



HEEBAB PRODUCT LINEUP

히밥 상품군 소개

KOREAN SOUL FOOD



WE'D LIKE INFLUENCER

Delicious, Light, and
Uniquely Heebab
**Mukbang Creator
Heebab**

Passionate About Taste

HEEBAB, Straight from Heebab's Heart

HEEBAB is a brand created from the refined palate and experience of Heebab, Korea's leading mukbang creator. Drawing on her vast culinary experiences, she carefully designs products that balance taste, health, and everyday convenience. Hailing from Jeju Island, Heebab also offers drinks and ready-meals infused with the island's signature ingredients, such as citrus and green tangerines. These products are delicious, practical, and easy to enjoy every day.

From filling ready-meals like Heebab Cup Tteokbokki and Kimchi Stew Ramen to functional drinks that help manage blood sugar, HEEBAB is dedicated to delivering flavors that make you crave just one more bite. These offerings are perfect for those who want to enjoy delicious, convenient, and healthy food even in a busy life.

<Key Career Highlights & Activities>

- Started broadcasting on AfreecaTV in 2019
- Launched YouTube channel on January 1, 2020
- Surpassed 1 million YouTube subscribers in August 2021
- Surpassed 1.5 million YouTube subscribers in September 2023
- Saturday is Good for Rice (E Channel), Korea Chicken Battle (MBN)
- Here to Scold with Money (iHQ), Kick a Goal (SBS), Culinary Class Wars: The Black & White Chef (Netflix), Dipping Show: I'm a Mukbanger (SBSM), Food Friends Are Here to Eat (Comedy TV)
- ,Appeared on numerous other TV shows as well





HEEBAB MUKBANG TOPOKKI

Experience authentic Korean street food at home with HEEBAB Mukbang Topokki. Made with chewy wheat rice cakes and a clean, flavorful sauce crafted with Jeju citrus concentrate, this topokki delivers bold but well-balanced heat.

Packed with plenty of sauce, it can be enjoyed thick and rich or as broth-style topokki. Ready in just about 10 minutes, it's a quick, satisfying meal for everyone.

Co-developed with Korea's popular mukbang creator HEEBAB, this frozen topokki is designed for both domestic and global markets with bilingual packaging.



Eat Happy, Be Happy!

KOREAN SOUL FOOD TOPOKKI

MUKBANG TOPOKKI HEEBAB

490g x 1ea

- Original Topokki made of chewy wheat flour cake that doesn't spread
- Contains flat fish cake for fish cake Topokki
- Sweet and refreshing with Jeju tangerine

Product name	MUKBANG TOPOKKI HEEBAB
Brand	HEEBAB
Category	Instant cooking food (frozen product)
Shelf Life	12 months from the manufacturing date (store at below -18°C)
Weight	490g
Packaging Unit	490g x 1EA, 20Pack/master carton / 32box 1 PLT
Packaging Size	pack 170 x 290 x 50mm / carton 630 x 400 x 180mm / CBM: 0.04536

(1) WHEAT FLOUR CAKE: WHEAT FLOUR, WATER, SALT, EMULSIFIED OIL(D-SORBITOL, SOYBEAN OIL, GLYCERIN FATTY, SOY LECITHIN, WATER).(2) SAUCE: RED PEPPER POWDER, SUGAR, SALT, CORN STARCH, MONOSODIUM GLUTAMATE, GLUCOSE, WATER. (2) SAUCE: SAUCE[RED PEPPER PASTE(STARCH SYRUP, WHEAT FLOUR, WATER, RED PEPPER SEASONING(RED PEPPER POWDER, SALT, GARLIC, ONION), RED PEPPER SEASONING POWDER(STEAMED WHEAT FLOUR, RED PEPPER POWDER, SALT, GLUCOSE, GARLIC POWDER), SALT, PROCESSED GRAIN PRODUCTS, ETHANOL, MONOSODIUM L-GLUTAMATE, ASPERGILLUS), WATER, HIGH FRUCTOSE(GLUCOSE), SUGAR, GLUCOSE(CORN STARCH), RED PEPPER POWDER, RICE WINE(WATER, HIGH FRUCTOSE, ETHANOL, RICE, SUGAR SYRUP, CITRIC ACID, ASPERGILLUS), CITRUS JUICE CONCENTRATE(CITRUS), SOY SAUCE(WATER, DEFATTED SOYBEAN, SALT, BREWED SOY SAUCE(SOYBEAN, WHEAT FLOUR, SALT), HIGH FRUCTOSE, ENZYMATIALLY MODIFIED STEVIA, MONOSODIUM L-GLUTAMATE, LICORICE CONCENTRATE, ETHYL P-HYDROXYBENZOATE, ETHANOL), GARLIC POWDER(GARLIC), ONION POWDER(ONION), SALT, MONOSODIUM L-GLUTAMATE, FOOD STARCH MODIFIED(ACETYLATED DISTARCH ADIPATE), GARLIC EXTRACT(GARLIC, SALT, DEXTRIN, ENZYME, GARLIC OIL), OLEORESIN PAPRIKA, POTASSIUM SORBATE, XANTHAN GUM, CITRIC ACID], SUGAR, WATER, MONOSODIUM L-GLUTAMATE. (3) FISH PRODUCT(FRIED FISH CAKE): SURIMI(CUTLASSFISH, THREADFIN BREAM, D-SORBITOL, SUGAR, TRIBASIC SODIUM PHOSPHATE), WHEAT STARCH, WATER, SALT, SOYBEAN OIL, SUGAR, ISOLATED SOY PROTEIN, CARROT, GREEN ONION, MONOSODIUM GLUTAMATE, SODIUM LACTATE, GLUCOSE.

