

**FROM MOUNT SAYAN  
CREATION AND DEVELOPMENT OF  
THE SAYAN BRAND**



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The SAYAN brand is inspired by the stunning natural beauty of Mongolia and the landscapes stretching through Siberia. With admiration for the majestic mountains, Khentii and Khangai symbolically honored the grandeur of the Sayan Highlands by naming the brand after the Sayan Mountains.



# SAYAN

Mountains

In terms of design, the Sayan brand incorporates the image of the eternally snow-capped Sayan Mountains into its bottle. The packaging features an engraving of the endangered snow leopard, the eternal guardian of these majestic peaks. Inspired by the pristine cliffs of the Sayan Range, standing at 3,491 meters, where pure waters flow, a sacred source revered by ancestors, the SAYAN brand was created to embody this essence.



## Bottled

0.5L, 0,75L, 1.0L



## ABV (alcohol %)

35,8%



PRESENTATION  
OF SAYAN BRAND

## THE MEANING OF PACKAGING DESIGN



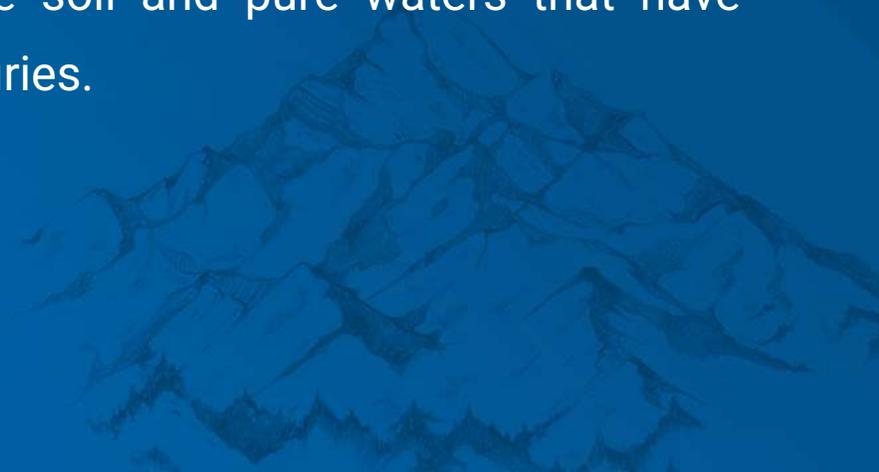
## **ETERNAL SNOW OF THE SAYAN MOUNTAINS**

### **LOCATION**

The Sayan Range, also known as Soyon, is a mountainous region located in the northwest of Mongolia and parts of Siberia. The average elevation is 2,500 meters, with the highest point reaching 3,491 meters.

### **NATURAL ENVIRONMENT**

The mountains are famous for their rivers, lakes, forests, steppe vegetation, 22 species of mammals, as well as their unique natural, historical, and cultural heritage. The Amur River, which originates from the Sayan Mountains, is a source of fertile soil and pure waters that have flowed for centuries.



## WILDLIFE OF THE SAYAN MOUNTAINS



**SNOW LEOPARD**

They adapt to and live in a harsh and severe climate, with over 1,000 snow leopards residing in the Sayan Mountains.



**ARGALI – wild sheep**

The main habitat of the Argali is the Sayan Mountains.



**EAGLE**

It is a bird adapted to the cold climate of the mountains.



## **PRIDE OF MONGOLIA'S HERITAGE**

The snow leopard is a species native to the high mountain regions, known for its beautiful fur, majestic appearance, and swift movements, which capture the attention of many people.

### **PHYSICAL CHARACTERISTICS**

The snow leopard is a very strong and large animal, weighing up to 120 kg.

