HAITAI

해태제과

- SINCE 1945 -

PRODUCT CATALOG

Biscuits • Wafers • Chocolate • Snacks



GLOBAL STANDARD • AUTHENTIC TASTE

Every product under the HAITAI name lives up to this promise.

Enjoy the sweetness

SWEET MOMENTS FOR EVERY TABLE

Since 1945, HAITAI has been creating the snacks Korea grew up with — from the classic Ace cracker and French-style Sablé to the Honey Butter Chip that became a global sensation.

Every product in this catalog is made to one standard of quality, so the taste families enjoy in Korea is the same taste they enjoy at home, wherever home may be.

1945

SEOUL · KOREA

Because for us, quality is the recipe.

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CATEGORY 01

BISCUITS & CRACKERS

Ace



Buttering



HAITAI
BEST SELLERS

BEST

BISCUITS & CRACKERS · 01 / 03



Home Run Ball Choco

Best Seller

Crispy bite-size choux puffs filled with smooth chocolate cream.

24x
46 g

Quantity:
24 packs × 46 g



Honey Butter Chip

Global Hit

Sweet & savory potato chips with the irresistible taste of honey and butter.

16x
60 g

Quantity:
16 packs × 60 g



Ace Original

Classic

Light, crisp classic crackers — the perfect pairing with coffee.

12x
364 g

Quantity:
12 boxs × 364 g



Mat Dongsan

Classic

Crunchy puffed snack coated with sweet syrup and roasted peanuts.

10x
165 g

Quantity:
10 packs × 165 g

PREMIUM BISCUITS

BISCUITS & CRACKERS · 02 / 03



Sablé Cookie

Premium

French-style butter cookies, a Korean favorite since 1975.

20x
84 g

Quantity:
20 boxs × 84 g



Buttering Salt

Premium

Buttery ring cookies finished with a touch of sea salt.

12x
103 g

Quantity:
12 boxs × 103 g



Buttering Butter

Premium

Rich ring cookies made with pure butter for a melt-in-your-mouth taste.

6x
65 g

Quantity:
6 boxs × 65 g



Ace Barley Ginger

Premium

A traditional herbal twist on the classic Ace cracker with barley and ginger.

12x
121 g

Quantity:
12 boxs × 121 g