

www.jystory.kr



Let food be your medicine by

JY STORY


백재영 발효本家

지요상점
jiyo store



Two masters put their heart in
making real jocheong
(fermented grain syrup) and
traditional fermented food.

Our jocheong contains healthy and natural taste that can
only be achieved through long fermentation process.

백재영 본효本家 

지요상점
jiyo store

藥

名家

JY Story produces food
that can be treated as
medicine.



Our Philosophy

A company that puts people and health as first priority. A company that always chooses the best ingredients to promise customers with trustworthy products.



Our Value

We create food with honesty without any additives



Global Management

We are preparing to export to overseas countries including Japan, China, USA, Vietnam, Singapore and Thailand to promote the global health



Always with trust and assurance

Now days, health-conscious consumers have increased awareness of functional foods to enjoy healthy lifestyle. JY Story produces high quality fermented food such as jocheong (grain syrup) and herbal products using only the best ingredients using traditional method. Based on the know-how from jocheong master who has been making traditional fermented foods for over 26 years, JY Story's products are free from artificial sugars and additives using 72-hour cauldron method.

We produce manually using only the domestic ingredients with high content of ingredient, which differentiates our products from others. We promise to reward customers with trustworthy products.

Cauldron heating method

We developed jocheong with high concentrations of herbs and no artificial sweeteners by utilizing an indirect heating method based on the principle of cauldron boiling, which enhances the inherent medicinal properties of herbs

Company history

1999

- Production of medicinal bellflower root, mugwort, and ginger jocheong
- Inherited the secrets of making traditional fermented herbal jocheong from the temple

2016

- JY Story's products featured on KNN's TV show 'Healthy Meals'

2018

- Established JY Story
(Company Address 11 Pyeongsanbuk 1-gil, Yangsan-si, Gyeongsangnam-do)

2019

- Naver Smartstores
- Opened shop in Coupang Rocket Delivery
- Participated in various food fairs and exhibitions.
(K-Handmade Busan, Busan Brand Festa, Donga Tea Craft Fair, Living & Lifestyle Fair, Gyeongnam Special Products Fair, Organic Farming, Return to Farming Fair, Busan Handmade Fair, K-Handmade Fair Seoul)

2020

- Participated in the Gyeongnam Special Products Fair (CECO)
- Participated in the K-Handmade Fair (COEX) and Get It Show (KINTEX)
- Participated in the Singapore Franchising & Licensing Online (Korea Pavilion) exhibition
- Participation in the Eco-friendly Organic Fair and YOLO Life
- International Food Fair, K-Handmade Fair Busan, Korea Donghaeng Sale (Brand Festa Busan)
- Registered patent for Park Jae-Young brand logo
- Nominated for rice processed food (Rice Show)
- Nominated to showcase in Coupang's Cheer Up Korea Special Exhibition

2021

- Moved to Startup Incubation Center at Dongwon Institute of Science and Technology
- Factory registered under Dongwon Institute of Science and Technology Startup Incubation Center
- Participated in the Gyeongju Hanok Culture Expo
- Nominated for rice processed food Participated in many exhibitions including Seoul International Food Industry Fair (Seoul Food) Rice Show (Busan Handmade Fair, Busan International Food Industry Fair, K-Handmade Fair Busan Cafe Show, Life Trend Fair)
- Shenzhen Food Expo, China (hybrid participation)
- Online sales on Q10 (Japan)
- OEM for Dami, Hyundai Department Store Main Branch

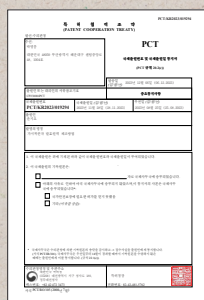
Certification



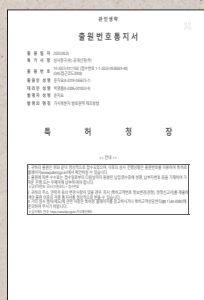
Traditional Fermented Food
Master Certificate
No. 2022-Master-0006



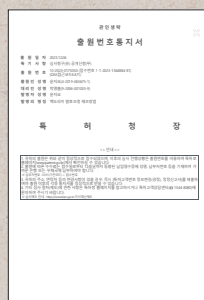
Traditional Fermented Food
Master Certificate
No. 2022-Master-0033



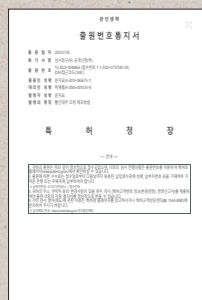
Patent application for a
manufacturing method
of fermented creeping
bokbunja extract PCT
PCT/KR2023/019294