CONTAINS: WHEAT, SOYBEAN, FISH(CUTLASSFISH, THREADFIN BREAM)





HEEBAB CUP TTEOKBOKKI

HEEBAB Cup Tteokbokki is a convenient instant meal that comes with rice cakes and seasoning powder in a disposable cup. Just add hot water—no additional ingredients needed—and heat it in the microwave for a quick and easy treat.

Enjoy two flavors: Spicy & Sweet, which delivers the authentic taste of traditional Korean tteokbokki, and Rosé, a creamy version with a rich cheese flavor.

Produced in a HACCP-certified facility by a trusted company specializing in exporting tteokbokki worldwide, this product ensures both quality and taste you can rely on.



Eat Happy, Be Happy!

KOREAN SOUL FOOD TTEOKBOKKI





HEEBAB CUP Tteokbokki

Spicy and Sweet

140g x 1ea

- 140g/Room temperature / Single serving cup
- Perfect blend of rice cakes and authentic Korean tteokbokki sauce
- Easy to prepare by adding water and microwaving
- Halal certified
- Environmentally friendly paper cup packaging

Product name	HEEBAB CUP Tteokbokki Spicy and Sweet
Brand	HEEBAB
Category	Rice cake products
Shelf Life	12 months from the manufacturing date
Weight	140g
Packaging Unit	140g x 1EA, 24ea/master carton / 50box 1 PLT
Packaging Size	cup 125 x 125 x 80mm / carton 500 x 390 x 170mm / CBM:0.03315

Ingredients

Tteokbokki rice cake 85.7% : Rice(foreign) 99%, Refined salt(domestic), Ethanol, Acidity regulator/ Spicy Tteokbokki Powder soup 14.3% : Sugar, Red pepper powder(China), Compound seasoning, Modified starch(defatted soybean : foreign), Dextrin, Monosodium glutamate, Refined salt(domestic), Whey powder, Black pepper powder, Oleoresin capsicum, Paprika extract color, 5'-Ribonucleotides)



HEEBAB CUP Tteokbokki

Rose 140g x 1ea

- 140g/Room temperature / Single serving cup
- Rich and savory rose sauce combined with rice cakes.
- Easy to prepare by adding water and microwaving
- Halal certified
- Environmentally friendly paper cup packaging

Product name	HEEBAB CUP Tteokbokki Rose
Brand	HEEBAB
Category	Rice cake products
Shelf Life	12 months from the manufacturing date
Weight	140g
Packaging Unit	140g x 1EA, 24ea/master carton / 50box 1 PLT
Packaging Size	cup 125 x 125 x 80mm / carton 500 x 390 x 170mm / CBM:0.03315

Ingredients

Tteokbokki rice cake 85.7% : rice(foreign) 99%, Refined salt(domestic), Ethanol, Acidity regulator/ Rose cheese powder soup 14.3% : Vegetable cream{Starched syrup, Sweet whey powder (foreign), Milk sugar (US), Processed cream, Hardened palm oil} 30%, Sugar, Processed milk cream{Processed butter(foreign), Milk sugar(US), Milk cream, Sodium casein, Phosphate}15%, Dextrin, Corn starch{corn(foreign : Russia, Hungary, Serbia, etc)}, Processed cheese(Cheddar cheese 87%, Sweet whey powder, Sodium casein, Refined salt)(Denmark)6%, L-sodium glutamate(taste and flavor enhancers), Refined salt, Red pepper powder, Onion powder, Natural cheese(US), 1% Garlic powder, Silicon dioxide, Parsley flakes, Paprika extract color, White pepper, 5'-Rbonylcotides)



HEEBAB MUKBANG Chinese Meal Kit

Mukbang Seafood Jajangmyeon

Mukbang Seafood Jjamppong

A convenient meal kit lineup of Korean-style Chinese dishes – Jajangmyeon and Jjamppong – created to match Heebab's taste!

