

Create Amook Culture

SAMJIN AMOOK

Amook : The most similar English pronunciation of Korean word for Korean fishcake.
It refers to processed (steamed or deep-fried) minced fish products.

인사말씀

Greeting

Dear Customers, SAMJIN FOOD is a food company with a vision of 'Creating Food Culture Based on Fish Protein'.

SAMJIN AMOOK, a brand of SAMJIN FOOD is Korea's oldest Amook brand in business for over 3 generations since 1953.

Especially in December 2013, we were the first to start "Amook Bakery" business in Korea, leading to change the paradigm of Amook industry. Also, starting with our first overseas branch in Singapore in 2017, we have successfully opened a total of 9 overseas stores. We are taking steps to globalize Amook. We have been constantly investing in R&D for developing new products and recently, we implemented automated logistics system to establish "Smart Logistics".

SAMJIN AMOOK will continue to invest in establishing "Smart Factory" to stay ahead of "4th Industrial Revolution".

SAMJIN FOOD will secure our future growth engine by expanding globally with our Amook which is high in Fish Protein. With our reliable Amook products, SAMJIN FOOD will grow to become a corporate providing higher value to our partners and most importantly to our ultimate consumers. Thank you

Park Yong Joon,
CEO of SAMJIN FOOD

브랜드 스토리

Brand Story

Create Amook Culture, SAMJIN AMOOK

SAMJIN AMOOK was the nutritional food source during Korean War, has been an integral part of every Korean meal and even a snack; it has been with the history of Korea in the past and now. Now, SAMJIN AMOOK plans to take the lead in the globalization of Amook (fishcake) by introducing new culture.

* SAMJIN(三進) means that we look back in the past, devote ourselves to the present, and move on to the future.

