



KOMÉ

COLLECTIVE

CRAFT JAPANESE SAKE & SPIRITS





# TOZAI

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

## WHY DOES TOZAI STAND OUT



### 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.





# TOZAI

Tozai shines in on-premise opportunities by adding value to traditional Japanese and progressive restaurant programs alike

## Purest of Drinking for the Foodies

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.

## All-Inclusive

Each Tozai sake is a classic representation of its style and grade delivered with a sense of modern design. This all-inclusive brand meets the demand of novice sake drinkers, cocktail lovers, or sake pros.

## For a Curated List

Thought leaders for over 20 years, we've built a strong brand that spans six styles that complement any food experience – from delicate & fruit-forward to rustic & rich.

## 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. We bring this sake to the west for all to enjoy at any type of meal, from a fast-casual concept to a Michelin star restaurant.





# TOZAI CONTINUES TO BOOM

## SAKE'S STRONG Foothold IN RETAIL

**+2%**

increase in 2024 retail sake sales

**+7%**

increase in Komé Collective sake retail sales in 2024

Nielsen through 12.28.24

## ACCOUNTS ARE LOOKING FOR THE FULL TOZAI LINEUP

Vine Connections Internal Data 12.31.24 (off-prem)



SNOW MAIDEN makes up **43%** of sales, **+12%**



LIVING JEWEL makes up **27%** of sales, **+4%**



BLOSSOM OF PEACE makes up **14%** of sales, **+18%**



TYPHOON makes up **4%** of sales, **+10%**



WELL OF WISDOM makes up **5%** of sales, **-1%**



NIGHT SWIM makes up **7%** of sales, **+21%**

**Tozai**

The entry-level premium sake brand for consumers and retailers new to sake

**2<sup>ND</sup>**

LARGEST IMPORTED SAKE BRAND

+3.4% growth in 2024

Nielsen through 12.28.24



TOZAI SNOW MAIDEN 720ml

**#2** imported junmai nigori sake in the US



TOZAI LIVING JEWEL 720ml

**#1** imported junmai sake in the US

## TOZAI IS THRIVING ACROSS THE BOARD

**+10%**

case growth 2024 vs. 2023

**+5.3%**

POD growth 2024 vs. 2023

**+5.7%**

growth in new accounts 2024 vs. 2023

Internal Data 12.31.2024 (off-prem)

# TOZAI



## Snow Maiden

*Junmai Nigori*

- #2 imported junmai nigori sake in 2024
- #1 selling product at Vine Connections



## Living Jewel

*Junmai*

- #1 imported junmai in 2024
- Makes up 27% of sales, +4%



## Blossom of Peace

*Plum*

- Makes up 14% of sales, +18%



## Typhoon

*Futsu*

- Makes up 4% of sales, +10%



## Well of Wisdom

*Ginjo*

- Makes up 5% of sales



## Night Swim

*Futsu*

- Makes up 7% of sales, +21% in 2023





# DEDICATED MARKETING

## Digital

- Tozai Sales Presentation
- Tozai Cocktail Recipes
- Instagram Content for Accounts
- Provi, Google, and Meta Paid National Campaigns
- E-commerce Updated Content: Saucey, Tippsy, Tozaisake.com

## POS

- Cold Box Can and 300ml Holder
- Retail Case Stack display
- Tozai Account Poster
- On-premise Coasters
- On-premise Ice Buckets

## Swag

- Branded Trucker Hat
- Branded Topo Backpack
- Branded Yoga Mat
- Custom Can Koozies
- Shopping Tote Bag
- Tozai 'Sake Sake Sake' Stickers
- Chopsticks

