



Modern beauty is added to traditional taste

Gitdeum Company Introduction

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Greetings of the President

Thank you for your visiting Gitdeum.

Gitdeum produces Korean traditional foods bearing our heart and soul, taste, and tradition.

The company is doing its best to manufacture traditional popular foods liked by people of all ages, and study, develop, and popularize favorite foods meeting global trends that may be preferred throughout the world.

"Gitdeum" means dwelling of devotion, taste, and tradition that are our management concept in the product in full. "Git" is the calligraphic design symbolizing "heart" showing the heart of the management promising to continue sustainable management brewing from the bottom of the heart.

In addition, the company's CI represents five cardinal colors showing wisdom of virtuous man and tradition, and expresses history of Korean nature and heart of human being.

It is the vision of Gitdeum to create a new tradition by grafting modern and global trend by succeeding Korean tradition not a simple thing to eat.

From now on, Gitdeum will do its best to satisfy the customer, and take the lead in pioneering right food culture with a honest attitude of mind. Thank you.

President **Ok Chi-won**



Management Concept



Devotion is our belief.

As the company that handles food necessary for human being to live a basic life, we will produce all the products with out heart and soul.

Tradition is our basis.

By succeeding and developing the traditional food, we will produce the products preferred by people of all ages.

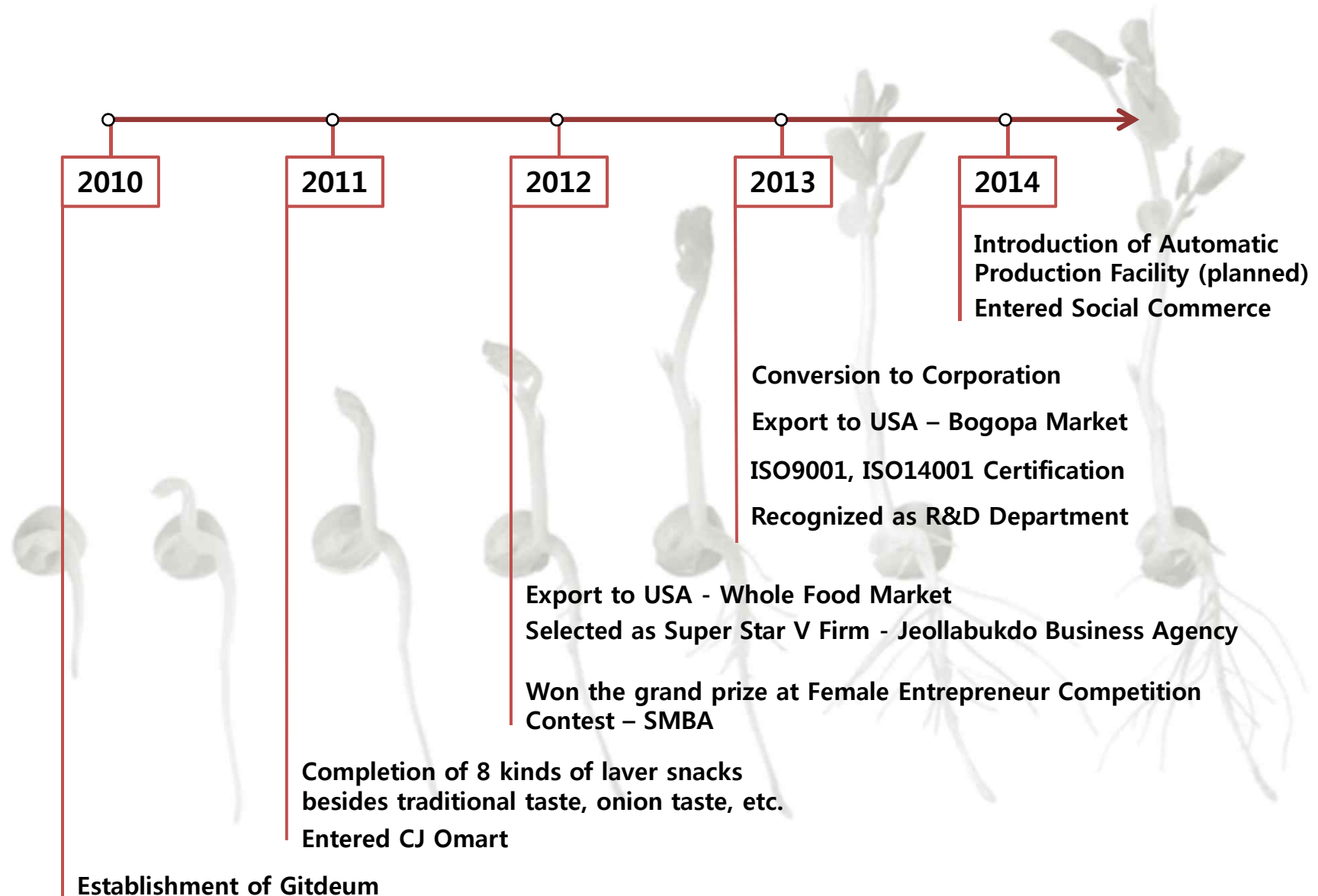
Quality is our pride.

