



주식회사 위드라이크
WE'D LIKE CO., LTD.





Eat Happy, Be Happy!

HEEBAB is a lifestyle food brand inspired by the taste and experience of Korea's top mukbang creator, Heebab, with over 1.68 million YouTube subscribers.

As someone who has explored more flavors than most, Heebab knows that great food should be tasty, practical, and easy to enjoy—anytime. Born and raised in Jeju Island, she brings her local roots to life through fresh, real ingredients like tangerine and green citrus.

From comforting meals like cup tteokbokki and kimchi stew cup noodle to functional juices and blood sugar-friendly teas, HEEBAB offers food that fits busy lives—light, satisfying, and always worth one more bite.





HEEBAB CUP Tteokbokki Spicy and Sweet / 140g

This halal-certified rice cake cup features chewy Korean rice cakes in a rich gochujang-based sauce that blends bold spice with a hint of sweetness. Perfectly balanced between sweet and spicy, each bite wraps your palate in deep, satisfying flavor.

•Package size: 125mm x 125mm x 80mm •Box size: 500mm x 390mm x 170mm
•EA/Box: 24ea •CBM: 0.03315



HEEBAB CUP Tteokbokki Rose / 140g

This halal-certified tteokbokki features chewy Korean rice cakes in a smooth rose sauce—a rich blend of creaminess and subtle gochujang heat. Soft yet bold, the flavor lingers in all the right ways. With a generous 140g serving, microwave convenience, and trusted halal certification, it's an easy, indulgent meal you can enjoy anytime.

•Package size: 125mm x 125mm x 80mm •Box size: 500mm x 390mm x 170mm
•EA/Box: 24ea •CBM: 0.03315



HEEBAB Noodle Tteokbokki with Fish cake dumpling / 490g

This frozen tteokbokki features a unique mix of fish cake dumplings, fish cake noodles, and chewy wheat tteok (rice cakes)—creating a fun, layered texture in every bite.

The broth is naturally savory, made without artificial flavor enhancers, drawing rich umami from the fish cake components themselves.

•Package size: 125mm x 290mm x 50mm •Box size: 440mm x 300mm x 270mm
•EA/Box: 10ea •CBM: 0.03564



HEEBAB Kimchi Stew Cup Noodle / 115g

Inspired by traditional aged kimchi stew, this cup noodle features a rich broth made from Mukeunji kimchi base and savory chicken stock. The noodles soak up the bold flavor, while crunchy kimchi flakes add a fresh texture with every bite.

•Package size: 165mm x 165mm x 74mm •Box size: 500mm x 330mm x 150mm
•EA/Box: 12ea •CBM: 0.02475



HEEFIT Jasmine Tea / 500ml

This jasmine-infused tea drink is designed to support healthy blood sugar management after meals. It contains resistant maltodextrin, known to help reduce post-meal glucose spikes and support digestive health, along with guava leaf extract rich in natural polyphenols.

•Package size: 61mm x 63mm x 270mm •Box size: 380mm x 260mm x 225mm
•EA/Box: 24ea •CBM: 0.02223



Mandarin & Hallabong HEEBAB Juice / 180ml

Made with 95% Jeju mandarin and 5% hallabong (Jeju citrus), this premium juice is pressed using the NFC (Not From Concentrate) method—capturing the fruit's natural taste without dilution. Refreshing and gently sweet, every sip brings the clean, sunny flavor of Jeju to life.

•Package size: 100mm x 170mm x 45mm •Box size: 315mm x 280mm x 190mm
•EA/Box: 40ea •CBM: 0.01676



Green Tangerine Ade HEEBAB Juice / 180ml

This still(non-carbonated) ade contains 10% Jeju green citrus juice, offering a bright burst of tangy flavor and fragrant citrus aroma. It's the perfect pick-me-up after a heavy meal or whenever you need a crisp, clean sip to refresh your palate.

•**Package size:** 116mm x 158mm x 45mm •**Box size:** 380mm x 250mm x 130mm
•**EA/Box:** 30ea •**CBM:** 0.01235



HEEBAB X Inner Juice (Prune) / 120ml

This functional juice combines the deep richness of prune with plant-based probiotics and GABA fermented from enoki mushrooms—supporting healthy digestion, inner balance, and daily rhythm. Perfect as a once-a-day wellness routine for those who want to care for both their skin and gut.

