

NURUNG CHIPS PRODUCT BROCHURE



2026 VER.

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01. NURUNG CHIPS

ORIGINAL BROWN RICE FLAVOR



INGREDIENTS | Brown Rice 99.7%, Sea salt 0.3%
KEY FEATURES | Vegan, No sugar added, Not fried, Sea salted

No.1 Best-selling Diet Snack at Korea's No.1 E-commerce Platform Coupang **Selling** over 3,000 bags per day **and achieving** 700,000 cumulative bags sold **in Korea!**

POINT 1

Signature Crispness Created with Our Patented Technology

Using our proprietary hot-air roasting system, we produce ultra-crispy brown rice chips without using any oil. The chips are roasted in under 70 seconds, minimizing nutrient loss while delivering the signature crunch and nutty flavor that Nurung Chips is known for.

POINT 2

VEGAN! ALLERGEN FREE! SIMPLY MADE!

NO MILK, EGGS OR PEANUTS, NO OILS-JUST ROASTED, NO PRESERVATIVES, NO REFINED SUGAR, NO ARTIFICIAL FLAVORS OR COLORS, NO FLOUR, NO TRANSFAT, NO MSG

This plant-based snack contains no animal-derived ingredients. Made only with brown rice and natural sea salt, it is a wholesome option that can be enjoyed without allergy concerns.



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ORIGINAL BROWN RICE FLAVOR



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POINT 3

Made with Korean Brown Rice Retaining Over 95% of Its Natural Nutrition

Unlike white rice which loses about 95% of its nutrients during milling, our chips are made from Korean brown rice that keeps the germ and bran intact. This allows the product to preserve over 95% of the grain's natural nutrients.

POINT 4

A Hygienic Production Process Rated Grade A

Manufactured in HACCP-certified facilities, ensuring strict hygiene, product safety, and consistent quality.

Nurung Chips-Original Brown Rice Flavor is an innovative snack that successfully balances great taste and better nutrition. Despite being completely oil-free, it offers an exceptionally crispy texture and a toasty, clean flavor that highlights the natural taste of brown rice.

02. NURUNG CHIPS

ORIGINAL CORN FLAVOR



INGREDIENTS | Corn 99.8%, Sea salt 0.2%

KEY FEATURES | Vegan, Zero sugar, Not fried, Sea salted

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POINT 1

NON-GMO Corn : Commitment to Natural Integrity

We prioritize our customer health by using 100% natural ingredients free from genetic modification. Our NON-GMO certification guarantees that every crop is grown from traditional, natural seeds, preserving the authentic quality of nature.

POINT 2

VEGAN! ALLERGEN FREE! SIMPLY MADE!

NO MILK, EGGS OR PEANUTS, NO OILS-JUST ROASTED, NO PRESERVATIVES, NO REFINED SUGAR, NO ARTIFICIAL FLAVORS OR COLORS, NO FLOUR, NO TRANSFAT, NO MSG

This plant-based snack contains no animal-derived ingredients. Made only with corn and natural sea salt, it is a wholesome option that can be enjoyed without allergy concerns.



02. NURUNG CHIPS

ORIGINAL CORN FLAVOR



INGREDIENTS | Corn 99.8%, Sea salt 0.2%

KEY FEATURES | Vegan, Zero sugar, Not fried, Sea salted

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POINT 3

Signature Crispness Created with Our Patented Technology

Using our proprietary hot-air roasting system, we produce ultra-crispy corn chips without using any oil. The chips are roasted in under 70 seconds, minimizing nutrient loss while delivering the signature crunch and nutty flavor that Nurung Chips is known for.

POINT 4

A Hygienic Production Process Rated Grade A

Manufactured in HACCP-certified facilities, ensuring strict hygiene, product safety, and consistent quality.

Nurung Chips-Original Corn Flavor is made from whole corn sourced directly from nature, seasoned only with a touch of natural sea salt. This allows you to fully enjoy the corn's original, toasty and clean flavor.

03. MAIN DISTRIBUTION CHANNELS & EXPORT MARKETS

THE HOT ITEM!

At Shinsegae affiliates (E-Mart, Shinsegae Department Store, No Brand),
GS 25 Convenient Store and Coupang

We are expanding our domestic and international distribution network through strong partnerships with department stores, major retailers, convenient stores and online platforms, aiming to enhance product accessibility and lower market entry barriers.

