



# Healthy story

SAMSUNG WELSTORY  
PROFILE



SAMSUNG WELSTORY

# OUR healthy STORY



## The place where health begins—deliciously

Samsung Welstory brings health and the joy of dining to the place people share with their loved ones, changing a daily routine into a special occasion—everyday.



Ingredients for a  
HEALTHY COMPANY



Milestones

- 1982  
A food service launched at the Samsung Human Resource Development Center
- 1994  
The Food Service Division established
- 1995  
The Foodstuff Distribution Division established
- 1997  
The Yongin distribution center opened  
The culinary academy opened
- 1998  
Food Service and Foodstuff Management merged to the Distribution Division  
'FRESIS', a private brand, launched
- 1999  
The food R&D center opened  
A Presidential Award received for outstanding social contributions
- 2000  
HACCP certified for the first time in the domestic food service industry  
Grand Prize awarded in the group foodservice category at the Food Safety Management Awards
- 2001  
The Gimhae distribution center opened
- 2004  
A cold chain system established
- 2005  
The Waegwan distribution center opened
- 2007  
'Welstory', a food service brand, launched  
The Gwangju distribution center opened
- 2008  
'Welstorymall', an on-line shopping mall for employees of Samsung Group, opened
- 2010  
'Delacourt', a premium food service brand, launched
- 2011  
The Welstory mobile app launched
- 2012  
Shanghai Ever Hongjun Business Management Service Co., Ltd., a subsidiary in China for food services, established (March 31)  
An MOU signed with KOKUBU, Japan's largest foodstuff company  
An ERP system instituted  
The Pyeongtaek distribution center opened
- 2013  
Incorporated as Samsung Welstory (December 1)  
'Health Giving', a healthy food service brand, launched
- 2014  
An MOU signed with NongHyup for greater distribution of locally grown agricultural products
- 2015  
'The Most Trusted Brand Awards' won for three years in a row  
Designated as 'Company that Implements Outstanding Green Logistics' by the Ministry of Land, Infrastructure and Transport  
Samsung Welstory Vietnam Company Limited Co., Ltd., a subsidiary in Vietnam, established
- 2016  
'Smart Healthcare Pal (SHP)', a health management application, launched  
Award received in the individual challenge and team challenge categories at the FHA Culinary Challenge of Singapore  
'Su:table', a Welstorymall selection shop, opened  
Shanghai Welstory Food Co., Ltd., a subsidiary in China for foodstuff distribution, established  
Presidential Citation received at Korea Logistics Award
- 2017  
'The Korea's Most Admired Companies' won for two years in a row



# STRONG ROOTS

**A global food service  
with a deep-rooted expertise**

The steps Samsung Welstory has taken over the past 35 years constitute the history of Korea's food service industry. By leveraging the competencies and experience we have gained creating a new food culture, we will grow into a global food service specialist, spreading the benefits of health and happiness world-wide.



Key Figures

Sales

1.6 USD billion

Food service venues

800

Foodstuff distribution venues

6,000

\* As of the end of 2016


Samsung Welstory enjoys stable growth through steady progress of its food service and foodstuff distribution operations. We excel not only in offering delicious and healthy meals in a dining space ideal for sharing hearts and minds, but also in delivering fresh and wholesome foodstuffs through a state-of-the-art distribution system. Pursuing value beyond subsistence, we grow into a world-class food company by expanding our global presence to China and Vietnam.



**A healthy growth exceeding value beyond taste**

Samsung Welstory adds new values to ordinary meals by focusing on health. Firmly believing that food should not only be an important source of nourishment for the body but also be a medium that brings people together. We create values beyond taste—inspiration, happiness, and, appreciation for the good life.





# FRESH IDEAS

**Creating recipes for a healthy life by thinking ahead**

As fresh ingredients bring out the best taste possible in foods, Samsung Welstory creates recipes for a healthy life by thinking ahead of time. Contained in the meals that we create is our devotion to customer health and our concern for the environment and local communities as well.

Our Strengths

Menu

75,000 sets

Foodstuffs

15,000 kinds

Food safety inspections (per annum)

20,000 times

Samsung Welstory pursues change and innovation not only to expand the horizon of food culture but to contribute to the environment as well. The recipes and menu items developed by our food specialists, including Korea's first rice sommelier, exceed 30,000 and 75,000, respectively. These reflect not only our countless endeavors to satisfy diverse customer preferences and needs but also our efforts to keep the Earth green and our communities happy.



# YOUR healthy STORY

## Food is a medium of communication

Food involves more than eating: it provides people with nourishment and inspiration. Food keeps our body and mind in balance and helps us better communicate with one another. Samsung Welstory adds goodness while continuing the delightful culture of sharing healthy foods.



## HEALTHY STORY



### Miracle-on-the-table that changes daily life

#### **Making over 1,000,000 meals a day the right way**

Foods containing the same ingredients can widely vary in taste and nutritional value depending on the freshness of the components or the cooking methods used. A meal comprising a variety of items is the source of energy sustaining our life. Because food fuels our bodies, stimulates our minds and can improve our health, we should be all the more discerning and demanding of what we eat. Samsung Welstory uses the scientific food service know-how it has accumulated over the past 35 years to bring to its customers delicious and highly nutritious meals everyday.





## DELIGHTFUL STORY



### Space for sharing more than food

#### Enjoying foods with somebody

Having meals with someone means more than eating food together in a given space; it often involves opening our minds to one another. To make such a special moment all the more special, Samsung Welstory pursues new dining concepts. Dining places are evolving from a place to eat to a 'healing' space where appetizing conversation and delightful relaxation are possible. We will continue to create an innovative and fun dining space where people can recharge their bodies with delicious foods and inspire their minds with new ideas.





## THOUGHTFUL STORY



## Healthy foodstuffs through pursuit of co-prosperity

### Setting new standards for foodstuff distribution

Samsung Welstory makes over 300 million meals a year, using fresh, safe, and high-quality foodstuffs that are grown in verified places of origin. Using the best ingredients is a principle we live by. We earn customer trust with wholesome foodstuffs, growing together with our business partners, farmers and local communities, and pursuing sustainable growth. Only in a community where all can stay happy can a service of any kind be viewed as reliable and gain trust; and this we believe, with a passion.





