



I'M ALIVE ORGANIC KOMBUCHA

A health drink meticulously fermented
with premium organic ingredients.



Company Profile



FRESHICO is dedicated to promoting health and well-being through continuous innovation and the development of creative beverage products.

- **Leadership:** Freshico is the top producer of kombucha in Korea.
- **Innovation:** Our patented fermentation method ensures high-quality products.
- **Halal Certified:** All our products meet Halal certification standards.
- **Global Reach:** We export to Japan, China, Singapore, Malaysia, Vietnam, and more.
- **Large-Scale Production:** We operate the largest kombucha production facility in Asia.
- **Diverse Production:** In addition to our own brand, we produce a variety of kombucha products through ODM and OEM partnerships.

Company name

Freshico, Inc.

CEO

Kwang Jae Kim

Business reg. number

308-81-40337

Freshico, Inc.

420, Teheran-ro, Gangnam-gu, Seoul, Korea

CoreBio, Inc.

24, Gukgasikpum-ro 4-gil, Wanggung-myeon, Iksan-si, Korea

Management Philosophy / Organizational Structure

Management Philosophy:
Creating value by building a brand

IMAGINATION

A Company Pursuing
Change for the Future

INSPIRATION

A Company Creating
Value through Creativity

4 "I"s

INNOVATION

to Deliver Customer
Delight through
Technological Innovation

INTERGRITY

A Company Trusted by
Customers for Its Sincerity
and Honesty

Organizational Structure

FRESHICO Seoul

Management Dep

Marketing Dep

Sales Team 1

Sales Team 2

Overseas Sales
Team

FRESHICO Pangyo branch

R&D Center

COREBIO (Iksan Facility)

