

Onggi

Your Fermented Food Of The Month Club

Hey There!

Thank you for showing an interest in Onggi! Our goal is to deliver a wide variety of fermented and exotic foods to your doorstep. Our meals are sure to delight and expand your palate in new and exciting ways. We are super excited about our launch and your interest in participating!

We are seeking early adopters to help bring Onggi to Life!

Whether you're already a big fan of fermented foods, have heard of the healthy taste benefits and have been curious to try for yourself, or are just now learning about these centuries old foodie favorite, we're asking for your support.

Help us finalize our supply chain and get our packing team into place so we can start shipping these products to you and our future customers.



Sign Up Now!

We can't wait to have you with us.

**Regards,
Eliot Goodwin
Founder**

**Happy Eating!
The Team at Onggi**

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Hey There!

Chances are, you've probably been eating fermented foods without even realizing it!

"Probiotic foods are made through the process of fermentation. As bacteria chemically alter the food - say, turning milk into yogurt - they secrete enzymes, organic acids and proteins." says an article in the Washington Post.

Fermented foods - which are high in probiotics - are all around us. They include staples like yogurt, yeast and sourdough breads, cocoa, kefir, kimchi, and kombucha.

- I. Great for your body! Fermented foods promote digestive health, and have been found to boost immunity, improve bowel function, and reverse some diseases.
- II. Proven to work! Fermented foods can be found throughout history; from early writings that show that Chinese workers ate fermented vegetables while building the Great Wall of China, to Pre-Christian Greeks who wrote about the benefits of fermented cabbage.
- III. Yum! Fermented foods are some of the most delicious foods around; from yogurt and tea, to kimchi and chocolate.

Benjamin Wolfe, an assistant professor of microbiology at Tufts University, says, "The benefits people get from fermented foods come largely from improved digestibility and the nutrients the foods provide."

When you sign up for Onggi, you can get these fermented foods and amazing health benefits delivered right to your doorstep.



Sign Up Now!

Whatever you decide, go out there and try a delicious fermented treat today.

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The Team at Onggi**

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Help Us Launch to New Heights



Hey There!

You deserve the best. And what we do at Onggi is great. But...

We want to bring you even better, more delicious options, expand our reach, and also source exciting new favorites. So, we're launching a new Kickstarter Campaign!

That's where Onggi comes in. You'll get a box every month that's packed with a variety of fermented treats - from yogurt and kimchi, to chocolate and tea.

Fund Our Kickstarter!

When you fund our Kickstarter campaign, you help Onggi thrive. This way, we can:

- I. Give you even more sophisticated treats
- II. Source food from revolutionary fermented food experts throughout your region.
- III. And of course, we need your help make this happen.

Even better, you get to choose from among several fancy rewards for participating. Fund the Kickstarter now, and browse your choices.

Fund Our Kickstarter!

References:

<http://www.healthline.com/health/probiotics-and-digestive-health/suprising-benefits-probiotics#teeth3>

<http://www.webmd.com/digestive-disorders/features/what-are-probiotics>

<http://www.foodmatters.com/article/6-healing-benefits-of-probiotics>



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We're excited to have you with us, and grateful for your support.

Hooray!
The Team at Onggi

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Hey There!

Okay, you probably know about the top few, but did you know about all these exciting fermented foods?

These are easy to find at your local farmer's market, or simply at a nearby grocery store.

Yogurt

Yummy fermented dairy treat

Kefir

A delicious, drinkable yogurt

Sauerkraut

A form of fermented cabbage

Miso

Fermented paste made from soybeans, and barley or rice malt, usually served in soup

Pickles

Cucumber preserved in brine or vinegar

Kimchi

A form of pickled cabbage

Kombucha

A fermented, probiotic drink

Yeast and Sourdough Breads

Breads made from yeast or sourdough starter

Raw Cacao and Dark Chocolate

A probiotic treat made from fermented cacao beans

Plus, there are seemingly endless fermented foods from around the world that offer beneficial probiotics. The challenge? Try one fermented food you've never tried before!

Want to make it easy?