## HEALTHY

A healthy table that  
brings change to daily life

## DELIGHTFUL

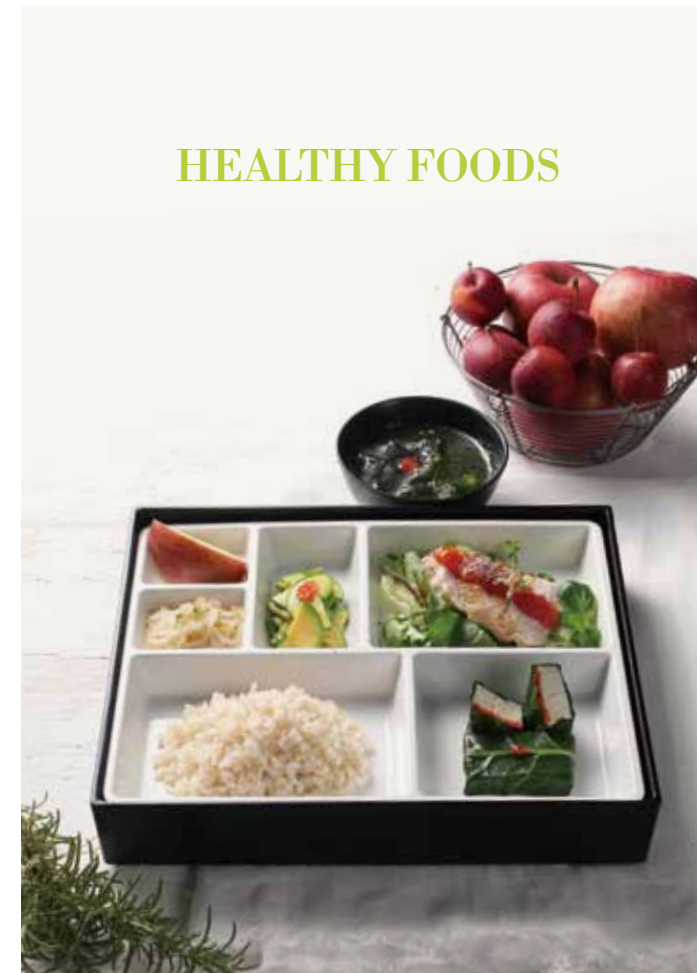
A delightful dining space that  
enables sharing of minds

## THOUGHTFUL

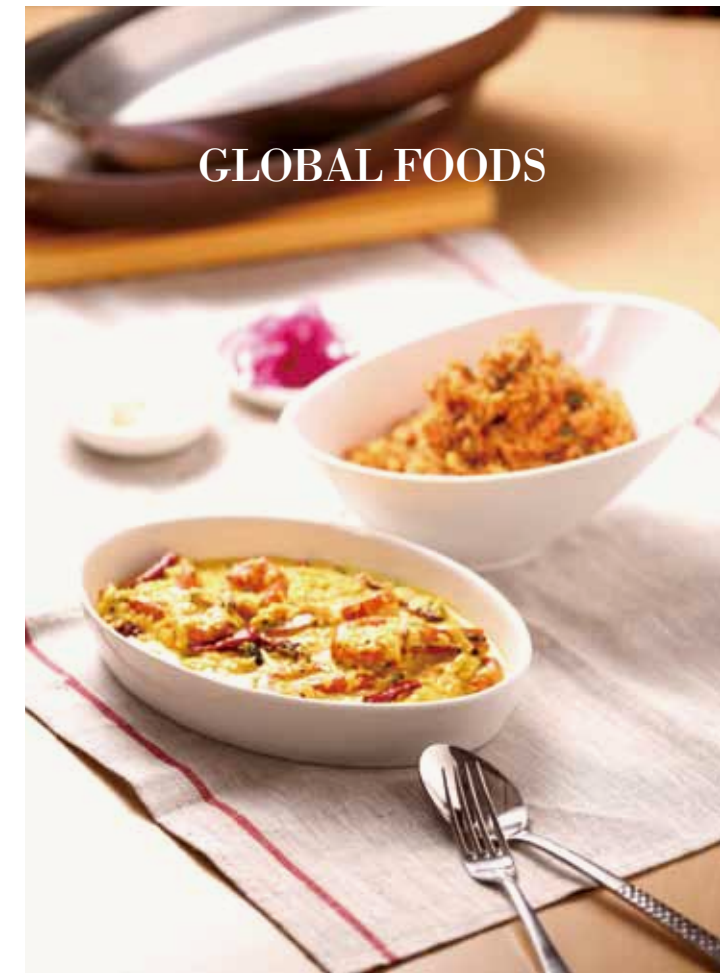
Healthy foodstuffs maintained  
through co-prosperity

We serve goodness so as to help people  
lead a fuller and meaningful life and  
enjoy happiness from good health.