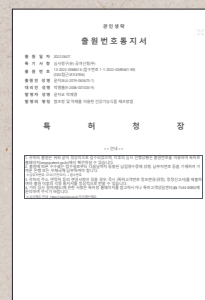
Patent application for a
manufacturing method
of fermented creeping
bokbunja extract
10-2023-0111762



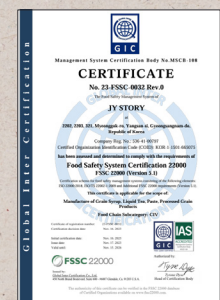
Patent application for a
white bellflower fermented
grain syrup manufacturing
method
10-2023-0175050



Patent application for
a red jujube jocheong
manufacturing method
10-2023-0086866



Patent application for a
manufacturing method
of functional health food
using jocheong and herbal
ingredients
10-2022-0068616



JY Story
(Food Safety Management
System Certification)
23-FSSC-0032

- OEM for Dami, Hyundai Department Store Trade Center Branch

2022

- Selected as rice processed food in Seoul Food Rice Show
- Received the gold award in the jocheong category at the 4th Korea Fermentation Competition
- Selected as a master of Korean healing food
- Selected as a master in the fermented food category by the Korea Culture and Arts Masters Association
- Selected as a master in the jocheong section by the Korea Culture and Arts Masters Association
- Registered trademark patent for 'Park Jae-Young Balhyo Bonga'
- Applied patent for Yakcheong (unique mixture of 7 different herbs)

2023

- Selected as hometown souvenir for Yangsan City
- Selected as rice processed food sponsored by Korea Rice Processed Food Association, Ministry of Agriculture, Forestry and Livestock
- Joined Gyeongnam KOTRA and Yangsan City delegation visit to Ho Chi Minh
- Launched Park Jae-Yong's jocheong gift set at 'Kakao Maker's' platform
- Selected for the export voucher program (Small and Medium Venture Business Corporation)

- Selected as rice processed food during Seoul Food Rice Show
- Grand Prize at the 5th K-Food Sauce Contest (application development category: tea and beverage)
- Developed new market in Los Angeles 'Yewon' in July 2023
- Launched red jujube jocheong and rice jocheong in 'Seoul Recipe', Hong Kong
- Erom Pllys launched
- Created the catalogue of 'Park Jae Young Balhyo Bonga' for Hyundai Department Store for mid autumn festival
- Selected to participate in Korea Agricultural Expo (Organized by the Ministry of Agriculture, Food and Rural Affairs and Korea Agency of Education, Promotion and Information Service in Food, Agriculture, Forestry and Fisheries)
- KFT launching in Canada confirmed in the first half of 2023
- Participated in the International Agricultural Exhibition in Najui, Jinju International Agricultural & Food Expo, and about 30 other domestic exhibitions
- Registered trademark patent for 'Jiyo Store'
- Registered trademark patent for 'JY Story'
- Applied patent for red jujube trademark

2024

- Applied patent for red jujube syrup and fermented bokbunja extract
- Selected as hometown souvenir for Yangsan City



Park Jae-young Balhyo Bonga (trademark patent registration) Korean Intellectual Property Office 40-2019-0154960



Jiyo Store (trademark patent registration) Korean Intellectual Property Office 40-2021-0192781



JY Story (trademark patent registration) Korean Intellectual Property Office 40-2021-0192782



Korea Healing Food Award 2022-Food Therapy-013



Grand prize for applied fermentation development product at the 5th K-Food Sauce Contest



Gold Prize for Applied Fermentation Development Product at the 4th K-Food Sauce Contest

JY Story's efforts to Create safe food

First

Cauldron extraction method



Jocheong is slowly boiled for 72 hours under subtle control of temperature at less than 100 degrees

Second

0% artificial additives



Our jocheong does not contain any artificial additives such as colors, preservatives, or pesticides. We produce highly concentrated grain syrup using only medicinal herbs and jocheong.

Third

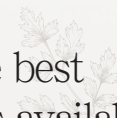
Can be stored at room temperature



Jocheong is free from rancidity and moisture that causes mold.

Fourth

We use the best ingredients available



We carefully select and use only the best ingredients from different regions of Korea including our own nature farm in Gangwon province.



Jochyeong (grain syrup)

Benefits of jochyeong to our body

Our brain and red blood cells can only use glucose for energy. Glucose is as much important as oxygen for people to survive. People need continuous supply of glucose- even a moment of shortage will cause damage to our body.