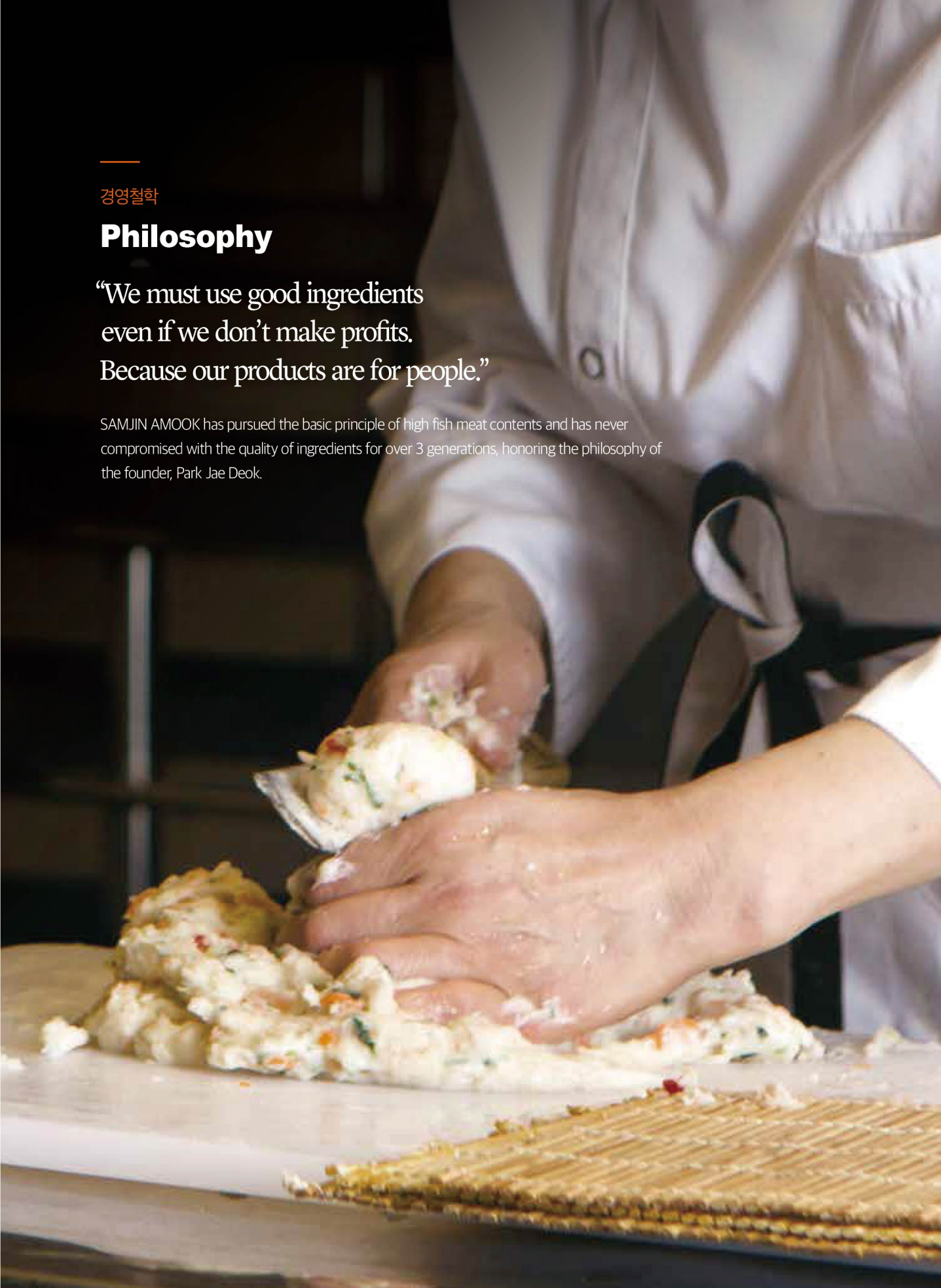


경영철학

Philosophy

“We must use good ingredients even if we don't make profits. Because our products are for people.”

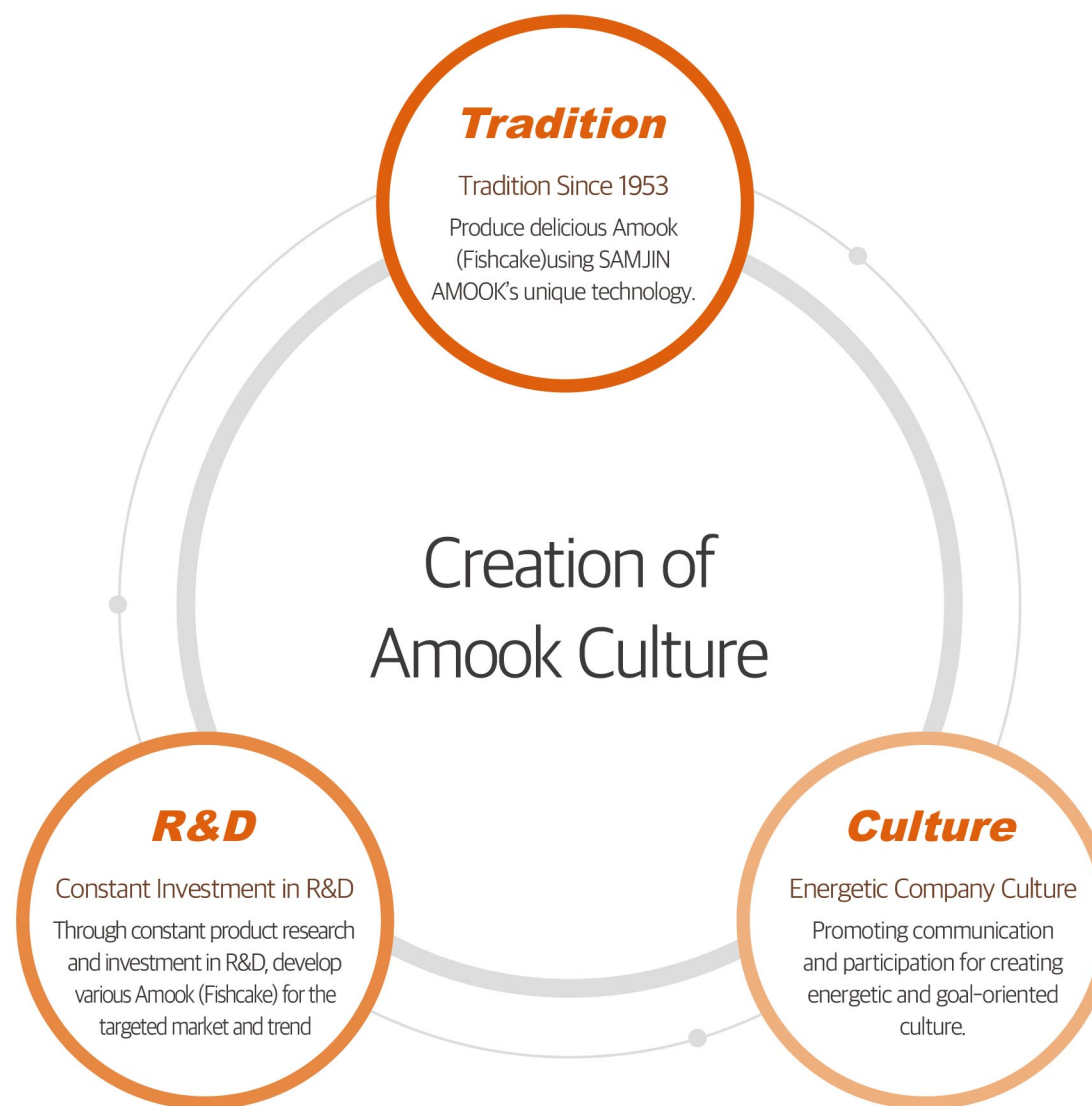
SAMJIN AMOOK has pursued the basic principle of high fish meat contents and has never compromised with the quality of ingredients for over 3 generations, honoring the philosophy of the founder, Park Jae Deok.



