



JAKKU TIDE

자꾸 | SOJU

CRAFTED
WITH
SEOUL

BRAND PLAYBOOK

TABLE OF CONTENTS

03 Soju Category Landscape

04 Soju, Simplified

05 Soju Consumer + Occasion

06 The Why

07 Brand Intro

10 Role of Brand

12 Our Strategic Advantage

13 Key Competitor +
Price Positioning

14 Channel + Account Targeting

15 Shelf + Display Standards

16 Launch Plans + Timing

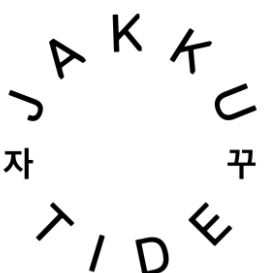
18 POS + Tools

21 On-Premise

22 Marketing + Digital Support



JAKKU TIDE | SOJU





SOJU LANDSCAPE

A fast-growing, underdeveloped category with outsized cultural momentum

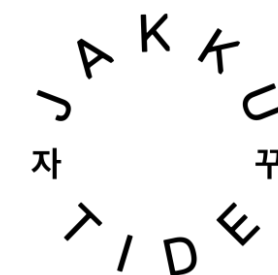
**\$62M CATEGORY
+37% YOY GROWTH**

Dominated by just 2 players (~90% share)

Liquor channel is the main driver representing 60% of dollar volume

Grocery channel is experiencing the fastest growth at +128%

375ml = 91% of volume





SOJU, SIMPLIFIED

A modern, approachable spirit made for social, repeat occasions

Soju is a light, smooth Korean spirit known for its easy drinkability and social nature. Today, it continues to gain momentum as consumers seek lighter, more versatile options that fit naturally into group settings and ongoing occasions.

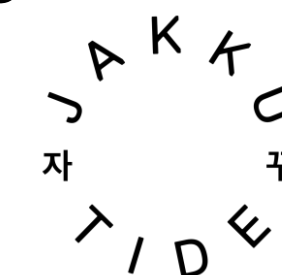
Why it resonates today

- Lower ABV than most spirits
- Smooth, clean, and easy to drink
- Versatile across occasions
- Naturally suited for sharing

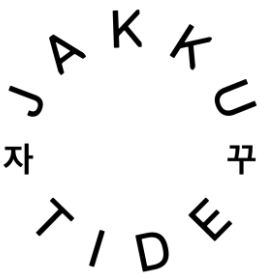
How it's enjoyed

- Served chilled or over ice
- Shared in social settings
- Paired with food

From casual gatherings out to nights that keep going



SOJU CONSUMER + OCCASION



A discovery-driven, social-first category led by younger LDA consumers

Trial is driven by:

- Curiosity
- Peer recommendation
- Menu presence
- Social settings

Once trial occurs, consumption is driven by ease and repeatability

Consumers are open and highly receptive, with behavior shaped by social environments and group dynamics

Soju shows up in familiar, social occasions:

- Group dining (Korean BBQ, casual restaurants)
- Social gatherings and pre-game occasions
- At-home occasions with friends
- Casual on-premise moments



A CATEGORY BUILT FOR REPETITION

Soju is a rapidly growing global category driven by younger consumers seeking lighter, more approachable spirits. Its lower ABV, smooth profile, and flavor variety make it uniquely suited for social occasions and repeat consumption.

While trial is high, many brands still position soju through tradition or broad accessibility, without fully leaning into its role as an easy, go-to drink for group settings and ongoing occasions.

This creates a clear opportunity to define a brand built around momentum—one that embraces the social rhythm of drinking and is designed to be enjoyed again and again.



INTRODUCING JAKKU TIDE



Crafted with Seoul. Clean, steady, and easy to enjoy, Jakku Tide Soju is charcoal - filtered for clarity and made with all-natural ingredients. Light and crisp, it flows with effortless flavor, refreshment you return to.

Refresh. Repeat.



Jakku Tide is a modern Korean soju inspired by the natural rhythm of the tide — a refreshment you return to again and again.

Crafted with Seoul, it reflects the city's vibrant, social energy and love of bold, shareable flavors. Light, crisp, approachable refreshment, Jakku Tide is designed for multicultural, plugged-in young adults (21-27) who seek flavorful drinks that fit their tastes.

Perfect for pre-games, karaoke nights, festivals, and house parties, Jakku Tide delivers clean, approachable refreshment that keeps the energy flowing.

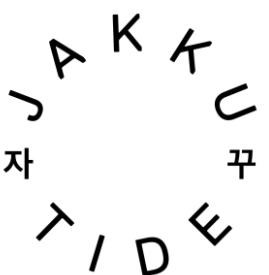
Refresh. Repeat.



**SPIRIT-BASED
ALL NATURAL FLAVORS
12% ABV**

STRAWBERRY • PEACH • APPLE • KYOHO GRAPE

**자꾸 (JAKKU)
KOREAN FOR “AGAIN AND AGAIN”
INSPIRED BY THE RHYTHM OF THE TIDE**



Jakku Tide is packaged in the standard 20-pack soju format, featuring a 375 ML green glass bottle that reflects the category's iconic look—driving instant recognition and repeat enjoyment, again and again.



