

SEOUL BOX

최
고
에
요



BIRD'S EYE VIEW

3 WHAT'S INSIDE?

Here's your overview of this month's box - our Signature SeoulBox will be featured

TASTING GUIDE

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Feed your foodie soul to the heart's content

FEATURE

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Tips and tricks to enjoying four seasonal delights found in Korea

COLLAB

10 FOUR FRIENDS

Cute friends living in a secret forest - an exclusive collab with Malangsoup

ENGAGE!

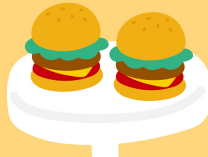
11 #SEOULBOX

Calling all Seoulmates! Post your unboxing for a chance to win a cute Malangsoup stationery set

FOUR SEASONS

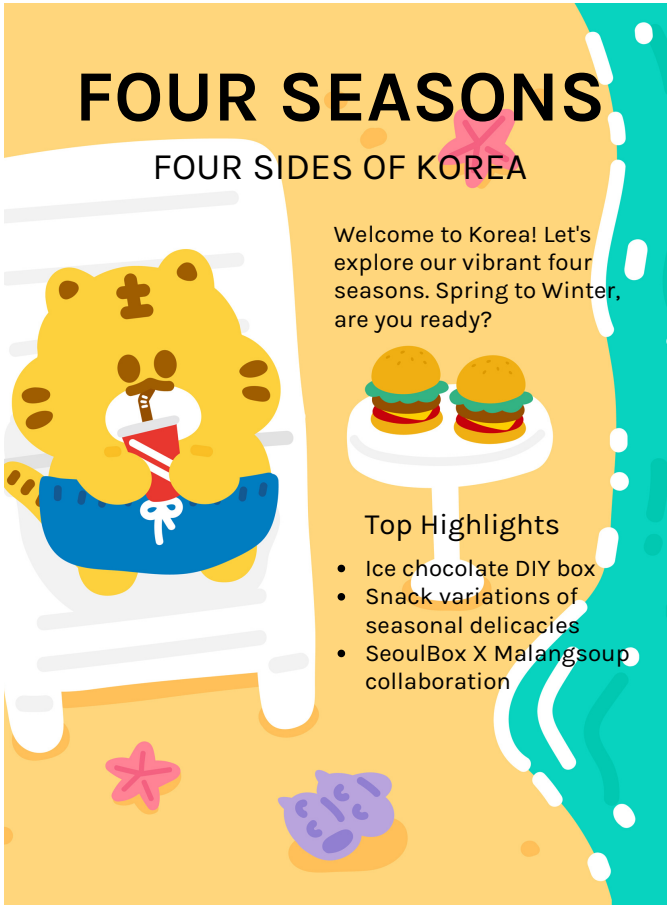
FOUR SIDES OF KOREA

Welcome to Korea! Let's explore our vibrant four seasons. Spring to Winter, are you ready?



Top Highlights

- Ice chocolate DIY box
- Snack variations of seasonal delicacies
- SeoulBox X Malangsoup collaboration



Hey Seoulmate! Spring has finally arrived! With the change of times, we decided to craft an incredible SeoulBox that will take through the four seasons of Korea. You will experience the delicious treats and themes that Koreans enjoy during Spring, Summer, Fall, and Winter.

Are you excited to go through the different shades of Korea? Enjoy a tasty selection of treats and fun merch. You'll discover snacks that explore all the seasons, from winter-inspired candy to Kimchi fire summer noodles. This box will be full of adventure. Which season are you most excited for?

