



추억의  
국민학교  
떡볶이 *Ready★  
to Cook!*

**E& Creative Co., Ltd.**

2025

## 01 E& Creative #Company overview

---



**Company specializing in manufacturing, distribution, and sales  
offering only trustworthy products that can be consumed by the whole family**

**Company Name** | E& Creative Co., Ltd.

**Representative** | Choi SoonJong

**Date of Establishment** | Established in 2007

**Head Office** | 745 Seonsan-daro, Goa-eup, Gumi-si, Gyeongsangbuk-do

**Sales Office** | G Floor, 556 Gangnam-Daero, Gangnam-gu, Seoul, Republic of Korea

**Tel.** | +82-2-6011-7723

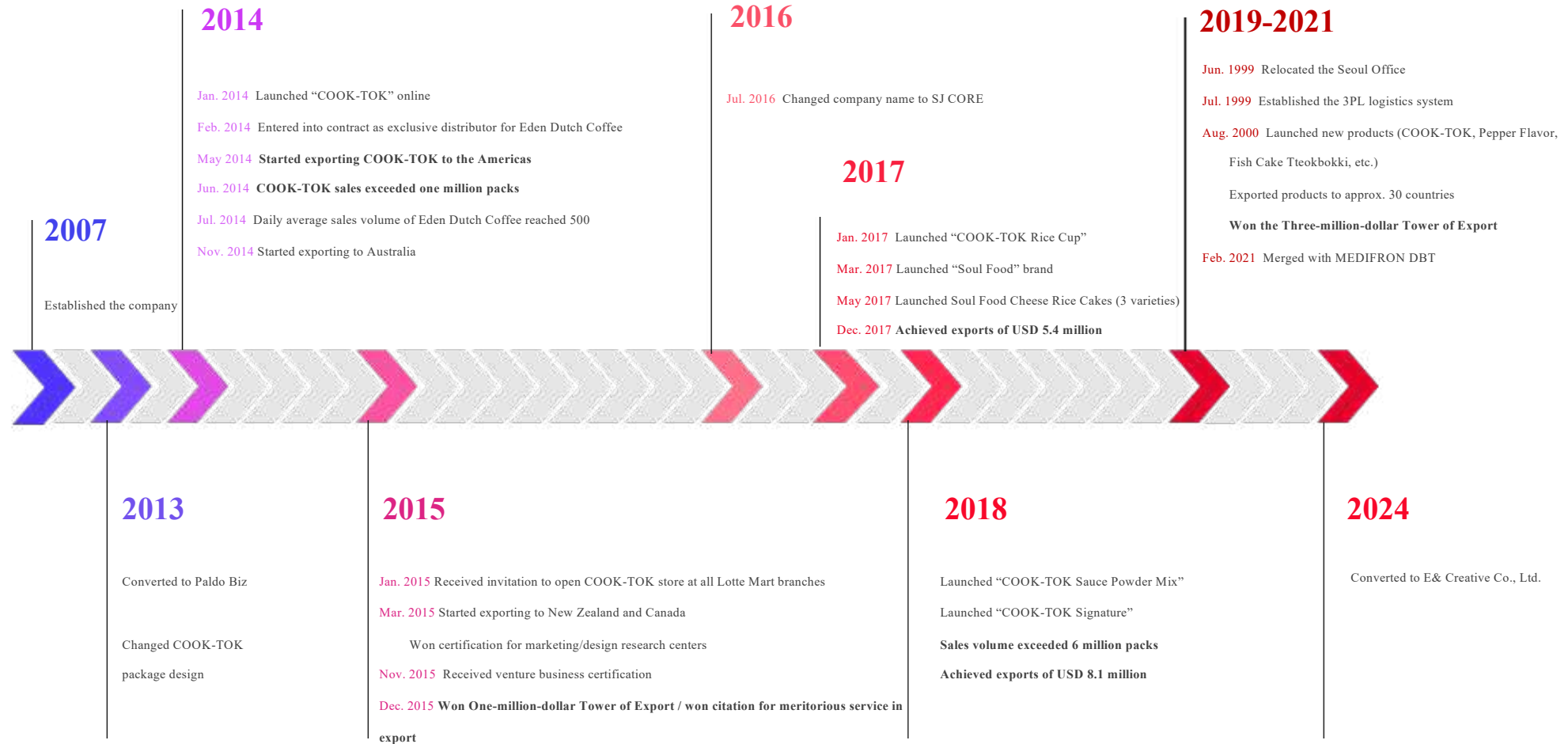
**Fax** | +82-2-6442-9798

**Main Business Items** | Manufacturing, wholesale, distribution, retail, and export of tteokbokki (spicy rice cakes)

**Website** | [www.kukdduk.com](http://www.kukdduk.com)(Korean)

[www.cooktok.com](http://www.cooktok.com)(English)

# 01 E& Creative #Company History



## 01 E& Creative #Cook Tok Keywords



### COOK-TOK

Soul Food COOK-TOK



#### Package of the first wheat flour tteokbokki

Leading popularity of tteokbokki  
in online channels  
Original tteokbokki broth



