

Korea's Jung Kwan Jang introduces various forms of red ginseng

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South Korea's Jung Kwan Jang declared to boost the popularity of red ginseng by employing various forms, from film to jelly.

Red ginseng, which is steamed and dried ginseng, has been traditionally consumed as a simple water brew. Jung Kwan Jang's signature product is also a red ginseng brew. Jung Kwan Jang has been consistently developing new products to offer a more convenient and enjoyable red ginseng experience for all people of ages and genders. The company is now showcasing various red ginseng forms from bottles of concentrate to tablets, ready-to-drink vials, capsules, and even jelly and candy forms. In July, the company launched Red Ginseng Jung Everytime Film, an orally dissolving film designed to dissolve in the mouth. The orally dissolving film quickly absorbs through the oral mucosa, for easy consumption even by those with swallowing difficulties. Jung Kwan Jang Red Ginseng Everytime Film is calorie-free (0 kcal) and ultra-lightweight, providing innovative on-the-go convenience. It is capturing the market's attention, selling over 1 million units just three months after launch.

Breaking the existing culinary mould, a wave of innovative foods is rising nowadays, embracing diverse forms and consumption methods. Evolved for higher on-the-go convenience, new forms also offer playful edible fun. Such a trend has been extended to health supplements; double-format vitamins combining tablets and liquid are recently gaining popularity, following the rise of tablet, capsule, stick powder and candy forms.

This month, the company launched Red Ginseng gummy Jelly, featuring a sweet-and-sour grape flavour designed to appeal to red ginseng novices. Red Ginseng gummy Jelly adopts bite-sized and chewy treats.