

Rockchef



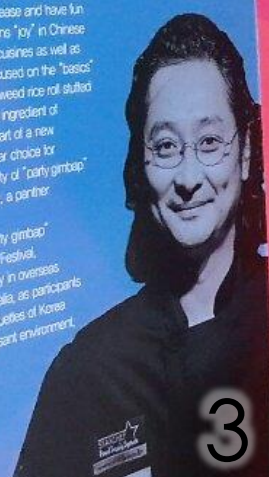
Rockchef

세계의 음식 문화는 계속 융화되고 있다. 한국 음식 문화에 대한 관심이 커지고 있다. "파티김밥"은 이같은 융화 현상을 보여주는 대표적인 예이다. 2014년 록셈부르크 컬리넨라 월드컵 서울시태입으로 참여하여 2등이라는 우수한 성과를 올렸다.

2015년 K FOOD FESTIVAL에 선보이는 음식은 바로 김밥이다. 김밥은 한국을 방문하는 중국인 여행객이 가장 좋아하는 음식이다. 하지만 락썬의 파티김밥은 우리가 흔히 아는 전통 김밥이 아니라, 다양한 맛과 모양으로 보여주고 있다. 아한정사의 테마는 "자연의 맛을 담은 김밥"이다. 김밥은 한국을 방문하는 중국인 여행객이 가장 좋아하는 음식이다. 하지만 락썬의 파티김밥은 우리가 흔히 아는 전통 김밥이 아니라, 다양한 맛과 모양으로 보여주고 있다. 아한정사의 테마는 "자연의 맛을 담은 김밥"이다.

Kim Rock-hun: Adding "Fun" to Korean Food

Kim Rock-hun is taking the initiative in spreading a new Korean culinary culture where anybody can make Korean food with ease and have fun in the process. Also called Chef "Rock" which means "joy" in Chinese characters, he has studied Japanese and Korean cuisines as well as Western cuisines to broaden his horizons. He later focused on the "basic" ingredients to create a new Korean food, will gain recognition in the world as part of a new culinary culture. He realized that gimbap is a popular choice for a variety of occasions in Korea, and created a variety of "party gimbap" of various shapes like a flower, a dragonfly, a parrot, a whale with several natural ingredients. He runs cooking classes under the theme of "party gimbap" which will also be introduced during the K-Food Festival. His classes have gained much popularity in overseas countries like the United States, China and Australia, as participants learn the culinary culture and traditional etiquette of Korea while making gimbap in a comfortable and pleasant environment.



Chef 강민구 MinGoo Kang

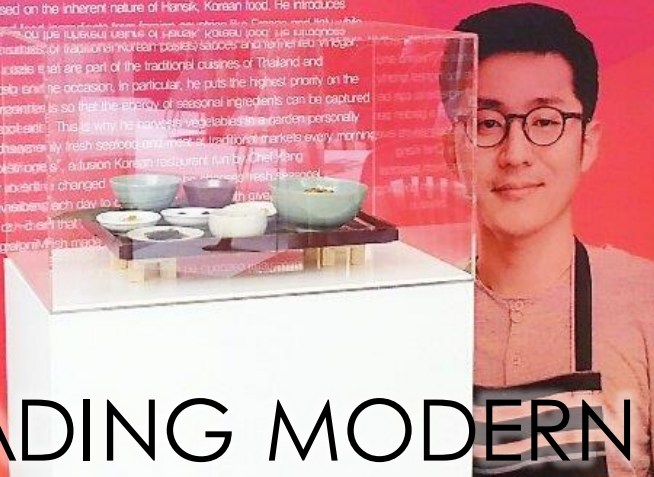
[익숙한 맛이지만 새로운 형태, 새로운 맛이지만 익숙한 형태 등]
규정되지 않은 맛과 모양을 추구하는 라이징 셰프

강민구 오너셰프가 이끄는 퓨전 한식 레스토랑 밍글스(Mingles)는 서로 다른 것이 어우러져 조화를 이룬다는 '밍글'에서 시작해, '조화'라는 한식의 기본 개념과도 일맥상통한 이야기를 하고 있다. 한식을 기본으로 하되, 다양한 재료와 해외의 낯선 요리법을 접목하는 등 익숙한 한식에 더 요소를 가미해 포괄적이고 다양한 요리를 선보인다. 강민구 셰프는 단정된 의미의 한식이 아닌 조화를 바탕으로 재구성한 한식에 그의 철학을 담고 있다고.

