

## Partnership Proposal

# EASTSEA BROTHER

Premium Pet Food Brand from South Korea

This document contains proprietary and confidential information of Eastsea Brother.  
© 2024 Eastsea Brother. All rights reserved.



# Table of Contents



1

About Eastsea Brother

2

Our Products

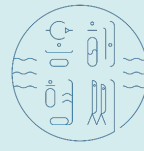
- Unique Selling Points
- Premium Lineup
- Casual Lineup

3

Partnership Opportunities

# About Eastsea Brother





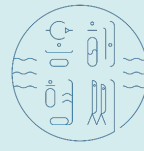
Eastsea Brother is Korean premium pet food brand crafted with the freshest seafood.

## Company Mission

**Bringing Fish-tales of  
Joy and Health to Pets!**







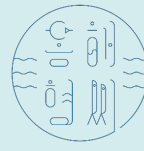
Seafood is beneficial not only for humans but also for our furry companions.



	Calories (kcal)	Protein (g)	Fat (g)	Omega-3 (g)	DHA (g)
<b>Seafood (Tuna)</b>	<b>103</b>	<b>22.0</b>	<b>1.0</b>	<b>0.27</b>	<b>0.19</b>
Pork	263	16.9	12.2	0.07	-
Beaf	192	19.4	12.7	0.02	-
Chicken	142	17.4	8.1	0.04	0.02

(Data Source: USDA)

Enjoy our dried, “*sashimi-grade*” fish perfect for pets. Try it yourself and treat your pet to a low-calorie, high protein snack.



Eastsea Brother is Korean premium pet food brand crafted with the freshest seafood.



**We support a healthier, sustainable future for humans, pets, and the oceans.** We never produce more than the sea generously provides, ensuring sustainable practices.

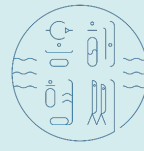
Eastsea Brother is a distinguished pet food brand that **sources the freshest seafood from the Eastsea**, known for its cold and deep waters surrounding South Korea.



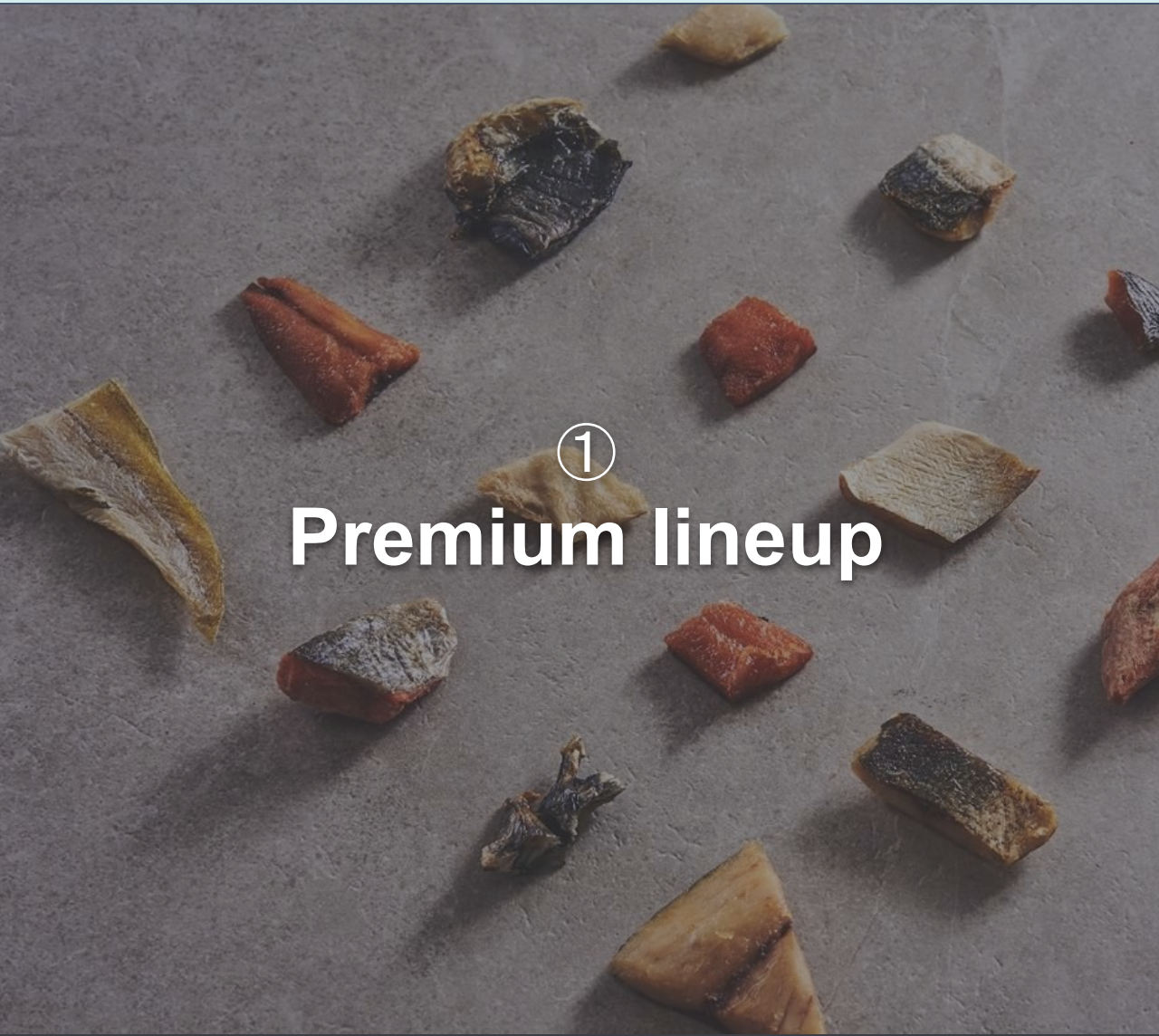
Using unique production techniques **to maintain the natural form and nutrition of seafood**, our delicious and nutritious products are loved by all dogs and cats. Also, this ensures sodium content below 0.01%.

