Ministry of Agriculture, Food and Rural Affairs

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Traditional Korean Alcoholic Beverages Gather Under One Roof As K-Sool Goes Global

A total of 142 producers from across Korea will participate, offering diverse K-food and K-Sool pairings, along with a wide range of attractions and activities.

Sejong, 12 November 2026 — The 2026 K-Sool Festival, the country's largest event dedicated to traditional Korean alcoholic beverages, takes place 13–15 November at the aT Center in Yangjae-dong, Seoul. Now in its 16th year, the festival brings together a diverse selection of K-Sool from across Korea. It is hosted by the Ministry of Agriculture, Food and Rural Affairs (MAFRA) and organized by the Korea Agro-Fisheries & Food Trade Corporation (aT).

This year, the organisers have significantly expanded K-food-related activities and programmes for international visitors, with the aim of building on the global popularity of Korean cuisine to increase K-Sool exports and expand its presence in overseas markets. The festival will showcase the diversity and

competitiveness of K-Sool to domestic and international audiences, laying the groundwork for its growth beyond the Korean market into a category of alcoholic beverages enjoyed worldwide.

A total of 142 breweries, wineries, and distilleries from across Korea will participate, showcasing a diverse selection of alcoholic beverages that reflect their regional characteristics and the dedication of their producers. Visitors can sample and purchase *makgeolli, yakju, cheongju,* fruit wines, and distilled spirits from across the country, including varieties rarely available elsewhere, at reasonable prices.

Another major focus will be introducing new ways to enjoy traditional Korean alcoholic beverages through pairings with K-Food. Food stalls at the venue will offer a variety of dishes familiar and appealing to Korean and international visitors alike, allowing them to discover complementary flavours. By demonstrating how well these traditional drinks pair with a broad range of Korean dishes, the festival seeks to turn growing international interest in K-food into increased demand for K-Sool.

The exhibition hall will also feature the 18 award-winning products selected through intense competition at the 2026 K-Sool Awards. Visitors will be able to explore the finest traditional Korean alcoholic beverages, including the Presidential Award winner and the grand prize winners in each category. They will also have a special opportunity to experience firsthand the flavours and aromas that earned high praise from the tasting panel.

The main stage and experience booths will feature programmes supporting the development of the K-Sool industry, including public consulting sessions for

producers and presentations on consumer trends and academic research findings. Visitors can also enjoy auctions of traditional Korean alcoholic beverages, cocktail demonstrations, K-food pairing shows, *makgeolli*-brewing workshops, and opportunities to create their own drinking vessels. These interactive activities promise to engage all five senses.

Beyond food and entertainment, the event will also serve as a business platform supporting sustainable industry growth and the expansion of domestic and overseas sales channels. The K-Sool Business Matching Meeting will bring together producers and prospective buyers to explore new commercial opportunities.