulsung is represented by eight brands: Sulsung Korean Beef, Sulsung Korean Pork, Sulsung's Jeju Pork, Sulsung Farm's Baby & Kids, Soup & Stew Line, Dawn Ranch, Sul Katsu and Sulsung's Snack Food with Liquor Bar. Recently, we actively engage in collaborations and OEMs for HMR. All meet Sulsung's standard of making the table healthy and well every day.



Antibiotic-free
certification



HACCP safety
management certification



US Global Certification
FSSC 22000





What the label of Sulsung's Korean Beef stands for



Interest in ethical consumption has reached its peak these days. At this time, Sulsung's efforts are known to be engraved to consumers for such a long time. Sulsung has strived to enable cows to grow on the grassland rather than on a factory type of ranch. Sulsung never uses antibiotics, antibacterial agents, hormones, growth accelerator but it only focuses on the welfare and health of cattle. The result makes a virtuous cycle and eventually returns to humans. Sulsung discloses all this information transparently on the label.

① Livestock Traceability It applies the system that records all information from slaughter to sales, prevents hygiene and safety problems in advance, and can immediately trace the history if there is a problem. It differentiates itself from imported products by disclosing the country of origin, breeder, and cattle lineages, types, and grade to consumers.

② Item Report Number According to Article 45 of the Enforcement Regulation of the Food Sanitation Act, the item report number contains data that can provide general information about the product, such as the type of food or food additive, the expiration date, the names of raw materials or ingredients, the storage method, and the packaging materials and method.

③ Sulsung's Unique Code It is a code corresponding to the Automated Manufacturing Execution System that can track general information related to products, such as the manufacturing process and time, and the person in charge of production. So, it can quickly respond to various situations.



Bring the taste of clean Jeju into everyday life

Sulsung Food carefully selects Sulsung's Jeju Pork grown in a clean environment and ranch in Jeju Island and proposes it as an outdoor lifestyle food. It is 100% Jeju pork. When they are raised, they drink the Jeju Samdasoo water with the aquifer wind. Both the slaughterhouse and processing factory have received HACCP safety management certification, so the whole family can eat with confidence.



Sulsung's Jeju Pork 5-layered Belly 400g

Chemistry of the chewy texture of Jeju pork and the savory juice. The layers are stacked in the order of skin, fat, lean, fat, and lean, so the flavor explodes in your mouth.



Sulsung's Jeju Pork French Rack 600g

It is also called a tomahawk as a favorite cut in high-end restaurants. It is also a part that includes pork cheek meat, pork belly, sirloin cover meat, sirloin, and back ribs.



Sulsung's Jeju Black Pork Spicy Bulgogi 500g

Jeju Black Pork Spicy Bulgogi boasts a sweet and spicy taste mixed with special gochujang seasoning. Since the meat is thinly sliced, it's well marinated.



Sulsung's Jeju Pork Emperor 300g

Emperor meat is a special cut that comes only in small amounts from one pig. It got its name from the meaning of making the person who is eating an emperor.



Sulsung's Jeju Pork Jerky 50g

Jerky, a popular outdoor snack, is made from Korean pork in Jeju Island. The chewy texture and savory taste are excellent, and it is produced through a hygienic manufacturing process.



Sulsung's Jeju Ham 200g

This is Jeju pork ham with the content of sodium and food additives, considering even health. It contains more than 90% pork, and the meat texture is excellent.

Layers of tastes that build up from the childhood



Korean Beef Bone Stew for Kids was released as a new product in 2021. Its benefit is to easily supply nutrition for growing children every day. Nothing else is added except the leg bones and assorted bones of Korean beef raised without antibiotics and the growth accelerator. It was carefully simmered for 46 hours while continuously skimming the oil as if it's boiled at home. Since the shelf life is 12 months, you can store it in the freezer and take it out whenever you need it. It can be used in any dish, but it especially makes baby food tastier and healthier.



The Sulsung Farm Baby & Kids line is characterized by its pure taste without any food additives. Sulsung's goal is to make it a good memory for a child to keep even after growing an adult.

Sulsung Farm KIDS

❶ Korean Bone Soup for Kids 200g

It is a product that will be responsible for the nutrition of growing children. Nothing else is added except the milky-colored broth from antibiotic-free Korean beef bones that has been brewed for 46 hours, assorted bones, and purified water.

