



SEOULBOX



다시 학교로

# BACK TO SCHOOL

**"Knowledge itself is power" - Francis Bacon**

**"K-Pop gives us power" - Your Seoulmate**

## FEATURED SNACKS

- Energy drink or beer? Korean uni students' essential to give you a glimpse of energetic uni life
- 2 legendary chips that replicate grilled onions and chili fries
- A stick of red ginseng jelly that give you immortality during exam

## FEATURED GOODIES

- A full-sized premium charcoal breath mist for a refreshing start of the new semester
- Adorable tannies to your room with a Tiny Tan figurine
- Seoul's best product of 2019 - award-winning mask pack

Take a glimpse of university life in Korea with this month's box. You may learn to drink for the first time in your life with your classmates and club members (our **beer-shaped energy drink!**), or stay overnight for exams and boost yourself up with a **red ginseng squeeze**. If it doesn't work, wake yourself up with a strong minty **breath mist**. Share with friends cheap yet heart-warming meals like **chili fries** or **black bean noodles**. Have a quick healthy snack like a **protein bar** between lectures. Put a **face mask** a day before a lecture where your first love attends. How about starting a conversation with him by talking about a funny character in your **chewing gum**?

## BIRD'S EYE VIEW

### 3 WHAT'S INSIDIE?

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

## TASTING GUIDE

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A dorky, fun tasting guide to help you survive in a new term

## K-BEAUTY SPECIAL

### 6 CHA CHA BREATH MIST

Every breath you take, every step you take. A must-have for your refreshing start

## FEATURED

### 10 DRINKING CULTURE

introduce to you fun and cheerful drinking cultures among Korean uni students

## SEOULMATES

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Anytime, anywhere, #Seoulmates are our #1 to show off ✨

*S. Lehn*  
&  
*Raj*

CO-FOUNDERS



DRINKS



SAVORY SNACKS



MEAL TIME



GOODIES



SWEET SNACKS



TREATS

# Tasting Guide

WE'RE BACK TO SCHOOL



## 차차 브레시미스트 스프레이 Cha Cha Breath Mist Spray

Maker: Unpa

A world's strongest breath spray that spreads evenly across your tongue like a face mist. Lasts long and safe for consumption, plus good for dry mouth

Spray 1 to 2 times when you feel tired during lectures. Make fresh every breath you take!



## 짜먹는 홍삼 Red Ginseng Extract Stick

Maker: Dongwon Cheonjiin

A superfood boost for your exam time! A bitter and earthy juice with a touch of smokey sweetness. Made from 6-year-old ginsengs that got steamed and dried several times to maximize the effects

Cut the top part and squeeze the stick



## 리얼 트윙클 마스크팩 Real Twinkle Mask Pack

Maker: Rokkiss

Try the best product winning the Seul Awards 2019. 6-layered hyaluronic acid complex and tree-fiber mask sheet will nourish and moisturize your skin

Put mask on your face for 15 to 20 minutes. Keep the pack in the fridge as it will give you refreshing texture



## 타이니탄 피규어 Tiny Tan Figure

Maker: Tiny Tan

Keep the epic Mic Drop moments in your home with a mini figure. What you think 'bout that? You'll get 1 out of 7 random members versions

Put the figurine on top of your monitor or desk. Hella sick!



## 떡볶이맛 아몬드 Tteobokki Almonds

Maker: Mugerbon

Almonds with Tteobokki seasoning. Don't get fooled by the cute benign package - it's spicy!

Enjoy Tteobokki & Fried Chili - a match made in heaven - in this month's box! Tteobokki Almonds is part.1. Just to let you know, it tastes real Tteobokki



## 핫식스 더킹스톰 Hot6 The King Storm

Maker: Lotte Chilsung

There's days when you need strong energy. Hot6 is here for you. Contains 1,000mg Taurin and 100mg Caffein

If the can reminds you of something that appearing in p.11 of Tasting Guide, yep we totally intended ^^ Experience a Korean bachelor life with Hot6



## 채식 자장면 Vegetarian Black Bean Noodles

Maker: Saerom

Deep, sweet, and savory, with rich and smokey flavors in every bite. Noodles are made of rice, produce of Korea

