

PRESS RELEASE

FOR IMMEDIATE RELEASE

Date of Release: 27 April 2026

FOR MORE INFORMATION

Seung-ho Choi, Foreign Press Spokesperson

TEL: +82-44-201-1120

E-mail: csh9731@korea.kr

Five Korean Traditional Alcoholic Beverage Producers Designated as 2026 Must-Visit Destinations

Sejong, 27 April 2026 — The Ministry of Agriculture, Food and Rural Affairs (MAFRA) and the Korea Agro-Fisheries & Food Trade Corporation (aT) have newly designated five Korean traditional alcoholic beverage producers as premier establishments for 2026. This selection was made under the ‘Visiting Traditional Alcoholic Beverage Producers’ programme.

The Ministry has been implementing the programme since 2013 to foster leading regional alcoholic beverage producers into integrated cultural spaces that combine traditional alcoholic beverage experiences and tourism. A total of 69 producers are currently operating under this scheme. These destinations range from producers evoking old-world charm with over a century of history to modern and refined establishments. They offer visitors unique spaces and experiential programmes that showcase their own distinctive historic value and connections to regional characteristics. In doing so, they broaden public access

to traditional alcoholic beverages and contribute to the revitalisation of local economies.

- Detailed information on premier traditional Korean alcoholic beverage producers may be found on the portal “TheSool.com” (www.thesool.com).

The five newly-designated establishments for 2026 are as follows: Danong Bio (다농바이오) in Chungju-si, Chungcheongbuk-do; Friends’ Liquor Jiranjigyo (친구들의 술 지란지교) in Sunchang-gun, Jeollabuk-do; Han’s Brewery (한영석의 발효 연구소) in Jeongeup-si; Yangpyeong Malgun Sooldoga (양평맑은술도가) in Yangpyeong-gun, Gyeonggi-do; and Good Farmer (착한농부) in Yecheon-gun, Gyeongsangbuk-do.

- Note: Regarding administrative units in the Republic of Korea, “gun” denotes a county below a city, “si” refers to a city, and “do” corresponds to a province.

For the designation, an evaluation committee of private-sector experts conducted a comprehensive assessment of 20 candidates recommended by local governments. The evaluation criteria included historic value, connections with local communities, nearby tourist attractions, possession of the Korean Liquor Quality Certification, and any awards received at traditional Korean alcoholic beverage competitions.

The newly-designated producers will receive tailored consulting regarding alcoholic beverage business and tourism during the year of their designation. This support covers improvements to the physical space environment for production, tasting, and sales; the development of hands-on experiential programmes; the establishment of promotional systems (such as website

creation); and the development of tour programmes linked to local communities.

Previously, the Ministry has provided intensive consulting support for the first two years following a producer's designation. Subsequently, the Ministry has selected two establishments annually and has provided support for them to host 'farm-party' style events. Until recently, as there has been no validity period for the 'premier establishment' status, previously-designated producers were permitted to retain their status indefinitely.

However, from 2026, the Ministry has introduced a three-year validity period for the status of premier traditional Korean alcoholic beverage producers. Accordingly, if previously-designated alcoholic beverage producers maintain their status through the Ministry's eligibility evaluation, they will receive financial support for improvements to the physical space environment of their facilities, as well as for the development of hands-on experiential programmes, based on local governments' evaluations. The funding structure consists of the Ministry's budget (40%), local government budgets (40%), and self-funded expenses (20%).

Through these measures, the Ministry has improved the 'Visiting Traditional Alcoholic Beverage Producers' programme to ensure that designated premier producers can operate in a more sustainable and stable manner.

Meanwhile, this year, 21 out of 24 traditional alcoholic beverage producers have been re-designated as premier establishments. The Ministry will continue to expand its support so that such establishments across the country can grow into key hubs for promoting Korea's traditional liquor culture globally through

the programme.