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When you sign up for Onggi, discovering new and delicious foods is as easy as pie.

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Top Health Issues Probiotics Fight

Hey There!

Probiotics are a little like magic; they have been found to assist with everything from allergies to digestive health. Here are just a few of the health issues they have been found to help:

Blood Pressure

Helps to lower cholesterol

Urinary Health

Promotes urinary health

Immunity

Promotes urinary health

Digestive Health

Helps balance acids in your stomach

Women's Health

Prevents vaginal infections

Obesity

Promotes weight loss

Dental Health

Promotes oral health

Allergies

Strengthens resistance to allergies

While studies are still in the works, research points to the healing and strengthening effects of probiotics. And, lucky for us, probiotics can be found in delicious fermented foods!

Here at Onggi, we believe you deserve the best health and happiness. That's why we deliver a box of mouthwatering fermented foods to your home - every month.



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We can't wait to give you the well being you deserve.

**Cheers,
The Team at Onggi**

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Health Delivered to Doorstep

We get it.

It's not easy to eat healthy foods.

It's confusing, overwhelming, and time-consuming. Especially if you're looking for something sophisticated like delicious foods packed with nutritious probiotics.

With your busy lifestyle, it may not be so easy to whip up the delicious, fermented foods you want.

- I. Onggi gets you the yummy and life-changing foods you love.
- II. At a friendly rate that won't break the bank.
- III. Delivered right to your doorstep every month.

We source the most natural, local, and mouthwatering selections - and ship them right to you each month. No work. No hassle. Just great, healthful food that excites your senses and reignites your body.

This way, you can enjoy a tasty surprise that makes your whole self feel great.



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We can't wait to have you with us.

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Hey There!

Your body is important. It's the place you are going to live for the rest of your life! Here are three delicious fermented foods to look out for next time you're at the grocery store.

Sauerkraut

This form of fermented cabbage packs tons of beneficial probiotics. According to the Institute for Integrative Medicine at the University of Witten in Germany, sauerkraut can be traced back as an important food source to the fourth century B.C.

Yogurt

Yogurt is delicious, and it's packed with calcium, vitamin B-2, vitamin B-12, potassium, magnesium, and apart from that - it's a fermented food, so filled with healthful probiotics. Even better, yogurt is a treat at any time of day, whether as a breakfast food with granola and bananas, as a mid-afternoon snack, or as a dessert with fresh or frozen berries.

Chocolate

Dark chocolate, and raw cacao in particular, is rich in natural probiotics. Cacao beans are fermented after harvest, which releases the delicious taste you associate with chocolate. Even better, cacao is a strong source of iron, magnesium, zinc, and B vitamins.

We dare you to go out there and try each of these three delicious fermented treats.



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Here's to your health and happiness!

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Hey There!

Tempeh is a traditional fermented food originating from Indonesia. It's made from naturally fermented soybeans and it's full of probiotics, but it also contains all the essential amino acids.

Tempeh is unique among major traditional soy foods in that it is the only one that did not originate from Greater Chinese cuisine. It's also one of the foods we can deliver to you with your Onggi monthly subscription box

Although tempeh is made from soy, it has a unique taste and is mildly flavorful on its own, unlike tofu. Keep in mind that we do not recommend eating soybeans unless they are fermented.

Many vegetarian and vegan recipes use tempeh as a meat substitute when making stir-fries, sandwiches or chili. Tempeh has a textured and nutty flavor with a very firm texture which doesn't easily crumble. Tempeh is a high-protein, relatively low-fat and cholesterol-free food perfect for vegetarians, vegans, or anyone looking for a low-fat and heart-healthy source of protein.

What is the nutritional value of tempeh? With Onggi, one serving of tempeh (100 grams) provides around 200 calories, 18.2 grams of protein (that's even more protein per gram than tofu!), and 10% of the RDA of both calcium and iron. Tempeh is a naturally cholesterol-free food, as are all vegan foods.



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Hey There!

Take your taste buds on a healthy adventure! Onggi (On-gee) offers a new and somewhat exotic way of snacking with fermented foods.

