



Haengsoban Bibimbap

Ready Meal Kit of Korea's
Most Favourite Global Food

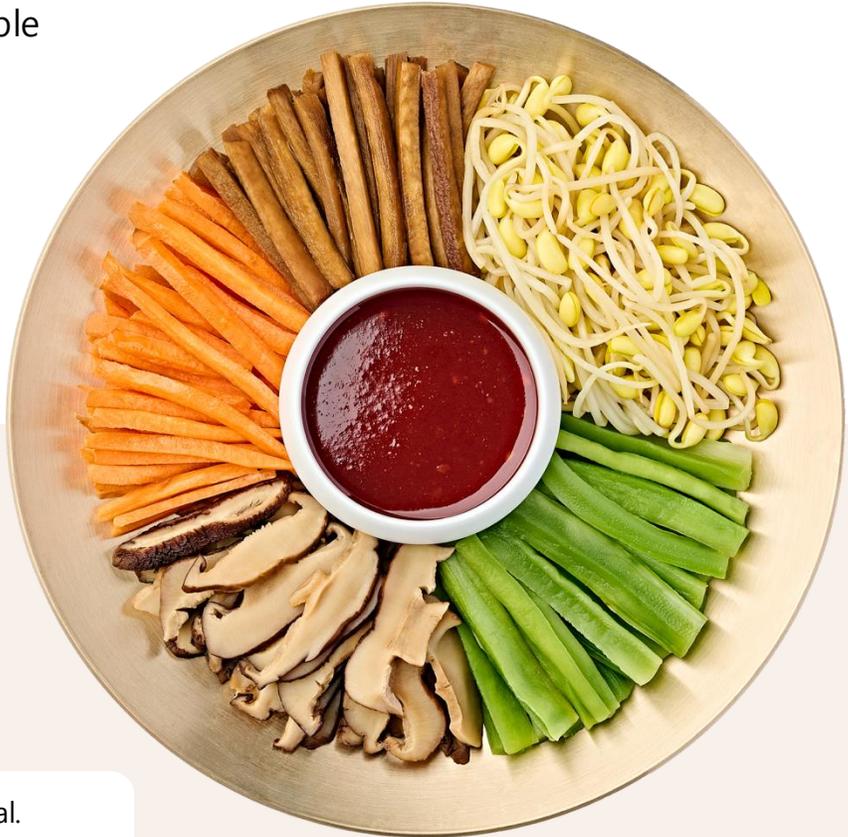
 GoodLife Group

Bibimbap

Korea's Most Iconic Comfort Bowl

Bibimbap is a **globally beloved Korean dish** that embodies taste, wellness, and visual appeal. Its balanced composition — rice, vegetables, protein, and gochujang — offers not just nutrition but a sensory experience.

As a product, Bibimbap represents Korea's culinary philosophy and is ripe for scalable branding across health-conscious, culturally curious markets.



✓ In 2023, Bibimbap was the most searched recipe worldwide on Google, highlighting its global appeal. With its vibrant presentation, balanced nutrition, and cultural depth, Bibimbap stands out as a strong candidate for international distribution in health-conscious and experience-driven markets.

Haengsoban Bibimbap, Ready to Eat



Haengsoban: Simplifying Tradition

Bibimbap, known for its variety of ingredients and multi-step preparation, is reimagined by Haengsoban as a convenient, ready-to-eat meal—delivering authentic flavor with modern accessibility.



Safety and Quality Commitment

By sourcing fresh ingredients and upholding the highest standards of quality control, Haengsoban ensures food safety while preserving the integrity of traditional Korean cuisine.



Technology-Driven Diversity

Haengsoban uses advanced food processing technology to offer a wide range of Korean dishes in room temperature shelf-stable formats. Its proprietary preservation method maintains freshness and flavor for over a year.

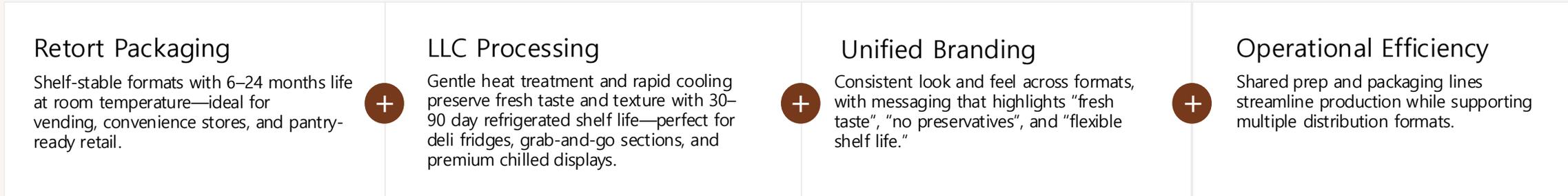


Plant-Based Appeal with Culinary Depth

Haengsoban Bibimbap recreates the richness of Korean cuisine using exclusively plant-based ingredients. Carefully selected mushrooms replicate the savory depth of beef—delivering satisfying flavor without compromise.