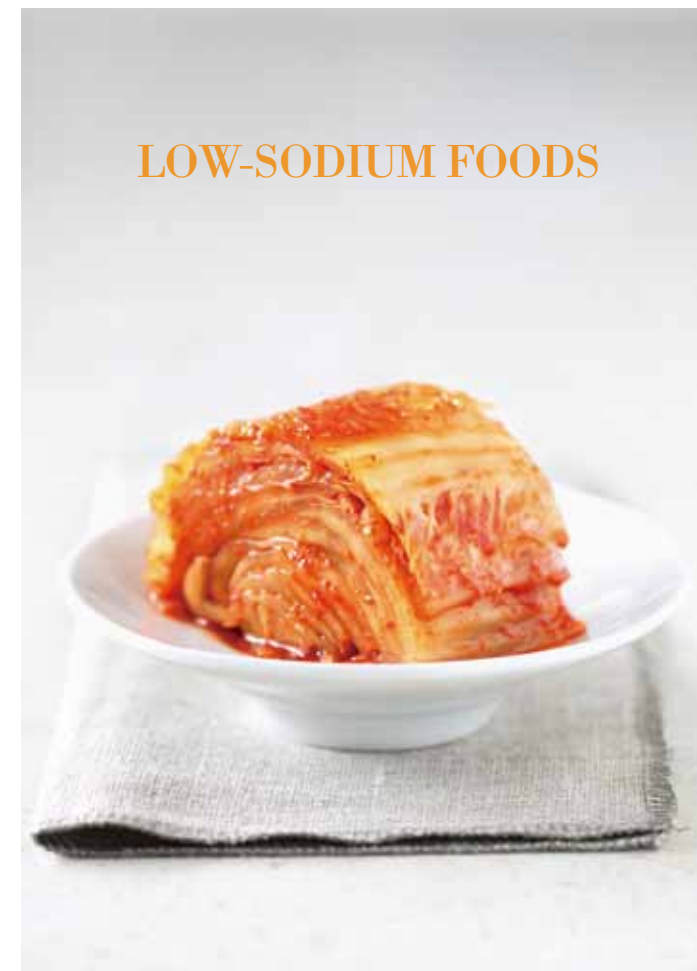
### HEALTHY FOODS



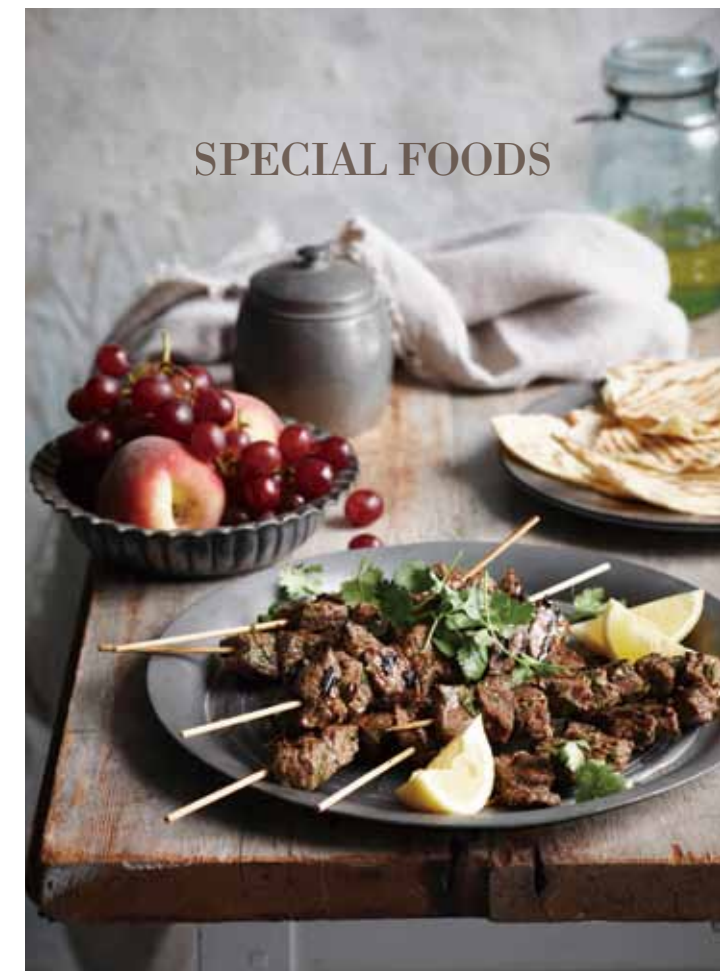
### GLOBAL FOODS



### LOW-SODIUM FOODS



### SPECIAL FOODS





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## GLOBAL FOODS

Samsung Welstory offers a variety of global foods.

In line with this we develop cooking methods to customer needs and preferences. By cooking in accordance with traditional methods or sometimes creating something totally new using our own Korean styles, we strive to offer our customers a unique gastronomic experience.

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## SPECIAL FOODS

Come to Frigga and experience our special foods that will make your day all the more special.

The best chef invites you for a special day. Ranging from fresh salads to grill dishes and main courses for all seasons, a wide selection of special foods are served in a space exuding a European ambiance.

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## HEALTHY FOODS

Samsung Welstory’s healthy foods are special.

We offer a wide selection of menus containing healthy items prepared in such ways as to maintain the freshness of natural ingredients used. Not only can diverse flavors can be enjoyed, but also the benefit of healthy foods with a balance of protein and carbohydrate can be experienced. Why not balance yourselves with our delightful healthy foods?

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## LOW-SODIUM FOODS

A healthy diet starts with reducing intakes that are unnecessary.

Sodium is a key cooking ingredient, but its intake must be controlled with precision. By preparing a variety of delightful low-sodium foods with creative cooking methods, we endeavor to reduce the sodium content and increase the wholesomeness of foods we put on the table.

# BUSINESS

All the food services Samsung Welstory offers are devoted to keeping customers healthy and happy.

From health today to happiness tomorrow we seek to create healthy change from the center of life. We will continue to nurture the value most dear to customers from the place closest to them.



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# FOOD SERVICE

Samsung Welstory has been offering new food service models through change and innovation. Applying our proven market leadership towards building a global presence, we will create a new value of wholesomeness for the global food service industry.



## Leading food service company in Korea

Since 1982 when we first began our food service at the Samsung Human Resource Development Center, Samsung Welstory has been leading the growth of Korea's food service and foodstuff distribution industries. In the former, we have introduced scientific standards and systems, and in the latter, concentrated on establishing distribution infrastructure, a key to delivering fresh foodstuffs. We continue to invest in food R&D, including the opening of our food R&D center and culinary academy. This enables us to lead trends in food by developing a wide range of products and services.



## Most customers-preferred brand

Samsung Welstory has become the most popular food service brand among customers by creating new models of food service, which in turn leads trends in food. We have the highest share of the Korean food service market, and in addition, our foodstuff distribution business is growing rapidly, thanks to a logistics network that covers the nation in 24 hours, enabling foodstuffs to be delivered fresh and safe.

## Global food service specialist

Based on the capabilities it developed as Korea's leading food service specialist throughout the past 35 years, Samsung Welstory entered the food service market in China in 2012 and is expanding its business to include the global market. We also made inroads into the food service market in Vietnam in 2015 and the foodstuff distribution market in China in 2016, and are actively carrying out our overseas business.







## PREMIUM FOOD SERVICE

### Premium food court in which to enjoy the tastes of the world

Samsung Welstory offers new models in food service, in line with the ever-changing trends in food culture. A wide variety of tastes can be enjoyed at top-quality food counters, featuring popular dishes from around the world, as well as at cafeterias where customers can put together their own meals. In addition, our European buffet and premium Korean restaurants offer special culinary experiences and the best in service. We make dining a better experience by providing a wide range of products and professional services in optimal spaces to satisfy customer requirements.

### Best service for foods and course management all at once, Golf Club Total Package

The professional food services of Samsung Welstory and course management services of Samsung C&T Corporation's Benest Golf Club are offered as a package. Samsung Welstory's Golf Club Total Service offers a special time of rest and communication to golf club customers that cannot be experienced elsewhere.

- We provide specialized food services customized for golf club customers ranging from menu to marketing and operation. Professional chefs from our culinary academy, which specializes in culinary research, design an optimal menu to reflect the individual characteristics of a golf club, and there are also signature dishes made with local specialty ingredients.
- We collaborate with the Benest Golf Club which has gained knowhow in course management, landscape management and services throughout 50 years.
- We grow with client companies through VIP management, sales support and activities for local communities.

### The best in hospital food service, served with science and sincerity

Professional food services are important in supporting a patient's speedy and successful recovery. Based on a strict hygiene safety system and scientific menu design,



Golf Club Total Package



Hospital Food Service

Samsung Welstory provides general hospital food as well as international food for overseas patients, including Arabian, Russian, and Southeast Asian foods. Clinical dietitians and professional cooks manage our hospital food services, ensuring the highest levels of service. By using some 3,000 standardized hospital menus, we are able to provide customized treatment food for each patient.

