



# Tozai

PREMIUM JAPANESE SAKE

Uniting Japanese tradition with a modern approachability, Tozai connects novices, cocktail lovers, and sake connoisseurs at an inviting entry-level premium price point.



### CLEAN DRINKING

Made in Kyoto, Japan, the birthplace of sake, and home to Kyoto's Fushimi Mizu, one of Japan's most prized water sources gives Tozai undeniable quality.



### TRADITIONAL STYLE MEETS APPROACHABILITY

Each Tozai sake is a classic representation of its style and grade. Tozai takes sake out of the special occasion category and welcomes consumers to enjoy sake in their every day that fits their lifestyle.



### EYE-CATCHING PACKAGING

No intimidation through easy-to-read English names. Approachable flavor descriptions each sake. Printed on Japanese washi rice paper, hand-painted koi fish designs, Japanese kanji, and wagara paper patterns evolve traditional design.



### COVETED BY CONSUMERS = RECORD GROWTH FOR 15+ YEARS

The 2<sup>nd</sup> largest imported sake brand in the US, representing 9% of all sake imports.



### CULTURE CONNECTION

A journey from East to West, across oceans and centuries, anchored in moments of now. The real Tozai train line runs East to West through central Kyoto and connects commuters to start and end their hard-worked day.