



Global Distribution Company

Wellgreen & Wellgreen Radler

2022 Introduction

INDEX

1. Company
2. Business
3. Product

Wellgreen & Wellgreen Radler not only manufactures, imports, and distributes food and beverage, but also is a company specializing in daily distribution that distributes a variety of products such as electronic devices and pharmaceutical products.

Based on Gonjiam headquarters, we have offices in Seoul and manufacture products through a factory in Gimje. Also, it has a branch in Vienna, Austria, to smoothly import and distribute European products.

일반현황

Company Name	Wellgreen co. Ltd / Wellgreen Radler co. Ltd
Foundation	November, 2008
Founder	Seung Joo, Lee
Website	www.well-green.com
Business	Food and beverage manufacturing, distribution, import, and non-food distribution

Head Office

848 Gyeongchung-daero, Gonjiam-eup,
Gwangju-si, Gyeonggi-do, Korea

Factory

1st Floor, 148-22, Bongdu-ro, Geumgu-myeon,
Gimje-si, Jeollabuk-do

Seoul Office(Mullae)

506-2, HausD. Biz, 10, Seonyu-ro 3-gil,
Yeongdeungpo-gu, Seoul, Korea

Warehouse

244-1 Sinchon-Ri, Gonjiam-eup,
Gwangju-si, Gyeonggi-do, Korea

Seoul Office(Dangsan)

1606, W building, 11, Dangsan-ro 41-gil,
Yeongdeungpo-gu, Seoul, Republic of Korea

Branch Office in Vienna, Austria

Zeltgasse 3-5, Top 10, 1080 Wien, Austria

“ A special distributor for living ”

Wellgreen & Wellgreen Radler is a company which is leading global food distribution business for domestic manufactured beverage, imported beer, drinks and snacks etc.

In addition, we distribute products of leading pharmaceutical companies such as Sinsin and Dongkuk in Korea.

Now our company has supplied a variety of high quality products to about 42,000 distribution channels such as Korean domestic major CVSs and drugstores.

As a company leading the past, present and future,
We will do our best to lead the trend
and satisfy needs of our customers that change rapidly.

President



Since 2008



- 2022 | Jan. Launching Cafe Sweet's coffee beans
- 2021 | **Jun. Wellgreen Radler Craft founded**
Nov. Launching Hanok Village craft beer
Dec. Launching brand 'UJU' (Small home appliances)
- 2018 | Jul. Getting permission of medication wholesaler
Oct. Being a distributor of Arex(Sinsin)
- 2017 | Jul. Launching Radlberger(Lemon/Grapefruits flavour) in GS retail
Nov. Distributing "Sweet café" products in Oliveyoung
- **2015 | Jul. Wellgreen Radler Co.,Ltd founded**
- 2014 | May. Launching beverage in Ministop
Nov. Building a factory for making beverages in Gimje
Nov. Adding medical device distribution business
- 2013 | Oct. Launching medicine and medical supplies in GS retail
- 2012 | Jun. Adding coffee and beverage manufacturing business
- 2011 | Mar. Launching beverage pouches in GS retail
Starting to distribute "Sweet café" products to Seven-Eleven CVS Korea
- 2009 | Mar. Launching our own brand "Sweet café" Pet beverage in GS retail
- **2008 | Nov. Wellgreen Co.Ltd founded**

“Whole Supply Chain Management”

Wellgreen Co.,Ltd. is building a nationwide logistics network through its subsidiary, Truwell Co., Ltd., a three-way logistics company, by importing and distributing as well as its own research and development.



Product Planning

Analyze market trend and consumer's behaviors, create product concepts and develop new products



Production & Import

Produce products from our own factory in Gimjae, and import beer.



Storage & Logistics

Storage in Gonjiam and Logistics by Truwell Co.Ltd, which is our subsidiary company.