We also publish patient food books jointly with university hospitals, including the 'Ketogenic Diet Guide' with Severance Hospital, and the 'Essential Guideline on Treatment and Nutrition for Cancer', with Seoul National University Bundang Hospital. We undertake constant R&D into professional treatment food to match patient characteristics.

We believe a patient's recovery requires more than just treatment food – it needs delicious food and friendly service as well. That is why we offer various services and events to support patient vitality, and we also continually develop new menus that reflect the best in patient food.





## HEALTHY FOODS & PROGRAMS

### Health Giving 365

Health Giving 365 is a smartly-designed corner specializing in healthy foods that taste good. The corner offers foods made of wholesome ingredients and cooked in a health-focused manner, including a WHO-recommended daily dosage of salt.

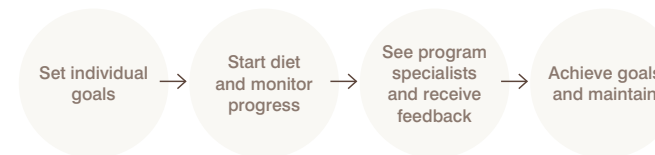
### Health Giving Salt-down

Health Giving Salt-down is a campaign we carry out to reduce the amount of salt used at all food service venues we operate.

- Controlling the salt content of soups, a staple in all Korean meals; letting customers to decide the amount of their soups; and offering low-sodium kimchi
- Using banana-based hot pepper paste and low-sodium salad dressing made with olive oil, grain syrup and natural sea salt
- Using natural flavors made of oven-cooked and ground dried pollack, anchovies, mushrooms, shrimp and kelp

### Health Giving Diet

Health Giving Diet is a program designed to help people develop healthy dietary lifestyles. This customer-tailored program focuses on preventing or alleviating obesity and metabolic syndrome by putting customers on a diet of Healthy Giving 365 foods for eight weeks and over.



### Health Giving Day

Health Giving Day is a program designed to help people restore their bodies with Health Giving 365 foods. The program designates as a day to develop a healthy dietary habit.



Health Giving 365 at the Samsung Engineering



Heath Giving Day Poster



# SPECIAL SERVICE, ONLY FROM SAMSUNG WELSTORY



## One-stop gastronomic tours

**Brand Week** Samsung Welstory operates a Brand Week featuring restaurant-quality foods of the latest trend. Popular dishes often served only at full-service restaurants can be enjoyed in one place.

**Countrywide Noodle Tour** Noodle dishes are gaining popularity for their affordability. Countrywide Noodle Tour offers the noodle dishes of eight different regions each of which has its unique flavor created by noodle masters.

**Global Taste Road** Global Taste Road introduces a variety of national dishes from America, Italy, India, China, Japan as well as Korea, offering a different menu every day.

## Customer service going beyond convention

**Would-be Mothers Care Service** This service offers special snacks full of nutrients vital to pregnant women, as well as tables and chairs specially designed for them.

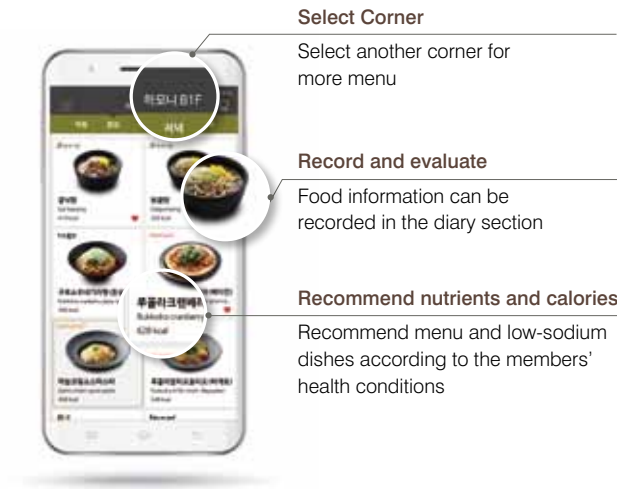
**Snack Catering Service** Snack Catering Service brings snack right to customers. It also offers a variety of programs to make gatherings more fun and memorable.

**Anniversary Celebration Service** We make celebrations more special with a wide selection of foods, refreshments and party paraphernalia.

## IT and Food Service Converged

**DID (Digital Information Display)** DID allows customers to learn about the nutritional contents of each menu item and how it looks through use of touch-screen devices. Customers can leave feedback on menu items by grading them.

**Mobile App** Samsung Welstory provides a 'Welstory+' mobile service that gives easy access to menu information at any time and in any place, as well as Smart Healthcare Pal (SHP) service for health management on a daily basis. It allows users to track their health profile, food intake and exercise in a diary, and is also able to suggest appropriate meals by analyzing food intake.



# GLOBAL BUSINESS



## Samsung Welstory is growing into a global food company based on its 35-year know-how

Having led the food service industry in Korea over the past 35 years, Samsung Welstory is leveraging the skills and experience it has built in shaping food culture in Korea to enter the global food market.

Our first step into overseas markets was to establish Shanghai Ever Hongjun Business Management Service in China in 2012, followed by our entry into the Vietnamese food service market in 2015. We established Shanghai Welstory Food, a foodstuff distributor, in China in 2016, and continue to expand our global food market by generating synergy between our food service and foodstuff distribution businesses.

We now supply around 80 million meals annually to some 50 food service venues in China and about 30 food service venues in Vietnam.

To grow our overseas business, we will remain devoted to our core value focusing on the healthy lives of our customers and lead delightful changes in their dietary lives.





# FOODSTUFF DISTRIBUTION

Distribution of wholesome and safe foodstuffs is one area where Samsung Welstory is unchallenged. Desiring customer success more than anything else, we offer to share the know-how and solutions we have gained as the undisputed leader of Korea’s food service industry.

**Logistics system to set the standards for freshness**

Samsung Welstory is second to none in delivering quality and wholesome foodstuffs in a safe and speedy manner; we have a distribution system that covers the whole nation in 24 hours. We also operate a cold chain system to keep perishable products fresh, and monitor the delivery status via a real-time tracking system.

**Supplying customer specific foodstuffs**

Since the beginning of its foodstuff distribution business in 1995, Samsung Welstory has been establishing a scientific distribution system which includes purchasing, quality assurance, VOC (Voice of Customers) and safety management tracking, all to ensure the highest quality foodstuffs and services. We keep in stock some 15,000 farm, fishery and livestock products as well as our PB (private brand) labels, supplying them to private and public institutions, hospitals, restaurants, catering businesses; using our long accumulated buying power, we offer these products to various customers according to their specific needs.