Product Dev. Team

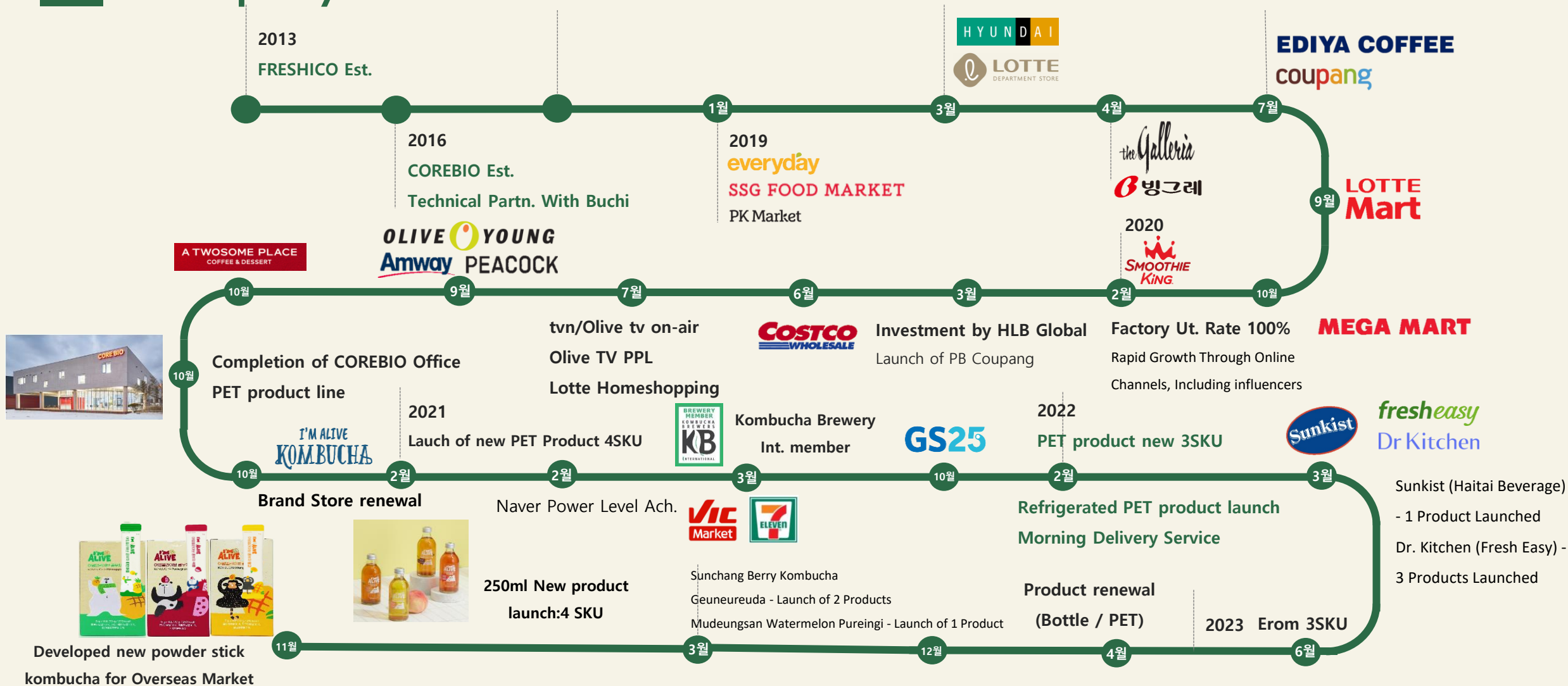
R&D

Production Team

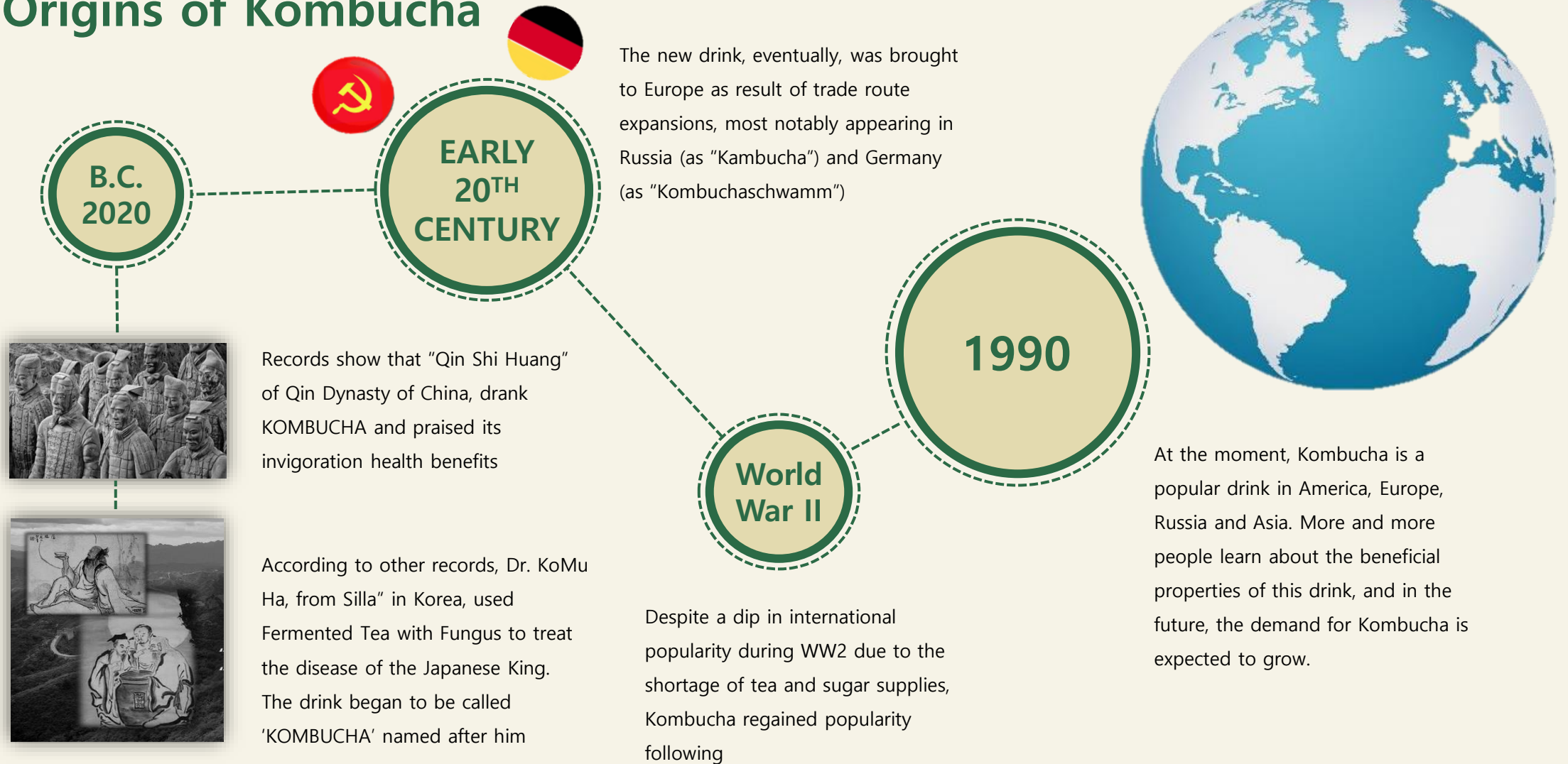
QA Team

Logistics Team

Company Timeline



Origins of Kombucha



Definition of Kombucha



What is Kombucha

Kombucha is a beverage made by naturally fermenting green tea, black tea, or other teas over a long period. During the natural fermentation process, beneficial bacteria consume organic cane sugar and produce substances that are good for our bodies. This traditional drink has been made and consumed at home for over 2,000 years. Recently, it has gained popularity as a health drink among Hollywood celebrities in the United States. Kombucha is known for its sweet and tangy flavor, along with the refreshing and crisp taste of natural carbonation.

