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JEJU PREMIUM SOJU

HALLASAN

Crisp Purity
Authentic Sincerity
Hallasan SoJu



(주)한라산



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(주)한라산

"Cleanliness,
Value Beyond
Limits."

"Quality water is the soul of great soju."
"Hallasan Soju is crafted by drawing upon the pristine Jeju volcanic bedrock water sourced at an elevation of -65m, known for its clarity and purity. Harnessing the richness of natural minerals and dissolved oxygen, we create a clean and refreshing spirit."



**"A family with unwavering integrity,
crafting a legacy through purposeful construction."**

Founded in 1950, Hallasan has emerged as a leading soju company representing Jeju, garnering the affection of consumers both domestically and internationally for over half a century. As the history of Hallasan narrates, we have seamlessly carried on the legacy through four generations, dedicated to the singular pursuit of crafting exceptional liquor and adhering to a business philosophy of excellence.

Balancing tradition with the currents of modernity, we continue to foster sustained growth through our technological prowess and artisan spirit. With a foundation built on these principles, we aspire not only to transcend Jeju but also to become the foremost soju brand in South Korea.

In our quest to become a centennial enterprise, every member of the Hallasan team is committed to placing the pride of Jeju's local businesses at the forefront. We pledge to exert even greater efforts to serve as a catalyst for the region's development.

Thank you.
Hallasan Co., Ltd.

"Utilizing the Pure Nature of Jeju Island."



Jeju Volcanic Rock Water

Good water makes for a good journey. After passing through layers of volcanic rocks and being filtered through the ages, it finally becomes Jeju Volcanic Rock Water. This water is sourced from the vast volcanic rocks of Jeju Island, naturally filtered through numerous layers of basalt formed by volcanic activity. As it passes through these layers, various impurities are removed, and the natural mineral content remains, showcasing a consistent and unchanged taste of water.



Jeju Charcoal Filtration

Crafted through the Jeju Charcoal Purification Method, Jeju Charcoal Filtration plays a crucial role in the production of soju. This unique process involves the absorption of impurities, deodorization, and moisture retention, resulting in purified water. Additionally, it facilitates the release of natural minerals, enhancing the smoothness of the soju's taste and minimizing the likelihood of hangovers.

*Jeju Charcoal Purification Method (Patent Registration Number 10-1697695)



Jeju Island Ingredients

Utilizing the pure elements of Jeju Island — crisp water, a warm climate, high-quality soil, and fresh air — we craft our distilled essence from Jeju-grown rice and barley.

"Creating a product with unmatched transparency"

Hallasan Original (21%)

As a best-selling product of Hallasan Co., Ltd., this soju boasts a refreshing taste by adding 'Jeju Island rice' distillate, and when consumed at room temperature, it offers an even deeper and richer flavor experience.



Hallasan Zero (16%)

In response to the changing consumer trend emphasizing health, this soju is a 'Zero Sugar' product. It incorporates 'Jeju Barley' distilled extract to provide a light taste and a clean finish that aligns with health-conscious consumption.



Hallasan 1950 (25%)

A blend of 100% domestically grown rice oak barrel-aged soju and regular distilled soju, creating the finest combination to experience a smooth flavor.



Hallasan Heobeok (35%)

Carefully selected ingredients are brewed using a low-temperature fermentation method, and the distilled liquid is aged for a long period. This distilled liquid, aged for over 3 years in pine barrels, is blended to create the deep aroma and freshness characteristic of Jeju's representative liquor.



Hallasan Fruit Soju (12%)

This is a soju product with five different fruit flavors, allowing you to experience the refreshing taste unique to each fruit. It is a soju that can be enjoyed lightly without feeling burdened.



"Century in the Making"

Around the year 2000, Hallasan Corporation established its unique identity with 'Hallasan Soju,' positioning itself as a premium diluted soju. The company inaugurated a distillery and introduced 'Heobeoksul,' a meticulously aged soju stored in oak barrels for an extended period. Hallasan's "New Original" seeks to modernize traditional diluted soju to align with contemporary tastes, while simultaneously expanding the presence of traditional distilled soju from Jeju to both domestic and global markets, embodying the future vision of Hallasan Corporation.



2021_Monde Selection

Heobeoksul, Hallasan21, Hallasan17, Hallasan sunhan soju **GOLD**



2017_Monde Selection

Heobeoksul **GOLD** / Hallasan Original **SILVER** (現 Hallasan21)



2016_SWSC(San Francisco World Spirit Competition)

Heobeoksul **GOLD** / Hallasan Original **SILVER** (現 Hallasan21)



2012_IWSC(International Wine & Spirit Competition)

Heobeoksul **GOLD** / Hallasan Original **SILVER** (現 Hallasan21)

Factory Tour Program

In the east lies Jeju's majestic 'Halla Mountain,' while to the west, 'Biyang Island' graces the horizon. Thus, each day at Hallasan Corporation commences with the sunrise over 'Halla Mountain' and concludes with the sunset casting its golden hues upon 'Biyang Island'. Throughout the night, the solar energy absorbed by 'Halla Mountain' during the day radiantly illuminates Hallasan Corporation's factory for an entire day. This captivating process imparts a profound sense that the very essence of Hallasan is encapsulated in every drop of Hallasan Soju. Step into the embrace of Hallasan Soju, where the azure waves it unfurls beckon you to a journey beyond the ordinary.



Tour Program

This exhibition space unfolds the stories of the 'history' and 'manufacturing process' of Hallasan Corporation in a single thread.



Souvenir Boutique

Curating a diverse range of products, from pottery to stationery, and various accessories to locally crafted keepsakes inspired by Hallasan Soju.



Tasting Venue

Indulge in the flavors of Hallasan Soju, distilled spirits, and soju cocktails, complemented by a tasting kit featuring two Jeju appetizers.



Rooftop Garden

From the southern vantage point, one can enjoy a clear view of Jeju's iconic 'Hallasan,' while to the north, 'Biyangdo' unfolds before your eyes from the factory's rooftop garden. Encased in a transparent bottle of Hallasan Soju, you can directly experience the invigorating force of nature.