



K-HERB CANDY - MADE IN KOREA

SEOLARAE

pronounced Seol · a · rae

Traditional Korean herbal wisdom, reimagined as candy.

Premium Korean herbal throat candies from Sobaeksan red balloon flower and red ginger, formulated by a licensed Korean herbal pharmacist. Now inviting overseas buyers and distributors.

BRAND & PRODUCT BROCHURE - FOR OVERSEAS BUYERS

Seorae Bio Co., Ltd. - contact@seoraebio.com - Hwaseong, Republic of Korea

From the roots of Mt. Sobaek to the world



Since the Goryeo dynasty, the Sobaeksan region of Yeongju has exported Punggi ginseng across the world. Just as ginseng once carried the name of KOREA abroad, Seolarae carries Sobaeksan's balloon flower and ginger - proving the boundless potential of Korea's local, traditional roots.

Seolarae is a Korean herbal (Hanbang) food brand created by a clinical herbal pharmacist trained at Kyung Hee University. From selecting herbs to final packaging, a pharmacist oversees every step.

Gujeung-gupo - nine steams, nine dries

- Nine steams, nine dries

The signature process steams and dries the roots nine times, softening bitterness and concentrating the good.

- Clean by design

Vegan, with no artificial sweeteners, preservatives, or colorants - sweetened gently with slow-boiled rice syrup.

- Pharmacist-formulated

Every recipe is composed by a licensed Korean herbal pharmacist, so anyone can enjoy it with confidence.



A premium herbal candy line



Red Licorice Candy

Sobaeksan 3-year aged red bellflower root, nine-times steamed & dried. 4M pieces sold in 4 months.



Red Ginger Candy

Steamed-dried red ginger (up to 26x shogaol) with bright lemon and Korean dates. Warming, gentle.



Red Balloon Flower Stick

Concentrated red bellflower root extract in a single-serve stick pouch. Same Sobaeksan roots.

Product specifications

PRODUCT	NET WEIGHT	FORMAT	SHELF LIFE
Red Licorice Candy	152 g	Tube - 9 sachets	24 months
Red Ginger Candy	152 / 300 g	Tube - stick	24 months
Red Balloon Flower Stick	15 g x 20	Single-serve pouch	24 months

CERTIFICATIONS

Export-ready, and proven at home

FDA registered

Facility registration, English labeling & FSVP complete.

Trademark in 8 countries

Filed via the Madrid System plus a U.S. word mark.

HACCP production

Full control from raw material to shipment.

Vegan - no additives

No artificial sweeteners, preservatives or colorants.

Amazon US & Canada

Live on Amazon FBA with proven sell-through.

Awarded & verified

Minister's Award and record-breaking crowdfunding.

PARTNERSHIP

Terms for buyers & distributors

Minimum order (MOQ)	Negotiable - flexible for first orders & samples
Packaging	Retail tube (152g), stick, private-label & OEM
Lead time	Approx. 4-6 weeks after purchase order
Certifications	HACCP, FDA facility reg, FSVP, Vegan
Incoterms	EXW / FOB Busan / CIF - negotiable
Payment	T/T, L/C - negotiable

Let's bring Seolarae to your market

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