그가 K FOOD FESTIVAL에서 선보이는 5인 반상은 한국적 테크닉인 절임, 발효 등 기법과 자연감을 담은 상차림으로 밍글스의 스타일치 매뉴이다. 다들 알고 있고 만들기도 쉽지만 레스토랑에서 선보이고 있지 않았던 '밥상'을 그의 스타일로 해석하고 한식 접하인 장과 발효초를 더해 가장 근본적이면서도 트렌디한 밥상으로 주목받고 있다. 갓 지은 밥, 제철에 나는 식재료로 만든 장아찌, 김과 김매 같은 해조류, 정성껏 끓인 육수에 우리 재래 된장을 곁들인 냉국 등 밍글스의 밥상을 구성하는 음식은 화려하기보다 친숙하다.

Chef Kang Min-goo: Adding "Nature" to Korean food

Kang Min-goo belongs to a new generation of chefs that explores "diversity" and "harmony" based on the inherent nature of Korean food. He introduces new recipes and techniques to traditional Korean food, maximizing the essence of traditional Korean dishes and ingredients. He also uses ingredients that are part of the traditional cuisines of Thailand and China depending on the occasion. In particular, he puts the highest priority on the freshness of ingredients so that the energy of seasonal ingredients can be captured in the food. This is why he always visits local markets every morning to select fresh seafood and meat. As the owner of Mingles, a fusion Korean restaurant, Chef Kang has changed the menu items and ingredients available each day to reflect the season. The 5-side dish is a "Mingles" seasonal dish.



ROCKCHEF is one of the three leading modern Korean chef in Korea

Chef 임정식 JungSik Yim

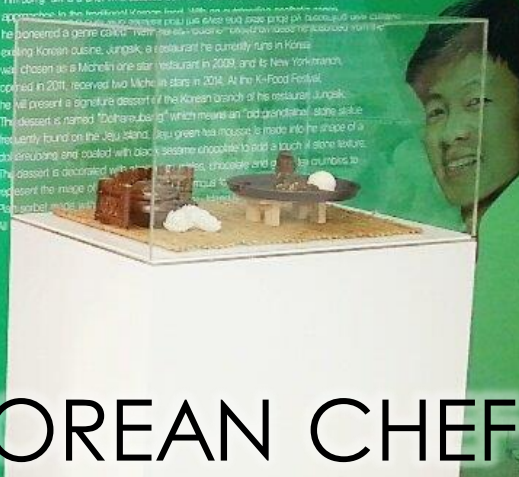
[한국 식문화에서 얻은 아이디어로]
"뉴코리언 장르" 개척한 임정식 셰프

미국 CIA (Culinary Institute of America) 졸업 후, 2009년 안주정당에 창립자로 오른 뉴코리언 헌선을 노년된 파인 디저트로 미술관 한식 레스토랑에 이력을 올렸다. 2016년 뉴욕 트리니티에 자신의 이름으로 레스토랑 '창식'을 오픈하고, 세계인의 입맛을 사로잡으며 2016년 다시 한번 미술관 레스토랑을 받았다.

이번 K FOOD FESTIVAL에서 선보일 요리는 창식당의 새로운 시그니처 디저트 "돌하미방"으로, 20% 블루리본 어워드 걸러냈다. 선보인 작품이다. 제주 녹차 푸딩과 롤링 케이크, 그 표현을 용인차 초콜릿으로 공방하여 상채 돌하미방의 색감, 질감 그대로 살리고 바삭바삭한 아몬드 크럼블과 부드러운 초콜릿, 녹차 크림 등 세 가지 재료에 화강암을 재현한 초콜릿 재주의 공명을 담아냈다. 여기에 제주 우유로 만든 단백한 스프레드를 곁들여 디저트다운 상큼함을 느낄 수 있다. 임정식 셰프의 시그니처 디저트, "돌하미방"은 한식의 창의적인 신세계를 보여주며, 미학과 시각을 동시에 만족시키는 특별한 감동 선사하는 작품이다.

