



Our safe food

Region with clean air, bright sunshine, and authentic nature 

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Expert in safe food

ALTORAN CO., LTD. is an agricultural corporation that produces and distributes food products. With pride in its unrivaled manufacturing technologies and state-of-the-art HACCP-compliant facilities, ALTORAN produces the highest-quality food with "serve safe food to families" foremost in its mind. With its reliable red pepper powder, sesame oils, and perilla seed oils, ALTORAN will provide healthy meals to individuals and families and help them live healthier lives.



ALTORAN provides safe, traditional Korean food.

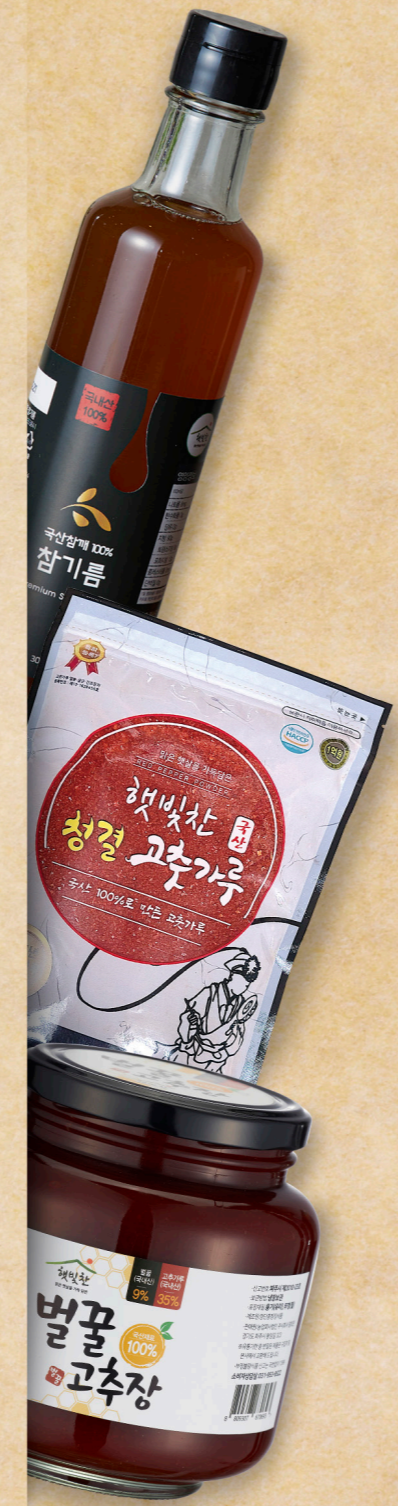
Company name ALTORAN CO., LTD.
Establishment Apr. 2003
CEO Dong-cheol Kim
Areas of Business Manufacture of red pepper powder and edible oils Distribution
Address 323 Bongam-gil, Paju-eup, Paju-si, Gyeonggi-do
Contact Information +82-31-945-8556
Website www.altolan.kr / www. 햇빛찬.kr

Major Customers

-  Kimchi manufacturing plants
-  Franchise
-  Sauces
-  Seasonings
-  School meals
-  Food ingredients
-  Supermarkets

Company History

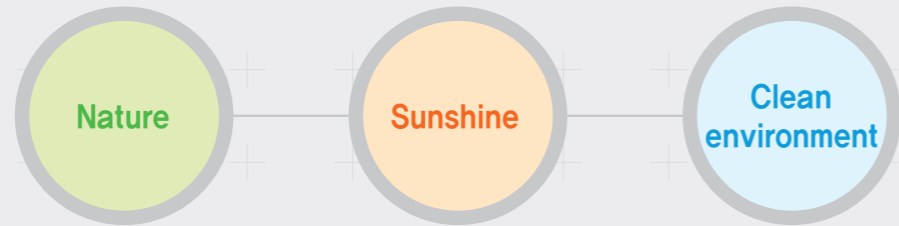
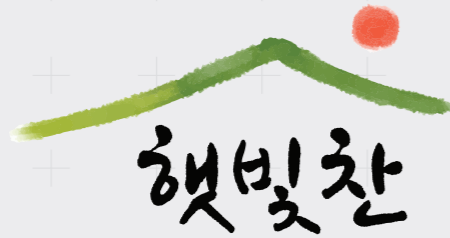
- 2021**
 - Registered '햇빛찬' as a brand trademark
 - Set up the R&D department
 - Acquired FSSC 22000 certification
- 2020**
 - Launched public home shopping
- 2019**
 - Registered '햇빛찬 Image' as a brand trademark
 - Attended the AT Exhibition
 - Launched small packaged products of red pepper powder, sesame oils, and perilla seed oils
- 2017**
 - Expanded plants and set up Production Line 2
 - Separated the manufacture of domestic ingredients and Chinese ingredients
- 2016**
 - Thermal wave for red pepper powder Registered patent for sterilization and drying system
- 2015**
 - Established ALTORAN CO., LTD., an agricultural corporation
 - Attended the 11th Paju Gaeung Ginseng Festival
 - Attended the 5th Paju Chamber EXPO SME Excellent Product Exhibition
- 2014**
 - [Korea Rural Community Corporation] Attended the 6th Industrialization Agricultural Enterprise Distribution Exhibition
 - [Recognized as Clean Business] Ministry of Employment & Labor and Korea Occupational Safety and Health Agency
 - [Korea SMEs and Startups Agency] selected as Korea's Excellent Product
- 2013**
 - Attended the AT SME Fair for Distribution Channel Development
- 2011**
 - Designated as HACCP-compliant company
- 2010**
 - Relocation and expansion of URI FOOD: Paju-eup, Paju-si (company-owned plant)
- 2003**
 - Establishment of URI FOOD: Paju-eup, Paju-si (rental plant)
- 1987**
 - [National Agricultural Cooperative Federation] Dried red pepper distributor of Yeongdeungpo Gongpanjang