비전

Vision

We aim to create new fish cake culture based on the founder's management philosophy. Our tradition, R&D and culture will enable us to become a global company.



주요연혁

History

SAMJIN AMOOK has been with the history of Korea in the past and now.

Now, SAMJIN AMOOK plans to take the lead in the globalization of Amook(Fishcake) by introducing new culture.

· Park, Jae Deok :
Founder of SAMJIN FOOD

1953



· Park, Jong Su : 2nd Generation

1986



· Renovated Busan Yeongdo factory

2000



· Renovated Busan Jangrim factory
· Busan Jangrim factory is certified as HACCP facility by Ministry of Food and Drug Safety

2011



· Started Amook Bakery business

2013



· Established the 2nd factory in Amnam-dong, Busan (Advanced Seafood Processing Complex)
· Prestigious Longevity Corporation Award (Chairman of Korea Small and Medium Business Administration)

2014



· Selected as Superstar Seller in Amazon Brand Awards
· Commendation from Busan Regional Small and Medium Venture Business Administration

2022



· #1 Korean Brand in Processed Seafood Category for 3 consecutive years.

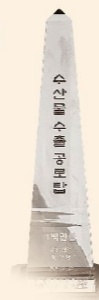
· FSSC 22000 Certificate

2023



· Merit Tower of Export in Marine Products with 'US \$ 1 million' Award (Ministry of Oceans and Fisheries)

2020



· #1 Korean Brand in Processed Seafood Category (KMAC-KBPI)

· 2021 Government Reward for Innovation of Small and Medium Enterprises (Prime Minister's Commendation)

2021

· Succession of Family Business by Park Yong Joon, the 3rd generation

2018



· 2017 Award for Job Creation (Minister of Employment and Labor)

2017



· Grand Award for New Knowledge Worker of Korea in Fishery
· Gold Award in Seafood Brand Contest (Minister of oceans and Fisheries)

2015



· Designated as Top 100 Excellent Enterprise for Job Creation(Presidential Award)
· Social Contribution Award
· Grand Award for Job Creation in Busan(Mayor of Busan)

2016



매출 현황

Sales

SANJIN FOOD launched the first AMOOK bakery business in December 2013 under its 'SAMJIN AMOOK' brand and led the growth from USD 8.3M to USD 23M, USD 52M, and USD 83M.