### **DISTINCTIVE FEATURES**

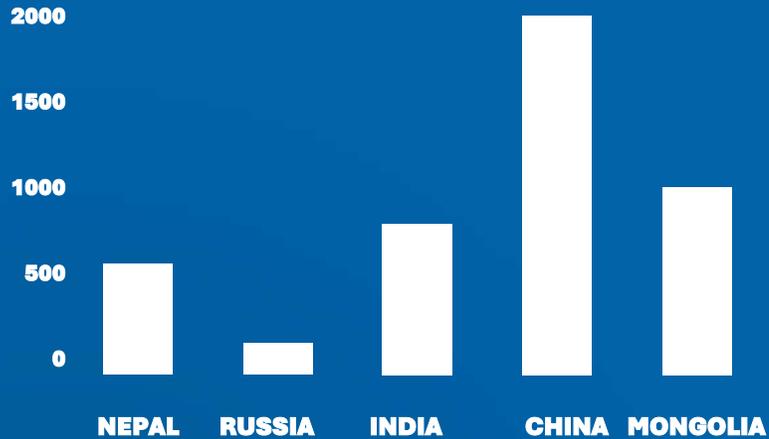
The snow leopard's fur is thick, dense, and a mixture of white, brown, and black, helping it blend well in snowy environments.



# SNOW LEOPARD POPULATION

## REASONS FOR THE DECREASE IN POPULATION SUMMARY OF RESEARCH

### SNOW LEOPARD POPULATION



Source: Montsame.mn

1

#### POACHING

The high value of the snow leopard's fur is the main reason why they are illegally hunted.

2

#### HABITAT LOSS

Human activities have led to a reduction in the snow leopard's natural habitat, resulting in a scarcity of food and hiding places.

3

#### CLIMATE CHANGE

Climate change destroys the snow leopard's habitat, leading to a shortage of food and shelter.



## WITHIN THE FRAMEWORK OF SOCIAL RESPONSIBILITY



**2022**

The Sayan Mountains and Snow Leopard exhibition was introduced in all 21 provinces of Mongolia, reaching approximately 1 million people and providing information about the Snow Leopard and the Sayan Mountains.



**2022**

In an effort to protect the environment, a "Recycling Campaign" was launched, where product bottles were collected and recycled.



**2023-2024**

The Sayan brand collaborated on Mongolian films such as Victims, No Rules, Treasure Island, and Double Strike, using the products to raise awareness about the protection of the Sayan Mountains and snow leopards.



**2022-2024**

To promote responsible consumption, 1% of the sales from Sayan brand products were donated to the Snow Leopard Conservation Fund.



## ReBrand SAYAN

### THE NEW CONCEPT OF THE SAYAN BRAND

Inspired by the sacred and pure waters flowing from the untouched cliffs of the Sayan Range's 3,491-meter peak, which have been revered and respected since ancient times, the Sayan brand embodies the symbol of these waters. The deep blue of the Eternal Blue Sky represents the sharp gaze of the mountain's guardian, the snow leopard. The brand also features the powerful eagle, symbolizing strength and courage, engraved on the bottle as a tribute to the Sayan Mountains. The Argali, carved on the peak, represents the brand's aspiration for continuous growth and success, just like the towering peaks of the Sayan Mountains.



PRESENTATION  
OF SAYAN BRAND



## THE NEW CONCEPT OF THE SAYAN BRAND

Through the Sayan brand, we aim to introduce and raise awareness about one of Mongolia's natural wonders, the Sayan Mountains, as well as the protected species such as the snow leopard, Argali, and eagle, with the goal of fostering love and protection for Mongolia's beautiful mountains.



## ACTIONS TO BE TAKEN AND EXPECTED RESULTS:

To protect and raise awareness about the Sayan Mountains and the protected species

1

A series of lectures will be held for university students to provide information about the protected species and the Sayan Mountains.

**Scope:**

The students of the senior courses at the University of Ulaanbaatar and the Humanities University will be included.

**Expected Outcome:**

Information will be provided to a total of 1,000 to 1,500 individuals.

2

### Donations and Assistance

To prevent natural disasters and illegal poaching, 1% of product sales will be donated to the Snow Leopard Conservation Fund.

**Expected Outcome:** This will help ensure the preservation of the natural environment, food sources, and safety of the wildlife residing in the Sayan Mountains.

3

Create the "Snow Leopard Friend" #Challenge to promote wildlife conservation.

**Scope:** The challenge will be launched among nature photography enthusiasts, using photography to spread awareness and provide information to the public.

