

PRODUCT Proposal



SNOW COOK

The art and science of snowmaking

PRODUCT PROPOSAL

* Snow Cook is a snowflake shaved ice brand created by Sangodae Corporation with pure domestic technology.

Sanggodae SnowFlaker Product Proposal

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“Creating a new future through creative thinking and endless challenges.”

Sango University is a company that respects human beings, pursues the value of sharing, and shares happiness together..

“The centrepiece of Korea's snow and ice machines" Snowcook is setting a new paradigm for snow and ice machines with 10 years of technology and innovative design..

It's about our commitment to providing the best technology, the best products, and the best customer service.

We will always be a challenging company with continuous R&D and customer satisfaction management.

Company Outline



Sango University is a company with quality competitiveness through steady technology development since its establishment in 2002.

Snowcook is a proud Korean snow shaved ice brand created by Sanggodae with pure domestic technology.

Snowcook, which has improved its performance and quality compared to other products with only technology and ideas, will now grow into a representative snowflake ice machine brand in Korea and become another new axis of the Korean Wave by expanding to the world. With the ancient technology, you can taste and feel the white snowflake ice in the middle of winter in all seasons.



Company name

Sangodae Corporation

CEO

Dae Hwan Kim

Location

31, Jungang-ro 31beon-gil,
Misagang-byeon, Hanam-si,
Gyeonggi-do, Republic of Korea

Type of business

- Manufacturing
- Making a Snowflake Ice Maker
- Starting and franchising a café

Company History



Sango University is a company with quality competitiveness through steady technology development since its establishment in 2002.



Patents and certifications

Sangodae Corporation holds a number of patents and certifications through continuous and innovative technology development and quality control, providing reliable products and services to our customers.



Products Design



Bring intuitive appeal and unique technology to your designs.
Experiencing sensuous technology in design.



SnowCook Series

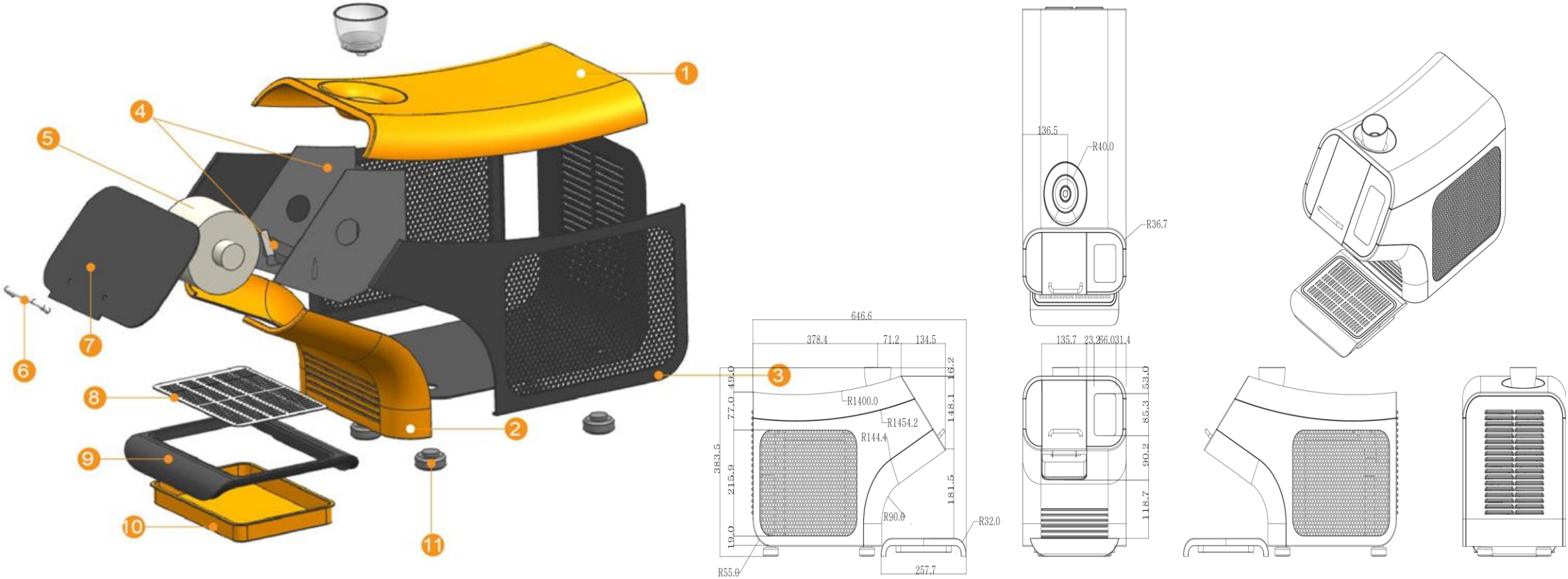


Launched in 2023, the "SnowCook Series" has been "snowing" more and more customers.

