



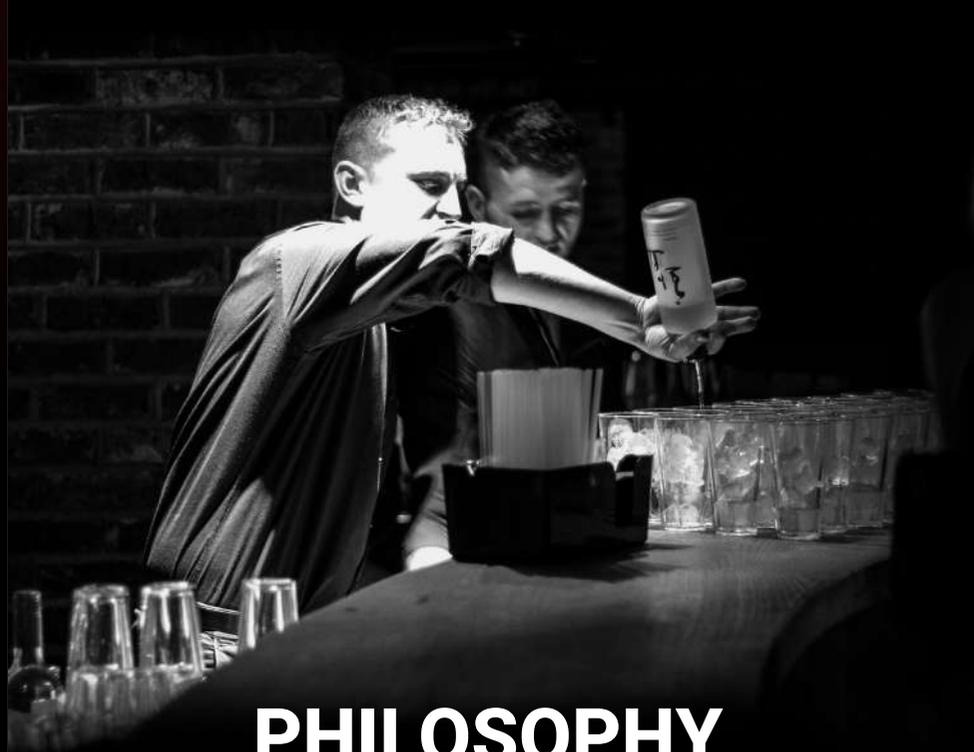
火豆

燒



No.1 Korean Premium Spirit

HWAYO



PHILOSOPHY

Tradition, Past, Innovation and Future coexist in HWAYO.

New Paradigm of Korean Soju made by HWAYO

We are building a new drinking culture to enjoy premium drinks with good food. To regain the spirit of tradition and to know our identity is HWAYO's Drink Spirit.



Precious drink governed by fire.

The name HWAYO(火堯) comes from the root of the word "So (소, 燒)" in "Soju (소주, 燒酒)".

The symbols within the character of "So (소, 燒)" can be broken into two parts: "HWA (火)" represents fire and "YO (堯)" signifies a high and noble object. Putting these two words together gives the name of the best distilled spirits in Korea, HWAYO(火堯).



PURITY

HWAYO is made by the purity
of nature.



Only 100% Korean rice and natural rock water

Distilled with 100% Korean rice and natural rock collected from 150-meter deep underground. You can feel the unique and rich scent of rice.

Cultivated Microbe

HWAYO keeps the clean taste without any stench by using cultivated microbe.

No artificial additives

HWAYO is more than just a distilled liquor made from the finest ingredients, matured in the breathing Onggi(Korean clay pots). There is no hangover due to no artificial additives added.

SPECIALTY

Our own special manufacturing method presents a deeper flavor and a richer scent.



HWAYO Vacuum Distillation

HWAYO is created by using a cutting edge vacuum distillation method. This modern technique lowers the boiling temperature which eliminates harsh odor, and bitter tastes while capturing more of the vibrant characters of the carefully brewed mash.

