

Binggrae MELONA

Melona, launched in 1992, is a melon-flavored ice cream bar that has become one of Binggrae's signature products. Known for its light green rectangular shape and chewy texture, Melona has earned enduring popularity among consumers.

Melona was the first product in South Korea to feature melon—a fruit considered a luxury at the time—as its main flavor. Binggrae began developing the product by focusing on melons available in the domestic market, as well as the Korean-favored oriental melon (chamoe). After several months of development, the company succeeded in recreating the rich, fresh flavor of melon and the smooth texture of its flesh, resulting in the birth of Melona.

Today, Melona is sold in more than 30 countries around the world. Its refreshing melon taste and unique chewy texture have drawn enthusiastic responses from international consumers, who find it both novel and appealing. To cater to regional preferences and tastes, Binggrae has expanded the Melona lineup to include a variety of flavors such as mango, strawberry, banana, coconut, purple yam(ube), and pistachio.

※ Binggrae - MELONA



Visit Binggrae at Anuga 2025

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