- 1) Bring 600ml of water to boil, and cook noodles and dry toppings for 4 minutes
- 2) Leave 6 to 7 spoons of water and drain all
- 3) Mix well with the rest



## 송이모자 Mushroom Hats

Maker: Orion

If you're a Korean snack lover, you might have tried this mushroom-shaped 'Choco Boys' in your local Korean supermarket. Your snack is a special version of the best seller - hats of the mushrooms

FYI: 'Dack' 닭 means chicken in Korean. Dip in sweet chili or ranch sauce



## 화이트하임 White Heim

Maker: Crown

A wafer filled with hazelnut-flavored white chocolate

Under the room temperature, you can experience smooth cream inside crispy wafer outside. If you store it in the fridge, the texture changes completely and it feels like eating ice cream



## 달칩 초코샌드 Moon Chip Choco Sand

Maker: Nature Oda

Smooth chocolate spread between moon chips made of organic Korean rice. Nutty chips and sweet chocolate make a great harmony

It's not overly sweet - make your unique variation like extra chocolate jam or peanut butter



## 단백한 공유 Protein Share

Maker: Nature Share

We know it's hard to break up with a chocolate bar - so we prepared this for you! Crunchy grain puffs covered in white chocolate, with hopping 1 g of sugar!

Chocolate may melt under hot temperature - please keep it in the fridge

# CHA CHA BREATH MIST



From Unpa Cosmetics, we introduce this time the Cha Cha Breath Mist, a boost of freshness for your mouth!

## **BENEFITS**

Lasts long in mouth, spray evenly unlike many other breath mist products (spread just like face mist), safe to swallow

## **TASTE**

Impactful, but not overbearing, mint taste,

## **HOW TO USE**

Refresh when you wear mask, wake yourself up when you feel tired!

**every breath you take  
every step you take**

## 곤약쫄드기 Konyak Jjeondigi

Maker: Haetae Snacks

A fluffy treat in a very unique texture. Tastes like rice pudding

- 1) Sweet version: Lightly toast with butter. Cut to a bite size and sprinkle sugar
- 2) Smoky version: Grill in air fryer under 180 degree for 3 to 5 minutes (or on gas)



## 깁돌이 Kkadori

Maker: Gwangil Snacks

Brown and beige snacks that look like soybeans. Sweet and sticky as if covered with syrup

Long time ago, the snack was sold in a gaming vending machine. Every time you put 100 or 200 wons, you could play 10 minutes of video games and got a handful of the snacks



## 얏파 파인애플맛 잔망루피 Whatta Pineapple Gum Lopyy

Maker: Lotte Snacks

Pineapple-flavored chewing gum. Collet Lopyy stickers. There are 60 varieties

Stick Lopyys on your daily masks



## 구운양파 스낵 Roasted Onion Snacks

Maker: Haitai

A unique snack inspired by flame-grilled onions. Rich and strong roasted onion flavors accompanied by light textures. In a fun onion-ring shape

Enjoy with your Hot6 The King Storm. Strong flavors will balance each other out



## 고추칩 고추튀김맛 Chili Chips Fried Chili Flavor

Maker: Orion

A one-of-a-kind snack that must've been invented by a genius. Tastes of a golden chili chips and pork stuffing, with crispy texture

A match made in heaven part 2. Normally Koreans dip fried chili in Tteobokki sauce. Shall we try the chips and almonds together?



## 13지신 9: 원숭이 13 Zodiacs 9th: Monkey

Maker: Studio HwaHwa

Congrats! The 9th Zodiac of Meoshi World has been revealed - Monkey!

Monkey means fruition and maturity. Bring the season of books and colorful leaves to your room with the Monkey card



# KOREAN UNIVERSITIES & THEIR STORIES



It comes as no surprise that school is a very popular topic of conversation in South Korea as they are ranked high among the OECD (Organisation for Economic Co-operation and Development). Such an achievement may be thanks to the College Scholastic Ability Test, also known as 'Suneung'.

