

KABREW

INTRODUCTION

KABREW



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I. Overview_Introduction

KABREW is a leading craft beer brewery in Korea in terms of revenue, quality of beers, customers' recognition on brand, distribution coverage, and its history

Company Overview

Name	KABREW Co., Ltd.
CEO	JungJin Park
Est.	Feb, 2000
Annual Production	5,600t(= about 56,000hl)
# of beers on brewing	14
Homepage	http://www.KABREW.co.kr
Tel	+82 2 3143 4082
SANGCHEON Brewery	18, Surijae-gil, Cheongpyeong-myeon, Gapyeong-gun, Gyeonggi-do, Republic of Korea
SANGSAEK Brewery	20, Yeongal-gil, Gapyeong-eup, Gapyeong-gun, Gyeonggi-do, Republic of Korea
Seoul Office	8th Floor, 70, Seonyu-ro, Yeongdeungpo-gu, Seoul, Republic of Korea





I. Overview_History

2000	Company established (as KAPA International)
2001	Brewing skills acquisition at 'BUGERBRAU' in Munich, Germany
2002	House brewery is permitted by government on back of World Cup 2002 - KABREW is one of first three company that acquired license
2003	Brewing consulting and brewing system installation business initiated - Installed brewing system for over 20 breweries in Korea - Provided and consulted breweries with KABREW own recipe
2004	Opening own pub (KAPA Brauhaus)in the Centre Seoul
2006	Strategic alliance and technology transfer with ALLEY KAT in Canada - Securing exclusive right to use ALLEY KAT brands in Korea - Initiated production of Alley Kat Pale Ale (First-ever Pale Ale in Korea)
2010	Initiated contract brewing for Craftworks (First well-known Craft beer pub in Korea)
2013	Initiated distribution of craft beers for other pubs on back of amendment of Liquor Tax Act
2014	Renamed as KABREW. Annual turnover reached at US\$4 mil (YoY 90%)
2015	Jan - Acquired by JINJU Ham Co., Ltd Mar - New CI & Slogan announced Apr - Hosted "Craft beer Festival in Gapyeong" (First-ever craft beer festival in Korea) Jul - Launched cold-chain distribution system (First-ever among Korean craft breweries) Nov – Started construction of second new brewery (expecting doubled annual production capa.



I. Overview_History

2016

- Jan - Opened casual dining pub 'Gong-Bang' in Seorae Village as our antenna shop
- Feb - Completed 2nd Brewery construction according to HACCP standards
- May - Hosted Second annual "Craft beer Festival in Gapyeong"
- Jun - Exported beers to United States of America for the first time in Korea

2017

- Feb - Black Session IPA won the grand prize in craft ale category for Korea Wine & Sprints Award
- Mar - R&D team was certified in every aspect of brewing process by Korea Industrial Technology Association
- May - Hosted third annual "Craft beer Festival in Gapyeong"
- May - Selected as a company that are expected to grow rapidly by a government organization
(Small and Medium Business Corporation)
- May - Obtained HACCP Certification for the first time among Korea craft breweries
- Jun - Launched KABREW Double I.P.A
- Sep - Awarded Gold Medal in European Beer Star in Traditional India Pale Ale category
 - Obtained ISO9001 certification for the first time among Korea craft breweries
- Oct - Awarded "Korea Quality Satisfaction Index"
 - Awarded "Certificate of Excellence" in Brussels Beer Challenge in American Pale Ale category
- Nov - Awarded "Certificate of Brewing Technical Excellence" in NICE Information Service Co.,Ltd

2018

- Feb - Weizen won the grand prize in craft ale category for Korea Wine & Sprints Award
 - Hoppy Lager won the grand prize in craft lager category for Korea Wine & Sprints Award
- June - Completed 3rd Brewery construction according to HACCP standards
- Sep - Awarded "Silver Medal" in International Beer Cup 2018



I. Overview_History

2019

Jan - 3rd Brewery obtained HACCP Certification

Mar - SALLANG SALLANG WEIZEN won the grand prize in craft ale category for Korea Wine & Sprints Award

- HOPTANDU I.P.A won the grand prize in craft ale category for Korea Wine & Sprints Award

- Double I.P.A won the grand prize in craft ale category for Korea Wine & Sprints Award

Mar - Mosaic I.P.A won the grand prize in craft ale category for Korea Wine & Sprints Award