Heebab's Mukbang Seafood Jajangmyeon and Seafood Jjamppong are seafood-based Korean-Chinese dishes developed in line with Heebab's preferences. Designed for both domestic distribution and global export, this lineup allows you to enjoy premium restaurant-quality flavors with an easy and convenient cooking process.



Eat Happy, Be Happy!



HEEBAB MUKBANG JAJANGMYEON

410g x 1ea

- Noodles with Seafood in Black Bean Sauce
- Rich seafood topping
- Cooking time 10 minutes

Product name **HEEBAB MUKBANG JAJANGMYEON**

Brand **HEEBAB**

Category **Meal kit**

Shelf Life **12 months from the manufacturing date (frozen below - 18°C)**

Weight **410g**

Packaging Unit **410g x 1EA, 24ea/master carton / 30box 1 PLT**

Packaging Size **pack 210 x 280 x 40mm / carton 525 x 380 x 280mm / CBM: 0.05586**

Ingredients

Fresh Noodles (Wheat Flour, Water, Ethanol, Modified Starch, Salt, Mixed Additives, Gardenia Yellow Color), Onion (Product of Korea), Sauce(Chunjang, Soybean Oil, Sugar, Starch, Monosodium Glutamate, Garlic), Squid, Shrimp, and Clam Meat(Product of China), Green Onion



HEEBAB MUKBANG JJAMPPONG

390g x 1ea

- Noodles with Seafood in Spicy Sauce
- Rich seafood topping
- Cooking time 10 minutes

Product name **HEEBAB MUKBANG JJAMPPONG**

Brand **HEEBAB**

Category **Meal kit**

Shelf Life **12 months from the manufacturing date (frozen below - 18°C)**

Weight **390g**

Packaging Unit **390g x 1EA, 24ea/master carton / 30box 1 PLT**

Packaging Size **pack 210 x 280 x 40mm / carton 525 x 380 x 280mm / CBM: 0.05586**

Ingredients

Noodles (38%) [Wheat Flour (Wheat, Product of Australia), Water, Ethanol, Modified Starch, Salt (Product of Korea), Mixed Additives (Emulsifiers, Stabilizers, etc.), Gardenia Yellow Color], Sauce (20.3%) [Water, Monosodium Glutamate (Flavor Enhancer), Red Pepper Powder 1 (Product of China), Flavored Oil {Soybean Oil (Origin: USA, Brazil, Paraguay, etc.)}, Seasoning Mix, Red Pepper Powder 2], Seafood [Squid, Shrimp, Clam Meat (All Product of China)], Onion (Product of Korea), Napa Cabbage Leaf (Product of Korea), Green Onion, Carrot.



HEEBAB PRODUCT

No one has eaten more Ramyun
No one knows ramen better
**Made by a true Ramyun lover:
HEEBAB MUKBANG RAMYUN!**

One of Heebab's all-time favorite foods is Ramyun. She loves Ramyun so much that she has eaten 25 packs in one sitting! With countless Ramyun experiences under her belt, Heebab knows Ramyun better than anyone.

That passion and experience led to a mission: to create a truly delicious Ramyun. After endless testing, tasting, and perfecting the recipe, the result is finally here – Heebab Mukbang Ramyun.

A Ramyun created by Heebab, for Ramyun lovers. Now, get ready to taste the next big wave of K-Food.

Meet Heebab Mukbang Ramyun – the Ramyun the world has been waiting for!





Heebab Mukbang Ramyun comes in three varieties, so you can choose based on your taste:
Classic Broth Ramyun / Seafood Ramyun / Stir-Fried Ramyun.



Heebab Mukbang Ramyun – Original

A refreshing, authentic Korean-style broth Ramyun. Try it the true Korean way – finish with rice in the soup. Trust us, it's amazing!



Heebab Mukbang Ramyun – Spiny Rock Shrimp

Made with shrimp from Jeju Island, this seafood Ramyun delivers deep umami and clean, refreshing flavor. Perfect for those who love a light yet flavorful broth.



Heebab Mukbang Ramyun – Spicy Stir-Fried Chicken

A bold, stir-fried Ramyun inspired by Korea's spicy Dak-Galbi(Stir-Fried Chicken). If you're craving a fiery, intense Korean heat – this is your challenge.



Eat Happy, Be Happy!





HEEBAB MUKBANG RAMYUN Original

120g x 1ea

- Korean-style broth Ramyun
- Export-ready product (including the U.S.)
- Sold in a 4-pack set / available as individual packs
- Instant Ramyun ready in just 5 minutes.