I'M ALIVE ORGANIC KOMBUCHA



I'm Alive Kombucha is

'Only premium organic green tea and black tea from Jeju'

Jeju Island boasts ideal conditions for growing tea trees, with an average annual temperature above 14°C, slightly acidic soil with a pH of 4.0 to 5.0, and a high-humidity climate with over 1,600mm of annual rainfall. I'm Alive Kombucha takes full advantage of these conditions by using premium organic green tea and black tea that thrive in this environment, delivering a fresh and clean taste. Notably, the black tea used is sourced as order-made from Osulloc Farm, ensuring the highest quality.

I'm Alive Kombucha
BRAND



I'm Alive Kombucha Brewing Facility

CORE BIO

The first in Asia to be equipped with large-scale production facilities

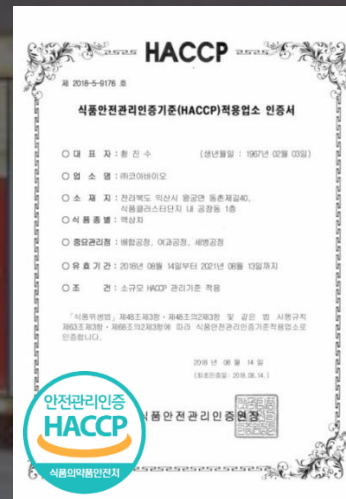
All products undergo an 'in-house processing' method, ensuring meticulous and careful manufacturing to deliver the highest quality to our customers.



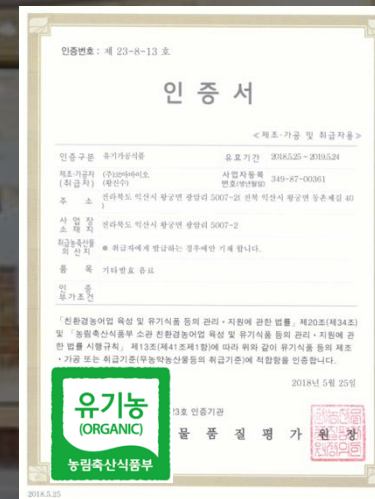
HALAL Cert.



Unique Brewing
Technique Patent



HACCP Cert.



Organic Cert (KOR)



FSSC22000



Technical Partnership with BUCHI (USA)

I'm Alive Kombucha is made using the **core technology of the world-renowned kombucha brand, Buchi Kombucha** from the USA, combined with our unique **506-hour** fermentation process.

Patented Brewing Technique

We independently operate the entire process from **extraction, fermentation, aging, to blending**. Specifically, we implement the fermentation process, which is the most critical stage in making kombucha, over 506 hours, approximately 21 days, to create the best kombucha.

Our proprietary technology has also allowed us to shorten this time

Product Introduction



Product Introduction

We bottle pure kombucha, up to 99.14%

"I'm Alive Kombucha offers 100% naturally fermented extract with no added water."

분말형	액상(RTD)형	아임얼라이브
		
A사 10% B사 15% C사 8%	D사 10% E사 15% F사 7.5%	99.14%



맛별로 소량의 함량 차이가 있습니다.

Global Recognition: Wins at the 2024 Global International Exposition





Red Grape Blackcurrant

The king of berries, black currant,
and sweet red grape



Ginger Lemon

The tangy freshness of Goheung
yuzu and the aroma of ginger.



