

Korea's functional food brand JungKwanJang enters Malaysia

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JungKwanJang, South Korea's leading health functional food brand, has entered Malaysia's largest health and beauty stores, Guardian and Watsons. The company has launched its flagship products such as "Korean Red Ginseng Extract Everytime" and health beverages like "Hong Sam Won" and "GoodBase Korean Red Ginseng with Pomegranate."

The three products are now sold in over 100 Guardian stores including One Utama Shopping Mall in Selangor, Malaysia, and "Hong Sam Won" in over 150 Watsons stores including Kuala Lumpur's Pavillion Shopping Mall, with plans to introduce "Everytime" in the third quarter.

The flagship product "Korean Red Ginseng Extract Everytime," a stick-type red ginseng product, has been popular not only in Korea but also in overseas markets including China and the United States, achieving accumulated sales of approximately \$950 million since its launch in 2012. It has notably been the top-selling single item in duty-free shops at Incheon International Airport and consistently maintains a top-three sales ranking, establishing itself as a must-buy item for travellers to Korea.

In addition to Malaysia, JungKwanJang is actively expanding in ASEAN regions. In Singapore, it has successfully established modern traditional medicine store chains through contracts with local shopping malls and department stores, selling flagship products like "Everytime" and "GoodBase" (Pomegranate/Aronia).