

야불음식
Instant food without
the fire in outdoor

ANY TIME ANY WHERE WITH

YABUL



Dear valued customers and partners,

Honest Food Inc. is a food manufacturing company that provides safe and convenient self-heating containers along with self-heating precooked foods, based on our own innovative self-heater technology. Our first and foremost priority is consumer's health as well as society's as a whole.

Today, the number of single-person household is increasing and more and more people are seeking values in outdoor activities, such as camping and travelling. These recent trends make our selfheating precooked foods suitable for both current and future market.

With its safety, convenience, practical value and excellent taste, we strive to play a leading role in the pioneering of new AI fresco dining culture.

Through our extensive research and development on the precooked foods, we plan to become a more reliable company by obtaining certificates including FDA approvals on our products. We will also expand our global base in the area of combat rations and food for humanitarian aids, as well as strengthen our R&D capabilities for our sustainable growth.

Honest Food Inc. will continue with efforts to be a trustworthy company by ensuring our position in the domestic market and further gaining global competitiveness with our honest products.

Honest Food Inc. CEO *Kim Suseok*

History

- 2016. 02. Honest Food became the member of Korea International Trade Association
- 05. Honest Food registered the trademark right for its brand, Yabool (No. 40-1170361)
- 10. Honest Food obtained the ISO22000 Certificate
- 2015. 04. Honest Food was selected as one of the HIT500 companies by Small & Medium Business Corporation(SBC)
- 05. Honest Food's product was selected as the best product ("Eutteum Junggi product" by small & medium business)
- 06. Honest Food was featured on the TV program, "KBS 2TV Morning Idea TokTok"
- 10. Honest Food established its own R&D division
- 12. Honest Food applied for the registration of its trademark in China
- 2014. 02. Honest Food Inc. founded
- 05. Honest Food obtained Certificate for Venture Company
- 10. Honest Food registered the patent for self heating container (No.10-1456832)
- 12. Honest Food registered the patent for self heating container that can control temperatures (No.10-1480165)





Instant Self-Heating Product

Honest Food Incorporation's Yabul Series (Instant food without the necessity of fire) provides a hot meal without any external cooking utensils.

Although outdoor food consumption has increased, many locations restrict cooking. At a time where travelling and camping has been garnering interest, the Yabul series provides safe, convenient, practical, and time-consuming products that is perfectly fit for the current and future market.

Yabul Rice



WELBEING GOCHUJANG BIBIMBAP

- Product type : Instant Cooking Food
- Ingredients : Dried rice, Seasoning powder, Mixed veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 106g
- Shelf life : 1 year from production, Stored at room temperature



CURRY BIBIMBAP

- Product type : Instant Cooking Food
- Ingredients : Dried rice, Seasoning powder, Mixed veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 106g
- Shelf life : 1 year from production, Stored at room temperature

Yabul Noodle



SPICY RAMYUN

- Product type : Noodle
- Ingredients : Dried noodle, Seasoning powder, Dried veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 76.5g
- Shelf life : 1 year from production, Stored at room temperature



SEAFOOD JJAMPPONG RAMYUN

- Product type : Noodle
- Ingredients : Dried noodle, Seasoning powder, Dried veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 76.5g
- Shelf life : 1 year from production, Stored at room temperature

Yabul Rice&Noodle



JJAJANGBIBIM MYUNBAP

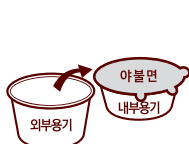
- Product type : Instant meal
- Ingredients : Ramen, Dried rice, Seasoning powder, Mixed veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 93g
- Shelf life : 10 months from production, Stored at room temperature



SEAFOOD JJAMPPONG MYUNBAP

- Product type : Instant meal
- Ingredients : Ramen, Dried rice, Seasoning powder, Mixed veggies, Heating Pack, Spoon
- Size : 144 x 144 x 104 mm
- Weight : 91g
- Shelf life : 10 months from production, Stored at room temperature

HOW TO USE



1 Open the product and divide the outer container with the inner container.



2 Open the lid of the inner container and put in mixed vegetable, and powder sauce.



3 Pour in water (360ml) and close the lid.



4 Open the Yabul Heating Pack from the outside container, put it in, and pour water to 2/3 of the paper cup (110ml).



5 Stack the inner container above the outer layer and wait 10 minutes.



6 After waiting 10 minutes, open the lid, stir, and enjoy the meal.

Self-Heating Containers

The main product manufactured by Honest Food is the instant self-heating containers, enabling a hot meal to be enjoyed by simply pouring in cold water anywhere at any time. Despite the container reaching up to 97 degree celcius, it is constructed of eco-friendly materials that is completely harmless to the human body. Constructed with a silicon material, it is able to be rolled up to the size of a fist, portable for carrying around to activities.