Powered by Advanced Packaging and Streamlined System Control

Dual Shelf-Life Strategy: Retort + LLC
 We combine retort packaging and Long Life Chilled (LLC) processing to offer Korean ready meals that fit seamlessly into both ambient and refrigerated retail channels across Canada.



Result

Enabled by the latest in food packaging technology and system management.

- | | |
|---|--|
| <p>✔ A modular packaging system that adapts to Canadian retail realities—whether shelf-stable or chilled — without compromising flavor, texture, or brand appeal.</p> | <p>✔ Extended shelf life of up to 14 months at ambient conditions.</p> |
|---|--|

Packaging and Shelving

Packaging & Shelf-Life Details

Dimensions

2.5 × 8 × 5.5 inches

Weight

360g per pack

Material

Microwave-safe and recyclable packaging

Contents

- Food container with lid
- Safe paper-band wrapping
- Pack of Gochujang sauce
- Pack of sesame oil
- A disposable spoon-fork

Ingredients

Rice, Water, Gochujang, Carrot, Sugar, Soy Sauce, Shiitake Mushroom, Oyster Mushroom, Onion, Canola Oil, Salt, Black Pepper Powder

Preparation

Ready in 3 minutes—microwave-friendly format

Shelf Life

Up to 14 months at room temperature, enabled by advanced food processing technology

Storage

No freezing required; shelf-stable at ambient temperature



How to Enjoy



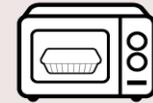
1

Remove the lid, sauce, and sesame oil.
Gently peel back the sealing film along the perforation.



2

Place the container in the microwave and heat for 3 minutes (700–1000W).



3

Carefully remove the container—it will be hot—and peel off the sealing film.



4

Add the sauce and sesame oil, mix well, and enjoy your meal!



Distributor Marketing Support



K-Culture Alignment

Strategically positioned to benefit from the global rise of Korean culture and demand for K-origin products.



Bilateral Retail Channel Expansion

Actively developing vending retail partnerships to expand visibility and market presence across multiple regions.



Exceptional Value

Offers high nutritional content, generous portion size, and superb taste—while maintaining an accessible retail price.



Taste-Driven Messaging

Haengsoban's core marketing focus is its superb taste—consistently emphasized across all consumer touchpoints.



Premium Packaging

Colorful, refined, and shelf-attractive design using microwave-safe, recyclable materials.



Ongoing SNS Content Development and Promotion

Distributor-ready video materials introducing Korea, Korean cuisine, and Bibimbap for promotional and educational use.

About Haengsoban

Overview

- **Haengsoban**, proudly produced by **Sanmaroo**
- Manufacturer & Exporter of **Traditional Korean Ready Meals** since 2006

Certification



Capacity

Expansion with **automated line for processing and packaging** in 2019

Global Presence

Sold in most continents in the world. Asia, Europe, North America, South America, Australia

Distribution Partner

Haengsoban in Distribution Partnership with **Goodlife Group Inc.**  **GoodLife Group**
located in Mississauga, Ontario, Canada

Global Partners



United States



United Kingdom



Canada



Netherlands



Japan



Australia



Thailand



Singapore



USA & Canada



U.S. Military

Product Line for Canada (Ready meal _ Pouch)



SPECIFICATION

Weight

320g

Each per Box

12 packs

Shelf Life

14 months

INGREDIENTS

Sweet potato starch noodle, Water, Onion, Oyster mushroom, Soy sauce, Shiitake mushroom, Sugar, Canola oil, Carrot, Sesame oil, Yeast extract, Salt, Black pepper powder

Allergen contains : Soybean, Wheat, Sesame

STORAGE

Room Temperature

INGREDIENTS

1. Open the Ready meal Japchae packet.
2. Microwave for 3 min at 700W.
3. Put in plate and add japchae sauce, sesame oil.
4. Mix well and serve.

* Cook longer if needed, depending on the condition of the product.

Product Line for Canada (Ready meal _ Pouch)



Spicy Japchae

SPECIFICATION

Weight

320g

Each per Box

12 packs

Shelf Life

14 months

INGREDIENTS

Sweet potato starch noodle, Water, Onion, Oyster mushroom, Soy sauce, Shiitake mushroom, Sugar, Red pepper oil, Carrot, Sesame oil, Yeast extract, Salt, Black pepper powder

Allergen contains : Soybean, Wheat, Sesame

STORAGE

Room Temperature

INGREDIENTS

1. Open the Ready meal Spicy Japchae packet.
2. Microwave for 3 min at 700W.
3. Put in plate and add japchae sauce, sesame oil.
4. Mix well and serve.