We've made it easy for anyone to use, with a friendly design, convenient operation and features, and easy cleaning.



SnowCook Series





Shaved Ice Menu Market Size and Shaved Ice Trends

Analyze the product environment



- Shifting from large products to smaller, more functional products
- Sizes are shrinking due to space constraints
- LCD button applied and effective UI/UX changes are visible
- No significant material changes
- For the controls, there is a change from electronic touch to mechanical buttons again (to improve touch malfunctions and inconvenience for businesses)
- Bringing automation to life
- **Air-cooling is now heavily used and favored**

Product Type

공랭식 제빙기
Air-cooled ice machines



Air cooling

- Spinning a cooling fan to cool the refrigerant with air
- They are noisy and generate heat due to the use of cooling fans, but are more popular because they are less expensive than water cooling.
- 95% of all ice machine sales
- Simple to install and easy to use

수랭식 제빙기
Water-cooled ice machines



Cooling with water

- Cooling the heat of the refrigerant with water
- Quieter and less expensive to run compared to air cooled
- High water consumption, beware of freezing in winter
- 5% of all ice machine sales
- Expensive to install/use



빙수 시장 현황 및 전망

Ice machine SMEs in Korea

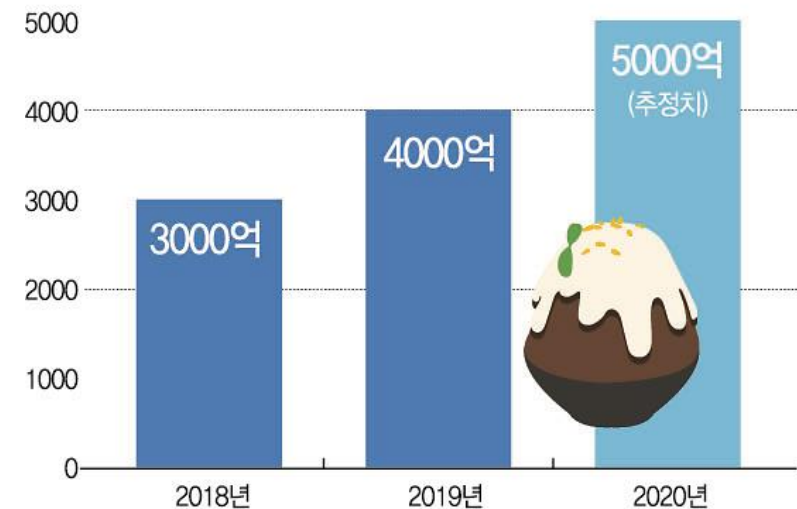
- Hot weather in the country boosts sales volume for businesses
- **Mostly small manufacturing companies with export focus, exporting to over 70 countries**
- CK Company enters Conex '17 with strong revenue growth and operating income
- Expansion of shaved ice specialties like shaved ice and pasilla
- Development driven by market demand for miniaturized products

Global Shaved Ice Market Status and Forecast

- Expansion of overseas markets due to the influence of the Korean Wave
- Expansion of the shaved ice market in the Southeast Asian market / Increased interest due to the spread of Hanshin in the European market / Distribution and spread of domestic shaved ice equipment in the Japanese market

