

Why Hanwoo in the Spotlight?

RARE BREED

Not all Korean beef is Hanwoo. A specific breed of Hanwoo born and bred in Korea is the only special beef in the world. Korea manages these excellent genes of Korean cattle at the national level. Calves are born through artificial insemination, maintaining excellent native breeds and boasting high quality. Also, Hanwoo is the origin of Japanese wagyu. During the Japanese colonial period, black cattle, one of the breeds of Korean cattle, were taken out to Japan and designated as a natural monument of Japan. It is an improved version of current Japanese wagyu.

DIFFERENTIATED TASTE

Hanwoo is a mixture of carefully selected organic grains and grasses, and has high marbling, flavor, and even a slight sweetness. The proper combination of fat and protein is evaluated as being soft and textured at the same time. The Hanwoo steak is neither tough nor oily, giving you the perfect balance of flavors.

SPECIAL MANAGEMENT METHOD

Hanwoo is not only raised with sincerity by Korean cattle farmers, but also produces safe beef with a strict and systematic management system.

稀有品種

並非所有的韓國牛肉都是韓牛。在韓國土生土長的特定品種韓牛是世界上唯一的特種牛肉，韓牛受到國家級管理其優良基因，每隻韓牛都是經過精密計算下，以人工授精的方法誕生，確保血統純正優良。此外，韓牛是日本和牛的起源地。日本強佔時期，韓國牛的品種之一的黑牛被帶到日本，被指定為日本的天然紀念物，目前是日本和牛的改良版。

獨特的味道

韓牛所吃的飼料是經過嚴格挑選的有機穀物和草的混合物飼料，因此其肉質具有大理石花紋、獨特風味，甚至略帶甜味；適當的脂肪和蛋白質的組合被評價為同時具有軟嫩，又有嚼勁。韓牛牛扒既不硬也不油膩，讓人感受到完美的味道平衡。

精心管理方法

韓牛不僅由韓國牛農用心飼養，還通過嚴格的管理系統安全地生產牛肉。

Korean Taste Captures the World

韓牛

The food that often appears in K-pop, K-drama, and K-content, and Korean soul food Hanwoo that is eaten with special person on special days.

Hanwoo, which is the most precious food for Koreans and the pinnacle of gourmet food. Hanwoo, praised by 2021 USA Today as the "Best Meat in the world," drew attention for its rare varieties, differentiated taste, and special management methods.

經常出現在K-pop、K-drama和K-content中的食物，以及在特殊日子與珍貴的人一起吃的韓國靈魂食物韓牛。

韓牛，是韓國人最珍貴的食物，也是美食的巔峰之作。

被《2021 USA TODAY》譽為「世界上最好的肉」的韓牛以其稀有的品種、獨特的口味和特殊的管理方法而受到關注。

One & Only

韓牛

Hanwoo is the name given to beef cattle born and raised in Korea and has been a source of national and cultural pride for more than 5,000 years. The only special Hanwoo for you.



Idubaekmi

Hanwoo has hundreds of flavors that word are called 'Idubaekmi' in Korean. Each part of Korean Beef has a representative Korean dish.

韓牛擁有數百種的味道，是「一頭百味」。在韓國，每一個部位都各有一個代表的韓國菜式。

1 TENDERLOIN

Tenderloin is a thin and long part located inside the horizontal protrusion along the lumbar spine, and it has a cylindrical rod shape, and because it comes out only two from one animal, the yield is low compared to the fat. It is located inside the bone with little movement, the texture is as fine and soft as silk.

牛柳

牛柳是沿着腰椎位於橫突起內側的細長部分，呈圓筒形，一頭牛只能生產出兩塊，因此其產量相對較少；而且此部位位於骨骼裡面，幾乎沒有活動，所以紋理像絲綢一樣柔嫩細膩。

2 LOIN

Loin is produced about 14kg on the longest abdomen from the neck, and consists of the upper loin (1-5th thoracic vertebrae), the middle loin (6-9th thoracic vertebrae), the lower loin (10-13th thoracic vertebrae), and chuck flap. It is the best part as it has a good flavor, thin and soft meat texture.

肉眼

肉眼以從頸部連接的背部中最長筋的位置為中心，分為兩部份屠宰，生產約14公斤，由前肉眼(1~5胸椎)、肋眼肉(6~9胸椎)、後肉眼(10~13胸椎)和板腱肉組成。味道好，肉質細嫩，是最好的部位。

3 STRIPLON

Striploin is the middle part from the sirloin to the back leg, consisting of the waist longest muscle, hip rib muscle, and the back longest muscle, and has a large and constant cross-sectional area, and the meat texture is smooth, making it the best part for steak.