Chef Yim Jung-sik: Adding Elements of Modern Culinary Culture to Korean food

Yim Jung-sik is a chef who satisfies both the eyes and taste buds by presenting new creative approaches to the traditional Korean food. He has been recognized as a pioneer in the modern Korean cuisine. He has been honored a GORE COVIA "Best Chef" award. He has also been recognized as a leading chef in the modern Korean cuisine. Jung-sik, a restaurant the currently runs in Korea was chosen as a Michelin one star restaurant in 2019, and in New York, he was named a Michelin one star restaurant in 2019. At the K-Food Festival, he will present a signature dessert of the Korean branch of his restaurant, Jung-sik. The dessert is named "Dolharambang" which means an "old traditional stone statue frequently found on the Jeju island. Jeju green tea moose is made into the shape of a dolharambang and coated with dark sesame chocolate to add a touch of spicy texture. The dessert is decorated with fresh cream, chocolate and green tea crumbs to represent the image of the dolharambang. It is a masterpiece of the chef's creativity. Photo credit: Jung-sik Yim



3 LEADING MODERN KOREAN CHEF



MALAYSIA

Nomadic by Nature

news 1

nepal

WITH CULTURE
PUBLIC RELATIONS AMBASSADOR

Kimbop



KIMBOP
RAPIDLY GROWING

KIM

KOREAN LAGER (SEAWEED)
Main ingredients of KIMBOP

ROCKCHEF

Kimboop



- 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

SUPER FOOD

- 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.

