



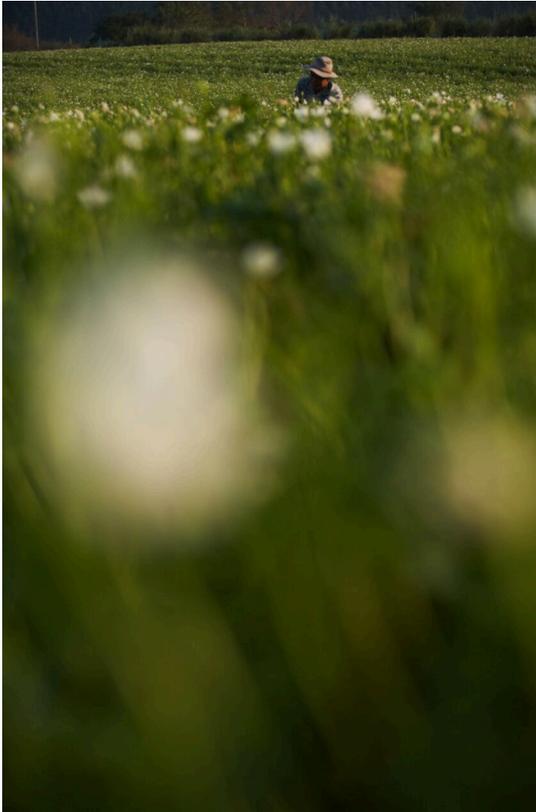
# *Myeongin Myeongchon*

Korean culinary traditions have their roots in age-old wisdom. They are handed over from generation to generation, in their original form or modernised.

**Myeongin Myeongchon is a representative of this culinary heritage.**



# *Korea lives with the rhythm of the seasons.*



Situated between mountains and the sea, Korea has a vegetation that is remarkable in many respects.

**The crops are the harmonious result of man's labour and the yields of the earth. The one means nothing without the other.**

The Korean word 'sonmat' means 'the taste of the hands'. It is the unique taste of something, created by an individual person. But the intense taste of these products is especially the result of a long transformation and preservation.

The technique of fermentation is an excellent example of the Korean culinary craftsmanship.

Every year, people patiently wait for the right season and they let time do its work. **In this way, the Korean kitchen reflects the life of its people.**

# Myeongin

## «master of the Korean cuisine»



After a long quest through the recipes of the old culinary masters, the house of Myeongin Myeongchon discovered the quintessence of the Korean culture.

The huge knowledge of these masters is the foundation of the Korean cuisine of today.

**Their values are pure and simple: to respect life and to live in harmony with nature.** These masters put their hearts and souls in their dishes, that they prepare with ingredients that they consider as gifts of nature.

**Myeongin Myeongchon wants to preserve this treasure and craftsmanship and share its riches with the rest of the world.**

Each of their products is prepared in an artisanal way, in small-scale ateliers, with seasonal crops. This way of working excludes a production on industrial scale.





Because Myeongin Myeongchon wants to maintain and share these traditions, they decided to cross the borders of the country.

In October 2017 they will come to Belgium, as the capital of Europe and a melting place of many cultures.

17 of their products will be available for professionals via [www.sa4.co](http://www.sa4.co) and later via retail and selling points.



### **Sea salt**

Salt from Park Seong-chun is harvested from August till October, during the warmest months of the year. The salt crystals are fine as dragonfly wings and they melt on the tongue. Because of the slow evaporation in the sunny wads, all bitterness fades away and the salt obtains an incomparably mild taste.



### **Jeju Fish Sauce**

This sauce is the result of the traditional process of year-long fermentation of fish that is caught along the shores of Jeju, a volcanic island in South-Korea. The sauce is filtered two or three times. It is concentrated and adds some spiced flavour to any dish.



### **Red chilli and plum paste**

The combination of sweetness and slightly hot is typical of the Korean cuisine. Red chilli paste is one of those small details that makes Korean dishes so special.



