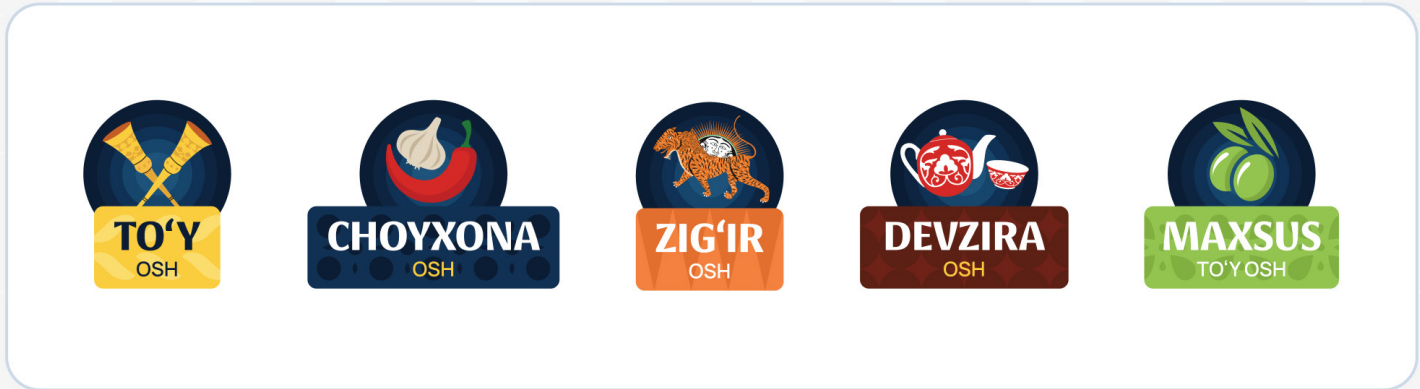




BESHQOZON
OSH - BU BIZ



Context
In Uzbekistan, plov is a cultural code of unity and tradition. Founded in 1999, Beshqozon grew into the market leader but was still seen as a single local restaurant. Main barriers: perception tied to Yunusabad branch, stereotype of “too expensive,” no brand identity or scalable system, copycats inside and outside Uzbekistan.

Challenge
Transform Beshqozon from a popular spot into the first national fast-casual plov chain. Break stereotypes and build a scalable identity for growth.

Strategy
Core cultural insight: plov is always shared from hand to hand. Central brand idea: Plov — it's us. Key brand system: five-circle logo (unity & harmony), modern typeface inspired by Uzbek design, reimagined patterns rooted in tradition, scalable formats — Express, Delivery, Catering, Festival.

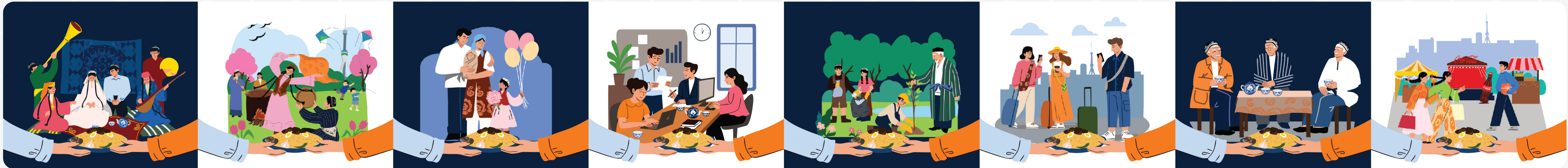


Launch
Rebrand unveiled at the country's largest food festival. 20,000+ guests engaged through installations, tastings, and a Coca-Cola collaboration. For the first time, Beshqozon positioned itself as a cultural platform.

Results & Outlook
Shifted perception: no longer just a local restaurant but a fast-casual chain. The “expensive plov” stereotype was broken; prices now seen as accessible. Next steps: opening the 5th branch, first food court format, and airline partnership. Foundation built for national expansion.

Conclusion
Beshqozon evolved from a local legend into a modern cultural platform. A brand that unites heritage, scale, and the future of Uzbek cuisine.