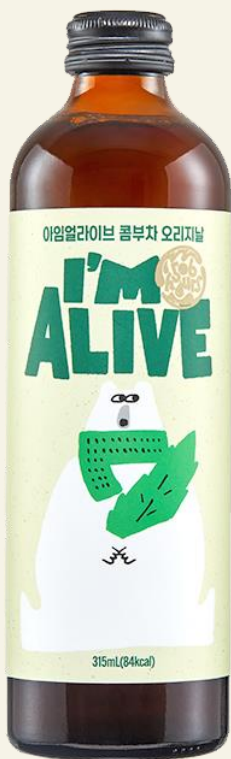
Manuka Honey Peach

The harmony of Manuka honey
and fragrant peach



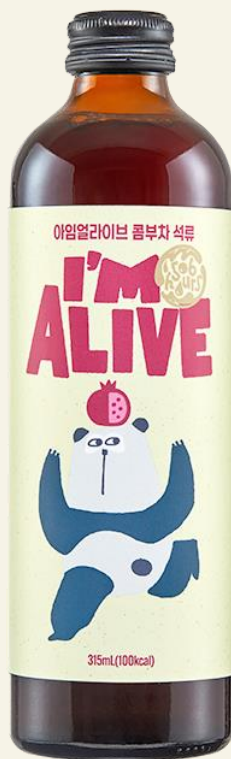
Lychee Rose

The exotic sweetness of lychee
and the unique taste of elegant
rose aroma.



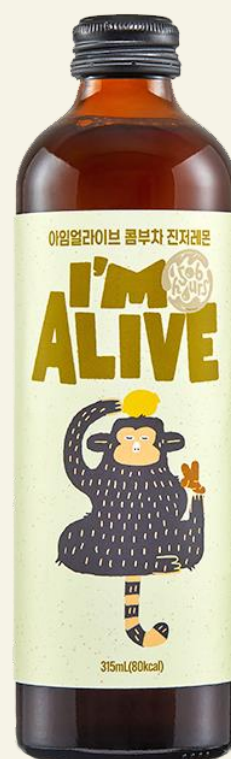
Original

Steady Seller



Pomegranate

Rich, full-bodied flavor of organic pomegranate



Ginger Lemon

The tanginess of organic ginger and lemon



ABC

The sweet and tangy flavors of organic apple, red beet, and carrot concentrate

I'm Alive Kombucha

LINE-UP Gummy Jelly**Fruited Series: grape, apple**

5% of Pure Kombucha

**Sour Series: grape, lemon**

5% of Pure Kombucha

**Pineapple**

14 sticks in a box

**Pomegranate**

14 sticks in a box

**Mango**

14 sticks in a box

I'm Alive Kombucha CHARACTER



To explain kombucha in an easy and friendly way, we developed "Team Alives", a group of four characters that embody the I'm Alive story.



We have customizable in-house characters, allowing us to plan a variety of merchandise promotions.

I'm Alive Kombucha

Selected as the Trendy Beverage in the Healthy Food category
at the 2021 Olive Young Awards.

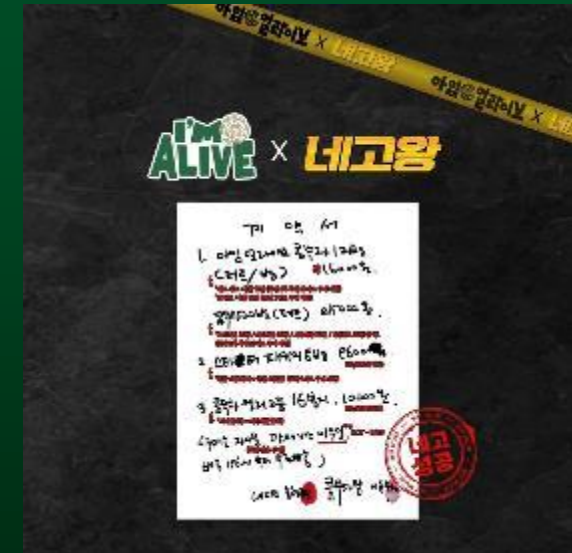


* What is Olive Young Awards?

An event that selects the most beloved products of the year by comprehensively analyzing sales growth, consumer preferences, and the latest trends among products available in stores over the past year.

The Nego King Promotion in August 2023

- Period: 2023 August 17 ~ 23.
- Sales : Over 1 MILLION BOTTLES



<https://youtu.be/5fZJmTL-oUM?si=kvk34VifX4PmAurT>

Offline Sampling and Promotion Events



2024. August

Josun Hotel

- Kombucha and kombucha cocktail sampling



2024. August

**Pop-up even at Yangyang Surfyy
Beach & Sunset Bar**

- Kombucha advertising and sampling
- Bar menu: kombucha highball drink



2024. October

Buyeo Go-Out Camp

- Kombucha sampling and promotional events



2024. November

- Gwanggyo Galleria Premium Dept.
Store VIP Event
- A VIP-targeted Kombucha Sampling and Event

Our Partners

오프라인



온라인

OEM/OD
M



E.O.D