Product name	HEEBAB MUKBANG RAMYUN Original
Brand	HEEBAB
Category	Ramyun
Shelf Life	12 months from the manufacturing date. Store at room temperature
Weight	120g
Packaging Unit	120g x 4EA(1multi-package), 8ea(1multi-package)/master carton / 81box 1 PLT
Packaging Size	pack 150 x 200 x 30mm / carton 335×320×260mm / CBM: 0.02787
Ingredients	<p>Noodles: Wheat flour (wheat: U.S.A., Australia), palm oil (Malaysia), potato starch (Germany), modified starch, refined salt (Korea), eggshell powder, alkaline agents for noodles (potassium carbonate, sodium carbonate, disodium phosphate), flavor oil S, vegetable flavor liquid, green tea flavor oil, tocopherol WS, vitamin B2</p> <p>Soup Base: Seasoning mix 1 [refined salt (Korea), red pepper powder (dried chili – China), EPSP-1 {defatted soybean (origin: India, U.S.A., China)}, amino base, MHV-P-S20 (defatted soybean)], sugar, black pepper powder, garlic powder, onion powder, silicon dioxide, disodium 5'-ribonucleotide, disodium 5'-guanylate, paprika extract color</p> <p>Dried Garnish Soup: Soy protein, dried shiitake mushroom, shredded carrot, dried bok choy, dried green onion</p>
Contains wheat, egg, soybean	



HEEBAB MUKBANG RAMYUN

- Spiny Rock Shrimp 118g x 1ea

- A clean and savory seafood Ramyun featuring Jeju Spiny rock shrimp.
- Instant Ramyun ready in just 5 minutes.
- Export-ready product (including the U.S.)
- Sold in a 4-pack set / available as individual packs.

Product name	HEEBAB MUKBANG RAMYUN - Spiny Rock Shrimp
Brand	HEEBAB
Category	Ramyun
Shelf Life	12 months from the manufacturing date. Store at room temperature
Weight	118g
Packaging Unit	118g x 4EA(1multi-package), 12ea /master carton / 56box 1 PLT
Packaging Size	pack 150 x 200 x 30mm / carton 455x290x325mm / CBM: 0.04288
Ingredients	<p>Noodles: Wheat flour (wheat: U.S.A., Australia), palm oil (Malaysia), potato starch (Germany), modified starch, refined salt (Korea), eggshell powder, alkaline agents for noodles (potassium carbonate, sodium carbonate, disodium phosphate), flavor oil S, vegetable flavor liquid, green tea flavor oil, tocopherol WS, vitamin B2</p> <p>Soup Base: Refined salt (Korea), monosodium glutamate (flavor enhancer, Indonesia), seasoning mix [hydrolyzed soy protein (soybean), maltodextrin, salt, caramel color III, sodium succinate, alanine, disodium 5'-ribonucleotide], sugar, shrimp powder, squid extract powder, mussel extract powder, dried green onion flakes, dried carrot, red pepper powder, seaweed, black pepper powder, red-banded lobster (Korea), vegetable cream, onion powder, garlic powder, silicon dioxide, soy sauce powder, paprika extract color, enzyme-treated stevia, corn starch</p> <p>Contains wheat, shellfish(shrimp), soybean</p>



HEEBAB MUKBANG RAMYUN

Spicy Stir-Fried Chicken 138g x 1ea

- Extra-spicy stir-fried Ramyun with a Korea style fire chicken flavor
- Export-ready product (including the U.S.)
- Sold in a 4-pack set / available as individual packs.
- Smoky stir-fried instant Ramyun

Product name HEEBAB MUKBANG RAMYUN Spicy Stir-Fried Chicken

Brand HEEBAB

Category Ramyun

Shelf Life 12 months from the manufacturing date. Store at room temperature

Weight 138g

Packaging Unit 138g x 4EA(1multi-package), 8ea /master carton / 81box 1 PLT

Packaging Size pack 150 x 200 x 30mm / carton 335 x 320 x 260mm / CBM: 0.02787

Noodles: Wheat flour (wheat: U.S.A., Australia), palm oil (Malaysia), potato starch (Germany), modified starch, refined salt (Korea), eggshell powder, alkaline agents for noodles (potassium carbonate, sodium carbonate, disodium phosphate), flavor oil S, vegetable flavor liquid, green tea flavor oil, tocopherol WS, vitamin B2

Liquid Sauce: Mixed soy sauce [defatted soybean (foreign origin: India, U.S.A., China, etc.)], dextrin (China), sugar, purified water, monosodium glutamate (flavor enhancer), starch syrup, spice preparation (red pepper powder, onion, garlic, steamed rice flour, glucose), disodium 5'-ribonucleotide, black pepper powder, whole milk powder, fructose, onion extract, garlic extract, curry powder, seasoning mix 1, seasoning mix 2, refined salt, modified starch, glycine, caramel color, paprika extract color, xanthan gum, oleoresin capsicum, ethyl p-hydroxybenzoate (preservative), buldak-galbi seasoning oil

Dried Garnish Soup: Dried bok choy, dried napa cabbage, shredded carrot, dried green onion

Ingredients

Contains wheat, soybean

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