ALL-NATURAL
FLAVORS



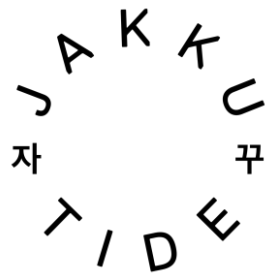
12%
ABV



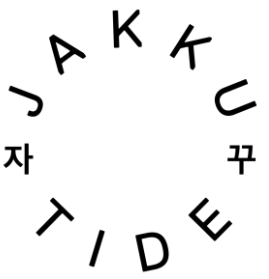
SPIRIT-
BASED



PRODUCT
OF
KOREA



ROLE OF BRAND



Owning the Rhythm of Soju

Jakku Tide embraces what makes soju unique, its ease, versatility, and natural fit within social occasions, bringing energy and momentum to a category built for repeat consumption.

What Jakku Tide delivers

- An easy, smooth drinking experience designed for repeat enjoyment
- Bold, flavor-forward profiles that stand out in social settings
- A vibrant, high-impact visual identity built for visibility and energy
- A go-to option within the soju set for casual, group occasions

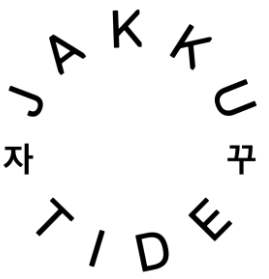
Where Jakku Tide wins

Jakku Tide is built for social moments that keep going, including pre-games, group dinners, house parties, and nights out, where consumers are looking for something easy, flavorful, and shareable.

Why it matters

As the category grows, there is increasing demand for drinks that are not just approachable, but repeatable. Jakku Tide meets this need and creates a distinct role within the set as a brand designed for momentum, frequency, and social energy.

REFRESH. REPEAT.



Built for easy, repeatable drinking

Jakku Tide is crafted to be light, smooth, and easy to enjoy, built on a base made from Korean apples that delivers a softer, more approachable drinking experience. With bold, fruit-forward flavors, it is designed to keep the moment going.

What makes it different

- Apple-based distillation for a smooth, easy-drinking profile
- Bold, fruit-forward flavors that stand out in social settings
- Light and crisp, without heaviness or fatigue
- Made to be shared, mixed, and enjoyed across occasions

Flavor Profile

Bright, juicy flavors that are instantly recognizable and easy to enjoy

Peach • Strawberry • Apple • Kyoho Grape

Designed for repeat occasions

An easy, refreshing profile that supports multiple rounds, group settings, and moments that keep going.

OUR STRATEGIC ADVANTAGE

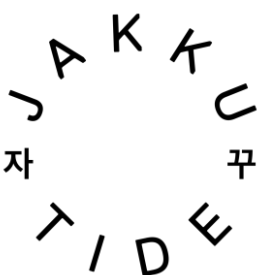


Apple-Derived Base for a Clean, Easy-Drinking Profile

Jakku Tide is crafted from distilled spirits made from Korean apples and cane neutral spirits, designed for clarity, balance, and refreshment.

Unlike traditional grain-based soju, the apple-derived base creates a lighter, lower-residue spirit that drinks clean and easy.

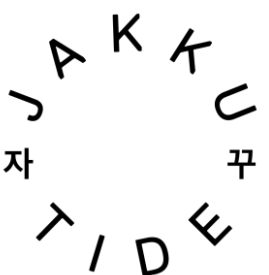
This allows flavors to come through clearly, resulting in a crisp, refreshing profile built for occasions that happen again and again.



KEY COMPETITOR + PRICE POSITIONING

Soonhari is the primary competitor, with pricing typically in the \$5.49–\$5.99 range. Jakku Tide is aligned at a \$5.99 SRP, delivering strong value within the core of the category while maintaining quality and consistency.

A 2 for \$10 promotional structure reinforces accessibility and encourages repeat purchase, aligning with how the category is naturally shopped. This pricing approach supports Jakku Tide's role as an easy, everyday option that consumers can come back to again and again.



PRIORITY CHANNELS & ACCOUNT TARGETING



A focused approach to drive trial and repeat

Off-Premise Independent Accounts (Core Volume)

- High-volume independent liquor stores and neighborhood accounts
- Drive visibility within the flavored soju set
- Prioritize cold box to support grab-and-go and repeat purchase

On-Premise (Trial + Social Occasions)

- Casual dining, Korean BBQ, and high-energy social environments
- Occasion-led trial through group settings and shareable moments
- Support by-the-bottle placements and simple menu integration

Immediate Consumption (Impulse + Repeat)

- Convenience, small-format retail, and strong cold box accounts
- Capture 375ml, grab-and-go occasions
- Drive repeat through accessibility, price, and ease



