

MEYVİ
S P I R I T S

In the beginning was the Word.
And the Word was with God.
And the Word was God.
And the God was Fire.



Background:

Fire and firewater are the key elements of Zoroastrianism, one of the oldest religions in the territory of modern Azerbaijan.

A team of specialists came together **to recreate a national drink — arag, a fruit distillate, in a modern form.** By reimagining the production process, the creators combined modern equipment with tradition to create a unique premium product.

Task:

Complete rebranding to establish clear positioning, develop a platform, and ensure that verbal and **visual attributes align with a premium product.**

Solution:

Step 1:

Referring to history through the lens of historical attributes and integrating them into the platform and identity.

Step 2:

Formulating the platform as "drinks with the history" and defining the mission as the constant development of the national distilling and gastroculture.

Step 3:

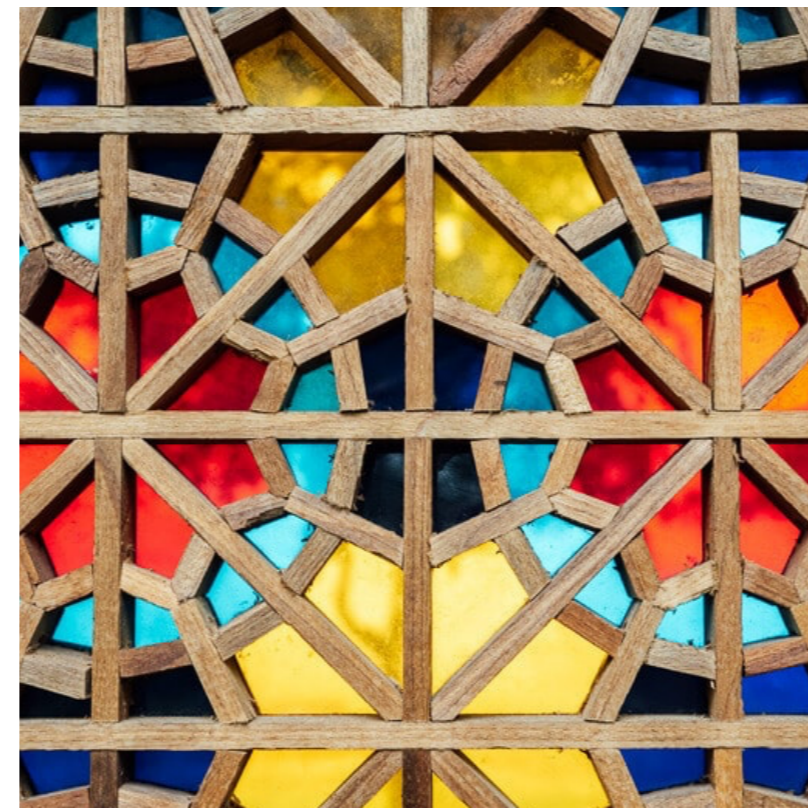
Renaming: from previous various names BakuCraftLab and MeyVali to the internationally recognized MEYVI SPIRITS.

Step 4:

Engaging in the development of gastronomic tourism, participating in international exhibitions, launch of the space with a boutique and bar, initiating lectures on culinary culture, and promoting the country on the global stage.