As the company that handles the food eaten by human being, we will endeavor to realize the best quality in the environment whatsoever.

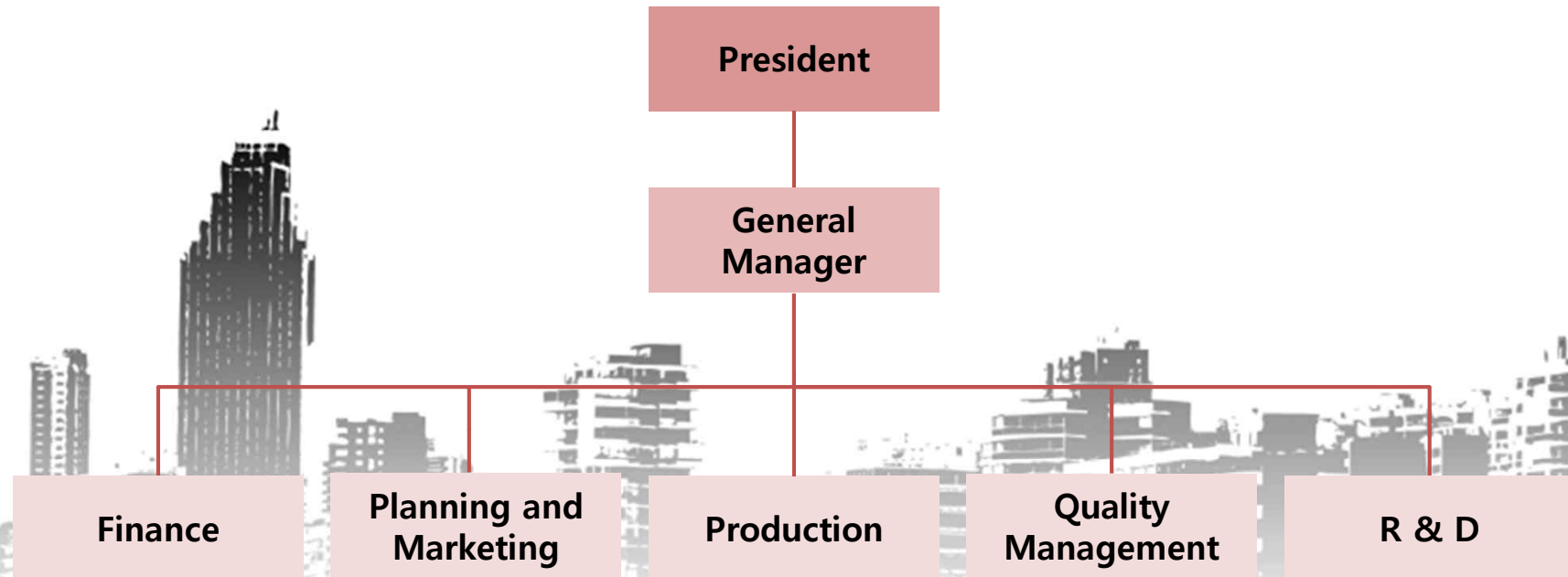
Renovation is our life.

Not settling for the present, but keeping pace with changing trends, we will take the lead in pioneering right food culture by keeping on developing new products.

