

YOUNG MAN DDUK

The Tasty Artisan Craftsmanship of a Young Man

Brand Introduction —



Tradition and
pride of artisan rice cakes
that have been going on
for generations is

**YOUNG MAN's
priority.**



SOMETHING DIFFERENT



To put it simply, It's a rice cake that combines modernism and tradition into one which can be enjoyed as a fun dessert in our daily lives.

Expert's skills and know-how added to the youthful feeling of rice cakes!

BRAND

YOUNGMILL



YOUNG MAN DDUK

BRAND

YOUNGMILL



BRAND STORY

Trendy Reinterpretation of Tradition

Rice cakes that were only eaten during holidays or parties are being transformed into a delicious and fun dessert that anyone can enjoy at any time through YOUNG MAN DDUK's special recipe.



Rice cake experts' years of know-how



Trendy recipe



A recipe that uses locally made sticky rice

BRAND STORY

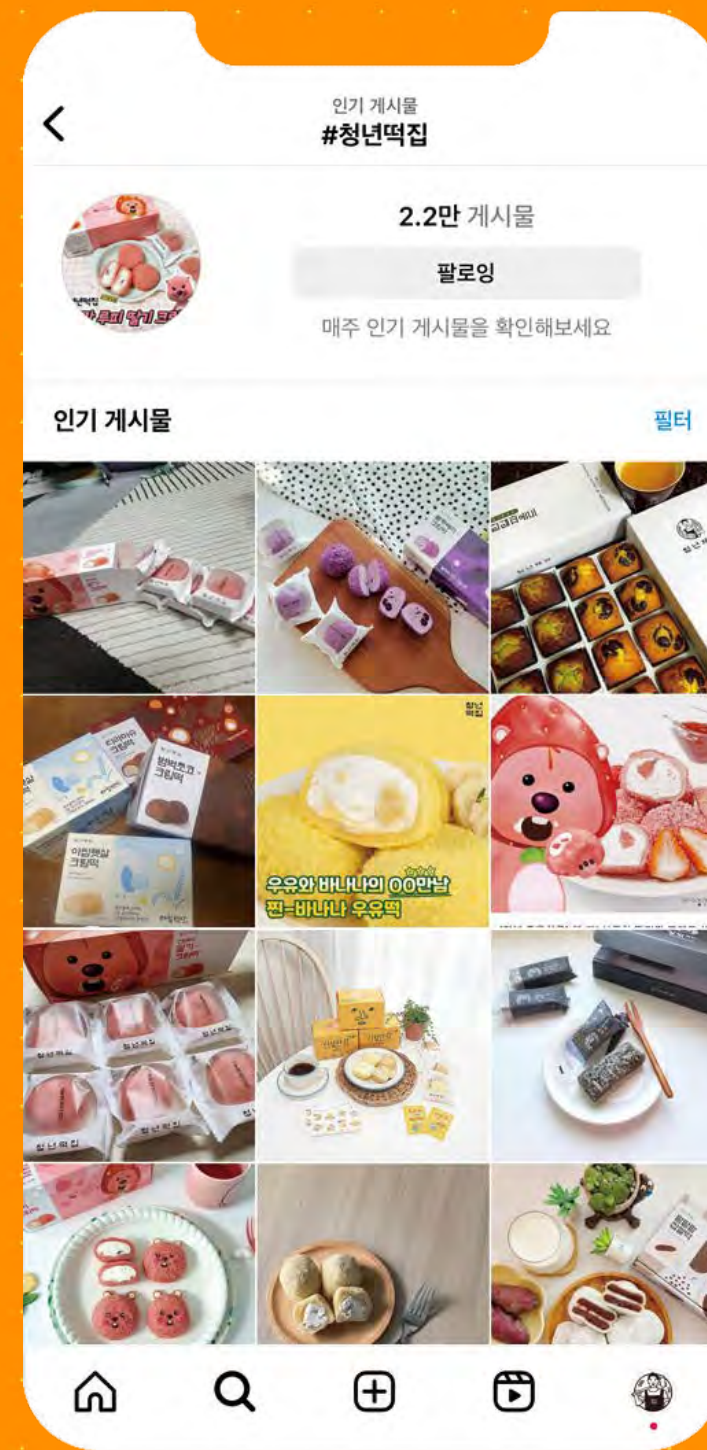
Using a visual of a rice cake sliced in half to reveal the cream inside, we present a fresh expression of the texture and taste of rice cakes.



