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Daesang's K-food brand O'food launches Kimchi Ramyun at Costco and Loblaws in Canada

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Daesang's leading Korean food brand O'food has launched two Kimchi Ramyun products at Costco and Loblaws in Canada.

The newly introduced lineup includes 'Real Kimchi Ramyun Noodle Soup' featuring a spicy soup base enriched with Kimchi, and 'Real Fiery Kimchi Stir-fried Ramyun', a bold stir-fried noodle dish made with gochujang for an extra kick. Instead of using dried flakes commonly found in conventional Ramyun, both products are made with fresh Kimchi from Jongga, Korea's No.1

Kimchi brand, delivering a crisp texture and deep fermented flavour.

'Real Kimchi Ramyun Noodle Soup' is a soup-style Ramyun generously packed with Jongga Kimchi, capturing the refreshing and hearty spiciness characteristic of Kimchi-inspired broths. The savoury soup delivers a rich flavour reminiscent of Korean Kimchi stew, while carefully balanced acidity and aroma ensure broad appeal for a wide range of consumers.

'Real Fiery Kimchi Stir-fried Ramyun' combines Jongga Kimchi with O'food gochujang and aged habanero sauce, creating a harmonious blend of intense heat and sweet-tangy notes. Its crunchy Kimchi texture and clean, lingering spiciness make it an appealing choice for consumers seeking a distinctive spicy Ramyun experience.

Alongside the product launch, O'food is rolling out a range of local marketing initiatives in Canada to strengthen brand awareness. These include campaigns through local media outlets and outdoor advertising, as well as planned participation in events at major Canadian universities and K-Food festivals, where consumers will have opportunities to sample the products and engage directly with the brand.

"Our two new Kimchi Ramyun products are distinguished by the use of real Kimchi, which delivers a crunchy texture and rich fermented flavour," said Seungin Jung, Head of Global Discovery Business Organisation at Daesang. "We will continue expanding our distribution channels so that Canadian consumers can enjoy Korean-style Kimchi Ramyun more easily and conveniently at nearby retailers such as Costco and Loblaws."