SHELF & DISPLAY STANDARDS

Shelf Placement

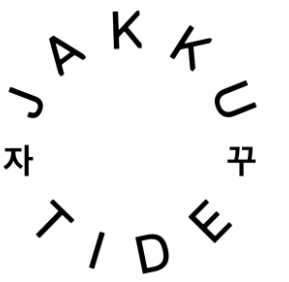
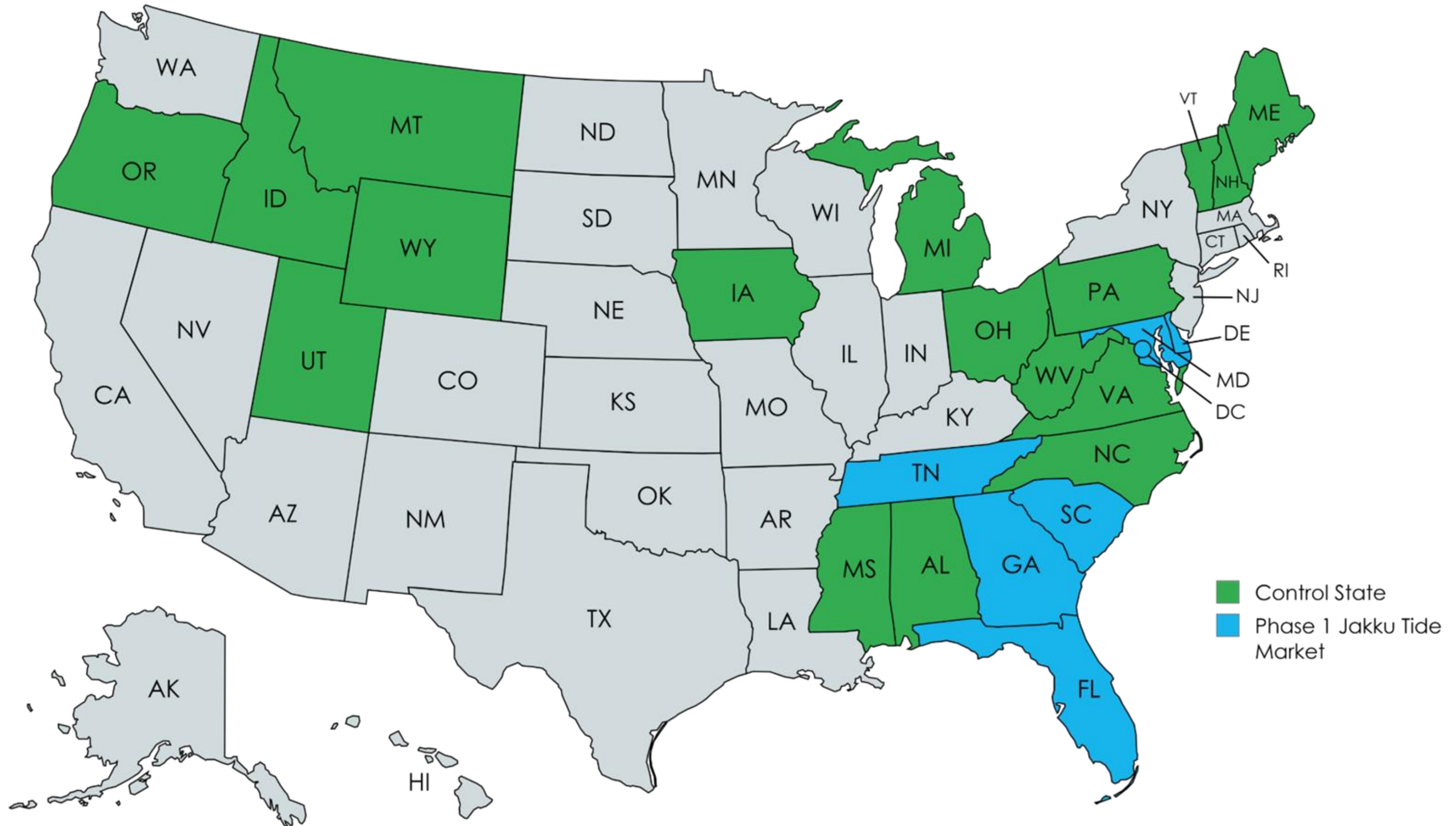
- Merchandise within **Spirits – Soju set** where available
- Position at **eye level** to maximize visibility and trial
- Place **adjacent to Soon Hari** to capture core flavored soju shoppers and drive trial

Display

- **Cold box placement prioritized** to drive immediate consumption and trial
- Utilize **rack displays as primary execution** (standard 4-case capacity)
- Maintain a **minimum 4-case presence** to ensure visibility and in-stock position



PHASE 1 LAUNCH MARKETS

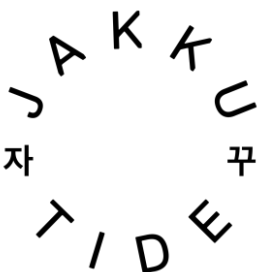


LAUNCH TIMELINE

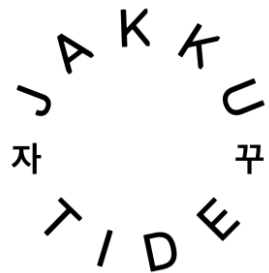
Phase 1 Launch Markets
DC, DE, FL, GA, MD, SC, TN

