

# Product Introduction

Product name, Advantage, Selling price

*2025 ver.*

# Variety of Seafood-Focused Foods

## Proposal A\_ Organic



동해형씨의  
프리미엄 라인은

동해바다의 신선함을 그대로 담기 위해  
지역과의 상생을 추구하며 만듭니다.

매일 새벽 일출을 받아, 고성의 양구를 도와 안정한 고품질 생선을 주원료로,  
3회 이상 열분을 제거하고 지역의 현문가들과 협력하여 한 명 한 명 잔가사까지 제거합니다.

- **Wild-caught** fish from Korea, Port bid, Handmade (Fresh Raw ingredients Trend)
- **Semi-dried moist toppings (40-60% moisture)** for modern wellness-focused feeding
- **Storage at room temperature 1 year** (Get 1 year without additives with retort method)
- **Conrad Hotel(Yeouido), Banyan Tree Hotels and Resorts delivery**
- **Hyundai Department Store(THE HYUNDAI SEOUL) Sold out**
- **Currently exporting to the United States, Singapore, and Hong Kong, with strong buyer interest from the U.S., Japan, and Europe**

## Proposal B\_ Prime



동해형씨의  
캐주얼 라인은

펫푸드 분야 기업 최초로 **국무총리상을 수상했습니다.**

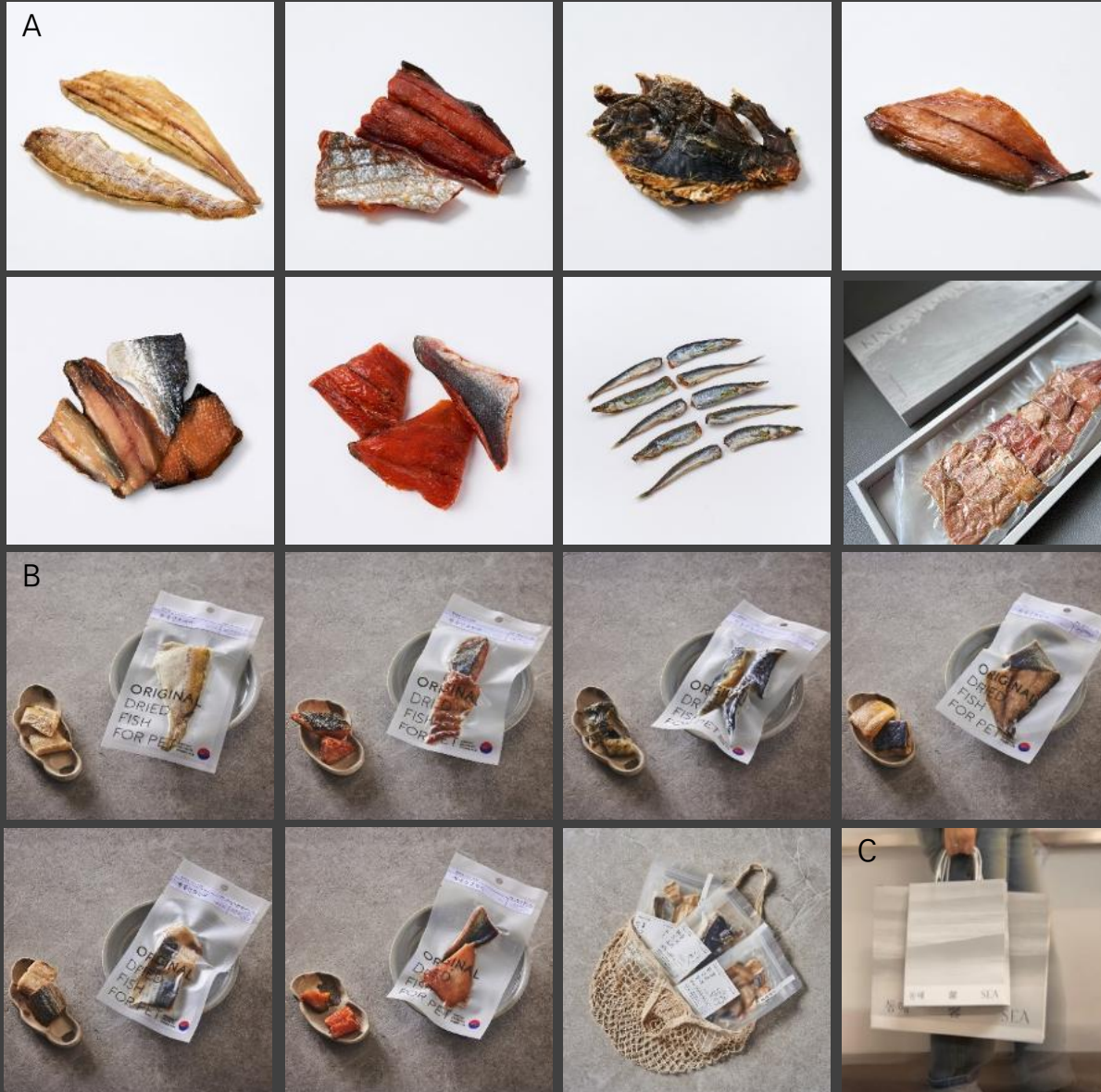
기존의 프리미엄 라인이 90% 이상의 수작업 공정을 거친, 원형 그대로를 살리기 위해 제품의 본상에 집중된 차분한 느낌의 제품이라면,  
이번 캐주얼 라인은 동해형씨 최초의 가공 제품으로서 원하고 자유로운 분위기를 한껏 담은 디자인에  
전문적이고 체계화 된 기술을 갖춰 양산이 가능하도록 구현한 가성비 높은 제품입니다.

