

JAKKU TIDE

DRINK. REFRESH. REPEAT.

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.



The soju category is fast-growing and underdeveloped, with outsized cultural momentum—expanding globally as younger consumers seek lighter, more approachable spirits.

\$62M CATEGORY + 37% YOY GROWTH

Source: NIQ; Total US xAOC + Liquor Open State + Conv L52 w/e 4-4-26

JAKKU TIDE

자꾸 (JAKKU)

KOREAN FOR
“AGAIN AND AGAIN”
INSPIRED BY THE
RHYTHM OF THE TIDE

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 music-driven, social lifestyle.



ALL-
NATURAL
FLAVORS



12%
ABV

MSRP: \$5.99
20-PACK
CASE



PEACH
BOTTLE UPC



0 87872 63530 1

CASE UPC



10087872635308



STRAWBERRY
BOTTLE UPC



0 87872 63531 8

CASE UPC



10087872635315



APPLE
BOTTLE UPC



0 87872 63532 5

CASE UPC



10087872635322



KYOHU GRAPE
BOTTLE UPC



0 87872 63533 2

CASE UPC



10087872635339

JAKKU TIDE

DRINK. REFRESH. REPEAT.

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.

APPLE-BASED DISTILLATION FOR A SMOOTH, EASY-DRINKING PROFILE, UNLIKE GRAIN BASED SOJU

REFRESH. REPEAT.

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.

WHAT MAKES JAKKU TIDE DIFFERENT

- Made with an apple-based spirit for smooth, no-effort enjoyment
- Bold, fruit-forward flavors that stand out
- Light and crisp, without heaviness or fatigue
- Made to be shared, mixed, and sipped across occasions

FLAVORS

Four 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.

