

Korean brand UNLIMEAT launches online store in US

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UNLIMEAT
.SHOP

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UNLIMEAT, a leading plant-based Korean food brand, launched its online store in the U.S. The UNLIMEAT SHOP showcases bestsellers like pulled pork and Korean BBQ, along with new offerings such as frozen kimbap and gluten-free frozen desserts. Furthermore, they plan to introduce limited editions, collaborative products, and items popular in Korea through the online shop.

Earlier this year, UNLIMEAT introduced its pulled pork and Korean BBQ in over 1,000 Albertsons stores across the U.S. Additionally, the company has been supplying dumplings and other products to natural & organic stores in Northern California. However, there have been limitations to the range of items available in physical stores, and not everyone has access to the full product assortment.

Ryan Chung, co-CEO of UNLIMEAT, emphasised the significance of the online shop as a dynamic platform for engaging with customers, listening to their stories, and showcasing new UNLIMEAT products. He remarked, "The launch of this online shop is our proactive response to address these consumer needs and establish closer communication with our customers. We hope this serves as an opportunity to more effectively connect with a broader audience."

Looking ahead, UNLIMEAT is preparing to unveil a diverse range of K-vegan concept products, expanding beyond plant-based meat and seafood. By opening the online storefront, they will be able to disseminate innovative products such as frozen kimbap and their top-selling gluten-free frozen dessert.