#### No. 1 in tteokbokki export

Korea's representative  
tteokbokki



No. 1 in Tteobokki Category on Kakao Shopping

No. 1 in Frozen tteokbokki sales at Lotte Mart



No. 1 in tteokbokki sales on G Market



Invited to be a seller by Market Kurly

Top 10 of We Make Price, Frozen Food for 3  
consecutive years

Top 10 of Coupang Rocket Fresh



More than 76% brand awareness among

women in their 30s 40s  
The Nation's Tteokbokki  
kukdduk.com  
COOK-TOK

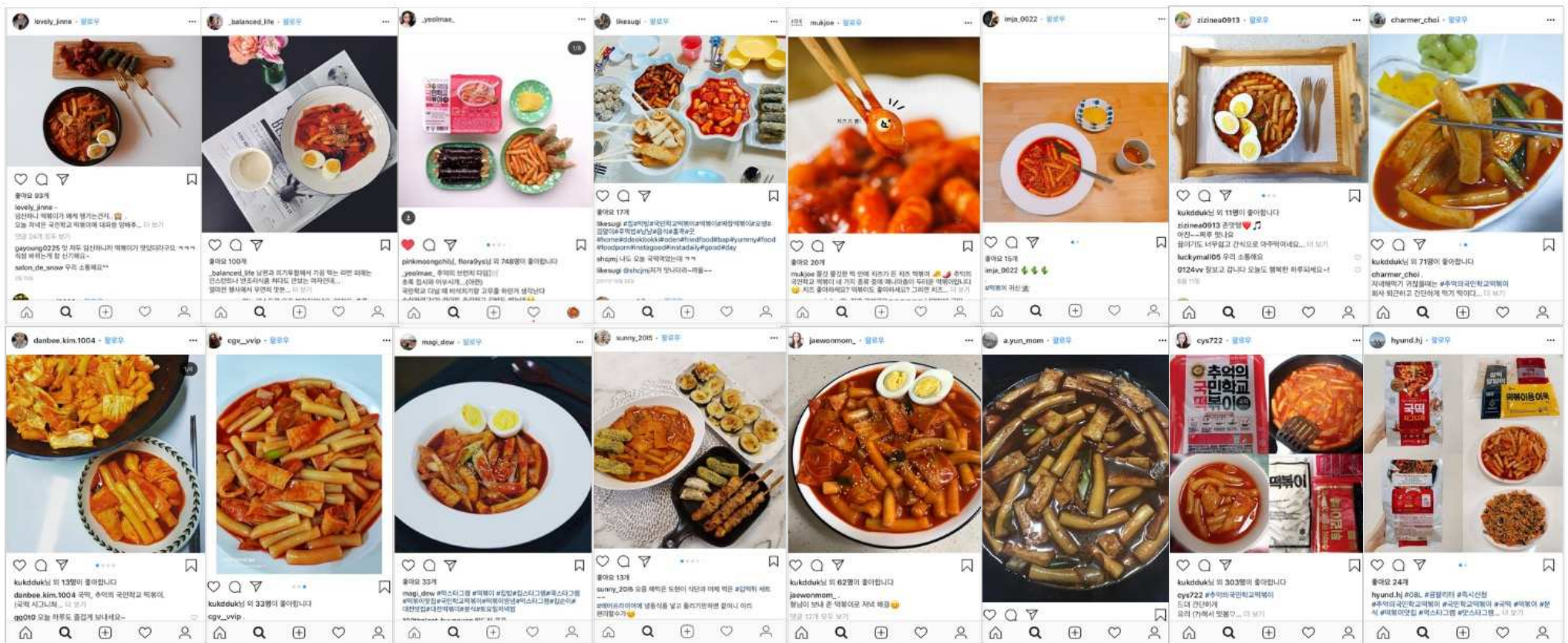


# 01 E& Creative #Cook Tok\_instagram

COOK-TOK INSTAGRAM

@kukdduk\_official

**COOK-TOK** captured the hearts of picky Korean housewives in their 30s and 40s!  
Reviews by Korean consumers are proof!



in Instagram



# 01 E& Creative #Cook Tok\_Youtube

## ▶ COOK-TOK YOUTUBE Channel

[https://www.youtube.com/channel/UCVMKgm\\_at5ILXTCXC5mwbdA](https://www.youtube.com/channel/UCVMKgm_at5ILXTCXC5mwbdA)



### **TITLE** COOK-TOK's Growth History

**URL** [https://www.youtube.com/watch?v=YH3YXj\\_cum4](https://www.youtube.com/watch?v=YH3YXj_cum4)



### **TITLE** Best seller COOK-TOK Original, Let's cook together!

**URL** <https://www.youtube.com/watch?v=XLtM4EVqvEI&t=2s>



### **TITLE** Best seller COOK-TOK Original, Let's cook together!

**URL** <https://www.youtube.com/watch?v=FB96aM4GBX8>

## 01 E& Creative #Exporting to the entire World

**COOK-TOK**, tteokbokki enjoyed by the entire world, is exported to 30 countries.





## 01 E& Creative #Overseas Promotional Events



● Tasting in the U.K.