- **Prime Minister Awarded** for Design in Hangeul, Korean Design Contest Awarded (overwhelming competitiveness among domestic pet foods )
- **Freeze-dried form with less than 5% moisture** (Minimize nutritional destruction)
- **Storage at room temperature 2 year** (sufficient Shelf life )
- Pet food's first **Tourist luxury goods** in Korea
- **Currently exporting to the United States, Singapore, and Hong Kong, while attracting strong interest from buyers across Asia** — including Hong Kong, Thailand, the Philippines, Japan, and China

# Specialized Options **Organic & Prime: 40 types**

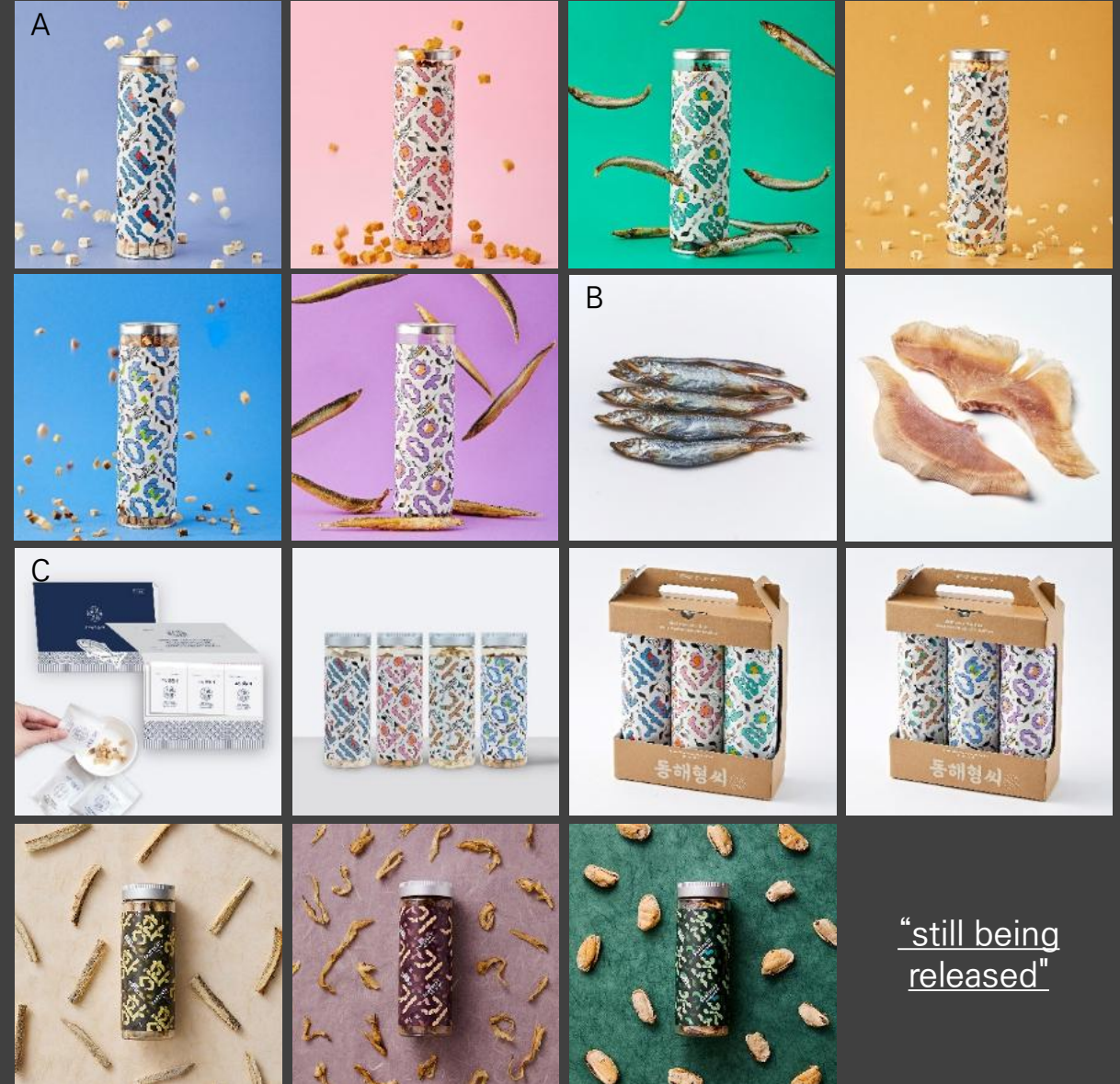
## 1. Organic Lineup

Retort & semi-dried for premium meal toppers



## 2. Prime Lineup

Freeze-dried for natural treats



“still being released”

# Securing intellectual property rights to support branding: 28 types

정기적인 성분 검사와 유해 물질 검사 외에도 상시적인 방사능 검사를 통해 꾸준한 품질관리에 힘쓰고 있으며, 반려동물과 집사님들이 안심할 수 있도록 안전하고 건강한 식품을 만들고자 합니다.