# Our Products



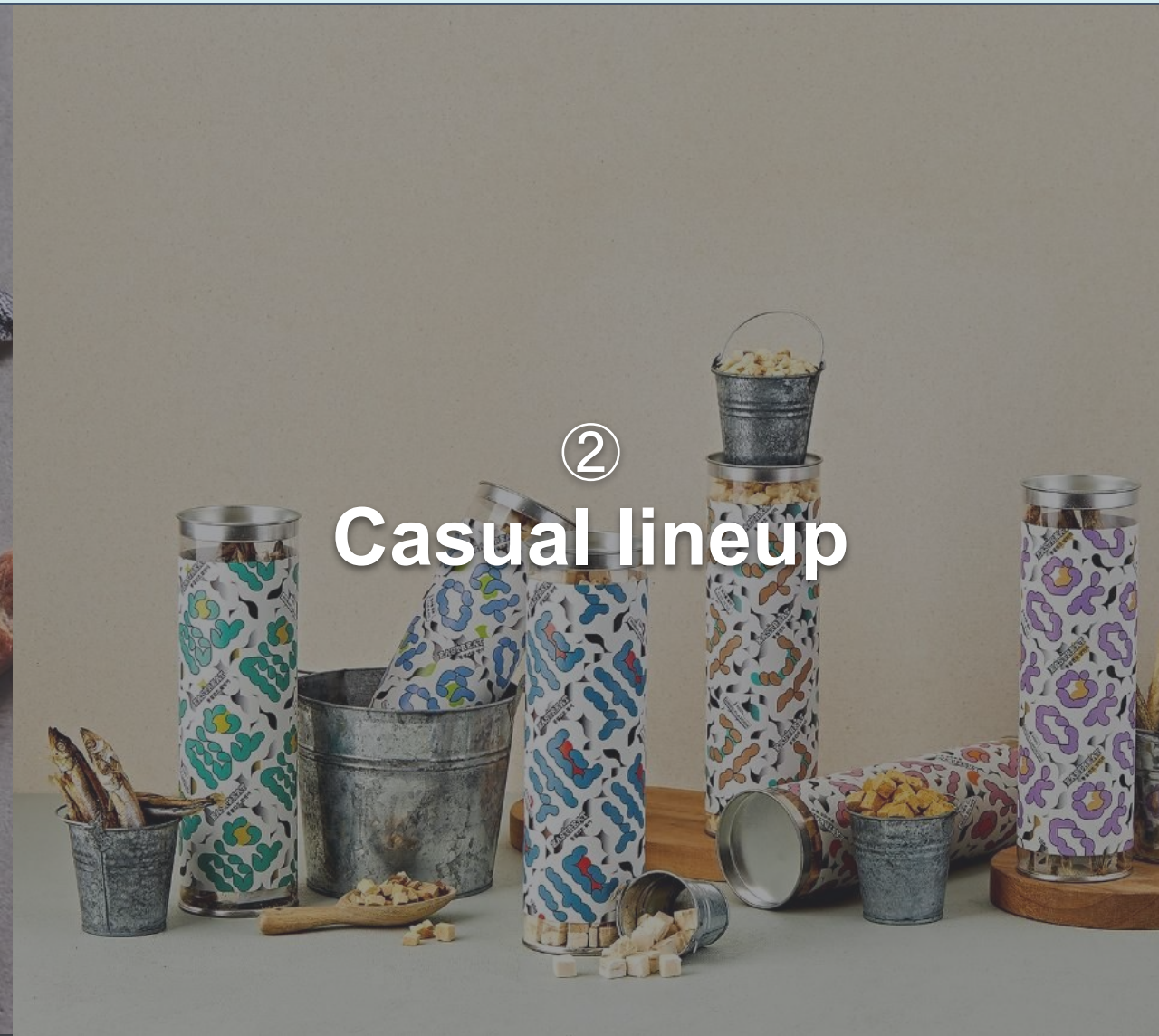


We offer both premium and casual product lineups.



①

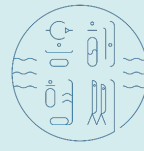
Premium lineup



②

Casual lineup





Our premium lineup features semi-dried seafood.

## ① Premium lineup



**Semi-Dried (ORIGINAL)**

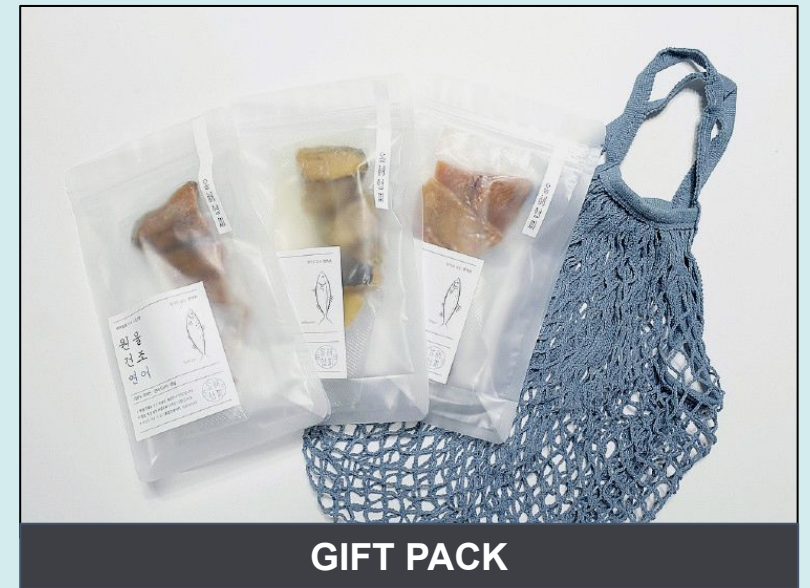
🐟 Shelf life: 3 months (frozen storage)



**BEST SELLER**

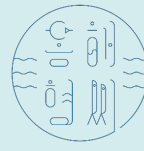
**Retort-Packaged (EVERYDAY)**

🐟 Shelf life: 6~12 months (storage at room temperature)



**GIFT PACK**

🐟 ORIGINAL or EVERYDAY packs included



Our premium lineup features semi-dried seafood.

## ① Premium lineup

### A. Semi-Dried (ORIGINAL)



Codfish (40g)



Salmon (85g)



Lumpsucker (50g)



Yellowtail (75g)



Mixed fish (85g)



Trout (65g)

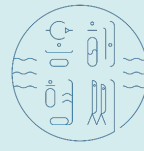
#### DESCRIPTION

- Popular fish used for sushi, cold raw fish soup, and pet-friendly steaks
- Handmade production
- Slightly moist topping with 40-60% moisture content
- Shelf life: 3 months (frozen storage)
- 2-3 servings per pack

#### VOLUME

40~85g / pack





Our premium lineup features semi-dried seafood.