**Special services to support customer success**

Samsung Welstory believes in sharing the business know-how it has accumulated as the leader of Korea’s food service industry. We thus have developed a “Partner Success Program” providing customers with solutions to diverse challenges that they might face in their food service operations.



# FOODSTUFF DISTRIBUTION COMPETITIVENESS



## Foodstuff quality assurance system

Samsung Welstory delivers healthy foodstuffs from places of origin to the dining table in a safe and clean manner through use of a thorough QA (Quality Assurance) system. Through safety management inspections involving 150 tests including HACCP, the system monitors the QA capability of foodstuff suppliers. Foodstuffs with verified safe places of origin are stored at distribution centers where they go through foodstuff sensory tests such as size, freshness and sugar content measurement and safety inspections including radiation tests for pesticide residue and microorganisms.

## Global sourcing

Samsung Welstory offers high-quality foodstuffs sourced from Japan, USA, Chile, and other places at a competitive price and thoroughly manages the quality of imported foodstuffs by networking with certified institutions of exporting countries. Moreover, for the supply of foodstuffs overseas, we operate both global sourcing and supply programs. Since 2010 we have been supplying foodstuffs for research teams, including the Sejong Station, living in extremely cold places such as the South Pole.



## Advanced purchasing system

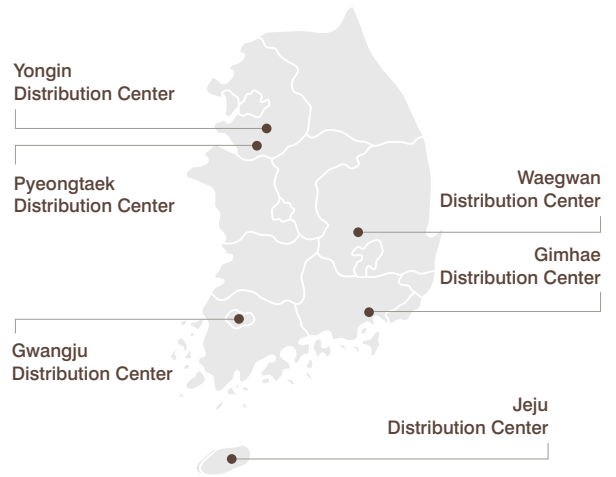
Samsung Welstory maintains a list of some 15,000 foodstuff categories. Through use of diverse purchasing methods developed to meet product characteristics, we offer products with the industry's highest quality at the most competitive prices and rational foodstuff services. Operating such optimum purchasing processes as buying directly from producers, stockpiling goods and global sourcing, we tailor products to customer needs by developing private brands.

### Foodstuff Quality Assurance Guidelines




	Produce and fruits	<b>Farm-to-the-table system</b> <ul style="list-style-type: none"> <li>Heavy metal and pesticide residue inspection on some 750 items</li> </ul>
	Livestock	<b>100% HACCP certified</b> <ul style="list-style-type: none"> <li>Hands-on management of production backgrounds</li> <li>Supply of products within 6 months from slaughtering</li> </ul>
	Seafood	<b>Management of all production processes</b> <ul style="list-style-type: none"> <li>Price competitiveness through global sourcing</li> <li>Regular inspections by the food R&amp;D center</li> </ul>
	Kimchi	<b>100% domestic (including salt and hot pepper powder)</b> <ul style="list-style-type: none"> <li>HACCP certified business conducting maturity management and pre-delivery Ph measurement</li> </ul>
	Processed goods and others	<b>Quality and safety management</b> <ul style="list-style-type: none"> <li>Quality management by production process and distribution stage</li> <li>Purchase of stockpiled goods through monitoring of international market situations</li> </ul>

## 24-hour freshness supply system

Samsung Welstory distributes foodstuffs of natural freshness in a safe manner. From our nation-wide six distribution centers we supply a daily average of 1,000 tons of foodstuffs in 24 hours. From receiving to warehousing and delivering of foodstuffs we operate an advanced cold chain system and through adoption of a routing system we pursue scientific and efficient distribution, to deliver the farm fresh delight to customers.



### Cold Chain System

	<b>Receiving</b> Equipped with an air shelter for controlling temperature of the receiving area during loading and unloading of foodstuffs onto/from trucks and an air shutter for controlling temperature in the docks
	<b>Storage</b> An advanced cold chain system maintaining 5℃ for cold storage products and -18℃ for deep-freeze products
	<b>Delivery</b> Delivery vehicles maintain cold and deep-freeze storage temperatures through use of an environmentally friendly PCM (Phase Change Material)

## DOREMI system

DOREMI means ‘the path that taste travels on’. The DOREMI system offers the various functions and contents needed to operate a restaurant, including easy food ordering and the industry’s first cafeteria and restaurant menu analysis system.

### Total Solution System, DOREMI 2.0

- Real-time foodstuffs ordering system (<http://doremi.welstory.com>)
- Offering menu management, automatic ordering, income/loss analysis, operation management and other services
- Offering system application manuals and education



## Customer satisfaction service

Samsung Welstory brings to perfection the process of bringing fresh foodstuffs to customers everyday. Practicing a one-to-one customer reception principle, our professional counselors answer all inquiries through the Happy Call. Moreover, in case an order is misplaced by mistake or an immediate action is necessary, our ‘SOS Response’ teams, located at major regional areas, stand by to take remedial actions in a prompt manner.



# PARTNER SUCCESS PROGRAM



Samsung Welstory operates a PSP (Partner Success Program) to share with its customers the competencies and know-how it has accumulated as a leading food service company. The program is developed to provide customers receiving our products with fresh and safe foodstuffs as well as comprehensive solutions that would help them run a high-quality food service. We share with our customers our food service know-how in a manner customized to their business characteristics and grow with them.

## Sharing cooking and menu know-how

### Menu and Recipes

- Some 8,000 menu items and recipes available for sharing (Korean, Western, Chinese, Japanese, Southeastern styles)

### Welstory Kitchen

- Offers Samsung Welstory's cooking know-how and a cooking theme education using its education infrastructure
- Offers fixed-location and on-demand classes on health, global and other style cooking
- Holds customer invitation events such as cooking demonstrations and operates the culinary academy

## Hygiene safety education and consulting

### Hygiene Safety Education

- Conducts education and offers information necessary for thorough hygiene management (Hygiene safety laws and case studies)

### Hygiene Safety Consulting

- Offers hygiene consulting service for each venue (Feedback after hygiene check)

## Food service management and support

### Seminars

- **Customer-invitation CS (Customer Satisfaction) seminars** Supports CS management with sharing of the latest in industry CS issues and outstanding cases
- **Hospital certification seminars** Provides theory education and case studies for customers preparing for hospital certifications

### Open Consulting Package

- **Benchmarking of Samsung Welstory's High-performing Venues** Shares operation know-how through benchmarking of the company's food service venues
- **Service Education** Provides an education for enhancing service skills and mind
- **Events and PR Materials** Provides PR materials and supports events for food service operations

# ON-LINE BUSINESS



Samsung Welstory operates 'Welstorymall', an on-line food shopping mall opened in 2008 for Samsung Group employees. We have built the food-specialized shopping mall based on our business know-how in food service, purchasing power and quality assurance systems, offering products that are competitive in both quality and price. To make online shopping more convenient we have also developed the Welstorymall app.