### **Sesame oil**

Once upon a time people believed that sesame oil 'gave life' to people and it was considered as very valuable. Sesame oil is still produced with traditional methods. The refinery process in three phases expels all impurities and preserves the typical flavour of the sesame seeds.



### **Camelia seed oil**

The camelia blooms from November until the spring of the next year. Seeds, flowers and wood all have their utility, from decoration to medicinal applications. Contrary to classic oil that is extracted under high temperatures, Camelia seed oil from Park Wonpyo is medium temperature or cold pressed, to preserve all its beneficial qualities.



### **Soy and plum paste**

This soy paste is made of biological soy, sea salt from Sinan (South-Korea) and sea water of a rare purity. In Uljin, a province in North-Gyengsang, this sea water has been used for centuries to produce soy paste. Until today.



### **Vinegar**

Traditional Korean vinegar has had an excellent reputation for its special qualities for ages. In the ancient times already, people were aware of its healing effects. This vinegar stimulates immunity, fights fatigue and strengthens the metabolism. In this same tradition, Myeongin Myeongchon produces a vinegar of superior quality, made of prunes and of grapes.



### **Soy & Plum sauce**

Classic soy sauce is well known by everybody. But there are variants that offer a completely new dimension of flavour. The Asian plums 'Ume' are salted, marinated and dried for some days. This gives them a very salty, even acidic taste. This flavour makes them unique.



### **Brown rice**

Just like in Japan, round grain rice is commonly eaten in Korea, rather than long grain rice. Its bran, rich in fibres, can be difficult to digest. That is why fermentation is a great help. It improves the nutritional value as it boosts the intestinal flora and guarantees a light digestion. And above all: it brings about a sensational flavour.



### **Fermented noodles**

Suyeon someyon are exceptional noodles, completely handcrafted in twelve different phases of production. The noodles undergo a fermentation process eight times, until all taste of flour has faded away and they have obtained their own exclusive texture and taste.



### **Dried shiitake**

The shiitake is the second most cultivated mushroom in the world. It is packed with nutrients that reinforce our immunity system. As it is dried, you can preserve it longer while it keeps all its taste. To cook it, you just pour lukewarm water over it and let it swell. Do not throw away the water, it has adopted all the refined flavour of the shiitakes.



### **Plum Jam**

The Korean plum variant 'maesil' contains many citric acids and boosts the metabolism. Wine is the primary product that is made of these fermented fruits. But there are alternative ways to enjoy them, like in this jam.



### **Chilli chips**

Red chilli is often used in the Korean kitchen, and evidently also in crispy snacks. These are very popular, and provoke a hot tasty explosion in the mouth.



### **Tangerine Snack**

The specific taste and smell of tangerines appeals to all of our five senses. These delicacies, or 'gwajeul', literally 'sugared sweets', contain no chemicals nor preservatives, in order to maintain the authentic flavour of the tangerine.

**Brown rice Brut**

1kg- 16,00 €

**Plain Noodles Red, Black and White**

200gr - 15,00 €

**Dried Shitake Mushroom**

50gr - 20,00 €

**Sesame Oil**

200ml - 42,00 €

**Camelia Seed Oil**

200ml - 28,00 €

**Jeju Fish Sauce**

200ml - 20,00 €

**Plum Soy Sauce**

200ml - 24,00 €

**Plum Vinegar**

200ml - 28,00 €

**Grape Vinegar**

200ml - 28,00 €

**Red Pepper Paste with Plum**

120gr - 22,00 €

**Plum Soybean Paste**

120gr - 25,00 €

**Plum Jam**

120gr - 18,00 €

**Bay Salt**

120gr - 10,00 €

**Chili Chips**

80gr - 10,00 €

**Seaweed Chips**

50gr - 10,00 €

**Tangerine Snack**

150gr - 18,00 €



## Contact

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