Brand Story

"HATBITCHAN" is ALTORAN's affiliated brand that is committed to delivering quality food for individuals and families from the purchase of raw materials to production under the brand slogan "ample sunshine."

Korean Intellectual Property Office
Registered "HATBITCHAN" as brand trademark



The BI written in calligraphy symbolizes the agricultural products growing well in Korea, while the mountain and the sun represent the clean and adequate growing environments for crops.



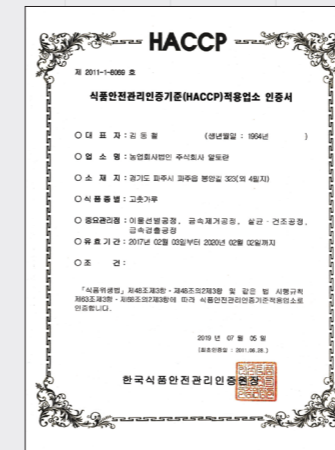
Certified



Korean Intellectual Property Office

Thermal wave for red pepper powder Sterilization, Drying system
Registered patent rights (No. 10-1628456)

- Research results based on several years' experience and multiple failures
- Thermal wave using indirect heating system, Sterilization, Drying system
- Increase the sterilization temperature up to 130 °C (indirect temperature), to kill general bacteria, fungus, and coliform bacteria
- Without any deformation, the indirect heating system produces red pepper powder with a nice smell as if slightly roasted.
- Optimum drying conditions: Moisture content 10-13%



HACCP-certified (red pepper powder)



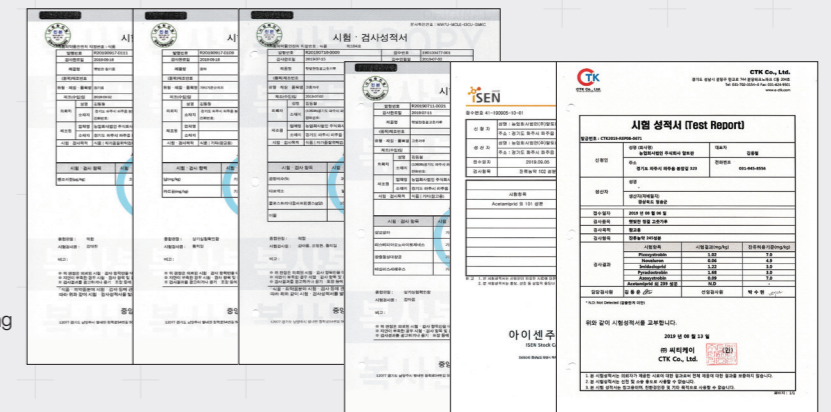
Certification of trademark registration



22000 certification

Precautions for toxic substances

- Regular testing for coliform bacteria is conducted in internal laboratories
- Testing for 245 types of agricultural chemicals, heavy metals, and food poisoning bacteria is conducted every 6 months by accredited testing laboratories



Red pepper powder

ALTORAN uses its patented thermal wave sterilization and drying system Sterilization, to dry all the red pepper powder. Using an internal heating system, at 130 °C (indirect temperature), general bacteria, fungus, and coliform bacteria are killed, and well-dried red pepper powder that smells as if slightly roasted becomes ready.

