

Korea Ginseng Corp introduces sparkling herbal drink HSW Â

17 October 2023 | News

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Korea Ginseng Corp. US (KGCUS), home to the world's number one ginseng brand CheongKwanJang announced the introduction of the six-year-old Korean Red Ginseng-infused sparkling herbal drink HSW to the health-conscious consumers of WaBa Grill, one of the nation's leading healthy rice bowl chains.

KGC's partnership with WaBa Grill brings three of the brand's sparkling ginseng drinks â?? HSW Calm, HSW Recharge, and HSW Sharp â?? to the WaBa Grill menu, marking KGC's American restaurant market debut. The HSW sparkling herbal drinks, modernised hydration versions of KGC's bestselling herbal tonic HongSamWon tonic, are available starting at all 190+ WaBa Grill locations acrossÂ CaliforniaÂ andÂ Arizona.

According to Nielsen's report, more than 80 per cent of consumers have recently embraced the 'Food as Medicine' philosophy. Furthermore, the NPD Group has concluded that U.S. adults are eager to manage their health through dietary choices. This partnership with WaBa Grill, offering diverse healthy menus, presents an opportune moment to introduce Korean Red Ginseng to more consumers as an everyday appetite and thirst quencher via the newly launched sparkling herbal drink, HSW.

Doctor Lee Yun-beom, CEO of CheongKwanJang's U.S. headquarters, noted, "Korean Red Ginseng, formally referred to as Panax Ginseng C.A. Meyer, is distinct from the other ginseng varieties found in the United States; its benefits have been scientifically validated by 450+ research and clinical studies in the United States, Canada, Korea, Japan, China, India, and elsewhere. Korean Red Ginseng is a natural health food par excellence, enhancing your immunity, boosting your energy, and improving your circulation, the definition of a 'Food as Medicine' ingredient. Beyond its U.S. restaurant launch, the partnership with WaBa Grill spotlights KGC's transition into the U.S. beverage industry. Korea Ginseng Corp. keeps expanding to make the heritage of Korean red ginseng much more approachable to American consumers."