Timing

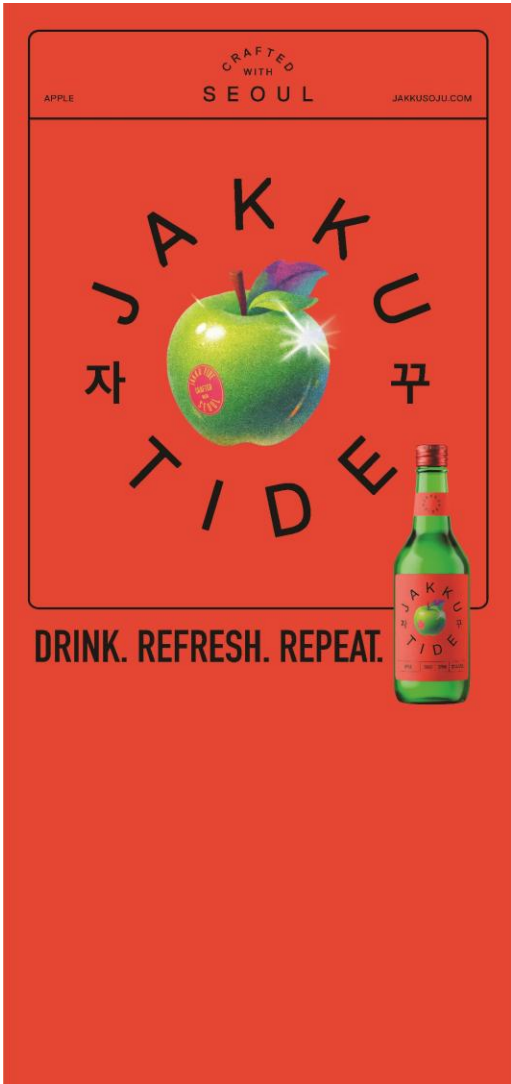
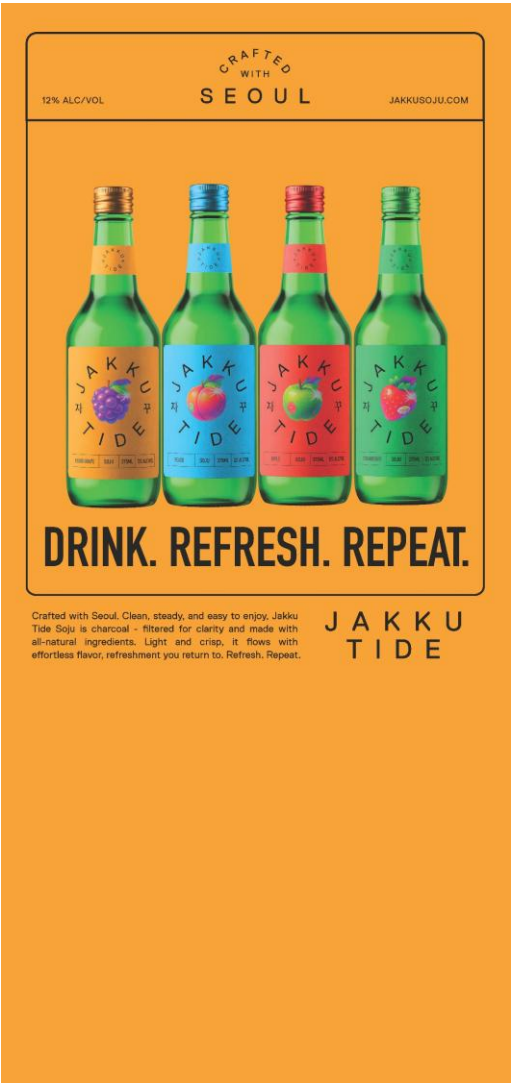
- **May 5:** Launch with sales leadership across these markets, national chains, and control states
- **May 8:** Outlined budgets communicated by market
- **May 11:** POS order coming from Cameron, due by 6/1
- **June:** Distributor Presentations for August-October launch
- **June 30:** VNSM: shortened highlight version for max 30-minute presentation
- **July 1:** Initial product arrival (Air Freight)
- **August 1:** Product arrives in market
- **September 21:** NSM: launch with full RFW Sales Team with competitive tasting and live product