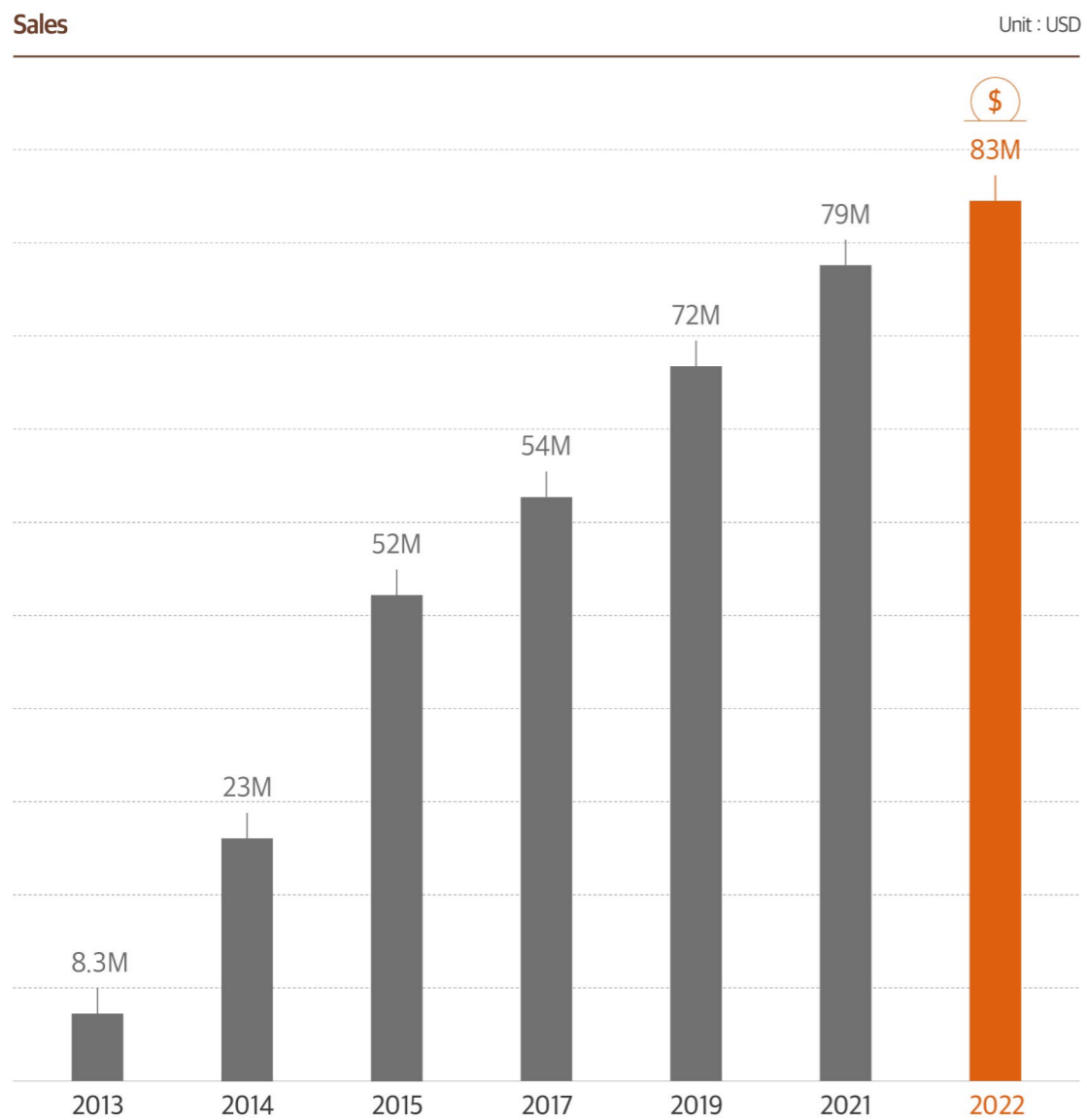


Photo | Singaporean Customers purchasing amook in SAMJIN AMOOK store in ION Mall, Singapore.

국내·외 직영점

Domestic & Overseas Branches



Korea

SAMJIN AMOOK is directly operating and managing a total of 17 branches in Korea as of July 2023.

