



HYRSALT
PREMIUM SEA SALT

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The pure bay salt **Haeyearium** is a salt derived by evaporating seawater in the natural sun and wind only in Docho, Sinan-gun, where it has been designated as a bio-conservation area by UNESCO.

Haeyearium

Haeyearium is a pure salt produced from the uncontaminated areas of the sea in Docho, Sinan-gun, where it has been designated as a bio-conservation area by UNESCO.

A masterpiece created by a perfectionist craftsman

Haeyearium stands for the meaning of the fruit of sea, which implies a clean and safe Eco-friendly brand that concerns about the health of our customers and share the fruit of nature.

Anyone can eat bay salt, but the product LO and Wind Sunshine from haeyearium corporation is chosen by the customers who recognize good quality bay salts.

History

- 2009.05 Establishment of Haeyearum corporation (established the factory)
- 2009.11 Concluded exportation contract with Natural Company in France
- 2010.10 Concluded \$600,000 MOU with Silver Air Company in LA (U.S.A)
- 2011.03 Nominated as HIT500 in Small & medium business corporation
- 2011.08 Concluded exportation MOU with Japan and Airport duty free shop
- 2012.08 Stored in FOUR SEASONS HOTEL (U.S.A)
- 2013.07 Registration of facility in US FDA (registration number: 12226433876)
- 2016.09 Acquired patent for drying system (no.10-1656138)
- 2018.07 Supply contract with 'Hanbang life' (Japan)
- 2018.11 MOU with Russian selmelier,
MOU with 'J&J' company (Dominican Rep.),
MOU with 'Northgate Trading' (Southern California)
- 2018.12 Registration in FSSC22000
Winning a bronze medal for the president of the Korea Fisheries Trade Association in the Sea of Seafood Export Brand Competition
- 2019.05 Black garlic sea salt, red ginseng sea salt (iTQi certification)
- 2019.08 URBAN GARDEN Supply Agreement concluded
Hong Kong E38MALL \$100,000 MOU signed
- 2020.01 be selected Small and Medium-sized Export Company
- 2020.02 be selected Small and Medium-sized Agricultural Enterprises
- 2020.04 be selected Jeonnam IP Global Star Company
- 2020.05 Oyster salt, Octopus salt, Sea cucumber salt (iTQi certification)
- 2020.12 KMF HALAL Certification
- 2021.06 Registered the brand "LO" in the U.S.A
Truffle sea salt, Shrimp sea salt, Seafood sea salt (iTQi certification)
- 2022.05 Sprinkle Sprinkle Cheese&Seafood (iTQi certification)
- 2022.09 EAC(Eurasian Economic Union) Certification
- 2023.01 Conclusion of agreement with Indonesia's 'CV. Libra Food Service'
- 2023.04 KOSHER Certification

