

PROJECT GOAL

2020

- Ranked #1 in the 2020 Korea Consumer Satisfaction Index

2021

- Selected as Korea's National Brand K - Konjac Strip Snack (Jjondki)
- Seoul Awards Best Product
- Selected for 2021 KCON:TACT 4U - Introduction and Sales in 5 Southeast Asian Countries, Including Malaysia and Singapore

2022

- Lotte Super, Lotte Mart, Aladdin, Duty Free Shop, and 10 other offline stores
- Launch in K-MARKET in Vietnam and KSOUK, a Korean product sales mall in Dubai
- Exhibition at the Korea Brand Expo (USA, Dubai)

2023

- KCON (THAILAND, JAPAN) Exhibition
- Ranked #1 in the 2023 Korea Consumer Satisfaction Index
- Selected as one of the top 10 products at the K-Shopping Festa
- Awarded a commendation from the Minister of SMEs and Start
- Selected by Brand-K (Ministry of SMEs and Startups)

2024

- Officially listed in Armed Forces Welfare Foundation PX stores
- Officially launched in Costco, 7-Eleven, and Cspace24 stores
- Selected as the excellent product at the K-Shopping Festa

2025

- KCON 2025 JAPAN
- Signing of MOU with Japan's HAITAI PACIFIC
- Ranked #1 in the 2025 Korea Consumer Satisfaction Index
- Exhibition at Tokyo International Gift Show 2025



2023

- Coffee Strip Snack (Jjondki) Release
- Fried Konjac Strip Snack (Jjondki) Release
- Naver Shopping Live reaches 500,000 cumulative views
- KCON 2023 THAILAND
- KCON 2023 JAPAN
- Selected as the excellent product at the K-Shopping Festa
- JAYEON GONGYU X OGG Limited Edition
- Ranked No.1 in Korea's Consumer Satisfaction Index
- Awarded a commendation from the Minister of SMEs and Startups
- Selected by Brand-K (Ministry of SMEs and Startups)

2024

- Officially listed in Armed Forces Welfare Foundation PX stores
- Officially launched in Costco, 7-Eleven, and Cspace24 stores
- Officially listed in 30 rest areas nationwide
- Selected as the excellent product at the K-Shopping Festa

2025

- Gyeryong Logistics Center Selected for Smart Factory Construction Support Project
- Nonsan Logistics Center Adopts Combined Delivery System
- Threeback Shopping Offline Store Open
- Officially listed in E-Land's Kim's Club
- KCON 2025 JAPAN
- Signing of MOU with Japan's HAITAI PACIFIC



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<https://www.egtechcorp.com>

<https://jayeongongyu.com>

HOW TO LIVE WITH SNACKS

We provide Nature into your home.

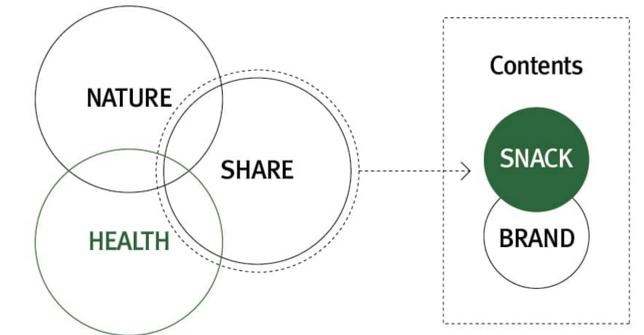
지연공유
JAYEON GONGYU

BRAND STORY

“JAYEON GONGYU Will Lead The Generational Shift In Snacks”

JAYEON GONGYU Began With The Hope That People Could Easily Access Carefully Selected Snacks Anytime, Anywhere
A Modern Reinterpretation Of All Of Our Memories - Grab It And Enjoy It Naturally

BRAND IDENTITY



HISTORY

2020

- New factory for production of our products
- Spicy Strip Snack (Jjondki) Release
- Naver Selective Live
- Konjac Strip Snack (Jjondki) reaches 100,000,000 cumulative sales
- 2nd factory established "Our Chewy Connection" Gift Set Release
- Vitaurine Konjac Strip Snack (Jjondki) Release
- Ranked #1 in the KSCI Korea Consumer Satisfaction Index
- Churros Strip Snack (Jjondki) Release

2021

- Konjac Strip Snack (Jjondki) Gift Set Release
- Lotte Live Shopping Broadcast Launch
- K Shopping Live Broadcast Launch
- Overseas procurement market export business development project
- Konjac Strip Snack (Jjondki) selected for KCON:TACT 4U (the world's largest K-culture festival)
- Introduction and sales in five Southeast Asian countries, including Malaysia and Singapore.
- Crispy dried pollack chips from Jayeon Gongyu: Protein Snack - launched in Australia.
- Offline, export-only Konjac Strip Snack (Jjondki)

2022

- Shine Muscat flavored limited edition Strip Snack (Jjondki) Release
- Baked sweet potato Strip Snack (Jjondki) Release
- JAYEON GONGYU Vietnam Launching
- Start of duty-free sales for Konjac Strip Snack (Jjondki)
- Exhibition at the Korea Brand Expo (USA)
- Exhibition at the Korea Brand Expo (Dubai)

