

TOZAI CONTINUES TO BOOM

SAKE IMPORTS ARE GROWING



SAKE IMPORTS TO THE US ARE UP **+12%** (5 YEAR CAGR) & UP **+61%** YOY



Komé Collective is outpacing the industry, with a growth of **+19%** (5 year CAGR)

USDA through 12.31.21

ACCOUNTS ARE LOOKING FOR THE FULL TOZAI LINEUP

Vine Connections Internal Data



SNOW MAIDEN
makes up **50%** of sales, **+18%**



LIVING JEWEL
makes up **25%** of sales, **+29%**



BLOSSOM OF PEACE
makes up **9%** of sales, **+62%**



TYPHOON
makes up **7%** of sales, **+42%**



WELL OF WISDOM
makes up **6%** of sales, **+25%**



NIGHT SWIM
makes up **3%** of sales, **+40%**

Tozai

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

3RD

Largest imported sake brand in the US.
+20% growth vs. prior period

+22%

Tozai growth in 2021
USDA through 12.31.21



TOZAI SNOW MAIDEN 720ml

#9 imported sake in the US



TOZAI LIVING JEWEL 720ml

#11 imported sake in the US

Nielsen 12 week and 52 week avg, as of 1.31.22

GROWTH ACROSS THE BOARD

+26%

case growth 2021 vs. 2020

+26%

POD growth 2021 vs. 2020

+20%

growth in new accounts 2021 vs. 2020

THRIVING IN EVERY CHANNEL

+21% in Off-Premise Chain

+9% in Off-Premise Independent

+114% in On-Premise Chain

+76% in On-Premise Independent

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tozai

PREMIUM JAPANESE SAKE



TOZAI NIGHT SWIM CAN *Futsu*

The newest member of the Tozai family: a premium, Japanese sake that's conveniently canned for a perfect portion and experience.

TASTING NOTES: Refreshing notes of banana, baked pear and caramelized pineapple with hints of orange and mint.

RICE: Koshihikari
SEIMAIBUAI: 70 | **ALCOHOL:** 14

180ml: 835603007091 | **SRP** \$5



TOZAI SNOW MAIDEN *Junmai Nigori*

This cloudy sake has vibrant aromas and flavors with a creamy texture and a bright, surprisingly dry finish.

TASTING NOTES: Bright and fresh with a lovely ricey and fruity combination. Flavors of honeydew melon, raw pumpkin, and radish. Creamy texture & full body.

RICE: Goyhakumangoku & Gin Ohmi
SEIMAIBUAI: 70 | **ALCOHOL:** 14.9

300ml: 835603005431 | **SRP** \$10
720ml: 835603005448 | **SRP** \$17.50
180ml can: 835603007213 | **SRP** \$5



TOZAI LIVING JEWEL *Junmai*

Light and easy drinking sake named after Japan's colorful koi fish that represents good fortune & luck.

TASTING NOTES: Aromas of white grape, anise, and a hint of sweet rice. On the palate you will find citrus, white pepper & fresh herbal notes with a long, clean finish.

RICE: Koshihikari
SEIMAIBUAI: 70 | **ALCOHOL:** 14.9

300ml: 835603005417 | **SRP** \$10
720ml: 835603005424 | **SRP** \$17.50



TOZAI WELL OF WISDOM *Ginjo*

The juicy watermelon notes in this sake make it perfect for a warm day or for an aperitif

TASTING NOTES: Watermelon, honeydew, sweet melon, and a hint of pistachio. Soft and silky with a touch of white pepper on the finish.

RICE: Goyhakumangoku & Gin Ohmi
SEIMAIBUAI: 55 | **ALCOHOL:** 14.9

300ml: 835603005455 | **SRP** \$13
720ml: 835603005295 | **SRP** \$25



TOZAI TYPHOON

A table sake of remarkable quality with rustic banana bread and nut notes. Sturdy enough to handle being warmed or mixed in cocktails.

TASTING NOTES: Aromas of banana bread and a hint of spice. Medium-dry with a round, mellow finish.

GRADE: Futsu **ALCOHOL:** 14.9

720ml: 835603005844 | **SRP** \$14
1.8L: 835603005516 | **SRP** \$28



TOZAI BLOSSOM OF PEACE

Plum Sake

Brewed using local, all-natural aodani plums that are soaked in Tozai sake for over 3 months. Plum blossoms are known as "The Flowers of Peace" in Japan.

TASTING NOTES: Aromas of almond and marzipan followed by plum, apricot, and cherry on the palate.

GRADE: Plum Sake **ALCOHOL:** 10.5

720ml: 835603005493 | **SRP** \$18

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