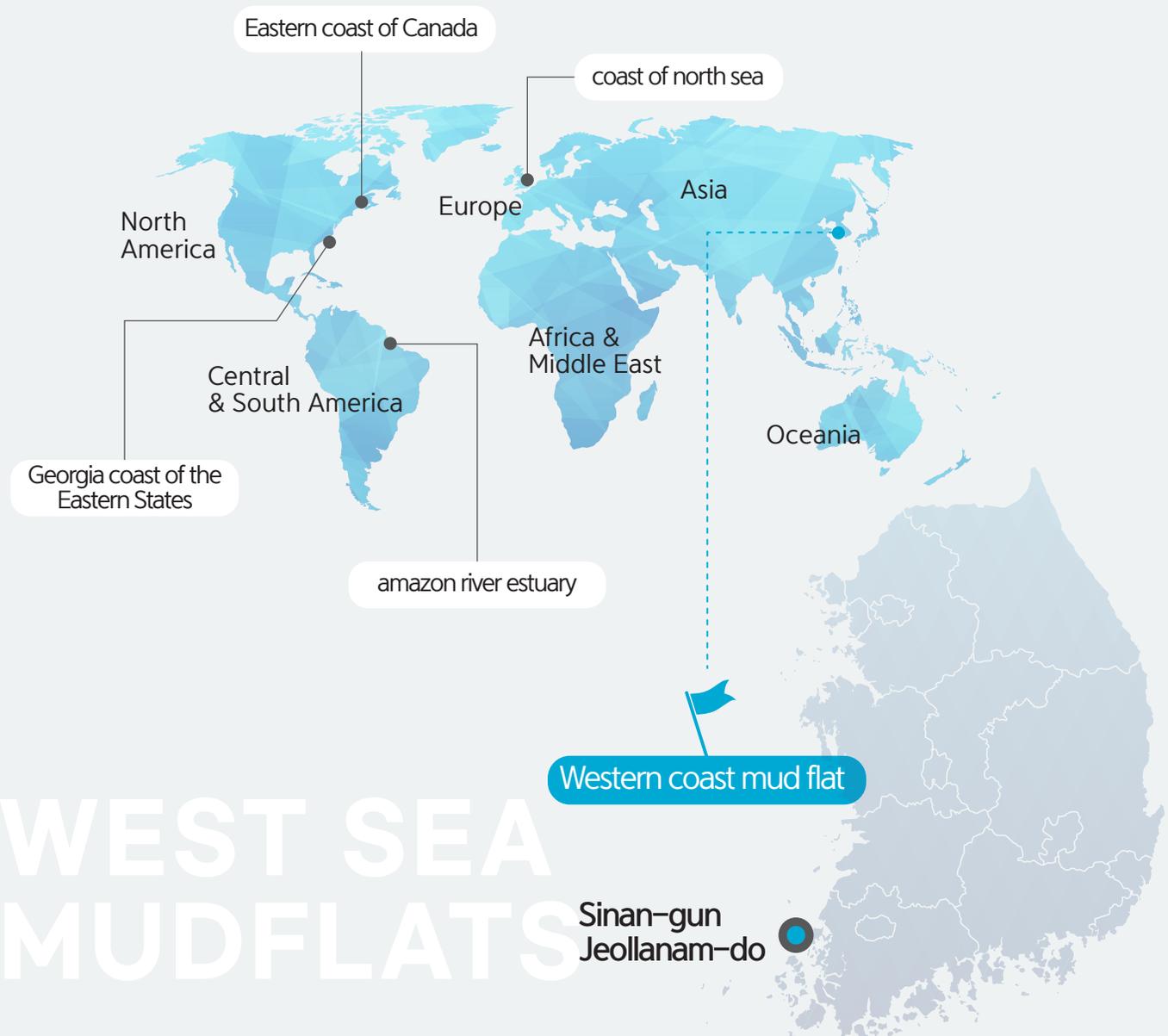
One of the world's 5 largest mud flats

The mud flat in western sea

**Premium
Sea Salt 'Lo'**

**Mineral Sea Salt
'Wind Sunshine'**

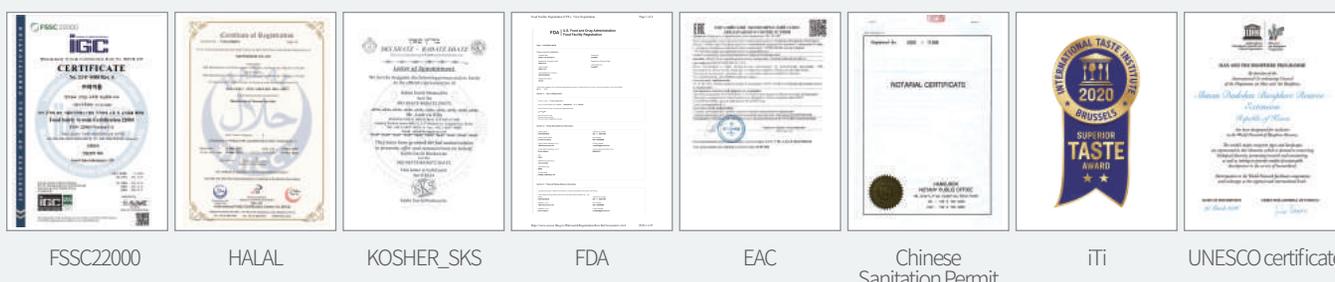
**Mineral Sea Salt
'First island sea salt'**



