HELLOS BRAND STORY BOOK

A new hello from HELLOS,
rooted in Sandeulnyeok's care.



A story once told in person, now in your hands

Hello, I'm Arang Kim of Sandeulnyeok.

Whenever I met you in shops or at events,
I told the same story. Where do our ingredients come from? Why no tea bag? And how can one sachet make a litre for the whole day?

That story began in my father's fields.
I put it in this little book. When you open a sachet, I hope you feel the land and seasons of Hwasun.

Arang Kim · Sandeulnyeok & HELLOS

In this book

01 **The Sandeulnyeok story**
A father, a daughter and the fields of Hwasun

02 **Ingredients and craft**
Low-temperature drying · Roasting · No tea bags

03 **Six HELLOS teas**
One sachet · One litre · One day

In the fields of Hwasun



2012 · Hwasun, South Jeolla, Korea

Sandeulnyeok began in the fields my father tended.

From father to daughter



My father tended the land and watched things grow.
His daughter carries on that care for the land
and the food it gives us.

In numbers
Sandeulnyeok

2012
Sandeulnyeok begins in Hwasun

Two generations
From father to daughter

100%

One ingredient

Just one whole ingredient in each sachet.

1·1·1

One sachet, one litre, one day

1 SACHET · 1 LITRE · 1 DAY

0% Pesticides · Synthetic fertilisers · Herbicides

0% Tea bags · Additives

Hwasun, South Jeolla · Arang Farm Co., Ltd.

From father's field to a daily brew

2012 • **Natural farming begins in Hwasun**
Making good food from the land my father tended

2013~ • **A grain blend for a meal**
Round yam, aronia and mugwort in one meal

2015~ • **Meeting customers in person**
Hyundai, Galleria, Shinsegae and the Marché@ Market

2022 • **U.S. patent granted**
Low-temperature drying for medicinal ingredients

2023 • **12 whole-ingredient teas**
Roasted sword beans, pumpkin and more for everyday tea

2026 • **HELLOS is born**
One sachet, one litre, one day
China International Import Expo

2027 • **New food facility planned**
A production and research site next to our Isipgok-ri farm

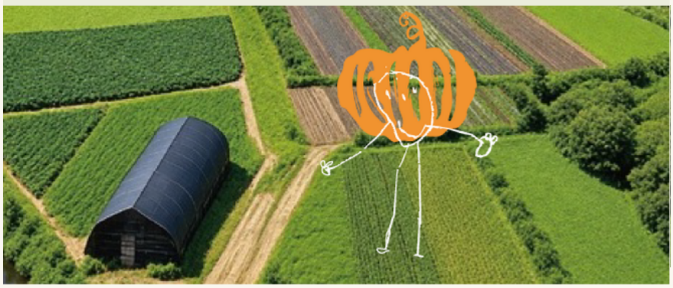
Care from the field, in every sachet

The same care takes a different shape in each pair of hands.

01 Jaehyun Kim · Father

Giving crops time

He tends the fields in Hwasun,
giving crops the time they need to grow.



02 Arang Kim · Daughter

Turning crops into tea

She carries her father's care forward,
turning whole ingredients into everyday tea.

How does that care carry on in the fields?

Let the land do the growing

Taking our cues from time-tested farming, we tend the soil and give crops time to grow.



01

Rest the soil

We let the fields rest so the soil can recover.

02

Natural enzymes

We feed the soil with nutrients we make ourselves.

03

Grow alongside weeds

We clear a little growth only while crops are young.

04

Hardy crops

Crops grow alongside weeds and are harvested in season.

0 Pesticides

0 Fertiliser

0 Herbicides

When can we enjoy the crops grown this way?

When the seasons come around again

When a crop runs out, we wait for the next harvest.

Harvest by month



Harvest times may vary with each year's weather.

How it gets into the sachet

01 Harvest
We start with crops gathered in season.

02 Trim & slice
We prepare them to keep their shape.

03 Dry gently
We dry them slowly at low temperatures.

04 Roast
We roast for a deep, toasty aroma.

05 Sort
We check the size and remove stray bits.

06 Pack
Whole ingredients go straight in, with no tea bag.



Why do we dry ingredients slowly at low temperatures?

Why dry slowly at low heat?



Low-temperature drying

High heat can change the colour and aroma. We dry slowly at a temperature suited to each crop.



Roasting

We roast each dried crop separately for a toasty aroma and flavour that infuses even in cold water.



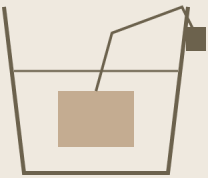
U.S.-patented technique

Gentle drying for medicinal crops
US 11,464,822
We study how best to dry each crop.

See what is in your tea

You can see the ingredients your tea is made from.

Tea bag tea



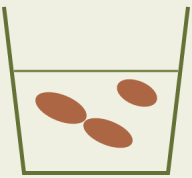
Form
Crushed leaves or powder

Filter
Tea bag filter

Amount
Usually one cup

Blend
Often flavoured or blended

HELLOS tea



Form
Whole pieces

Filter
No bag, just ingredients

Amount
1 sachet for 1 litre

Blend
One ingredient

Did you know?

A 2019 McGill study found that a nylon or PET tea bag steeped at 95°C released about 11.6 billion microplastic particles per cup.

HELLOS uses whole pieces, no tea bag.



Hernandez et al. · Environ. Sci. Technol. (2019)

All the things we leave out

0 Sugar	0 Flavouring	0 Colouring
0 Sweeteners	0 Extracts & concentrates	0 Tea bags

100% one whole ingredient

Pumpkin tea is just pumpkin. Red bean tea is just red beans.