손수지

SUJI SOHN,
CO-FOUNDER

Raj

RAJ SATHI,
CO-FOUNDER



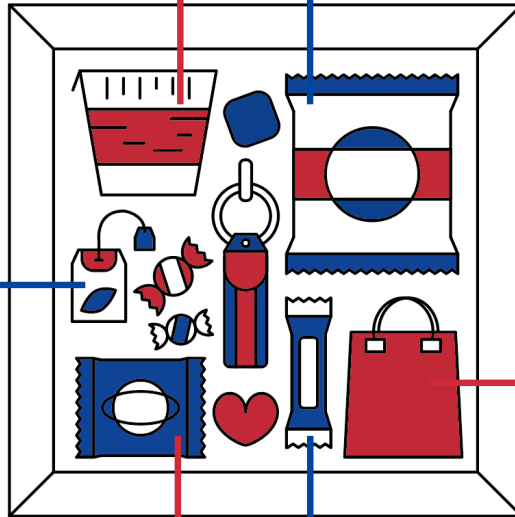


MEALTIME

SAVORY SNACKS



DRINKS



GOODIES



SWEET SNACKS

TREATS

SIGNATURE

시그니처 SIGNATURE



얼려먹는 초코

Choco DIY Kit 🌞

A DIY kit that helps you get ready for the excitement of summer. Create 8 cute mushrooms made up of chocolates and cookies

Squeeze chocolate bags to the mold and dip in biscuit sticks. Freeze it for 10 to 20 mins to serve

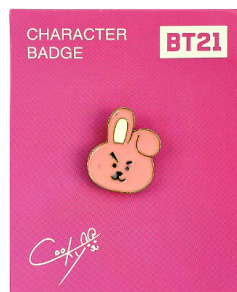


오사프

Roasted Sweet Potato Chips 🌬️

Taste the heart of winter, inspired by roasted sweet potato. It's street food in Korea. Crispy texture with a golden caramelized flavors

Add a splash of honey. You will bring the winter warmth to another level



딸기 & 곡물그대로

Strawberry Crispy Roll 🍓

A baked puff with strawberry cream filling inside. Melts in your mouth like snow

Lightly freeze the snack if you want a solid texture of the fruity cream



유자 치즈 케익

Citron Honey Cheesecake ❄️

Citron tea, a popular winter drink, in a cookie form. Covered with moist cheesecake, this will take you to a winter wonderland

Milk is a perfect complement to its zingy flavors

삼각티백 헤이즐넛

Hazelnut Coffee ☀️

Coffee in a tea bag?! Hazelnuts mature over the summer. Feel the rich flavors of late summer infused in a quirky coffee variation

Steep in 200ml of hot water. Stir the tea bag several times to brew it properly

BT21 뱃지

BT21 Badge

A super-cute BT21 goody which goes perfect with any season

Pin it to your belongings, like clothes or bags, to give it adorable Korean swag

은울 오이 마스크팩

Eunul Cucumber Mask Pack ☀️

This month's K-beauty gift is a mask pack that will cool off your summer heat! Moisturize your skin with this nutrient-rich mask

Apply across your face and let it absorb for 15 minutes

딜럭스

DELUXE



꼬북칩 인절미맛

Kkobuk Chip Injeolmi Flavor 🍁

An extra crunchy corn snack dusted with Injeolmi powder, roasted soybean seasoning. Subtle sweetness bursting with nutty Injeolmi flavors

Feel the rusty foliage of Korea through Injeolmi, comfort food during fall



웨하스 딸기맛

Strawberry Cream Wafer 🍓

A crispy wafer lightly spread with refreshing strawberry cream. Delicate, sweet but not overbearing, it's a cute box of spring romance

Serve with soft ice cream, coffee or milk



김치 잔치국수

Kimchi Janchi Noodles ☀️

'Fight fire with fire' - food is no exception. Janchi noodles are a classic summer cuisine

Empty the sachets, pour 280ml of hot water and allow it to cook for 2 mins



달고나 캐슈넛

Dalgona Candy Cashew Nuts ❄️

Dalgona is a caramelized sugar candy. It's a popular winter treat in Korea. Just like squirrels gather nuts for winter, get ready for the season with this cute treat

Serve with light crackers



맛동산

Matdongsan 🍁

'Matdongsan' means a hill of taste. Indeed, the sticky treat is full of deliciousness. A peanut-shaped biscuit covered with peanut flakes

Taste the lively energy of early fall with this classic peanut-loaded snack



후렌치파이 사과맛

Frenchy Pie 🍁 Apple Tart Flavor

A golden pie with syrupy apple filling and flaky crust. It's a perfect dessert for your 'meal of fall'

