

TATEU

SPIRIT BASED



MADE TO SHARE

SOJU

타투 (Tateu)

pronounced ta-too

Korean for "tattoo," a mark of identity and self-expression



TABLE OF CONTENTS

- Soju Category Landscape
- Soju, Simplified
- Soju Consumer + Occasion
- Our Why
- Brand Introduction
- Role of Brand
- Our Strategic Advantage
- Key Competitor + Price Positioning
- Channel + Market Plan
- Shelf + Display Standards
- Launch Plan + Phasing
- POS + Tools
- On-Premise
- Marketing + Digital Support
- FAQ
- Why Both?



TATEU

SPIRIT BASED



MADE TO SHARE

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**



TATEU

SPIRIT BASED



MADE TO SHARE

SOJU, SIMPLIFIED

A modern, approachable spirit for social occasions

Soju is a light, smooth Korean spirit known for its easy drinkability and social nature. Today, it is gaining momentum as consumers seek lighter, more versatile alternatives to traditional spirits.

Why It Resonates Today

- Lower ABV than most spirits
- Smooth, clean, and easy to drink
- Versatile and designed for sharing

How It's Enjoyed

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

Where It Fits

From casual nights out to more elevated social occasions



TATEU

SPIRIT BASED



MADE TO SHARE

SOJU CONSUMER + OCCASION

A social category led by younger legal-age consumers

Trial is driven by:

- Curiosity
- Tasting events
- Peer recommendation
- Menu presence

Consumers are open, but not yet informed, making this a discovery-driven category

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 discovery moments



TATEU

SPIRIT BASED



MADE TO SHARE

A CATEGORY READY FOR EVOLUTION

Soju is a rapidly growing global category driven by younger consumers seeking lighter, more approachable spirits. While trial is high, the category remains dominated by legacy players with similar positioning and limited differentiation. Current offerings are largely traditional, with minimal focus on design, quality perception, or modern brand storytelling.

This creates a clear opportunity to redefine the category through a more elevated, intentional approach.



TATEU

SPIRIT BASED



MADE TO SHARE

BRAND INTRODUCTION

INSPIRED BY NATURE CRAFTED WITH SEOUL

Tateu is a modern expression of soju shaped by the calm clarity of Korean beauty culture - light, pure, and effortlessly refined.

Designed for multicultural young adults (24–32), Tateu appeals to globally curious consumers who value both quality and aesthetic. With a clean, balanced profile, it is built for more intentional social occasions, from brunches and dinner parties to outdoor gatherings, where the experience matters as much as the product.

Rooted in the clarity and radiance of K-beauty, Tateu brings a more modern, elevated approach to a traditionally casual category.



**SPIRIT-BASED
ALL NATURAL FLAVORS
12% ABV
PEACH • LYCHEE • YUZU • APPLE**

타투 (Tateu)

pronounced ta-too

Korean for "tattoo," a mark of identity and self-expression

TATEU

SPIRIT BASED



MADE TO SHARE

BRAND INTRODUCTION

Tateu is packaged in the standard 20-pack soju format, featuring a premium waterproof paper label designed to maintain its integrity in chilled environments, and a 375 mL clear glass bottle that reflects its clarity and modern, elevated positioning.

All-Natural
Flavors

12% ABV

Spirit-Based



TATEU

SPIRIT BASED



MADE TO SHARE

ROLE OF BRAND

Elevating The Soju Experience

Tateu introduces a more refined, design-forward expression of soju, bringing a sense of intention and modernity to a traditionally casual category.

What Tateu Delivers

- A cleaner, more balanced drinking experience
- Elevated design and visual identity
- A more intentional, occasion-led positioning
- A premium trade-up within the soju set

Where Tateu Wins

Tateu is built for more considered social occasions, where consumers are seeking something that feels more elevated than everyday options, without sacrificing approachability.

Why It Matters

As the category grows, there is increasing demand for products that deliver both accessibility and perceived quality. Tateu fills this gap, creating a clear point of differentiation within a largely undifferentiated set.

TATEU

SPIRIT BASED



MADE TO SHARE

A CLEAN FLAVOR EXPERIENCE

A Cleaner, More Refined Expression Of Flavor

Tateu is built on an apple-derived base, creating a softer, smoother foundation that allows flavors to come through with clarity and balance.

What Makes It Different

- Apple-based distillation for a cleaner, lower-residue profile
- Smooth, balanced structure with no harsh edges
- Flavor-forward, without being overly sweet or artificial

Flavor Profile

Bright, recognizable flavors expressed with restraint and clarity:

Peach • Lychee • Yuzu • Apple

Designed For Elevated Occasions

Refined and balanced for a smooth, extended drinking experience that never overwhelms the palate.

