

ShakeBaby

BRAND INTRODUCTION



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Vision

Shake Baby is a protein brand committed to inspiring **healthier lifestyles**.

Through ongoing research and thoughtful innovation,
we strive to deliver products that truly support your well-being.

With a diverse range of **protein solutions**, we take care of your health every day.



Line up

Large Pack

630 g



Strawberry



Chocolate



Grain



Matcha



Cookie&
Cream



Mint
Chocolate



Sweet Corn
Flake



Earl Grey



Coffee



Marshmallow
Chocolate

Pouch

45 g



Strawberry



Chocolate



Grain



Matcha



Cookie&
Cream

Bottle

600 mL



Pink



White



Gray



Black



Purple



Green

Line up



Large Pack 630g Pouch 45g

Strawberry

Smooth strawberry flavor
paired with crunchy granola.



Freeze-dried
Strawberries



Crunchy
granola



Fish collagen
pops

Calories(kcal)	Protein	Dietary Fiber	Sugar
163	20g	6g	3g

* per 45g serving



Large Pack 630g Pouch 45g

Chocolate

Rich chocolate flavor with
crunchy protein choco balls.



Choco cookie
crunch



Black cookie
crunch



Brown rice
soul choco

Calories(kcal)	Protein	Dietary Fiber	Sugar
164	21g	8g	2g

* per 45g serving



Large Pack 630g Pouch 45g

Grain

A nutty and
sweet grain flavor.



Crunchy
granola



Oat crunch
balls



Brown rice
soul coconut

Calories(kcal)	Protein	Dietary Fiber	Sugar
166	20g	7g	2g

* per 45g serving



Large Pack 630g Pouch 45g

Matcha

The rich, deep aroma of
Jeju matcha combined with nutty cereal.



Green tea
brown rice cereal



Fish collagen
pops

Calories(kcal)	Protein	Dietary Fiber	Sugar
162	20g	7g	1g

* per 45g serving



Large Pack 630g Pouch 45g

Cookie & Cream

Creamy sweetness with an added
crunch – the true Cookie & Cream.



Roasted
almond bits



Choco cookie
crunch



Black cookie
crunch



Protein
choco balls

Calories(kcal)	Protein	Dietary Fiber	Sugar
179	20g	7g	2g

* per 45g serving

Line up



Large Pack 630g

Mint Chocolate

Refreshing mint balanced
with crunchy chocolate cookies.



Choco cookie
crunch



Black cookie
crunch



Protein choco
balls

Calories(kcal)	Protein	Dietary Fiber	Sugar
174	20g	6g	2g

* per 45g serving



Large Pack 630g

Sweet Corn Flakes

Sweet-and-salty taste
with crispy corn flakes.



Corn flakes



Whole-grain
brown rice



Crunchy
granola

Calories(kcal)	Protein	Dietary Fiber	Sugar
162	21g	8g	3g

* per 45g serving



Large Pack 630g

Earl Grey

A rich Earl Grey aroma blended
into smooth milk tea flavor.



Crunchy
granola



Oat crunch
balls



Whole-grain
brown rice

Calories(kcal)	Protein	Dietary Fiber	Sugar
165	20g	7g	2g

* per 45g serving



Large Pack 630g

Coffee

Rich decaf coffee paired
with crunchy biscuit.



Biscoff
crunch



Crunchy
granola



Oat crunch
balls

Calories(kcal)	Protein	Dietary Fiber	Sugar
164	20g	8g	2g

* per 45g serving



Large Pack 630g

Marshmallow Chocolate

Sweet marshmallows
dipped in smooth chocolate.



Marshmallow



Choco cookie
crunch



Protein
choco balls

Calories(kcal)	Protein	Dietary Fiber	Sugar
157	21g	9g	3g

* per 45g serving

Concept

[Shake-to-drink]
product

*Shake
Baby*

Nickname for someone
[Lovable]

DYNAMIC

EXCITING

JOYFULL

CHARMING

LOVELY

FAMILIAR

We believe protein should be something you can enjoy every day—not something tasteless or difficult to take.