CARBOHYDRATES

0.3g
PROTEIN

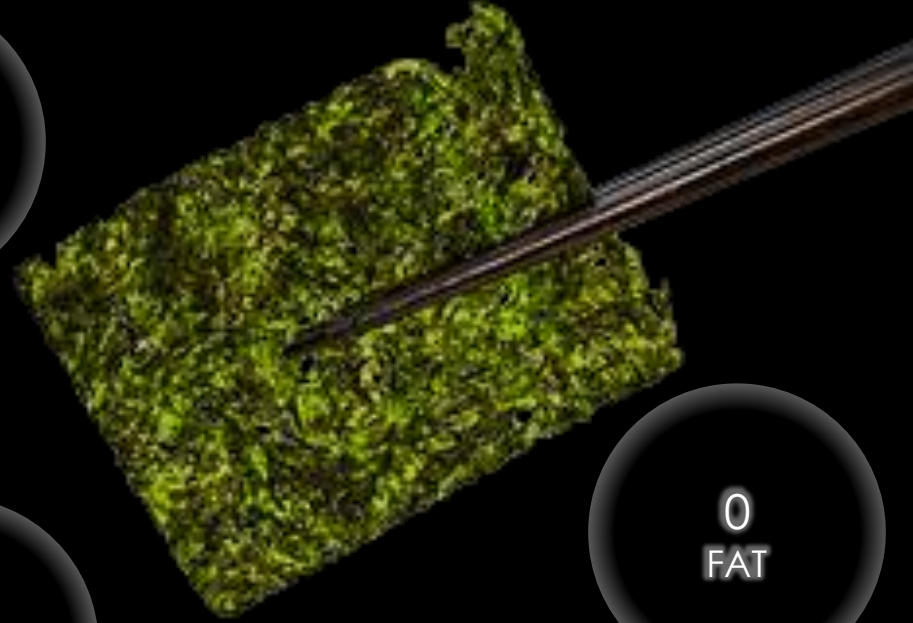
4.5
CALORIES

0.3g
FIBER


VITAMIN

IRON

0
FAT



KIM, HEALTH BENEFIT

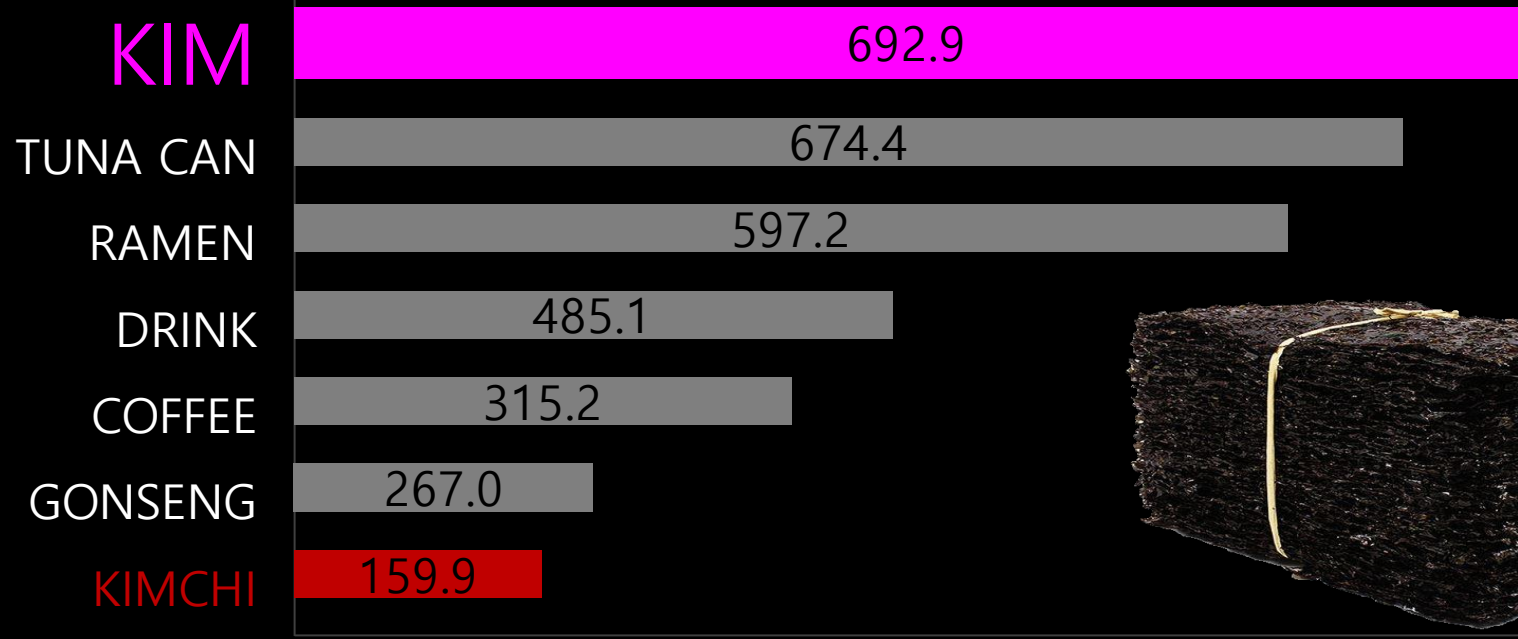
- 
- Korea exports KIM worth \$650 million to 114 countries.
 - KIM holds a dominant share, occupying 70% of the global market.
 - Due to its substantial presence in the market, the media often refers to KIM as the 'sea semiconductor'

70% WORLD MARKET SHARE

SEMICONDUCTOR IN THE SEA

- KIM is South Korea's foremost export in the realm of K-FOOD.
 - It exceeds Kimchi exports by sixfold.

Source : Food Export | aT center



KIM, KOREA'S No. 1 FOOD EXPORTER

KIMBOP

“KIM” (seaweed) and “BAP” (rice)

한국 김밥이라, 그냥 그대로 드시면 돼요.
It's the Korean version you can just have it straight as it is.

영국
남자

A symbol of a Korean mother's heartfelt warmth, often enjoyed during picnics and visits to their sons in military service.



Kimbop



KOREAN SOUL FOOD

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

KIMBOP PACKAGE ART
by ROCKCHEF

KIMBOP BALLET by ROCKCHEF

A stronger story than pizza, burgers, or sushi.
Many recipes containing stories of local farmers' lives.



움츠러앉아... 울분의 토함,
시작해...



POWERFUL STORY BASED FOOD

Kimbop



Koreans Try
Trader Joe's Kimbap



Why is the world
so crazy
about KIMBOP?

The internationally renowned K-pop boy band BTS showcases KIMBOP on a cooking show.



 **트윙미플** The renowned K-pop artists BTS and BLACKPINK always seek out delectable and convenient KIMBOP 



BLACK PINK

- 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-POP ARTIST
POWER OF CULTURE



K-DRAMA, EXTRAORDINARY LAWYER WOO YOUNG-WOO

Kimbop

- 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.

The CNN logo is displayed in white on a red square background.