BRAND STORY

Leader of the food industry trend
YOUNG MAN DDUK

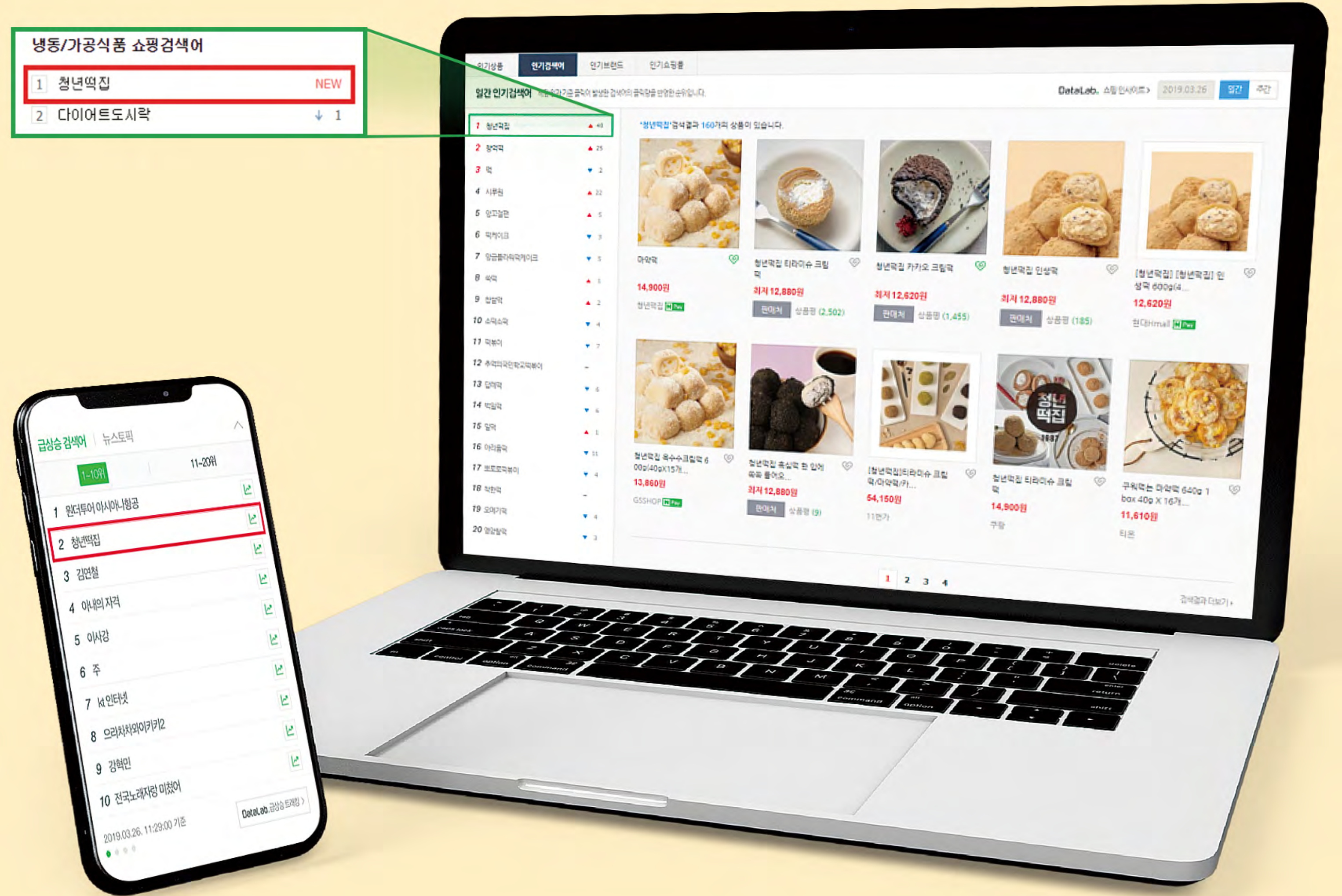
23,000+ related comments on social media



BRAND STORY

#2 in Naver's real-time search results

#1 in Naver's frozen processed food shopping search results



BRAND STORY

Appeared on tvN X CJ O-shopping planning program, 'Jang's Shop',

and sold out in just 30 minutes!