Every year thousands of senior high-school students sit down to take this highly competitive exam after devoting the last three years of their school lives for this very moment. It is not an exaggeration to say that this test is one which determines the futures of all Korean students.

From their early days these students will be consistently reminded that Suneung is the single most important exam of their lives.

To have such pressure put upon you at that age would without a doubt be absolutely terrifying, but the opportunities available to students after passing such a significant test are exceptional.

This particular exam is the most efficient way to secure a job in the government sector. Even if one does not want to enter the government sector, they still need to crack the exam to be able to enter the best universities in Korea such as Seoul National University, Korea University, and Yonsei University. These three are called SKY and are the most reputable universities in South Korea. Students who aim for SKY can be assured of a bright future, but those who rank high in their studies are essentially guaranteed success.



# YOON YEOBIN

*Subject: Chinese Language and Literature*

*Department: Liberal Arts*

*Year: 3*

## WHAT IS LIKE TO BE IN A UNIVERSITY?

Nothing special really, haha. It means I get to have some time to explore myself and get ready for the real world. I get to meet very diverse people, come across new ideas and along the way I learn something.

I'm a person who likes learning and thrives in conversation. You can easily guess how I enjoy the atmosphere of discussion in University. However, it also means that I am in pressure to get a job or decide on my path. Be it bad pressure or good pressure, it's what the whole society expects of people in my age. To sum up, the Joy of self-discovery meets real life pressure.

## HOW DIFFICULT WAS IT TO GET IN?

Thinking of how I got in, the entrance exams and all, it seems like it happened so long ago. During my high school years, I had to put every energy and idea into how I am going to achieve what I want to do. What was most difficult was (other than trying so hard to stick myself to the study materials) making a choice for the unknown future.



## WHAT MADE YOU PICK YOUR DEGREE?

I'm a liberal arts student by nature. I was so certain of this during my high school years. Being interested in culture, language and media and such. And Chinese culture and its influence is always such a big interest of mine. Thus the choice.

## DO YOU GET A LOT OF FREE TIME?

It depends on how your enrolling for the whole semester. If it goes wrong and you have big hole in your schedule (for example you got a class that starts at 9 and 5pm) you have to be in school everyday. Which makes it hard for you to plan something out of school. If I luckily make a good schedule I get to end classes early, I did part time jobs, volunteered in a NGO shop and hung out with friends in theaters.

# GET TO KNOW ABOUT...

## DRINKING CULTURE

The lead up to Suneung and the further passing of such an important exam is without question an extremely stressful time for students. However, after all is said and done, life for these students entering the university campuses becomes a little easier as they have the freedom to enjoy life out-with their studies. Even still, students spend approximately 60 hours a week studying.

With so much to be done, students need to let loose every so often, which is why they have full liberty to drink and are usually heavy drinkers. Koreans in general are known to drink a lot due to the country's stiff work ideology and education system.

The drinking culture in Korea is a lively and entertaining one, which is why they play so many drinking games. Basically, night-outs and parties are incomplete without competing against your friends in these thrilling games!

### Soju bottle cap flick

To play this game, simply twist the long strip that extends from the bottle cap until it's near coming off and then flick that strip. The one that flicks it off has to take a shot as a punishment.

A fun and easy way to have fun!



Somaek is one of the most popular drinks among young people and the most common way of having it is while playing some drinking games. The one who loses drinks it all!

### How to prepare it:

It's really simple—mix a glass of beer with a shot of Soju and it's ready to enjoy!



A sweet combination: this drink is sure to be one that is easily palatable. As one of the more uncommon mixes, it's still a classic drink to try out at the makgeolli bars!

Don't forget to order some jeon (Korean pancakes) to go with your makgeolli!

# FAMOUS DRINKS

Apart from alcohols like Soju & makgeolli, other types of creative Korean concoctions are famous among universities. People are quite creative when it comes to alcohol!

What do you think of these combinations?

# 한국어 배우고 싶어요?

It's the perfect time to start learning Hangul.

Step by step, let's start with the alphabet. Discover the different consonants and vowels and its pronunciation. We added an extra space so you can practice your writing too!

