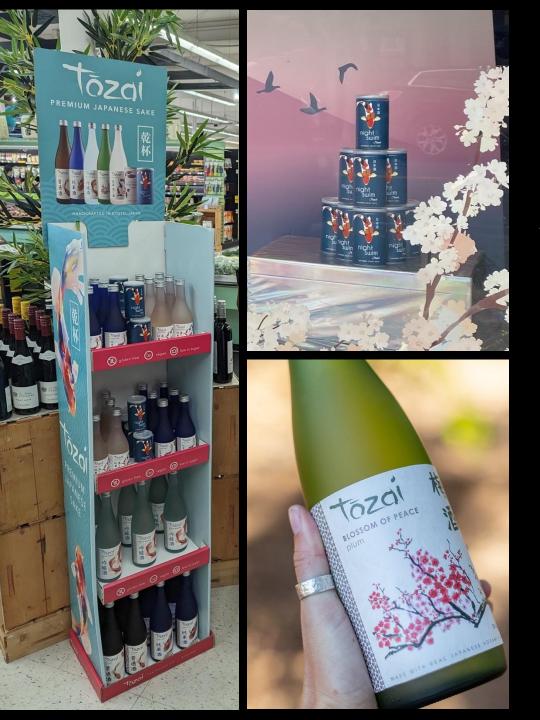
KOMÉ COLLECTIVE CRAFT JAPANESE SAKE & SPIRITS



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

<u>Clean Drinking</u>

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 2nd 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.

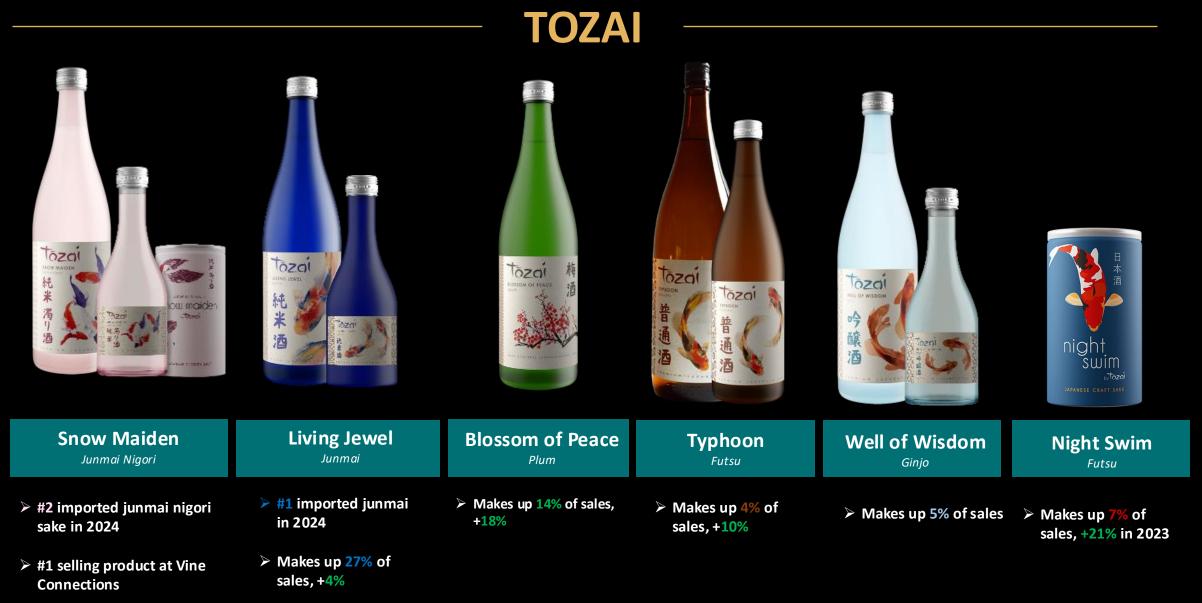
Culture Connection

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 **ACCOUNTS ARE LOOKING FOR THE FULL TOZAI L** Vine Connections Internal Data 12.31.24 (off-prem) increase in 2024 retail sake sales increase in Komé Collective sake retail sales in 2024 **TYPHOON** SNOW MAIDEN LIVING JEWEL **BLOSSOM OF PEACE** WELL OF WISDOM **NIGHT SWIM** makes up 43% of makes up 27% of makes up 14% of makes up 4% of makes up 5% of sales, -1% makes up 7% of Nielsen through 12.28.24 sales, +21% sales, +12% sales. +4% sales, +18% sales, +10% **TOZAL IS THRIVING** ACROSS THE BOARD 2ND **TOZAI SNOW MAIDEN 720ml 42** imported junmai nigori sake in the US ŌZO +5.3% POD growth 2024 vs. 2023 +10% LARGEST IMPORTED The entry-level premium sake brand for consumers and <u>retailers</u> SAKE BRAND case growth 2024 vs. 2023 +5.7% TOZAI LIVING JEWEL 720ml new to sake +3.4% growth in 2024 imported junmai sake in the US growth in new accounts 2024 vs. 2023 Nielsen through 12.28.24 Internal Data 12.31.2024 (off-prem)

IMPORTED BY 🔗 KOMÉ COLLECTIVE



DEDICATED MARKETING

<u>Digital</u>

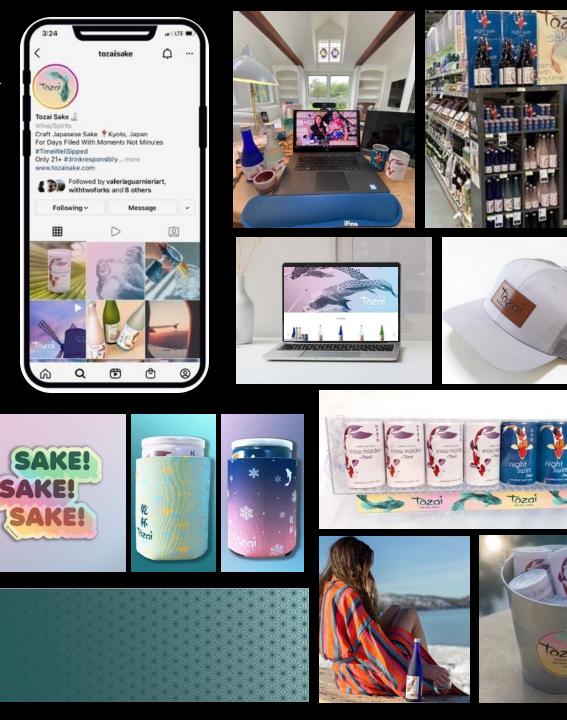
- Tozai Sales Presentation
- Tozai Cocktail Recipes
- Instagram Content for Accounts
- Provi, Google, and Meta Paid National Campaigns
- E-commerce Updated Content: Saucey, Tippsy, Tozaisake.com

<u>POS</u>

- 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





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Toza