The maltose in jochyeong converts to glucose when it enters our body, which is the main energy source for our brain.

Jochyeong contains maltose made from malt in sprouted barley, which breaks down quickly and gets absorbed into our brain to help with brain facilitation activity.

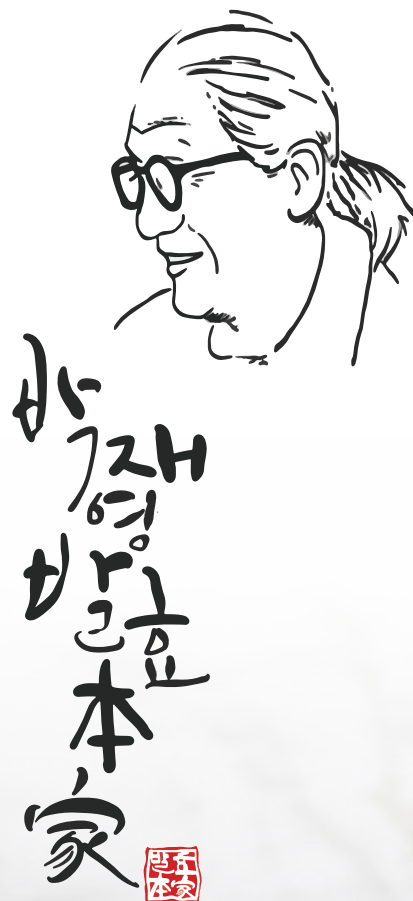


Introduction to Park Jae-young Balhyo Bonga

Our jocheong contains healthy and natural taste

That can only be achieved through the long fermentation process.

'Park Jae-young Balhyo Bonga's Korean herbal jocheong is made by carefully selected rice jocheong and herbs that are beneficial to the body. All products are created with Master Park Jae Young's 26 years of tradition of 72 hours of cauldron extract technique that requires subtle control of temperature using only the best ingredients.



Medicinal bellflower
jocheong



Injin mugwort jocheong



Yakcheongo



Rice jocheong



Achyranthes jocheong



Ginger syrup



Wilfordi jocheong



Fermented bokbunja
extract



Traditional fermented food
jocheong master

2002-Master-0006

Haewol Park Jae-young

- Inherited the secret recipe of the traditional temple medicinal herb fermentation
- Succeeded the Geumgang herbal fermented jocheong tradition in 1999
- Gold Award in the 4th K-Sauce Contest, jocheong category
- Traditional fermented food jocheong category
No. 2022-master-0006
- Research on the relationship between Sasang and Palsang constitutions and food
- TV appearances (Cheongi-nuseol (Profound Secret of Heaven), Healthy Meal etc.)

Medicinal Bellflower

Fermented jocheong

550g / 1100g

이재명
방부본가



Medicinal bellflower (white bellflower)

Medicinal bellflower, 5-6 years old, grown at altitude over 1,000m above sea level in Pyeongchang, Gangwon province



Reduces phlegm



lowers cholesterol



lowers blood sugar



Strengthens
bronchial tubes and
immunity



Preparation process for medicinal bellflower fermented jocheong



Clean over for 3 days



Remove the head part



Tear apart for additional removal of dirt



Crushing

Production process of the medicinal bellflower fermented jocheong



Trimming and inspection



Selection



Crushing

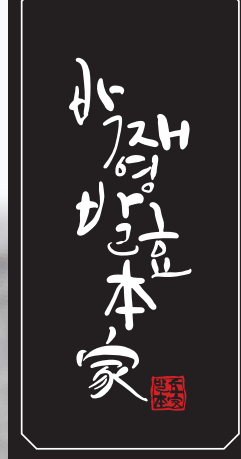


Mixing

Injin Mugwort

Fermented jocheong

550g / 1100g



Injin mugwort

Injin mugwort is warm in its medicinal property and has over 100 benefits which help to promote blood circulations



Promote bile secretion



Diuretic effect



Anticancer effect



Relieve cold hands and feet

Yakcheongo jocheong

(Unique blend of 7 different
Korean medicinal herbs)

550g / 1100g



Yakcheongo

Unique blend of 7 different Korean medicinal herbs, carefully selected and concentrated into a rich refined jocheong