Superior Product Power and Reliability

Premium mineral Sea Salt 'Lo'

'Lo' certificate



'Lo' Ingredient Comparative Analysis Data



(Unit : mg/100g)

| ITEM | HAEYEAREUM'S LO | COMPANY 'D' | FRANCE GUERANDE SALT | REMARKS |
|------|-----------------|-------------|----------------------|------------------------|
| NACL | 76.2(%) | 88.4(%) | 88.10~91.11(%) | MINERAL INGREDIENTS |
| MG | 1383.6 | 666.8 | 416.2 | |
| K | 454.8 | 170.6 | 100.8~121.7 | |
| CA | 80.8 | 66.9 | 126.9 | |
| SI | 23.3 | 7.7 | 0 | |
| FE | 3.3 | 8.9 | 1.1 | |
| CU | 0.2 | 0 | 0.2 | |
| ZN | 0.4 | 0.2 | 0.2 | |
| MN | 5.0 | 2.0 | 2.3 | |
| HG | 0 | 0 | 0.12 | |
| PB | N/A | 0.046 | 0.220 | |
| CE | N/A | 0 | 0.014 | |
| AS | N/A | 0.237 | 0.002 | |
| I.S | 0.03 | 0.01 | 0.47 | |



World Food Association of Belgium
called Michelin Guide in Food
(INTERNATIONAL TASTE INSTITUTE)

Korea's First Salt Industry Award Superior Taste Award

**SUPERIOR
TASTE AWARD
Certification
2019~2022**



Introducing the main export countries of 'HAEYEAREUM'

HAEYEAREUM export to overseas



HAEYEAREUM'S PARTNER IN U.S.A



What is different about 100% domestic Sinan bay salt?

What is a good bay salt?

A good bay salt has a glossy crystal which is shiny, and should be light and dry with no moisture as it shall fall down naturally from the hand when grasped. A good bay salt shall crumble with a crispy sound and the taste should be a salty taste at the start and sweet at the end.

The bay salt with the best taste is created by the combination of the traditional production method and the perfection spirit of the craftsmen who have supported their life for over 40 years towards the finest bay salt.

Premium Mineral Bay salt

A bay salt that has been ripened for 5 years which was adjusted to 5~6% water content using our own drying system in Haeyeareum corporation. It is a premium bay salt which contains its original rough textures of mineral through the omission of dehydration or washing stage and only applying the stages to remove the impurities. The stage to remove the impurities from the salt is repeated twice until the salt is clean.



POINT 1

Gift of natural environment [Optimized position]

The salt field in the uncontaminated areas of the coastal mud flat that supplies bay salt to Haeyearumcorporation has great access of sunlight and steady wind from the coastal area of Sinan, which is suitable for production of bay salt.

POINT 2

The bay salt industry is the most noteworthy. The fact that bay salt contains the natural minerals (calcium, potassium and magnesium) mud flat has been known internationally. Contains 3~4 times more minerals than the Guérande salt in France, which is recognized as the finest salt in the world. Sinan produces 88% of all the bay salt in South Korea.

POINT 3

Natural ingredient [Abundant natural mineral contain]

Compared to France, Mexico, and China, domestic natural salts, include Magnesium, Potassium, and Calcium, high mineral content and low sodium content.



Mineral Bay Salt 'Baram Haetsal'

the minerals in the bay salt such as potassium, calcium and magnesium are absorbed in our body at the same time neutralizing the energy of sodium, which eases high blood pressure and retains the balance of our body by preventing deficiency of mineral.



PREMIUM SEA SALT



Premium bay salt ripened for 5 years.