POS + TOOLS



POS + TOOLS



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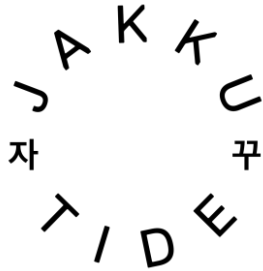
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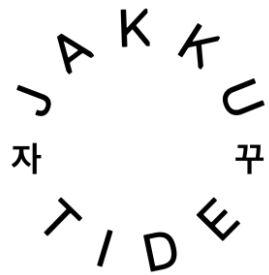
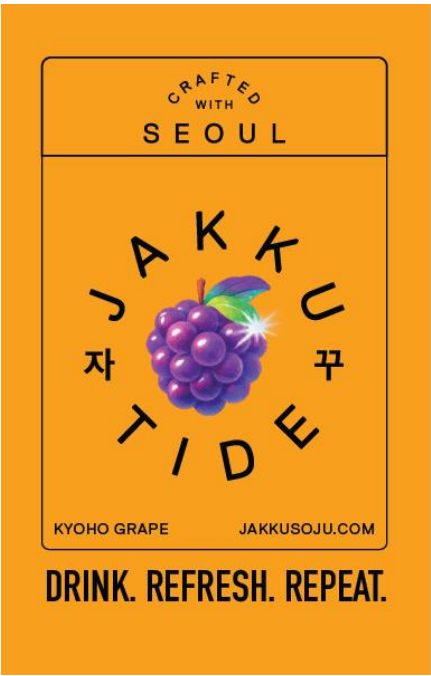
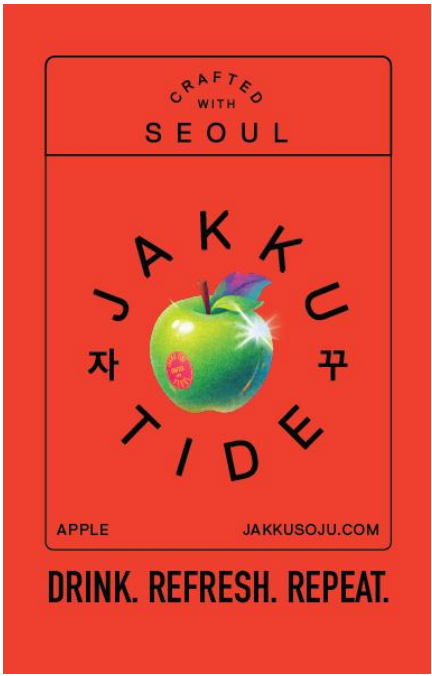
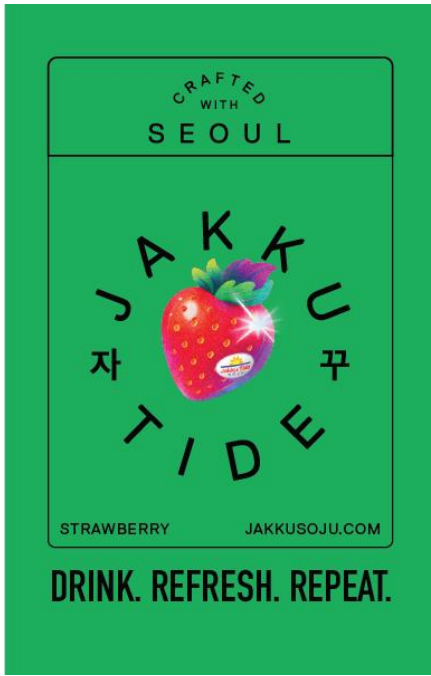