국내 빙수시장 규모

*단위: 원



*자료: 업계 추산



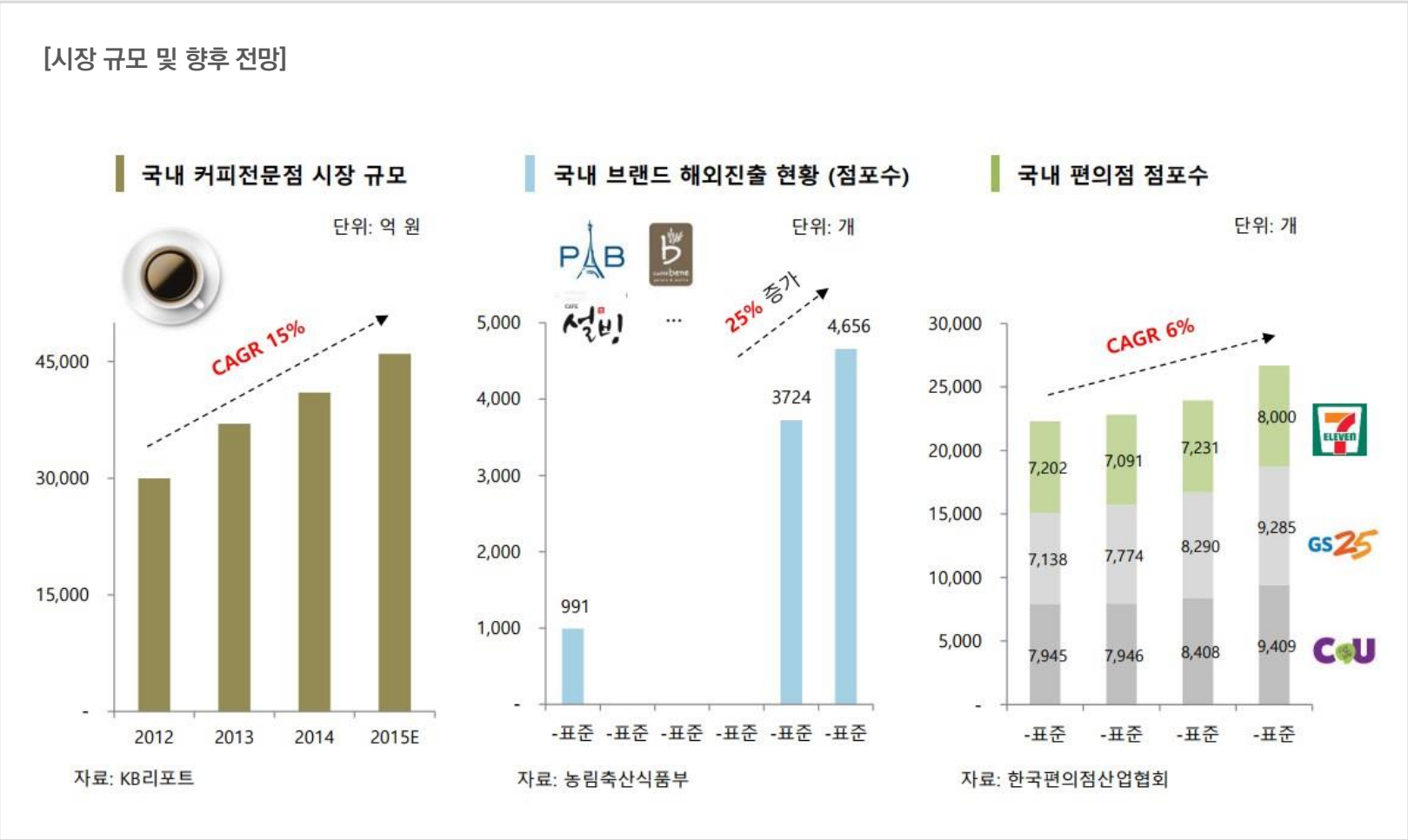
Shaved ice market status and outlook

Shaved Ice Market Status and Outlook in South Korea

- Shaved ice machines are a growing area of interest due to the rapid expansion of the shaved ice market.
- 95% of coffee shops offer shaved ice with an ice machine
- By 2022, there will be about 50,000 coffee shops in Korea alone.
- When looking at flash-freezing applications by applicant, small businesses and individuals account for the majority of applications at 64% and 35%, respectively.

Techniques to improve configuration (9%)

Technologies to miniaturize products (4%)





국내외 빙수 시장 전망

한국경제

'K-Bingsu'...cooling down the hot Southeast Asia-Middle East.

Two Thumb Place offers three varieties of "Cake Bingsu," which is a cake served over milk ice. The Cake Bingsu is a dessert plate with a slice of TwoThreePlace's signature cake and shaved ice flavored with fruit or coffee. The flavors include 'Grapefruit Berry Cake Bingsu', 'Tiramisu Cake Bingsu', and 'Mango Cheese Cake Bingsu'. Harley's Coffee also offers five flavors of snowflake shaved ice with milk ice.