That's why we develop delicious, easy-to-enjoy daily proteins that bring energy and joy to your routine.

Through uplifting messages and a playful spirit, we are leading the way in making protein part of everyday life.

History

Since its launch in 2020,
Shake Baby has sold over
3 million units as of September 2025.
With more than 50,000 units sold every month,
it remains a **consistent and trusted bestseller**.

Apr, 2025

Launched at [Costco]
Japan, achieving over 2
million units sold.

Sep, 2024

Launched at [Guardian],
a major health & beauty
store in Malaysia.

Jul, 2023

Nationwide
at [Olive Young]

Jun, 2023

Pop-ups at
[Hyundai] and [Shinsegae]
Department Stores

May, 2023

Launched on
GS SHOP
(home shopping)

Mar, 2023

Launched in Japan's
major retail chains,
[Don Quijote] and [Loft]

Sep, 2022

Exclusive contract for
500 million monthly exports
to Fast Palma Inc. (Thai)

Jan, 2021

Singapore, Vietnam, etc.
exports to Southeast
Asia

May, 2020

Protein brand
[Shake Baby]
Launch

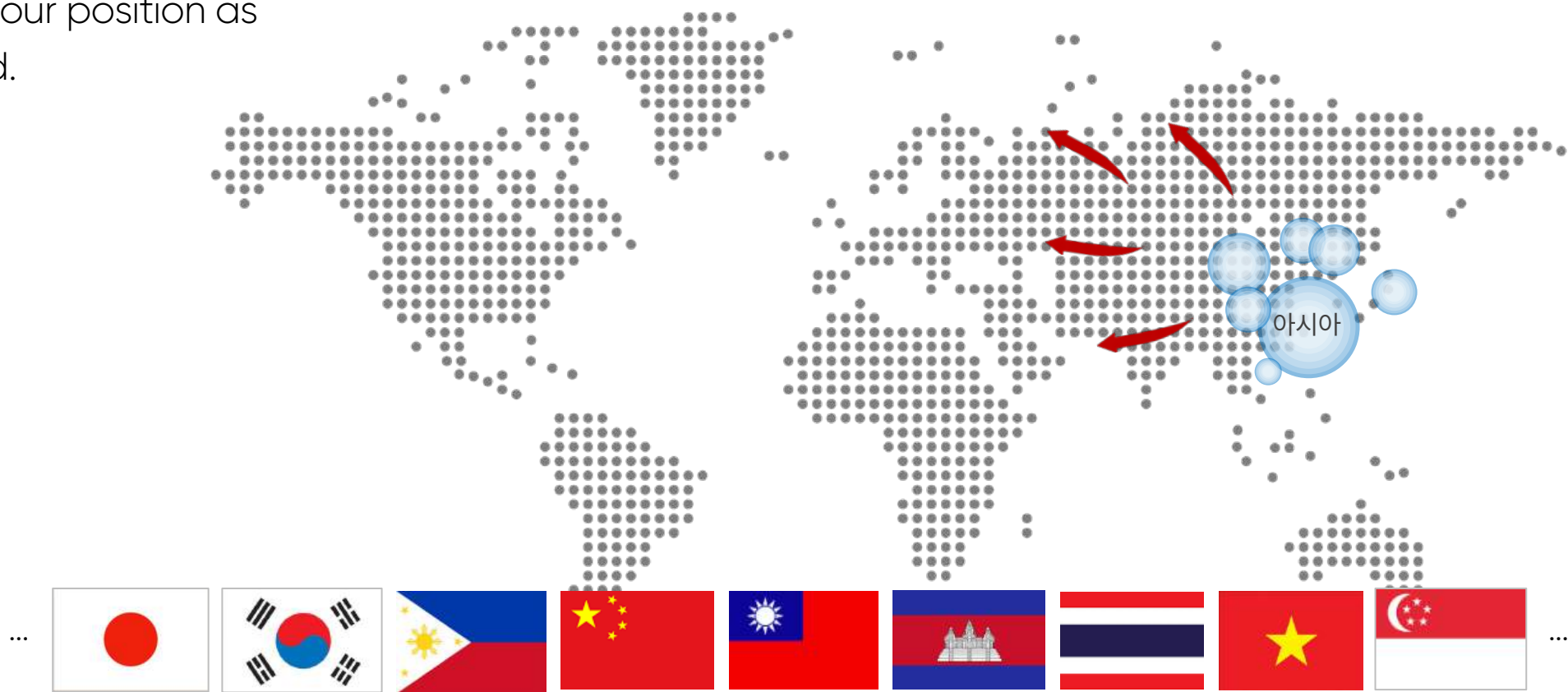
Total Units Sold of Shake Baby

3,000,000+

※ As of September 2025

History

We are expanding our sales across various countries, strengthening our position as a global brand.



Sales

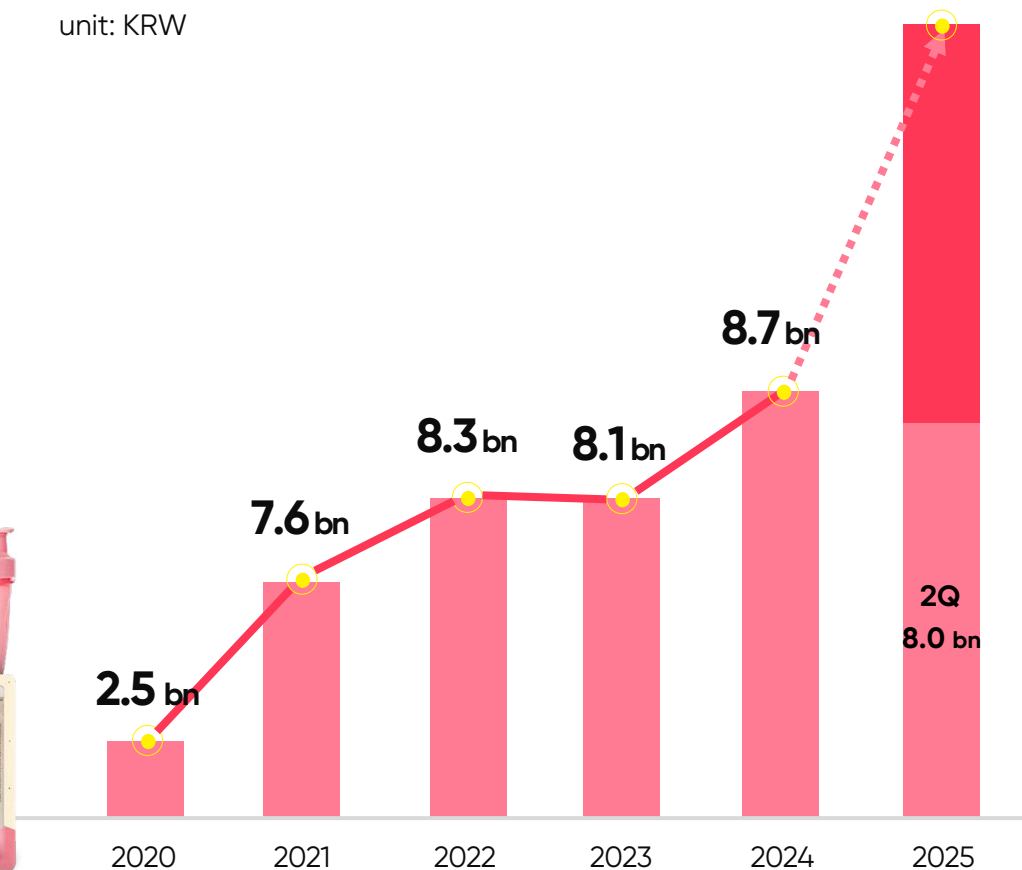
Over the past five years,
Shake Baby has been loved by many
and continues to grow steadily,
aiming for 20 billion KRW in sales in 2025.