西冷

在肉眼和後腿的中間部分位置，由腰部最長的肌肉、臀部肋骨肌肉及腰椎肌肉組成；橫截面積大，在牛扒中僅次於牛柳，肉質細嫩，適合用作做牛扒的部位。

4 CHUCK ROLL

Chuck Roll is the neck of the cow, and it is produced about 6.3kg. It is a part where various muscles are gathered together and frequently exercise, so the texture is rough, tough, and dark in meat color.

頸脊

牛肩胛是牛的頸脊，在屠宰中生產出約6.3kg左右，是各種肌肉聚集在一起經常運動的部位，因此其紋理較粗糙、堅韌、肉色較深。

5 CLOD

Clod is produced about 12.2kg, mainly composed of the upper arm bone and forearm bone, which is the part consisting of chuck tender, oyster blade, bolar blade, rib blade, upper oyster blade.

前腿脛骨肉

前腿脛骨肉在屠宰中生產出約12.2kg，主要由上臂骨和前臂骨組成，由肩胛里肌、扇骨肉、扇蓋肉、排骨加肉和前腿肉組成。雖然脂肪少，牛肉筋多，紋理粗糙，但蛋白質多。

6 RIBS

Ribs are cut from the back and waist and include middle ribs and lower ribs. It's made up of the upper part of the ribs, parts of the vertebrae, and the muscles attached to them. Usually cut one at a time and bake in a grill or pan.

小肋骨

牛肋骨是從背部和腰部切開，包括中肋骨和下肋骨。由肋骨的上部、脊椎骨的部分、附着在肋骨上的肌肉組成；通常在烤架或平底鍋裡烤用

7 BRISKET

Brisket is a area from the chest to the abdomen and is about 18.9 kg. It consists of various parts such as brisket point end, short plate, inside skirt, thin flank, internal flank plate and flank steak, so it can be commercialized according to the characteristics and use of each part.

牛腩

牛腩是從胸部到腹部，在屠宰中生產出約18.9kg。由牛骨架肉、前胸肉、膈包肉、腹心肉、羊羔皮、腹脊兩側肉、肋肉牛排等多種部分組成，可視乎其特性選用菜式。

8 SHANK

Shank is the meat on the back of the cow's thigh. It is characterized by the development of fascia in the upper part of the front and rear legs. It is mainly used for beef tartare, soup, and steamed meat, and the meat texture is fine and flavorful.

後腿脛骨肉

後腿脛骨肉是牛膝背上的肉，其特點是前後腿上部出現筋膜；主要用於生拌牛肉、燉湯、蒸等，肉質細膩，味道鮮美。

9 TOP ROUND

Top-round is a round-shaped lean meat part inside the hind leg, and is produced about 7.9kg. It is highly valuable for people who are reluctant to eat fat for health reasons, and it is mainly used as round steak in foreign countries.