TATEU

SPIRIT BASED



MADE TO SHARE

OUR STRATEGIC ADVANTAGE

Apple-Derived Base for a Cleaner, More Refined Profile

Tateu is crafted from distilled spirits derived from Korean apples and cane neutral spirits, a combination designed for purity, balance, and flavor clarity.

Unlike traditional grain-based soju, an apple-derived base creates a softer, lower-residue spirit that delivers a smoother, more refined drinking experience.

This allows flavors to come through with greater precision, resulting in a cleaner, more modern profile that aligns with evolving consumer preferences for lighter, more approachable spirits.



TATEU

SPIRIT BASED



MADE TO SHARE

KEY COMPETITOR + PRICE POSITIONING

Jinro is the key competitor for Tateu, with national pricing averaging \$6.00–\$6.25. Tateu is deliberately priced at \$6.99 to signal a step-up in quality and modern positioning, supported by our apple-derived base and premium design. A 2/\$12 promotional structure keeps Tateu competitive at shelf, aligning with key category price thresholds while reinforcing value and driving multi-unit purchase.



TATEU

SPIRIT BASED



MADE TO SHARE

PRIORITY CHANNELS

A focused approach to drive trial and build momentum

Off-Premise Independent Accounts (Premium Trade-Up)

- Target independent liquor stores with established soju sales and consistent velocity
- Premiumize the soju set and drive higher ring per transaction
- Prioritize cold box where available

On-Premise (Trial + Discovery)

- Korean BBQ, Asian dining, and high-traffic casual restaurants
- Introduce the category through social, group occasions
- Drive by-the-bottle placements and menu presence

Immediate Consumption (Impulse + Repeat)

- Small-format retail and strong cold box accounts
- Capture 375ml, grab-and-go occasions
- Reinforce repeat through accessibility



TATEU

SPIRIT BASED



MADE TO SHARE

SHELF + DISPLAY STANDARDS

Shelf + Display Standards

Shelf Placement

- Merchandise within **Spirits – Soju set** where available
- Position at **eye level** to maximize visibility and trial
- Place **adjacent to Jinro** to leverage established category traffic and premium trade-up behavior