## ① Premium lineup

### B. Retort-Packaged (EVERYDAY)



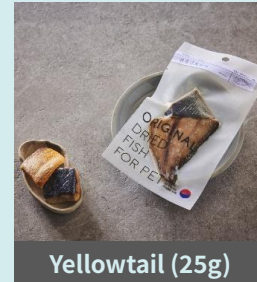
Codfish (15g)



Salmon (28g)



Lump sucker (20g)



Yellowtail (25g)



Mixed fish (28g)



Trout (21g)

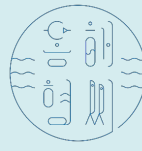
#### DESCRIPTION

- **Special sterilization method for room temperature storage without additives**
- Handmade production
- Slightly moist topping form with 40-60% moisture content
- **Shelf life: 1 year (storage at room temperature)**
- **1 serving per pack**

#### VOLUME

15~28g / pack





Our premium lineup features semi-dried seafood.

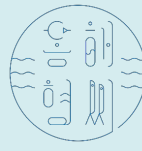
## ① Premium lineup

### C. Gift Pack



#### DESCRIPTION

- High-end premium set in a luxury package
- Cute and humorous gift packaged in a fishnet bag
- Perfect sampler for first-time customers



Our premium lineup features semi-dried seafood.

## ① Premium lineup

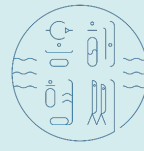
### A. Semi-Dried (ORIGINAL)



### B. Retort-Packaged (EVERYDAY)









Our casual lineup is made for easy feeding and delightful enjoyment for your furry friends.

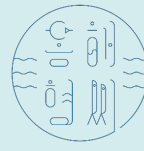
## ② Casual lineup



 Shelf life: 2 years (storage at room temperature)



 3 Raw Freeze Dried Treats included



Our casual lineup is made for easy feeding and delightful enjoyment for your furry friends.

## ② Casual lineup

### A. Raw Freeze Dried Treats



Pollack (125g)



Salmon (125g)



Capelin (125g)



Flatfish (110g)



Yellowtail (185g)



Sand lance (100g)

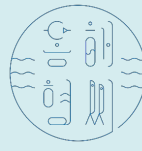
#### DESCRIPTION

- Large and affordable, allowing for long-term feeding of healthy products.
- Uses imported and locally sourced raw fish from South Korea
- Produced in South Korea
- Awarded the Prime Minister's Prize in South Korea
- Freeze-dried with less than 5% moisture
- Shelf life: 2 years (stored at room temperature)
- 50+ serving per pack

#### VOLUME

100~185g / pack

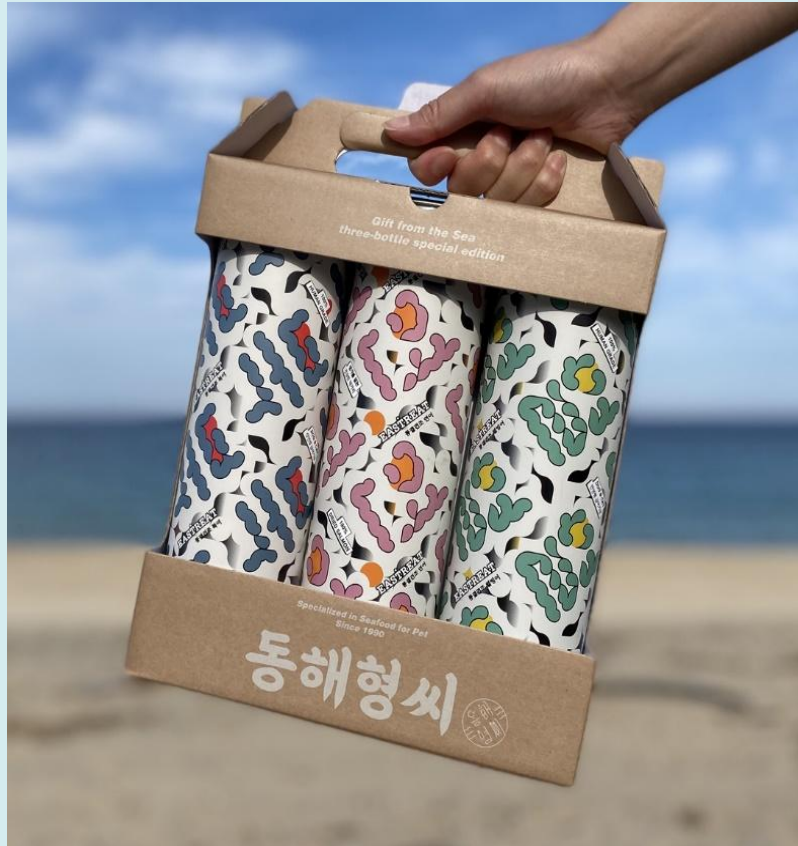




Our casual lineup is made for easy feeding and delightful enjoyment for your furry friends.