● Tasting in Canada



● Tasting in China



## 01 E& Creative #Award



• Oct. 2014

Letter of  
Appreciation for  
customer  
satisfaction from  
We Make Price

• Nov. 2015  
Venture business  
certification

• Dec. 2020  
Won Three-million-dollar

Tower of Export  
citation for meritorious service in export

• Mar. 2016

Letter of Appreciation  
for  
excellent partner from  
CJ Seafood

- **Excellent Company for CS (customer satisfaction)**  
Citations and plaques of appreciation as an **Excellent Company for CS** from G Market and We Make Price, the largest online trading platforms
- Export certification from advanced countries with strict requirements, such as the Americas, Canada, and Australia
- Lowest claim rate in the industry (less than 0.1%) through service commercialization

- We are covered by Korea Daily, Sports Chosun, and Hankook Ilbo, etc.

**중앙일보**  
THE KOREA DAILY

## 한인마켓들 '별미' 마케팅... '독점 상품' 차별화 전략으로 고객 유치

[LA중앙일보] 2014/12/24 경제 1면 기사입력 2014/12/23 19:46

주요 한인마켓 독점 상품 현황

마켓명	상품명
갤러리아 및 한국마켓	추억의 국민학교 떡볶이, 맥 간장, 연초이스마죽
시온마켓	매일식품 고추장·된장, 보령산 김·황진살
한남체인	효성 어묵, 갈색 가바 쌀 (판매 완료)
H마트	주원산오리 오리고기

자료: 각마켓제공

"이건 우리 마켓에 와야만 살 수 있습니다."