WE ARE OSH



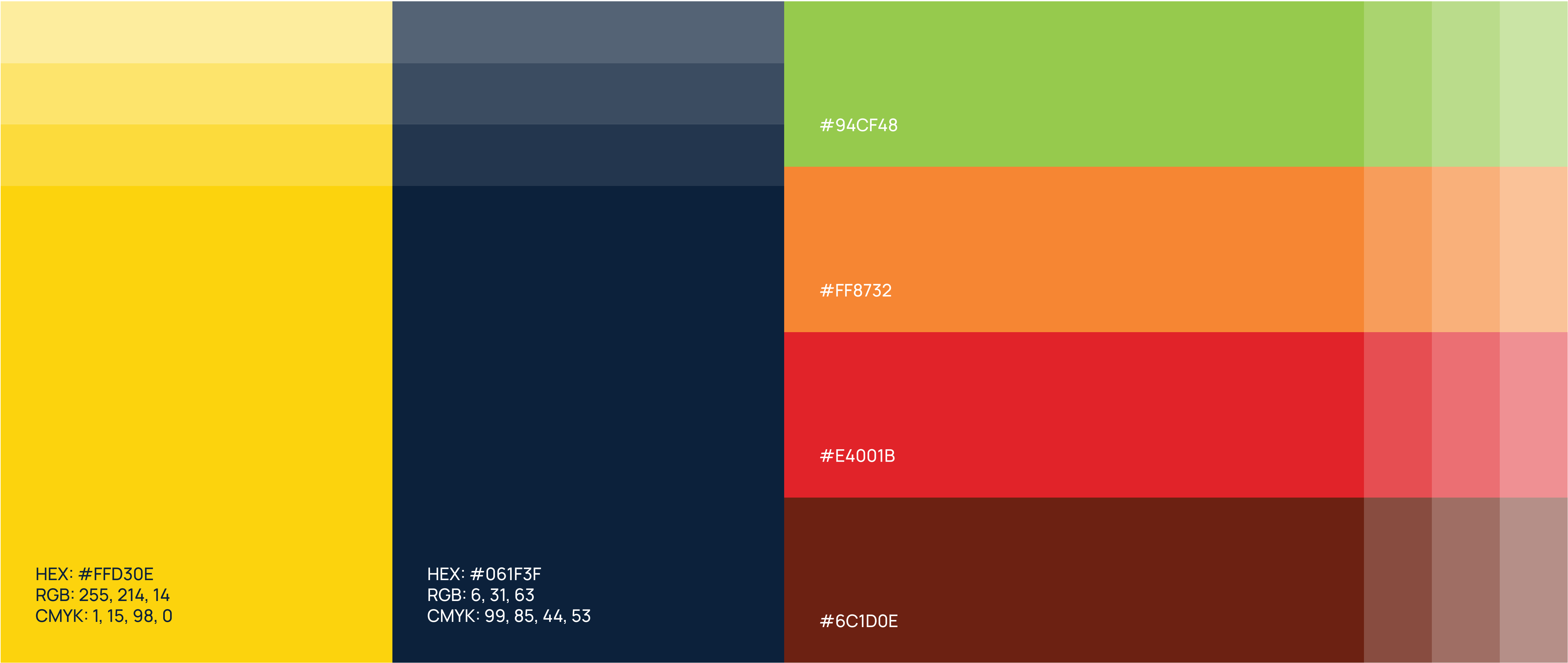
Logotype



Brand logo set



Brand colors

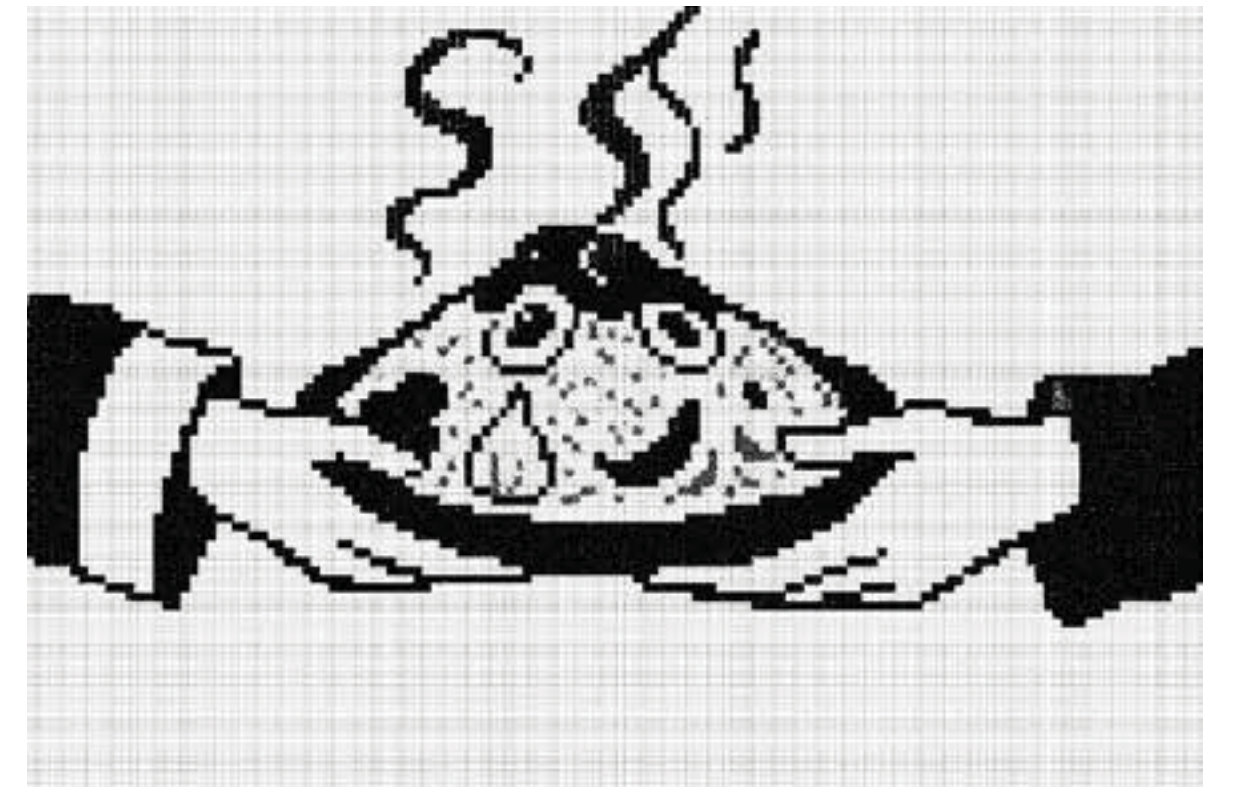


Pattern





Brand key visuals



Brand visual symbols guide



Branches

BESHQOZON
Teleminora

BESHQOZON
Nurafshon

BESHQOZON
Glinka

BESHQOZON
Sergeli

Categories

BESHQOZON
EXPRESS

BESHQOZON
DELIVERY

BESHQOZON
CATERING

Pilaf types



Events

The world
PILAF by BESHQOZON
FESTIVAL!