Plot

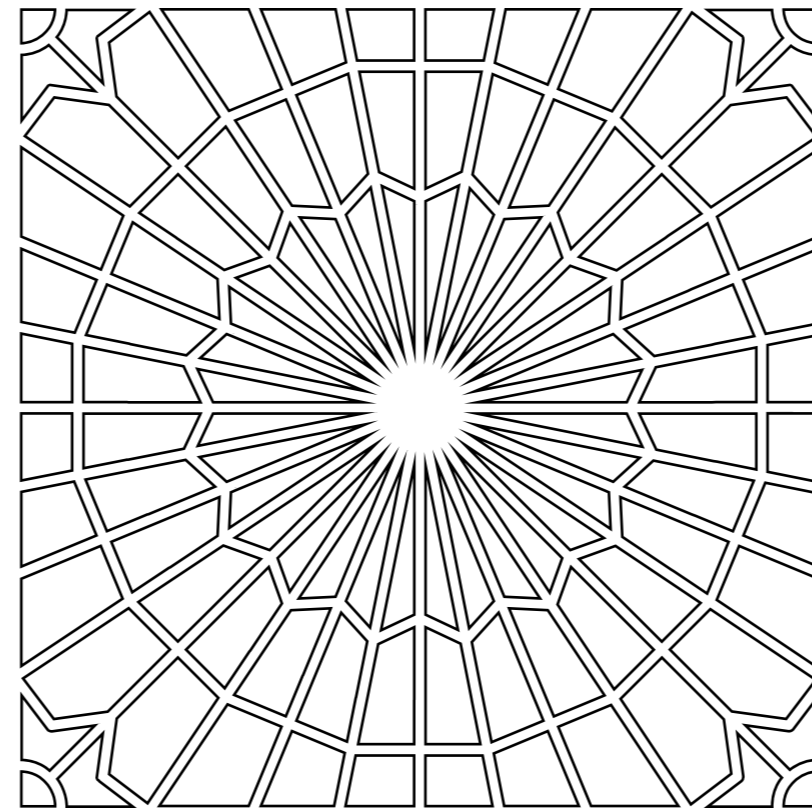
Drinks with the history



Keyvisual

Shebeke

Windows filled with coloured glass,
created by Azerbaijani folk craftsmen



Keyvisual

Shebeke

Windows filled with coloured glass,
created by Azerbaijani folk craftsmen





Araq — uzun ösrlər boyu milli mətbəx mədəniyyətinin tərkib hissəsi olan ənənəvi Azərbaycan meyvə distillatıdır. MEYVI qədim ənənələri canlandıraraq unikal qədim resepti müasir texnologiyalarla birləşirdi və zərif dadı ilə bənzərsiz ötri olan nəcib içki yaradı. MEYVI. Məqamı dadı.

Araq — традиционный азербайджанский фруктовый дистиллят, который уже многие века является неотъемлемой частью национальной гастрокультуры. Возрождая традиции, мы в MEYVI совместили уникальный древний рецепт с современными технологиями и создали благородный и мягкий напиток с тонким вкусом и ярким ароматом. MEYVI. Вкус истории.



☞ Zoğal araqı — Ətirli və dolğundur. Xaş, xəmir xörəkləri, maqalda hazırlanan ət və tərəvəzlərlə əla uyğunlaşır. Sərin halda (18–20°C) içmək tövsiyə olunur.

☞ *Tərkibi: zoğal distilləsi, hüsusi təmizlənmiş su.*

☞ Кизиловый араг — самый яркий и ароматный. Отлично сочетается с хашем, зимними супами,

мучными блюдами, мясом и овощами на гриле. Пить слегка охлажденным (18–20°C).

☞ Состав: кизиловый дистиллят, высокоочищенная вода.

Saxlama müddəti.....müddətsiz
Срок хранения.....не ограничен
Shelf life.....unlimited



☞ Cornelian cherry arag is the brightest and the most fragrant. It pairs well with khash, winter soups, pasta dishes and grilled meat and vegetables. Drink slightly cooled (18–20°C).

Ingredients: cornelian cherry distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI SPIRITS
«May Valley» MMC
VOEN: 2006040211
Azerbaijan, Baki,
H.Zardabi pr., 78e
Tel.: (+994 12) 432 12 52

Made in Azerbaijan





MEYVI
42%
300 ml
Made in Azerbaijan (EC) №110/2008
CORNELIAN
CHERRY ARAG

MEYVI
CORNELIAN
CHERRY ARAG

Solama müddəti.....müddətsiz
Coxspanovist.....ne oxpanovist
Shelf life.....unlimited

Cornelian cherry arag is the brightest and the most fragrant. It pairs well with khash, winter soups, pasta dishes and grilled meat and vegetables. Drink slightly cooled (18-20°C).