## Welstorymall ([www.welstorymall.com](http://www.welstorymall.com))

Welstorymall features diverse products conducive to healthy lifestyles. A variety of products are available with themes ranging from 'Food Story' highlighting high-quality health foods, to 'Living Story' offering everyday items making for a healthy and joyful life and 'Life Story' featuring quality leisure products. The mall also holds special sales and fun-packed events in step with changing trends or times.

## Special Shop

- **Su:table** Our food & kitchenware mall offers a better lifestyle by offering a reliable choice in quality products, carefully chosen by experts.
- **Don't Worry Pick** This section recommends products that are specially selected by an MD. Our doctors only choose products that customers truly need, meaning that consumers can buy without worrying about price or quality.

## Special Service

- **Mobile Shopping** A mobile shopping app is available making convenient the browsing of Food, Living, Life Story products and special sales items.
- **Holiday Gifts** The shopping mall features holiday gift items selected by experts at the places of origin. They are prepared in such a way as to enable both giver and receiver to share the appreciation through the gifts of thanks. With high-quality health products and customer-tailored service we help customers convey their special thought.



# FOOD RESEARCH & DEVELOPMENT

To Samsung Welstory food is science. Which is why we think innovation when we create recipes that involve ingredients complementary in taste and balanced in nutrition, develop menu groups that are uniform in nutritional value and build a food safety system capable of obtaining patents.



## Korea's most prestigious food R&D center

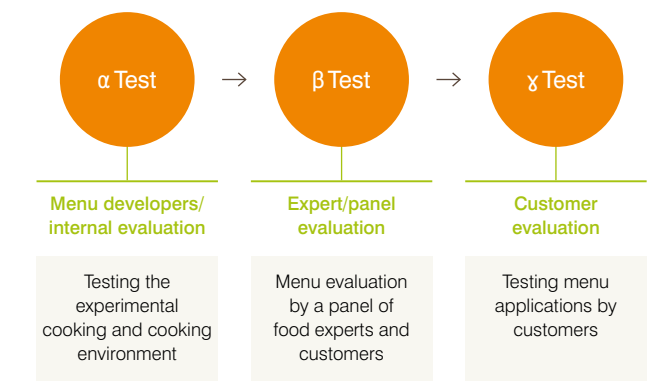
Since its foundation in 1999, the Samsung Welstory food R&D center has conducted thorough preliminary testing and in-depth experimentation on all foodstuffs we use in order to ensure their safety. The center has secured 14 patents in the area of harmful microorganism detection and has developed a number of patented products in food related health safety, including a food poison germ detection kit, thereby leading the industry in food safety technology which is the basis of food service.

**Nationally Certified Institution** Food safety inspection, norovirus inspection, radiation inspection, livestock safety inspection, GAP certification, rice variety verification, GMO food inspection, research for hire

**Global Network for Local Food Research in Eight Countries** China, the Philippines, Thailand, Vietnam, USA, Japan, Turkey, Chile

## Culinary academy and menu engineering

Our culinary academy has been fostering cooking specialists and developing menus and cooking methods since its opening in 1997. With a philosophy that food taste is based on science, the academy has adopted a scientific research approach to standardize the development of recipes and cooking methods. Moreover, in the standardization process the academy reflects changing trends in people's dietary lifestyles and their resultant needs through monitoring of the life cycle of menus we offer. All of our menus are developed through a three-phase vetting process involving food specialists and customers. A diagram below illustrates a simplified version of the process:





# BRANDS



delacourt



welstory



FRIGGA  
PREMIUM



health giving



FRESIS





Food Service Brands



Healthy Food Service Brands

Foodstuff Distribution  
Private Brands

FOOD SERVICE  
BRANDS

delacourt



Premium Food Service Brand

‘Delacourt’ is Samsung Welstory’s food service brand that offers a premium dining experience for discerning customers. The name is an abbreviation of “delicious & delightful food court”. Offering a wide variety of internationally famous cuisine in an environment exuding high culture in every detail, the multi-dimensional food court resembles ‘Delacorte’, the outdoor theater in the New York Central Park. Just like the popular inner-city rest spot famous for its beautiful surroundings, Delacourt is a new-concept dining space where people can refresh their minds with delightful decor and their bodies with delicious cuisine.

MAJOR PLACES OF OPERATION

Signature Tower, Seoul National University Bundang Hospital, Federation of Korean Industries Head Office Building

\* As of 2017

welstory



Food Service Brand

‘Welstory’ is a food service brand highlighting a healthy lifestyle. A blend of words, the name signifies health-focused food science, pride, trust and a wholesome story that Samsung Welstory shares with its customers. Planning foods with brains and preparing them with heart, Welstory redefines the value of food service and the joy of having good foods.

MAJOR PLACES OF OPERATION

Hankook Tire, S-Oil, Korean Air, Doosan Engineering & Construction, NC Soft

\* As of 2017



FOODSTUFF DISTRIBUTION  
PRIVATE BRANDS

FRESIS



FRESIS

**Offering high-quality processed foodstuffs at the right price**  
FRESIS is Samsung Welstory’s brand known for carrying processed foodstuffs high in quality yet reasonable in price. Synonymous with ‘specialty’, ‘reliability’, and ‘right price’ the brand earns customer trust and loyalty by maintaining an extensive know-how in food, high food safety standards and a thorough quality assurance approach.

BRAND STORY

- FRESIS is a specialized food brand**  
FRESIS guarantees the best taste and pleasure possible in food with the extensive know-how it has accumulated as a specialized food brand.
- FRESIS is reliable**  
FRESIS makes sure of the quality and safety of its products through employment of thorough quality assurance practices and an advanced scientific system.
- FRESIS is rational**  
FRESIS offers top quality products at most reasonable prices through use of a distribution system most efficient and free of unnecessary steps.