청년떡집 크림떡 4세트

매진
SOLD OUT

청년떡집

영의정 / 한국



Talk 6813님> 새벽이지만 흥난다~~

100% 크래쉬 차쌍 사용

BRAND STORY

Apperead on Hyundai's home shopping program 'Youngstagram' and

sold out

on the second episode

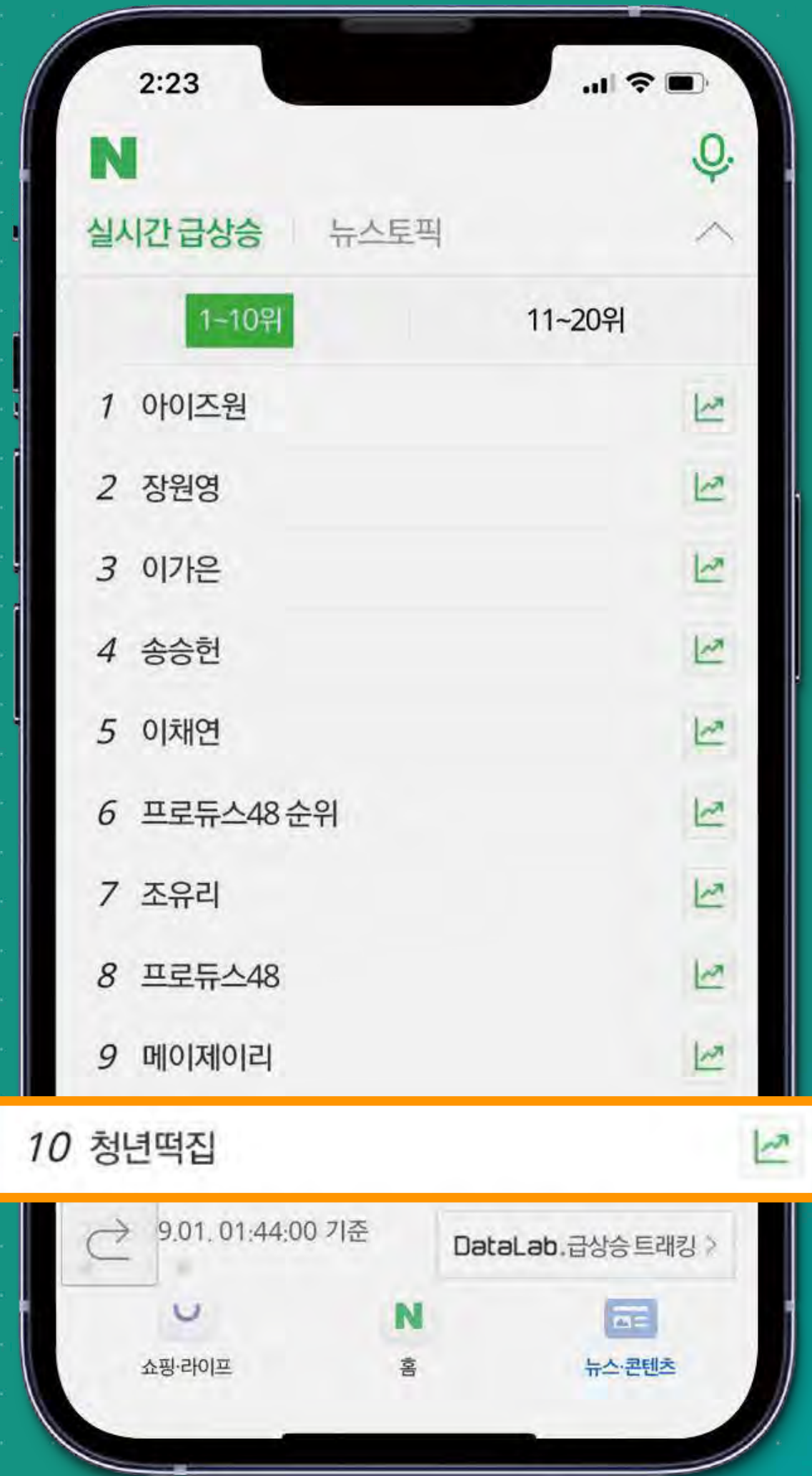


BRAND STORY

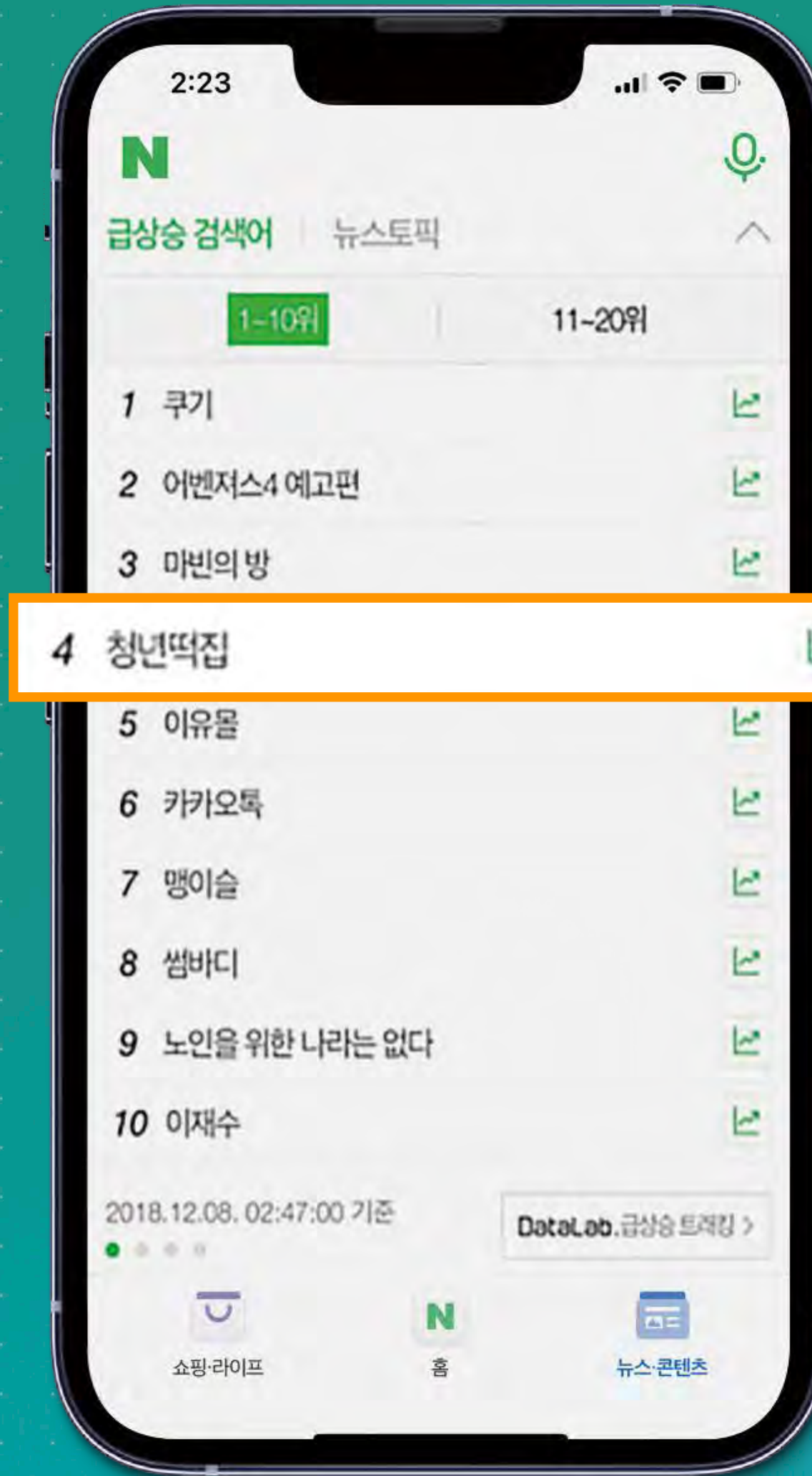
Ranked up on real-time search results

during the second episode of Hyundai's home shopping program 'Youngstagram'

<2018.09.01> Live



<2018.12.01> Live



BRAND STORY

Ranked up on real time search result during the second episode of Hyundai's home shopping program 'Youngstagram'