Ingredients: cornea cherry distillate, high-purity water.
ARTIFICIAL DYE AND FRAGRANCE FREE



MEYVI
Made in Azerbaijan
CORNELIAN
CHERRY ARAG
42%
alcohol
No 10/2008

Содержит бензодиазепины,
которые засыпают
и вызывают сонливость.
Избегайте употребления
алкоголем (18-20°C).

Saxlama müddəti..... unlimited
Срок хранения..... unlimited
Shelf life..... unlimited

Белая вишня
является самым
ярким и
сладким
вином (18-20°C).

White cherry wine
is the brightest and
the most fragrant and
sweetest wine.
It pairs well with
winter soups, pasta dishes
and grilled meat and
vegetables. Drink slightly
cooled (18-20°C).

INGREDIENTS:
Cornelian cherry,
high-quality
alcohol.

ARTIFICIAL
AND
FRAGRANCES







MEYVI
BAYAN SHIRA
ARAG
100%
100%
100%

MEYVI
PERSIMMON
ARAG
100%
100%
100%

MEYVI
FEIJOA
ARAG
100%
100%
100%

MEYVI
MULBERRY
ARAG
100%
100%
100%

MEYVI
ORANGE
ARAG
100%
100%
100%

MEYVI
FIG
ARAG
100%
100%
100%

MEYVI
RICE
ARAG
100%
100%
100%

MEYVI
CORNELIAN
CHERRY
ARAG
100%
100%
100%

MEYVI
APRICOT
ARAG
100%
100%
100%



MEYVI
Made in Azerbaijan
FEIJOA
ARAG (EC) №110/2008

42%
500 ml

Срок хранения
не ограничен

Sadəmə müddəti.....müddətsiz
Срок хранения.....не ограничен
Shelf life.....unlimited

28-05-2024

Fejoa arag has an exotic taste and aroma, it pairs well with fruit and desserts. Drink slightly cooled (18-20°C).

Ingredients: fejoa distillate, high-purity water.

ARTIFICIAL AND FRAGRANCES



MEYVI
100% NATURAL
CORNELIAN CHERRY ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Cornelian cherry arag is the brightest and the most fragrant. It pairs well with khachapuri, winter soups, pasta dishes and grilled meat and vegetables. Drink slightly cooled (18-20°C).

Ingredients: cornelian cherry distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
RICE ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Rice arag has a soft taste and gentle aroma. It pairs well with khachapuri, meat, rice and pasta. Drink slightly cooled (18-20°C).

Ingredients: rice distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
PEACH ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Bright peach arag pairs well with light caucasian and european meals, as well with cheese and meat plates. Drink slightly cooled (18-20°C).

Ingredients: peach distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
RED CHERRY PLUM ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Aromatic red cherry plum arag pairs well with grilled meat and vegetables. Drink slightly cooled (18-20°C).

Ingredients: red cherry distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
BAYANSHIRA ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Bayan Shira is ideal blue variety. Bayan Shira and white wine. An perfect and dip slightly cooled (18-20°C).

Ingredients: bayan shira distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
MULBERRY ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Mulberry is a good variety. Pairs well with pasta dishes and cheese. Drink slightly cooled (18-20°C).

Ingredients: mulberry distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

MEYVI
100% NATURAL
MON ARAG
(EC) №110/2008

Salam muddat... muddatiz
Croc xpanenot... ne orpanenot
Shell life... unlimited

Soft and fragrant persimmon arag pairs well with khachapuri, pasta dishes and light snacks. Drink slightly cooled (18-20°C).

Ingredients: persimmon distillate, high-purity water.

ARTIFICIAL DYE AND FRAGRANCE FREE

DRY GIN №11/35%

№11
38%
700 ml

(EC)
№110/2008

MEYVI

Made in Azerbaijan

ORGANIC
DRY GIN

Крепкое послевкусие —
вкус с первого глотка.
Состав: нежженый лимон,
кориандр, дягиль,
цедра цитрусовых,
эссенция ароматных пер-
цев, спирт класса люкс.