A bay salt that has been ripened for 5 years which was adjusted to 5~6% water content using our own drying system in Haeyearum corporation. It is a premium bay salt which contains its original rough textures of mineral through the omission of dehydration or washing stage and only applying the stages to remove the impurities. The stage to remove the impurities from the salt is repeated twice until the salt is clean.

Bay salt certified by FSSC22000

FSSC22000 is a food safety management system approved by the International Food Safety Association (GFSI). Since December 2018, we have received FSSC22000 certification, and we are working to meet stringent food safety procedures from production of all products to consumers.





LAW

means safe salt that has undergone a thorough and clean supply process.

RAW

means natural salt.

LOW

means salt with a low sodium chloride content.

Premium bay salt brand

The pure salt LO stands for the Chinese character meaning of 鹵 (salt) and 鹵 (salt field). It is a premium bay salt brand only in haeyearum and contains the three philosophies of our brand.

We care about 'environment'

Haeyearum only uses recyclable eco-friendly materials for all packages to keep the environment clean for our next generations.

We care about 'health'

Instant and fast food products contain chemical additives to lengthen the expiration date and to increase the taste. These products created for people who live in a busy modern society is not enough nutrition to protect the health of our family. Haeyearum strictly uses only the pure and safe edibles from the nature to share the traditional taste and to care about the health of all our families and to keep our foods nutritious.

We contain 'sincerity'.

All of our products are packed with the sincerity of a craftsmanship that contains the sweat of effort and tradition of the farmers and fishermen to supply better quality food by fighting over the hot sunlight, rainstorms, winds and waves.



5 PREMIUM SEA SALT



Premium Sea salt ripened for 5 years 'LO'

A sea salt with the best taste and quality is created by combining the perfectionist craftsmanship of a salt artisan and its traditional production method.



Premium
Sea Salt LO
1kg/500g



Premium
Sea Salt LO
180g(fine), 200g



Premium
Sea Salt LO
130g
140g(fine)



신안 도초도의 참미

익등 섬소금
천일염

WIND
SUNSHINE

천일염

Sinan Docho's strength Mineral Sea Salt



Cool wind, Sweet sunlight
Sea salt mineral salt 'Wind sunshine'
The 'First island sea salt' from Docho island in Sinan

Anyone can eat sea salt, but the product LO and Wind sunshine and 'First island sea salt' from haeyareum corporation is chosen by the customers who recognize good quality sea salts.

Ripened for 3 years

Mineral sea salt
Wind sunshine

1kg/500g



Ripened for 1 years

Mineral sea salt
First island sea salt

1kg/5kg



Sinan Docho's strength Mineral Sea Salt

천일염



A brand pursuing natural health

Salt from Korea's UNESCO Bio-Conservation Area [Sinan-docho Island]

Aged 5 years

- Optimum mineral balance
- It reduces sea water content to 5%, naturally

A little sweet aftertaste and low salinity.

- No artificial dehydration, washing or bleaching procedures during the production process.
- It is not sharp-tasting because it does not contain artificial coloring matter or additives.
- Natural taste, color and scent of raw salt.

The best seasoning



Use only Korean domestic **Ingredients in our Flavor Salt.**

- Jeju citrus, Nonsan strawberry, Gochang raspberry etc Directly squeeze selected ingredients.
- In case of concentrate, use over Brix 65 highest quality domestic concentrates.
- In the case of truffles, imported truffles are used through carefully selected Italian companies.
- Choice of flavor depending on ingredients Various flavors such as red ginseng, black garlic, raspberry, blueberry, strawberry, citrus etc.



Manufactured by Haeyearum's **Patented aging and drying method.**

- High mineral and nutrient content.
- Compared with salt of other sea salt, magnesium is about 3.3 times higher, potassium is about 4.5 times higher, and manganese is twice as high.
- Various packaging containers according to capacity, usage type, and product characteristics.
- Easy to use and easy to carry.

