



OVERVIEW

In Uzbekistan, there is a word — “Gurung.” It describes the moment when friends gather together: with a teapot on the table or a pack of sunflower seeds in hand. It’s where news is shared, football is debated, and laughter flows. Gurung is friendship, energy, and a living conversation.

We transformed this atmosphere into the brand Gurung Snacks — kurut, sunflower seeds, nuts, pistachios. Simple products that are always there in such moments.

2025 was a special year: Uzbekistan’s national team qualified for the World Cup for the first time. We combined this triumph with the culture of “gurung” and turned football players into the superheroes of the brand. On the packaging, they come to life in anime and comic-book style.

To engage young people, we added gamification: collectible cards with football players. They can be collected, traded, and argued over when building teams. This is no longer just a snack — it’s part of the football movement.

Gurung Snacks strengthens associations with football, sparks interest in the national team, builds the habit of collecting cards, and reinforces the image of a national brand. For business, it’s an opportunity to grow sales, launch collaborations, and turn a simple pack into a symbol of pride for the country.









FRONT SIDE



PRODUCED IN
UZBEKISTAN



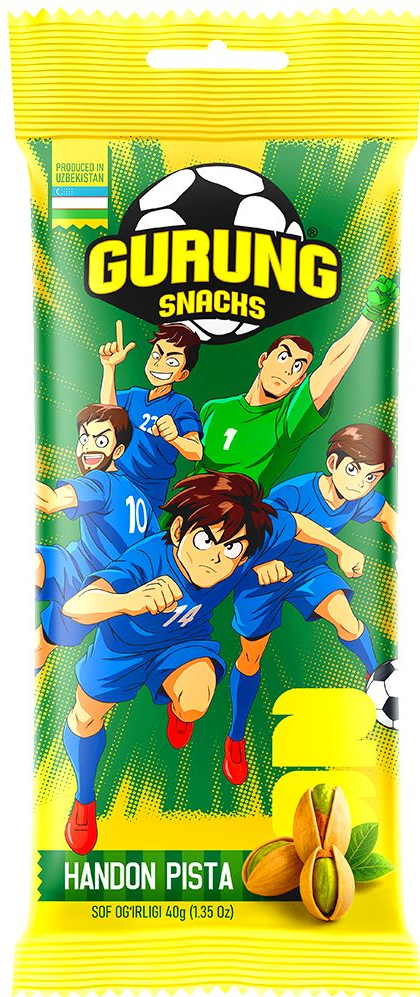
BODOM

SOF OG'IRLIGI 40g (1.35 Oz)



BACK SIDE



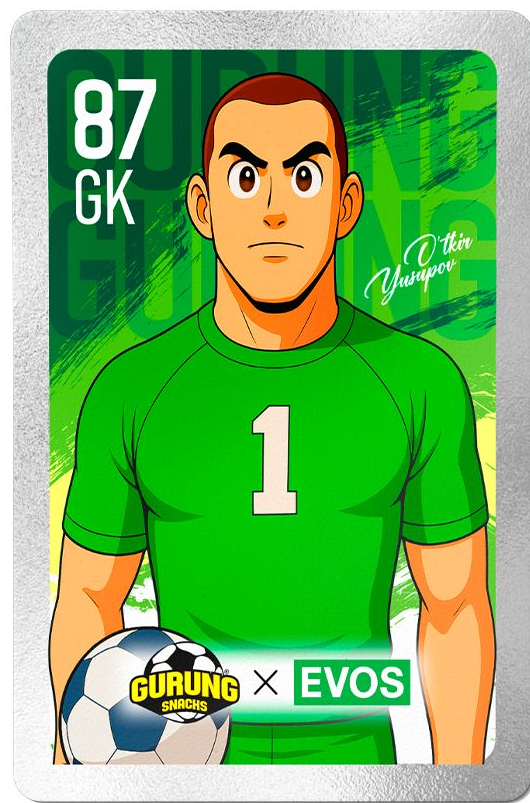
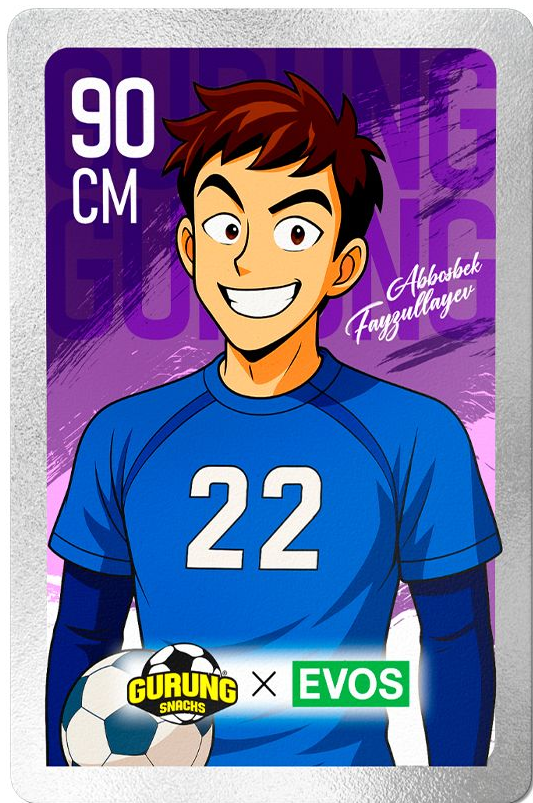
















50%
CHEGIRMA



SHOSHILING!

