

# Squeezin

*Squeez+Cuisine*

## Grab and Squeeze!

**Korean Premium Soy Sauce  
with Roasted Seaweed**

#ReadyToEat #Korean Seaweed  
#Low-Calories #Dairy-Free

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Stir-Fried Rice



Canapés



Oil Pasta



Salad & Poke



Steak



Bakery

**Hello! We're Squeezin**

— Korean roasted seaweed sauce brand  
turning everyday meals into crave-worthy Korean bites  
with just one squeeze.

Tired of the same old meals?

Squeezin is here to be your table's cheat code.

With our rich, umami-packed **Gim Sauce**, you can elevate anything  
— from lazy-day noodles to your next dinner party spread.

**Made with real Korean gim and soy sauce**, this flavor bomb comes  
in a sleek squeeze tube, ready to transform your dish in seconds.

Korean classics, Western favorites, even bakery items

— Gim Sauce plays well with them all.

**Oil pasta, poke bowls, salads, stir-fried noodles, steak, canapés**

— whatever's on your plate, just squeeze and wow.

## Korean Premium Soy Sauce with Roasted Seaweed



## Product Overview

### Mission & Unique Selling Point

# A cheat-code sauce for effortless meals!

## Easy to Use

**Effortless & Convenient**

Authentic Korean flavors

No extra ingredients needed

No Cooking needed

## Storage & Convenience

**Portable & Easy to Store**

Comes in a convenient tube

Stays for up to 2 yrs at room  
temperature before opening.

## Premium Ingredients

**Made with Minimal Additives**

100% Korean-Grown Seaweed

Dariy - Free

## PRESENT PARTNERSHIP



SHINSEGAE



LOTTE



## Market Sales Test

### Short-Term Revenue

# 2025. 06~12 Revenue: 110,000,000KRW (USD 82K)

June: Shinsegae Gangnam Dep Store Pop-up (10days)

July: Crowd Funding (14days) 3,343% Achieved

Aug: Department Store Pop-up(7days), SSG Food Market Pop-up(7days)



Shinsegae Gangnam Pop-up (06.16~06.25)

명란 냉파스타

3,343% 달성

16,718,100 원 달성

57,748 명예

Crowd Funding (07.11~07.25) / No.2 in Real-Time Sales Chart

판딩/프리오더 베스트 프로젝트

김소스 1,983만 원+ 139 남았음

마늘 마감 3,966% 달성

김소스 584만 원+ 14일 남았음

마늘 마감 7,648% 달성

마늘 마감 3,824만 원+ 7개월 남았음

김소스 7,729% 달성

## Market Sales Test

### Short-Term Revenue

**2025. 06~12 Revenue: 110,000,000KRW (USD 82K)**

Sep: Lotte Think Earth Day Pop-Up

Oct: 無印良品 Time Square Pop-Up

Nov & Dec: Hello, Insadong & Cheongdam Twelve Pop-Up



Shinsegae Myeongdong and Gangnam Branch Pop-up (08.07~08.23)

Lotte Card Think Earth Day (09.12~09.14)

