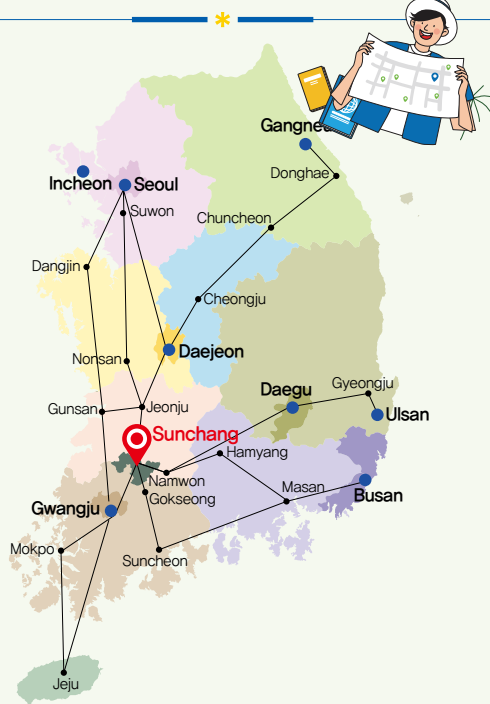


Directions



Express / Intercity Bus

Seoul → Sunchang

– Mon–Thu: 10:30, 13:30, 17:10
– Fri, Sat, Sun: 09:30, 10:30, 13:30, 14:45, 17:10

Sunchang → Seoul

– Mon–Thu: 08:10, 10:30, 15:30
– Fri, Sat, Sun: 08:10, 09:30, 10:30, 14:30, 15:30

Jeonju → Sunchang

– 08:10 (Fri, Sat, Sun), 09:00, 09:40, 12:20, 13:00, 13:50, 14:40, 15:35, 16:20

Sunchang → Jeonju

– 08:10, 11:20, 12:10, 12:50, 15:20, 16:10, 16:50, 17:30, 18:15, 19:40 (Fri, Sat, Sun)

Gwangju → Sunchang

– 08:10, 09:20, 10:30, 10:40, 11:05, 12:20, 14:30, 15:20, 16:30, 18:50, 20:20, 20:50, 21:40

Sunchang → Gwangju

– 06:30, 08:20, 08:30, 10:10, 10:40, 13:30, 13:40, 15:20, 16:20, 17:50, 18:30, 19:20, 20:05, 20:45

KTX

– Yongsan Station → Namwon Station 05:08 ~ 21:48 (16 Trips per Day)
– Namwon Station → Yongsan Station 06:00 ~ 22:45 (16 Trips per Day)

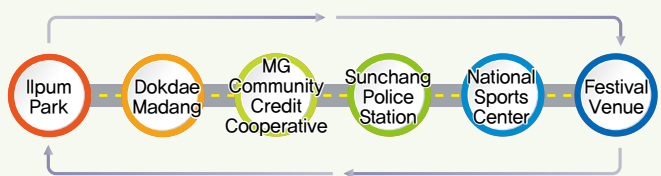
Shuttle Bus Service

Sunchang-eup ↔ Festival Venue : Free Shuttle Bus Route

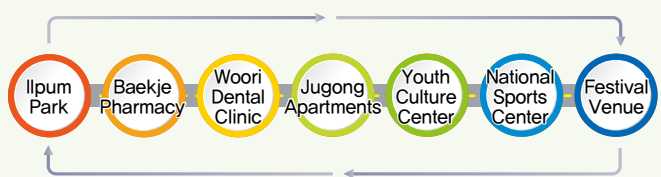
▶ Operating Hours : 09:00–22:00
(Every 20 Minutes)



Route 1



Route 2



Route 3



Gwangju · Jeonju ↔ Festival Venue: Round-Trip Shuttle Bus

▶ Jeonju (Lahan Hotel) ⇒ Festival Venue

▶ Gwangju (Biennale Main Entrance) ⇒ Arts Center Rear Entrance
⇒ Festival Venue

Namwon Station ↔ Festival Venue: Free Shuttle Bus Route

▶ Namwon Station : First Bus _ 08:30 / Last Bus _ 20:00

▶ Festival Venue : First Bus _ 08:30 / Last Bus _ 21:30

Preliminary Global Festival Visitor Participation Events

Find the Golden Meju!