Shake Baby Sales

unit: KRW

(e) 20 bn

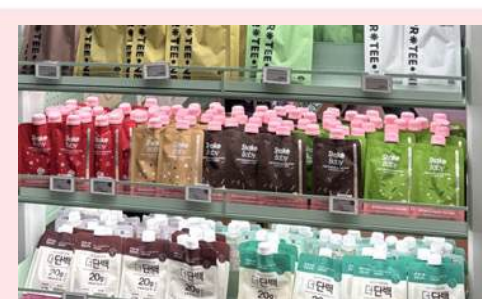


Available at Olive Young Offline Stores

In July 2024, Shake Baby products were launched in over 1,000 Olive Young stores.

By entering Korea's leading health & beauty retailer, Shake Baby has received positive responses from a diverse range of consumers, including Olive Young's key customer base of women in their 20s and 30s, as well as international tourists.

Building on this success at Olive Young, Shake Baby is now expanding into various offline markets both domestically and internationally.

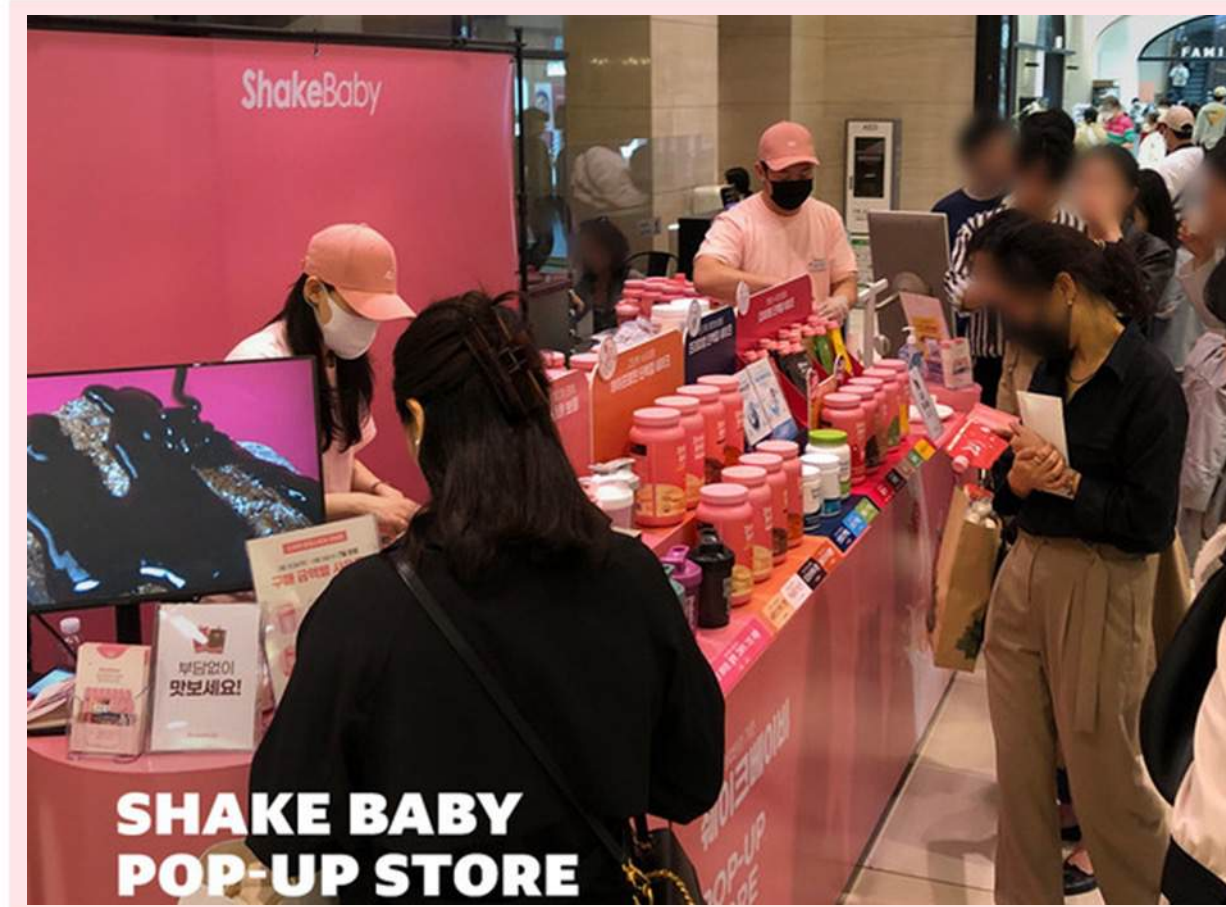


Major Department Store Pop-up Stores

Since April 2023, Shake Baby has held pop-up stores at key Shinsegae locations, including Gangnam, Times Square, and South City.

From June 2023, pop-ups expanded to Hyundai Department Store, starting with the Trade Center branch and Mokdong.

Based on strong pop-up performance at Shinsegae, Shake Baby is preparing to open a permanent store at the Gangnam branch.

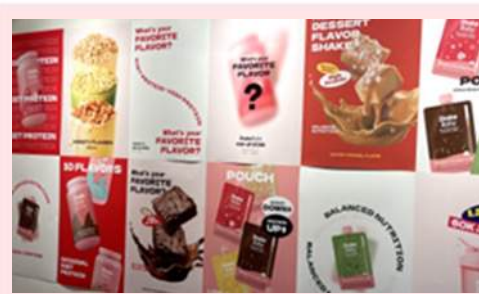
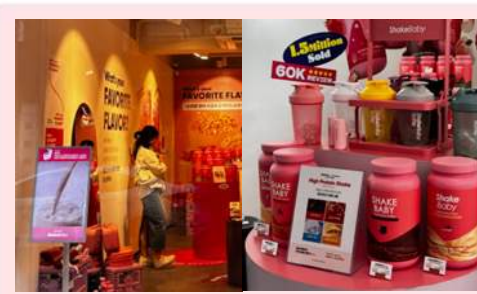


Seongsu Pop-up Store

In May 2024, Shake Baby held its first flagship pop-up store in Seongsu-dong.

Located in the heart of Korea's trendiest district, the store utilized a dedicated space, moving beyond the typical shop-in-shop format to create a standalone Shake Baby experience.

Designed as an immersive space, visitors could explore and try a variety of Shake Baby products, offering both existing and new customers a fresh and engaging brand experience.