Many vegetarian and vegan recipes use tempeh as a meat substitute when making stir-fries, sandwiches or chili. Tempeh has a textured and nutty flavor with a very firm texture which doesn't easily crumble. Tempeh is a high-protein, relatively low-fat and cholesterol-free food perfect for vegetarians, vegans, or anyone looking for a low-fat and heart-healthy source of protein.

Here are some of the many health benefits that you should know about:

- I. Natto is especially rich in vitamin K2, which could reduce bone loss in post-menopausal women by as much as 80 per cent.
- II. Fermented soybeans such as natto contain Vitamin PQQ, which is very important for the skin. PQQ in human tissues is derived mainly from diet.
- III. Natto increases the health and strength of your skin, heart and bones.
- IV. Vitamin K is repeatedly shown to reduce blood clots by slowing arterial calcification, enhance liver function and encourage the flow of urine.
- V. Unlike many foods that are only rich in Vitamin K1, natto is rich in both types of Vitamin K.
- VI. Vitamin K1 is found in green leafy vegetables and makes up about 90 per cent of the vitamin K in a typical Western diet. Vitamin K2 isn't produced in plants, but by various types of bacteria. It makes up only about 10 per cent of Western vitamin K consumption.
- VII. Vitamin K2 has a better bioavailability than K1. Studies show that this molecule remains in the body for a longer period and is more effective at lower doses, hence it is much more bio-effective.

Now that you know the vitality secret the Japanese have known for a thousand years, order YOUR monthly subscription box today.



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Hey There!

You may have heard of the tasty drink kefir and wondered just what in world it is. Well, kefir is a unique cultured dairy product that's one of the most probiotic-rich foods on the planet, and kefir benefits are incredible for healing issues like leaky gut.

Kefir is made using starter "grains", which in reality are a combination of bacteria and yeasts that interact with the milk to make the lightly fermented drink that even lactose intolerant people can drink! It can be made from any source of milk, such as goat, sheep, cow, soy, rice or coconut. It can even be made using coconut water. Scientifically speaking, kefir grains contain a complex microbial symbiotic mixture of lactic acid bacteria and yeasts in a polysaccharide-protein matrix. Read on to see how this can benefit your health.

You can give your main digestive passageway in the body, an easy boost with kefir. This nutrient- and probiotic-packed drink holds the key to helping improve many immune and digestive linked health issues. Tabbed as an "it" health food of the 21st century, kefir is a probiotic food that contains many bioactive compounds, including as many as 30 strains of good bacteria that help fight against tumors, bacteria, carcinogens and more.

Its unique name comes from the Turkish work "keif", which means "good feeling" and with Onggi you can just enjoy that good feeling.

For centuries, it's been used in European and Asian folk medicine due to the wide variety of conditions it's been known to cure. When it's of high quality like the varieties of kefir we have to offer, it could definitely become one of your favorite drinks and, after reading this email, I hope that you consider including it into your monthly subscription box and maintaining a regular natural health regimen.



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Your Health. Delivered.

Hey There!

We are Onggi and our mission is a new concept to deliver a variety of healthy fermented foods directly to your home. We think that you might be interested.

Onggi (on-gee) is the creation of Eliot Goodwin, a husband, a father of two daughters, a lover of the outdoors, farming, entrepreneurship, and idealism.

We are delivering a package of fermented goods to customers on a monthly subscription basis. Onggi is a business that respects the environment and the people that live in it. For these reasons, employing differently-abled individuals is important to our company's mission as these individuals are far more likely to be unemployed and often suffer from illnesses which are better managed through healthy eating which we provide.

Our goal is to deliver nationwide, to all states. So, that's why we've started Onggi's Kickstarter campaign. We're gathering funds so we could deliver healthy fermented foods, which are considered a traditional medicine throughout various part of the globe. Fermented foods are a great help for various conditions, and yes it's scientifically proven.

Our Kickstarter campaign is reaching its end, so we would appreciate it greatly if you could make a contribution to our Kickstarter below:

Kickstarter Campaign



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Thank you for your time and please let us know if you have any questions.

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Hey There!