Present a receipt showing purchases of KRW 20,000 or more in Sunchang during the festival to receive a raffle ticket Raffle Draw (20 winners per day)
Prize : 1 don of gold / 1 winner per day
10.15 (Thu) ~ 18 (Sun)

Global Festival Red-Day Event

Gochujang giveaway for visitors wearing red (First 500 visitors each day)
※ Chili Pepper Stem–Picking Experience (once per day)
10.15 (Thu) ~ 18 (Sun) / Ongoing

Find the Jangchu King!

Augmented Reality Entry QR Code
Entry available on the event day!
October 17 (Sat) ~ October 18 (Sun)
Gochujang Folk Village Area Advance Reservation

Global Festival: 20% Off Jang Products + 10% Gift Certificate

20% off jang products + a gift certificate worth 10% of the purchase amount spent at the festival venue
Gift certificate issuance (limit: KRW 100,000)
10.15 (Thu) ~ 18 (Sun) / Same-day receipts only

The 28th Gimje Horizon Festival

2026. 10. 1 (Thu) ~ 10. 5 (Mon)
Gimje area, Jeonbuk State, centered around Byeokgolje

The 16th Gwangju Biennale

Exhibition Venue: 111 Biennale-ro, Buk-gu, Gwangju, Jeonnam (Yongbong-dong)
Exhibition Period : 2026. 9. 5. ~ 11. 15. (72 days)

K-Food Experience Programs

Global Jang Cooking Competition

Global Jang Cooking Competition (Total Prize Money: KRW 3.9 Million)40 teams (4 people per team) / First-come, first-served advance registration
10.18 (Sun) 10:00 ~ 13:00 / Main Stage

K-Food Experience Programs

Jang Gourmet Cooking Class with Michelin-Starred Chef “Fabri”

25 teams (4 people per team) / Advance registration
10. 17 (Sat) 14:00 ~ 16:00 / Main Stage

Global K-Food Market

[K–Food Hall (Representative Foods from Cities and Counties in Jeonbuk), World Food Corner]
[K–Food Experience Programs] – Advance + On-site Registration / Paid
– Traditional Kimchi–Making Experience
– Makgeolli–Making Experience
– Traditional Tofu–Making Demonstration and Tasting (Free)
– Jangajji–Making Experience
– Meju–Making Experience
10. 15 (Thu) ~ 18 (Sun) / Ongoing

Sunchang Tavern

Foods sold at old local taverns in the past (Makgeolli, pajeon, sundae, etc.)
10. 15 (Thu) ~ 18 (Sun)
Open throughout the festival in the Folk Village

K-Culture Exhibition & Experience

A World Tour of Flavors, Sauce Lounge

Global Sauce Exhibition

– Tasting and sales of foods made with Sunchang sauces(brown rice noodles, sauce ice cream, burgers, gangjeong, etc.)
– Sales and experience programs by sauce companies
– Sauce exhibition and photo zone
10.15 (Thu) ~ 18 (Sun) / Ongoing | 1st Floor, Organic Complex Center

K-Culture Exhibitions & Experiences

Exhibition and hands-on experience program featuring Sunchang’s representative folk paintings and traditional embroidery
10. 15 (Thu) ~ 18 (Sun)
Ongoing | 1st Floor, Organic Complex Center

Sunchang Arts Festival

– Art exhibition, poetry–and–painting exhibition, Korean traditional music and music performances, experience booths
– Writing contest for elementary, middle and high school students
– Family drawing contest for preschool and elementary school children
10. 15 (Thu) ~ 18 (Sun)

K-Culture Exhibition & Experience

Shinbi Apartment Is Here in Sunchang! Sing-Along Show

A stage performance where everyone can sing along and have fun together
10. 17 (Sat) 11:00 ~ 12:00
16:00 ~ 17:00 / Main Stage

Protect Sunchang Jang, a World Cultural Heritage!