There is only one ingredient on the back of each pack.

The full flavour comes from the ingredient itself.

You can also mix whole-ingredient teas that pair well.

From Sandeulnyeok comes HELLOS

Six HELLOS whole-ingredient teas

We built on years of making whole-ingredient teas, adding an easy daily sachet and friendly illustrations to make each brew a little more personal.





Making good food

One litre a day, as easy as water

1 **PACK**
Pick the sachet you'll enjoy today.

1 **LITER**
Add to one litre of water.

1 **DAY**
Sip throughout the day.



Even on days when water feels hard to drink,
one sachet makes a flavourful litre.

Tear, drop, let it brew



1. Tear
Tear open the sachet



2. Drop
Add the pieces to a 1 L bottle



3. Wait
Let the flavour infuse slowly



4. Sip
Refill with water to brew again

Cold or warm water	Hot water or simmer
Pumpkin · Jerusalem artichoke	Red bean · Black barley
Bitter melon · Sword bean	

TIP

Red bean also cold-brews when paired with pumpkin.

The longer it steeps, the deeper the flavour.

Storage

Store at room temperature, away from sun and moisture.

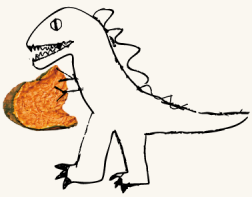
Keep dry sachets at room temperature, out of the fridge or freezer.

Refrigerate brewed tea and drink within 1–2 days.

Sweet pumpkin, nutty red bean

Where HELLOS began





We slice ripe pumpkin, dry it gently, then roast it.
It tastes softly sweet and nutty, without added sugar.

1.5 g = 1 litre	Cold or warm water

Pumpkin's perfect match





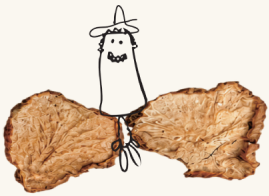
We roast whole Korean red beans for a deep, nutty flavour with a toasted grain aroma.

8 g = 1 litre	Hot water or simmer

A toasty root, a delicate fruit

A tea for your first sip





We slice the tubers, dry them gently, then roast them.
The result is gently sweet, toasty and easy to enjoy.

2 g = 1 litre	Cold or warm water

Only young bitter melon





We pick only the youngest fruit from this demanding crop.
The bitterness is mild and the aroma delicate.
Its distinct flavour is a favourite among tea lovers.
One slice is enough for the day.

1.5 g = 1 litre	Cold or warm water

If pregnant, ask a healthcare professional before drinking.

Nutty sword bean, rare black barley

A year in the making
Young sword bean tea





A signature Sandeulnyeok crop. We slice young sword beans pod and all, then roast them until mellow and nutty. One or two slices make a full-flavoured brew.

1.5 g = 1 litre	Cold or warm water

Rare black barley





We deeply roast this rare black barley, grown in small batches. Its rich, toasted aroma brings back a childhood taste.

8 g = 1 litre	Hot water or simmer

What's in your cup today?





+



Pumpkin tea + red bean tea

Like adding red beans to pumpkin porridge, their sweetness and nuttiness go well together. Red bean brews in cold water this way, too.

A day's picks

Morning **Pumpkin tea · Sword bean tea**
Start the day mellow and sweet.

Afternoon **Jerusalem artichoke tea · Bitter melon tea**
Keep a toasty brew by your side.

Evening **Black barley tea**
Simmer and sip it warm.

Cold-brew it in summer; simmer it warm in winter.

A few answers

Q **How many sachets a day?**

Start with one sachet per litre per day.
Adjust the strength to your taste.

Q **Can I brew it more than once?**

Yes. Add water and let it steep again.
The flavour deepens as it steeps.

Q **What do I do with the steeped pieces?**

Once the tea is brewed, lift them out
or leave them in while you sip.

Q **Is there caffeine?**

Our teas contain no tea leaves,
so you can enjoy them caffeine-free.

Q **Why do the pieces look different?**

Naturally grown ingredients vary in size and colour.
That's part of keeping the ingredients whole.

Q **Why does a tea sometimes sell out?**

We use seasonal ingredients we grow ourselves.
Please look out for the next harvest.

Hello,
Every Day.

Pick a flavour. Meet a friend in the illustrations.
A little hello from HELLOS, every day.





EST 2012
산들녘
Farm & Culture

Arang Farm Co., Ltd.
Hwasun, South Jeolla, Korea
smartstore.naver.com/sdnfarm
www.sdnfarm.com

Hello, My Doodle

HELLOS doodles are our way of drawing
the everyday stories behind each tea.

Whole ingredients become little friends,
saying hello with loose lines and lively faces.






















Hello,
Hellos Universe

A colourful world of tea, starting with one sachet

Six whole-ingredient teas come together in a village,
and its colours and patterns spread into the world.
Each ingredient has its own colour and flavour,
and each of us can colour our days in our own way.
Here, healthy habits are yours to make your own.
Welcome to the HELLOS Universe.



Cube Village

The first village in the HELLOS Universe

Zoom in or out to explore the village up close.

Six tea houses

01	Pumpkin tea	02	Red bean tea
03	Jerusalem artichoke tea	04	Bitter melon tea
05	Sword bean tea	06	Black barley tea

HELLOS in a Sachet

Six whole-ingredient teas, twelve illustrations

























Goodbye, and See You Again.

That's where our story ends for today.

The next one begins with another sachet.

One sachet a day, one litre of water.

As you make healthy habits your own,
we'll keep telling our story through tea,
the free lines of our doodles and words of our own.



See you in the next sachet.