Company History



Organizational Chart



Product Introduction



100% homegrown natural ingredients

Homegrown conventional green laver (nori) and sticky rice are used after being carefully harvested by hand.

No chemical additives rich in nutrients

No synthetic dyes or artificial flavorings are used to create this healthy food that is rich in vitamin A, calcium and iron, while only natural ingredients grown in Korea are prepared, ground and roasted to bring out our authentic tastes and flavors.

Gluten-free

We do not use flour, which can cause allergic reactions, and we only use 100% homegrown sticky rice resulting in a completely gluten-free food.

Original Taste Laver Snack



Product Introduction

Original Taste Laver Snack is the product manufactured in the traditional way generating fresh taste good for refreshment, eatables, substitute of breakfast, etc.

Raw materials

- Domestic traditional green laver
- Domestic glutinous rice

Package Unit

- Refreshment and eatables: 30g pouch
- Side dish: 15g pouch
- Bulk size: Package unit to be discussed separately

Onion Taste Laver Snack



Product Introduction

Onion Taste Laver Snack is produced with onion and turmeric added to traditional taste laver snack which generates the unique taste of onion and curry being preferred by people at all ages for refreshment and eatables.

Raw materials

- Domestic traditional green laver
- Domestic glutinous rice
- Domestic onion etc.

Package Unit

- Refreshment and eatables: 30g pouch
- Side dish: 15g pouch
- Bulk size: Package unit to be discussed separately

Promotion



옥치원

검색

NAVER

깃듬

검색



Laver Bugak Snack developed by Rep. Ok Chi-won

(Jeonju=Yonhap News Agency) Reporter Kim Jin-bang = Rep. of Gitdeum who is going places by establishing a company while at university taking turning to own business from a fierce job-finding competition. He made a export contract amounting to U\$500,000 with a American company for laver Bugak snack that he recently developed.



"It is not that finding a job is only a royal road" Student Entrepreneur Ok Chi-won

(Yonhap News Agency Jeonju – Reporter Kim Jin-bang)

A young business man who is going places by establishing a company while at university taking turning to own business from a fierce job-finding competition casts a new light on Korea 'Employment Hell'.

It is Ok Chi-won (36) who represents Gitdeum that is the student venture business of Chonbuk National University.

Representative Ok developed Bugak (snack made of laver) and made a sales contract amounting 500,000 U.S. dollars with Seowon Green Life, U.S.A on the 21st October, 2010.

Gitdeum is a pure student venture enterprise supported by the Venture Incubation Center of Chonbuk National University in 2010, which develops the food with modernity and tradition in combination.

Now the representative Ok graduated school and grew as a smart young entrepreneur, but her walk of life suggests another road to the young people who are obsessed with the job-finding market.

Gitdeum mainly produces the food with tradition and modernity in combination.

This export contract was also enabled by Laver Bugak that is the Korean traditional food in a snack type developed to meet the taste of American.

(omitted)

Representative Ok said "I will solidify the brand 'Gitdeum' in U.S.A market by gradually enlarging the volume by broadening the market in U.S.A through this exporting opportunity." "As it is the technology only that is the core element of growing small enterprise, I will increase the company's competitiveness through securing technology and developing the upgraded product ahead of large enterprise or the competitors that follow me", he added.