- Pilsner won the grand prize in craft lager category for Korea Wine & Sprints Award

- Hopy Lager won the grand prize in craft lager category for Korea Wine & Sprints Award

- SALLANG SALLANG WEIZEN Awarded "Silver Medal" in Singapore Wine & Spirits & Beer Awards 2019

- SUJUBEUN PEACH ALE Awarded "Gold Medal" in Singapore Wine & Spirits & Beer Awards 2019

- HOPTANDU I.P.A Awarded "Gold Medal" in Singapore Wine & Spirits & Beer Awards 2019

- Pilner Awarded "Gold Medal" in Singapore Wine & Spirits & Beer Awards 2019

- Dark Ale Awarded "Silver Medal" in Singapore Wine & Spirits & Beer Awards 2019

- American Pale Ale Awarded "Gold Medal" in Singapore Wine & Spirits & Beer Awards 2019

May - SALLANG SALLANG WEIZEN Awarded "Packge Design Bronze Medal" in Australian International Beer Awards 2019

- SUJUBEUN PEACH ALE Awarded "Packge Design Bronze Medal" in Australian International Beer Awards 2019

- HOPTANDU I.P.A Awarded "Packge Design Bronze Medal" in Australian International Beer Awards 2019

June - Acquired Korean Venture Company certificate

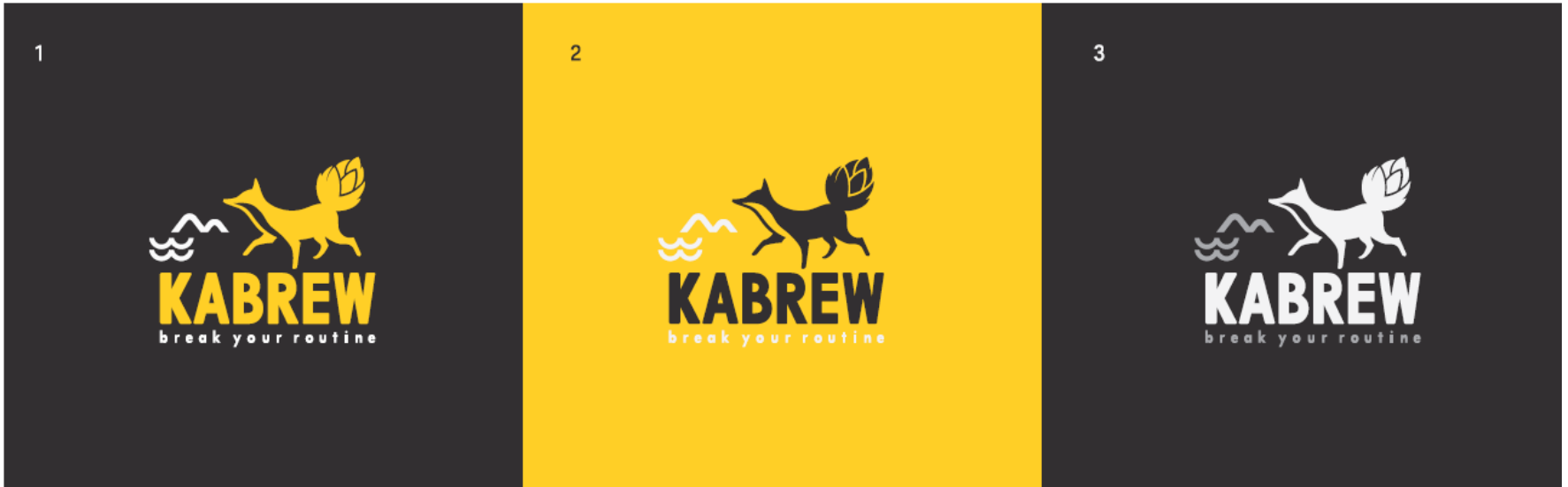
Aug - SALLANG SALLANG WEIZEN Awarded "Bronze Medal" in International Beer Challenge(UK)

- SUJUBEUN PEACH ALE Awarded "Country Winner" in World Beer Awards(UK)

- SALLANG SALLANG WEIZEN Awarded "Country Winner" in World Beer Awards(UK)



I. Overview_Identity



Nine-Tailed Fox (九尾狐)

- KABREW's symbol is Nine-tailed Fox, which is mythical creature in Korean legend.
- Nine-tailed fox was known to be immortal and was famous for its ability to transform.
- Like a Nine-tailed fox that transforms itself as various creature, our CI symbolizes KABREW's spirits for being "Creative Craft Beer Company"
- Nine tails also shape of hop which is key ingredient of brewing beer.