Sulsung Farm BABY

❷ Sauce for Rice Topped with Bulgogi made with antibiotic-free Korean Beef 100g

It is a product stored at room temperature in small packaging. It provides abundant nutrition to children and relaxation to mothers anytime, anywhere.

Sulsung Farm BABY

❸ Minced Antibiotic-free Korean Beef Step 1 · 2 180g Each

It is convenient as it is subdivided into each batch. In Step 1, the particles are small, so it is good to use when boiling baby food, rice gruel, and porridge. Step 2 contains the slightly larger particles, so it is suitable for making side dishes such as soup, stew, fried rice, rice ball, and meatballs.

Sulsung Farm BABY

❹ Chicken Breast Rose Tomato Sauce 100g

It is the kids' sauce made with domestic organic tomatoes and antibiotic-free chicken breast. It is great to mix it with rice or use as a pasta sauce.

Sulsung Farm KIDS

❺ Korean Beef Jerky for Kids made with Healthy Domestic Korean Beef · Korean Pork Jerky for Kids made with Healthy Domestic Pork 25g Each

It is a protein snack that uses healthy Korean beef and pork and does not contain four food additives.

❻ Korean Beef Broth 200g

It is a deep-tasting broth suitable for use in baby food. If you are a smart mom, the safe BPA-free packaging of Sulsung Farm Korean Beef Broth will first catch your eyes.



Korean Beef Winter Cabbage Soup 500g

Korean Beef Winter Cabbage Soup is Sulsung Food's representative product. Only high-quality parts of antibiotic-free Korean beef are selected, which makes flavor richer. Winter cabbages rich in vitamin an calcium are added plentifully, which gives the soup a refreshing taste and nutrition. This recipe is made by a Korean food artisan chef with over 25 years of experience, making it even more special.

Sulsung Soup · Stew Line

**Sulsung HMR,
the power that makes it through the day**



The convenience that was previously unimaginable has become daily life. Sulsung's Soup · Stew HMR products are optimized for home cooking and plating, which will take up an increasing part in food culture. Not only that, but it has a luxurious and clean taste with high-quality raw materials from all over the country, so it's enough to call it Korean soul food. Korean Beef Winter Cabbage Soup, Korean Beef Hot Spicy Soup, Korean Beef Knee Soup, Korean Beef Tendon Steamed, Korean Beef Stew, and Boiled Chicken Soup are representative faces of Sulsung Food.

Meal kit that contains freshness from the farm in the dawn



Lamb Rib Shoulder Rack Steak 320g

Lambs up to 12 months old raised in pristine areas of Australia are seasoned. Five ingredients such as rosemary, green onion, raw wasabi, and special butter are added to complete the lamb rib steak which is tricky to cook in one pack. The shoulder rack is a special part of the ribs close to the shoulder. It is considered the best among lamb. Thanks to the shape of the bones attached to it, a luxurious steak is completed in no time.

Marinated Beef Ribs 400g Marinated LA Beef Rib 400g

Among beef ribs, No. 6~8 beef ribs are evaluated as the best due to their excellent taste and marbling. It is marinated in soy sauce, which is the secret recipe of a Korean food artisan chef with 25 years of experience. In order to enjoy the meat quality of each part, Marinated Beef Ribs are cut to a thickness of 50~55mm, and Marinated LA Beef Ribs are sliced to a thickness of 10mm. The sweet taste of the seasoning is made with various vegetables and fruits, so it is perfect for a family meal.

New York Peter Luger Steak 190g

This is a premium meal kit in collaboration with Peter Luger, a steak restaurant that has been with New York's history, and Sulsung Food. It is a global sensibility product by adding high-quality American brisket steak with the signature sauce, Peter Luger Steak Sauce and Isigny Sainte-Mere's Isigny Butter from France.

Peter Luger Chop Steak Cheese Fondue 260g

Marinated juicy brisket, fresh domestic vegetables, and Peter Luger's signature sauce are put together. After the steak is 80% cooked, stir-fry the President's butter and vegetables together, and add the Peter Luger sauce at the end.





Everyday Party Table



Sul Katsu

Korean Pork Katsu 280g, Korean pork Cheese Katsu 283g, Chicken Tenderloin Katsu 260g

It is a series of premium western food motif brand, 'Sul Katsu'. The antibiotic-free Korean pork and chicken are carefully prepared to give the katsu a juicy and soft texture. It is breaded with homemade breadcrumbs, so its crunchiness and savory taste are incomparable.