#4 on Naver's real-time search results

BRAND STORY

On tvN's Free 19 program:
 'Becoming a Hot Celebrity' episode, during
 social media hot topic product introduction

“Tiramisu Rice Cake”
 Ranked up in real time
 search results



BRAND STORY

MBC's live program "This Morning"
introduced as
**‘Social Media Fusion
Dessert That Suits
Your Taste’**



BRAND STORY

SBS “My Ugly Duckling” ad placement

From buzz
on social media



Became the brand
representative of
‘Insider’s Rice Cakes’
and
‘Fusion Rice Cakes’



BRAND STORY

SBS “My Ugly Duckling” ad placement

Not only people in their 20s or 30s, even people in their 40s and 50s will still have an explosive reaction.



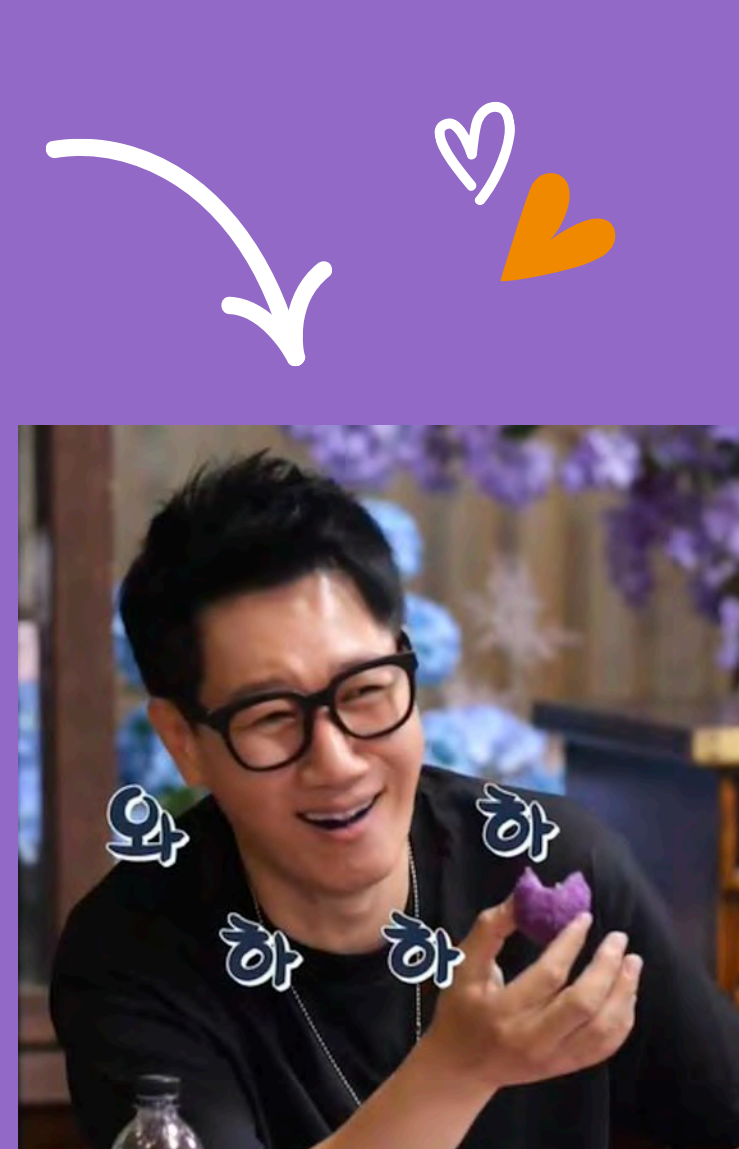


♡ 딱하고 음료를 선물로 드릴게요 ☆

BRAND STORY

SBS 'How Do You Play' ad placement

'Total sales rose sharply by more than 400%'



BRAND STORY

Major Season TVC Broadcast Advertisement

Raising brand and product awareness to a wider audience.





BRAND STORY

“Popular Character Collaboration” that could not be seen on traditional food brand products

Trendy gift through “Kakao gifting channel” shows an enthusiastic response.

