

BORATRADING

Company Profile

2026

01. ABOUT US



Premium Food Importer & Distributor in Korea From European Heritage to Global Food Platform

A Specialized food ingredient distributor with over 30 years of successful partnership with Top European brands such as De Cecco.

Fully equipped to serve all domestic B2B and B2C channels



BORA TRADING COMPANY

(주)보라티알은 최고 품질의 양식 위주의 식품 1,000여종을 수입, 유통하며 수입식품 시장을 선도하고 있습니다.

PASTA/SAUCE

최상의 재료로 정성들여 만든 파스타 면과 파스타, 피자 소스, 스푸에도 적합한 파스타소스

- Aug1992 ● **Established BORAMULSAN**
→ First Step toward Specialized European Food Ingredient Distribution
- May 1996 ● **Import and Distribution of Premium International Food Brands**
→ De Cecco, Ybarra, MENU, Rizzoli, Steriltom, Zuccato, Surgital, Madama, etc
→ Distributing abt. 10 premium European food brands
- Jun 2017 ● **KOSDAQ Listing**
→ Strengthening Corporate Trust and Growth Foundation
- Dec 2020 ● **Surpassed 50B KRW in Sales**
→ Expanding Business from B2B to B2C
- 2025 ● **Surpass 100B KRW in Sales**
→ Secured land in Eumseong
→ Diversified revenue structure through established production capabilities
- 2030 ● **Surpass 300B KRW in Sales**
Expansion into New Business Areas (Manufacturing, Non-Food, Global)
→ Exploring new market opportunities beyond existing food ingredient distribution and diversifying the business portfolio

02. WHAT WE DO

Global Sourcing & Import

Sourcing premium food brands from Europe and beyond

Distribution

B2B: Manufacturing, Foodservice, HORECA

B2C: Retail, E-commerce, Online platforms

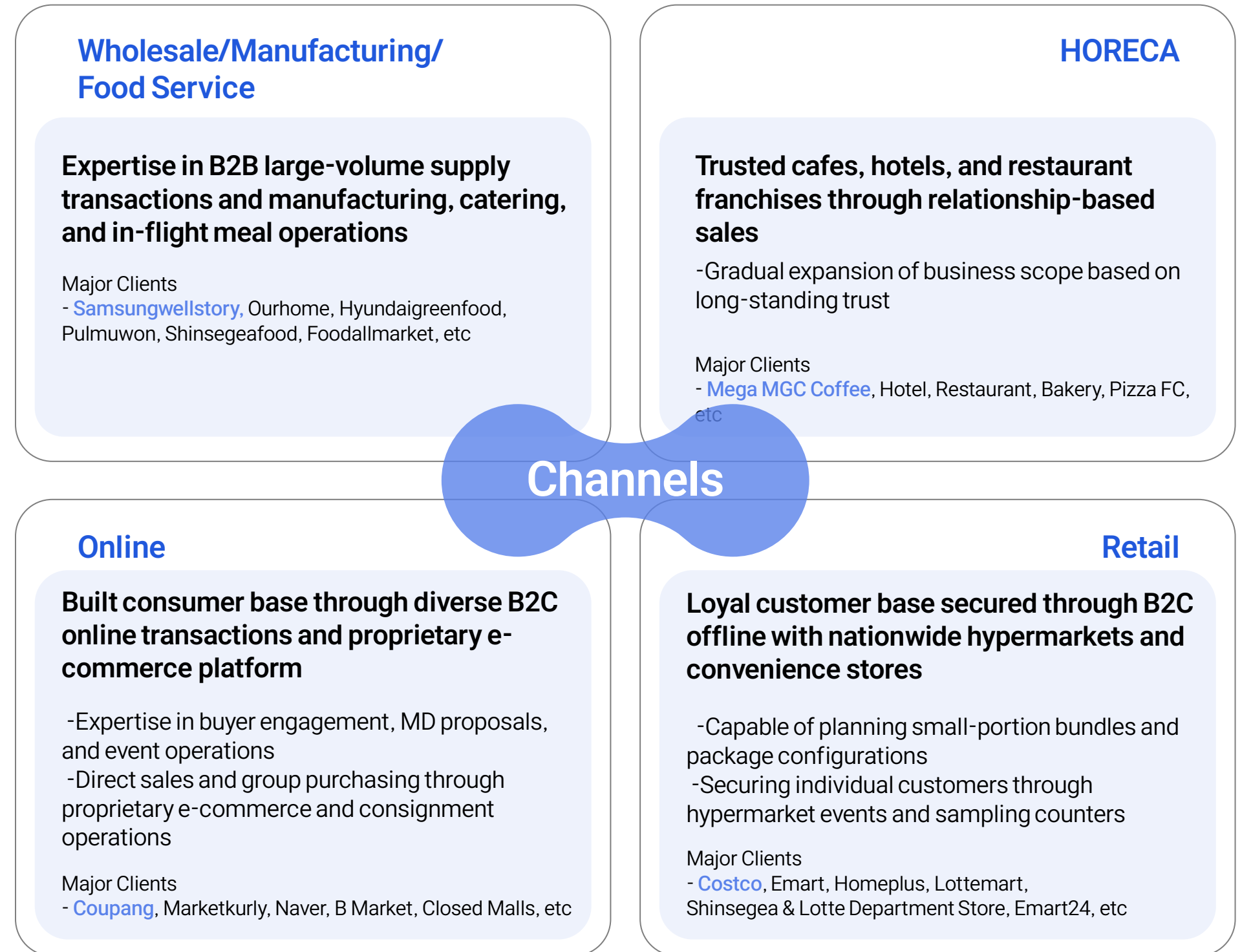
Product Development

HMR, Private Label, category-driven product development

New Business

Expansion into new categories, regions, and non-food adjacencies

The ideal partner having comprehensive sales network to accelerate its growth



02-1. SALES CHANNEL

HORECA

Hotel, Restaurant, Café, Franchises



Wholesale/Manufacturing/Food Service

Samsung wellstroy, Hyundai green food, Ourhome, Shinsegae food, Pulmuwon



02-2. SALES CHANNEL

RETAIL

Costco, Emart, Lottemart, Shinsegae & Lotte Department Store



ONLINE

Coupang, Marketkurly, Naver, CJ Home-shopping, B market, Oasis, Emart mall, Costco mall



03. PARTNER OF BORATR

Built on abt. **30 years of partnerships with leading European brands**,
Sustaining growth through an extensive omnichannel distribution network while maintaining strong **long-term partnerships**

Partnership for abt. 30years



Major Brands for Pasta, Olive and Oil



Major Brands for Pasta Sauce



Major Brands for Dairy Products



Major Brands for Processed Meats and others



THANK
YOU



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