

A close-up photograph of a woman with long, dark, wavy hair drinking from a Yobo Soju Luxe bottle. The bottle is clear glass with a black label and a black cap. The woman's lips are painted a vibrant red. The background is a plain, light-colored wall.

YOB0 SOJU LUXE



FEMALE FOUNDED.

Founded in 2015 by Carolyn Kim, lawyer and mother of twins, the Yobo Spirit House is on a mission to elevate the Korean American Spirit. Carolyn, born in Los Angeles, CA, saw the chance to create a modern American-made soju. Defying the stereotypes of 'traditional' soju, Carolyn created America's first craft soju. Beyond the liquid itself, she aimed to make a statement about her identity as a Korean American female entrepreneur.



CHARACTER.

Masterfully distilled to achieve the perfect balance between a floral, fragrant aroma, a complex, subtle flavor profile, a mellow sweet mouth feel, and an impossibly clean finish.

LOW ABV AND LOW CALORIE.

And at 23% ABV and only 36 calories per ounce, Yobo Soju Luxe is a compelling lower ABV and lower calorie alternative to traditional harsh clear spirits.

TASTING NOTES.

Yobo Soju Luxe opens with a floral bouquet . Followed by hints of apricot and vanilla. Finally rounded out with subtle hints of rice and cream to deliver a velvet smooth finish.



PROCESS.

The Yobo Soju Luxe process re-imagines traditional soju craft to create an intensely unique soju experience. We begin with grapes harvested from Northern California, which are further pressed, fermented, and distilled into a pure grape spirit, a spirit that by itself exudes fruit and flowers.

This grape base is then blended with our organic wheat spirit that has been meticulously fermented and distilled a minimum of five times to ensure ultimate clarity and the cleanest possible finish. The wheat spirt adds hints of cream and vanilla, to create an inviting warmth.

Finally, we incorporate a third spirit distilled from short grain Calrose rice, to ensure the perfect balance of fruit, florals, cream, and traditional Korean soul.

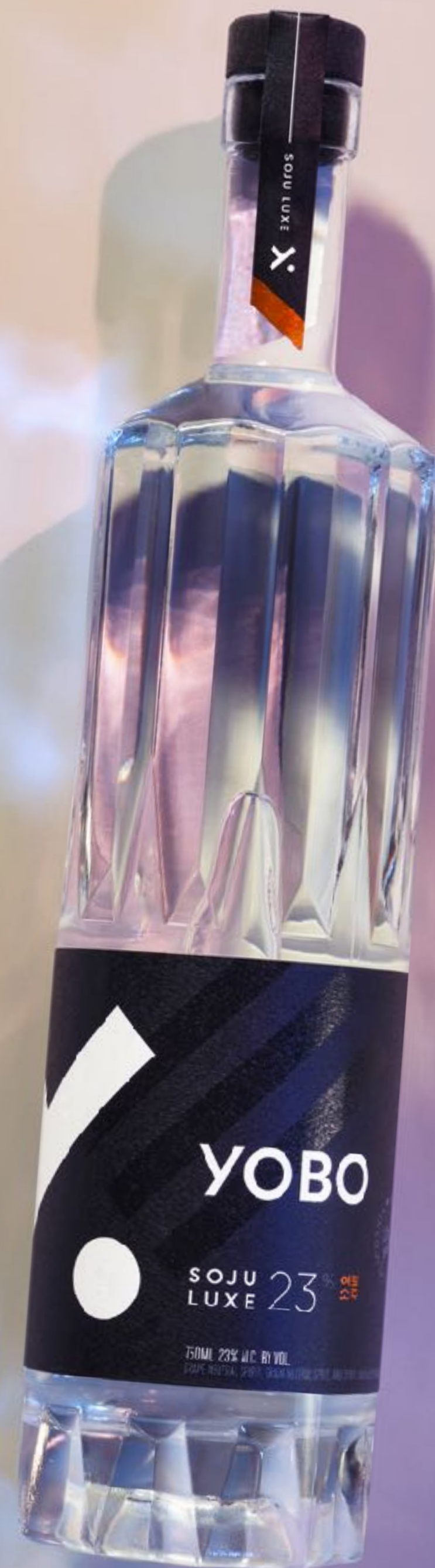
The full proprietary blend comes together as an un-aged, crystal clear, modern soju spirit with intriguing complexities and refined balance. Fruit and Cream. Old and New. Tradition and Invention. Smooth and Curious.

The #1 Soju Brand
by Tasting Table.

TastingTable.

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; Curation: 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

A MOST INTRIGUING SOJU.

Yobo Soju Luxe is artfully distilled in Southern California nestled beside white sand coasts and kissed by aqua salt spray breezes. But more than its place of origin, what makes Yobo Soju Luxe the most unusual and most intriguing soju is its formula. A one of a kind spirit blended from rice and grapes grown in Northern California and organic wheat, Yobo Soju Luxe, in composition and in taste, stands apart from all others.



ELEVATED MIXOLOGY.

One of Yobo Soju Luxe's greatest strengths is its versatility. Spanning lower ABV cocktails to modern Asian takes on traditional classics to completely re-imagined Eastern mixology, Yobo provides near limitless possibilities.



Watermelon Martini

- 2 oz Yobo Soju Luxe
- 1½ oz Watermelon Juice
- 1 oz Cold Brew Jasmine Tea
- ¾ oz Umeshu or Blanc Vermouth
- Pinch of Salt



Yobo Cobbler

- 2 oz Yobo Soju Luxe
- 1½ oz Dry Sherry (Amontillado or Olorosso)
- ½ oz Simple Syrup
- 3 Kumquats
- 1 Orange Wheel
- 1 Lemon Wheel



Soju Poloma

- 2 oz Yobo Soju Luxe
- ¼ oz Lime Juice
- 3 oz Grapefruit Soda (i.e. Squirt)
- Salt rimmed glass optional.



Yogurt Fizz

- 3 oz Yobo Soju Luxe
- 3 oz Yakult Yogurt
- 3 oz Citrus Soda or Soda Water
- 2 dashes Orange Bitters
- A squeeze of Lemon Juice

SALES AND DISTRIBUTION INFORMATION

Brand Name	Size	Suggested Retail Price
YOBO Soju Luxe	750mL	\$37.99
YOBO Soju Luxe	375mL	\$19.99

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

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