**Serving Suggestion**  
2-1 Quick Recipe

## 1. Korean Style Egg Rice

계란밥 위에



쭉-  
한스푼 짜서



비비기만 하면,



밥 한 그릇 뚝딱해버리는

우리가 아는 바로  
그 밥도둑입니다



## Serving Suggestion 2-1 Quick Recipe

### 2. Buldak and various Ramyun

매운 라면에도



## Serving Suggestion

### 2-1 Quick Recipe

### 3. Salad & Poke Sauce

닭가슴살 샐러드에도  
곁들여주세요



## Serving Suggestion

### 2-1 Quick Recipe

#### 4. Pasta & Steak



## Serving Suggestion

### 2-1 Quick Recipe

## 5. Canapes



## Serving Suggestion

### 2-2 More Examples

## etc Foods Pairing



Noodle Soup



Stir-Fried Rice



Sushi & Sashimi



Korean BBQ

## Product Line

# Present SKU: Tube<sub>(100g)</sub> & Pouch<sub>(15g)</sub>



3 Flavors



Tube

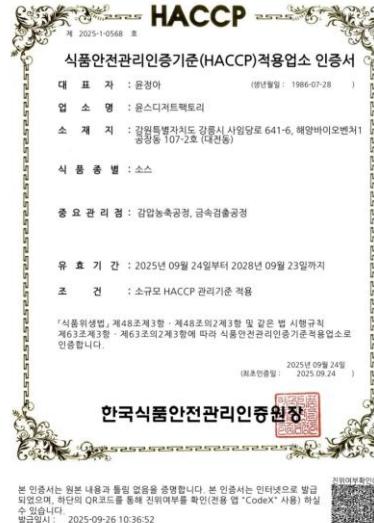


Pouch

# Patent & Hygiene Standard

## Patent Details & FDA registration

# Manufactured in certified facilities under strict hygiene regulations



# Product SPEC

## Flavour Description & Ingredient

### 김소스씨 Gimsaucessi

**Name** Gimsaucessi / Original flavour

**Net Weight** 100g

**Food Type** Sauce

**Flavour** Crispy roasted seaweed meets a deep, savoury soy sauce brewed with kelp and shiitake.

**Description** Rich, umami-packed, slightly sweet  
— it's the perfect drizzle for rice, noodles, steak, or even canapés. One spoon, and your dish hits different.

**Ingredients** Purified Water, **Soy Sauce** (Purified Water, Defatted Soybean [Origin: India, USA, China, etc.], Sun-dried Salt [Australia], Wheat [USA], High Fructose, Yeast Extract Powder), **Mirin** (Purified Water, High Fructose, Alcohol, Rice [Origin: Various], Starch Syrup, Citric Acid), **Unsalted Seasoned Seaweed** (Stone-Grown Seaweed [Korea] 80%, Corn Oil [100% Corn Oil, Origin: USA, Brazil, Russia, etc.]) **Organic Sugar** (100% Organic Cane Sugar), **Yeondu Soon** (Fermented Soy Sauce-Based Seasoning), Shiitake Mushroom Extract, Kelp Concentrate G, Tapioca Starch, Soybean, Wheat



### 김명란씨 Gimmyeongranssi

**Name** Gimmyeongranssi / with savoury cod roe

**Net Weight** 100g

**Food Type** Sauce

**Flavour** Gim + Cod Roe = Match Made in Umami Heaven.

**Description** Our OG seaweed sauce just got a bold upgrade  
— now with real, low-sodium roe you can actually taste.  
No fake seasoning here. Every bite pops.  
We even added perilla seed to mellow out any fishy notes.  
Perfect match for oil pastas, udon, and all your noodle cravings.



**Ingredients** Purified Water, **Soy Sauce** (Purified Water, Defatted Soybean [Origin: India, USA, China, etc.], Sun-dried Salt [Australia], Wheat [USA], High Fructose, Yeast Extract Powder), **Cod Roe (Salted)** (Pollack Roe [USA] 91%, Sun-dried Salt [Australia] 4.5%, Cheongju Rice Wine [Korea], Alcohol, Monosodium Glutamate [Flavor Enhancer]), **Mirin** (Purified Water, High Fructose, Alcohol, Rice [Origin: Various], Starch Syrup, Citric Acid), **Unsalted Seasoned Seaweed** (Stone-Grown Seaweed [Korea] 80%, Corn Oil [100% Corn Oil, Origin: USA, Brazil, Russia, etc.]), **Organic Sugar** (100% Organic Cane Sugar), **Yeondu** (Fermented Soy Sauce-Based Seasoning), **Shiitake Mushroom Extract**, **Kelp Concentrate**, **Tapioca Starch**, **Whole Perilla Seed Powder**, **Soybean**, **Wheat**

# Product SPEC

## Flavour Description & Ingredient

### 김와사비씨 Gimwasabissi

**Name** Gimwasabissi / with Wasabi

**Net Weight** 100g

**Food Type** Sauce

**Flavour** A specially crafted soy sauce, enriched with the deep umami of kelp and shiitake mushrooms, finished with Korean rock seaweed and fresh wasabi.