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



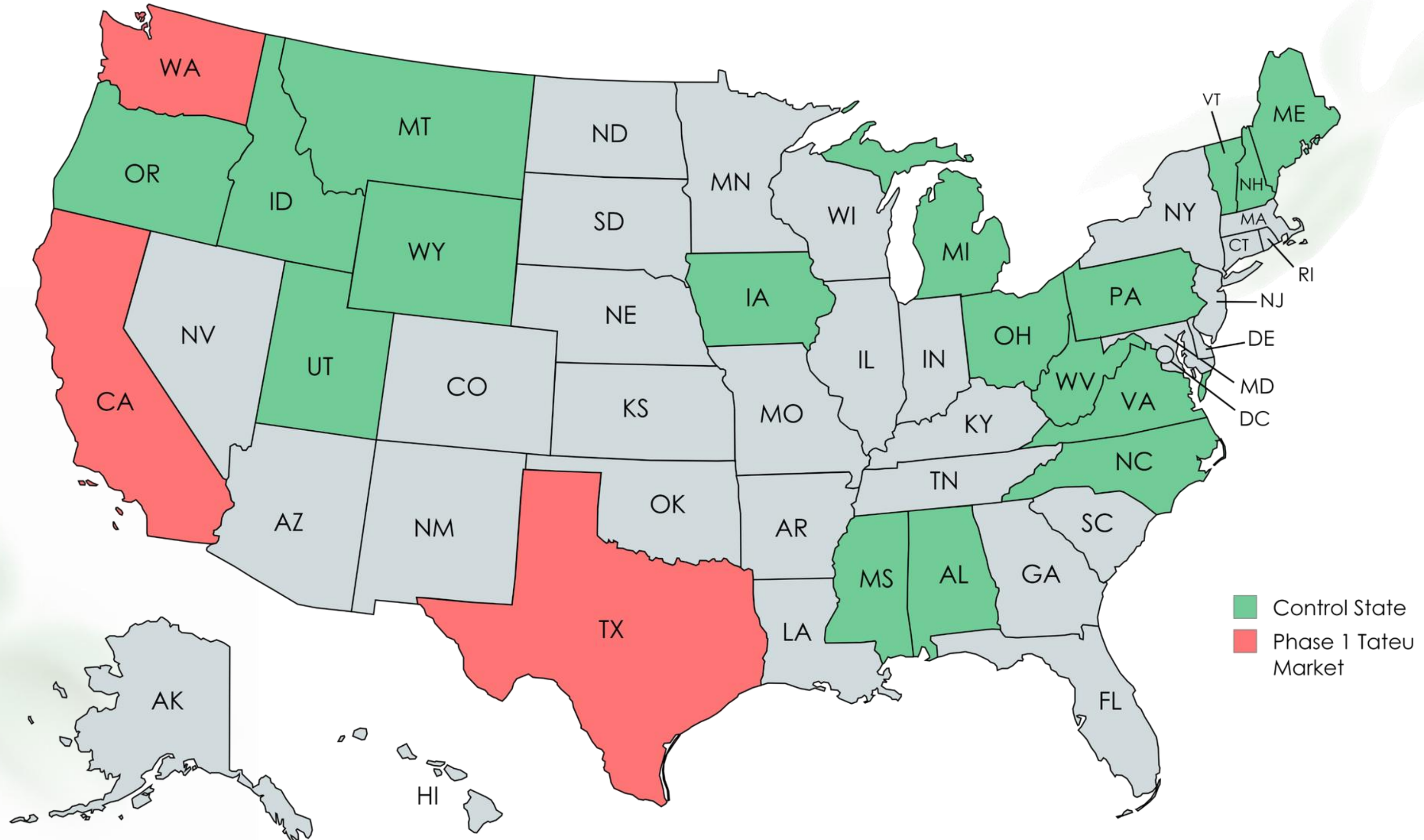
TATEU

SPIRIT BASED



MADE TO SHARE

PHASE 1 LAUNCH MARKETS





Phase 1 Launch Markets

CA, WA, TX

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 6/1
- **June:** Distributor presentations for August-October launch
- **June 30:** VNISM: shortened highlight version for max 30-minute presentation
- **July 1:** Initial product arrival (Air Freight)
- **August 1-15:** Product arrives in market
- **September 21:** NSM: launch with full RFW Sales Team with competitive tasting and live product