Participated in 2013 New York Fancy Food Show



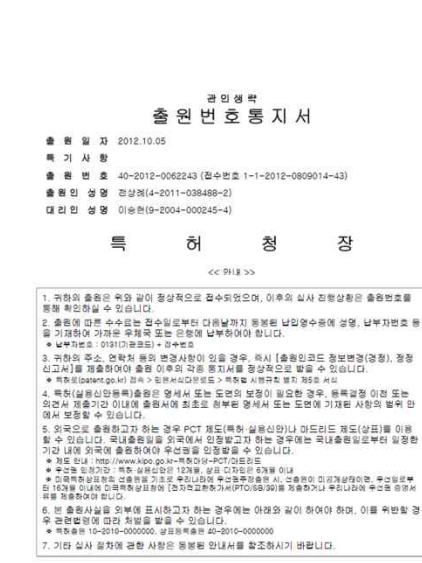
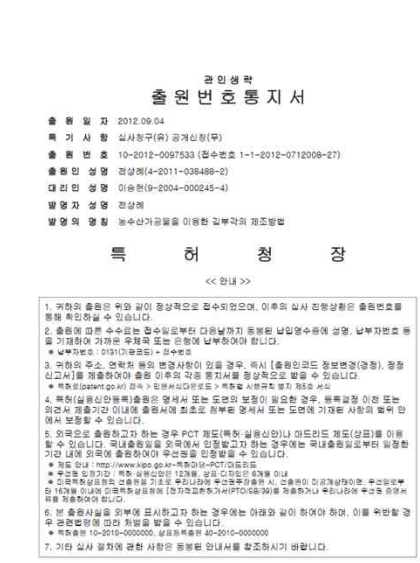
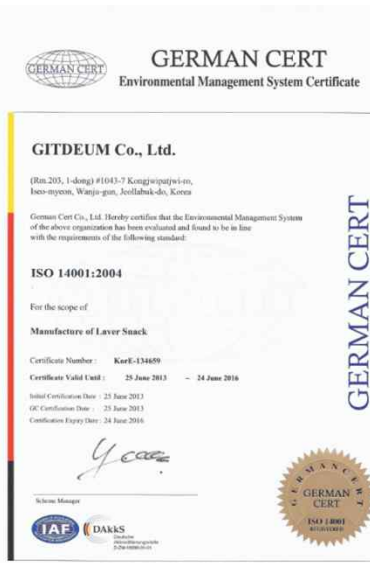
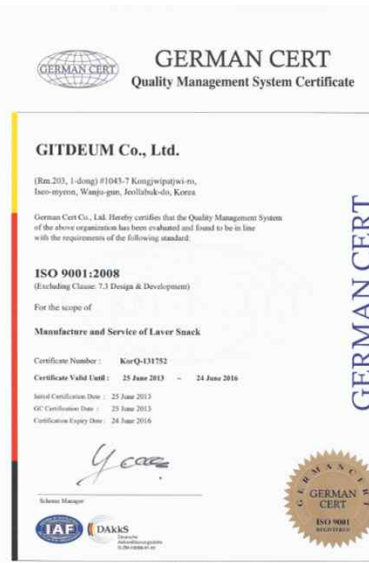
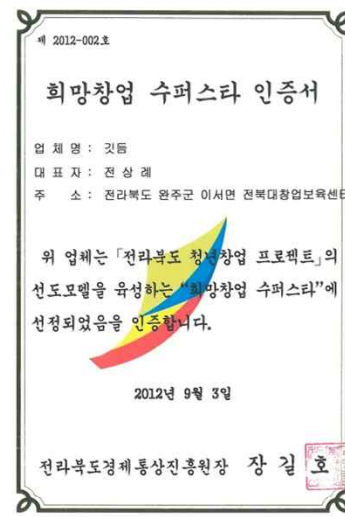
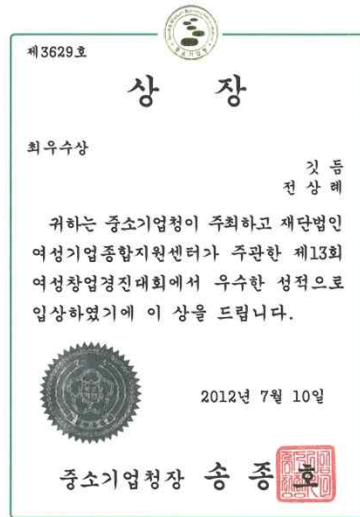
We participated in New York Fancy Food Show, one of the world's largest food exhibitions. Our products were greeted by many local buyers and we could re-confirm the possibility of laver snack products in overseas market. (Succeed in concluding a contract with U.S.A buyer)

Participated in 2013 All That Gim



In order to promote "laver" that is Korea's traditional food to the world, our laver snack product being on sale in overseas market was introduced in "2013 All That Gim" held by AT Center.

Award and Certification Status



Person in charge of sales



Person in charge of sales

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Inquiry and complaints call

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With the product bearing our devotion, we will promise to be an enterprise giving priority to customer's health and happiness.