ㄱ ㄲ ㄴ ㄷ ㄸ ㄹ ㅁ ㅂ ㅃ

k/g kk n t/d tt l/r m p/b pp

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ㅅ ㅆ ㅇ ㅈ ㅊ ㅋ ㆁ ㄷ ㅌ ㅍ ㅎ

s ss ng ch/j tch ch k t p h

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ㅏ ㅑ ㅓ ㅕ ㅗ ㅛ ㅜ ㅠ ㅡ ㅟ

a ae ya yae ö e yö ye o wa

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Consonants

Vowels

WANT TO LEARN KOREAN?

# CAN YOU MATCH THE IDOL TO THEIR UNIVERSITY?

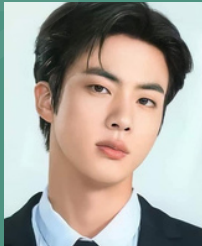
#Seoulmate,  
We want to test your knowledge.  
Are you ready?



**MINZY**

2NE1

Christian Theology  
major



**JIN**

BTS

Art  
and Acting



**GONG-YOO**

Actor

Theater



**KIM SO-HYUN**

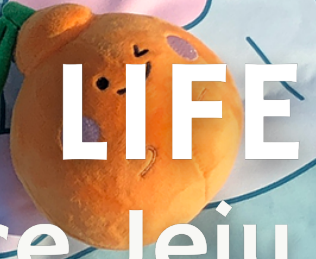
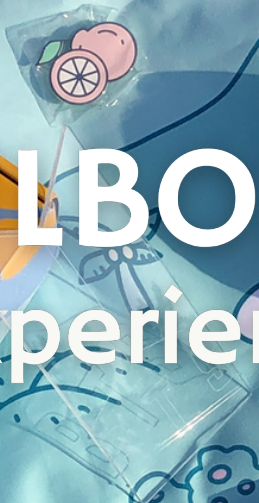
Actress

Theater



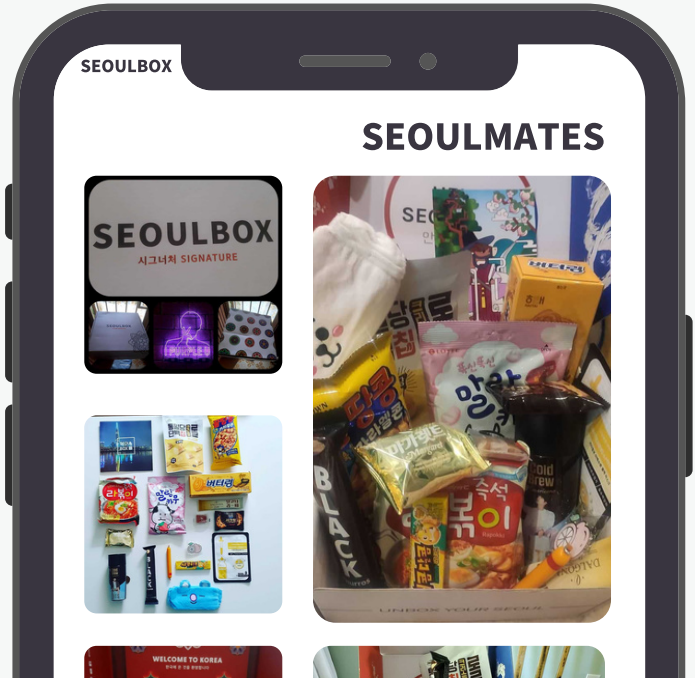
# SEOULBOX LIFE

let's experience Jeju



# SEOULMATES SPOTLIGHT

FEATURED



## SEOULMATES truly complete SEOULBOX!

Your incredible support, feedback and passion motivates us everyday and helps drive our amazing community.

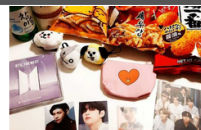
We love seeing your unboxing experiences.

Feel free to share them on social media #unboxyourseoul

You may be featured in our nex month's Tasting Guide!

GAME SOLUTIONS!

A-2 / B-3 / C-1 / D-4





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