Bake it in the oven or air fryer for a couple more minutes. It'll become a warm, crispy apple pie



닥터유 단호박 쌀쿠키

Dr. You Sweet 🍁 Pumpkin Cookie

A crumbly rice biscuit full of rich pumpkin flavors. Earthy and hearty, it takes you to a farm field of autumn Korea

Designed to bring the natural flavors of pumpkin to the maximum level, this cookie tastes best on its own



화이트 하임

White Heim 🍁

A light biscuit filled with white chocolate. A taste of fall made of toasted nuts and thick cream

Freeze the wafer for an hour or two. It'll give it a crisper outside and solid inside



양반김 더바삭한김

Yangbankim ❄️ Crunchy Seaweed

Taste the winter sea of Korea - seaweed ripens as the water gets colder. It has a rich sesame infusion.

It's a great topping for your Kimchi Janchi Noodles. Just shred it and sprinkle on top of your noodles



밀크췌 딸기 캔디

Milk Chew Strawberry 🍓

A candy with strawberry jelly inside and milk caramel outside. Strawberry milk smoothie is a popular spring drink in Korea. Fancy it in a soft chew variation?

Chew it whenever you need an extra energy boost



백년초 카라멜

Pink Pear 🌞 Cactus Caramel

A sweet, a little bit sour, caramel that tastes like a melon. It's an early summer delight, pretty to look at and refreshing to taste

Enjoy the treat with your Dandelion Tea



쌈계명차 민들레차

Dandelion Tea 🌿

A cup that transcends the hope of early spring. Full of bolder flavors with smoky and toasty notes

Sense a hint of the bitter aftertaste? Add a spoon of honey to your cuppa

케이팝 밴드

Kpop Band

Eat, Sleep, Kpop then Repeat! A silicon band featuring the famous wisdom

Your Korean moments come and go just like four seasons. Important thing is to be happy and cheerful about the changes! Make it a part of your Korean lifestyle

말랑숲 스티커

Malangsoup Spring Sticker 🌱

SeoulBox X Malangsoup collaboration! Celebrate your spring with these cute friends living in a secret forest of Korea

Attach it to your belongings to give a cute boost

서울박스 스티커

SEOULBOX LOGO STICKER

A cool SeoulBox logo sticker. Removable and water-proof

Want to share your Korean lifestyle with your friends? Why not stick your SeoulBox logo to your belongings?



FOUR SEASONS X FOUR DESSERTS

Tips & tricks to enjoying four seasonal delights in Korea

Letting a season go is challenging yet exciting. From putting away your winter jumper to planning your summer holidays, a long to-do list awaits you. Let's kick off the new quarter of the year! SEOULBOX is here to spice up your 2020. Give your four seasons sweet greetings with four desserts trendy in Korea. Are you ready?

If you are a strawberry lover and an avid explorer of new tastes, you can't miss this event: strawberry buffets. Every spring, hotels across Korea host these sassy banquets. You can taste a whole host of them! (Pic 1) Imagine white chocolate fountains, long tables filled with pastries, and hundreds of mini cakes. A strawberry bonanza 🍓

Iced desserts are the perfect treat to handle the summer heat. For this, Patbingsoo 🍧 is a go-to. (Pic 2) Made of red bean jam, rice cake, and iced milk, the treat will cool you down. Explore different tastes - from mango to chocolate, there is a wide range of options you can choose from. Oh, don't forget to order one Patbingsoo per person! It looks huge



at first, but sweet things are never enough 😊

While icy treats chill the summer heat, nutty desserts will be perfect for your sensitive 'fall heart' 💕 Try an Injeolmi toast. (Pic 3) A marriage of toast and rice cake, rich Injeolmi powder adds a truly unique edge to the tasty, hearty

Korean fusion. (Injeolmi is a type of rice cake made with roasted soybean powder) Initially started as a side menu in a small dessert cafe in Busan, it soon became popular nationwide for its quirky concept and heavenly taste. Want to try it? Find delicious Kkobuk Chips in your box. It's designed to satisfy your Injeolmi cravings

Fancy a hot dessert for your winter holidays, but still, enjoy a cool taste?

