

Korea's JUNG KWAN JANG launches student-specialised brand I.PASS

12 October 2023 | News

The essential item that Korean parents with high enthusiasm for education provide for their children



The essential item that Korean parents with high enthusiasm for education provide for their children

I.PASS, a student-specialised brand that was renewed and launched through JUNG KWAN JANG red ginseng of KGC (Korea Ginseng Corp.), is a healthy functional food that can manage memory, immunity, and physical strength all at once.

JUNG KWAN JANG's I.PASS is the representative youth health brand of Korea, purchased by 950,000 parents from 2013 to 2023, recording cumulative sales of approximately 400 billion won (\$296 million) during the corresponding period. I.PASS,

which cares for growth, physical strength, and learning through age-specific customised health design for elementary, middle, and high school students based on Cheong Kwan Jang's 124 years of tradition and know-how, has recorded first in youth red ginseng sales for 9 consecutive years until 2022.

In order to care for the physical strength, memory, and immunity of children who usually look tired, the JUNG KWAN JANG I-Pass, which has become a MUST for students in recognition of its functionality by the Korean Ministry of Food and Drug Safety, is recommended.

Asia's high enthusiasm for education is well known worldwide in Singapore, the official national exam PSLE taken in the 6th grade of elementary school is so important that they should prepare from an early age. In Vietnam, parents pray for their children to pass the exam at the Temple of Literature, the first national university before the college entrance exam. In Korea, parents pray for their children to pass the exam by visiting churches, cathedrals, and temples, etc.