Sədləmə müddəti...müddətsiz
Срок хранения...не ограничен
Shelf life...unlimited

06-12-20

Organic gin produced
using classic technology.
Soft and rich taste, oriental
aroma and bright after-
taste — love at first sip.
Ingredients: juniper, cori-
ander, licorice, fennel, ginger,
citrus peel, organic alcohol.



Feuxoa arađı —
onun ekzotik dadı
ve etri meyve süfrasi
ve desertleri ala-
tamamlayır. Sarın
halda (18-20°C)
içmek tövsiye
ölunur.

Terkibi: feuxoa distilesi,
hüsusi temizlenmiş su.

¶ Arađ iz feyxoa:
ekzoticheskiy vkus
i aromat delaıut ego
prekrasnyım dopol-
neniem k fruktam

и десертam. Пить
слегка охлажденным
(18-20°C).

Состав: дистиллят
из feyxoa, выссо-
очищенная вода.







MEYVI
 Made in Azerbaijan est. 2019
RASPERRY
DRY GIN

5%
 48%
 47%
 E

(EC)
 №110/2008

ingredients: raspberry
 bright aftertaste - by a
 technology. Soft and rich
 taste, organic and natural
 produced using best
 organic raspberry gin
 ingredients: raspberry
 unlimited
 or parawer
 СОО СПАРИВА...
 Сидит ли...
 Сафарла мидд...
 Сидит ли...
 Сидит ли...
 Сидит ли...
 Сидит ли...
 Сидит ли...
 Сидит ли...

RRY DRY GIN

MEYVI est. 2019

Made in Azerbaijan

FEIJOA
ARAG

(EC) №110/2008

42%
500 ml

Спирит. Пить
только охлажденным

Saxlama müddəti.....müddəts

Срок хранения.....не ограниче

Shelf life.....unlimite

Чистый дистиллят
с добавлением высоко-

28-05-2024



MEYVİSÜZZİ

Made in
Armenia

RED RUBIN
BASIL
LIQUEUR

20% vol
500ml



MEYVI süzz!
CHERRY LIQUEUR

MEYVI süzz!
RASPBERRY LIQUEUR

MEYVI süzz!
ORANGE LIQUEUR

MEYVI süzz!
PEAR LIQUEUR

MEYVI süzz!
POMEGRANATE LIQUEUR

MEYVI süzz!
PLUM LIQUEUR

MEYVI süzz!
LIMON LIQUEUR

MEYVI süzz!

MEYVI süzz!
RED RUBIN BASIL LIQUEUR



MEYVI süzzi!
FEIJOA LIQUEUR
20% vol 500ml

MEYVI süzzi!
CHERRY LIQUEUR
20% vol 500ml

MEYVI süzzi!
POMEGRANATE LIQUEUR
20% vol 500ml

MEYVI süzzi!
RED RUBIN BASIL
20% vol 500ml

MEYVI süzzi!
PLUM LIQUEUR
20% vol 500ml

MEYVI süzzi!
ORANGE LIQUEUR
20% vol 500ml

MEYVI süzzi!
BLACK CURRANT LIQUEUR
20% vol 500ml

MEYVI süzzi!
RASPBERRY
20% vol 500ml

MEYVI süzzi!
PEAR LIQUEUR
20% vol 500ml

MEYVI süzzi!
APRICOT LIQUEUR
20% vol 500ml

MEYVI süzzi!
CORNELIAN CHERRY LIQUEUR
20% vol 500ml



3.000.000

Brand awareness reached

30

SKUs of the brand created

87%

Consumers approved rebranding

Result:

The change in platform allowed for the preservation of premium pricing and production quality, maintaining sales volumes while becoming a highly requested product for presentations and high-level meetings.

As of June 2024, basic brand awareness reached 3 million residents of Azerbaijan (based on social media coverage statistics).

A visual style was developed, and designs were created for over 30 SKUs of the brand.

Qualitative surveys showed approximately 87% approval of the rebranding, with final branding alignment with the product and its pricing.

Plans include launching specialized courses for guides in gastronomic tourism, participating in tourist trails, and expanding export distribution.