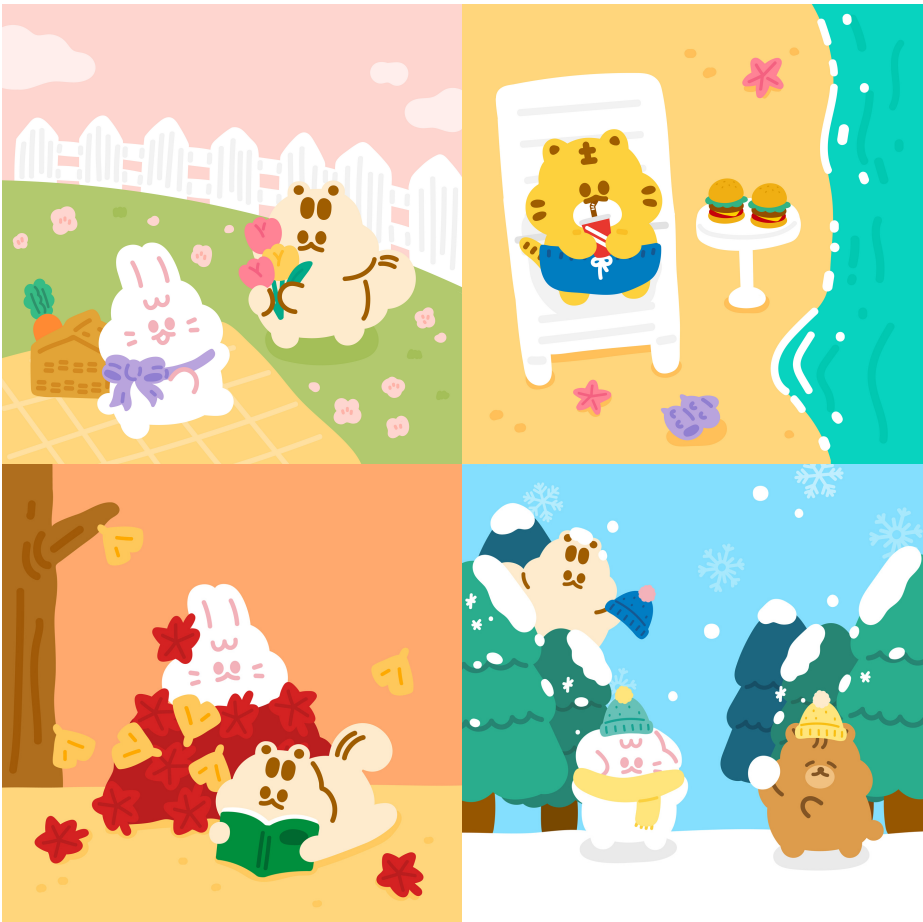
Then try Hotteok. Crusty pie outside and bursting brown sugar syrup inside, Hotteok 🥞 is a classic winter food often served with ice cream. (Pic 4) Melt your heart with this sugar-dripping Korean treat. It's irresistible with a scoop of ice cream. (Pic 6) You'll experience a paradise made of soft ice cream and crispy, hot sugar pie.

Which dessert do you want to try the most?

Guess Me! (Pic 5)
They at first look like Bungeoppang, another popular winter pie, but they're macarons!

SEOULBOX X MALANGSOUP

We are excited to announce a new collaboration with Malangsoup! They've designed a forest built by four adorable friends: Toto the rabbit, Dada the squirrel, Gomgom the bear, and Rangrang the tiger. Take a look at a snapshot of each season with our cute friends! Find a full breakdown of them on our SEOULBOX website



THANK YOU,

@huetran03



It's SEOULMATES that truly completes SEOULBOX!
Massive thanks to all of you for sharing your unboxings



#SEOULBOX

Share your unboxing on
Instagram or Facebook
tagging **#seoulbox**

You may be the lucky one
to get a super adorable
Malangsoup special
edition stationery set!

@unboxyourseoul



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