I. Overview_Core Competencies

KABREW stands as a leading craft brewery in terms of R&D, quality of beer, customer care and global recognition

R&D

'Endless Challenge and Innovation'

- Pioneered craft beer industry in Korea with new beers
 - Most extensive beer line up in Korea
 - Introduced 1st Pale ale in Korea, 1st Mosaic IPA in Korea, 1st flavored beer (APRIKAT) in Korea
- NPD(New Product Development) process

Customer

'Customer Centric Management'

- Established customer feedback system thru regular beer tasting session, beer festivals and A/S personnel
- Open to contracting brewing based on customer needs

KABREW
=
**Market Leader
In Korea**

- Established strict Quality Control system for stable quality of beer
- Initiated nationwide cold chain distribution for best condition of the beer (first-ever in Korea craft beer industry)
- Worked with most experienced brewers

- Produced Alley Kat beer for over 5 years based on strategic alliance and license agreement
- Open for collaboration with overseas craft beer breweries
- Beers were awarded 25 medals globally, Also awarded 5 medals for management

Quality

'Total Quality Control'

Global

'Authentic craft beer in Korea'



I. Overview_Core Competencies

Based on accumulated many years of brewing know-how, KABREW is replying to customer demand as developing new beers while maintaining best quality of beer

KABREW's QC Know-how and infra

- **Accumulated know-how as 1st generation microbrewery in South Korea**
 - Possession of more than 100 brewing recipes
 - Introducing new product line flexible through analyzing current market trend
 - Maintaining quality consistency through daily test
- **Brewery certificated to HACCP¹ principle**
 - First brewery HACCP certified in Korea that assures most hygienic brewing process
- **Continuous investment on R&D**
 - Brewing laboratory in 3rd breweries with various brewing kit
 - In-house brewing competition bimonthly and an award for winner

Popularization of craft beer

- **Canning beer is supplying to well-know department store, chain mart etc**
 - Lotte, Shinsegae Dept., Lotte mart, PK mart, HomePlus, Wine & More, Easta Air Line etc
- **Selling keg beer to around 100 of alcoholic beverage wholesale dealer and more than 1,300 pubs, restaurants etc in South Korea**
 - Long term business relationship with most famous signature pubs in Seoul such Crafthans, Craftworks etc

1) 'Hazard Analysis and Critical Control Point' is systematic preventive approach to food safety from biological, chemical, and physical hazards in production processes that can cause the finished product to be unsafe, and designs measurements to reduce these risks to a safe level.



I. Overview_Breweries

KABREW's brewery is located at Ga-Pyeong area, which is famous for clean water and only 50km away from Metropolitan area(Seoul). Construction of 3rd brewery was completed in June 2018 near the first and second breweries.

SANGSAEK Brewery (3rd Brewery, HACCP)



- After liquor tax law revision in April 2018, This brewery was built to meet the customers needs
- SANGSAEK Brewery is located on 7minutes distance from 1st and 2nd brewery for cooperation
- With 30hl / 5-vessel brewhouse, The brewery is expected to produce 2,400kl(approx. 20,000bbl) per year
- Will produce first bottle/can beer of Kabrew with new Comac machine(Capa. 1,200 cans/hr)

1st Brewery (Closed)



- 1st brewery has 1 ton brewhouse with around 70kl of conical and dish-bottom tanks which produces over 2,500kegs of craft beer monthly (approx. 450bbl)

SANG -CHEON Brewery (2nd Brewery, HACCP)



- On back of increasing demand and needs for better brewing environment, KABREW built a new brewery next to the first facilities
- SANGCHEON brewery is equipped with 3 ton – 4 vessel brewing system with 75kl of conical and dish-bottom tanks, which produce over 6,500kegs of beer onthly(1,100bbl)
- SANGCHEON brewery is the first and the only brewery receiving HACCP in Korea



I. Overview_Clients

CAN



LOTTE
DEPARTMENT STORE



SHINSEGAE

the Galleria
갤러리아



Home plus

EASTAR JET
이스타항공

LOTTE Mart

**LOTTE
Super**



Over 100 stores are supplied 3 types of canning beer.
Even in the air, you could enjoy our beer with can.