CERTIFICATE OF TRADEMARK REGISTRATION



13 types of PATENTS and DESIGNS



Radiation Inspection



Ingredient registration, Self-quality Assurance

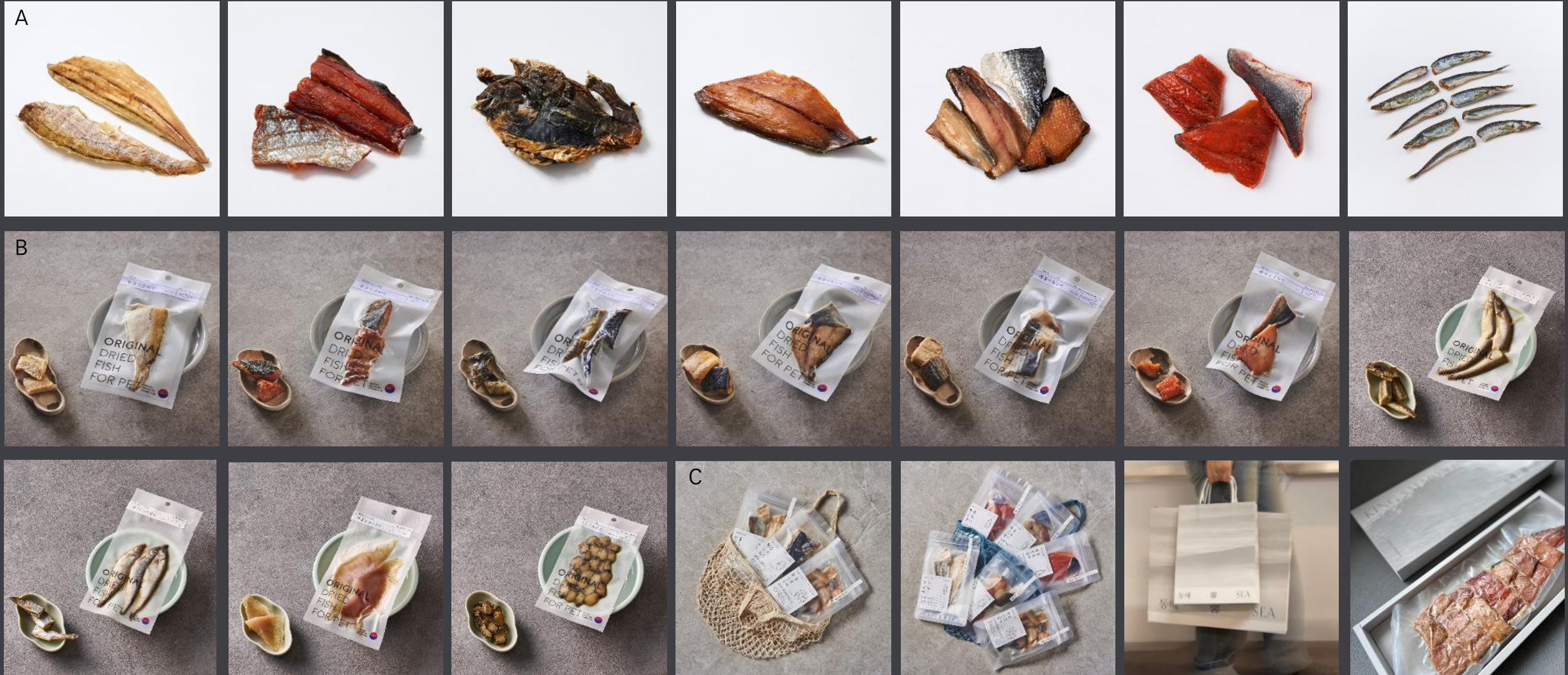


ISO 22,000 (International Standards)



Manufacturing Method Patent Certificate

# Organic Lineup\_ Retort & semi-dried for premium meal toppers



A line: Codfish/ Salmon/ Lumpsucker/ Yellowtail/ Mixed fish/ Trout/ Sandlance

B line: Codfish/ Salmon/ Lumpsucker/ Yellowtail/ Mixed fish/ Trout/ Sandlance/ Capelin/ *+2024 Ray/ Abalone release*

C line: Taste of Original dried/ Fishnet set1/ Fishnet set2/ Premium Package/ *+2025 King Salmon bliss*





## Proposed Product A-1\_ Organic (Frozen Storage)

NAME\_ [EASTSEABRO] ORIGINAL DRIED FISH 8TYPES

### CHARACTERISTICS

#Republic of Korea Ingredient #Made in Republic of Korea  
 #Port Bid #Handmade Production  
 #Slightly Wet Topping Form with 40~60% moisture  
 #Shelf life : 3 months(Frozen Storage) #Classic products

### Advantage

#Neat Design #SONOPET Restaurant(DAEMYEONG VIVALDI PARK)  
 #Common fish that can be used as Sushi, Cold raw fish soup,  
 and Steak for pets  
 #Steady seller products  
 #Premium Products