[Marble, Mission Game]
10.15 (Thu) ~ 18 (Sun)

World Cultural Heritage Tightrope Walking Performance

Thrilling acrobatic performance on a tightrope
10.17 (Sat) 11:00, 15:00

Performances & Competitions

Opening Performance

Performers : Kang Moon-kyung, HYNN (Park Hye-won), NAZE
Opening performance, opening ceremony performance, fireworks
10.15 (Thu) 18:00 ~ 21:00 / Main Stage

A Meeting of Korean Traditional Music and Classical Music as Jang Matures

Host & Commentary: Music Critic Jang Il-beom
10.16 (Fri) 19:00 ~ 21:00 / Main Stage

Sunchang Global K-POP Song Festival

Performers : James King, Wanyi Hwa, Romina
10.17 (Sat) 18:00 ~ 21:00 / Main Stage

Closing Performance

Closing Ceremony · Autumn Concert · Lee Seok-hoon · Kim Da-na · AFuture
10.18 (Sun) 19:00 ~ 21:00 / Main Stage

Eco-Friendly Festival, Open Festival

Enjoy Korea’s Jang–Making Culture, Recognized by UNESCO, in Sunchang!
Sunchang Jang Festival Promotion Committee T. 063)650–1624
Sunchang County Office, Culture & Tourism Division T. 063)650–1611

List of Unesco – Knowledge, beliefs and practices related to jang making in the Republic of Korea

Korea's Finest Fest : Welcome World 예비글로벌축제

2026 문화관광축제

QR Code

The 21st Sunchang Jangryu Festival

Bringing the World's Tastes to Sunchang

2026. 10.15 ~ 10.18

Thu ~ Sun

Sunchang Traditional Gochujang Folk Village, Sunchang Fermentation Theme Park Area