If you haven't been cooking with miso, then you've been seriously missing out. The salty paste can amp up just about any boring dish, and it's also quite good for you. Here's what you need to know:

Miso paste is made from a mixture of soy beans, rice or barley that has been fermented with salt, water and a fungus. But before you get grossed out by the fungus part, you should know that it carries quite a few health benefits since it's packed with protein, vitamins and minerals. It is a thick paste-like substance with a brownish and sometimes reddish color and tastes extremely salty and tangy on its own. Take a little bite if you're curious, but miso is not meant to be eaten plain out of the container like hummus, in fact there are many healthy recipes that you could prepare with it!

While the most common use of miso is in Japanese-style miso soup recipes and other Japanese food dishes, miso also adds a unique burst of flavor to sauces and marinades, baked tofu, or vegetable dishes.



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A Taste Of Kimchi

Hey There!

The delicious Korean tradition called kimchi is used in everything from soups to pancakes, and as a topping on pizza and burgers.

Why to try it: Kimchi (or kimchee) is loaded with vitamins A, B, and C, but its biggest benefit may be in its "healthy bacteria" called lactobacilli, found in fermented foods like kimchi and yogurt. This good bacteria helps with digestion, plus it seems to help stop and even prevent yeast infections, according to numerous scientific studies.

Traditionally, in Korea kimchi is part of a healthy high-fiber, low-fat diet that has kept obesity at bay. Kimchi also is used in everything from soups to pancakes, and as a topping on pizza and burgers. Koreans eat so much of this super-spicy condiment (40 pounds of it per person each year) that natives say "kimchi" instead of "cheese" when getting their pictures taken. The reddish fermented cabbage (and sometimes radish) dish—made with a mix of garlic, salt, vinegar, chile peppers, and other spices—is served at every meal, either alone or mixed with rice or noodles.

And more good news: Some studies show fermented cabbage has compounds that may prevent the growth of cancer.

Still considering whether to subscribe to Onggi's monthly box of fermented goodness?

Kickstarter Campaign



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Hey There!

We're hard at work seeking financing for CENTS, and one of the ways we plan to raise money for our budget is through Kickstarter. For those of you unfamiliar with the site, Kickstarter is a crowdfunding website where creative projects, like Onggi, can launch campaigns to raise money. Project creators set a fundraising goal and a time limit, then reach out to their networks to raise money in exchange for rewards. The most popular Kickstarter donation amount is \$25, and contributions average \$70 across campaigns.

Onggi will be a business that respects the environment and the people that live in it. For these reasons employing differently-abled individuals is important to our company mission as these individuals are far more likely to be un- or under-employed and often suffer from illnesses which are better managed through healthy eating. Our goal is to deliver nation-wide, to all states. Our goal is to make a health revolution.

After researching crowdfunding, we have discovered that Kickstarter's "all-or-nothing" approach creates a sense of urgency that leads to successful campaigns. When someone backs a Kickstarter campaign, that person becomes invested in the success of the campaign itself and we at Onggi appreciate all of your efforts. So, as a campaign gets closer to its deadline, backers become a powerful network to find more support for the campaign to push it over its goal. Kickstarter campaigns are successful not just because of the financial support of backers, but also because of the efforts of backers to help a campaign reach its goal in the final days of our revolutionary campaign.

We at Onggi will be delivering locally sourced fermented products right to those who enjoy its health and taste benefits without the hassle of making it yourself, although you should still do that from time to time, or being the test case for good product.

Our goal is to make a healthy food revolution and that's why we need your help!

Our Kickstarter campaign is reaching its end, so we would appreciate it greatly if you could make a contribution to our Kickstarter below:

[Kickstarter Campaign](#)



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Thank you for your time and please let us know if you have any questions

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Hey There!

Known as the “Immortal Health Elixir” by the Chinese and originating in the Far East around 2,000 years ago, kombucha is a beverage with tremendous health benefits extending to your heart, your brain and (especially) your gut.

Kombucha is a fermented beverage consisting of black tea and sugar (from various sources, including cane sugar, fruit or honey) that’s used as a functional, probiotic food. It contains a colony of bacteria and yeast that are responsible for initiating the fermentation process once combined with sugar.