Sulsung's Snack Food with Liquor Bar

Soy Sauce Pork Sirloin Skin 250g, Mala Sauce Pork Sirloin Skin 250g

Cut the pork sirloin skin as thick as 0.9~1.2cm into hive shapes. And add secret soy sauce and special mala sauce to make the dish sweet and savory. It will be relishing. Since it is a bite size, you don't need to clean. When you heat it in the microwave, it will become a perfect a la carte dish.



Sulsung Farm's Korean Jerky 50g

It tastes very clean because it contains beef rump and tongue cuts with low-fat content among Korean beef that has been certified as antibiotic-free. It is packaged in each 50g to eating it easily at a time.



Stir-fried Rice Cake with Sulsung Farm's Korean Beef Bone 620g

It is tteokbokki, Stir-fried Rice Cake, based on antibiotic-free Korean beef bone soup that has been carefully boiled for 46 hours. It is a NO food additive product that does not contain L-sodium glutamate, etc. to all ingredients. With premium Busan fish cakes without adding flour and chewy new rice cakes, enjoy premium tteokbokki now!

OUR PARTNERS

It is a time when the paradigm of individual health, the ecosystem, and symbiosis is highlighted more than ever. Sulsung is playing a bridge role in the domestic and international food industry. The Korean value allows people to share foods no matter the life is good or bad. It is shining all over the world.



KIM'S MARKET

Launched in 2019, KIM'S MARKET (www.kimcmarket.com), a New York-based food e-commerce platform, introduces premium Korean food to the whole US. Representative examples include eco-friendly rice, Korean raw ingredients, local traditional foods and natural & bio foods, which have been certified with a sanitary manufacturing environment. In particular, eco-friendly rice is polished immediately upon order and delivered quickly so that a customer can thoroughly experience the taste and freshness. KIM'S MARKET discovers high-quality food produced by artisans across Korea, and during the process, it has brought the effect of naturally transforming Korean culture into content. In an era where many things are uncertain and hard to predict the future, we let the world know that the most basic food should be reliable and honest. The quality of clean ingredients and recipes from Korea has become the pride of Koreans, creating a virtuous cycle.



EXCLUSIVE BRAND

Sulsung Food exclusively sells sauces through an agreement with the legendary New York steakhouse, Peter Luger. Since opening in 1887, Peter Luger has been consistently ranked as one of New York's top three steak house for over 100 years. It is a hot restaurant that still fills the waiting list. Peter Luger's Steakhouse Old Fashioned Sauce, the scene-stealer of Peter Luger, is characterized by its sweet and savory taste and goes well with any meat. Sulsung Food also planned Dawn Ranch based on Peter Luger's know-how. Sulsung Food's exclusive brands include Yellow Callipo Tuna from Italy with 106 years of tradition, and Louisiana Brand Hot Sauce, which is the origin of hot sauce and does not contain any addition except cayenne pepper, vinegar, and salt.



COLLABORATION

Intro to Sulsung's collaboration for a foodie life without losing interest. Representative examples are following; 'Sulsung Farm's Korean Beef Stir-fried Gochujang' add Sulsung's Korean Beef's rump · tongue cuts · shank into the optimal ratio of Jukjangeon's Gochujang' that is made with Korean soybeans and continues the fame of Korean artisans and 'Sulsung Farm's Korean Beef King Dumpling' collaborated with Chwiyeongru. The golden ratio of King Mandu is made with antibiotic-free Korean beef, pork, and abundant domestic vegetables. If you choose any and cut it in half, you can see the full juice from the meat.

브랜드 갤러리

SULSUNG BARN

Sulsung Food Co., Ltd.

4F, 225, Baumoe-ro, Seocho-gu, Seoul,
Republic of Korea

Sulsung Food Product Co., Ltd.

347-2, Joeom-ro, Jijeong-myeon, Wonju-si,
Gangwon-do, Republic of Korea

TEL : +82 1577-1393

www.sulsungmall.com

info@sulsung.com

[instagram @sulsung.farm](#)

[kakaotalk Sulsung Farm](#)



The text, photos, and drawings in this promotional materials cannot be used without the consent of Sulsung Foods Co., Ltd. Soybean oil and INSUPER Echo is used that it has obtained FSC using low-chlorine bleached pulp and recycled pulp. It is not coated.

