

K TOWN soju



Three women of diverse backgrounds are sitting on a light-colored floor against a plain background. The woman on the left is wearing a light yellow hoodie and white sneakers, holding a glass of red soju. The woman in the middle is wearing a beige hoodie and dark pants, holding a glass of yellow soju. The woman on the right is wearing a light grey hoodie and white sneakers, holding a glass of yellow soju. A bottle of Yobo Soju is visible on the floor to the right.

PREMIUM FLAVORED SOJU MADE WITH REAL FRUIT JUICE.

THIS SOJU IS FRESH.

KTOWN never sleeps. 24/7, it's a gathering place for lovers of food, friends, and festivity. Inspired by house flavored soju created in Korean night clubs by combining juice and soju, our KTOWN Soju combines real fruit juice, all natural flavors, and premium soju. The flavors are bright and juicy with no artificial ingredients. Born from memories of late nights (and mornings) in KTOWN, KTOWN Soju elevates the flavored soju experience.

- Premium Flavored Soju
- Made with Real Fruit Juice
- All-Natural Ingredients
- Low ABV at 18% ABV
- Gluten-free
- Four unique flavors available in 750ml



WHAT IS SOJU?

Little do people know, soju is the number one selling spirit in the world by volume, outselling every other spirit. And following the rising popularity of Asian cuisine, K-Pop, K-Drama, and beauty, soju is gaining incredible traction in the US market as the next spirit for consumers to discovery and try. Its lower ABV composition, price point, and cultural novelty have made soju incredibly popular amongst younger consumers. In fact, many spirit reports have documented soju as a spirit that over-indexes amongst Gen-Z consumers.



MEN'S JOURNAL

FOOD & DRINK

This Korean Spirit Is the Fastest-Growing Liquor in the World Right Now

Soju is poised to take over the liquor world, so there's no better time to drink it straight or in a cocktail.

Issy van der Velde • Feb 6, 2024 9:00 AM EST



Pro: van der Velde; Casing: Angus

Bloomberg

The World's 50 Best Bars Are Finding Success With Soju

As South Korean culture grows increasingly popular, top bartenders are reaching for the country's best-known spirit to amp up drinks.



Tokki's Garnet Label soju is aged in Pedro Ximénez sherry casks. Photographer: Matt Taylor-Gross

OUR FLAVORS.

SPICY PEACH

18% ABV
750 ML

YOBO

Yobo Drinks Inc. www.YoboSpirits.com



KOREAN PEAR + LIME

18% ABV
750 ML



YUZU + ELDERFLOWER

18% ABV
750 ML



GRAPE + GINGER TRANSFUSION

18% ABV
750 ML



JUST CHILL AND SERVE.

Enjoying KTOWN Soju is as easy as chilling and serving. Submerge the bottle in ice, store in the refrigerator, or give it a shake with ice and KTOWN Soju shots are ready to go. At 18%, ABV, KTOWN Soju drinks much like a lemon drop or green tea shot, light, fruity, and easy.





MIX INTO YOUR FAVORITE COCKTAIL.

KTOWN Soju's bold and unique fruity flavors are perfect for mixology. Try adding KTOWN Soju to your favorite cocktail or create something entirely new with its sweet all-natural profile. KTOWN Soju is a premium, high quality spirit that can serve as a great substitute for other flavored spirits.



Yuzu Margarita

- 1oz Yuzu KTOWN Soju
- 1oz Cointreau
- 1oz Tequila
- 0.75oz Lime Juice



Frozen Pear Slushy

- Frozen Apple Juice
- Frozen Lemonade
- Korean Pear KTOWN Soju



Spicy Peach Pilsner

- Your Favorite Pilsner
- Drop in One Shot of Spicy Peach KTOWN Soju



Any Tiki Drink...

- Try using KTOWN Soju in any Tiki cocktail recipe for added fruity flare!

PREMIUM ON-PREMISE AND EVENT ACTIVATION



CHILLED
SHOT DISPENSER



SOJU
SLUSHIES



FROZEN
POPS

SALES AND DISTRIBUTION INFORMATION

Brand Name	Flavor	Size	Suggested Retail Price
KTOWN Soju	Yuzu + Elderflower	750mL	\$24.99
KTOWN Soju	Korean Pear + Lime	750mL	\$24.99
KTOWN Soju	Spicy Peach	750mL	\$24.99
KTOWN Soju	Grape and Ginger Transfusion	750mL	\$24.99

Republic National Distributing Company

AL, AZ, CA, CO, DC, FL, HI, ID, IL, IN, IA, LA, ME, MD, MI, MS, MT, NH, NM, NY, NC, ND, OH, OR, PA, SC, TX, UT, VT, VA, WA, WV, WY

Brescom Barton
CT

Ruby Wines
MA

**Southern Glazer's Wine
and Spirits**
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NJ

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MN

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RI

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CREATIVE ASSETS

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SELL SHEET



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