How does this ancient drink make such a huge difference in your body?

Due to the fermentation process involved in creating kombucha, it contains a large number of healthy bacteria known as probiotics. These bacteria line your digestive tract and support your immune system, as they absorb nutrients and fight infection and illness.

Since 80 percent of your immune system is located in your gut, and the digestive system is the second largest part of your neurological system, it’s no surprise that the gut is considered the “second brain”.

What Is Kombucha?

After fermentation, kombucha becomes carbonated and contains vinegar, B vitamins, enzymes, probiotics and a high concentration of acid (acetic, gluconic and lactic). These bacteria are known as “cellulose-producing bacteria,” meaning they produce cellulose, which acts as a shield to cells.

The sugar-tea solution is fermented by bacteria and yeast commonly known as a “SCOBY” (symbiotic colony of bacteria and yeast). Although it’s usually made with black tea, kombucha can also be made with green teas. Contrary to common claims, a SCOBY is not a kombucha mushroom.

Some people find it a healthier substitute for sodas, satisfying that craving for a fizzy drink. There are even some soda-flavored varieties — but watch the sugar content.



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Why is Sourdough bread healthier



Hey There!

One of the most commonly asked questions I get asked is why can I digest Sourdough bread, but not ordinary commercial bread? There are many reasons, and the answer for each person is different.

However research, often linked with IBS, indicates that the principal storage of phosphorus in seeds is found in the bran part of wheat and is called phytic acid can be a cause for digestive discomfort and bloating. In humans, and animals with one stomach, this phytic acid inhibits enzymes which are needed for the breakdown of proteins and starch in the stomach. It is this lack of enzymes which results in digestive difficulties. Ironically, commercially produced whole grain bread, generally perceived as "healthy," is often the worst thing a person with a wheat intolerance should eat.

Luckily we have an ally, sourdough. The wild yeast and lactobacillus in the leaven neutralise the phytic acid as the bread proves through the acidification of the dough. This prevents the effects of the phytic acid and makes the bread easier for us to digest. These phytic acid molecules bind with other minerals, such as calcium, magnesium, iron and zinc, which make these important nutrients unavailable to us. Long slow fermentation of wheat can reduce phytates by up to 90%. There is an interesting study that compares the effects of different leavens (yeast, sourdough, and a mixture of both) on phytic acid degradation which assessed the repercussions of phytic acid breakdown on phosphorus and magnesium solubility during bread-making, that showed Sourdough fermentation was much more efficient than yeast fermentation in reducing the phytate content in whole wheat bread (-62 and -38%, respectively). The lactic acid bacteria present in sourdough enhanced acidification, which lead to increased magnesium and phosphorus solubility.

Check out our variety of the healthiest sourdough breads at our website at

www.onggigoodness.com



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Surprise!

Hey There!

Okay, surprises shouldn't be just for kids. And they shouldn't be just once each year.

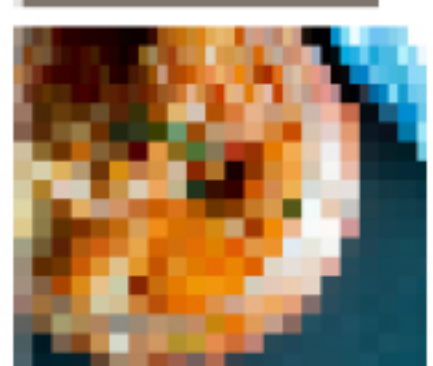
You deserve surprises too! And you deserve them - yes - as often as possible.

That's where Onggi comes in. You'll get a box every month that's packed with a variety of fermented treats - from yogurt and kimchi, to chocolate and tea

- I. Sweet and savory treats
- II. Different each month
- III. Sourced from the best regional fermenters

Finally, you get a monthly surprise that lightens your step, keeps you happily munching, and helps you gain the long-term health that will transform your life.

All this, for only \$ _____ per month.



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Here's to you, and your health and happiness.

Happy Eating!
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