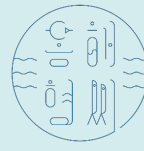
## ② Casual lineup

### B. Gift Pack







#### DESCRIPTION

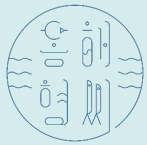
- Large and affordable, allowing for long-term feeding of healthy products
- Set with 3 kinds of treats
- No additional cost for gift package
- Awarded the Prime Minister's Prize in South Korea



Discover the unique strengths of Eastsea Brother!

Raw	Freeze Dried	'Raw' Freeze Dried (CASUAL)	Semi-Dried (PREMIUM)
			
<ul style="list-style-type: none"> <li>😭 Difficult to handle fish bones</li> <li>😭 Too soft for pets to enjoy</li> <li>😭 Bacteria and parasites</li> </ul>	<ul style="list-style-type: none"> <li>😭 Musty smell</li> <li>😭 Too crumbly or hard texture</li> <li>😭 Excessive crumbs on the fish</li> </ul>	<ul style="list-style-type: none"> <li>🐟 <b>Freeze-dry the whole fish</b></li> <li>🐟 <b>Preserves the fresh taste and aroma of the fish</b></li> <li>🐟 <b>No additives</b></li> <li>🐟 <b>Crispy texture</b></li> <li>🐟 <b>Fewer crumbs</b></li> </ul>	<ul style="list-style-type: none"> <li>🐟 <b>Whole ingredients preserved with skin</b></li> <li>🐟 <b>Savory fishy aroma</b></li> <li>🐟 <b>Chewy and soft texture</b></li> <li>🐟 <b>No additives</b></li> </ul>





Discover the unique strengths of Eastsea Brother!



# Global Reach & Market Interest

**✓ Record-Breaking Sales:** Our products flew off the shelves at top venues like Hyundai Department Store and DDP in South Korea.

**✓ Tourist Luxury:** Proud to be the first pet food brand featured as luxury goods for tourists in South Korea.

**✓ Asian Sensation:** Captivated buyers across Asia, including Hong Kong, Thailand, the Philippines, Japan, and China.



Discover the unique strengths of Eastsea Brother!



**EASTSEA BROTHER Co., Ltd**  
Food Company to Win the Prime Minister's Award

최보광 기자 | © 입력 2022.09.29 13:17 | 댓글 0



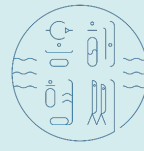
# Prestigious Recognition

✓ **Innovations:** Patents and prestigious certifications highlight the trusted and innovative technology unique to Eastsea Brother.

✓ **Awards:** Honored for excellence in design and product quality, including the Prime Minister's Award in South Korea.







Discover the unique strengths of Eastsea Brother!

Also, adored by celebrities, including K-pop stars! 😎



**President Yoon of South Korea**  
a known pet lover



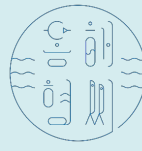
**Jo Kwon**  
member of K-pop group '2 AM'



**Son Dambi**  
K-pop singer and actress

# Partnership Opportunities



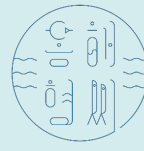


We are looking for esteemed partners to help us bring our premium products to more pets around the world.



## We're open to ...

- ✓ Featuring our products on your platform
- ✓ Engaging in co-branded marketing campaigns
- ✓ Offering our products at competitive wholesale rates
- ✓ Incorporating our products in your promotional events and campaigns
- ✓ Collaborating on pet-related events and festivals



We are looking for esteemed partners to help us bring our premium products to more pets around the world.



**Eunryul Kim**  
(Founder & CEO)



MANAGEMENT

PRODUCTS

SALES /  
MARKETING

CUSTOMER  
SERVICE

R&D

## Contact Information 🐟

**Website** [eastseabrother.com/](http://eastseabrother.com/)

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

**Youtube** [youtu.be/ZcYNvUTpBul?si=d4se3Ah-Nk-21plG](https://youtu.be/ZcYNvUTpBul?si=d4se3Ah-Nk-21plG)

**Partnership** [jjin@smallbrander.kr](mailto:jjin@smallbrander.kr)