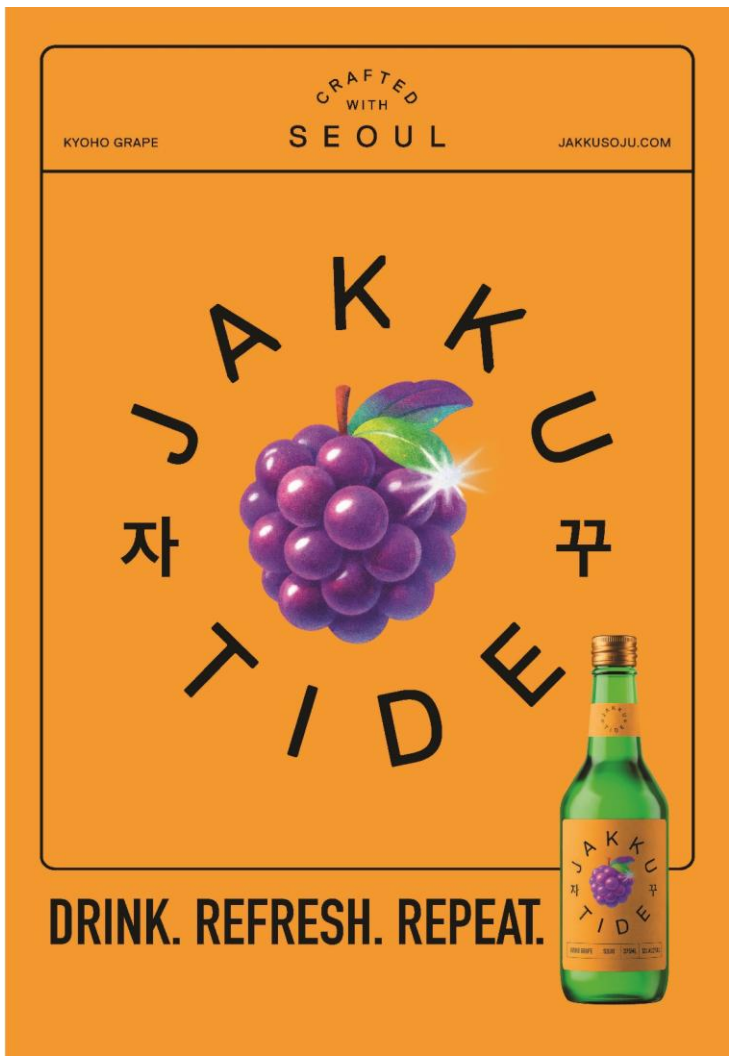
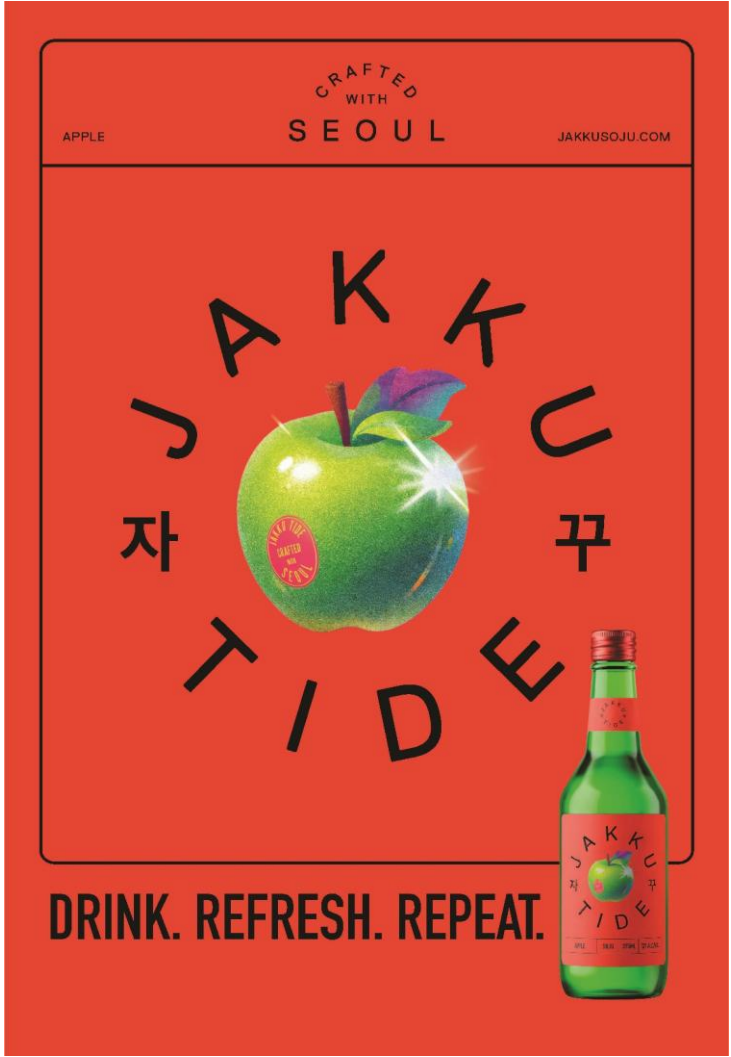
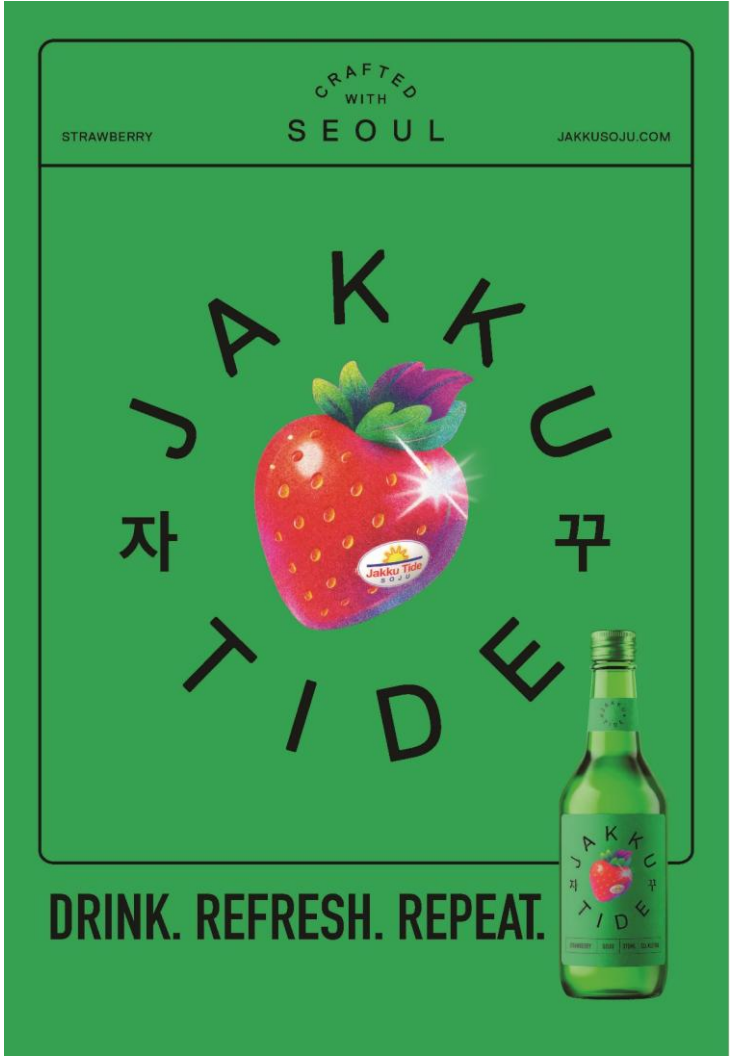
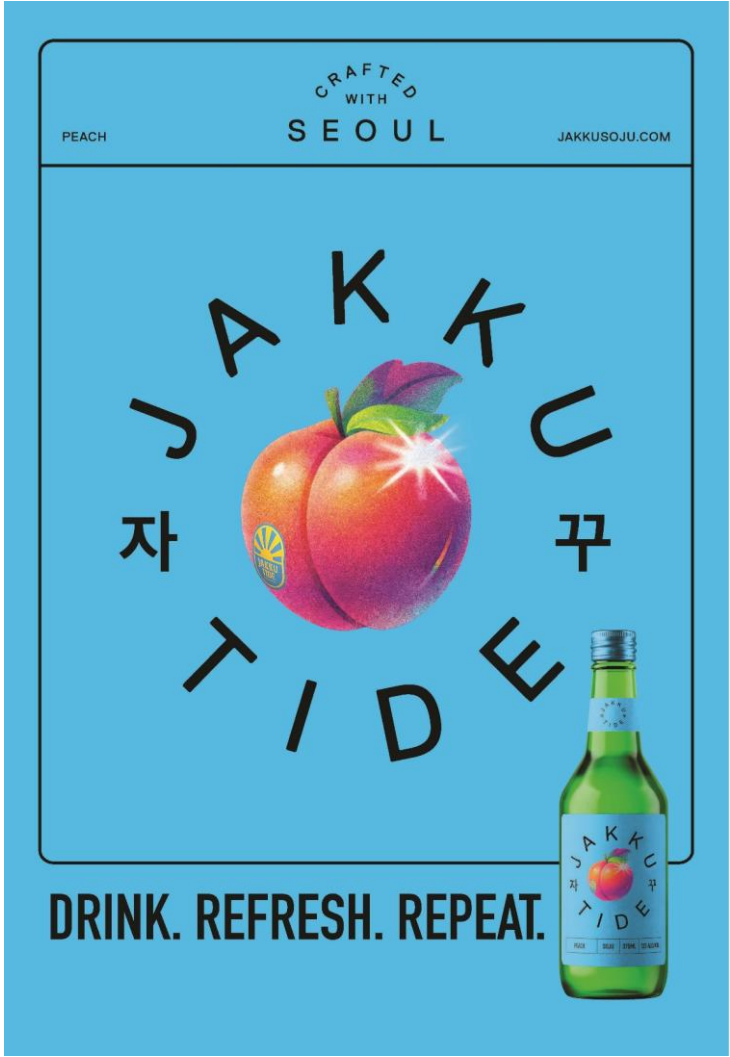
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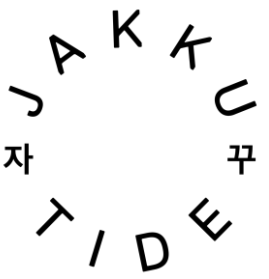
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POS + TOOLS



