

Korea Ginseng Corporation reveals 'EVERYTIME' in grapefruit flavour

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Korea Ginseng Corp. US (KGCUS) aka JungKwanJang launched their global representative ginseng product EVERYTIME in a new grapefruit flavour, promoted the Food as Medicine initiative, and introduced their new 2024 marketing slogan "Rev Your Life." at NPEW this year. This launch aims to encourage everyone to adopt a healthier lifestyle through optimised circulation as a means to address rising wellness trends.

At the 2024 Natural Products Expo West, JungKwanJang, the world's number one ginseng brand, unveiled a new grapefruit flavour for the global representative ginseng product EVERYTIME to redefine industry standards.

Ginseng, a revered medicinal ingredient, has a rich history spanning over 2,000 years and is celebrated for its disease-prevention and health-boosting properties. It is often known for its benefits in supporting healthy blood circulation, but more specifically in four ways: lowering cholesterol, dissolving blood clots, vasodilation, and strengthening blood vessels. Optimised circulation, in turn, boosts natural energy levels, improves cognitive functions, and strengthens immunity.

Rooted in the age-old concept that food can enhance medical treatment, ginseng emerged as a key ingredient in culinary practices, notably in traditional dishes such as Samgyetang (Korean chicken soup) and in a plethora of beverages and snacks. This use of ginseng stems from its health benefits, which align with the principles of utilising food to support well-being and treat ailments. Due to the repopularising of holistic health trends, ginseng has become a leading ingredient in the worldwide Food as Medicine initiative. This movement positions food at the intersection of nutrition and healthcare, advocating for dietary choices that nourish the body.