Onggi – Maturing

After the fermentation and distillation process, HWAYO is matured in Onggi(microporous Korean clay pots) for 3 months. Onggi maturation allows the spirit to breath soften which enhances the flavors and aromas.

STORY OF HWAYO



BRAND IDENTITY

"HWAYO" calligraphy was presented by artist Kang Byung-In, which represents the beauty of Korean and the identity of Soju. This calligraphy emblemizes a hermit drinking on the rock in the deep forest.

BOTTLE



The design of the bottle reinterprets the modernity and sophistication of the 12th century Goryeo celadon (porcelain) "Chelhwanglyumun Tonghyeongbyeong" designated as National Treasure No. 113. On the surface of the bottle, the natural bend of Korean ceramics is expressed, spirit of the traditional pottery "Kwangjuyo" and it also proudly represents its magnificent stance on the shoulder line.

COLOR



The opaque white bottle was intended to represent rice, a raw material and symbol of Korean food culture. HWAYO 41 and HWAYO add grace to our deep and soft soju.

SYMBOL



Crane sits on the highest place. The embossed carved crane express our strong will to compete with the world's best spirit with the best quality and reach out to the whole world.

HWAYO PRODUCTS

HWAYO was born with the will of making our drink paring with proper Korean food and traditional ceramics. With release of HWAYO, we have created a full line-up of alcohol that can compete with liquors around the world, such as wine, shochu, vodka, kaoliang, whiskey and etc.



HWAYO 17

200ml, 375ml, 750ml

“A remarkable experience for the high-end spirit consumer”

HWAYO17 thrives with spirit and wine drinkers alike – particularly low proof spirit and white wine enthusiasts. At 17% ABV, HWAYO17 is the softest offering in the HWAYO lineup. HWAYO17 exhibits its best qualities when chilled.

Alc. 17%

Pairing Tip : mild, light-spiced or refreshing food.



White meat sashimi
Salad, Taco wasabi

HWAYO 25

200ml, 375ml, 500ml, 750ml

“A perfect balance of innocence and exclusivity”

HWAYO25 is rich with characteristic aroma and flavor of Korean Rice. HWAYO25 pairs well with a variety of food and can be enjoyed chilled, warmed, or in cocktails as a replacement for gin or vodka.

Alc. 25%

Pairing Tip : various food.



Red meat sashimi, Lobster,
Steamed Clam

HWAYO 41

200ml, 375ml, 500ml, 750ml

“An exceptional spirit for distinguished events”

HWAYO41 is rich and complex yet delicate. It is unbelievably smooth for its high alcohol proof. HWAYO41 is celebrated as a unique cocktail base by mixologists around the world.

Alc. 41%

Pairing Tip : mild, light-spiced or refreshing food.



Sweet and Sour Pork
(Tangsuyuk), Smoked
Duck, Rib, Eel, Steak

HWAYO 53

200ml, 500ml, 750ml

“A celebration of both power and finesse”

HWAYO53 is a high proof premium rice spirit. A unique balance of intensity and finesse, HWAYO53 offers an experience unlike any other.

The dragon design on the bottle symbolizes nobility, wealth, and good fortune.

Alc. 53%

Pairing Tip : strong sauce or greasy, flavorful dishes.



Peking duck, Ginseng
Chicken Soup (Insam
Samgyetang), Nabe,
Lamb Chop

HWAYO X.Premium

200ml, 500ml, 750ml

“Top class Single Rice Whisky”

HWAYO XP is a Single Rice Whisky created by maturing the undiluted HWAYO Rice Spirit in both American oak and ex-bourbon barrels. Rich, refined, and uniquely complex, HWAYO X.Premium possesses a long and smooth finish.

Alc. 41%

Pairing Tip : Cuban cigar and single shots recommended rather than paring with food.