Product Introduction

BRAND STORY

Social Media's Number 1, YOUNG MAN DDUK's Fusion Rice Cake

Within the first month of its release, YOUNG MAN DDUK's fusion rice cake swept through social media.

It might be new, but the deeply inherited taste of rice cakes can still be found within.



BRAND STORY

Keeping A Traditional Taste, YOUNG MAN DDUK's Traditional Rice Cakes

Tradition and know-how are included as is, Regardless of people's genders and ages, we make traditional rice cakes that can be enjoyed by anyone.



BRAND STORY

YOUNG MAN DDUK's Representative Product “Tiramisu Cream Rice Cake”

Locally made sticky rice

+

Mascarpone cheese





1. Cream rice cakes, the icon for a newly introduced trend in the rice cake market! Products that is surely to become popular and sold out when it is introduce on social media platforms.

2. 100% locally made sticky rice, with cream filled marscapone cheese and delicate scent of coffee, balances out the bittersweet taste.



BRAND STORY

The Hot Topic Product on TV “Real - Milk Rice Cake”

Locally made sticky rice

+

Real Milk Cream





1. Cream rice cakes that became a hot topic through major TV program broadcasts, a representative of real cream rice cake that has been proven with numerous consumer reviews.

2. Chewy sticky rice cake that is made with 100% locally made sticky rice filled with soft real milk cream!



BRAND STORY

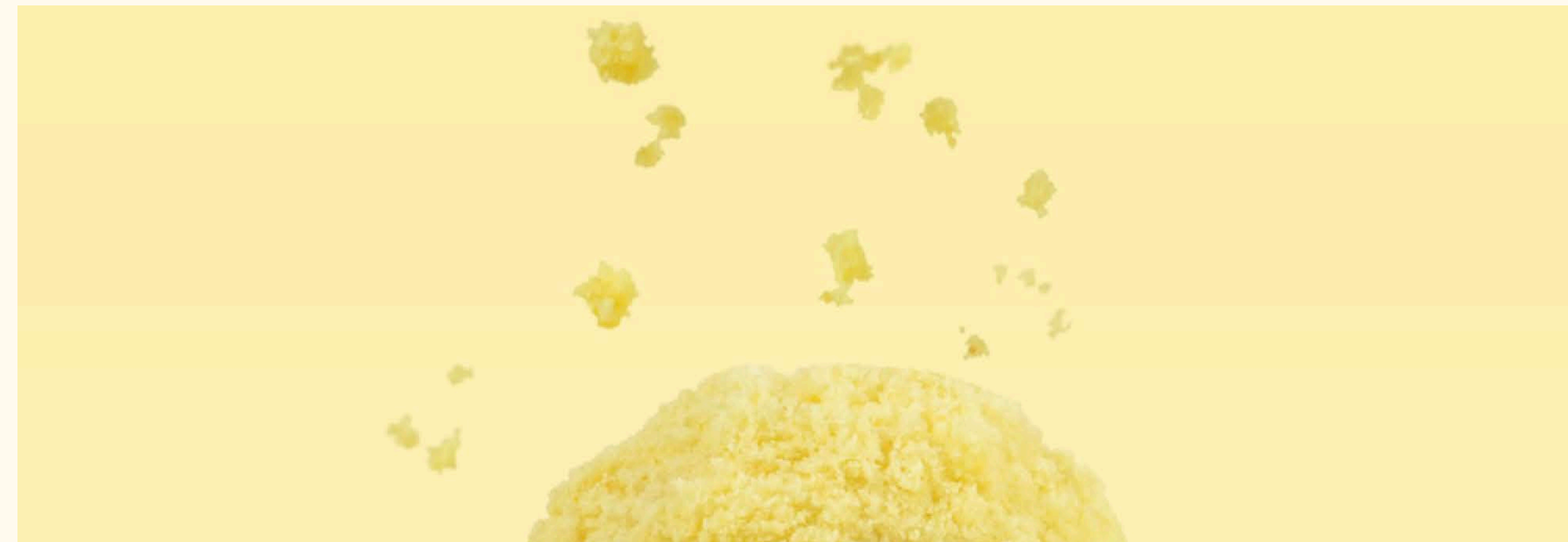
The New Product That Is Very Popular

“Real - Banana Milk Rice Cake”

Locally made sticky rice

+

Banana milk cream





1. Delivering the familiar flavor of banana milk through rice cake, it became a top seller in the cream rice cake category as soon as it was launched.