Mdicinal bell flower

Lady bell

Deodeok

Big blue lilyturf

Schisandra chinensis

Gromwell

Ginger



Rhinitis relief



Asthma relief



Digestive system
circulation



Bronchitis relief

이재민
本家

Achyranthes / Rice

Fermented jocheong

550g / 1100g



Rice

Domestically produced
rice with 10 different
nutrients



Achyranthes

Achyranthes from
Gangwon Province
rich in saponin and
calcium

Ginger

Fermented jocheong

550g / 1100g



Ginger

Andong ginger warms the body and gingerol component improves digestion and boost immunity



Makes the body warm



Dissolves blood clots



Suppresses cholesterol



Regulates body temperature

이재형의
비록하수오
본가

Wilfordi Root

Fermented jocheong

500ml / 1100ml



Wilfordi root

Wilfordi root is a natural nourishing tonic. Cultivated naturally at altitudes over 1,000m above sea level. 100% domestically produced One of three great medicines from China



Rejuvenates



Relives insomnia



Prevents hair loss



Strengthens kidney and liver functions

Fermented bokbuja

(Korean black raspberry) extract

500ml / 1100ml



Bokbunja

Bokbukja, rich in magnesium, is harvested in Hamyang province near Baekdudaegan Mountain. It is aged for 3 months at room temperature and 6 months at low temperature.





Jiyo Store

We create healthy and delicious
Food over period of time
With care

Jiyo store makes gochujang (Korean red chili paste) with
Park Jae-young's fermented Korean jocheong and ages it for a long time.
Then sandeodeok and plum are mixed into the gochujang to make jangajji
(pickled vegetable)



지요상점
jiyo store



Red jujube jocheong



Sandeodeok gochujang



Namgo plum gochujang



Sungnyung powder



The Master of
Korean Healing Food

Yoon Ji-yo No. 2022-Food Therapy-013

- Traditional Fermented Food Master (No. 2022-Master-0033)
- Traditional Fermented Food Category (No. 2022-Master-0033)
- Master of Korean Healing Food (No. 2022-Food Therapy-013)
- 2023 Gyeongnam KOTRA Ho Chi Minh Trade Delegation (served as head of mission)
- Grand Prize at the 5th K-Food Sauce Contest, applied fermentation development product (tea and beverage category)
- Selected as hometown souvenir for Yangsan City



지요상점
jiyo store

Red jujube

Fermented jocheong

550g / 1100g



Red jujube

We only use premium jujube grown at 300m above sea level in Jaeyak Mountain in Miryang city.



Promotes blood
purification



Promotes sleep



Antioxidant effect



Enhances immunity



Use the best of the best red Jujube from Miryang

Manufacturing process of red jujube fermented jocheong



Clean and remove of foreign substances



Separate pulp and seeds (100% manual work)



Separate the pulp attached to the jujube seeds by boiling them for 48 hours.



Separate the jujube pulp and only the jujube seeds remain.



Stir the separated jujube flesh in a double boiler.



Seeds from dried jujube are removed and boiled for 24 hours to get fermented



Separate the skin from the fruit flesh by sieving



The jujube flesh is separated and only the skin remains.



지요상점
jiyo store

Sandeodeok / Namgo

Plum gochujang

550g / 1100g



Sandeodeok

Carefully selected 6 years-old sandeodeok grown at 1,000m above sea level in Pyeongchang, Gangwon Province.



Rich in
saponin



Improves
bronchitis

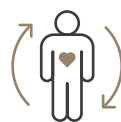


Strengthens lung
function



Namgo plum

The best variety of namgo plum is used- a nutritious plum picked during June in Won-dong, Yangsan City.



Detoxification



Helps digestion



Relieves fatigue

10 types of grains

Sungnyung powder

550g / 1100g

10 types of grains

Black sesame seeds

Barley rice

Black rice

Coix radish

Mung beans

Sorghum

Black beans

White beans

Sticky brown rice

Brown rice

We use 10 kinds of premium grains

Purchased directly from domestic farmers
and carefully roast and process them to
make Sungnyung powder,



Fermented Jochyeong Gift Set



GIFT SETS

2 Types

Gift Sets (2 types of
jocheong included)

Rice Jocheong
+
any type
of jocheong
from the list

Rice jocheong, ginger,
wilfordi root, jujube,
injin mugwort, achyranthes,
pine needles,
medicinal bellflower root



GIFT SETS

3 Types

Gift sets (3 types of
jocheong included)

Rice Jocheong
+
any 2 types
of jocheong
from the list

Rice jocheong, ginger,
wilfordi root, jujube,
injin mugwort, achyranthes,
pine needles,
medicinal bellflower root





Jiyo Store ▼

검색

www.jystory.kr

We only bring the best for
our customers made with
care and honest.



JY Story

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