

JAM MATE

BRAND PROFILE

Sweetness Made to Share, Jam Mate

A spread brand gaining proven traction across department-store pop-ups and multiple retail channels since its 2025 launch

VIVID PLUS x JAM MATE

JamMate



Who is your sweet mate?

Launched by a 10-Year Marketing Company

Premium Jam Brand

Jam Mate

Built on hands-on expertise in advertising, branding, and retail, we design everything from product planning to department-store pop-up operations.

Marketing 10Y
10 Years of Practical Know-How

Brand Launch
In-House Brand Development

Retail Operation
Pop-Up & Retail Experience

COMPANY

CEO Hyun-tak Yang **Address** SJ Tower 204-205, 218 Eungyejungang-ro, Siheung-si, Gyeonggi-do, Republic of Korea

Established 2018. 01. 30

Business Type Advertising Agency · Manufacturing · Retail Distribution

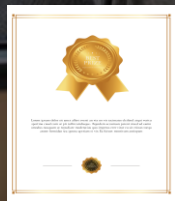
BRAND

Brand Jam Mate

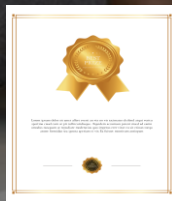
Launch Date 2025. 05. 02

Key Features Korea's only coconut cream-based coconut spread · Premium jam made with natural ingredients

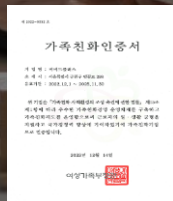
Certifications & Official Program References



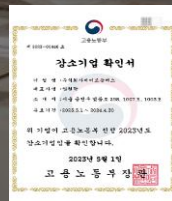
SME Innovation Voucher Marketing
Official Service Provider (3 Consecutive Years)



Ministry of SMEs and Startups
Smart Service Program Selection



Ministry of Gender Equality and Family
[Family-Friendly Company Certification]



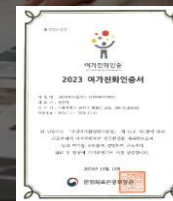
Ministry of Employment and Labor
[Small Giant Company Certification]



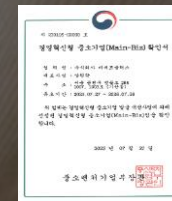
Seoul Metropolitan Government
[Seoul Small Giant Company]



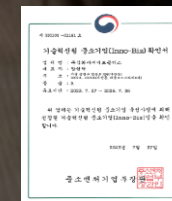
Ministry of Employment and Labor
[Youth-Friendly Small Giant Company]



Ministry of Culture, Sports and Tourism
[Leisure-Friendly Certification]



Ministry of SMEs and Startups
[MAIN-BIZ Certification]



Ministry of SMEs and Startups
[INNO-BIZ Certification]

Korea's Only Coconut Cream-Based Spread in 2025

A spread brand offering 4 coconut spreads, 2 natural handmade fruit jams, 2 handmade spreads, and 2 nut-based spreads