Cheese, Nuts

QUALITY OF HWAYO



- 2007 IWSC(International Wine & Spirit Competition), **Bronze** (HWAYO 41, HWAYO 25)
Monde Selection, **Gold** (HWAYO 41, HWAYO 25)
- 2008 Gyeonggi-do traditional liquor competition, **Grand Prize**
- 2010 The Korea Sool Grand Festival, **Grand Prize** (Distilled Soju)
The Korea Sool Grand Festival, **Package Design award**
G20 Signature Cocktail
The 13th International Symposium on Wine and Traditional liquor, **Gold** (HWAYO 41), **Silver** (HWAYO 25)
- 2011 Awarded prize for 'Outstanding Rice Processed Product TOP10' from Minister for Food, Agriculture, Forestry and Fisheries of Korea
- 2012 Korea Sool Grand Festival, **Excellence Award** (Distilled Soju)
'Liquor Quality Certification' Obtained for the very first in Distilled Soju (HWAYO 17, HWAYO 25, HWAYO 41)
- 2013 RedDot Design Award Winner in Communication Design
Korea Rice Foodstuff **Encouragement Award**
Korea Rice Foodstuff **Silver Award**
The very first Distilled Soju to obtain 'Liquor Quality Certification' (국가지정 - 가 - 79호)
- 2014 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 25)
- 2015 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 41, HWAYO 25)
- 2016 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 41, HWAYO 25)
- 2017 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 41)
- 2018 The Korean traditional liquor Best Trophy
1st (HWAYO 41), 2nd (HWAYO X.P)
The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 25, 41)
RFA(The Korean Rice Foodstuffs Assosiation) TOP10 Rice Foodstuff, **Excellence Award** (HWAYO 41)
- 2019 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 25)
HWAYO25 nominated to TOP10 from the Korean Rice Foodstuffs award
- 2020 Nominated to 2nd Brand K (First nominee in liquor industry)
The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 25, HWAYO 41)
- 2021 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 41)
HWAYO41 nominated to TOP10 from the Korean Rice Foodstuffs award
- 2022 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 25, 41)
- 2023 The Korea Alcoholic Beverage Awards, **Grand Prize** (HWAYO 41)



IWSC, Bronze



Monde Selection, Gold



G20 Signature Cocktail



reddot design award winner



Korean Liquor Quality Certification



Brand K



Korea Alcoholic Beverage Awards, Grand Prize



농림축산식품부 인정 Korea Rice Foodstuff TOP 10

HWAYO SMART PRODUCTION



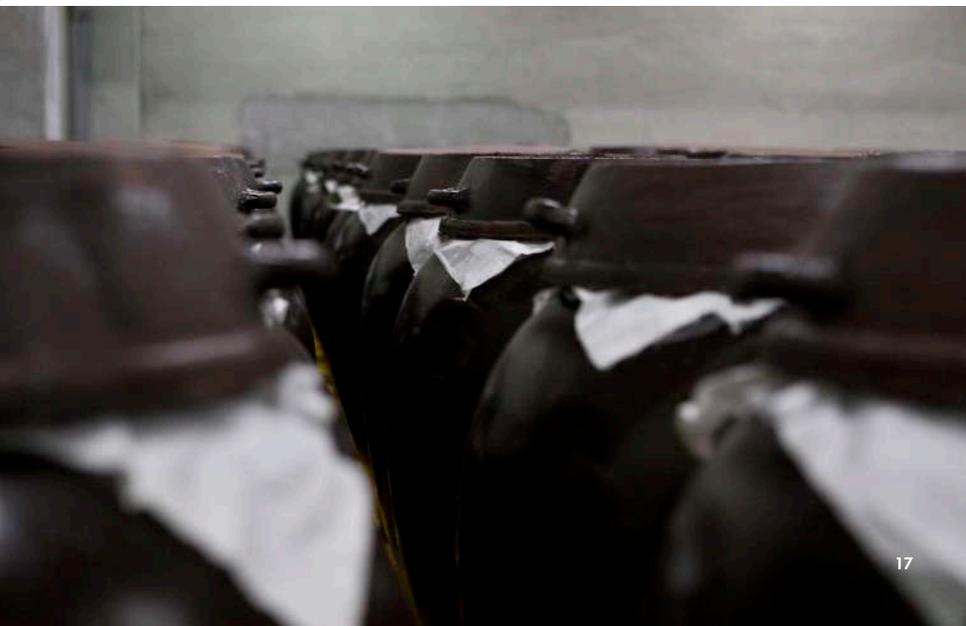
HWAYO, Adopting 'Smart Factory system' for manufacturing processes

HWAYO adopted 'Smart Factory system' which automates all manufacturing process from rice warehousing to packaging. It monitors and automatically controls the working environment. HWAYO is the first company to adopt this system among other liquor brands, which gives a strong competitiveness among other brands globally.