### PRODUCT OPTION

- 1.[EASTSEABRO] ORIGINAL DRIED CODFISH 40g
- 2.[EASTSEABRO] ORIGINAL DRIED SALMON 85g
- 3.[EASTSEABRO] ORIGINAL DRIED LUMPSUCKER 50g
- 4.[EASTSEABRO] ORIGINAL DRIED YELLOWTAIL 75g
- 5.[EASTSEABRO] ORIGINAL DRIED MIXED FISH 85g
- 6.[EASTSEABRO] ORIGINAL DRIED TROUT 65g
- 7.[EASTSEABRO] ORIGINAL DRIED CAPELIN 65g
- 8.[EASTSEABRO] ORIGINAL DRIED SANDLANCE 65g
- 9.[EASTSEABRO] ORIGINAL DRIED RAY 65g
- \* [EASTSEABRO] ORIGINAL DRIED ABALONE 40g



## Proposed Product A-2\_ Organic

NAME\_ [EASTSEABRO] SEMI-DRIED FISH 8TYPES

### CHARACTERISTICS

#Republic of Korea Ingredient #Made in Republic of Korea  
#Port Bid #Handmade Production  
#Slightly Wet Topping Form with 40~60% moisture  
#Shelf life : 1 year(Storage at room temperature)

### Advantage

#Neat Design #SONOPET Petshop(DAEMYEONG VIVALDI PARK)  
#Conrad Hotel(Yeouido) Welcome gift  
#Hyundai Department Store(THE HYUNDAI SEOUL) Sold out  
#Premium Products

### PRODUCT OPTION

13.[EASTSEABRO] SEMI-DRIED CODFISH 15g  
14.[EASTSEABRO] SEMI-DRIED SALMON 28g  
15.[EASTSEABRO] SEMI-DRIED LUMPSUCKER 20g  
16.[EASTSEABRO] SEMI-DRIED YELLOWTAIL 25g  
17.[EASTSEABRO] SEMI-DRIED MIXED FISH 28g  
18.[EASTSEABRO] SEMI-DRIED TROUT 21g  
19.[EASTSEABRO] SEMI-DRIED SANDLANCE 30g  
20.[EASTSEABRO] SEMI-DRIED CAPELIN 30g  
21.[EASTSEABRO] SEMI-DRIED RAY 30g  
22.[EASTSEABRO] SEMI-DRIED ABALONE 18g







## Proposed Product A-3\_ Gift-friendly package

NAME\_ [EASTSEABRO] HALF DRIED FISH 12ea FISHNET GIFT SET

### CHARACTERISTICS

#fresh set of fish caught in a net  
#Beige fishnet #Blue fishnet # Selectable  
#Set that's cheaper with more

### Advantage

#For 1.5years # Approximately 26,400ea (cumulative sales)  
#Hyundai Department Store (The Hyundai Seoul) sold out  
#Special sales products for offline events

### PRODUCT OPTION (Product List No. 11, 12)

[EASTSEABRO] HALF DRIED CODFISH 15g x 2  
[EASTSEABRO] HALF DRIED SALMON 28g x 2  
[EASTSEABRO] HALF DRIED YELLOWTAIL 25g x 2  
[EASTSEABRO] HALF DRIED MIXED FISH 28g x 2  
[EASTSEABRO] HALF DRIED TROUT 21g x 2  
[EASTSEABRO] HALF DRIED SANDLANCE 30g x 1  
[EASTSEABRO] HALF DRIED CAPELIN 30g x 1





## Proposed Product A-4\_ Gift-friendly package

NAME\_ [EASTSEABRO] HALF DRIED FISH 8ea PREMIUM GIFT SET

### CHARACTERISTICS

- #High-end Premium set
- #Brand Story #Manufacturer #like a luxury item
- #Gift set for First-time experiences

### Advantage

- #Hyundai Department Store (The Hyundai Seoul) Invitation item
- #Hanwha Life Insurance Co., Ltd VIP provided product
- #Customized products for limited quantity