A must-buy souvenir inspired by Southeast Asian travel

A new coconut spread experience beyond ordinary jam

Handmade appeal crafted with natural ingredients

Product design focused on ingredients, texture, and flavor

Pop-Up-Friendly Product Line

Fast conversion from tasting to understanding to purchase

4 Types

Coconut Spreads

2 Types

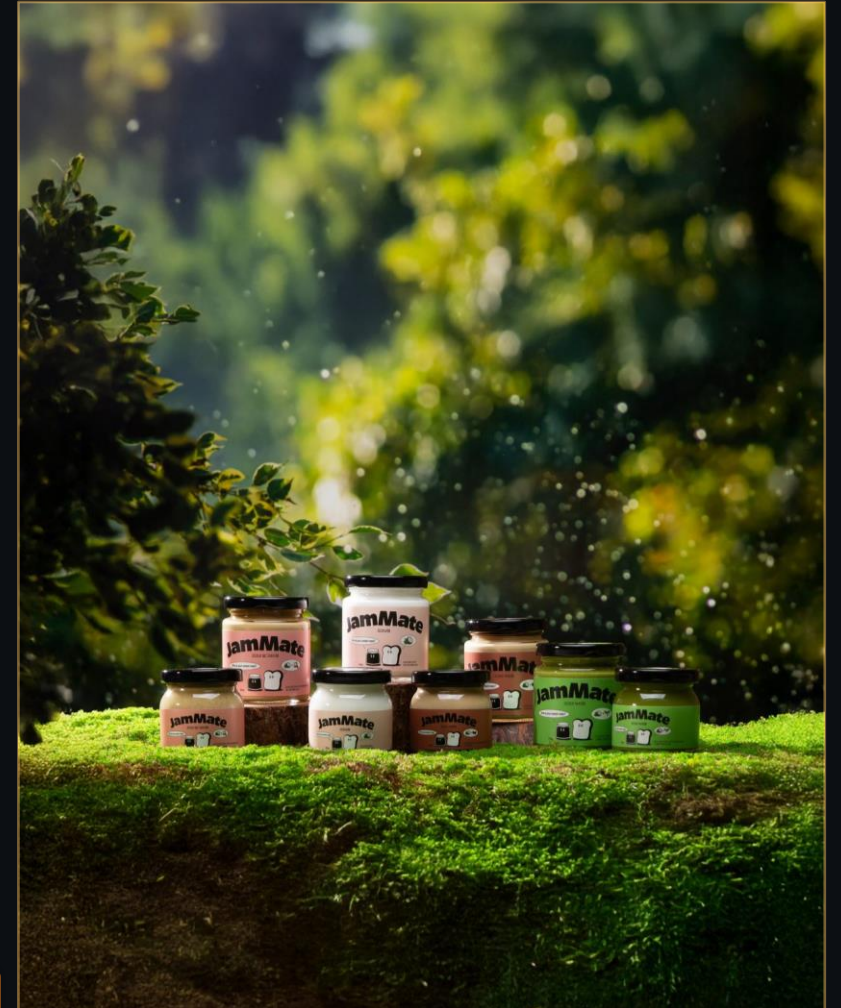
Natural Handmade
Fruit Jams

2 Types

Handmade Spreads

2 Types

Nut Spreads



Jam Mate Product Line-Up

Four categories designed for both pop-up sales and gifting demand



4 Coconut Spreads

Original · Earl Grey · Coffee ·
Chocolate



2 Natural Handmade Fruit Jams

Apple Mango · Sweet Berry



2 Handmade Spreads

Matcha Jam · Milk Jam



2 Nut Spreads

Peanut Butter · Almond Spread

A flavor-, color-, and story-driven line-up designed to quickly validate customer response through tasting-based pop-ups

4 Signature Coconut Spreads Made with Coconut Cream

Jam Mate's key distinction is its smooth texture and exotic flavor, created with coconut cream from the Philippines.



Original

Coconut Cream Base



Coconut Earl Grey

Fragrant Tea Blend



Coconut Coffee

Subtle Coffee Flavor



Coconut Chocolate

Dessert-Style Coconut
Chocolate

Why It Sells Well at Pop-Ups

- 1 Instantly draws attention with a new look and flavor
- 2 **Versatile for gifts, desserts, and home-café use**
- 3 A distinctive spread that is hard to find elsewhere
- 4 Lower sugar content than typical supermarket jams
- 5 A unique product concept clearly different from ordinary jam

06 GIFT SET PACKAGE

A Sweet Gift for a Special Mate Even When There Is No Special Occasion

Jam Mate Gift Set Package
Designed for Gifting Demand and Pop-Up Conversion

"Not just beautiful — a gift worth remembering."

"A more special gift because it is not ordinary."