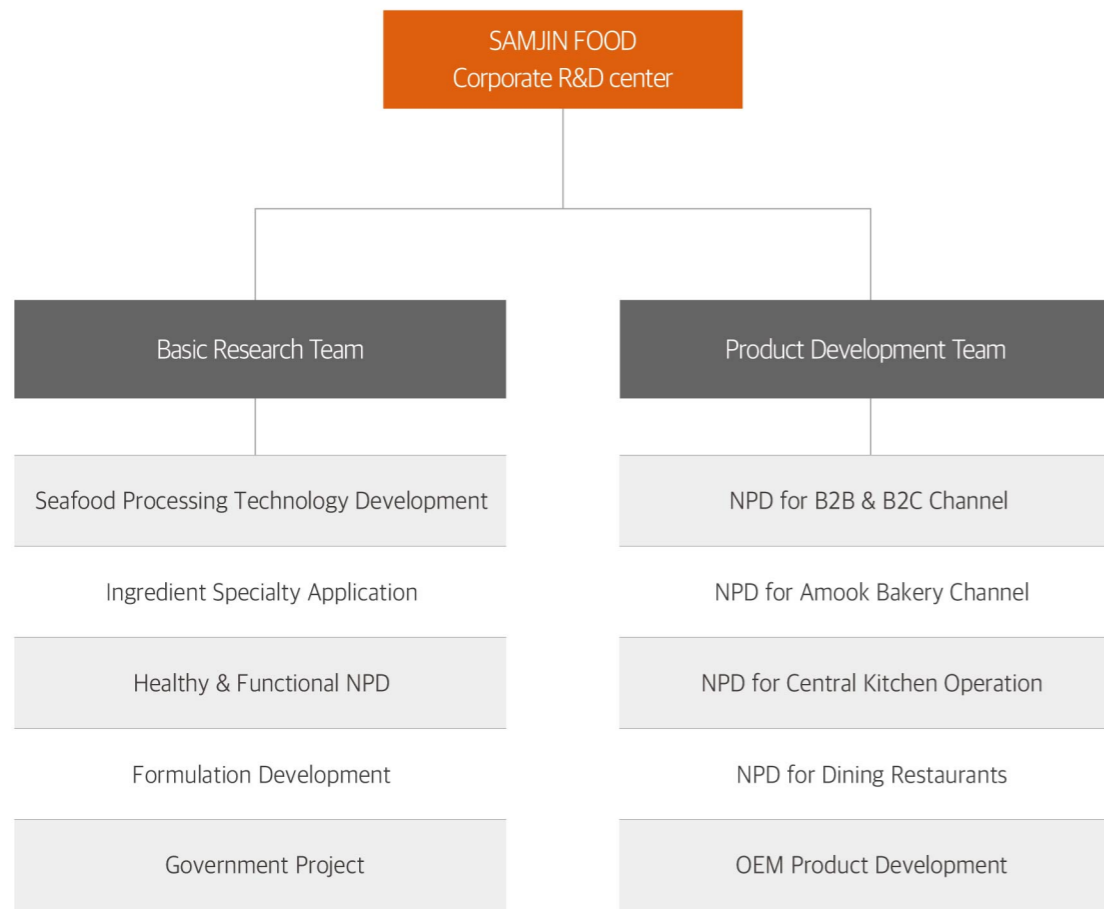
Indonesia

1. Central Park Jakarta : Jl. Let. Jend. S. Parman I No. Kav.28, RT.12/RW.6, Tj. Duren Sel., Grogol Petamburan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta. (Central Park Jakarta), Indonesia
 2. Senayan City Mall : Lot 19, Jl. Asia Afrika No.3, Gelora, Tanah Abang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta, Indonesia
 3. Kota Kasablanka : Jalan Casabalnca No. 88, Menteng Dalam, Tebet, RT.14/RW.5, Menteng Dalam, Tebet, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia
 4. Lippo Mall : Lippo Mall Puri @ The St. Moritz, Lantai Lower Ground 8, Jl. Puri Indah Boulevard Blok U No. 1, Puri Indah, Jakarta
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기업부설연구소

Corporate R&D Center

Through continuous investment in R&D, SAMJIN AMOOK is enhancing research and development on new products and frozen products for overseas export.



NPD Process Flow

*NPD : New Product Development



공장 및 거래처 현황

Factories and Accounts

SAMJIN FOOD operates 2 factories in Saha-gu and Seo-gu in Busan, Korea and supplies products to over 200 domestic and overseas buyers.

Factories



1st Factory(Jangrim)

Address 51 Dadae-ro 1066beon-gil, Saha-gu, Busan, Korea (#1081-4, Jangrim-dong)

Capacity Maximum Daily Production 60MT



2nd Factory(Amnam)("Amazing Factory")

Address Advanced Seafood Processing Complex, 1 Wonyang-ro , Seo-gu, Busan, Korea

Capacity Maximum Daily Production 20MT

Major Accounts

인기제품 | 국내 판매 제품

Product | Domestic Sales

In addition to developing Amook Snacks for Amook Bakery, SAMJIN AMOOK is actively developing Amook products for B2B distribution channels.

핫딜리 | Amook Deli



Amook Croquette

Best-Selling series of SAMJIN AMOOK signature products with distinctive flavors : various fresh ingredients are wrapped with Amook, covered with breadcrumbs and deep-fried for their unique crispy texture and rich flavor of Amook.



Amazing Bar

A unique premium AMOOK bar with various toppings and sauces including shrimp, cheese, rice cake, sausage, etc.



Fried Chili Pepper

Chili Pepper filled with fishmeat, fresh vegetables, and pork, covered in Amook, coated with bread crumbs. Spicy and rich in flavor.



Prawn Roll

Whole prawn covered in Amook for the juicy and chewy texture with a rich flavor.



Rice cake Roll

AMOOK wrapped in rice cake and it is a good substitute for a reliable snack and meal.



Paprika Amook

Product of paprika and shrimp that are made with AMOOK so you can feel a richer texture

간식 | Amook Snack



Amook Croquette

Product that makes it easy to eat the signature menu of SAMJIN AMOOK stores at home



Luxury Bar

Product in the form of a 'bar' with a soft and chewy texture using high-quality pollack.



Grab a Bite Crunchy Chip

High-protein snack product that is good for one bite.



Rich Amook Soup

Cup of AMOOK soup with various ingredients including AMOOK, rice cake, quail eggs, etc. A simple product that takes care of both the taste and nutrition.



FUN Amook Nuggets

AMOOK nuggets that have a softer texture by adding fish meat to chicken breast. It is a product that is pleasing to the eyes with 7 different shapes.



AMOOK Soup Tea

Product that makes it easy to enjoy AMOOK soup with tea bags.

기본어묵 | Amook Original



Thick Square

Deep-Fried Amook with chewy texture from high fish meat contents. Most widely used for Skewers.



Oranda

Over 90% fish meat contents. Offers original flavor of White-flesh fish.



Oh Roll

Most traditional Amook. Perfect size for any recipe and Chewy texture.



Squid Ball

Amook with squid for more savory flavor.



