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UNLIMEAT Kimbap products available via DoorDash's DashMart

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UNLIMEAT recently announced that they've launched their frozen kimbap on DashMart. DashMart is a new online convenience store operated by DoorDash that delivers groceries, everyday essentials, and local products. Thanks to entering DashMart, UNLIMEAT can now sell their kimbap nationwide. UNLIMEAT is the only brand offering a kimbap product on DashMart.

Traditionally, Kimbap consists of cooked rice, vegetables, fish, and meat rolled in kim (gim) - dried sheets of seaweed - and served in bite-sized slices. UNLIMEAT's frozen kimbap stands out from other vegan options by featuring plant-based bulgogi and tuna. Each roll contains plant-based bulgogi or tuna, garlic stems, and pickled daikon radish. By freezing the kimbap, UNLIMEAT prevents the seaweed from becoming soggy, allowing it to be stored for up to 12 months. This entirely plant-based kimbap can be prepared and ready to eat in just 3 minutes in the microwave, offering a quick and delightful meal or snack.

UNLIMEAT plans to leverage its plant-based product technology to launch kimbap featuring plant-based sausage, cheese, and fiery chicken (aka Buldak). The company is set to launch these products in a few months. UNLIMEAT officials said, "We are excited to introduce our frozen kimbap products with our special technology nationwide. We will strive to showcase the charm of various Korean vegan foods."

DashMart is a convenience and grocery store service operated by DoorDash, the San Francisco-based delivery company primarily known for restaurant food delivery. Launched to expand DoorDash's offerings beyond restaurant meals, DashMart provides a wide range of products, including groceries, household essentials, over-the-counter medicines, pet food, and snacks. The service is designed to offer customers a one-stop shopping experience with fast delivery, typically within about 30 minutes. As of now, DashMart has stores in over 25 cities across the United States.