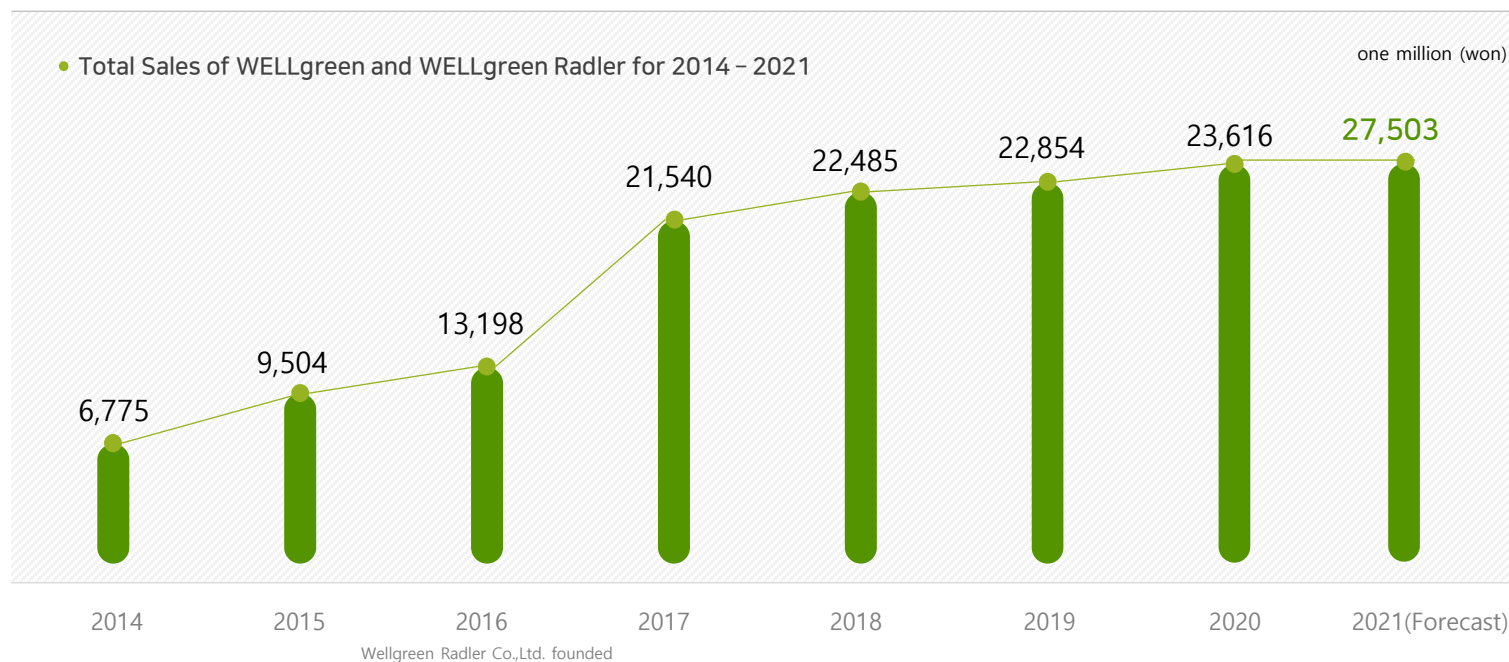


Sales on On/Off-line channel

A wide range of distribution sales through major domestic convenience stores, supermarkets, and online channels.

“ STEADY GROWTH OF WELLGREEN ”

By developing trendy products, we continue to keep growth.
Wellgreen Co., Ltd. will keep growing through product planning
and development to the rapidly changing market.





Wellgreen Co.,Ltd. develops, manufactures and distributes various types of drinks (PET/Pouch/ Cup) through its own brand, "Sweet's" (formerly Sweet Cafe).

The representative products, peach green tea and lemon green tea, sold about 70 million bottles from 2011 to 2018.



Wellgreen Co., Ltd. is ready to lead the market as a local premium coffee brand through our own brand "Café Sweet's." We are currently developing, manufacturing, and distributing whole bean coffee.

We are preparing various types of beans such as drip bags and ground coffee in the future.

- Global Partners



Egger

Brewery with over 300 years of history since it started at a small brewery in Austria in 1675.

Its signature product is Egger Radler which has 4 different fruit flavours (Lemon, Peach, Grapefruits and Green grapes).




Vienna Coffee House

Vienna Coffee House with a tradition of 300 years, which began in 1683.

A coffee brand containing the culture and history of Vienna, which was enjoyed by philosophers and artists who loved to drink and have coffee in Europe.



- National Partners



Dongkook



Sinsin Pharm



Droptop







Ogada

“Integrated distribution channels”

Off-line Channel

A wide range of distribution channels
through major offline stores
such as CVS, drugstores and big supermarkets







- Supermarkets

	Homeplus		Emart
	Lotte Mart		GS The Fresh

On-line Channel

Online Distribution Channels
such as Gmarket, 11th Street, Coupang,
and even Online Closed Mall.

- CVS

	GS25		7eleven
	CU		Ministop
	Emart24		Cspace

- Drugstore



Lalavla



OliveYoung

- Online



Naver



Gmarket



Coupang



Wemakeprice



Auction

11th Street

Our product for export

Wellgreen Radler Craft
Hanok Village Ale



[“ Welcome, First time in Korea? ”]

Homsul* Trend ► The Popularity of Various Products

Despite the influence of COVID-19, beer is considered as a drink that connects people, so its demand is not decreasing.

Also, customers tend to choose various kinds of beer instead of buying a big box of one type of beer.

At the same time, people who enjoy craft beer, which has a unique taste are increasing.

* Homsul: Drinking alcohol at home, usually alone.

K-Content wave ► Attractive Korean Culture

Starting from young customers who have experienced K-content,
more and more people are showing interest in K-food and drinks,
especially in our unique drinking culture.

#NEW



Drink Korean traditions.

K-Craft Beer, Hanok Village Beer

Due to the global popularity of the Netflix series Squid Game which contains traditional Korean games, it's becoming a trend of loving our traditions and culture.

Hanok Village Beer started to inherit Korean tradition and protect its importance.
We're here to be the one that represents Korean craft beer.

Wellgreen Radler Craft

Hanok Village Ale

Hefeweizen-style ale beer which features a smooth and clean taste. Plus, it has Korean taste and identity.

Product name	Hanok Village Ale
Manufacturer	Farmers Brewery
Capacity/Expiration	500ml / 12months
Seller	GS25,GS the Fresh, Emart
Distributor	Wellgreen Radler Craft
County of origin	Gochang-gun, Jeollabuk-do, South Korea
Content	Barley malt(origin: Australia 30%), Wheat malt(origin: Australia 50%), Rice(origin: Korea 20%), Yeast, Hop pellets, Water
Alcohol proof	ALC 4.5%



#Hanok Village Ale



- **Hefeweizen-style ale beer**
- Smooth beer by using Korean rice with the idea of keeping our own thing.
- Clean and refreshing taste filtered by the first extract.
- Beer using water in a clean area designated by UNESCO (Jeollado Gochang)
- The launch of Hanok Village Ale, which reflects the interest and desire to protect Korean traditional culture

#Farmers Brewery



- Founded in 2013 in Gochang, Jeolla-do, Korea, it specializes in making premium craft beer
- Making the best German-style craft beer based on 20 years of the experience in brewing beer
- **Korean traditional beer brewery based on self-produced malt and using local barley and rice**

Global Distribution Company

Wellgreen & Wellgreen Radler

Contact us

E. help@well-green.com

H. www.well-green.com