•**Package size:** 80mm x 190mm x 20mm •**Box size:** 530mm x 270mm x 220mm
•**EA/Box:** 40ea •**CBM:** 0.031482



HEEBAB X Inner Juice (Apple Carrot) / 120ml

This functional juice blends the natural sweetness of apple and carrot with plant-based probiotics and GABA fermented from enoki mushrooms—designed to support gut health and inner cleansing. Its light, smooth taste makes it easy to enjoy any time—especially on an empty stomach or after meals.

•**Package size:** 80mm x 190mm x 20mm •**Box size:** 530mm x 270mm x 220mm
•**EA/Box:** 40ea •**CBM:** 0.031482



HEEBAB X Toyo Curry Mild / 180g

This refreshing, low-calorie curry is made in collaboration with Toyocurry, a popular restaurant in Gangnam. With over 70% tomato content, it delivers a bright yet rich flavor—perfectly balanced and satisfying. At just 142 kcal, it's a guilt-free option for those watching their weight, but still craving depth and warmth in every bite.

•**Package size:** 120mm x 180mm x 20mm •**Box size:** 370mm x 280mm x 190mm
•**EA/Box:** 50ea •**CBM:** 0.01968



HEEBAB X Toyo Curry Spicy / 180g

Created in collaboration with Toyocurry, a beloved spot in Gangnam, this curry blends the deep umami of 70% tomato with a clean, lingering heat. At just 142 kcal, it's light enough for a healthy diet but full of bold, satisfying taste. Top it with fried veggies or nuts for an even richer experience.

•**Package size:** 120mm x 180mm x 20mm •**Box size:** 370mm x 280mm x 190mm
•**EA/Box:** 50ea •**CBM:** 0.01968



HEEFiT HEEBAB Enzyme / 90g(3gx30ea)

HEEFiT is a fermented enzyme powder made from 13 types of grains, guaranteed to deliver over 600,000 units of enzymatic activity. Formulated with patented CB brown rice ferment (using butyrate-producing probiotics), plus fructooligosaccharides, plant-based fiber, and pineapple extract, it helps break down carbs, protein, and fat for easier digestion.

•**Package size:** 90mm x 65mm x 105mm •**Box size:** 460mm x 350mm x 235mm
•**EA/Box:** 50ea •**CBM:** 0.037835



Chef. Jung Ji Sun

Rooted in Tradition, Crafted with Soul

Known as the Queen of Chinese Cuisine and Queen of Dim Sum, Chef Jung Ji Sun is more than a culinary expert—she is a storyteller of flavors. With over two decades dedicated to the art of Chinese cooking, she reimagines tradition with elegance, precision, and emotion.

Every dish she creates is a reflection of her belief: that food should be honest, balanced, and carry meaning beyond the plate. Each dish reflects not only her skill, but the care and philosophy she pours into every bite.

郑智善
Chef 정지선



딤섬의 여왕

Real Dim Sum, Handcrafted by Chef Jung Ji Sun

Where every bite carries meaning.

Dim sum means "a touch of the heart."

Though small in size, each piece holds care, sincerity, and a story. It's more than just food—it's a way to share feeling through flavor.

Chef Jung Ji Sun, known as the Queen of Dim Sum, focuses on this very essence. With years of experience and a deep understanding of traditional Hong Kong-style recipes, she brings dim sum to life with delicate wrappers, juicy shrimp, and perfectly balanced fillings.

But what makes her dim sum truly special is not just the taste—it's the philosophy behind it.

Her belief is simple: food should carry heart.

Experience the beauty of one sincere bite.

Welcome to Queen of Dim Sum, where everyday meals are elevated with emotion and elegance.





Mala Cream and Shrimp Dimsum / 330g (30g 10pcs + Mala Cream Sauce 50g / 1Pack)

This unique dim sum blends the tingling spice of mala with rich, creamy shrimp filling. Chef Jung Ji Sun has created an unexpected harmony—balancing fiery heat with soft, savory smoothness.

• **Package size:** 220mm x 160 mm x 50 mm • **Box size:** 500 mm × 330 mm × 240 mm
• **EA/Box:** 21ea • **CBM:** 0.0396



Shrimp Haukau / 300g (30g 10pcs / 1Pack)

Plump whole shrimp are carefully wrapped in a thin, translucent skin and gently steamed, just like in traditional Hong Kong dim sum. With one bite, the juicy, springy texture of shrimp fills your mouth—clean, light, and deeply satisfying.