SHINSEGAE

- Entered Shinsegae Department Store
- Ongoing active sales



No-Brand

- Entered No-Brand (Hyper market)
- Ongoing active sales



GS 25 C-store

- Entered the Snack Category
- Ongoing active sales



Coupang Rocket Delivery

- Selected as popular items in the snack category
- Ongoing active sales



03. MAIN DISTRIBUTION CHANNELS & EXPORT MARKETS

Starting with our first exports in February 2025, we have been expanding the global reach of Nurung Chips into an increasing number of countries. As a truly unique healthy snack that previously didn't exist in the market, Nurung Chips is gaining strong popularity among consumers worldwide.



04. MANUFACTURING PROCESS

01.

HydroPrep

Soaking brown rice into water.



02.

GrainFlex

Forming by compressing soaked brown rice.



03.

ThinSheet

Compressing formed brown rice by certain thickness.



04.

MicroCut

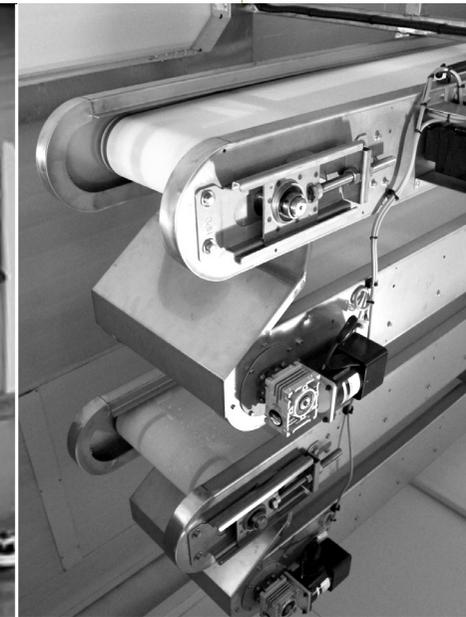
Cutting thinly compressed brown rice into bite-sized squares.



05.

AirDry

Hot air drying of cut brown rice squares.



04. MANUFACTURING PROCESS

Our Nurung Chips are not fried in oil. They are produced using our patented 70-second hyper hot-air roasting technology. This method exposes the grains to high-temperature air for a short time, creating a rich, nutty flavor while minimizing nutrient loss.

In addition, we use natural whole grains without any additives, providing consumers with a healthier snacking option.

06.

LaminarRoast

Roasting brown rice squares until our signature crisp.

07.

CoolTunnel

Cooling of roasted brown rice squares.

08.

SmartScale

Mensuration at a constant weight.

09.

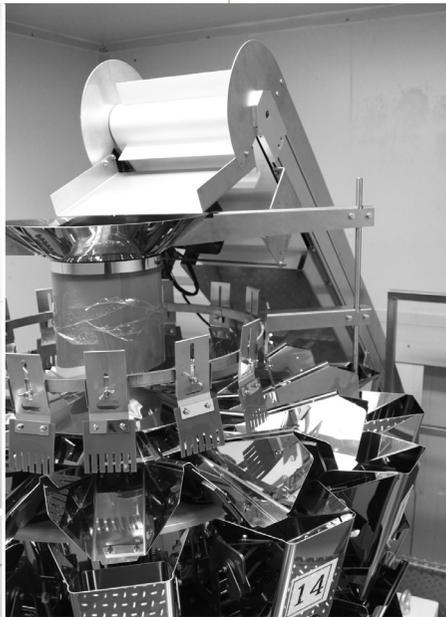
FreshSeal

Automatic packaging of weighed brown rice chips.

10.

MetalGuard

Hazardous substances Inspection.



05. PACKAGING SPECIFICATIONS & SHELF LIFE

ITEM NAME	PRODUCT IMAGE	CERTIFICATION	CAPACITY (g)	CTN BOX Size (mm)	CBM / 1CTN	PCS / 1CTN	PCS / 1 PALLET	CTNS / 1 PALLET	Shelf Life (Month)
Nurung chips -Original Brown Rice Flavor			60g	550*480*170	0.045	30	1,440	48	12
			200g	560*500*320	0.090	20	480	24	12
Nurung chips -Original Corn Flavor			60g	550*480*170	0.045	30	1,440	48	12
			200g	560*500*320	0.090	20	480	24	12



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