TATEU

SPIRIT BASED

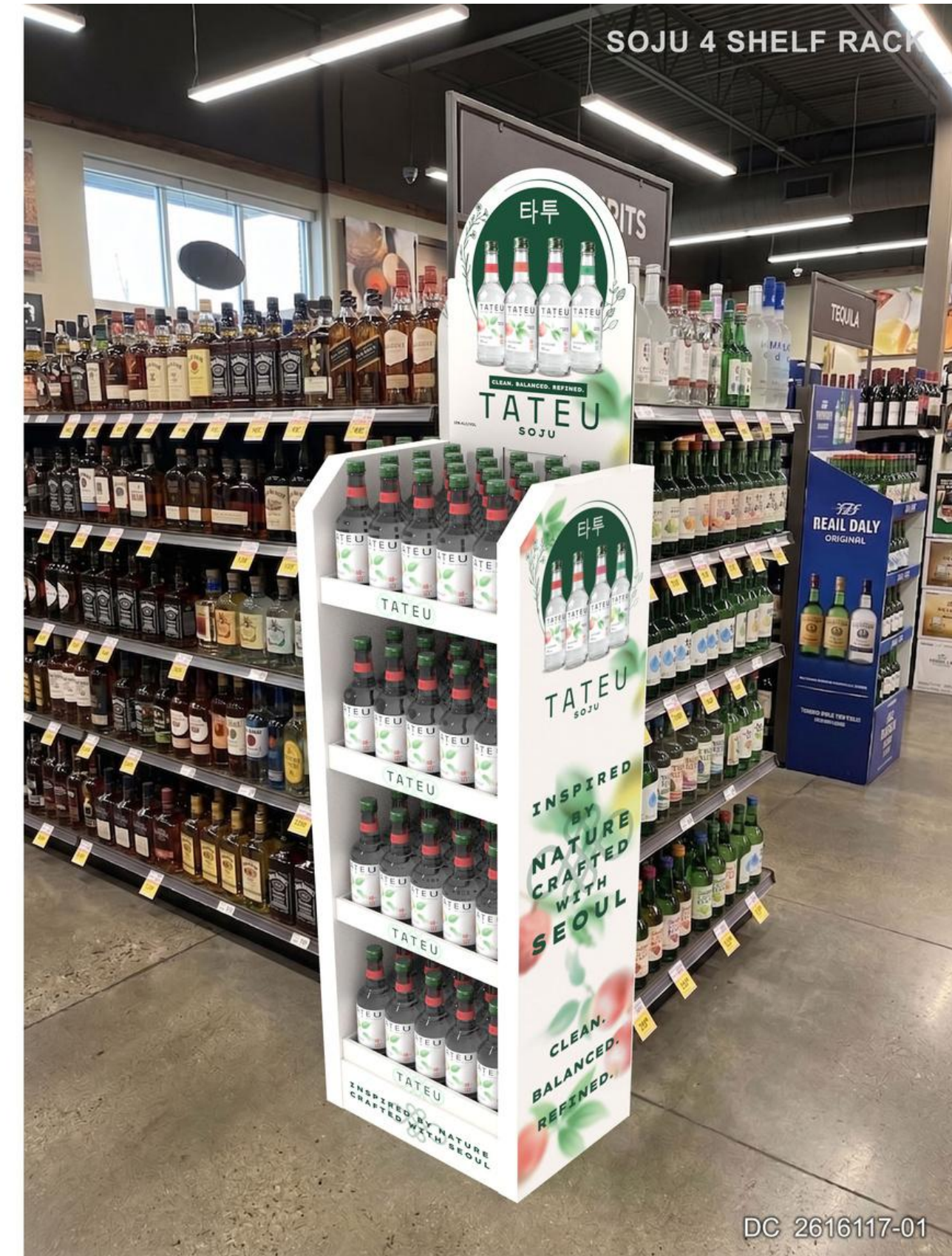


MADE TO SHARE

POS + TOOLS



FEATURES:
Printed Corrugate Structure
16.5w x 12d x 61.5h



DC 2616117-01

TATEU

SPIRIT BASED



MADE TO SHARE

POS + TOOLS



CASE CARDS



CASE TUCKER



COOLER
CLINGS -
3 SIZES



POSTER



SHELF
TALKERS



SHELFSTRIPS

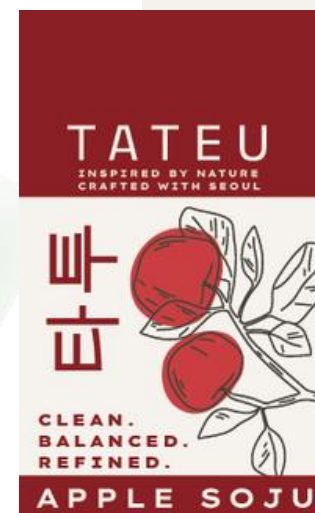
TATEU

SPIRIT BASED



MADE TO SHARE

POS + TOOLS



TATEU

SPIRIT BASED



MADE TO SHARE

ON-PREMISE

How to Soju - Simple Paths to Trial

Introduce soju through familiar, easy-to-execute rituals that drive group participation and repeat occasions.

Somaek Program (so-meck)

Soju + Beer

Pair Tateu with beer to create a simple, shareable drinking experience:

- **Peach + Light Lager**
- **Lychee + Wheat Beer**
- **Yuzu + Pilsner**
- **Apple + Crisp Lager**

Why It Works

- Familiar format lowers barrier to entry
- Encourages group participation
- Drives multiple-unit consumption
- Easy for staff to recommend and execute

Soju Flights (Discovery + Trade-Up)

Offer 3–4 flavor flights to encourage exploration and comparison

Supports trial across variants and reinforces premium positioning

Why It Works

- Encourages discovery and trade-up
- Increases per-guest spend
- Creates a more elevated, shareable experience



TATEU

SPIRIT BASED



MADE TO SHARE

MARKETING + DIGITAL SUPPORT

Social-led to build awareness and elevate perception

- 47% of LDA-34 consumers discover Korean spirits via social media
- Social drives awareness; on-premise drives trial
- Tateu is positioned to convert discovery into consideration and trade-up

