

THE SUPPORT PATYR

UZBEKISTAN'S FIRST INTERACTIVE PATYR. A NEW EDITION BAKED AFTER EVERY WORLD CUP MATCH — CAPTURING EXACTLY WHAT THE NATION WAS FEELING.

Uzbekistan had waited its entire independent history for its first FIFA World Cup. Unable to compete with major sponsors, Korzinka, the country's largest supermarket chain, used something only it had: nationwide bakeries and its iconic patyr.



In Uzbekistan, this traditional flatbread is shared at life's most important moments — through joy, hope and disappointment. The nation's first World Cup was no exception.

HOW IT WORKED:

MATCH MOMENT

A defining moment captured the nation's attention.

LIVE REACTION

Korzinka identified the emotion dominating public conversation.

OVERNIGHT PRODUCTION

A new patyr was designed and baked immediately after the match.

BY MORNING

Fans could buy, carry and share what the whole country was feeling.

25M

REACH

200K+

REACTIONS

+4%

TRANSACTIONS

+7.41%

IN SALES

IN STORES WHICH HAD BEEN
SELLING SUPPORT PATYR

No1

NEW BAKERY PRODUCT OF 2026