





## 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 MUKBANG Topokki Rose / 490g

This frozen Topokki features a sweet and tangy gochujang sauce made with Jeju tangerine juice, paired with chewy wheat rice cakes and savory fish cakes. The natural sweetness and refreshing acidity of Jeju tangerine add a unique twist to the traditional flavor.

Enjoy Heebab's signature K-snack Tteokbokki right from your kitchen!

•**Package size:** 170mm x 290mm x 50mm •**Box size:** 440mm x 300mm x 270mm  
•**EA/Box:** 10ea •**CBM:** 0.03564



## HEEBAB MUKBANG JAJANGMYEON / 410g

This frozen meal kit from HEEBAB MUKBANG brings you Korean-style Jajangmyeon that's easy to prepare at home. Made with fresh noodles and topped with squid, shrimp, and clams, it offers a chewy texture and rich seafood flavor.

•**Package size:** 180mm x 270mm x 60mm •**Box size:** 525 x 380 x 280mm  
•**EA/Box:** 24ea •**CBM:** 0.05586



## HEEBAB MUKBANG JJAMPPONG / 390g

This frozen meal kit from HEEBAB MUKBANG brings the spicy and flavorful Korean-style Jjamppong right to your home. Made with fresh noodles and loaded with squid, shrimp, and clams, it pairs perfectly with a rich, spicy seafood broth for an authentic taste of Korea's favorite noodle soup.

•**Package size:** 180mm x 270mm x 60mm •**Box size:** 525 x 380 x 280mm  
•**EA/Box:** 24ea •**CBM:** 0.05586



## HEEBAB MUKBANG RAMYUN Original / 121g

This Korean-style instant ramyun is a new creation from the HEEBAB MUKBANG brand, designed to reflect Heebab's unique taste. The Original Mukbang Ramyun features a clean, well-balanced broth that captures the authentic essence of Korean comfort food.

Experience the signature flavor of Korea's beloved ramyun, reimagined by Heebab!

•**Package size:** 144mm x 172mm x 18mm •**Box size:** 340mm x 325mm x 260mm  
•**EA/Box:** 8ea •**CBM:** 0.02873



## HEEBAB MUKBANG RAMYUN Spiny Rock Shrimp /118g

This seafood ramyun features a savory and refreshing broth made with Jeju Spiny Rock Shrimp (Ddaksseu shrimp), caught from the clean waters of Jeju Island. Blended with squid and shrimp, it delivers a natural umami flavor in every bite.

Enjoy the rich taste of Jeju seafood in HEEBAB MUKBANG Ramyun!

- **Package size:** 144mm x 172mm x 18mm
- **Box size:** 340mm x 325mm x 260mm
- **EA/Box:** 8ea
- **CBM:** 0.02873



## HEEBAB MUKBANG RAMYUN Spicy Stir-Fried Chicken /120g

This K-style stir-fried ramyun features a bold and fiery Buldak Galbi-inspired spicy sauce paired with chewy noodles. Enjoy an easy and satisfying way to experience the signature heat of Korean cuisine — a thrilling spice that fills your mouth with flavor!

Ready to take on the ultimate Korean spicy challenge?

- **Package size:** 144mm x 172mm x 18mm
- **Box size:** 340mm x 325mm x 260mm
- **EA/Box:** 8ea
- **CBM:** 0.02873



## 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 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



## Mandarin & Hallabong HEEBAB Juice / 180ml, 330ml

Made with 95% Jeju tangerine 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



## HEEBAB Green Mandarin Ade / 180ml, 330ml

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 Babinola / 300g

BABINOLA is a healthy granola made with a variety of wholesome ingredients — oats, brown rice, almonds, sunflower seeds, pecans, and cashews — and sweetened naturally with maple syrup and erythritol instead of sugar. It's a nutritious option that's perfect as a light snack or a meal substitute when paired with milk, yogurt, or salad. Enjoy a healthier crunch with BABINOLA