• **Package size:** 220mm x 160 mm x 50 mm • **Box size:** 500 mm × 330 mm × 240 mm
• **EA/Box:** 21ea • **CBM:** 0.0396



Shrimp and Shitake Shaomai / 300g (30g 10pcs / 1Pack)

This elevated siu mai features springy shrimp paired with fragrant shiitake mushrooms, delivering a rich and savory taste. Each bite offers the perfect balance of earthy aroma and juicy filling—bringing the deep, comforting flavors of Chinese cuisine to life.

• **Package size:** 220mm x 160 mm x 50 mm • **Box size:** 500 mm × 330 mm × 240 mm
• **EA/Box:** 21ea • **CBM:** 0.0396



Shrimp and Morning glory Haukau / 300g (30g 10pcs / 1Pack)

This modern take on har gow features whole shrimp paired with morning glory, known for its subtle, earthy aroma and smooth texture. Delicately steamed in a thin wrapper, it offers a fresh, balanced bite—perfect for those who enjoy vegetables or prefer a lighter, cleaner flavor.

• **Package size:** 220mm x 160 mm x 50 mm • **Box size:** 500 mm × 330 mm × 240 mm
• **EA/Box:** 21ea • **CBM:** 0.0396



Shrimp and Roe Haukau / 300g (30g 10pcs / 1Pack)

Plump shrimp filling is paired with bursting flying fish roe, creating a delightful contrast of textures and a touch of visual sparkle. Beneath its neat, refined appearance lies a wave of ocean flavor and tiny pops of roe that come alive on the palate.

• **Package size:** 220mm x 160 mm x 50 mm • **Box size:** 500 mm × 330 mm × 240 mm
• **EA/Box:** 21ea • **CBM:** 0.0396



**Queen of
CHINESE CUISINE**

중식의 여왕

**Chinese Cuisine,
Elevated for Every Day**

Premium flavors, made beautifully accessible.

Led by Chef Jung Ji Sun, Korea's first female Chinese cuisine star chef, this brand brings the depth of traditional Chinese flavors into daily life—with a modern, refined touch.

From handcrafted broths and smoky wok techniques to perfectly balanced sauces, each dish reflects the chef's years of culinary expertise.

Whether it's noodles, stir-fries, steamed dishes, or savory sides, every product is designed to deliver more than just a meal—it offers a rare moment of satisfaction on your everyday table.



Tomato Noodle / 280g (1Pack)

Chef Jung Ji Sun's tomato noodle soup is a premium dish made with a rich broth that captures the natural flavor of fresh tomatoes, paired with perfectly chewy noodles crafted using authentic Chinese techniques. Bright and savory with a clean, tangy finish, this bowl delivers complete satisfaction—simple, comforting, and full of character.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396



Spicy Seafood Noodles Soup / 390g (1Pack)

Made with squid, shrimp, and clams stir-fried over high heat for a deep wok aroma, then simmered in Chef Jung Ji Sun's signature broth. Bold yet clean, with chewy noodles and rich umami in every bite—this is jjamppong, elevated with a chef's touch.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396



Seafood Stir-fried Noodles / 290g (1Pack)

Packed with fresh squid, shrimp, and clams, this stir-fried noodle dish delivers bold, savory flavors in every bite. The natural umami of the seafood blends perfectly with a rich, nutty sauce—creating a harmony only Chef Jung Ji Sun can craft.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396



Shrimp Wonton With Spicy Sauce Soup / 300g (1Pack)

Springy shrimp wontons and chewy noodles are tossed in Chef Jung Ji Sun's signature spicy-tangy sauce for a refreshing, flavor-packed experience. Unlike soup wontons, this dry-mixed version delivers a surprising kick, balancing heat, umami, and depth.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396



Shrimp Wonton With Spicy Sauce / 270g (1Pack)

These juicy shrimp wontons are tossed in Chef Jung Ji Sun's bold, savory-spicy sauce—creating a rich, satisfying dish without the need for noodles. Perfect as a flavorful side, a hearty rice companion, or a light yet special appetizer. Enjoy it when you want something easy, but far from ordinary.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396



Shrimp Wonton Noodles Soup / 330g (1Pack)

This classic Chinese noodle soup features plump shrimp wontons in a clear, refreshing broth. The delicate noodles absorb the natural umami of the soup, offering a clean, balanced taste that's comforting yet full of flavor. Easy to enjoy for all ages, and customizable with spicy chili paste for those who prefer a kick.

•**Package size:** 180mm x 160 mm x 40 mm •**Box size:** 500 mm × 330 mm × 240 mm
•**EA/Box:** 21ea •**CBM:** 0.0396





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