Milk shaved ice vs. snowflake shaved ice vs. shaved ice... the winner is

"As customers become more discerning, ice quality has become an important criterion when choosing shaved ice, and ice quality continues to change and evolve according to customer tastes and trends." "Just as last year's successful snowflake shaved ice was loved by customers for its fine ice quality, which is different from regular shaved ice, it is important that the milk shaved ice Ice Stop, which entered the market for the first time this year, satisfies many customers with its soft ice, savory taste, and healthy benefits.

한국경제

[넥스트K] 두리안이 딱 'K빙수'...더운 동남아·중동 사르르 녹인다

입력 2019.11.14. 오전 9:24 · 수정 2019.11.15. 오전 8:47

[넥스트K] 6회 : 'K빙수' 설빙

- ▽ 태국서 더 맛있는 '애플망고치즈설빙'
- ▽ 두리안 만년 눈꽃얼음 부드러운 식감
- ▽ 중동 호주, 내년 베트남 본격 진출
- ▽ 1년에 신메뉴 10개...탄탄한 '원동력'

■ 넥스트K ■ 차세대 한류 주역을 꿈꾸는 이들을 찾아냅니다. 케이(K)팝, K뷰티, K푸드 등을 잇는 새 K열풍을 위해 오늘도 많은 기업과 젊은 스타트업이 고군분투 중입니다. [넥스트K]에서 한류의 새 주역을 미리 만나보세요 _ 한경닷컴 산업부



설빙의 인기 메뉴인 애플망고치즈설빙. (사진 = 설빙)

MoneyS 구독중

우유빙수 vs 눈꽃빙수 vs 대패빙수 ... 승자는

입력 2015.06.24. 오후 1:33 기사원문

3 댓글

가

올해도 어김없이 빙수의 계절이 찾아왔다. 본격적인 더위가 시작되면서 업계에서는 소비자들의 눈길을 끌고, 발길을 돌리기 위해 다양한 빙수를 선보이고 있다.

빙수가 어엿한 디저트 메뉴로 자리 잡으면서 올해는 해마다 선보이는 통상적인 빙수 메뉴에서 한층 더 나아가 더욱 다양하고 이색적인 빙수가 대거 등장했다. 특히 눈꽃얼음, 우유얼음, 대패얼음 등 빙수의 빙질이 세분화되고 이에 걸맞게 토핑도 풍부해졌다.

◆ 부드러운 얼음과 고소한 우유를 결합해 한층 더 부드러운 우유빙수
올해는 커피전문점에서 우유 얼음을 활용한 우유 빙수를 대거 출시했다.

프랜차이즈 커피전문점 드롭탑은 국내산 1등급 우유로 만든 우유 빙수 '아이스탑' 4종을 선보이고 있다. 드롭탑 아이스탑은 우유얼음을 사용해 부드럽고 고소한 맛이 강하며, 얼음이 녹는 속도가 낮아 장시간 시원하게 즐길 수 있는 것이 특징이다.



드롭탑의 우유빙수 '아이스탑'

고소한 우유 얼음 위에 메뉴별로 망고와 치즈, 블루베리 등 신선한 원재료를 풍성하게 쌓고 이탈리안 와플 콘과 젤라또 아이스크림, 인절미, 초코 스틱 과자 등 다양한 토핑이 층을 이뤄 먹는 즐거움에 보는 즐거움까지 더했다.

Comparison Between Goods



Compare shaved ice products

- Similar appearance with no color and no design elements
- **Sales price opaque**
- **A/S opaque**, Problems with supply of key parts No ability to directly pour the raw material base No ability to use the raw material base after snowflake production May cause hygiene accidents due to storage of leftover raw material base