KEG



BANYAN TREE
— CLUB & SPA —
SEOUL



Saint
AUGUSTIN
— ASIAN CUISINE —



Including world best hotel(Hilton, Banyan Tree, etc)
over 1,000 clients, We are supplying 20L keg beer
more than 13 types to fulfill our clients' needs.



II. Line-up_CAN(500ml)

AMERICAN WHEAT ALE KUMIHO RELAX BEER



*Daily beer for everyone, American Wheat Ale with fresh lemongrass flavor
(ABV: 4.2 / IBU: 14)

WHEAT ALE KUMIHO PEACH ALE



*North American style fruit beer based on wheat which has full scent of peach and no bitter taste
(ABV: 4.5 / IBU: 9)

INDIA PALE ALE HOPTANDU I.P.A



*Generous amount of hops make rich scent and bitter taste, recognized beer by European Beer Star
(ABV: 6.3 / IBU: 75)



AND MORE COMING SOON



II. Line-up_CAN(for GS / 500ml)

SESSION INDIA PALE ALE GYEONGBOKGUNG ALE



*Session I.P.A brewed with lotus leaf powder. Named after Korean old palace
(ABV: 4.5 / IBU: 36)

GOLDEN ALE NAMSAN MOUNTAIN



*Premium golden ale brewed with Citra and Mosaic hop
(ABV: 4.5 / IBU: 30)



KEEP CALM AND BREW BEER



III. Line-up_KEG(20L)

WHEAT ALE WEIZEN



*Easily drinkable German style wheat beer with mild banana scent
(ABV: 4.5 / IBU: 15)

LAGER PILSNER



*Czech style Lager beer that 100% of barley malt with refreshing taste
(ABV: 4.5 / IBU: 23)

PALE ALE AMERICAN PALE ALE



*Fruit scent, delicate aroma, well balanced American Pale Ale
(ABV: 4.5 / IBU: 39)

INDIA PALE ALE INDIA PALE ALE



*Generous amount of hops make rich scent and bitter taste, recognized beer by European Beer Star
(ABV: 6.3 / IBU: 75)



III. Line-up_KEG(20L)

GOLDEN ALE BRITISH GOLDEN ALE



*Delicate flower, citrus aroma and light body for craft beer beginner
(ABV: 4.5 / IBU: 18)

WHEAT ALE PEACH ALE



*North American style fruit beer based on wheat which has full scent of peach and no bitter taste
(ABV: 4.5 / IBU: 9)

DARK ALE DARK ALE



*Deep chocolate and coffee scent with smooth dark malt beer
(ABV: 4.5 / IBU: 27)

INDIA PALE ALE DOUBLE INDIA PALE ALE



*Five hops such as Amarillo, Simcoe, Columbus and etc were used for making rich flavor and a heavy mouth feel
(ABV: 10 / IBU: 102)



III. Line-up_KEG(20L)

SINGEL BELGIAN SINGEL



*Beer with a bright aroma of Belgian yeast and a light scent of spices
(ABV: 4.8 / IBU: 21)

SAISON DRY SAISON



*Dry hopping with Nelson Sabin Hop and amplifying the fragrance of gooseberry, green grape
(ABV: 5.2 / IBU: 11)

WHEAT ALE BELGIAN WHITE



*Wheat beer that emphasizes refreshing fragrance by adding lemon zest, orange peel, and coriander seeds
(ABV: 5.5 / IBU: 9)

SAISON WILD SAISON



*Colorful fragrance such as pineapple and peaches made by Brett
(ABV: 6.2 / IBU: 0)



III. Line-up_KEG(20L)

BITTER ENGLISH ORDINARY BITTER



*Low ABV, strong body, less carbonation, well balanced style bitter
(ABV: 3.7 / IBU: 25)

SOUR BLACK RICE SOUR



*Beer brewed with the most Korean ingredients like black rice, ginger, pepper based on sour ale
(ABV: 5.0 / IBU: 0)



ON BREWING

KABREW

break your routine

Compared to other breweries, KABREW has pioneered Korean Craft beer industry as attempting to brew new type of beer and introducing brewing facilitate and cold chain delivery system.

It shows that all members of KABREW have been working hard to develop under our definite vision that “Creative Craft Beer Company”

KABREW will not ever complacent and will actively seek to spread craft beer culture widely in Korea as providing best quality beer.

Also, we will not stop attempting to develop new recipe for stepping out into global beer market.