Feature

- A meal is able to be cooked due to the high temperature from when water gets in contact with the Yabul Heating Pack.
- The heat will last for over 20 minutes, maintaining the product in a warm state.
- The container is structured to eject pressure, eliminating any potential explosions.
- Porridge, ramen, steamed dish, soup, and many more different type of foods can be put into the container to heat it without the restriction of time, place, and cooking utensils.

Specification

- Product : Yabul Cook YB-03
- Product Components : Yabul Cook, Yabul Heating Pack
- Size : 220x170(300)x70 (mm)
- Manufacturer : Honest Food Inc.
- Weight/Volume : 257g/1,400ml
- Material : Silicon



HEATING CONTAINER



Steam Ejector Cap

By adjusting the pressure of the interior with the exterior, it enables the steam to be ejected.



Double-Contact Cap

The higher the internal pressure gets, the more solid the cap tightens.



Portable Folded-Loop

Upon storage, shrinks the size for a more portable use.



Principle behind the pressure

A meal is able to be cooked rapidly due to the pressure from high temperature.



ANY TIME ANY WHERE WITH
YABUL



COLOR



ORANGE



YELLOW

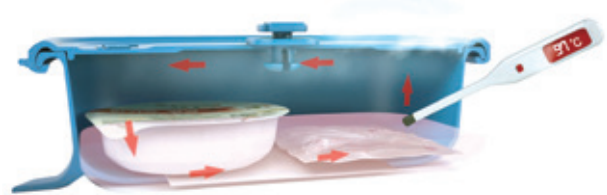


PINK



BLUE

HEATING CONTAINER



Cook
 with cold
 water within
 10 minutes
 anywhere!

Have instant
 self-heating meal
 with heaters!



Instruction



- Put in the yabul heating pack into Yabul Cook.



- Insert the packaged food above the Yabul heating pack.



- Pour in an appropriate amount of water above the Yabul heating pack.
 (Yabul heating pack 40g-Water 130ml, Yabul heating pack 60g-Water 180ml)



- Seal the double-contact cap so the hot steam does not escape the container.



- Depending on the food, within 15-20 minutes a hot meal will be ready.



- Upon storage, roll up the container using the folded loop.



Self-Heating Pack

Honest Food Incorporation's heating pack is mixed with chemicals that are completely harmless to humans, is the main component of our self-heating containers & self-heating foods that can minimize the cooking time and necessary equipment. As a company that prioritizes customers' well-being and environment, we developed our own heaters through continuous researches. Now, we try to enhance its efficiency, by shortening its heating time.

Feature

- The yabul heating pack, developed by our company, was created to be harmless to the human body, and to raise the temperature of the water vapor to over 97°C degrees Celsius upon contact with water.
- Constructed with eco-friendly materials so that it's harmless to the human body despite the high temperature.
- A perfect item to carry around to outdoor activities due to its high portability, and is able to be disposed as normal trash.
- Able to be cooked even in areas restricting the use of fire, such as the national parks, mountains, and children protection zones.
- Unlike other heating packs that use 100g to heat up, our heating pack uses only a half of the weight (40g) to fully heat up. This makes our heater more competitive with respect to portability and affordability.

Specification

- Product : Yabul heating pack 40g/60g
- Package material : Polyethylene (inside)
- Size : 40g (110x140 mm), 60g (140x180 mm)
- Manufacturer : Honest Food Inc.





Certification



Membership of Korea
International Trade Association
(KITA)



E-power 300 Commission



Certified Small & Medium
Company



Certificate of trademark
registration for brand Yabul



FDA



Patent registration on
self-heating containers



Patent registration on
self-heating containers that
can control temperatures



ISO 22000:2005 Certificate

HONEST FOOD



Going beyond the bias and limit against outdoor food,
We lead healthy outdoor food culture.

www.honestfood.co.kr



Instant food without
the fire in outdoor

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