



# 제 주 세 요

Jejuseyo Korean Herb Cider



## 1. Company Overview

### Korean Herb Company

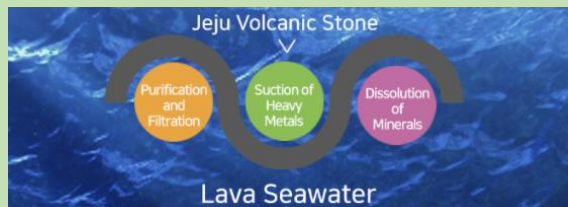
'Jejuseyo' is the only company in the world that specializes in researching and processing Korean Herb

#### Technology

Independent processing technology for Korean Herb



Using Jeju lava seawater to produce Korean Herb Cider



Using manufacturing method that maximizes the nutrient content of salt.



#### Vision

**WIN-WIN with famers**

Creating added value to famers through agricultural product upcycling

#### Products

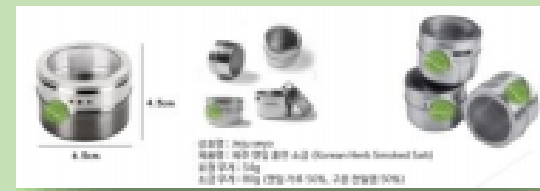
##### Korean Herb Tea



##### Korean Herb cider



##### Korean Herb salt







### 3. What is the Korean Herb?

#### What is the Korean Herb?

- It is also called 'Korean Perilla Leaves(kkaennip)' which is one of species in the mint family.

#### What do the Korean herb taste like?

- The **flavor** of **Korean herb**, grassy with notes of anise or licorice, is pleasing **like** any other herb.

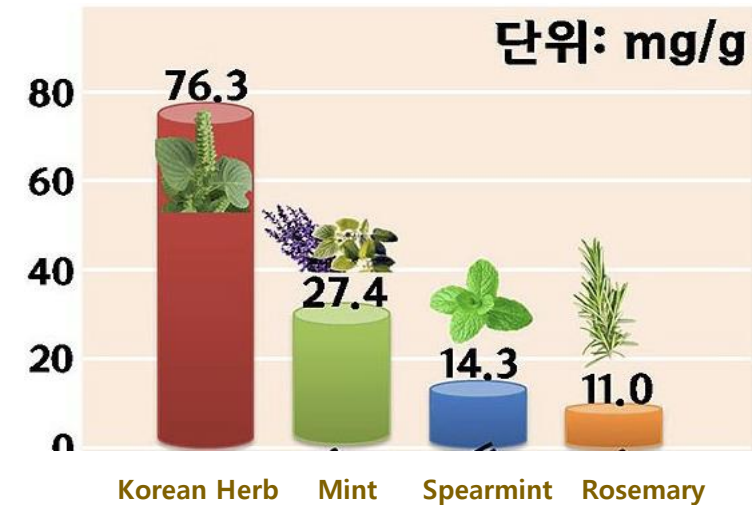
#### What is the functional effect?

- In Korean herb, there is 76.3mg/g of rosmarinic acid, 7 times more than rosemary, that protects the brain.

#### Korean Herb(kkaennip)



#### Rosmarinic Acid



## 4. What is the Jeju Lava Seawater?

### What is Jeju Lava Seawater?

- Lava seawater is produced as seawater runs underground by natural filtration through the volcanic bedrock.

### Why is it so special?

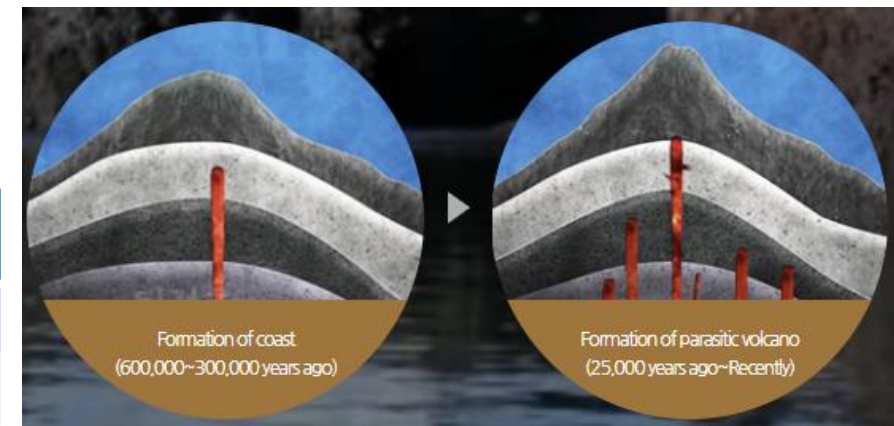
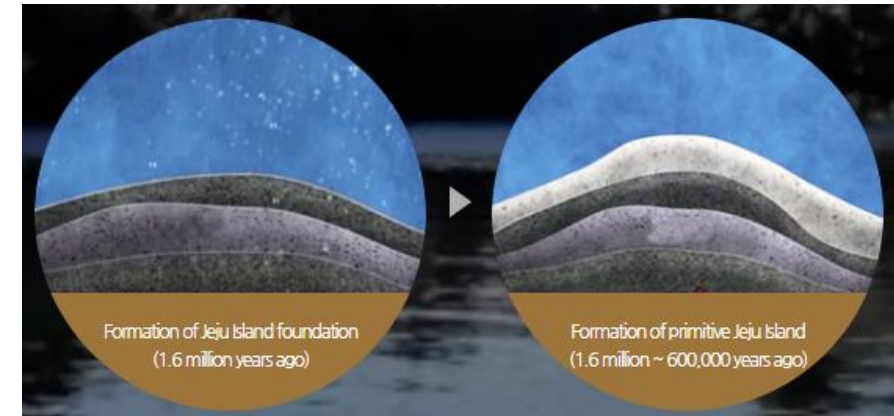
- It is a unique underground water resource of Jeju and contains rich minerals and nutritive salts with almost no organic material or pathogens.

### What is the functional effect?

Unit: ppm

	Sea water	Deep ocean water	Lava seawater	Function
Mn	0.00002	0.005	0.008	diabetes treatment
V	0.002	-	0.015	Prevention of arteriosclerosis
Se	0.0001	0.005	0.013	Strengthening liver function

### Creation of Jeju Island and Lava Seawater





## 5. Production

### Korean Herb Cider



**Serving Size: 350ml**

**Main ingredients:**

The extract of Korean herb, Jeju lava seawater

**Introduction of product**

Korean herb extract and Jeju lava seawater are the main ingredients, giving **a strong and cool feeling**

**Product differentiation**

**World's first beverage using Korean herb**