



# Haengsoban Bibimbap

Ready Meal Kit of Korea's  
Most Favourite Global Food

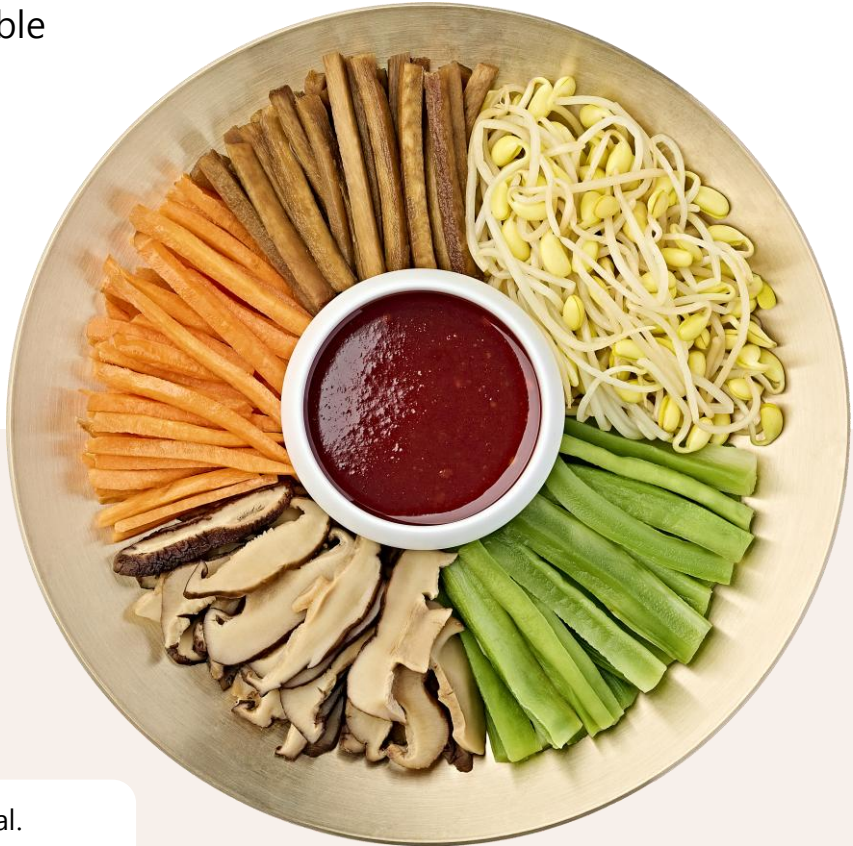
 GoodLife Group

# 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.

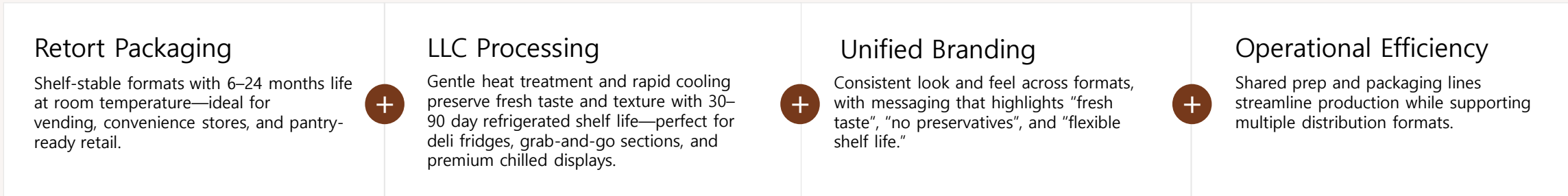


## Plant-Based Appeal with Culinary Depth

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

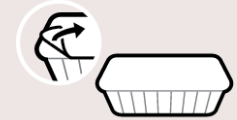


# How to Enjoy



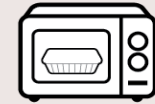
1

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.** 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

<b>Weight</b>	<b>Each per Box</b>	<b>Shelf Life</b>
320g	12 packs	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

<b>Weight</b>	<b>Each per Box</b>	<b>Shelf Life</b>
360g	16 packs	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

<b>Weight</b>	<b>Each per Box</b>	<b>Shelf Life</b>
320g	16 packs	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

**Goodlife Group Inc.** in proud distribution partnership with Haengsoban.



**E-mail** info@goodlife-group.com

**Website** [goodlife-group.com](http://goodlife-group.com)

**Phone** 1.905.507.8000

**Fax** 1.905.812.2211

**Address** 6645 Kitmat Rd. Unit 22,  
Mississauga, ON L5N 6J3





Thank You

 GoodLife Group