### PRODUCT OPTION (Product List No.24)

- [EASTSEABRO] SEMI-DRIED CODFISH 15g x 1
- [EASTSEABRO] SEMI-DRIED SALMON 28g x 1
- [EASTSEABRO] SEMI-DRIED LUMPSUCKER 20g x 1
- [EASTSEABRO] SEMI-DRIED YELLOWTAIL 25g x 1
- [EASTSEABRO] SEMI-DRIED MIXED FISH 28g x 1
- [EASTSEABRO] SEMI-DRIED TROUT 21g x 1
- [EASTSEABRO] SEMI-DRIED CAPELIN 30g x 1
- [EASTSEABRO] SEMI-DRIED SANDLANCE 30g x 1

※ DUTY-FREE PRODUCTS



## Proposed Product A-5\_ Gift-friendly package

NAME\_ [EASTSEABRO] KING SALMON bliss

### CHARACTERISTICS

- #High-end Premium set
- #Actual Salmon Size #like a luxury item
- #Gift set for Large Pets

### Advantage

- #Hyundai Department Store (The Hyundai Seoul) Invitation item
- #Luxury gift set suitable for Department stores and Duty free shop
- #Customized products for limited quantity

### PRODUCT OPTION

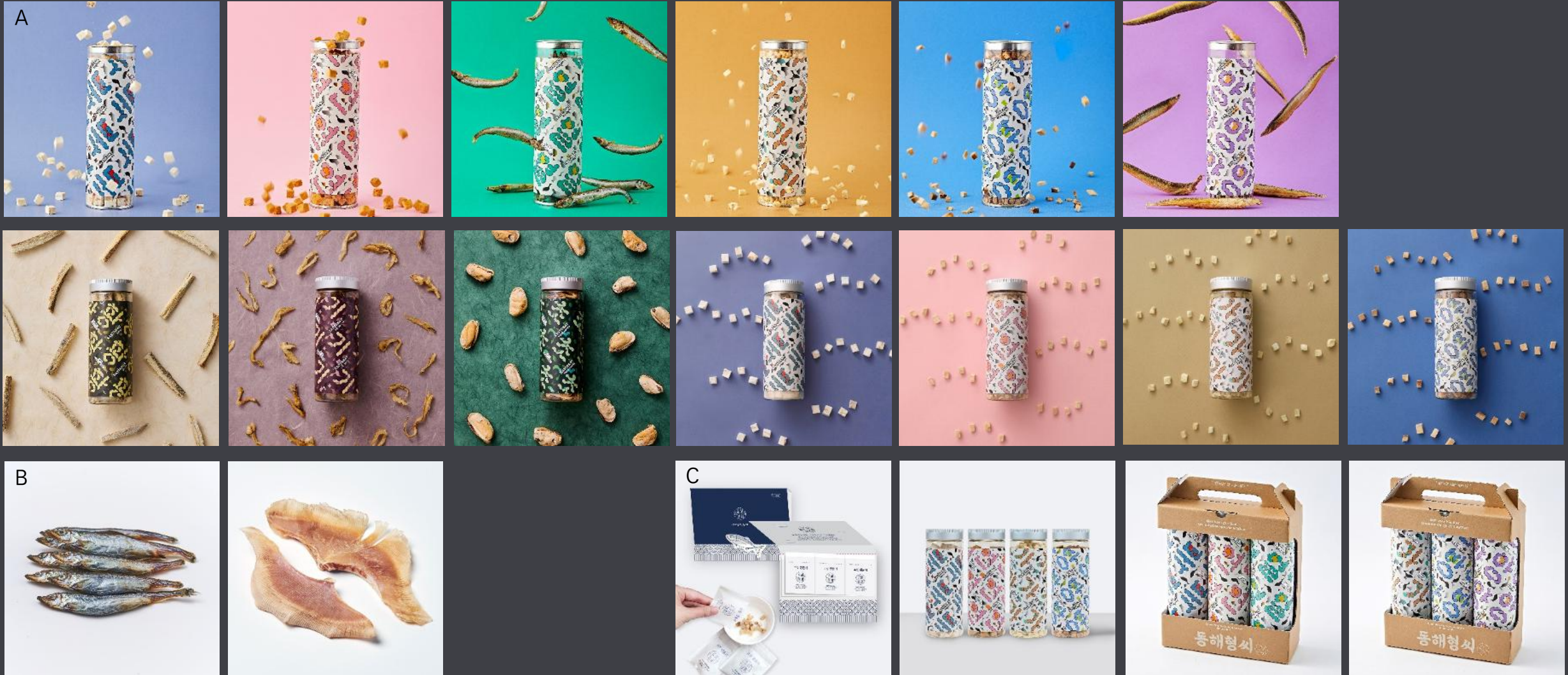
23.[EASTSEABRO] KING SALMON bliss 300g

※ DUTY-FREE PRODUCTS





# Prime Lineup\_ Freeze-dried for natural treats



A line: Pollack/ Salmon/ Capelin/ Flatfish/ Yellowtail/ Sandlance +2024 dried Pollack/ Sliced Flatfish/ Green lipped mussel  
B line: Capelin/ Ray  
C line: Taste of Freeze-dried / Half Treat/ Treat set1/ Treat set2



## Proposed Product B-1\_ Prime

NAME\_ [EASTREAT] FREEZE DRIED FISH 6TYPES

### CHARACTERISTICS

#Imported raw material + raw material Made in Republic of Korea  
#Production in Korea #Mass production  
#Freeze-dried form with less than 5% moisture  
##Shelf life : 2 year(Storage at room temperature)