Ja-yeon Plus (Nature Plus)

**Guaranteeing safety in farm, fishery and livestock products**  
Ja-yeon Plus is Samsung Welstory’s brand specializing in farm, fishery and livestock products. Symbolizing the addition of love and devotion to Nature’s gifts, Nature Plus offers fresh and unprocessed foodstuffs brought straight from verified and reliable places of origin.

BRAND STORY

- Adding devotion to Nature**  
Ja-yeon Plus tries as hard to provide customers with the freshest and best unprocessed products.
- Adding trust to Nature**  
Ja-yeon Plus offers only unprocessed products that have passed thorough and rigorous safety and quality inspections.
- Adding nature to Nature**  
Ja-yeon Plus lives by its philosophy that Nature provides the best ingredient foodstuffs, preserving the natural taste of its products by keeping product-packaging processes to minimum.

VALUE

Samsung Welstory pursues true values.

Adding new values to ordinary meals while reducing unnecessary elements and pursuing joint growth while sharing the fruit with all, Samsung Welstory pledges itself to building a healthy society and a sustainable tomorrow.

# FOODSTUFF DISTRIBUTION PRIVATE BRANDS

## FRESIS



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# HUMAN RESOURCES

## First-rate specialists helping build a healthy tomorrow

Samsung Welstory believes that as the best-tasting foods are created by humans so the highest value of our lives comes from people. This is why we spare no effort to identify talents in management, cooking, research and other areas of food services, and train them into the best in their fields.

### Taste specialists

**Master Craftsman Cook** Master Craftsman Cook is a nationally certified cook best trained and most experienced at Samsung Welstory. The Cook oversees the taste-creating process of all foods served throughout our food serving venues.

**Co-Chef** Our Co-Chef is five-star hotel-trained and conducts the culinary training of our would-be cooks in diverse fields of cuisine, including Indian, Arab, Italian as well as Korean.

**Rice Sommelier** Our Rice Sommelier gained the sommelier certification in rice cooking in 2010, the first in Korea. The rice expert establishes an index of the taste of rice varieties using advanced rice-tasting equipment and develops a manual covering from rice variety management to rice cooking and serving.

### Nutrition specialists

**Co-Dietitian (CoDi)** CODi is a dietitian specializing in developing a menu of well-balanced nutritional foods that not only contribute to customers' health but also delight their preferences. CODi also provides a customer service training that has been well tested and verified for its effectiveness.

**Clinical Dietitian** Clinical Dietitian specializes in developing health-promoting and cancer-preventive menus.

### R&D specialists

**Food Engineering Specialist** Samsung Welstory employs food research specialists nationally certified in food engineering and processing to maintain high standards in food safety and quality.

**Hygiene Specialist** Hygiene Specialists maintain high hygiene standards through regular inspections and manage safety by adopting thorough measures that preempt potential dangers and improve the system.

### Service specialists

**CS Instructor** CS Instructor conducts an advanced customer service education on dietitians, cooking staff, and sales people. Using real-life training facilities and situation-dealing programs, the instructor focuses on helping students develop and put a customer service-oriented mind into practice.

**VOC Manager** VOC Manager is in charge of our 24-hour customer management system, managing customer opinions, received through the telephone, email and the company website.





# FOOD SAFETY

## Staying closer to basics

Freshness, safety, and trust are the basics of Samsung Welstory. From the moment when food products are harvested at the places of origin, to the time they are prepared into a variety of dishes, we take all possible measures to serve our customers with foods that are trustworthy.

### Healthy origin

Samsung Welstory selects its product suppliers through a process involving some 150 tests and inspections in seven areas of hygiene safety and quality. For inspection of overseas food products, we employ the professional service of internationally certified institutions. Moreover, we enforce a strict product specification system on all of our suppliers, closely monitoring their production, managing the quality of foodstuffs and supporting the suppliers' efforts to improve product quality through training and seminars.

### Healthy system

Samsung Welstory delivers foodstuffs through a scientific and efficient distribution system. The food R&D center, a nationally certified food inspection institution, conducts more than 20,000 microorganism and physicochemical tests per year to ensure the safety and quality of all food products that enter the system. We also take all possible measures to ensure the hygiene safety of our distribution centers and delivery vehicles. Our distribution centers are equipped with a special zone for inspecting unprocessed foodstuffs, and we operate an advanced cold-chain system for the distribution centers and delivery vehicles.

### Healthy service

Samsung Welstory keeps its food business venues clean and safe through a team of inspectors who regularly examine the practice of hygiene safety as well as document the hygiene and safety practices of the venues. Moreover, our highly trained and disciplined Hygiene Safety Supporters make hygiene inspections on a regular basis.

In addition, we conduct hygiene safety education programs for all of our dietitians, cooks, food servers and food service venue operators. Additionally, we hold an annual hygiene safety symposium and keep our employees informed of seasonal food safety issues or new safety guidelines through publication of print materials.

### Food Safety Supporting Systems

#### Quality Management System

In 2011 Samsung Welstory established an advanced quality management system to better manage the hygiene practices of its suppliers and the quality of their products. The system helps prevent and reduce risks involving the products by enabling us to control and manage the risks through management of suppliers and their new products for food safety, issue/claim management, foodstuff safety inspection, and examination of products warehousing.

#### Environment Health Safety System

Rising concerns for food safety entail stringent industry regulations. As a way to deal with toughening regulations and risks associated with food poisoning incidents, in 2006 we established a system that computerizes information related to hygiene and environmental health.





# PARTNERSHIP



## Together, towards a brighter future

In addition to the healthy and happy lives of customers, we seek to grow together with our partners, suppliers, and local communities. Growing with our partners by adding value to healthy lifestyles and spreading our know-how far and wide, we will stay committed to keeping the environment pristine and building a healthy society.



### Win-win growth

**Partner Success Program** We support companies receiving our foodstuffs and share our industry-leading know-how in menu development, cooking, food safety, business management, customer management and other areas. By providing them with not only safe and fresh foodstuffs but also solutions to a successful food service business, we pursue sustainable growth and contribute to the development of Korea's food service industry.

**Growing Together with Local Economies** We strive to support the local economies of farmers and fishermen by buying more from them at better prices. We have recently signed a supply MOU with the National Agricultural Cooperative Federation, thus expanding domestic and overseas outlets for Korean farm and fishery products. By increasing the number of farming communities from which we purchase foodstuffs we provide a sense of economic security, contributing to the improvement of Korea's farming, fishery and livestock industries.



### Healthy growth

**Honest Healthy Foodstuffs** World-class food companies pursuing sustainable management concern themselves not only with providing healthy products but also with securing wholesome ingredients that are grown and harvested in an environmentally sustainable manner. Samsung Welstory also tries to secure and supply farm produce grown organically as well as non-additive fishery products and free-range livestock products. Going forward, we will continue to enhance customer value and improve the environment through provision of a food service centering on products grown or raised in a healthy environment.

