ROCKCHEF is one of the three leading modern Korean chefs in Korea.
WITH CULTURE
PUBLIC RELATIONS AMBASSADOR
MALAYSIA
Kimbop

Kimbop rapidly growing
Korean Laver (Seaweed)
Main ingredients of Kimbop
• The world’s perception changed positively right after media introduced KIM as a ‘super food’
• Especially, a craze for healthy food has spread because of COVID-19
• KIM is low in calories and rich in nutrients
- KIM contains protein, vitamins, carbohydrates, fiber, calcium, iron, & phosphorus
  - Protein: 5 KIM are equal to 1 egg.
  - Vitamin A: 1 KIM is equal to 2 eggs.
- Despite its small size, KIM has amazing effects.
• Korea exports KIM worth $650 million to 114 countries.
• KIM holds a dominant share, occupying 70% of the global market.
• Due to its substantial presence in the market, the media often refers to KIM as the 'sea semiconductor'.
KIM is South Korea’s foremost export in the realm of K-FOOD.

It exceeds Kimchi exports by sixfold.

Source: Food Export | aT center

<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
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<tbody>
<tr>
<td>KIM</td>
<td>692.9</td>
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<tr>
<td>TUNA CAN</td>
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<td>RAMEN</td>
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<td>KIMCHI</td>
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KIMBOP

“KIM” (seaweed) and “BAP” (rice)
한국 김밥이라, 그냥 그대로 드시면 되요.

It's the Korean version you can just have it straight as it is.
A symbol of a Korean mother's heartfelt warmth, often enjoyed during picnics and visits to their sons in military service.
Rockchef elevates the appeal of KIMBOP through a diverse range of KIMBOP-themed artwork.
CULINARY CULTURE FUSED WITH CREATIVE ART CULTURE

- KIMBOP ballet
- KIMBOP music
- KIMBOP calligraphy
- Design package art for farmers
A stronger story than pizza, burgers, or sushi.
Many recipes containing stories of local farmers' lives.

POWERFUL STORY BASED FOOD
Kimbob
Why is the world so crazy about KIMBOP?
The internationally renowned K-pop boy band BTS showcases KIMBOP on a cooking show.
The renowned K-pop artists BTS and BLACKPINK always seek out delectable and convenient KIMBOP.
• World-popular K-POP artists appeared in K-contents
• KIMBOP-eating-scenes were exposed to people all over the world
  • Became curious about KIM
  • Consumption of KIMBOP also increased.

K-POPARTIST
POWER OF CULTURE
K-DRAMA, EXTRAORDINARY LAWYER WOO YOUNG-WOO
It has been selected as the most popular Korean food since the pandemic by big media such as CNN. The concept of traditional popular Korean food has changed.
KIMBOP, the K-cultural Symbolism
KIMBOP, the life of Koreans themselves
KIMBOP, a part of Korean life.
• Koreans are believed to be the first to eat and cultivate seaweed and rice.
• It can be inferred that KIMBOP was eaten for the first time in Korea.
• ROCKCHEF is descendant of the first KIM farmer.

“GEOGRAPH
OF KYOUUNGSAANG-DO”
1425

“CHUNGJU”
BC 15,000 years
FEATURES

ESG BASED KIMBOP

Environmental, Social, Governance
KIMBOP is food that meets global trends and issues.
• sustainability and minimal food waste
• meticulous preparation process and ingredient efficiency
• use of seaweed as the outer layer in KIMBOP that adds nutrition and minimizes environmental impact

CARBON-NEUTRAL FOOD
ECO-FRIENDLY INGREDIENTS

KIMBOP uses diverse eco-friendly ingredients that fit the global healthy trend.
• Platform for local farmers to showcase their product and stories
• Fosters connection between food, culture, and community
• Educates consumers about the origins of their food

PROMOTE FARMERS IN UNDERPRIVILEGED AREAS
KIMBOP CONTENTS, REVITALIZE THE LOCAL GASTRONOMY BASED TOURISM

KIMBOP and ROCKCHEF are contributing to local economic development by revitalizing gastronomy-based tourism.
“KIMBOP Festival” is held with Shinan-county. It will be held on October 20th to 22nd. Famous for Purple Island, where everything is purple.
Famous for “Ancient royal culture” Exhibitions of Gyeongju KIMBOP with local specialties.

KYEONGJU CITY
Organized JEJU Buckwheat Cooperative with farmers for the buckwheat KIMBOP and buckwheat noodle FC
Holds a KIMBOP contest based on ginseng
• Famous for its world-class mud festival
• Developing KIMBOP-related gourmet menus and programs.
KIMBOP & ROCKCHEF GROWING TOGETHER WITH LOCAL INDUSTRIES & GOVERNMENT

ROCKCHEF is the global ambassador for all of cities introduced.
Advancing KIMBOP Production with Robotics in partnership with Gyeongsangbuk-do, home to 23 Cities
A vegan egg substitute, the key ingredient in KIMBOP, has been successfully developed.
• R&D optimal rice for KIMBOP

GLOBAL AMBASSADOR
YEOJU CITY
Based on the successful KIMBOP cases so far, ROCKCHEF would like to make this festival as an INTERNATIONAL FOOD FESTIVAL. To be held every year starting in 2024, ROCKCHEF invites you all.
Party Kimbob
As a flower-shaped KIMBOP
Used as an experience program for gourmet tourism
Selected as a formal experience program for public schools in the US.
PALDO means various region of Korea

KIMBOP is made using various specialties from all over the country.

PALDO MEANS SPECIALTIES
Thousands of local recipes and sauces have been developed.