- **Package size:** 292mm x 196mm x 113mm
- **Box size:** 403mm x 355mm x 355mm
- **EA/Box:** 25ea
- **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

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: 200mm x 180mm x 60mm
- Box size: 525mm × 380mm × 280mm
- EA/Box: 30ea
- CBM: 0.05586



### 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: 200mm x 180mm x 60mm
- Box size: 525mm × 380mm × 280mm
- EA/Box: 24ea
- CBM: 0.05586



### Seafood Soup With Crispy Rice / 360g (1Pack)

Bring home the excitement of a sizzling Chinese Seafood Crispy Rice Soup. This premium frozen meal kit features squid, shrimp, clam meat, and shiitake mushrooms in a rich, savory sauce. Pour it hot over the included crispy rice to enjoy the signature sizzle and irresistible texture — just like in a restaurant.

- Package size: 180mm x 200mm x 60mm
- Box size: 525mm × 355mm × 285mm
- EA/Box: 18ea
- CBM: 0.0531

※ In addition to the three meal kits listed above, 14 domestic “Queen of Chinese Cuisine” meal kit products are currently under development for export-ready commercialization.



### Chili Blaze Rice /1,000g (250g x 4Pack)

Made with fresh peppers and a variety of vegetables, this vegetarian spicy pepper stir-fry rice bowl delivers deep, satisfying flavor without any meat. The chewy texture of vegetables combined with savory Chinese-style sauce creates a delicious meal ready in minutes with microwave heating.

- Package size: 267mm x 275mm x 45mm
- Box size: 267mm x 580mm x 275mm
- EA/Box: 8ea
- CBM: 0.042586



### Shrimp Pop Fried Rice /1,000g (250g x 4Pack)

This authentic Chinese-style fried rice combines fresh, tender shrimp with fluffy rice for a rich seafood flavor. Seasoned with a savory soy-based sauce that permeates every grain, it delivers restaurant-quality taste with easy microwave preparation.

- Package size: 267mm x 275mm x 45mm
- Box size: 267mm x 580mm x 275mm
- EA/Box: 8ea
- CBM: 0.042586



### Fried Kimchi Rice Rush /1,000g (250g x 4Pack)

Enjoy the iconic taste of Korea with this easy-to-prepare kimchi fried rice. Made with fresh kimchi and chewy rice, it delivers a perfect balance of spicy and savory flavors. Just heat in the microwave for a quick, restaurant-quality meal at home.

- Package size: 267mm x 275mm x 45mm
- Box size: 267mm x 580mm x 275mm
- EA/Box: 8ea
- CBM: 0.042586



### Crab Sizzle Bowl /1,000g (250g x 4Pack)

Enjoy the perfect harmony of tender fresh crab meat and fluffy rice in this authentic Chinese-style fried rice. Seasoned with a rich soy-based sauce that coats every grain, this frozen meal can be quickly prepared in the microwave while delivering restaurant-quality flavor.

- Package size: 267mm x 275mm x 45mm
- Box size: 267mm x 580mm x 275mm
- EA/Box: 8ea
- CBM: 0.042586



# 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.





### **Shrimp Hargow / 300g (25g 12pcs / 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:** 200mm x 270 mm • **Box size:** 425 mm × 315 mm × 180 mm
- **EA/Box:** 20ea • **CBM:** 0.0240975



### **Shrimp and Shitake Shaomai / 360g (30g 12pcs / 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:** 200mm x 250 mm • **Box size:** 395 mm × 290 mm × 200 mm
- **EA/Box:** 20ea • **CBM:** 0.02291



#### **Upcoming Products**

### **Mala Cream and Shrimp Dimsum / 360g (30g 12pcs / 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:** 200mm x 250 mm • **Box size:** 395 mm × 290 mm × 200 mm
- **EA/Box:** 20ea • **CBM:** 0.02291