

TATEU

SOJU

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.



The soju category is fast-growing and underdeveloped, with strong 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 + L52 w/e 4-4-26

TATEU

SOJU

타투

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

Tateu is a modern expression of soju inspired 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.

**ALL-NATURAL
FLAVORS**

12% ABV

**SPIRIT
BASED**

MSRP: \$6.99
20-pack case



APPLE

BOTTLE UPC



CASE UPC



10087872635353

YUZU

BOTTLE UPC



CASE UPC



10087872635377

PEACH

BOTTLE UPC



CASE UPC



10087872635346

LYCHEE

BOTTLE UPC



CASE UPC



10087872635360

TATEU

SOJU

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.

Apple-based distillation for a cleaner, lower-residue profile, unlike grain based Soju.

A CLEANER MORE REFINED EXPERIENCE

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



WHAT MAKES TATEU 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

FLAVORS

Four bright authentically Korean 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