後腰肉

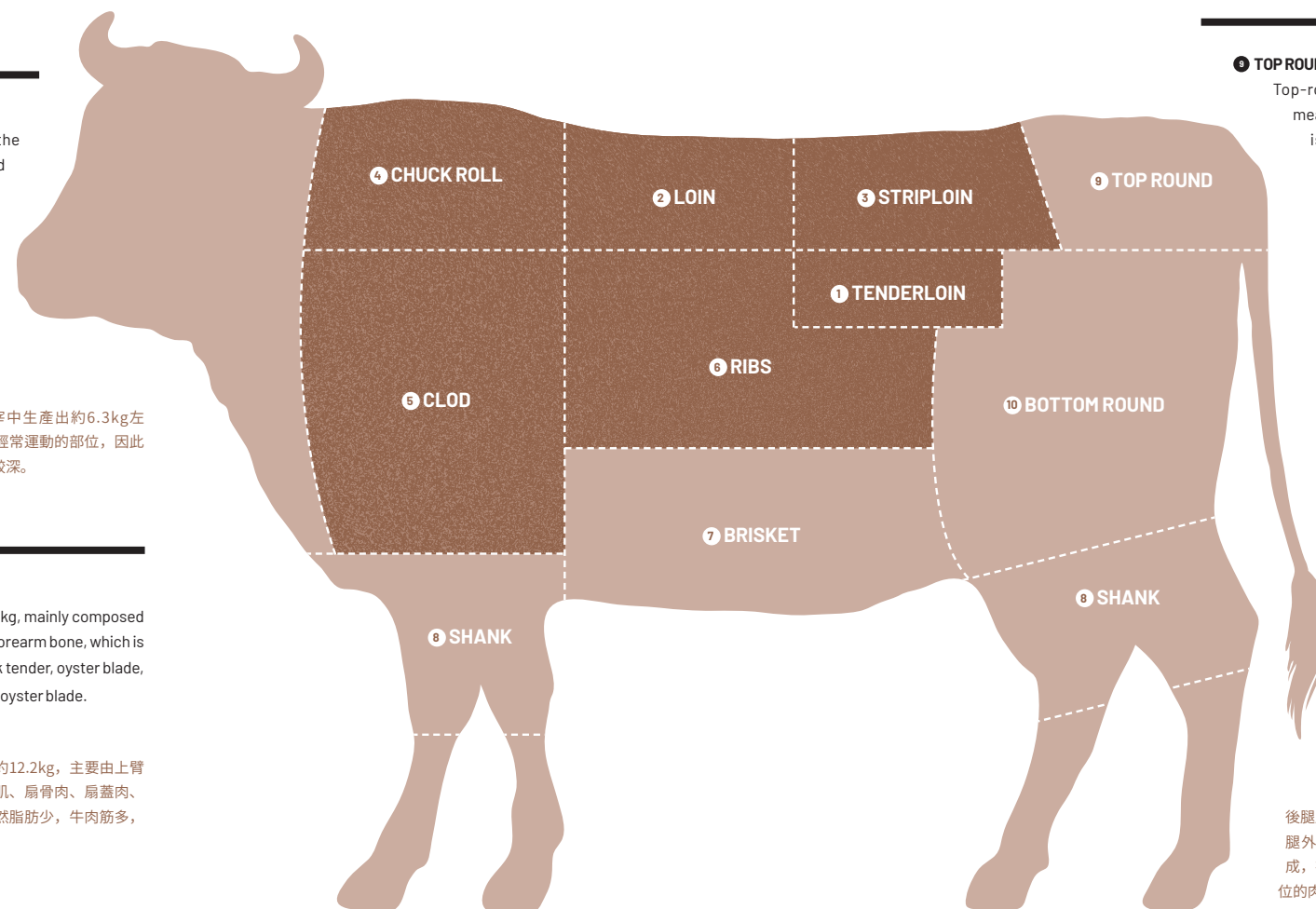
後腰肉是後腿內側的圓形瘦肉部分，在屠宰中生產出約7.9kg，內側除少許皮下脂肪外，幾乎沒有脂肪，適合因健康而忌諱吃脂肪的人，在外國主要用於腹腿牛扒。

10 BOTTOM ROUND

Bottom Round is a part consisting of rump, outside round, outside round head, knuckle, tri-tip, and is produced about 17.6kg.

後腿底板肉

後腿底板肉由牛膝肉、後產腿肉、後腿外側邊肉、牛角肉、三角肉等組成，在屠宰中生產出約17.6kg，各部位的肉質差異較大。



HOW TO CHOOSE AND STORE KOREAN BEEF

When looking at the cross section of the meat, it is recommended that the meat texture is thin and delicate, and that the surface is not dry and has elasticity. The meat color is bright red, and the fat is milky white, and the marbling must be evenly and delicately distributed to improve the taste and aroma.

如何挑選及保存韓牛

從肉的表面來看，肉質細嫩，表面也不乾、有彈性。肉色呈鮮紅肉色，脂肪分佈均勻，而且必須是乳白色，大理石紋均勻，分佈細膩，口感味道好。

Tip1

When fresh meat is vacuum-packed, it is normal in dark red color. This is a temporary phenomenon due to oxygen deficiency and will return to bright red in 30 minutes after opening.

鮮肉真空包裝後呈暗紅色是正常的，這是缺氧引起的暫時現象；開封30分鐘後會恢復鮮紅色，請不要擔心。

Tip2

If the temperature changes significantly, the meat will leak juice, so keep it refrigerated immediately after purchase, and if you not eat immediately, keep it at 0° to 4°C in a vacuum package and eat it within 2 to 3 weeks, the protein in the muscles decomposes and becomes softer.

韓牛如果溫度變化太大，肉汁就會流失，所以購買後請立即冷藏保存。如果想保存一段時間食用，請放在真空包裝內及冰箱溫度(0~4°C)下保存，並於2~3週內食用，隨著肌肉蛋白質的分解，會更加柔軟。