2. Soft banana milk flavor can be found inside the cream made out of banana puree and handmade castella powder filling it up to ensure the perfect texture!



PRODUCT

YOUNG MAN DDUK's Original Cream Rice Cakes



Tiramisu Cream Rice Cake

The blend of mascarpone cheese and coffee filling your mouth with the taste and scent of tiramisu.

40g x 15 pieces | 15,900 Won



Injeolmi Whipped Cream Rice Cake

Savory injeolmi powder and soy bean cream made an injeolmi whip cream filled rice cake!

40g x 15 pieces | 15,900 Won



Corn Cream Rice Cake

The popping of corn kernels, It's so addicting that you can't stop eating it!

40g x 15 pieces | 15,900 Won

PRODUCT

YOUNG MAN DDUK's Real Cream Rice Cakes



Real Milk Rice Cake

The combination of milk cream and glutinous rice cake becomes more delicious the more it is real!

60g x 6 pieces | 13,900 Won



Real Banana Milk Rice Cake

Sweet banana goes well with real milk cream!

60g x 6 pieces | 13,900 Won



Cute Loopy Strawberry Cream Rice Cake

Strawberry cream rice cake studded with high quality gelee made out of locally sourced strawberries and strawberries!

60g x 6 pieces | 13,900 Won

PRODUCT

YOUNG MAN DDUK's Fusion Rice Cakes



Lotus Biscoff Cream Rice Cake

The familiar taste of a coffee flavored snack meets sweet cream. The familiar taste is intimidating!