Chevy Cheese AMOOK

AMOOK full of cheese in a plain, chewy AMOOK. It is perfect for children's snacks.



Large Leaf

AMOOK that is chewier with high-quality tender meat and AMOOK that has a more plain taste with various vegetables.

모듬어묵 | Amook Pack



Assorted Plump AMOOK

Assorted AMOOK consisting of seven representative types of AMOOK with chewy and plump taste



Seven kinds of assorted AMOOK

Seven kinds of three-color assorted AMOOK with seven chewy types that last longer.



Premium Assorted AMOOK

Product with AMOOK soup sauce and anchovy seafood pack for a deeper taste



Original Assorted AMOOK soup on a Table

Product composed of various types of AMOOK with white flesh of tender meat and colors of Chinese matrimony vine.



Seafood Assorted Plus

Product of AMOOK made of squid, shrimp, etc. It is perfect for various dishes because it contains a natural repack and soup that can provide a deep taste.



Assorted AMOOK Soup Plus

It consists of 7 different kinds of high-quality AMOOK. It is a customized AMOOK dish that includes 100% natural seafood of dried-large-eyed-herring and a seafood stock.

키트 | Amook Cooking Kit



Busan Rice Cake Amook Skewer Soup

Product that you can enjoy with water rice cake in Busan with SAMJIN AMOOK Square Skewer.



Single Meal Pack

Small package of 7 types of AMOOK with high amount of tender meat content. Perfect for one meal (for Soup and Stir-fry).



FUN Cooking AMOOK

Product that can be cooked based on your preference because it contains AMOOK soup and stewed sauce. It is good for cooking for your children with fish, squid, diamond, heart-shaped AMOOK.



Camping AMOOK Soup

It is composed of a set of various types of AMOOK, sauces, and a direct fired pots, so it is an AMOOK soup kit that you can easily cook anytime and anywhere. It is a product with spicy and plain taste soup.

선물세트 | Amook Gift Set



1953 Set

A practical gift set composed of various kinds of AMOOK and sauces to feel the history and tradition of SAMJIN AMOOK.



Lee Geum-bok Luxury Set

Luxury AMOOK gift set of SAMJIN AMOOK composed of AMOOK with the passion and soul of master Lee Geum-bok.



SAMJIN Premium Set

A gift set composed of AMOOK and sauce that can be easily cooked and enjoyed as a snack without any additional ingredients.



Real Luxury Set

A gift set full of sincerity that can only be purchased at a direct store composed of various types of high-quality AMOOK and sauces in various colors.

인기제품 | 해외 판매 제품

Product | International Sales

In addition to developing Amook Snacks for Amook Bakery, SAMJIN AMOOK is actively developing Amook products for B2B distribution channels.

간식 | Amook Snack



Luxury Bar



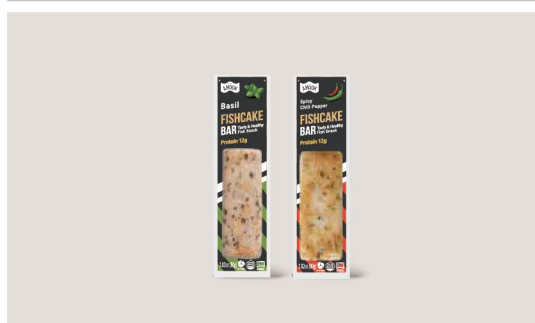
Grab A Bite



Spicy/Vegetable/Squid/Seaweed Fishcake Bar



Low Sodium Ricecake Roll/Vegetable Roll/Mushroom Roll Fishcake



Fishcake Bar Basil/Chili Pepper



a.pam Basil/Chili Pepper/Quattro Cheese

모듬어묵 | Amook Pack



Single Meal Pack Mild



Single Meal Pack Spicy



Assorted Fishcake



Traditional Assorted Fishcake



Low Sodium Assorted Fishcake



Low Sodium Thick Assorted Fishcake

기본어묵 | Amook Original



Square Fishcake



Thick Square Fishcake



Low Sodium Square Fishcake



Squid Ball Fishcake



Ricecake Roll Fishcake



Crabmeat Roll Fishcake



Spicy Chili Pepper Roll Fishcake



Vegetable Square Fishcake



Seafood Pancake Fishcake

신문보도현황

Newspaper Reports

뉴욕서 돌아온 어묵집 손자, 어묵판을 바꾸다

부산 삼진어묵 혁명군 장민준

“뉴욕에서 돌아온 어묵집 손자, 어묵판을 바꾸다”는 제목으로 뉴욕에서 돌아온 어묵집 손자 장민준의 이야기를 다룬다. 장민준은 미국에서 10년간 어묵집을 운영하며 다양한 경험을 쌓았다. 그는 미국에서 어묵집을 운영하면서 가장 큰 고민은 어묵의 맛과 건강성이었다. 그는 미국에서 어묵집을 운영하면서 가장 큰 고민은 어묵의 맛과 건강성이었다. 그는 미국에서 어묵집을 운영하면서 가장 큰 고민은 어묵의 맛과 건강성이었다.