연말 대목을 맞은 한인마켓들이 독점판매 상품을 앞세운 차별화 전략으로 고객 유치에 나서고 있다. 표 참조

한남체인은 겨울철 별미인 효성어묵을 '간판 스타'로 내세웠다. 이 마켓에 따르면 효성어묵은 전국 어느 한인 마켓에서도 구입할 수 없는 한남체인만의 고유 상품이다.

한남체인 김병준 이사는 "효성어묵은 어묵업계에서 인정한 제품으로 맛뿐만 아니라 질도 우수해 세계적 내내 인기가 있지만 특히 겨울에 찾는 고객이 많다"며 "효성어묵을 사려는 고객은 반드시 한남체인을 찾아야 한다"고 설명했다.

갤러리아와 한국마켓은 요즘 이 두 마켓에서만 판매하는 '추억의 국민학교 떡볶이'로 쓸쓸한 재미를

**중앙일보**  
THE KOREA DAILY

## LA도 '복고 떡볶이 열풍'... 옛날식 5~6종 잘 팔려

[LA중앙일보] 2015/06/05 경제 3면 기사입력 2015/06/04 18:34

"그래 바로 이 맛이야."

옛날 학교 앞 분식집서 친구들이랑 하하호호 떠들며 먹던 떡볶이. 시벌건 고추장에 떡이랑 오뎅, 파가 전부였지만 어쩔 그렇게 맛있었는지, 요즘 주부들은 아이들 간식으로 떡볶이를 만들면서 떡에 쇠고기, 표고버섯, 갇은 야채를 넣고 만들지만 맛은 그때 그 맛이 아니다.

한국에서 불고 있는 떡볶이 복고 열풍이 한인타운에도 상륙했다. 현재 한인마켓에서 팔리는 제품은 추억의 떡볶이 원조제품인 '추억의 국민학교 떡볶이' 외에도 '떡볶이 여사'의 쌍팔년도 떡볶이(사진) '88서울 국민 떡볶이' '그때 그맛 국물 떡볶이' '추억의 국물 떡볶이' 등 5~6종에 이른다.

**스포츠조선**

## 추억의 국민학교 떡볶이 롯데마트 입점 인스턴트 떡볶이 인기

기사입력 2014.11.27. 오전 10:37

찰리파크(www.charliepark.net)가 27일 '추억의 국민학교 떡볶이 4종(오리지날, 매운맛, 매콤짜장, 순한카레)'이 롯데마트에 입점했다고 밝혔다.

찰리파크에 따르면 그동안 추억의 국민학교 떡볶이는 온라인을 통해서만 구매할 수 있었다. 하지만 대형 리테일 매장에 입점함으로써 별도의 배송료 없이 전국 롯데마트를 통해서 추억의 국민학교 떡볶이를 편리하게 구매할 수 있게 됐다. 일명 '국떡'으로 불리는 추억의 국민학교 떡볶이는 30년 전통의 원조 국물떡볶이로써 소풍도시락이나 캠핑요리, 술안주로 활용이 가능하다.

추억의 국민학교 떡볶이는 프랜차이즈를 시작으로 국물즉석떡볶이 제품 생산에 이르기까지 30년간의 연구개발 노하우를 통해 국민학교 앞 분식집에서 먹던 추억의 국물 떡볶이 맛을 그대로 재현하고 유지한 것이 특징이다. 오랜 전통의 추억의 국민학교 떡볶이가 제품으로 출시 후 유명 소셜커머스 등을 통해 높은 재구매율을 보이면서 인기몰이를 하자 비슷한 이름으로 다양한 유사제품이 출시되기도 했다.