**Description** Within its deep umami, the sauce features the gently spreading, refreshing heat of fresh wasabi. Perfect for sashimi, sushi, seafood, and meat dishes.

**Ingredients** Purified Water, Soy Sauce (Purified Water, Defatted Soybeans (Origin: India, USA, China, etc.), Fructose Syrup, Solar Salt (Australia), Wheat (USA), Ethyl Alcohol, Yeast Extract Powder), Mirin-Style Seasoning (Purified Water, Fructose Syrup, Glucose, Lemon Vinegar (Lemon Concentrate (Israel, 100% Lemon), Refined Salt (Korea), Ethyl Alcohol)), Unsalted Roasted Seaweed Flakes (Korean Rock Seaweed 80%, Corn Oil 100% (Origin: USA, Brazil, Russia, etc.)), Wasabi Essential Oil, Wasabi Blend (Mixed Wasabi 90.99% (Western Horseradish 30% (China), Wasabi 1% (China))), Sugar, Light Soy Sauce Base (Yeondu-sun), Shiitake Mushroom Extract, Kelp Concentrate, Tapioca Starch, Wasabi Resin, Soybean, Wheat



Retail Price	11,900KRW /\$7.99 / ₩1,220
Shelf Life	24 Months(Room Temp)
Product Spec	140g / 100ml
Units Per Box	50ea
Product Size(mm)	40*40*170
Box Size(mm)	440*230*200
Units Per PLT	2,800 ea

### Nutrition Facts

10 Serving per container

Serving Size

1 sp (10g)

Amount per total serving

**Calories**

122

% Daily Value\*

Total Fat 4.8g

9%

Trans Fat 0g

0%

Saturated Fat 0.6g

4%

Cholesterol 0mg

0%

Sodium 2,330mg

117%

Total Carbohydrate 16g

5%

Dietary Fiber 0.7g

Total Sugars 7.5g

Protein 4g

7%

Vitamin D 0mcg 0%, Calcium 35.4mg, Iron 2.3mg Potassium 338.7mg

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# Product SPEC

## Details & Nutritional Info



**Gimsaucessi  
(Original Flavour)**  
김소스찌



**Gimmyeongranssi  
(w/ Cod roe)**  
김명란찌

Retail Price	10,900KRW / \$7.49 / ₩1,101
Shelf Life	24 Months(Room Temp)
Product Spec	140g / 100ml
Units Per Box	50ea
Product Size(mm)	40*40*170
Box Size(mm)	440*230*200
Units Per PLT	2,800 ea

### Nutrition Facts

10 Serving per container	
Serving Size	1 sp (10g)
Amount per total serving	
<b>Calories</b>	<b>76.8</b>
	% Daily Value*
Total Fat 0.4g	0%
Saturated Fat 0.1g	0%
Trans Fat 0g	
Cholesterol 2mg	0%
Sodium 1,560mg	78%
Total Carbohydrate 14.4g	4%
Dietary Fiber 2.8g	11%
Total Sugars 6.8g	
Includes 6.8g Added Sugars	0%
Protein 5g	10%
Vitamin D 0mcg 0%, Calcium 25mg 3%, Iron 0.0mg 6%, Potassium 498.4mg 14%	

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### Nutrition Facts

10 Serving per container	
Serving Size	1 sp (10g)
Amount per total serving	
<b>Calories</b>	<b>78.7</b>
	% Daily Value*
Total Fat 0.5g	1%
Trans Fat 0g	
Saturated Fat 0.1g	0%
Cholesterol 26.8mg	8%
Sodium 1,684mg	84%
Total Carbohydrate 14g	4%
Dietary Fiber 1.5g	6%
Total Sugars 7.5g	
Includes 7.5g Added Sugars	0%
Protein 5.3g	10%
Vitamin D 0mcg 0%, Calcium 28.3mg 4%, Iron 0.8mg 5%, Potassium 446.1mg 12%	

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.