YouTube 'Discount Gwang' × Shake Baby Collaboration

In July 2025, Shake Baby collaborated with the popular YouTube web variety show 'Discount Gwang'.

Hosted by K-pop group ZE:A member Gwanghee, Discount Gwang is a curated program that combines the latest trends with practical benefits, delivering valuable shopping experiences to its subscribers.

Through this collaboration, Shake Baby achieved its highest online sales since its launch in 2020, setting a new milestone.

Moving forward, Shake Baby plans to continue large-scale collaboration projects to further expand the brand and create diverse customer touchpoints.

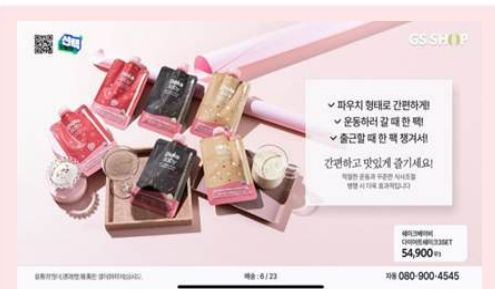


GS SHOP Home Shopping Launch

In June 2023, Shake Baby made its debut on GS SHOP's home shopping broadcast.

As the brand's first-ever TV home shopping appearance since its launch, the broadcast not only generated strong sales but also reinforced Shake Baby's credibility as a trusted brand featured on a leading home shopping channel.

The program further introduced Shake Baby to new customers who had not yet experienced the brand, successfully communicated its value and unlocked new growth opportunities.



Live Commerce on Major Platforms

Since the launch of the Shake Baby brand in 2020, we have hosted live commerce sessions at least once a month on leading online commerce platforms.

We actively engage with customers through collaborations with influencers on key channels such as Naver Shopping Live, Kakao Talk Deal, Olive Young Live, Grip, and Coupang Live.

