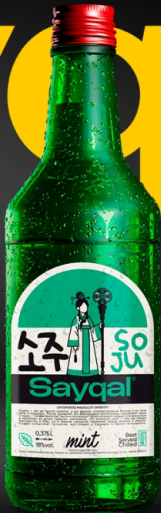


Sayqal



Sayqal®

Situation

Interest in South Korean culture is rapidly growing in Uzbekistan – from dramas and music to gastronomy. Along with this trend comes demand for soju, yet imported options, burdened with high markups, remain out of reach for most target consumers.

Challenge

Premium Uzbekistan saw an opportunity to offer the audience a high-quality product at an accessible price. The task was to create a new soju brand that would:

- ➡ Capture the interest of the target audience;
- ➡ Preserve authenticity and respect for Korean traditions;
- ➡ Look more premium than imported alternatives without being overwhelming;
- ➡ Spark curiosity even among those unfamiliar with soju.

Solution

This is how the brand SAYQAL ("refinement/perfection") was born. At its core lies an original natural recipe and a visual concept inspired by the culture of 6th-century Korea. The main characters of the identity – Hwarang and Wonhwa, symbols of masculine strength and feminine harmony – became the centerpiece of the design. Their modern-styled illustrations, paired with legends on the labels, reveal their deeper meaning for the brand. This approach bridges history and modernity, making the product both authentic and exciting for a new audience.

Result

SAYQAL successfully launched on the market and is already available in Tashkent and other major cities across the country. The product made Korean soju accessible without sacrificing its premium feel, becoming a new symbol of the cultural bridge between Korea and Uzbekistan.





Hwarang

Hwarang are more than just warriors.

They first appeared in the Kingdom of Silla (Korea / 6th century, around 520–540 AD) as a special brotherhood of young aristocrats trained both in combat and in the arts of spirit and culture. The Hwarang combined martial mastery with philosophy: they learned the art of war, but also studied poetry, music, meditation, and harmony with nature. Their code was built on loyalty, courage, respect for elders, care for the people, and a pursuit of justice. For them, strength was not limited to the battlefield – it was a way of honor, brotherhood, and the beauty of spirit. Even today, the legacy of the Hwarang inspires as a symbol of wisdom, harmony, and inner strength that has endured for more than 1,500 years.

Wonhwa

Wonhwa are a story of feminine strength and wisdom.

They appeared in the Kingdom of Silla (Korea / 6th century, around 590 AD) as a community of noble women whose role was to inspire, guide, and support the warriors. The Wonhwa embodied both beauty and resilience of spirit. They shaped moral values, nurtured the art of harmony, and represented the ideal union of wisdom and courage. For the people of Silla, the Wonhwa became a symbol of feminine grace, inner strength, and the ability to lead with inspiration. And today, their image lives on as a reminder that true power is born where strength, wisdom, and inspiration come together.



Соджу — это не просто напиток, а живая история, передающаяся из поколения в поколение. В каждой капле — уважение к традициям и глубина корейской души. Чести и гармонии — символы истинного вкуса. Где соджу становилось символом братства и единения. Это традиция, которая живет и сегодня, ведь соджу — это больше, чем просто вкус. Это связь времен, уважение к культуре и теплоты воспоминания, которое останется с Вами навсегда.

LIKORAROG MAHSULOTI (APERITIF)

0,375L
18%vol.

classic

Best Served Chilled

PREMIUM UZBEKISTAN SOJU
KODOL O'ZBEKISTON RESPUBLIKASI, TOSHKENT SH., YAKHROBOQ TUNNARI, FARG'ONA YULI KO'CHASI 23-35. TEL.: +998 (78) 550-18-73



Соджу — это не просто напиток, а живая история, передающаяся из поколения в поколение. В каждой капле — уважение к традициям и глубина корейской души. Чести и гармонии — символы истинного вкуса. Где соджу становилось символом братства и единения. Это традиция, которая живет и сегодня, ведь соджу — это больше, чем просто вкус. Это связь времен, уважение к культуре и теплоты воспоминания, которое останется с Вами навсегда.

LIKORAROG MAHSULOTI (APERITIF)

0,375L
18%vol.

citrus

Best Served Chilled

PREMIUM UZBEKISTAN SOJU
KODOL O'ZBEKISTON RESPUBLIKASI, TOSHKENT SH., YAKHROBOQ TUNNARI, FARG'ONA YULI KO'CHASI 23-35. TEL.: +998 (78) 550-18-73



Соджу — это не просто напиток, а дух войны, сопровождавший подвиги наших предков. После сражения эти благородные воины, жаждя покоем и напоены их душой предков, молчаливо, что истинное счастье — это не только настоящее, но и умение находить гармонию между прошлым и будущим. Соджу соединяет прошлое, настоящее и будущее в одном мгновении.

LIKORAROG MAHSULOTI (APERITIF)

0,375L
18%vol.

mint

Best Served Chilled

PREMIUM UZBEKISTAN SOJU
KODOL O'ZBEKISTON RESPUBLIKASI, TOSHKENT SH., YAKHROBOQ TUNNARI, FARG'ONA YULI KO'CHASI 23-35. TEL.: +998 (78) 550-18-73





The Law of the Republic of Uzbekistan "On Restricting the Distribution and Consumption of Alcohol and Tobacco Products" dated October 5, 2011 (No. ZRU-302), which entered into force on April 7, 2012, establishes an explicit requirement: **the packaging of alcoholic beverages must contain a medical warning (in textual and/or graphical form)**

covering not less than 40% of the label area.





 Thanks for watching!