“수산 신지식인” 大賞... 3세대 기업 박용준 삼진어묵 기획실장 “어묵 고로케-베이커리형 매장-세계로 가야죠”

“수산 신지식인” 대상을 수상한 박용준 실장은 “어묵 고로케-베이커리형 매장-세계로 가야죠”라는 비전을 밝혔다. 그는 “어묵 고로케-베이커리형 매장-세계로 가야죠”라는 비전을 밝혔다. 그는 “어묵 고로케-베이커리형 매장-세계로 가야죠”라는 비전을 밝혔다.

“68년간 지역사회 받은 사랑, 지역민에 돌려주고 싶어”

삼진어묵 대표 박용준은 “68년간 지역사회 받은 사랑, 지역민에 돌려주고 싶어”라는 메시지를 전했다. 그는 “68년간 지역사회 받은 사랑, 지역민에 돌려주고 싶어”라는 메시지를 전했다. 그는 “68년간 지역사회 받은 사랑, 지역민에 돌려주고 싶어”라는 메시지를 전했다.

삼진어묵 설 선물세트 고급화로 10만 개 판매 작년 추석보다 2배 많아

지역 어묵 기업인 삼진어묵의 고가 설 선물세트 판매량이 지속해서 늘면서 어묵의 고급화가 자리잡고 있다는 평가가 나온다. 삼진어묵이 지난 설에 판매한 선물세트는 10만 세트다. 애초 8만 6000세트를 준비하려 했지만, 사전 주문이 폭증해 1만 4000세트를 추가 투입했다. 지난 추석에 5만 세트를 판매한 것과 비교하면 판매량이 2배로 늘었다.

5만 원인 장인세트 2호의 판매 비중은 27.2%였고, 7만 원인 명품세트는 2.7%였다. 지난 추석에는 각각 24.8%와 2%를 기록했다. 지난해 설에는 5만 원 이상 선물세트의 판매 비중이 25.3%였다. 서민 간식으로 받아들여지던 어묵이 프리미엄 시장에서도 상당한 기반을 확보해 어묵 브랜드 고급화에도 성공하고 있다는 분석이 나온다.

싱가포르 입맛 공략하는 부산 삼진어묵

삼진어묵(대표 박용준)은 최근 열린 ‘2021 중소기업 경영혁신대회’에서 경영혁신 우수 부문 국무총리 표창을 받았다. 삼진어묵(대표 박용준)은 최근 열린 ‘2021 중소기업 경영혁신대회’에서 경영혁신 우수 부문 국무총리 표창을 받았다.

- 1 October, 2015 Chosun Ilbo | A grandchild who returned from New York changed the fish cake industry
- 2 December, 2021 Korea Economy | CEO Park Yong-joon won the Grand Prize for 'New Fishery Intellectuals'
- 3 November, 2021 The Busan Ilbo | We want to return the love we received from the community for 68 years to the local people
- 4 August, 2018 International newspaper | Quality improvement for premium New Year gift set by SAMJIN AMOOK
- 5 December, 2021 International Newspaper | Awarded of 2021 SME Management Innovation Contest
- 6 August, 2017 Korean Economy | Busan SAMJIN AMOOK targeting the taste of Singapore

사회공헌활동

Social Contribution Activities

The sharing of SAMJIN FOOD has led to over 300 small and big contribution activities to about 60 organizations in Korea. In the future, we will constantly pursue the value of sharing through continuous social contribution activities such as supporting those who are vulnerable and underprivileged in our society.



Social Contribution

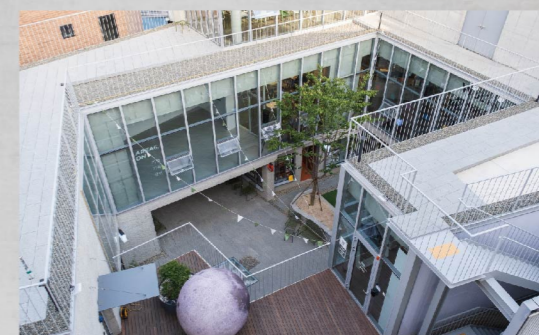
since January, 2011	Joined Fundraising Campaign by Korea Youth Daily
January, 2015	Donation of Amook Skewers to Community Chest of Korea
since April, 2015	Sponsorship to Child Fund Korea
March, 2016	Donation of Onnuri Gift Certificate to Community Chest of Korea
February, 2017	Goods Donation to Community Chest of Korea
since August, 2017	Regular Goods Donation to Busan Food Bank
since December, 2017	Regular Goods Donation to Busan Children's Center
March, 2018	Goods Donation to Community Chest of Korea
February, 2019	Goods Donation to Save the Children
since May, 2020	We have participation in Saha-gu Enterprise Development Council 1 - First Generation Business
since January, 2021	Sponsor of the Busan KCVA
July, 2023	We donated KRW 19.53 million to National Merit Foundation