BLACK DIAMONDS IN THE GROUND

TRUFFLE



100% real raw material added



No coloring
No preservatives
Chemical-free



Contains minerals
and less sodium



100% 5-year-Ripened
Premium Sea Salt



Value more than just salt **Truffle salt**

Truffles are one the top 3 delicacies along with caviar and foiegras, also called as the “diamonds in the ground”. Unlike ordinary mushrooms, the value of truffles are very high as it grows 30 cm under the ground and takes about 7 years to grow to a suitable size. Artificial cultivation of truffle is impossible. The true value of truffle is not in its shape or taste but in its scent. It has a rich and deep flavor that is praised as ‘the smell of earth felt in deep forests’, and only a small amount of the truffle affects the flavor of the food.

*Premium
truffle*



Truffle salt of Haeyearum?

CHECK POINT

- Used domestic sea salt
- Direct collection from the truffle-growing district
- 4% added dry truffle
- Diverse flavor with only a small amount

01

Premium Sea Salt 'LO' 60g Grinder

(Truffle, Red Ginseng, Black Garlic, Citrus, Strawberry, Blueberry, Raspberry, Mineral, Octopus, Oyster, Sea Cucumber) / 60g



Blueberry

Red Ginseng

Strawberry

Citrus

Raspberry

Black Garlic

Truffle

Mineral

Oyster

Sea Cucumber

02

Premium Sea Salt 'LO' 130g Glass

(Red Ginseng, Black Garlic, Citrus, Strawberry, Blueberry, Raspberry) / 130g



Red Ginseng

Black Garlic

Raspberry

Citrus

Strawberry

Blueberry

03

Premium Sea Salt 'LO' 20g Miniature

(Truffle, Red Ginseng, Black Garlic, Citrus, Strawberry, Blueberry, Raspberry, Mineral, Octopus, Oyster, Sea Cucumber) / 20g



04

Premium Truffle Sea Salt 'LO'

Miniature : 20g

Grinder : 60g

Pouch : 200g

Stick pouch : 75g(5g*15ea) / 25g(5g*5ea)



PREMIUM SEA SALT 'LO'

CERTIFIED PREMIUM MINERAL SEA SALT LO

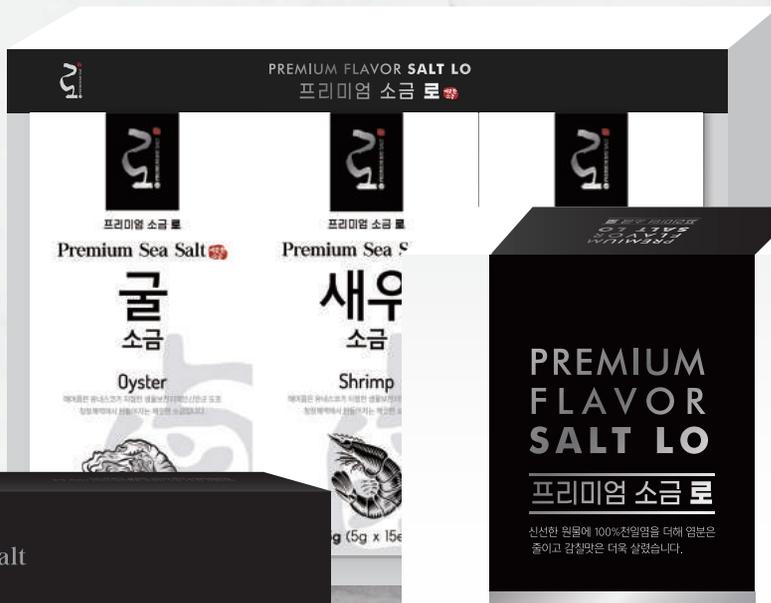
The era for seeking natural health through flavor!
100% Korean Sinan Docho sea salt with added fresh raw materials!

Premium Stick salt

100% real raw material added

No coloring
No Preservatives
Chemical-free

Contains **minerals** and **less sodium**





Easy and hygienic stick type.

One pouch a day Stick Salt!

The recommended daily sodium requirement by WHO is 2,000mg/0.07oz., and salt 5g/0.17oz. Haeyearum Stick Salt provides 5g/0.17oz. that fits recommended amount, and even less sodium amount of 1,700mg/0.05oz.

