



# An authentic Korean sales booster





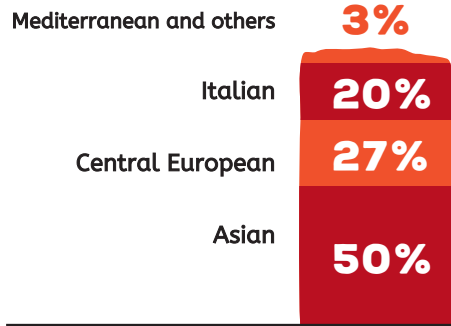
**Did you know?**  
 Kimjang, the traditional, communal kimchi preparation, was declared UNESCO Intangible Cultural Heritage in 2015, as entire villages gather for this late-autumn activity.

# Kimchi

## The Korean superfood

- More and more consumers are discovering Asian foods, and they want them to be authentic. Asian cuisine is varied and convenient, as well as being compatible with a vegan diet.
- Join the Korean food trend: Korean cuisine is gaining in popularity throughout Germany, winning fans with its healthy ingredients and abundance of vegetables. Kimchi is an essential part of almost every Korean meal.

### Popular country cuisines:



Asian dishes generate the highest revenue in the refrigerated ready-to-eat meal category.

Source: IRI Retail Panel, revenue share of refrigerated RTE meals Segments Q1 2023



Authentic, traditional recipe (developed with kimchi experts from Korea)



Made with fermented napa cabbage with carrots, garlic, chili and ginger.



Perfectly suited for a balanced vegan diet.



### STAY ON TREND WITH THIS KOREAN CLASSIC!

Item no.	Item description	Grams	EAN/unit	EAN/case
V09678	Kimchi	200g	4051009038255	4051009038262

Shelf life upon delivery: 40 days

Units per case: 6



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