Build the brand.
Develop the flavour.
Make it work locally.

Food brand consulting, menu and sauce development.
Recipes adapted to local ingredients and production.






ที่ปรึกษาแบรนด์อาหารและพัฒนาเมนูและซอส
โดยคำนึงถึงวัตถุดิบและการผลิตในตลาดเป้าหมาย

Brand consulting / Menu & sauce R&D / Localization & production

Your brand. Your menu. Your local ingredients.

TAEHO F&B and ORANGE RECIPE work with food businesses to connect brand strategy, menu design, sauces, broths and practical recipes. We support new concepts, existing brands and focused product-development projects.

The brief starts with your target customer, flavour direction, cost target, available ingredients and operating setup. Development connects the taste with the way the product will actually be made and served.

01

Brand & business concept

Define a new food brand or adapt a portfolio concept: positioning, signature menus and visual identity, connected with practical preparation requirements.

02

Menu & sauce R&D

Develop or refine one menu, sauce, seasoning or broth using ingredients available in your market and an agreed kitchen or production method.

Thailand: JOSEON development reference

The JOSEON Korean-food pop-up project included concept and branding, menus and sauces, recipes using ingredients available in Thailand, and production-method development.

เราวางแนวคิดแบรนด์ ออกแบบเมนู พัฒนาซอสและสูตรอาหาร
โดยพิจารณาวัตถุดิบที่หาได้ ต้นทุนเป้าหมาย และวิธีการผลิต
ครอบคลุมการทดลอง ปรับสูตร และจัดทำแนวทางการปรุง

A food brand, planned around the business.

We connect the customer proposition with the food, the menu and the visual identity. Work can begin with a new concept, an existing business or one of our portfolio brands.

1

Positioning & concept

Define the target customer, dining occasion, business format and intended price position. Turn the brief into a clear brand direction and a reason for customers to choose the offer.

2

Menu structure & signature dishes

Build the menu around the main dishes, sides, flavour direction and portion structure. Consider preparation requirements and ingredient overlap so the food offer supports the intended operating format.

3

Brand identity & applications

Develop the name and brand narrative, logo and visual direction where included in scope. Connect the identity with menu design, packaging and other agreed brand applications.

AGREED PROJECT OUTPUTS

Brand concept and positioning brief; menu structure and signature-menu direction; naming and visual-identity proposals; selected menu or packaging design applications.

Develop the sauce. Prove it in the dish.

Projects can cover a single sauce or a complete menu range. Examples include galbi marinades, spicy stir-fry sauces, stew bases and pork-soup broths, developed for their intended use.

1 Define the flavour and application

Agree references, heat, sweetness, saltiness, savoury character, aroma and texture. Identify how the product will be cooked, diluted, reheated or combined with meat, seafood, noodles or other ingredients.

2 Prototype, taste & revise

Develop prototypes and test them in the intended menu. Review the flavour after cooking, its balance with the main ingredients and its practical preparation. Record feedback and revise against the agreed brief.

3 Connect recipe, portion & cost

Set out ingredient weights, usage amounts and preparation steps for the agreed development scale. Review portioning, yield and ingredient cost against the target, then identify the next trial or revision.

AGREED PROJECT OUTPUTS

Prototype and feedback records; agreed recipe documentation; application and usage guidance; portion, yield and ingredient-cost review for the agreed development scale.

Develop with the ingredients your market can source.

Local development considers ingredients already produced or imported in the target market. Flavour, sourcing, cost and the intended production method are reviewed together.

01

Map the local ingredients

Review available products, supplier information and samples: sauces, seasonings, sweeteners, broths and the main food ingredients.

02

Adapt the formulation

Assess differences in saltiness, sweetness, aroma, concentration and texture. Adjust the recipe and ingredient combinations around the agreed flavour target.

03

Test in the real menu

Use the selected ingredients in the intended dish. Review cooking, dilution, portioning, reheating and taste, together with ingredient cost and supply conditions.

04

Trial the production method

Review the kitchen or manufacturer’s equipment and process. Plan the agreed trial batch and check mixing, heating, sequence and yield before the next stage.

EXAMPLE DEVELOPMENT BRIEF

A galbi sauce using ingredients available in Thailand

Review locally available soy sauce, sweeteners and seasonings; develop and compare formulations; test them with the chosen meat and cooking method; then document the agreed recipe and trial process.

From a tested recipe to a repeatable method.

The handover is designed around the people and equipment that will make the product. A restaurant kitchen and a manufacturing line need different working instructions.

Kitchen preparation

Document ingredient weights, preparation sequence, usage and portioning. Review cooking and dilution so staff can follow a consistent method for the agreed menu.

Manufacturing trial

Review the proposed batch size, equipment and ingredient specifications with the manufacturer. Trial mixing, heating, order of addition and yield, and compare the result with the agreed flavour reference.

Documentation & handover

Compile the agreed recipe and process guidance, review records and check points. Training, further trials, packaging, storage and ongoing supply support are scoped with the relevant partners.

Typical handover: recipe documentation · process sequence · usage guidance · trial review · agreed training or follow-up.

眞國堂
진국당 1936
시간이 만든 한 그릇 家

FROM OUR BRAND PORTFOLIO

JINGUKDANG

PORK GOMTANG & GUKBAP

JINGUKDANG is our pork gomtang and gukbap brand. Introduction or menu-development scope can be discussed for the partner’s market and business format.

A clear brief.
A practical development path.