ON-PREMISE



HOW TO SOJU: EASY TO DRINK, EASY TO SHARE

Introduce Jakku Tide through simple rituals that feel familiar and encourage group occasions and repeat.

Somaek Program (so-meck) Soju + Beer

A quick, approachable way to enjoy Jakku Tide:

- **Peach + Light Lager**
- **Strawberry + Wheat Beer**
- **Kyoho Grape + Pilsner**
- **Apple + Crisp Lager**

Why it works

- Easy to understand and order
- Built for group occasions
- Drives repeat and multiple rounds
- Simple for staff to execute



MARKETING & DIGITAL SUPPORT

Built for Discovery. Designed for Repeat.

- 47% of LDA-34 consumers discover Korean spirits via social media
- Social drives discovery and awareness
- On-premise drives trial
- Jakku Tide is built to convert discovery into repeat

Platform Focus: TikTok-First

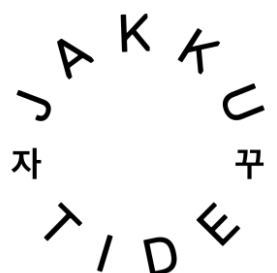
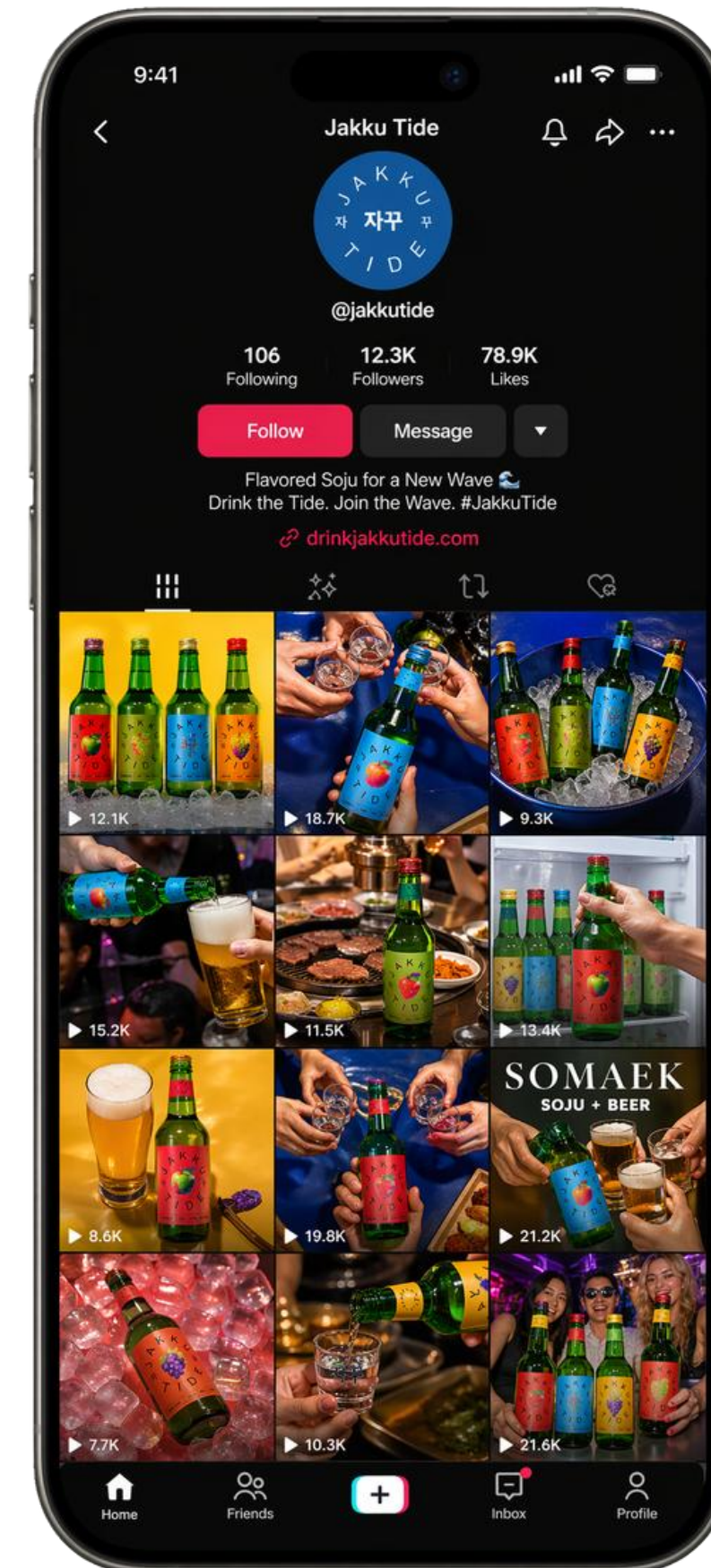
- Lean into TikTok as the primary growth engine
- Short-form, trend-led content designed for discovery and shareability
- Support with Instagram to reinforce presence and consistency

Content Strategy: UGC + Social Energy

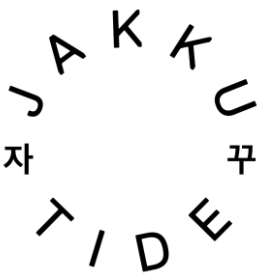
- Real moments over polished creative
- Group occasions, pre-games, and “night out” content
- Flavor-led, easy-to-understand, and repeatable

How we win

- High-frequency, low-friction content
- Creator and community-driven storytelling
- Aligned with how consumers actually discover and engage today



WHY BOTH?