You can enjoy fresh salt anytime with separately vacuum packaged stick-type salt. Do not worry about salt getting soggy.

Hygienic easy-to-carry salt stick for any occasions, such as traveling or camping

Enjoy low-salt meal with one pouch a day, that fits daily recommended requirements.!




Trips or camping



Hygienic and fresh salt



customized sodium content for recommended intake level

The reason why Haeyearum's Mineral Sea Salt is special

What is different?

01 natural environment
Best location for luxury sun salt

02 Food Safety Management System FSSC22000 Accreditation Acquisition

03 Natural nutrients
Contains abundant natural minerals

CERTIFICATE



PREMIUM FLAVOR SEA SALT 'LO'

- STICK POUCH



Truffle Sea Salt 'LO' 75g (5g X 15ea) / 25g (5g*5ea)

Characteristics of truffles

Truffle is treated as one of the top three delicacies along with caviar and foie gras. It has a deep flavor, so even with a very slight amount, it can change the overall taste of the food.

Best to eat with

Use it for pasta, scrambled egg, mashed potato, salad, steak, or other food that can bring out the truffle flavor and make your dish even more flavorful.



Citrus Sea Salt 'LO' 75g (5g X 15ea)

Benefits of citrus

Two citrus are rich in vitamins, enough to contain 50 mg of Vitamin C, which is the recommended daily intake level. Its dietary fiber pectin relieves constipation, and hesperidin is effective in weight loss as it breaks down fat.

Best to eat with

When used in a low-sodium diet such as grilled fish and salad, you can enjoy a more refreshing meal with a low sodium content.



**Black Garlic
Sea Salt 'LO'** 75g
(5g X 15ea)

Benefits of black garlic

It normalizes blood pressure, promotes insulin secretion, and contains allicin, which has sterilizing, anti-cancer, detoxifying, digestion-accelerating and allergy suppression effects, so it is highly recommended for the elderly.

Best to eat with

It goes well with grilled meat. Sprinkle a little bit on grilled shrimp, pork belly, or barbecue to make the meat taste more savory as the aroma of black garlic permeates the meat.



**Raspberry
Sea Salt 'LO'** 75g
(5g X 15ea)

Benefits of raspberry

It helps improve liver function, and as it is commonly known, it is also excellent for recovering energy and stamina, making it highly recommendable for parents.

Best to eat with

It goes well with mushroom, spaghetti, and steak dishes that can bring out the flavor of raspberries. Sprinkle it on salad, dessert, and ice cream for a nice combination.



**Lo.5
Sea Salt 'LO'** 75g
(5g X 15ea)

Benefits of sea salt

Haeyearum's 'LO', a premium mineral sea salt aged for five years, contains five times more minerals yet only contains 75% lower sodium than regular sea salt.

Best to eat with

Because salt has a sweet aftertaste, and when used with all kinds of food, it makes the food even more flavorful without the need to add MSG.

*Premium
Stick salt*



PREMIUM SEAFOOD SEA SALT 'LO'

- STICK POUCH



**Anchovy
Sea Salt 'LO'** 75g
(5g X 15ea)

Benefits of anchovy

Rich in minerals, it is excellent for children's growth and development, prevention of osteoporosis in menopausal women, bone formation of the fetus and supplementation of a mother's bone components.

Best to eat with

It is also suitable for making broth. Add to banquet noodles, stew, steamed egg, or boiled and sliced meat, to enjoy more of its savory flavor.



**Sea Cucumber
Sea Salt 'LO'** 75g
(5g X 15ea)

Benefits of sea cucumber

It is effective for preventing obesity and forming teeth and bones. It is easily digested as it is rich in protein and among seafood products, its calcium ratio is ideal, making it effective for blood coagulation issues.

Best to eat with

When added to spicy soups such as jjamppong or ramen, it can enhance the taste and nutritional value. Sprinkle a little bit on bland rice crust or seaweed soup to make it more savory.