Platform Focus: Instagram-First

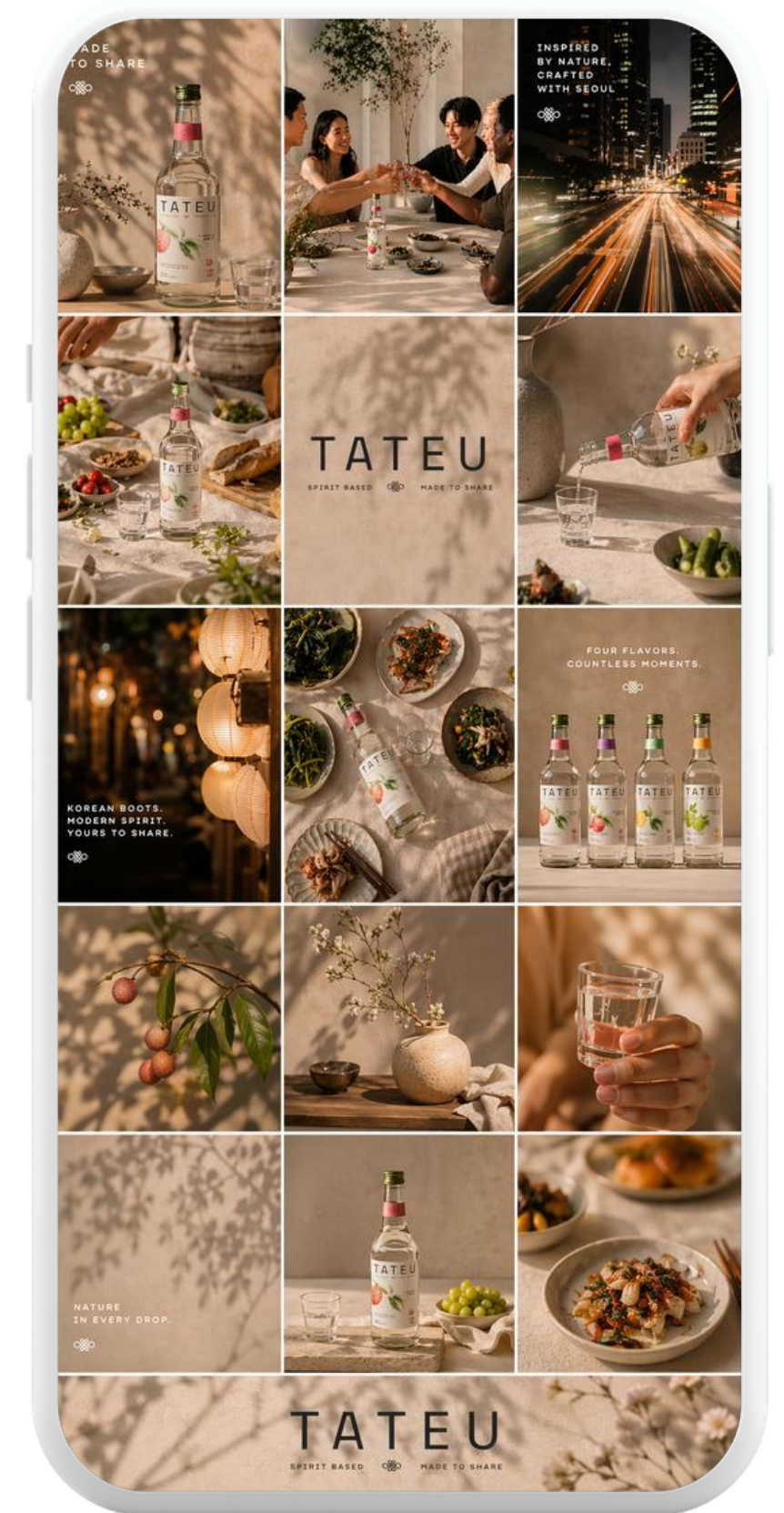
- Lean into Instagram as the primary growth engine
- Design-forward, elevated creative that reinforces a premium, modern identity
- Support with TikTok for reach, with more curated, brand-led content

Content Strategy: Elevated + Intentional

- Polished, design-led visuals and brand storytelling
- Focus on aesthetics, flavor clarity, and modern simplicity
- Occasion-driven content that feels considered and shareable

How we win

- Consistent, high-quality creative that builds brand perception
- Clear differentiation from mainstream flavored soju
- Aligned with consumers seeking something more refined, but still approachable



**Q: What is yuzu?**

A: Yuzu is a prized East Asian citrus fruit, commonly used in Korea and Japan. It has a bright, aromatic flavor that blends lemon, lime, and grapefruit, with a crisp, refreshing finish.

Q: What is lychee?

A: Lychee is a tropical fruit popular across Asia, known for its juicy, slightly floral sweetness. It delivers a smooth, lightly perfumed flavor that's both refreshing and easy to drink.

Q: I thought soju had to be made from rice — is this authentic?

A: Soju can be made from a variety of base ingredients, including rice, barley, sweet potato, and tapioca. Today, many widely distributed sojus use highly neutral bases for a lighter, more uniform flavor profile. Tateu is crafted from spirits distilled from Korean apples, delivering a smoother, more refined profile rooted in traditional Korean ingredients.

TATEU

SPIRIT BASED



MADE TO SHARE

WHY BOTH?

Two distinct roles. One growing category.

Tateu

Precise
Intentional
Expressive

Jakku Tide

Rhythmic
Social
Repeatable

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.

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.

Together

Tateu builds perception

Jakku Tide drives velocity and repeat

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



TATEU

SPIRIT BASED



MADE TO SHARE