A generational shift in snacks 7 types of Konjac Strip Snack (Jjondki), a national snack by JAYEON GONGYU



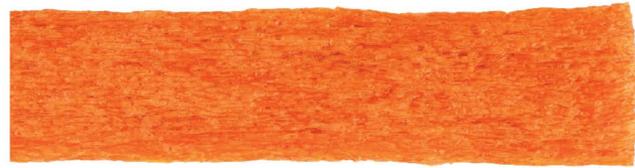
01



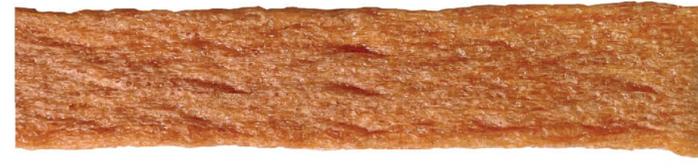
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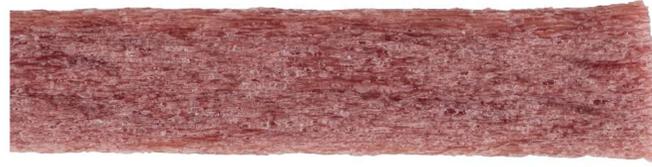
03



04



05



06



07

01

Konjac Strip Snack (Jjondki) Original Flavor

Reinventing nostalgic snacks as healthy foods
Contains konjac and 100% Korea glutinous barley and brown rice for a more satisfying feeling!
With Jayeon Gongyu's unique thick strip snack production method, enjoy a soft texture and rich flavor
No preservatives and low calories!

Konjac Glutinous Barley Brown Rice

02

Pu'er tea Strip Snack (Jjondki)

Added Pu'er tea powder, one of China's top 10 teas that helps with weight loss
Maximizing the flavor of 100% Korean produced brown rice through roasting.
Free from artificial colors and flavors!

Pu'er tea Konjac Barley + Brown Rice

03

Matcha Strip Snack (Jjondki)

Made with premium matcha from Hadong — Korea's most renowned green tea region
Made by grinding 100% Hadong green tea leaves, preserving the full nutrition and rich flavor of matcha
No preservatives and low calories!

Matcha Konjac Barley + Brown Rice

04

Spicy Strip Snack (Jjondki)

Hot and spicy! Contains Vietnamese hot chilli peppers
Addictively spicy flavor that grows stronger with every bite!
Made with 100% Korean grown brown rice for enhanced nutrition and taste!

Hot Chilli Pepper Konjac Barley + Brown Rice

05

Churros Strip Snack (Jjondki)

Authentic churros flavor bursting with warm, aromatic cinnamon
Churros Strip Snack, not fried, for a lighter and cleaner taste experience
Free from artificial colors and flavors!

Cinnamon
Konjac Barley + Brown Rice

06

Baked sweet potato Strip Snack (Jjondki)

Sweetness of roasted sweet potato, now with even more chewiness!
Contains 100% Korean brown rice and sticky barley to deliver lasting fullness
Contains purple sweet potato—no artificial colors added!

Purple Sweet Potato Powder
Konjac Barley + Brown Rice

07

Coffee Strip Snack (Jjondki)

A rich, sweet coffee flavor with a subtle hazelnut coffee aroma, full of deep flavor.
When you need to boost your concentration!

Coffee Beans
Konjac Barley + Brown Rice

Crunchy and satisfying all at once! Three guilt-free protein snacks



01

Protein bar (Original)

Crispy and nutritious grain crunch protein bar
Contains 16 types of Korean grains and protein
Low-sugar snack with only 2-3g of sugar

Protein 16 Grains
Low Sugar

02

Protein Snack

No preservatives,
No colorings,
and No food additives!
Make protein taste better
100% Korean brown rice
Original, Sweet, Garlic Bread
3 different flavors!

Brown Rice Protein
3 flavors



03

DanDak

150g of chicken breast dried as a snack
Two flavors: ranch and kimchi
Rich in protein and with a crispy texture!

Chicken Breast Protein
2 flavors



3 popular snacks made exclusively from natural ingredients

01

Handcrafted Yakgwa by an artisan with 25 years of tradition

A chewy, moist texture that won't stick to your teeth
Sticking to the traditional Korean manufacturing method: once at 110°C, twice at 170°C
Convenient and hygienic individual packaging

Korean Traditional Snack
Individually Wrapped Chewy And Moist



02

SLIMGUMA (Chewy Dried Sweet Potato)

Soft and sweet curing and maturing
No Sweeteners, No Preservatives,
and No Colorings!
Simple individual packaging

Honey Sweet Potato
Konjac Red Beet



03

Crispy dried pollack chips

A healthy snack made with crispy fried pollack skin, zero fishy smell, and increased richness!
No flour and colorings 100% hand-trimmed to remove any inconvenient parts
Cheese, Spicy, Garlic Butter, and many other flavors!

Premium Grade 1 Dried Pollack Skin
Zero Fishy Odor 3 Flavors



JAYEON GONGYU
Mascot
"GONDKI"