·이저 우유눈꽃빙수기 IMK-337(22년형)
SALE NEW
₩ 2,600,000
견적문의



[중고]설경 프리미엄 우유눈꽃빙수기 [특A급] NS-2502F(20년형)
NEW BESTSELLER 강력추천
₩ 3,700,000
견적문의



[중고]캐로스 애프터눈 우유눈꽃빙수기 [특A급] 2020년식 CIM-257WT
NEW HOT
₩ 3,700,000
견적문의



캐로스 애프터눈 미니눈꽃빙수기 CIM-139AT
HOT NEW
₩ 2,530,000
견적문의



설경 프리미엄 우유눈꽃빙수기 NS-2502F(24년형)
NEW BESTSELLER 강력추천
₩ 4,500,000
견적문의



캐로스 애프터눈 눈꽃빙수기 DIM-400NW
NEW HOT
₩ 1,180,000
견적문의



캐로스 애프터눈 눈꽃빙수기 DIM-300NW
NEW HOT
₩ 3,700,000
견적문의



캐로스 애프터눈 눈꽃빙수기 DIM-200NW
NEW HOT
₩ 2,530,000
견적문의



스노웨이 우유눈꽃빙수기 미니-S2(22년형)
₩ 3,700,000
견적문의

Customizing



Product customization

- Customizable production per vendor request
- You can customize your orders with your own branding (brand logo)
- Produce the same performance for a fraction of the cost
- Developed initial menu and provided shaved ice recipe
- Special offers for franchisees and bulk buyers
- Can support the production of dedicated raw materials

※ Production runs are available for orders of 100 units or more, and branded runs will be explained in detail during the purchase consultation.



Brand story



You can expect more evolved snowflakes, and there's constant R&D behind it.

What gives customers more satisfaction and trust is the service and quality behind it.

Today, Sanggodae's growth into the No. 1 brand in snowmaking has a history of hard work behind it..

SnowCook Specification



| 제품 세부 사양

구분	Size	Weight
S	620(D)×255(W)×390(H)	28Kg
L	640(D)×255(W)×410(H)	29Kg

구분	Ice-making amount	Cooling Type
S	145Kg/day	Water-cooling Type
L	165Kg/day	Air-cooling Type

Power	Power Consumption	Current	Refrigerant
AC220V60Hz	0.8Kw	3.4A	R404A

비고 Remark

1. 워밍업 후 즉시 눈꽃생산(특허기술)
Producing snow flakes immediately after warming up (patented technology)
2. 간편한 조작으로 생산시간, 드럼 속도 조절 가능
Control production time and speed of drum with ease
3. 청소모드로 간편하게 위생적인 관리가 가능
Hygienic cleaning can be done conveniently by cleaning mode
4. 최소형 사이즈로 컴팩트한 디자인
Compact and smallest size
5. 수냉식의 경우 필요에 따라 전용 냉각기 사용 가능
In the case of water-cooling model, dedicated cooler available as needed
6. 주변온도는 영상 5~30도 이하(냉각수 온도는 25도 이하)에서 사용 권장
Recommended for ambient temperature between 5°C and not more than 30°C (For cooling water, not more than 25°C)

The advantage of SnowCook



The SnowCook Series has been upgraded with a compact size and additional user-centered convenience features.



Superior design

Compact, space-saving, air-cooled design and colors to fit into any room



Easy to clean

Upgrade hygiene with easy cleaning



Speed and time control

Easy to use with 8 speed adjustments and customizable time settings



Wide range of raw materials available

Cooling drums that turn raw materials ranging from milk to beer into snowflakes



Convenient touch

Easy to use with touch



Satisfaction with after-sales service

Reliable parts supply and fast after-sales service



Snow Cook Menu



The SnowCook Series is specialized for making a variety of different shaved ice menus.

Shaved ice has long been a traditional favorite among people of all ages.

Depending on the toppings, SnowCook can create a variety of different shaved ice items, including red bean, mango, strawberry, kiwi, watermelon, chocolate, green tea, and cheese shaved ice.

[Review of 123 Cafe in Suwon]



* The image below is a Google image for reference.



If You Purchase



As listed above, adding shaved ice to your menu can be a positive strategy for your brand.

**Seasonal demand
increases**

During the summer months, the heat increases the demand for cool desserts. Shaved ice is a popular hot-weather item, so it can boost your sales .

Diversify your menus

By adding shaved ice to your menu, you can increase the variety of your menu,. Your customers will have more options to choose from, which will encourage more customer visits.

Attracting customers

Shaved ice is popular among young and old alike, and by attracting them, you can create a new customer base.

**Social media marketing
effectiveness**

Beautifully made shaved ice is a great way to promote your store as well as share it on social media, and when customers take pictures of it, it naturally increases your brand exposure and makes you a household name.

Blend with beverages

As a dessert that can be enjoyed with coffee, shaved ice is very likely to be ordered by customers with coffee, which can have an incremental effect on the unit price.