**Eco-friendly Logistics System** A clean natural environment is essential for the health and vitality of customers, corporations, and society as a whole. This is why we undertake comprehensive environmental management, to minimize the environmental impact of our business operations. In 2016, we were designated a 'Company that Implements Outstanding Green Logistics' by the Ministry of Land, Infrastructure and Transport in recognition of the way in which we manage logistics to increase energy efficiency and reduce greenhouse gas emissions. We are increasingly delivering food products direct from the producers to our food service partners, thereby reducing transport and warehousing. We also train delivery personnel at our six distribution centers on how to eco-drive, as part of our efforts to minimize emissions from our delivery vehicles.





# SOCIAL CONTRIBUTIONS



## Love is most fulfilling; sharing is most touching

Samsung Welstory believes that as kind words and simple meals can put people back on their feet, so love and sharing can start from a little bit of sympathy. We practice acts of sharing, some big and many small, in the areas of education, environment, culture and food service.



### Cook the bright future

As a responsible corporate citizen, Samsung Welstory seeks to offer ‘recipes’ for a bright future in which all community members can lead a healthy and happy life. With the focus on “health”, the value most dear to us, we leverage our unique expertise and abilities in exploration of diverse ways to contribute to society.

### CSR structure

To conduct social contribution in a systematic manner, we operate the Samsung Welstory Community Service Group, an organization dedicated to our social contributions. The Group comprises one volunteer work center and around 20 teams of volunteers. The teams are categorized into four areas, reflecting the main themes of our social contribution activities - education, the environment, culture, and food service. All of our 3,000 employees participate in these activities, to help build a better, healthier world.

### CSR highlights

All of our social contribution activities focus on the acts of sharing that can take advantage of the infrastructure and core capabilities we have built as a food service specialist. While sowing the seeds of compassion through food donations, we carry out the acts of sharing aimed at helping the less fortunate develop opportunities to get

an education, enjoy the benefits of culture and art and appreciate the beauties of Nature. In particular, by directing our volunteer time and resources more towards needy youths and children, we try to remind them that their future can be brighter. We also mobilize our specialty as a food business and bring free meals to needy neighbors.

**School Bell WWW** This is a skilled volunteering program uniquely developed by Samsung Welstory. Through the program we teach students of regional branch schools on healthy dietary habits and personal hygiene and help them dream and hope through cultural activities.

**Supporting Children Overseas** We take part in sharing activities that help children over the world lead healthy lives. We support ‘Helpful Space’, a café run by United Help for Int’l Children, with supply of foodstuffs and food service know-how and participate in its funding activities.

**Supporting Local Children Centers** We help children from low income families grow healthy and enjoy life by financially supporting local children centers, participating in environmental activities and taking them to cultural events.

**Local Co-operative Farming Villages** We practice sharing through operation of diverse programs designed to support our local co-operative farming villages, including lending them a helping hand during busy seasons and helping them increase revenues to become more self-sufficient.





# NETWORK

## Headquarters

8, Gumi-ro, Bundang-gu, Seongnam-si,  
Gyeonggi-do, Korea  
Tel: +82-2-1544-8272

## Food R&D Center

2442-1, Yonggu-daero, Giheung-gu, Yongin-si,  
Gyeonggi-do, Korea

## Culinary Academy

199, Everland-ro, Pogok-eup, Cheoin-gu, Yongin-si,  
Gyeonggi-do, Korea

## Distribution Centers

<b>Pyeongtaek</b>	16, Suworam 5-gil, Seotan-myeon, Pyeongtaek-si, Gyeonggi-do, Korea
<b>Yongin</b>	2442-1, Yonggu-daero, Giheung-gu, Yongin-si, Gyeonggi-do, Korea
<b>Gimhae</b>	24, Gomo-ro, Jillye-myeon, Gimhae-si, Gyeongsangnam-do, Korea
<b>Waegwan</b>	39, Samcheong 4-gil, Waegwan-eup, Chilgok-gun, Gyeongsangbuk-do, Korea
<b>Gwangju</b>	59-26, Cheomdangwagi-ro, Gwangsan-gu, Gwangju, Korea
<b>Jeju</b>	9, Seonban-ro 6-gil, Jeju-si, Jeju-do, Korea

## China

### Food Service

**Shanghai Ever Hongjun Business Management Service Co., Ltd.**  
12th Fl, Chengkai International Building, No.355  
Hongqiao Rd, Xuhui District, Shanghai, China  
Tel: +86-21-6432-7319/6440-0286-815

### Foodstuff Distribution

**Shanghai Welstory Food Co., Ltd.**  
12th Fl, Chengkai International Building, No.355  
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Tel: +86-21-6440-0286

## Contact Information Regarding Consignment

### Food Service

**Seoul, Gyeonggi-do, Gangwon-do** +82-31-5171-1725  
**Chungcheong-do, Jeolla-do** +82-41-558-8912  
**Gyeongsangbuk-do** +82-54-979-0733  
**Gyeongsangnam-do, Jeju** +82-55-340-2512

**Hospital Food Service** +82-31-5171-1630

**Golf Club Food Service** +82-31-5171-1726

### Foodstuff Distribution

**Seoul, Gyeonggi-do, Gangwon-do** +82-31-899-0677  
**Chungcheong-do** +82-41-558-0161  
**Jeolla-do** +82-62-971-7245  
**Gyeongsangbuk-do** +82-54-979-0710  
**Gyeongsangnam-do, Jeju** +82-55-340-2588

**For restaurants** +82-31-5171-1994

## Vietnam

### Food Service

**Samsung Welstory Vietnam Company Limited Co., Ltd.**  
3F, Halla Building, CC2 Lot, Yen Phong Industrial Zone,  
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Bac Ninh Province, Vietnam  
Tel: +84-24-1369-9930

### Food Service (Hanoi Office)

**Hanoi Representative Office of Welstory Vietnam Co., Ltd.**  
4th Floor, PVI Tower, 168 Tran Thai Tong, Yen Hoa Ward,  
Cau Giay District, Hanoi, Vietnam  
Tel: +84-4-3237-3202

At Samsung Welstory  
health is a delightful pursuit  
that never ends

Healthy habits and secrets to longevity both lie in our daily life. Leading to a healthy and happy life which can be reached through daily practices, Samsung Welstory aims to become a life partner always standing by its customers and devoting all of its energy and resources to their health and happiness.



**SAMSUNG WELSTORY**

[www.samsungwelstory.com](http://www.samsungwelstory.com)