**한국일보**  
THE KOREA TIMES

## 추억의 맛, 떡볶이 열풍

2015-07-22 (수)

한인타운에 떡볶이가 '핫 아이템'으로 뜨고 있다. 한인마켓에는 옛날 학교 앞에서 먹던 추억의 떡볶이 맛을 재현한 '복고 떡볶이'가 인기를 끌고 있으며, 분식집의 기본 메뉴 중 하나였던 떡볶이를 대표 메뉴로 내세운 떡볶이 전문점들도 눈에 띈다.

판매품들은 '추억의 국민학교 떡볶이' '추억의 맛 국물 떡볶이' '그때 그 시절 원조 그 맛 차칸 떡볶이' '떡볶이 여사 쌍팔년도 떡볶이' '88서울 국물떡볶이' 등 5~6종이며 제품 이름과 패키지 등 소비자들의



# 01 E& Creative #TV News Coverage and Appearances on TV

## KBS 2 NEWS



## MBC NEWS\_May 5, 2021





## 02 Product #Overview

- The “**original**” tteokbokki broth (wheat flour) sold online!  
Accumulated sales volume **exceeded 10 million packs** just by going viral \* As of 2021  
without any marketing or advertising

### Frozen



### Room-temperature





## 02 Product #PB Brand

- Products customized to the tastes of each country (U.S, Canada, Southeast Asia, Europe, Australia, etc.)

PB / OEM



## 02 Product #Cook Tok\_Original/ Spicy / Jjajang



### COOK-TOK Original 600g

No. 1 tteokbokki broth in Korea! COOK-TOK's signature taste  
A fantastic combination of wheat flour rice cakes and sweet and  
spicy broth

#### Weight (Pack)

600g

#### Components

Wheat Flour Rice Cakes 320g

Red Sauce 120g

Black Sauce 70g

Fried Fish Cakes 90g

#### Packaging Unit

20 per box

Box CBM – 0.039CBM

#### Packaging Materials

Outer I PP container, PE sealing

Inner I PE



### COOK-TOK Spicy 600g

Piquant flavor achieved with Cheongyang red peppers!  
Spicy flavor that even has fans!

#### Weight (Pack)

600g

#### Components

Wheat Flour Rice Cakes 320g

Red Sauce 120g

Black Sauce 70g

Fried Fish Cakes 90g



### COOK-TOK Jjajang 495g

Tteokbokki with the taste of Chapaguri! Spicy Jjajangmyeon Flavor  
Popular among children who cannot eat spicy foods

#### Weight (Pack)

495g

#### Components

Wheat Flour Rice Cakes 320g

Jjajang Sauce 85g

Fried Fish Cakes 90g



6 min. on  
the  
frying pan



15M  
15 months  
from the  
date of  
manufacture



Store frozen  
at  
-18°C or less

## 02 Product #Cook Tok\_Jjolbokki / Rabokki



### COOK-TOK Jjolbokki 520g

COOK-TOK sauce and chewy jjolmyeon are a match made in heaven!  
Enjoy the charms of jjolbokki

#### Weight (Pack)

520g

#### Components

Wheat Flour Rice Cakes 250g

Red Sauce 150g

Jjolmyeon Noodles 120g

#### Packaging Unit

20 per box

Box CBM – 0.039CBM

#### Packaging Materials

Outer 1 PP container, PE sealing

Inner 1 PE



### COOK-TOK Rabokki 510g

COOK-TOK sauce and Non frying noodle are a match made in heaven!  
Enjoy the charms of Rabokki

#### Weight (Pack)

510g

#### Components

Wheat Flour Rice Cakes 250g

Red Sauce 150g

Non Frying Noodle 110g



6 min. on  
the  
frying pan



15 months  
from the  
date of  
manufacture



Store frozen  
at  
-18°C or less

## 02 Product #Cook Tok\_NEWTRO Original / Super Spicy



### COOK-TOK Newtro\_Original 300g

Retro-style premium Goraesa Fish Cakes  
made with pollack

Weight (Pack)

300g

Components

Wheat Flour Rice Cakes 130g

Red Sauce 70g

Goraesa Fish Cakes 100g

Packaging Unit

16 per box

Box CBM – 0.028CBM

Packaging Materials

Outer I Paper

Inner I PE



### COOK-TOK Newtro\_Super Spicy 300g

Addictive spicy flavor!