Country of origin : Korea / China / Vietnam

Volume : 250g ~ 20kg



Korea



Home shopping
_ domestic



China



Vietnam

Production system

- **Thorough selection process of raw materials (dried peppers)** _ washed dried red peppers brought in
- **Regular precautions for toxic substances** _ Testing for all types of germs, agricultural chemical residues, and heavy metals
- **Iron powder removal** _ 7 grinders and iron powder removers used. After final packaging, heavy metal detector used.
- **HACCP-certified facility** _ production of safe red pepper powder

Production processes of safe red pepper powder



01 _ Low-temperature refrigerators : storage of raw materials



02 _ Standard capacity : conveyors



03 _ Air cleaners / Filtration of foreign matter



04 _ Grinders (iron powder removal)



05 _ Particle filters / Iron powder removers



06 _ Thermal wind Sterilization Drying system



07 _ Pulverizing mills



08 _ Internal packaging room



09 _ Heavy metal detector



10 _ External packaging room



11 _ Storage room for final products

Red pepper powder (Small packaging)

This small packaged red pepper powder is portable and convenient to use for camping, trips, and single households. This product contains 2 tablespoons of red pepper powder, which is enough to make one meal and can be used in many different dishes.

Country of origin : Korea

Volume : 12g X 10 sticks



Production & delivery of OEMs is possible.

Sesame oils, perilla seed oils, Raw perilla seed oils

Thanks to the huge temperature differences between day and night and fertile lands, Gangwon-do's small, firm sesame and perilla seeds are considered the best-quality. We use only Gangwondo's unparalleled sesame and perilla seeds.

Country of origin : Korea

Volume : 180ml / 300ml



Sesame oils

Raw perilla seed oils

Perilla seed oils

Sweet break KKULTAM (stick type)

Sweet break KKULTAM uses only natural bee honey from the DMZ areas, which has optimum honey production conditions thanks to plenty of wild flowers and herbal flowers. Sweet break KKULTAM comes in stick type for easy storing and eating.

Country of origin : Korea Volume : 10g Quantity : 90 / 60 / 30 / 10 Sticks



KKULTAM 90 Sticks

KKULTAM 60 Sticks

KKULTAM 30 Sticks

KKULTAM 10 Sticks

HATBITCHAN complete gift set

HATBITCHAN complete gift set consists of various domestic products. It is the perfect gift to show appreciation. (* Company anniversary gifts, complimentary gifts, gifts, and OEM)



OIL GIFT SET (300ml)

- Contents : Sesame oil, Perilla seed oil, Raw perilla seed oil, and Soy sauce



Oil gift set (180ml)

- Contents : Sesame oil, Perilla seed oil, Raw perilla seed oil, and Soy sauce



NEWLY HARVESTED NATURAL BEE HONEY GIFT SET

- Contents: wild flower, acacia, linden tree, or wild-cultivated ginseng
- Volume : 350g



NEWLY HARVESTED NATURAL BEE HONEY + NUT GIFT SET

- Contents: wild flower, acacia, and nuts (choose 1 out of 10 types of nuts)
- Volume: 350g



NEWLY HARVESTED NUT GIFT SET

- Contents : choose 3 out of 10 types of nuts (refer to other products)



UNBOILED JAM (low temperature vacuum concentrated jam)

- Contents: strawberries, peaches, and blackcurrant
- Volume: 330g

※For more information on gift sets, visit our website.

DMZ Paju jangdan bean sauce

HATBITCHAN sauces are healthy sauces made in the traditional methods, using Paju's organic jangdan beans, domestic bee honey, and domestic red pepper powder. HATBITCHAN sauces are reliable products as they are compliant with various certifications, including Traditional Food Certification, Gyeonggi-do Excellent Food Certification, and Paju Specialty Certification.

Country of origin : Korea, Paju



Bee honey red pepper paste 1kg / 500g



Jangdan bean soybean paste
1kg / 500g

Jangdan bean soup soy sauce
900ml

Fermented jangdan bean paste
200g x 5개

Other products

Other healthy and reliable products – newly harvested nuts / white soybeans / black soybeans / protein bars / nut bars / dried mangoes / bansi sweet potatoes (semi-dried sweet potatoes) / moist sweet potato sticks



10 types of newly harvested nuts

Walnut halves, roasted almonds, macadamia nuts, roasted cashew nuts, Brazilian nuts, dried blueberries, shelled pistachios, roasted pistachios shelled, roasted sacha peanuts, and dried cranberries (ruby)



Paju jangdan white soybeans / black soybeans (1kg / 3.5kg / 7kg)

Jangdan beans are Paju's specialty, called "Jangdan Baekmok," which became the first domestic bean cultivar recommended in 1913. In terms of quality and nutritional value, Paju jangdan beans are second to none. They also have a good reputation as well as high isoflavone content.



Protein bars / nut bars

Both protein bars and nut bars are healthy and safe products that are additive-free and are made with natural and honest ingredients only.



Benefruit dried mangoes 100g

With naturally sweet and sour flavors and chewy texture, benefruit dried mangoes are reliable products based on thorough quality management; they have received positive reviews from 12 countries, including Korea.



Yummy bansi sweet potatoes (semi-dried sweet potatoes)

Chewy and soft semi-dried sweet potatoes are made by double steaming and double drying domestic yellow sweet potatoes.



Moist, sweet potato sticks

Semi-dried sweet potatoes made by double steaming and double drying 100% domestic yellow sweet potatoes.