### Advantage

#Neat Design #Prime Minister's Award-winning products  
#Tourist luxury goods in Korea #DDP(Dongdaemun Design Plaza)  
#Sangsaeng\_store(Anguk, Seoul)  
#80% of the market price range compared to the same product  
#Evaluation-effectiveness

### PRODUCT OPTION

25.[EASTREAT] FREEZE DRIED POLLACK 125g  
26.[EASTREAT] FREEZE DRIED SALMON 120g  
27.[EASTREAT] FREEZE DRIED CAPELIN 125g  
28.[EASTREAT] FREEZE DRIED FLAT FISH 110g  
29.[EASTREAT] FREEZE DRIED YELLOWTAIL 185g  
30.[EASTREAT] FREEZE DRIED SANDLANCE 100g



※ TAXABLE PRODUCTS

## Proposed Product B-2\_ Prime

NAME\_ [EASTREAT\_half] FREEZE DRIED FISH 8TYPES

### CHARACTERISTICS

#Imported raw material + raw material Made in Republic of Korea  
#Production in Korea #Mass production  
#Freeze-dried form with less than 5% moisture  
##Shelf life : 2 year(Storage at room temperature)

### Advantage

#Neat Design #Prime Minister's Award-winning products  
#Tourist luxury goods in Korea #DDP(Dongdaemun Design Plaza)  
#Sangsaeng\_store(Anguk, Seoul)  
#80% of the market price range compared to the same product  
#Evaluation-effectiveness

### PRODUCT OPTION

- 31.[EASTREAT\_half] FREEZE DRIED POLLACK 60g
- 32.[EASTREAT\_half] FREEZE DRIED SALMON 60g
- 33.[EASTREAT\_half] FREEZE DRIED FLAT FISH 55g
- 34.[EASTREAT\_half] FREEZE DRIED YELLOWTAIL 90g
- 35.[EASTREAT\_half] DRIED POLLACK(gold) 70g
- 36.[EASTREAT\_half] DRIED FLATFISH WITH BONES 50g
- 37.[EASTREAT\_half] FREEZE DRIED GREEN LIPPED MUSSEL 70g
- 38.[EASTREAT\_half] FREEZE DRIED TUNA 60g