Set Includes

Two 200g Jams + Jam Knife + Gift Package

Price

Regular Price KRW 38,500 → Pop-Up Price in the KRW 32,000 Range

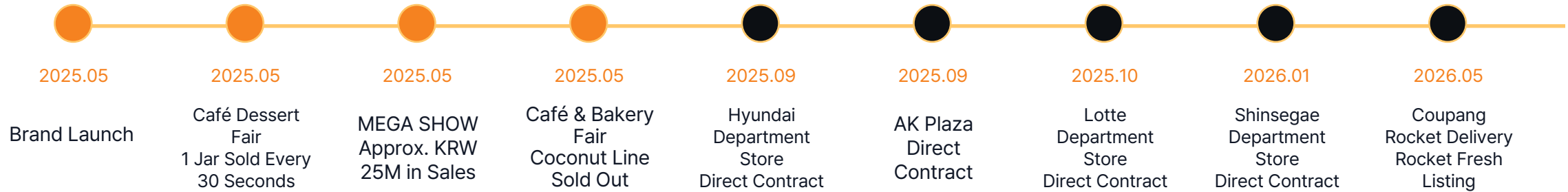
Pop-Up Selling Point

Affordable gifting price point that supports strong purchase conversion

A tasting-driven gift item that can naturally convert tasting into gift-set purchases.

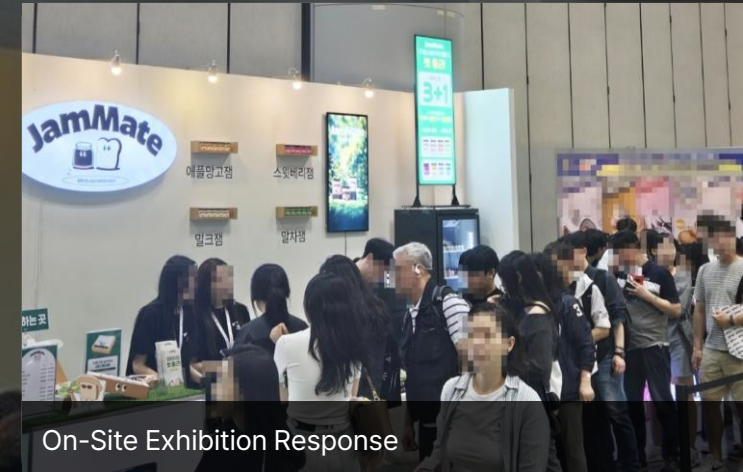
Retail Expansion Achieved Within the First Year

Since launching in May 2025, Jam Mate has validated customer response at exhibitions and expanded into major department stores and Coupang.



Strong Response Proven in the First Offline Tests

In May 2025, Jam Mate's tasting-based sales power was proven at major café and dessert events.



On-Site Exhibition Response

1 Jar Every 30 Seconds

Sales Speed at Café
Dessert Fair

Approx.
KRW 25M

4-Day Sales at MEGA SHOW

All Products
Sold Out

Coconut Line at Café & Bakery
Fair

On-Site Insight

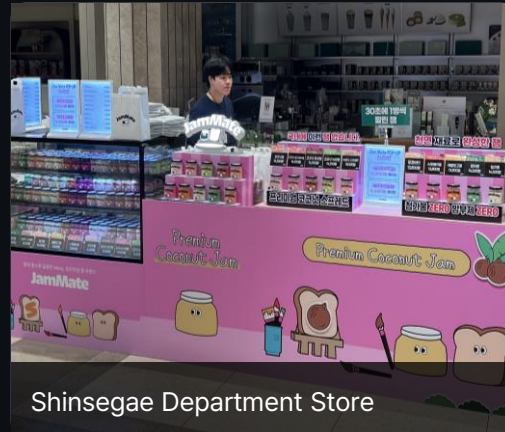
The tasting → flavor understanding → set
purchase flow worked quickly on site.

Jam Mate Pop-Up References

From October 2025 to June 2026, Jam Mate operated 36 pop-up stores, averaging more than 3.5 pop-ups per month.



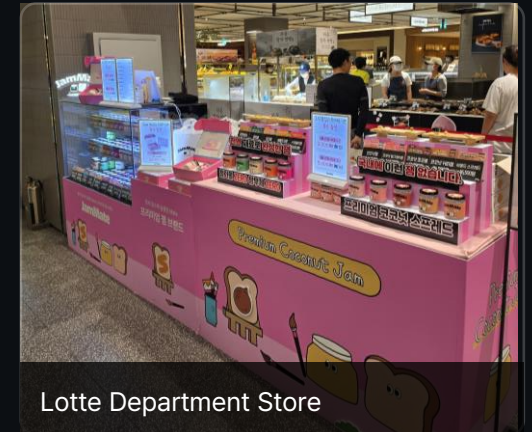
Hyundai Department Store



Shinsegae Department Store



Shinsegae Cheongdam Twelve



Lotte Department Store

36 Times

Pop-Up Stores Operated

**3.5+ Per
Month**

Average Operating
Frequency

2-3 Times

Multiple stores held
encore pop-ups

"Who buys 3-5 jars of jam?"
With Jam Mate, it happens.
Optimized 200g single-size format

The Key to Pop-Up Sales Is Basket Size and Units per Customer

We design not only tasting, but also set offers, price visibility, and POP messaging to improve conversion.