QUEST'S WORLD OF WONDER

50 of the best street foods in Asia ia

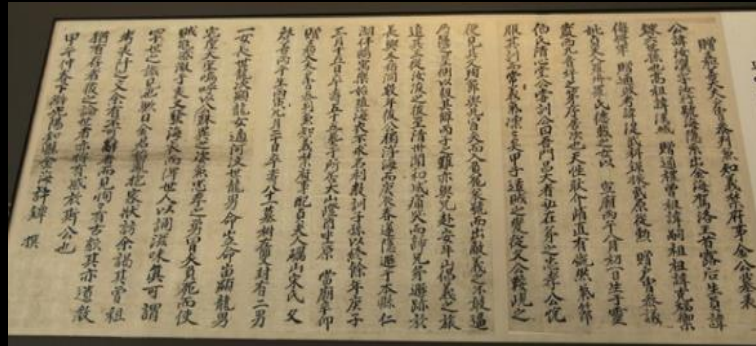
SELECTED AS BEST K-FOOD

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 KYOUNGSANG-DO”

1425



“CHUNGJU”

BC 15,000year

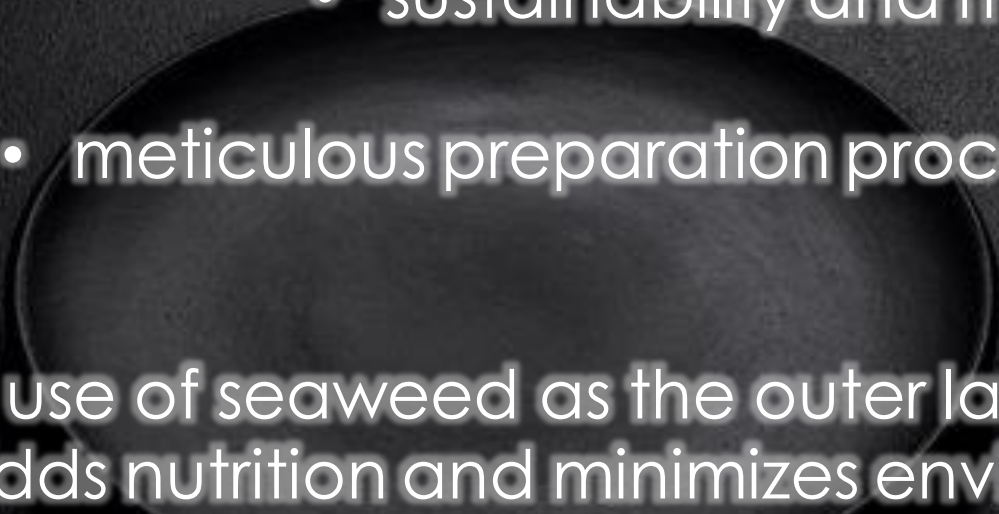
Kimbop

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

BANCHAN

KIMBOP uses diverse eco-friendly ingredients that fit the global healthy trend



ECO-FRIENDLY INGREDIENTS



- 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



THE BEST TOURISM VILLAGE BY UNWTO

SHINHAN COUNTY

Kimbop

Famous for “Ancient royal culture”
Exhibitions of Gyeongju KIMBOP
with local specialties.



경상북도 특산물과 로컬푸드로 개발한 경북음식세계화일환 혁신김밥

대한민국팔도김밥시리즈
경상북도팔도김밥23선

Kimbop

KYEONGJU CITY

Organized JEJU Buckwheat Cooperative with farmers
for the buckwheat KIMBOP
and buckwheat noodle FC

Kimbop

JEJU ISLAND

Holds a KIMBOP contest based on ginseng



Kimbop

KEUMSAN CITY

- Famous for its world-class mud festival
- Developing KIMBOP-related gourmet menus and programs.



GLOBAL AMBASSADOR
BOREYONG CITY

KIMBOP & ROCKCHEF
GROWING TOGETHER
WITH LOCAL INDUSTRIES
& GOVERNMENT

ROCKCHEF is the global ambassador for all of cities introduced.

Kimboop

Advancing KIMBOP Production with
Robotics in partnership with
Gyeongsangbuk-do, home to 23 Cities



GLOBAL AMBASSADOR
KYEONGSANGBUKDO

Kimboop

A vegan egg substitute, the key ingredient in KIMBOP, has been successfully developed



KYEONGSANGBUKDO

- R&D optimal rice for KIMBOP



Kimbop

GLOBAL AMBASSADOR
YEJU CITY

VISION

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



Kimboop



- ROCKCHEF ask for your interest



KIMBOP GLOBAL BIZ

DEMO & TASTING



Party

Kimbabop

- As a flower-shaped KIMBOP
- Used as a experience program for gourmet tourism



GASTRONOMY EXPERIENCE

- Selected as a formal experience program for public schools in the US



US PUBLIC SCHOOL PROGRAM

Paldo

Kimbop



- 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



Paldo
Kimbop

SPECIALTY BASED RECIPE





Rockchef