## Proposed Product B-3\_ Gift-friendly package

NAME\_ [EASTREAT] FREEZE DRIED FISH 3TYPES GIFT PACKAGE

### CHARACTERISTICS

- #Set with 3 kinds of treats as a good gift
- #No additional cost for gift package

### Advantage

- #Neat Design #Prime Minister's Award-winning products
- #Tourist luxury goods in Korea #DDP(Dongdaemun Design Plaza)
- #Sangsaeng\_store(Anguk, Seoul)
- #80% of the market price range compared to the same product
- #Evaluation-effectiveness

### PRODUCT OPTION

- [EASTREAT] FREEZE DRIED POLLACK 125g
- [EASTREAT] FREEZE DRIED SALMON 120g
- [EASTREAT] FREEZE DRIED CAPELIN 125g
- [EASTREAT] FREEZE DRIED FLAT FISH 110g
- [EASTREAT] FREEZE DRIED YELLOWTAIL 185g
- [EASTREAT] FREEZE DRIED SANDLANCE 100g

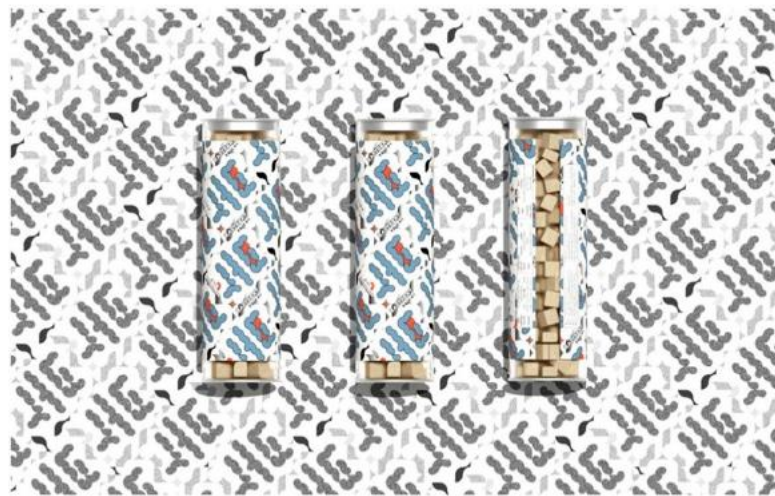
※ TAXABLE PRODUCTS

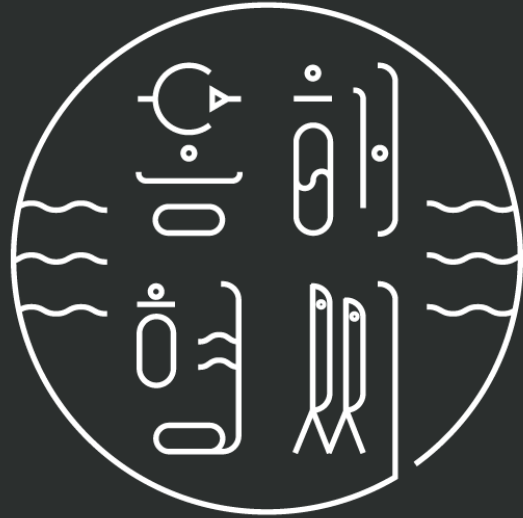




FIRST PET FOOD COMPANY  
DONGHAEHYEONGSEA CO., LTD. Wins the  
Prime Minister's Award

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## Contact

### Website

[eastseabrother.store](http://eastseabrother.store)  
[eastseabrother.com/en](http://eastseabrother.com/en)

### Instagram

[instagram.com/eastsea\\_brother](https://www.instagram.com/eastsea_brother)

### Youtube

[youtu.be/zl4MKa2RGEM?si=HekPNWL34mV4aXPu](https://youtu.be/zl4MKa2RGEM?si=HekPNWL34mV4aXPu)  
[youtu.be/ZcYNvUTpBul?si=d4se3Ah-Nk-21pIG](https://youtu.be/ZcYNvUTpBul?si=d4se3Ah-Nk-21pIG)

### Partnership

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