Agree what success means, what will be delivered and how the product will be reviewed before development begins.

01

Define the brief

Target market, business format, product, flavour references, cost target and required output.

02

Review ingredients & setup

Available raw materials, suppliers, kitchen or factory conditions and practical constraints.

03

Develop & review prototypes

An agreed paid development stage, application tests, feedback and scoped revision rounds.

04

Trial preparation or production

Use the intended method and agreed batch scale; review taste, preparation, portioning and yield.

05

Handover & next-stage support

Deliver the agreed documentation and decide on training, further development, manufacture or supply.

CHOOSE YOUR STARTING POINT

A new brand, an existing business or a portfolio-brand introduction.

One sauce or menu project, or a broader development programme.

Scope, fees, timing, sample rounds, usage rights and production responsibilities are agreed before work starts. Brand rights and any territory arrangement are contract-specific.

Five brands.
Different ways to enjoy Korea.

A portfolio spanning kimchi dishes, cold noodles, spicy seafood, Korean dining and pork soup with rice.



01

JONGRO

종로김치찜&김치찌개

Kimchi braises & Korean stews



02

BULMYEONOK

불면옥

Spicy Korean cold noodles



03

HONGDAE BUL JJUKKUMI

홍대불쭈꾸미

Spicy stir-fried webfoot octopus



04

JOSEON

조선

Korean dining

05

JINGUKDANG

진국당

Pork gomtang & gukbap

Explore an existing brand concept, or develop a menu and sauce range for your business.

JONGRO

종로김치찜&김치찌개



Familiar comfort.
A distinctive Korean flavour.

Jongro centres on aged-kimchi braises and Korean stews. Signature seasonings and a considered menu connect the flavour of the food with a clear brand identity.

FLAVOUR FOUNDATION

Aged kimchi, signature seasoning and Korean pork are key elements of the Jongro food offer.

PREPARATION CONCEPT

The seasoned stir-fried kimchi format is prepared so that the kitchen can add water and boil, following the agreed recipe.

LOCAL PROJECT

Ingredient availability, recipe adjustments and the proposed supply format are reviewed for the target market.

Aged-kimchi braise · Kimchi jjigae · Doenjang jjigae

BULMYEONOK

불면옥



Cool from the first bite. Remembered for its heat.

BULMYEONOK gives familiar Korean cold noodles a clear flavour identity. Chilled broth, spicy seasoning and noodle texture are developed as one experience.

FOOD

Broth and bibim-style cold noodles, with a dumpling side.

DEVELOPMENT

Seasoning, broth, recipes and menu composition.

IDENTITY

Korean brush lettering, a seal motif and coordinated brand applications.

HONGDAE BUL JJUKKUMI

홍대불쭈꾸미



A bold main dish.
A flavour to come back to.

HONGDAE BUL JJUKKUMI is centred on spicy stir-fried webfoot octopus. The seasoning and texture lead the menu, with accompaniments and a rice-bowl side supporting the main dish.

HERO MENU

Spicy stir-fried webfoot octopus is the core offer.

SUPPORTING MENU

Rice bowls are a side option, alongside the main octopus dish.

CONNECTED DESIGN

Sauce, recipe, menu planning and the flame-led brand identity are developed together.

JOSEON โชซอน 朝鮮 조선

THE ORIGIN OF

KOREAN FLAVOR.



The roots of Korean flavour, reimagined for today.

JOSEON reinterprets traditional Korean cooking and the pleasure of sharing a meal. A signature iron-lid cooking platform connects grilled and simmered dishes with a shared dining experience.

PURITY

Focused flavours and purposeful simplicity.

WARMTH

Warmth through food and people.

HARMONY

Different dishes and people, one shared table.

THAILAND BRAND & MENU DEVELOPMENT

Concept · menus · sauces · local ingredients · production methods

A memorable feast, made to be shared.

Three signature menu families built around one shared table.



01 / VOLCANO MUL-GALBI

Volcano Mul-Galbi

Thinly layered meat and vegetables in a rich broth. Pork and beef options bring a striking presentation to the simmered dish.



02 / JJUKKUMI SET

Spicy Jjukkumi

Spicy webfoot octopus, served with pork belly or beef brisket. The sauce and texture sit at the centre of the shared dish.



03 / GALBI SET

Korean-style Galbi

Marinated beef or pork galbi with vegetables. A familiar Korean favourite, designed for sharing.

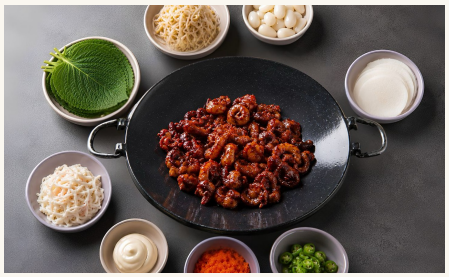
Brand concept, cooking platform, menu and visual identity — developed together.

Let’s develop your brand, menu or signature sauce.

มาร่วมพัฒนาธุรกิจอาหารเกาหลีไปด้วยกัน







Tell us the business you want to build or the product you want to develop. We will use your market, ingredients and operating requirements to define the first project.

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YOUR PROJECT BRIEF

- Target country, customer and business format
- Brand brief or menu, sauce or broth to develop
- Available ingredients, production setup and cost target

TAEHO F&B / ORANGE RECIPE
Food brand consulting · Menu, sauce & broth development
Development, manufacturing and supply scope is agreed for each project.