HWAYO received HACCP certification

Korean premium soju HWAYO, has received HACCP (Criteria for certification of food safety management) certification. Hazard Analysis Critical Control Points (HACCP) is an internationally recognized method of identifying and managing food safety related risk. Through HACCP certification, HWAYO is considered to have raised the safety of the quality of liquor to a whole new level.



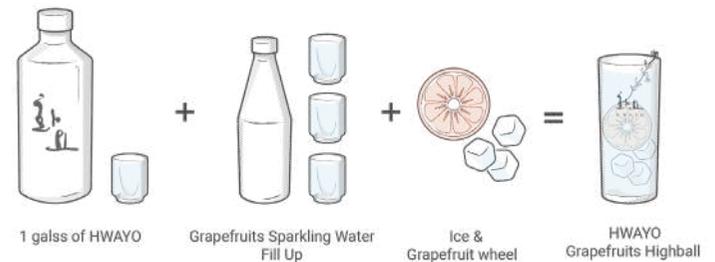
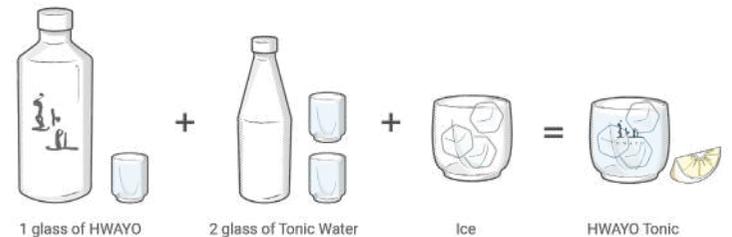
HWAYO COCKTAIL



HWAYO Cocktail

Thanks to its unique rice flavor, HWAYO is perfect for cocktail mixing with various beverages, fruits, and herbs. Enjoy the various flavors and scents of HWAYO with a cocktail recipe that anyone can easily make.

Easy Recipe (Based on shot glass)





HOW TO ENJOY HWAYO



COCKTAIL RECIPE

Scan QR code to find out more HWAYO Home Cocktail recipes!

TRENDY SPIRITS HWAYO

- 01 Water Bomb
- 02 Seoul International Wines & Spirits Expo
- 03 HWAYO Cocktail Championship
- 04 HWAYO brand party at club "Octagon"
- 05 Banyan Tree Club & Spa Seoul, HWAYO pool party
- 06 Alice Cheongdam Bar, Hwayo x Philip Bischoff Guest Bartending
- 07 JW Marriot Seoul 'MOBO Bar'



MOT(Modern On Trade) market entry

Having been called "the outcast" in the Korean liquor industry after experiencing many difficulties with launching and growing, HWAYO has entered the MOT market after the first decade. HWAYO has attracted many domestic and foreign customers at famous clubs such as ANSWER, OCTAGON. Today, HWAYO is competing with world-famous liquors in Le Chamber, Alice Cheongdam, and Soko the greatest bars in Seoul.



DRINK SPIRIT

Representing high class of the Korean



HWAYO THAT THE WORLD DRINKS

HWAYO, which started supplying to the USFK in 2014, starts to get word of mouth abroad. Since then, it has entered the UK's finest grocery department store, Fortnum & Mason, which has a history over 300 years. In British star chef Judy Joo's finest modern Korean restaurant JINJUU, Michelin 3-star restaurant Lung King Heen in Hong Kong, and world-class Chinese restaurant group Hakkasan, Hwayo has captivated the taste buds of people around the world. Hwayo, a premium distilled spirit, is currently exported to more than 20 countries around the world, including the United States, Europe, Asia, and South America.





HWAYO

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Drink Responsibly