Through these activities, we continuously deliver freshness and enjoyment to our customers while spreading positive brand experiences.



Launch at Costco Japan

Shake Baby entered Costco Japan in December 2024, starting with 10 key locations including Maebashi, Chiba New Town, Kawasaki, Izumi, Moriyama, and Iruma.

As of April 2025, the brand is now available in about 20 stores, including the newly opened Minami Alps branch, and continues to achieve strong sales.

As one of the first Korean protein brands to gain traction at Costco Japan, Shake Baby is preparing to expand its lineup with new product launches.



Launch at Don Quijote Japan

In April 2023, Shake Baby became the first Korean protein brand to be launched at Don Quijote, Japan's largest multi-category retail chain.

Starting with the flagship Mega Don Quijote in Shibuya, Tokyo—one of the world's busiest shopping districts—Shake Baby has since expanded to more than 15 key locations nationwide, including Umeda in Osaka and Tenjin in Fukuoka.

Positioned as "a new protein concept from Korea", the brand has secured dedicated gondola displays in stores, leveraging diverse VMD strategies to actively engage customers and drive sales.



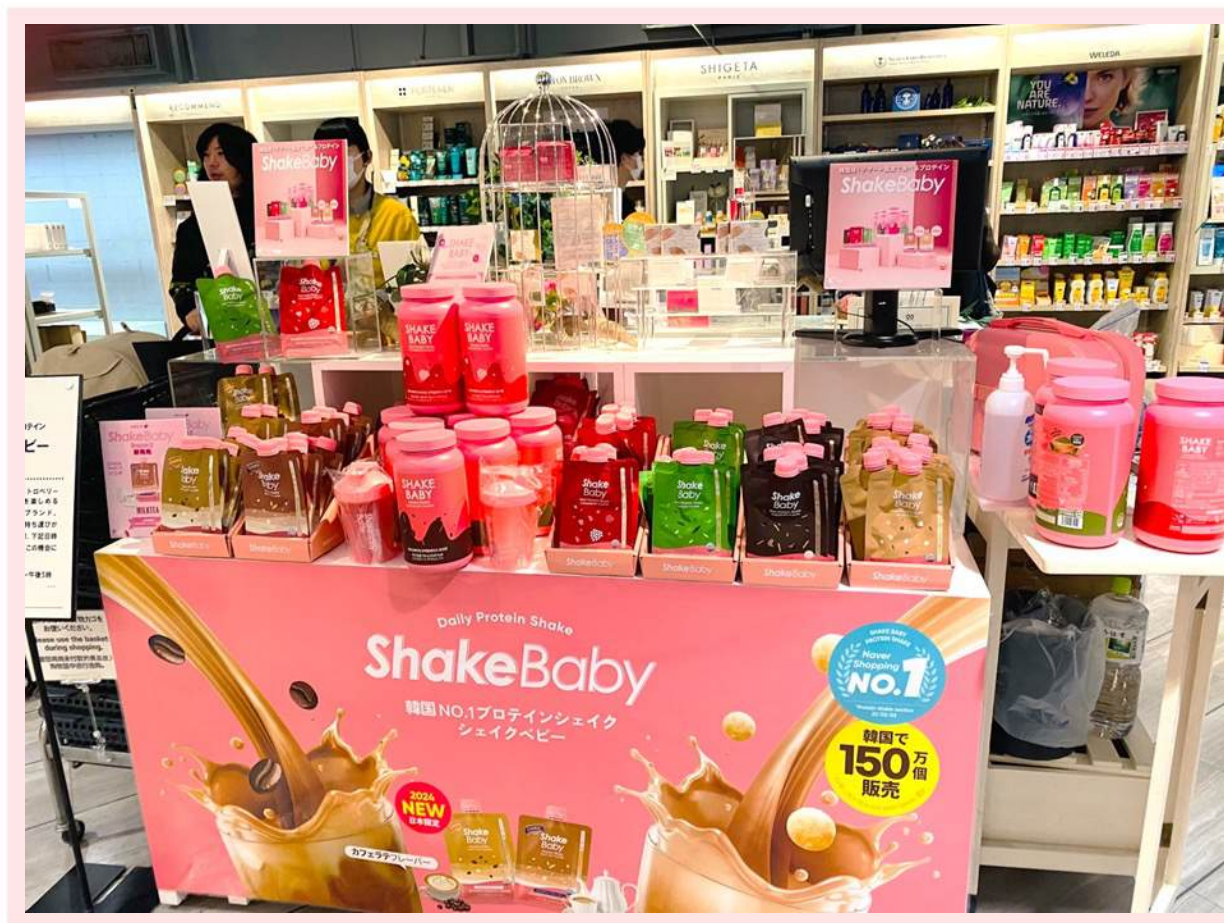
Launch at LOFT Japan

In June 2023, Shake Baby entered 22 LOFT stores across Japan.

LOFT is a leading lifestyle retailer with nearly 40 years of history, operating around 160 stores nationwide.

To mark the launch, Shake Baby introduced Japan-exclusive flavors — Café Latte and Milk Tea — available only at LOFT.

Starting with key flagship locations such as Shibuya, Ikebukuro, Ginza, and Umeda, Shake Baby continues to expand its presence to additional LOFT stores across the country.



Launch at PLAZA Japan

In August 2023, Shake Baby launched in 125 PLAZA stores across Japan.

PLAZA is a leading variety store chain with 135 locations nationwide.

Starting with key flagship stores such as Tokyo, Ginza, and Lumine Shinjuku, Shake Baby has expanded its presence to 125 stores, strengthening its connection with Japanese consumers.



Launch at @cosme STORE Japan

In September 2023, Shake Baby launched at Japan's @cosme STORE.

@cosme is Japan's leading beauty community and online shopping platform, known for its trusted product reviews and rankings, and operates over 30 offline stores in key regions nationwide.