**Oyster
Sea Salt 'LO'** 75g
(5g X 15ea)

Characteristics of oyster

Also known as the milk of the sea, its abundant iron content is good for men's stamina. It is low in calories and fat content. It is also rich in calcium, making it a good source of calcium when on a diet.

Best to eat with

It goes well with dishes that have a strong fragrant aroma. Sprinkle a little bit on oyster pancake, oyster salad, kimjang kimchi, or bland rice to bring out more flavor and savory taste.



Shrimp Sea Salt 'LO'

75g
(5g X 15ea)

Benefits of shrimp

Rich in calcium and taurine, it is effective for preventing high blood pressure and excellent for growth and development. It also contains chitosan which helps lower blood cholesterol level.

Best to eat with

It can be used for various dishes. It brings out the taste of shrimp when added to salt grilled shrimp, and can be used as an alternative to dishes that require pickled shrimp, such as sundae soup or stir-fry zucchini.



Sea Food Sea Salt 'LO'

75g
(5g X 15ea)

Benefits of sea food

It is a natural seasoning that combines vitamin-rich mushrooms, fiber-rich kelp, calcium-rich shrimp, and mineral-rich anchovy.

Best to eat with

The flavor and taste of sea food goes well with various dishes such as broth or stir-fry. It has a rich flavor that fills up the missing 2% of a dish's taste to up to 4%.

Flavor Stick Pouch Mini - 6 types

25g
(5g X 5ea)

Enjoy various flavors with the recommended combination

- 01 - Lo.5/Truffle/BlackGarlic/Shrimp/Anchovy
- 02 - Lo.5/Truffle/Citrus/Raspberry/BlackGarlic
- 03 - Truffle/BlackGarlic/Raspberry/Citrus/Anchovy
- 04 - Truffle/BlackGarlic/Raspberry/Citrus/Shrimp
- 05 - Truffle/BlackGarlic/Raspberry/Citrus/Seafood
- 06 - Shrimp/Oyster/Seacucumber/Anchovy/Seafood



FLAVOR SEA SALT LO

Present
premium salt to
your loved ones.

Premium stick salt



100% real raw
material added



No coloring
No Preservatives
Chemical-free



Contains **minerals**
and **less sodium**

100% Natural Premium Sea Salt

PREMIUM
TRUFFLE
LO SEA SALT

트러플소금

해여름은 유네스코가 지정한 생물보전지역인 신안군 도초
청정해역에서 만들어지는 깨끗한 소금입니다.

225g (75g x 3Box)

haeyareum Premium Mineral Sea Salt 'LO'

PREMIUM FLAVOR SALT LO

프리미엄 소금 로

산신한 원물에 100%천일염을 더해 염분은 줄이고 감칠맛은 더욱 살렸습니다.



PREMIUM GIFT SET

01

Premium Flavor Sea Salt
'LO' Grinder Gift
(3 Grinder)



02

Premium Truffle Sea Salt
'LO' Stick Gift
3 Set





03

Premium Flavor
Sea Salt
'LO' Stick Gift
3 Set

04

Premium Flavor
Sea Salt 'LO'
Gift Set
(3 Flavor Miniature)



05

Premium Flavor
Sea Salt 'LO' Gift Set
(1 flavor grinder,
2 flavor glass)

*Premium
Gift set*

SPRINKLE SPRINKLE

A simple and healthy meal with **HAEYEAREUM** sprinkle furikake!

A healthy and delicious Furikake made with Haeyearum's premium salt 'Lo,' combining both Spicy kimchi!



100% 5-year-Ripened
Premium Sea Salt



Contains minerals
and less sodium



Full of spicy
Kimchi flavor

Complete in one minute! A really simple cooking!
Simple Sprinkle furikake

Each package is individually wrapped, so you can open it every time when you eat it, so you can always enjoy it fresh. Being hygienic without worrying of being damp when traveling or camping, a simple way of scattering!



SPICY

Sprinkle with kimchi (spicy)

Sprinkle it with kimchi, which is full of the original taste and spiciness of kimchi!