TWO DISTINCT ROLES. ONE GROWING CATEGORY.

Jakku Tide

Rhythmic
Social
Repeatable

A clean, easy-drinking soju designed for social occasions and frequent consumption. Built for how consumers drink today, with flavors and formats that drive repeat.

Tateu

Precise
Intentional
Expressive

A more refined expression of soju, designed for discovery, trade-up, and more considered occasions.

Built for consumers seeking clarity, balance, and a more elevated experience.

Together

Tateu builds perception

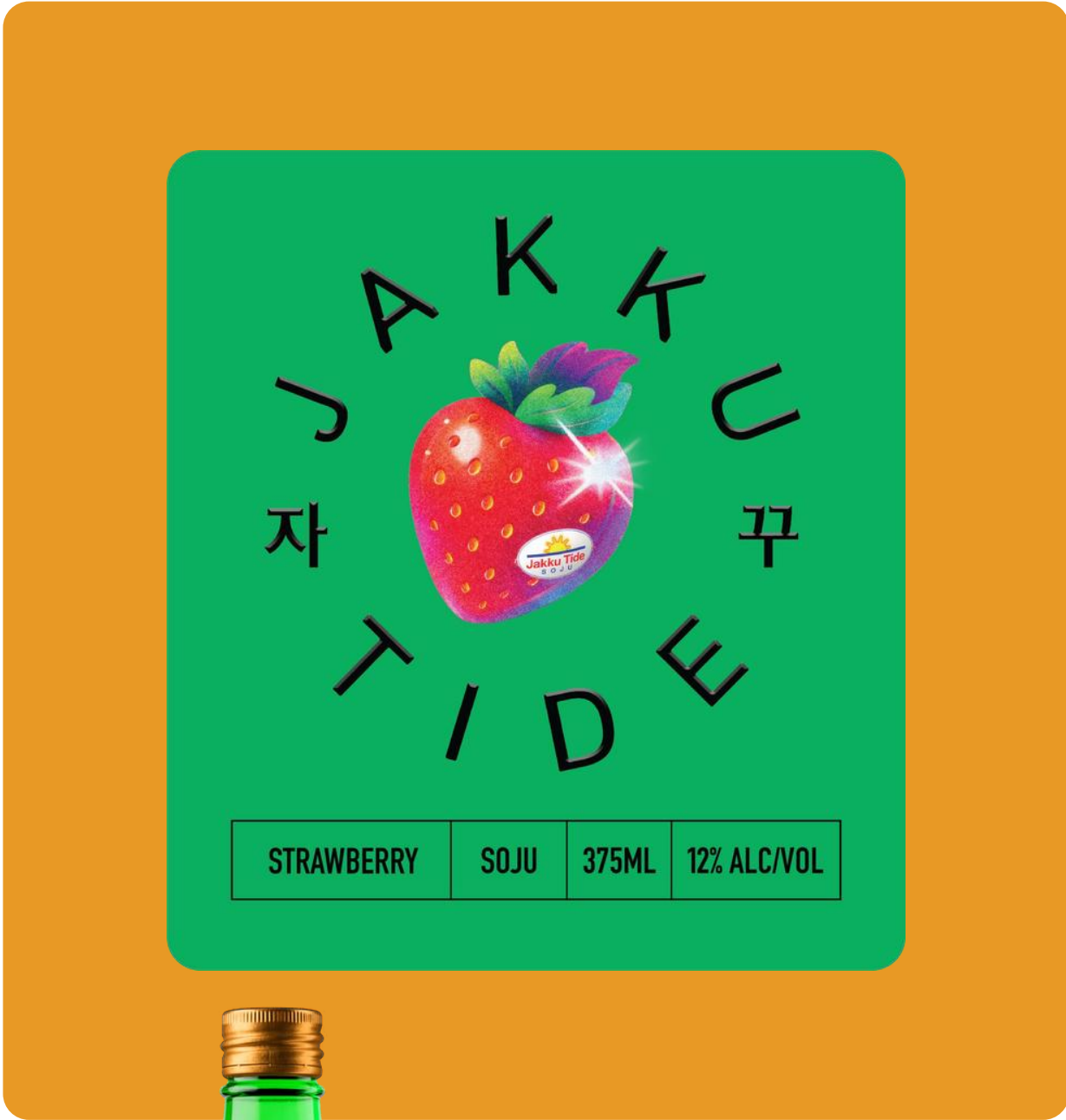
Jakku drives velocity and repeat

A dual-brand strategy that captures both ends of the occasion spectrum and maximizes total category opportunity.



PRODUCT
OF
KOREA

SOJU



STRAWBERRY	SOJU	375ML	12% ALC/VOL
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JAKKU
TIDE

CRAFTED
WITH
SEOUL

