

New Collaboration to Position Saffron Within Korea's Premium Food Segment

26 November 2025 | News

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The partnership aims to make saffron more familiar to Korean consumers by combining Master Jung's fermentation expertise with SURFIRAN CO LTD's specialization in top-quality saffron. Master Jung directly oversaw the entire production process, ensuring balanced fermentation and premium quality.

Industry observers note that this collaboration represents a rare fusion of world-class saffron and Korean fermentation craftsmanship—an effort expected to spark new trends in the domestic gourmet food sector.

A SURFIRAN CO LTD representative said, "Master Jung's involvement elevated the flavor profile and authenticity of our products. We plan to continue developing items that blend saffron with Korean culinary culture."