MILD

Sprinkle with kimchi (mild)

Sprinkle with kimchi to enjoy the original taste of kimchi!

HEAYEAREUM
SPRINKLE
FURIKAKE



Easy and Convenient, Sprinkle Sprinkle!

Busy morning, when needing to prepare a comfortable meal!

A simple and healthy breakfast will be prepared by putting Haeyearum's Sprinkle furikake on top of hot rice.

It is good to eat at a time like this!

- ✓ When there are no side dishes or when you need a simple meal
- ✓ When you cannot adapt to exotic tastes while traveling abroad
- ✓ When you want to eat out but are worried about your child's side dishes
- ✓ When going to camping or outdoor activities



By adding **KIMCHI**, nutrition goes up!

By adding **SEA SALT [LO]**, sodium goes down!

Enjoy in various and delicious ways

Recipe for various uses!



Sprinkle lightly over rice, mix them, and eat!



Put it in Fried Tofu Rice Balls and eat them together!



The best nutritious rice ball for children!



When making a fried rice, it can be a substitute for vegetable!



Put it in a rolled egg and eat it more deliciously!



In cold winter, put Sprinkle furikake on a warm Udon~!





CRAB MARINATED IN SECRET SAUCE

Clean Waters Of the Ocean of Yeonpyeongdo Island

Fresh marinated blue crabs

Tasty marinated blue crabs **using only fresh and egg laden crabs caught near Yeonpyeongdo Island in the Yellow sea!**

Soy sauce & spicy marinated crab meat





We pursue only the best flavor through perfect measurement.

Combination of fresh ingredients and secret sauce!



4 mid-sized blue crabs 3kg



5 small-sized blue crabs 3kg



Soy sauce marinated crab meat can 100/220g



2 mid-sized blue crabs 2kg



3 small-sized blue crabs 2.5kg



Spicy marinated crab meat can 100/220g





Perfect with a bowl of rice

Gourmet blue crabs from Yeonpyeongdo Island

Haeyearum marinated blue crabs

We only use Korean fresh and egg-laden crabs we caught near Yeonpyeongdo Island in the Yellow Sea.





The more you know, the more you enjoy

Check point!

Perfect measurement, immaculate amount

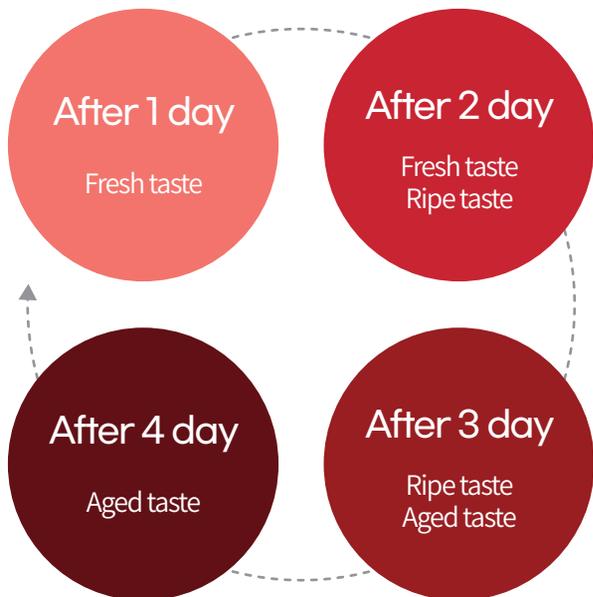
All ingredients are mixed through rigid measurement so as to make a flavor par excellence.

Fresh & high-quality ingredients

We use only the freshest and high-quality ingredients selected after a thorough screening.

A finishing touch, Haeyearum's secret sauce

Less salty and more flavorful!
Not all marinated crabs are fishy.
Enjoy Haeyearum's secret sauce-marinated non-fishy crabs.



Age it to enjoy it even more

How to age

Be sure to check the manufacture date upon receipt of the product!
Consume after aging the product in a refrigerator ($\leq 10^{\circ}\text{C}$).