Flavorful super spicy and premium Goraesa fish cakes made with pollack

Weight (Pack)

300g

Components

Wheat Flour Rice Cakes 130g

Spicy Sauce 70g

Goraesa Fish Cakes 100g



6 min. on  
the  
frying pan



15 months  
from the  
date of  
manufacture



Store frozen  
at  
-18°C or less



## 02 Product #Cook Tok\_Cheese Rice Cake

Chewy and delicious fusion-style cheese rice cakes in three varieties - **Wheat Flour/Rice/Roasting!**



### Wheat Flour Cheese Rice Cakes 600g

In addition to tteokbokki, the rice cakes can be used in various stir-fry dishes, such as dakbokkeumtang (spicy chicken stew) and dakgalbi (spicy stir-fried chicken).

**Ingredients** Wheat flour, natural cheese, refined salt, flavoring oil S, ethanol  
Contains milk, soybeans, and wheat flour



### Cheese Rice Cakes 600g

As delicious as it is, the rice cakes are even greater in tteokbokki, ramen, and shabu-shabu.

**Ingredients** Rice flour, natural cheese, refined salt, flavoring oil S, ethanol  
Contains milk and soybeans



### Roast Cheese Rice

Great for roasting, it can be used to cook tteokbokki, bacon rolls, and deep-fried dishes.

**Ingredients** Rice flour, natural cheese, refined salt, flavoring oil S, ethanol  
Contains milk and soybeans

**Weight (Pack)** 600g

**Packaging Unit** 12 per box  
Box CBM: 0.02 CBM

**Packaging Materials** Outer **I** Paper  
Inner **I** PE



6 min. on  
the  
frying pan



15 months  
from the  
date of  
manufacture



Store frozen  
at  
-18°C or less

## 02 Product #Cook Tok\_Wheat Flour Cake



### COOK-TOK Wheat Flour Cakes 1kg[L]

The long and thin rice cakes soak up the sauce well. They can be used not only for tteokbokki, but also a variety of other dishes including dakgalbi (spicy stir-fried chicken) and bulgogi.

Weight (Pack) 1kg

Packaging Unit 8 / 12 per box  
Box CBM: 0.02 CBM

Packaging Materials PE



### COOK-TOK Wheat Flour Noodle & Slice Cakes 1kg/700g

The chewy, bite-sized rice cakes are great for cooking tteokbokki and tteokgangjeong. Just fry the rice cakes lightly and serve them with honey for a delicious snack.



6 min. on  
the  
frying pan



15 months  
from the  
date of  
manufacture



Store frozen  
at  
-18°C or less

## 02 Product #Cook Tok\_Instant Cup Tteokbokki



**3 min. in microwave! Store at room temperature!**



### Rice Cup Original 135g

Bestseller! Sweet and spicy Rice Cup!

#### Weight/Components

135g  
(Rice cake: 120g, Sauce: 15g)



### Rice Cup Crazy Hot 135g

Super spicy Rice Cup!

#### Weight/Components

135g  
(Rice cake: 120g, Sauce: 15g)

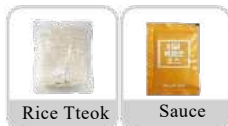


### COOK-TOK Rice Cup, Spicy Carbonara 140g

A fusion-style tteokbokki with a mildly spicy taste!

#### Weight/Components

140g  
(Rice Tteok: 120g, Sauce: 20g)



### COOK-TOK Rice Cup, Spicy Jjajang 135g

Sweet and spicy jjajang flavor!