순창장류축제추진위원회

순창군

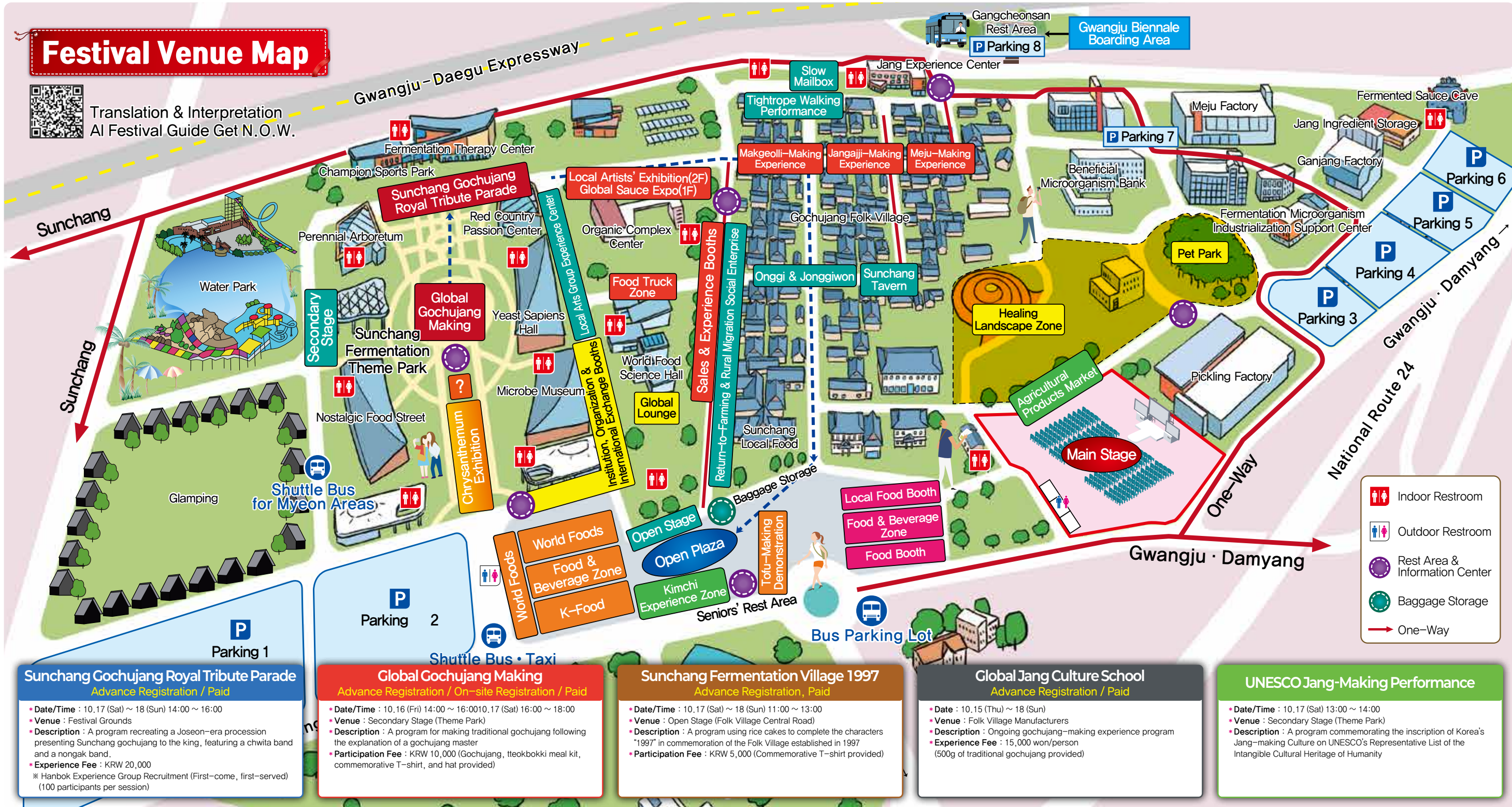
문화체육관광부

전북특별자치도

한국관광공사

정청원 순창

Translation & Interpretation
AI Festival Guide Get N.O.W.



10.15 (Thu)

Day One		10. 15 (Thu)	
Duration time	Main Stage	Secondary Stage	Open Stage
09:00~10:00			
10:00~11:00			
11:00~12:00			
12:00~13:00			
13:00~14:00			Sunchang Daechwita
14:00~15:00		Jang Music Concert	
15:00~16:00	The Red Beauty of Gochujang and the Elegance of Hanbok - Prelude Performance		
16:00~17:00			
17:00~18:00			Spicy Taste Contest Find the Golden Meju
18:00~19:00	Opening Ceremony and Celebration Performance		
19:00~20:00			
20:00~21:00			
21:00~22:00	Fireworks		

Duration time	Main Stage	Secondary Stage	Open Stage
09:00~10:00			
10:00~11:00			Traditional Folk Games Competition
11:00~12:00			
12:00~13:00			
13:00~14:00	Youth Gathering	Sunchang Daechwita	Cultural Performance by Local Residents
14:00~15:00		Global Gochujang Making	
15:00~16:00			
16:00~17:00			
17:00~18:00			Spicy Taste Contest
			Find the Golden Meju
18:00~19:00	A Meeting of Korean Traditional Music and Classical Music as Jang Matures	Youth Jang Film Festival (Youth Dance Festival)	
19:00~20:00			Jang Music Concert
20:00~21:00			
		DJ & EDM Light Show	
21:00~22:00			

※ The event schedule and program details are subject to change depending on circumstances.

the third day **10.17 (Sat)**

Duration time	Main Stage	Secondary Stage	Open Stage
09:00~10:00			
10:00~11:00		Global Gathering	
11:00~12:00	Shinbi Apartment Comes to Sunchang! Sing-Along Show		Global Chef Invitational Cooking Show - Session 1 Sunchang Fermentation Village 1997
12:00~13:00	Geumgwa Deulsori Performance		
13:00~14:00		UNESCO Jang-Making Performance	Performance by Sunchang's Five Master Singers
14:00~15:00	Jang Gourmet Cooking Class with a Celebrity Chef	Sunchang Gochujang Royal Tribute Parade	
15:00~16:00			
16:00~17:00	Shinbi Apartment Comes to Sunchang! Sing-Along Show	Global Gochujang Making	Munhwa Forum Nanire Performance Spicy Taste Contest Find the Golden Meju!
17:00~18:00		Global Chef Invitational Cooking Show - Session 2	
18:00~19:00	Sunchang Global K-POP Song Festival		
19:00~20:00		Nokdu (Musical Drama): My Mother Making Jang	Cultural Performance by Local Residents - DJ & EDM Light Show
20:00~21:00			
21:00~22:00			

Duration time	Main Stage	Secondary Stage	Open Stage
09:00~10:00			
10:00~11:00	Global Jang Cooking Competition	24th Nongak Competition (Daedongje)	
11:00~12:00			Sunchang Fermentation Village 1997
12:00~13:00			
13:00~14:00		Sunchang Daechwita	Hakchon Nongyo Performance
14:00~15:00		Sunchang Gochujang Royal Tribute Parade	
15:00~16:00			
16:00~17:00	Peace & Empathy Unification Concert		
			Spicy Taste Contest
17:00~18:00	Pibong Nongak Troupe Original Play "Let the Jang Resound"	Youth Mic	Find the Golden Meju!
18:00~19:00			Cultural Performance by Local Residents
19:00~20:00	Closing Ceremony & Autumn Concert		
20:00~21:00			
21:00~22:00			