Shake Baby is currently available in 10 locations, starting with Tokyo and Osaka, and continues to expand its presence across additional stores.



Expansion into Japan's Major Drugstores

Since 2023, Shake Baby has been expanding its presence through leading drugstore chains across Japan.

Our products are available at major nationwide retailers including Welcia, Tsuruha, Sugi, Ainz & Tulpe, and Kusuri no Fukutaro.

Shake Baby is continuing close discussions with additional drugstore partners to further broaden its distribution.



Launch at Family Mart Japan

In August 2025, Shake Baby launched at Family Mart stores in Japan, starting with locations in Tokyo.

Aligning with the country's growing wellness and inner beauty trends, Shake Baby plans to expand nationwide across Family Mart's 16,000 stores.

In addition, discussions are underway with other major CVS chains in Japan to further diversify Shake Baby's customer touchpoints.



Participation in K-CON JAPAN 2024

In May 2024, Shake Baby participated in K-CON JAPAN 2024 with a dedicated booth at Makuhari Messe in Chiba.

Since its launch in 2012 by CJ ENM, K-CON has grown into a major cultural event showcasing not only K-pop, but also K-beauty, K-food, and a wide range of K-culture.

During the event, Shake Baby engaged with its core audience of women in their 20s and 30s through tasting sessions, interactive events, and influencer collaborations, further expanding the brand's reach in the Japanese market.



Other Offline Channels & Pop-up Stores in Japan

Shake Baby continues to expand through various offline channels and pop-up events across Japan.

These ongoing initiatives reinforce the brand's presence in the Japanese market while providing dynamic opportunities to connect with and engage consumers.



Official Qoo10 Japan Online Shop

Since its launch in Japan, Shake Baby has consistently ranked first in the Food & Supplement category.

The brand operates an official Shake Baby shop on Qoo10, actively engaging in online activities such as co-developing products with influencers and launching collaboration projects.

By combining these proactive online commerce efforts with the expansion of offline channels, Shake Baby continues to strengthen its presence and actively capture the Japanese protein shake market.