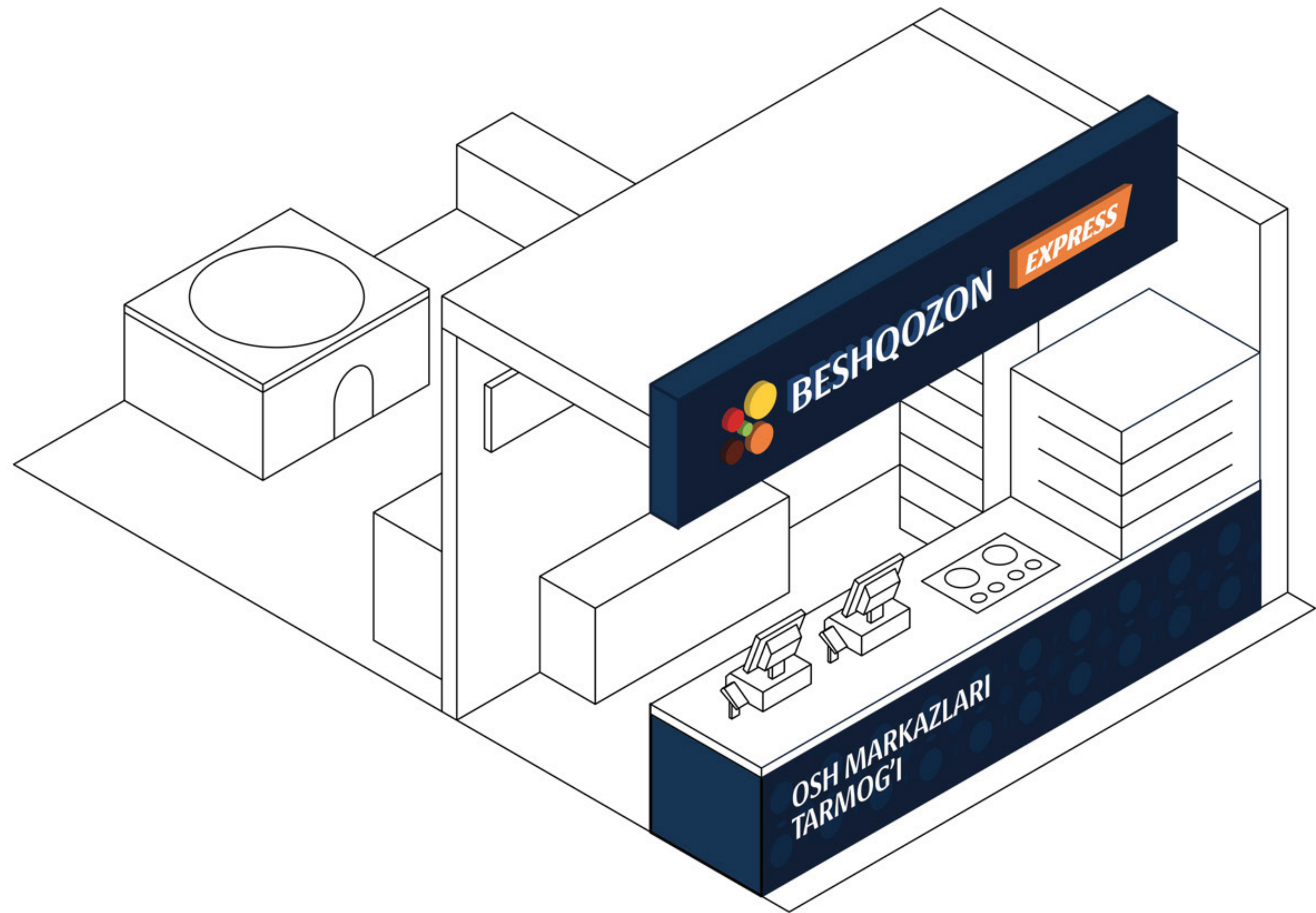




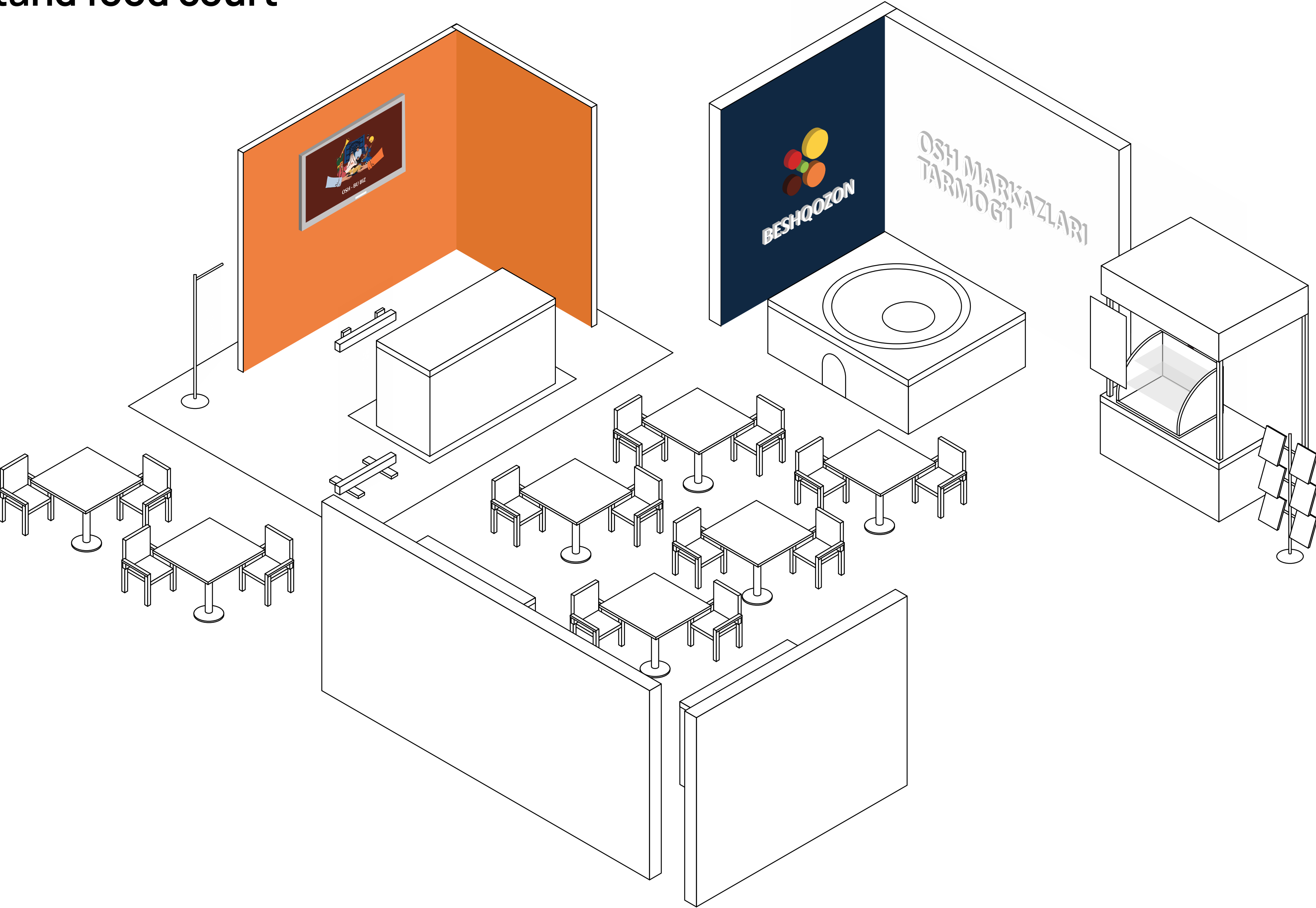




Planning of fast food style Beshqozon



Stand food court





Standart: 46 000 44 000
Komplekt: 61 000 59 000

Komplekt osh
qaylagi masalardan
o'z ichiga oladi:



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o'z ichiga oladi:



Qo'shimchalar

Qalampir	1 000
Do'lma	3 000
Qazi	8 000
Go'sht qo'shimcha	25 000
Bedana tuxum	2 000
Non	7 000 / 3 500

Somsalar

Tovuqli	8 000
Go'shtli	10 000
Sabzavotli	10 000

Salatlar

Achchiq chuchuk katta	15 000
Achchiq chuchuk kichik	10 000
Svejiy assorti	20 000
Svejiy salat	15 000
Sous	7 000
Marinad bodring	10 000
Tuzlama assorti	10 000
Bodring tomatli	10 000

Marinad assorti	10 000
G'irob	10 000
Oatiq	10 000
Suzma	10 000
Chiroqchi	15 000
Oatiqli salat	10 000
Limon	

Ichimlik

Kompr
Ice t
Sh



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Limon	

Ichimlik

Kompr
Ice t
Sh

Social media designs



Beshqozon
Toshkent

O'rta osiyo osh markazi







Beshqozon
Toshkent



Do'stlar davrasida
choyxona oshga
marxamat

Gap bilan osh pishmas!





Beshqozon
Toshkent

Osh - ko'tarma bosh

Qozon boshida istaganingizdek
qilib suzdiring!







Beshqozon
Toshkent

Navro'z muborak!





Banner

 BESHQOZON

Osh - ko'tarma bosh

Qozon boshida istaganingizdek
qilib suzdiring!

 (71) 200 94 44

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choyxona oshga
marxamat

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