#### Weight/Components

135g  
(Rice Tteok: 120g, Sauce: 15g)



#### Packaging

Outer I Paper  
Inner I PE

#### Packaging

16 per box  
Box CBM - 0.027CBM



3 min. in the microwave



12 months from the date of manufacture

## 02 Product #Cook Tok\_Pan Tteokbokki

COOK-TOK Rice Cup Tteokbokki can now be enjoyed as **Pan cooking in the frying pan!** Compact and convenient packaging!



**COOK-TOK Rice Pan Original 135g**

Original sweet and spicy flavor of COOK-TOK special sauce!

Weight (Pack)



Rice Tteok



Sauce

135g (Wheat Flour Rice Cakes: 120g, COOK-TOK Cup Sauce: 15g)



**COOK-TOK Rice Pan Spicy Carbonara 140g**

Savory carbonara sauce meets spicy tteokbokki!

Weight (Pack)



Rice Tteok



Sauce

140g (Wheat Flour Rice Cakes: 120g, Spicy Carbonara Sauce: 20g)



**COOK-TOK Rice Pan Spicy Jjajang 135g**

Jjajang Tteokbokki is always popular!

Weight (Pack)



Rice Tteok



Sauce

144g (Wheat Flour Rice Cakes: 120g, Spicy Jjajang Sauce: 15g)



**COOK-TOK Rice Pan Crazy Hot 135g**

Super spicy flavor!

Weight (Pack)



Rice Tteok



Sauce

Packaging Materials

Rice Pan 1 PE

Packaging

Rice Pan 1 24 per box / 0.024CBM



3 min. on the frying pan



10 months from the date of manufacture



## 02 Product #Cook Tok\_Pan Cake & Assorted vegetable deep frying



**KOREAN HONEY PANCAKE 300g**

Sweet Honey filling Pan cake

**Weight (Pack)** 300g (Pan Cake: 100g x 3ea)

**Packaging** 20 per box / 0.034CBM



**KOREAN SEED PANCAKE 300g**

4 nuts filling Pan cake

**Weight (Pack)** 300g (Pan Cake: 100g x 3ea)



**Assorted Vegetable deep frying 174g**

3 type deep frying in a pack!

**Weight (Pack)** 174g

**Packaging** 30 per box / 0.031CBM



Fried dumpling, Seaweed roll, Vegetable frying



3 min. on  
the  
frying pan



15 months  
from the  
date of  
manufacture

## 02 Product #Cook Tok\_



**Wheat flour cake Skewers with Sauce 330g**

Sweet and sour apple sauce in a pack

**Weight (Pack)** 300g



**Packaging** 20 per box / 0.038CBM



**Fried dumpling with Sauce 360g**

Sweet and sour apple sauce in a pack

**Weight (Pack)** 360g



**Packaging** 20 per box / 0.038CBM



frying pan



12M  
12 months  
from the  
date of  
manufacture



**Tteokbokki@Microwaverble mild flavor 280g**

Mild Flavor Sauce Tteokbokki

**Weight (Pack)** 280g

**Packaging** 20 per box / 0.025CBM



6 min. in the  
microwave



12M  
12 months from  
the  
date of  
manufacture

### 03 Location #Sales office and Head quarter



**Sales Office** | G floor, 556, Gangnam-daero, Gangnam-gu,  
Seoul, Republic of Korea (zip.06044)

**Tel.** | +82-2-6011-7723

**Fax** | +82-2-6442-9798

**Website** | [www.cook-tok.com](http://www.cook-tok.com)

**Overseas Sales Team** | Jeong SeonMi [global1@kukdduk.com](mailto:global1@kukdduk.com)



**Address of Factory** | 745 Seonsan-daero, Goa-cup, Gumi-si,  
Gyeongsangbuk-do

**Scale of Factory** | Warehouse: 826m2 / Cold Storage: 298m2

**Thank you**