KRW 26,000–28,000

Average Basket Size

1.9 Jars

Units per Customer

2–3 Jars

Set Purchase Conversion

2-Jar Purchase

KRW 2,000 Discount
Lowers First-Purchase Barrier

3-Jar Purchase

KRW 5,000 Discount
Encourages Gift & Family Use

5-Jar Purchase

KRW 10,000 Discount
Encourages Family Consumption

On-Site Tasting

Improves Product Understanding
Strengthens Purchase Confidence

Tasting Operation Is the Sales Strategy

Jam Mate applies proactive tasting operation as a core principle at every event.

01

Tasting

Get customers to taste first

02

Understanding

Explain the product story and pairings

03

Purchase

Convert to set offers and event pricing

04

Feedback

Apply insights to the next store strategy

More important than a "pretty display" is an on-site flow that makes customers stop, taste, and buy.

Jam Mate Is Ready to Build the Next Stage of Retail Expansion

Based on department-store pop-up experience, product response data, and online marketing capabilities, we make proposals tailored to each brand and channel.

LOTTE

Lotte Department Store
Direct Contract

HYUNDAI

Hyundai Department
Store Direct Contract

AK PLAZA

AK Plaza Direct Contract

SHINSEGAE

Shinsegae Department
Store Direct Contract

COUPANG

Rocket Delivery / Rocket
Fresh Contract

Proposal Areas · Department-Store Pop-Ups · Exhibitions/Fairs · Online Sales · B2B/Gift
Sets · Export · Bakery & Café

JAM MATE | VIVIDPLUS

4 Coconut Spreads — Product Details

Jam Mate's signature line-up made with a premium coconut cream base

01 Coconut Jam



Jam Mate's signature spread with deep, smooth sweetness made from premium coconut cream

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Keep refrigerated

02 Coconut Earl Grey



A delicate, premium flavor combining smooth coconut with the subtle citrus notes of Earl Grey

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Keep refrigerated

03 Coconut Chocolate



A delightful blend of chocolate, cacao, and coconut that everyone can enjoy with ease

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Keep refrigerated

04 Coconut Coffee



One of Jam Mate's most crowd-pleasing favorites, blending subtle coffee aroma with coconut

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Keep refrigerated

Fruit Jams & Handmade Spreads — Product Details

A line-up highlighting the unique flavors of natural ingredients, fresh milk, and Jeju organic matcha
Zero Preservatives · Zero Chemical Additives

01 Sweet Berry



Made with over 70% strawberry and cranberry fruit, delivering a fresh, fruit-forward flavor

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

02 Apple Mango



Made with over 70% apple mango, rich in vitamin C and folate, for a fresh and wholesome taste

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

03 Matcha Jam



The rich flavor and aroma of Jeju organic matcha spread naturally and luxuriously across the palate

Net Weight: 200g
Shelf Life: 6 months unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

04 Milk Jam



A soft, rich flavor made with Grade 1 milk and fresh cream — a classic base that pairs beautifully with any jam

Net Weight: 200g
Shelf Life: 6 months unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

2 Nut Spreads — Product Details

Jam Mate's nut spread line-up focused on the deep, savory flavor of whole ingredients
Zero Preservatives · Zero Chemical Additives · Zero Sugar Content

01 Almond Spread



Made with 100% almonds, delivering a deep, rich, and savory whole-nut flavor

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

02 Peanut Butter



Made with 100% peanuts, delivering a deep, rich, and savory whole-nut flavor

Net Weight: 200g
Shelf Life: 1 year unopened / 3 months after opening
Storage: Store at room temperature unopened; keep refrigerated after opening

JamMate



Who is your sweet mate?

Thank You