* Cook longer if needed, depending on the condition of the product.

Product Line for Canada (Ready meal _ Lunchbox)

Japchae Rice



SPECIFICATION

Weight

320g

Each per Box

16 packs

Shelf Life

12 months

INGREDIENTS

Rice, Sweet potato starch noodle, Water, Onion, Oyster mushroom, Carrot, Shiitake mushroom, Canola oil, Soy sauce, Sugar, Sesame oil, Yeast extract, Salt, Black pepper powder

Allergen contains : Soybean, Wheat, Sesame

STORAGE

Room Temperature

INGREDIENTS

1. Remove outer packaging and slightly peel back film lid.
2. Heat in microwave as is (700-1000W) for approx. 3 min 30 sec.
3. Remove from microwave and remove film completely.
4. Pour included sauce and mix well before consuming.

* Cook longer if needed, depending on the condition of the product.

* Do not microwave the Container lid, sauce and sesame oil.

Product Line for Canada (Ready meal _ Lunchbox)

Gochujang Bibimbap



SPECIFICATION

Weight

360g

Each per Box

16 packs

Shelf Life

12 months

INGREDIENTS

Bean Sprout, Rice, Water, Gochujang, Carrot, Burdock, Shiitake mushroom, Oligosaccharide, Sesame oil, Garlic, Onion, Canola oil, Monosodium glutamate, Sugar, Salt
Allergen contains : Soybean, Wheat, Sesame

STORAGE

Room Temperature

INGREDIENTS

1. Remove outer packaging and slightly peel back film lid.
 2. Heat in microwave as is (700-1000W) for approx. 3 min.
 3. Remove from microwave and remove film completely.
 4. Pour included sauce and mix well before consuming.
- * Cook longer if needed, depending on the condition of the product.

Product Line for Canada (Ready meal _ Lunchbox)

Kimchi Fried Rice



SPECIFICATION

Weight

320g

Each per Box

16 packs

Shelf Life

12 months

INGREDIENTS

Rice, Water, Kimchi, Mixed Vegetable-1 (Potato, Carrot, Onion, Bell pepper), Mixed Vegetable-2 (Corn, Carrot, Pea, Green bean), Red pepper oil, Shiitake mushroom, Butter, Canola oil, Salt, Monosodium glutamate

Allergen contains : Soybean, Milk

STORAGE

Room Temperature

INGREDIENTS

1. Remove outer packaging and slightly peel back film lid.
2. Heat in microwave as is (700-1000W) for approx. 3 min.
3. Remove from microwave and remove film completely.
4. Pour included sauce and mix well before consuming.

* Cook longer if needed, depending on the condition of the product.

Product Line for Canada (Ready meal _ Lunchbox)

Vegetable Fried Rice



SPECIFICATION

Weight

320g

Each per Box

16 packs

Shelf Life

12 months

INGREDIENTS

Rice, Water, Mixed Vegetable-1 (Potato, Carrot, Onion, Bell pepper), Mixed Vegetable-2 (Corn, Carrot, Pea, Green bean), Shiitake mushroom, Canola oil, Butter, Salt, Monosodium glutamate

Allergen contains : Soybean, Milk

STORAGE

Room Temperature

INGREDIENTS

1. Remove outer packaging and slightly peel back film lid.
2. Heat in microwave as is (700-1000W) for approx. 3 min.
3. Remove from microwave and remove film completely.
4. Pour included sauce and mix well before consuming.

* Cook longer if needed, depending on the condition of the product.

Product Line for Canada (Ready meal _ Lunchbox)

Shrimp Fried Rice



SPECIFICATION

Weight

320g

Each per Box

16 packs

Shelf Life

12 months

INGREDIENTS

Rice, Water, Mixed Vegetable-2 (Corn, Carrot, Pea, Green bean), Mixed Vegetable-1 (Potato, Carrot, Onion, Bell pepper), Shrimp, Shiitake mushroom, Canola oil, Butter, Canola oil, Salt, Monosodium glutamate
Allergen contains : Soybean, Milk, Shrimp

STORAGE

Room Temperature

INGREDIENTS

1. Remove outer packaging and slightly peel back film lid.
2. Heat in microwave as is (700-1000W) for approx. 3 min.
3. Remove from microwave and remove film completely.
4. Pour included sauce and mix well before consuming.

* Cook longer if needed, depending on the condition of the product.

Contact

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Thank You

 GoodLife Group