Qoo10 Ranking

ランキング200 (食品・サプリ)

Rank	Product Name	Price	Sales Volume
1	ShakeBaby TPPNEE	7,015円	748 個販売
2	もち麦 国産 900g 皮付き 紫もち麦...	699円	713 個販売
3	タイムセールラベルレス ミネラルワ...	1,999円	56,342 個販売
4	山形県産 尾花沢 スイカ 大玉 1玉4-5kg...	2,499円	453 個販売



Featured on Japan's TBS 'Petit Brunch'

In 2024, Shake Baby's officially exported Japanese version was featured on TBS's Petit Brunch program.

Airing nationwide on weekday mornings, Petit Brunch delivers practical tips and trendy lifestyle information to viewers.

Shake Baby was selected as a key product at Japan's PLAZA stores, with program hosts providing product demonstrations and tastings.

Being featured on this program reinforces Shake Baby's image as a practical and high-quality product, further strengthening the brand's value in Japan.



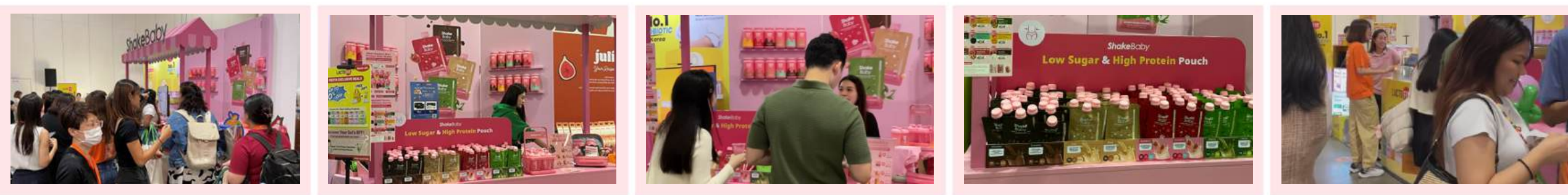
Participation in the 2025 Guardian Health & Beauty Festa

In July 2025, we proudly participated as the only protein shake brand with a standalone booth at the first-ever Guardian Health & Beauty Festa, held at Singapore's iconic Marina Bay Sands.

Hosted by DFI Retail Group, the operator of Singapore's largest health & beauty chain, Guardian, the event attracted around 20,000 visitors.

We connected with local consumers through tastings and social media promotions, inviting VIP influencers, KOLs, and KOCs to experience the brand.

This strengthened local engagement and boosted on-site brand exposure.



Store Launch in Guardian Malaysia & Singapore

Shake Baby is expanding its presence in Southeast Asia through a partnership with Guardian, one of the region's largest health & beauty retail chains.

We launched in 341 Guardian stores across Malaysia in September 2024, followed by 63 stores in Singapore as of August 2025, with continued store expansion underway.

We are also in final discussions with Guardian Vietnam, with a full launch planned later this year.



Launch in Vietnam Drugstores

In August 2025, Shake Baby began retail sales across various drugstore chains in Vietnam.

With a population of 100 million and growing interest in inner beauty alongside rapid economic development, Vietnam is one of our key target markets—further driven by strong enthusiasm for K-culture.

We are also preparing to launch in AEON Mall and Lotte Mart offline stores by the end of the year, further accelerating our expansion in the Vietnamese market.



Live Commerce with Top Chinese Influencers

Shake Baby is actively expanding its presence in China through live commerce collaborations with top-tier influencers (Wanghong) across major platforms.

We've partnered with leading figures such as actor couple Benny Chan & Lisa Jiang Lisha, along with popular Korean influencers like Hyemin and Li-Li, while also consistently running our own brand-led livestreams.

In addition, our team has actively met with key local partners—visiting the headquarters of major platforms like Xiaohongshu and Douyin, as well as leading MCN agencies—to strengthen collaboration and local strategy.



Contact



Official Website

Shakebaby.co.kr



KakaoTalk Channel

@Shakebaby



Naver Brand Store

<https://bit.ly/46u02HV>



Official Instagram

@shakebaby_official



Official YouTube Channel

<https://bit.ly/3VDxrdO>



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ShakeBaby

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