Reflecting trends

Recently, shaved ice made with healthy and high-quality ingredients has also gained popularity. By using high-quality fruits and low-calorie ingredients, shaved ice is targeting consumers who value taste and health, regardless of their budget.

BingSoo Milk



We can help you produce your own dedicated milk base.

Specialized milk for snowflake shaved ice helps improve the quality of the shaved ice.

Prove it's possible with sample production runs

Additional profitability suggestions

Snowflake shaved ice base production tested exclusively for Snowcook



Product name 상고대 밀크 연유베이스

Food types 가공유

Contents 950ml

Source of manufacture Seoul F&B Co.
(36, Haiti Valley-gil, Gonggeun-myeon, Hwaseong-gun, Gangwon-do)

Salesperson Sanggodae Corporation
30, Misagangbyeonjungang-ro
31beon-gil, Hanam-si, Gyeonggi-do, Republic of Korea ,917

Expiration date By the date on the top of the container

BingSoo Milk



01/ Unique to your brand

Create unique products for your brand We can help you develop your own unique products using milk shaved ice as a base.

02/ Sales that are unique to your brand

Differentiate your product from other brands and generate additional sales with a unique product.

03/ Non-existent products

Kizo's powdered products are of poor quality and can improve the flavor of the product and have superior food safety.

04/ A new paradigm

We work together to help you grow and develop a new paradigm of menus with Snoowcook's shaved ice machines that utilize rapid cooling technology.

BingSoo Milk



How Snowflake Shaved Ice is Made : Milk Trend

How we currently make snowflake shaved ice(Milk)

- They use their own recipes, specialty powders, and milk block ice.
- There are a few problems with these methods.
 - ✓ Hygiene issues
 - ✓ (Unwanted) used inventory issues
 - ✓ The hassle of making shaved ice milk bases

How to make new snowflake shaved ice(BingSoo Milk)

NEW

- Developed the first milk base for shaved ice in Korea
- Shaved ice made with powder creates an inimitable depth of flavor
- Save yourself the trouble of creating a snowflake base.
- No more pre-made shaved ice bases, making it hygienic, safe, and easy for anyone to make snowflake shaved ice.



Milk



+

Shaved ice powder



=

Milk for shaved ice



BingSoo Milk

Client Propose



Production

- Can be produced with brand logo on demand
- Boxed and shipped (1box=950ml*8)
- Production and shipping amounts are negotiable

Convenience

- Works with all Snowflake shaved ice machines
- Ready-to-use with no manufacturing process
- Generous expiration date compared to traditional milk
- Produce snowflake ice in flavors like green tea, chocolate, mango, and more

Logistics

- Products not in the existing market
- M.O.Q production available
- Generate and increase logistics revenue with dedicated products
- Increase brand recognition and enable standardized recipes with uniformity

※ M.O.Q and branded production will be discussed in detail at the time of purchase consultation.



For Sales (Available Brands)



스타벅스



투썸플레이스



이디야커피



메가MGC커피



엔제리너스



텐퍼센트커피



더리터



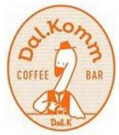
카페뽐뽐



커피에반하다



에이바우트...



달콤커피



Gong cha

공차



백다방



컴포즈커피



설빙



탐앤탐스



요거프레소



고디바(교환...)



팔공티



카페게이트

TERAROSA

테라로사



카페베네



할리스



폴 바셋



더벤티



아티제



쥬씨



매머드커피

COFFEEBAY

커피베이



셀렉토커피

COFFEE HOLE

커피홀



토프레소



잠바주스



파스쿠찌



커피빈



아마스빈

하삼동커피

하삼동커피



감성커피



드롭탑



매머드익스...



마시그레이

coffeesmith

커피스미스



더치앤빈

MAHOGANY COFFEE COMPANY

마호가니

If you have any questions about the product or would like to purchase it, please contact us using the information below.

[Domestic] Daehwan Kim 010-5334-9504 [International] Jinho Kwon General Manager 82-10-4760-9396

Address 30, Jungang-ro 31beon-gil, Misagang-byeon, Hanam-si,
Gyeonggi-do, Republic of Korea(916, 917, 918)

Email kdh756123@naver.com / tokjh2@naver.com

WEB www.sanggodae.co.kr / www.snowcook.co.kr

Thank you

Ancient snowflakes make it feel even more special.





S N O W C O O K