로컬

Local

Implementation of various projects to regenerate/rejurenate Samjin Food ' s hometown of Yeongdo , Busan

아레아식스 | AREA6



A local culture platform located in the alley between SAMJIN AMOOK headquarters and Bongrae Market. It stimulates Bongrae-dong, Yeongdo, Busan as a culture and brightens the local future via partnerships with locally growing brands. Artisan RE Avenue, artisans who have been based in the area for a long time and artists who are active with all their hearts gathered. AREA6, a maze of narrow alleys via small courtyards, continues the story of a 100-year-old area.

Location 37-3 Taejong-ro 105 beon-gil, Yeongdo-gu, Busan

Instagram @area6.yeongdo

Business Hours 11:00~19:00 (closed on Mondays)

Phone Number to SAMJIN AMOOK P. 051-412-5468

사단법인 삼진이음

Social Contribution Activities

SAMJIN-IUM is a non-profit corporation founded in 2016 by SAMJIN FOOD, that delivers CSR values including regional revitalization and job creation



- 2017**
 - January through December, 2017
Operation Project of Daejeon Electric Power Station Program (1st) Central City Urban Regeneration (Ministry of Land, Infrastructure and Transport/Busan City/Yeongdo-gu)
 - December, 2017
Funding application for AREA6
 - April, 2017 through - July, 2018
A Project to Operate a Daetong Community System Program (secondary)
 - May, 2017 through March, 2018
A Project to Operate a Daetong Community Program (3rd)
- 2018**
 - April, 2018 through - April, 2019
A Project to Operate a Daetong Community Program (4th)
- 2019**
 - December, 2019
Construction of AREA6 (private-led small business platform)
 - May, 2019 through - April, 2020
Daetong Community Program Operation Project (5th) Cultural City Project (Ministry of Culture, Sports and Tourism / Busan City/Yeongdo-gu)
- 2020**
 - March, 2020 through May, 2021
Daetong Community Program Operation Business (6th) OK Job/Local Creator/Free Market (Busan/Yeongdo-gu)
- 2021**
 - March, 2021 through December, 2021
Urban Regeneration Commentator Training (General Neighborhood Dodosooyoung) AREA6 Operation / Local Creator Street Activation Resident-led Job Project (Busan / Yeongdo-gu)
- 2022**
 - March, 2022 through December, 2022
Operation of New Business Startup Academy (Start-up Education) / Ministry of SMEs and Startups Project 22 Busan Youth Local Creator Promotion Project / Busan Techno Park Project Suyeong-gu Village Commentator Integrated Education Suyeong-gu Office Business Suyeong-gu Office Business Special Lecture / Busan Economic Promotion Agency Project

Other than Daetong Community Public Urban Regeneration Planning + Operation

01



Exciting Art Travel Cultural Content Planning + Operation

02



AREA6, Warehouse Regeneration Private Urban Regeneration Planning + Operation

03



Companies other than ONZY, SAMJIN AMOOK, Job Planning + Operation

04



Experience and Exhibition Center of SAMJIN AMOOK

You can experience everything about Busan Amook which has been with Korean history. It shows an interesting history of Busan Amook, and the experience program also offers you an opportunity to learn how to make your own Amook with SAMJIN AMOOK's professional instructor.

Location | 2F, #36, Taejong-ro 99-beongil, Yeongdo-gu, Busan,



**SAMJIN
AMOOK**

Amook Croquette is SAMJIN AMOOK's signature product developed by Lee Geum Bok, daughter-in-law of Founder, Park Jae Deok. It originated from a small idea that came to her mind while she was having a pork cutlet : 'What if we coat Amook with bread crumbs and deep-fry it?'

1st factory of SAMJIN FOOD
2nd factory of SAMJIN FOOD
SAMJIN AMOOK HQ

#51, Dadae-ro 1066beon-gil, Saha-gu, Busan, Korea (#1081-4, Jangrim-dong)
A-dong Wonyang-ro 1, Seo-gu, Busan, Korea(Advanced Seafood processing complex)
#36, Taejong-ro, 99-beongil, Yeongdo-gu, Busan, Korea (#39-1, Bongrae-dong 2ga)

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