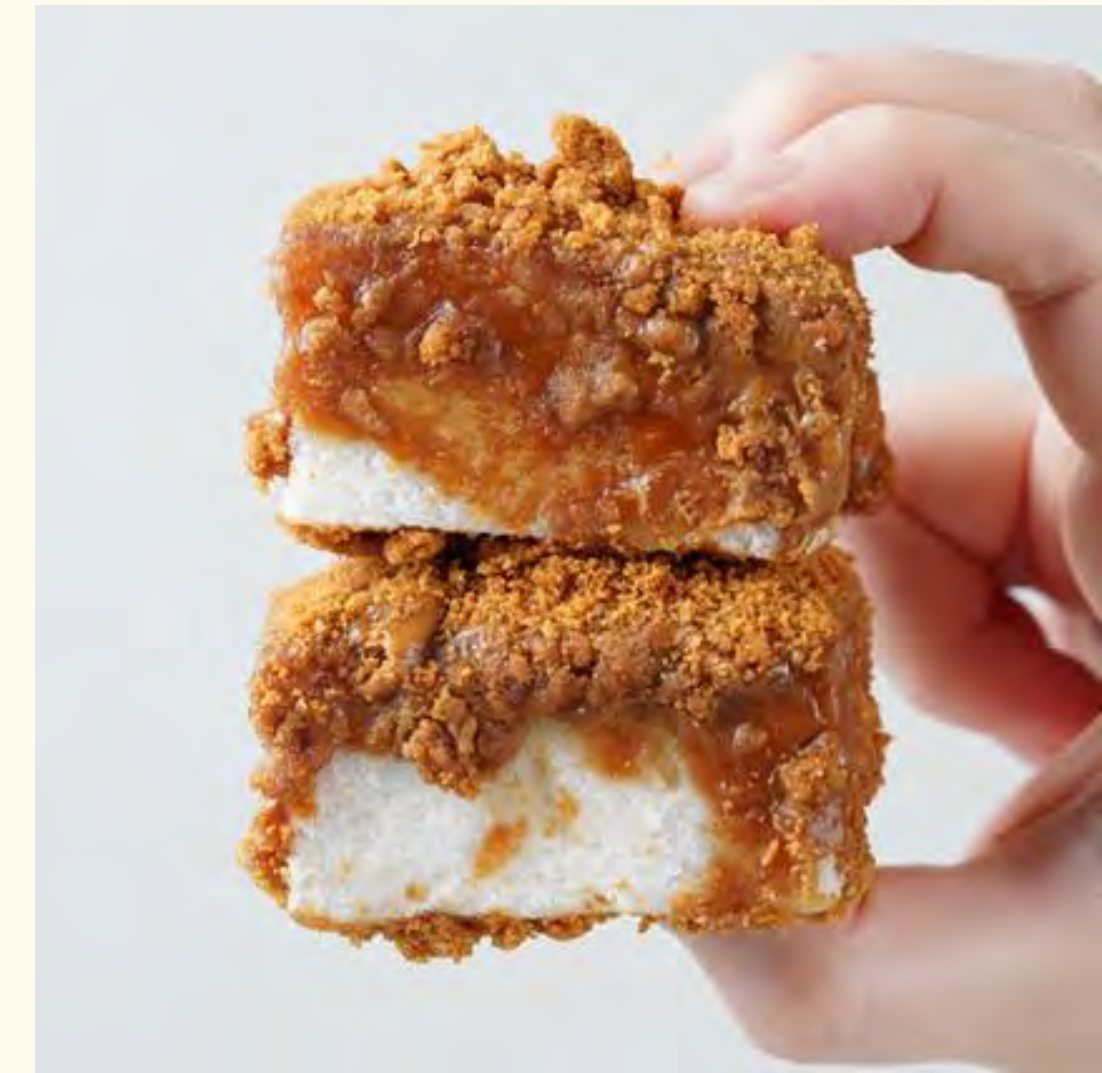
40g x 15 pieces | 15,900 Won



Baked Corn Cream Rice Cake

Light Mozzarella and savory corn and the rich taste of corn cheese in a rice cake!

40g x 16 pieces | 14,900 Won



Coffee Snack White Rice Cake

Coffee snack crumbles with plenty of spread! The sweet transformation of chewy white rice cake.

70g x 6 pieces | 12,900 Won

PRODUCT

YOUNG MAN DDUK's Fusion Rice Cakes



Injeolmi Honey Rice Cake

Inside the chewy injeolmi,
It is filled with sweet honey and
savory peanuts!

40g x 15 pieces | 14,900 Won



Red bean Sticky Rice Cake

Locally made sticky rice with fine
red bean paste, the taste of the
original "Sticky rice cake" is made!

60g x 16 pieces | 15,900 Won



Injeolmi Red Bean Mugwort Rice Cake

Savory bean paste and fragrant
mugwort, combined with
nutritious red bean paste!

60g x 16 pieces | 15,900 Won

PRODUCT

YOUNG MAN DDUK's Meal Rice Cakes



Unsalted Brown Rice Cakes

Savory and 100% domestically made. No salt, No sugar, totally healthy!

60g x 10 pieces | 10,900 Won



Protein Sticky Rice Bar

A simple, nutritious meal. Chewy and nutritious 30 second Breakfast.

60g x 6 pieces | 12,900 Won



3 Flavored Korean Honey Rice Cake

Between the chewy and moist white rice cake, sweet honey makes it a sweet meal.

60g x 6 pieces | 11,900 Won



PRODUCT

Holiday Special Set [Golden Rice Cake] Gift Set

YOUNG MAN DDUK's best-selling cream rice cakes, handcrafted with genuine gold leaves, and individually packaged for a luxurious and convenient experience!!

↪ Special Set 1 (6 types) | 59,900 Won

↪ Special Set 2 (9 types) | 99,900 Won



Set 1 (4 types) | 39,900 Won



PRODUCT

Special Gift Set [Cream Rice Cake] Gift Set



Signature Cream Rice Cake Gift Set

A cream rice cake gift set with charming Loopy character and popular cream rice cake products that bring a burst of flavor!

40g x 16 pieces | 29,800 Won



Real - Gift Set

Intense delight that fills your mouth, a Real - Gift Set featuring rich cream rice cakes.

60g x 12 pieces | 33,900 Won

PRODUCT

Young Man's Confectionery

**3 Flavored Soft Honey Oranda**

Handmade Oranda that fills your mouth with a crispy and soft texture added with honey flavor.

26g x 10 pieces | 12,900 ~ 13,900 Won

**Odungi Savory Milk Cake**

In collaboration with Kakaotalk's popular character 'Odungi', fill your mouth with the taste of riched milk cake that brings happiness.

26g x 10 pieces | 12,900 ~ 13,900 Won

**YOUNG
MAN
DDUK**