



BROUGHT TO YOU BY: KOMÉ COLLECTIVE

# WELLNESS THROUGH THE AGES

TRADITIONAL + DIGITAL WELLNESS HABITS  
ACROSS GENERATIONS PAVE THE WAY FOR  
EVOLVING ALCOHOL TRENDS



# wellness + tech go hand-in-hand



**\$450 billion**

Estimated spend on wellness products and services in the U.S.<sup>1</sup>

**34%**

Surveyed that the best month to start a new goal or habit is January.<sup>2</sup>

**1/3**

Americans use wearable devices, such as a smart watch or band to track health and fitness.<sup>3</sup>

**80%**

Of wearable device users would share information from device with their doctor for health monitoring support.<sup>3</sup>

# wellness becomes generation friendly

gen z: mental & physical wellness

millennials: habits reflect wellness



- **61% diagnosed with an anxiety disorder.**<sup>3</sup>
  - *Most likely to go to therapy than other gens.*
- **76% perceive wellness to be 'anything that makes you feel good'.**<sup>1</sup>
- **Majority concerned with eating a diet that is nutritious and ethically sourced.**<sup>4</sup>
- **Leaders of mindful drinking and the 'NoLo' movement (no and low alcohol).**<sup>2</sup>



- **Use apps and tech to stay healthy.**<sup>5</sup>
  - *While they are earning less than older generations, they are spending more on health and fitness.*
- **35% of the fitness and health club members in the U.S.**<sup>7</sup>
- **Reach for beverages with benefits like calming or anxiety reduction.**<sup>8</sup>
- **Expect work-life balance.**<sup>6</sup>
  - *58% of young adults cite a flexible work schedule among their top benefits when looking for a job.*

## gen x: willing to spend for wellness



- **75% surveyed like to stay active.<sup>1</sup>**
  - *Motivations range from staying fit to staying healthy for the sake of children and beyond.*
- **Higher incomes = invest in personal training, bootcamps, and fitness classes.<sup>1</sup>**
- **Gravitate toward health claims related to hydration (37%), gut health, and boosting energy.<sup>2</sup>**
- **Enjoy beverages that are low in calories and sugar.<sup>2</sup>**

## baby boomers: adopt wellness



- **Pay more attention than previous generations to food choices.<sup>3</sup>**
  - *Conscious of their diets because of high cholesterol or blood pressure.*
- **Attentive to food labels and origins of their food products than they did in 1980.<sup>3</sup>**
- **35% reluctant to use apps to for well-being.<sup>4</sup>**
  - *Choose jogging, aerobics and neighborhood fitness gyms as exercise of choice.*

# wellness + artificial intelligence

➤ **Employee wellness will also see the use of AI in how employees interact with wellbeing.**  
*Enhance HR leaders' ability to offer personalized wellness recommendations by learning based on individual health data.*

➤ **From diet and exercise suggestions tailored to an employee's specific needs to AI-driven mental health chatbots offering immediate support.**  
*The potential of AI in enhancing employee well-being is vast and still unfolding.*



# wellness goes digital

- **Between 10,000 to 20,000 mental wellbeing apps available.**
  - *Apps focus on quick daily engagement, with a morning affirmation, a regular goal or updated guided mediation.*
- **North America spends the most on wellbeing apps at 37% of total revenue.**
- **The wellness app sector was valued at \$2.7 billion in 2022 and this is forecast to rise by a compound annual growth rate of 18% until 2030.**



## top wellness apps

- **Flo:** *Women's Health*  
(300 million users)
- **Insight Timer:** *Meditation*  
(21 million users)
- **My Fitness Pal**  
(200 million users)

A close-up photograph of the sake brewing process. A bamboo strainer is being used to filter sake from a bamboo pipe into a wooden bucket. The sake is bubbling and creating white foam. Other bamboo strainers and pipes are visible in the background.

# saké + wellness

Consumers take a conscious approach to their life through various avenues from technology, physical activity, all the way to small decisions at the grocery store.

**Sake makes choosing a healthful alcoholic beverage easy...**



# saké is one of the most healthful alcohols



## Low Sugar

Less than most other alcohols



## Low in Tartaric Acid

The primary acid in wine that causes acid reflux and erosion of teeth enamel



## Free of Tannins and Sulfites

For those looking to avoid wine headaches



## Gluten Free

Good for those who are sensitive/celiac



## Unique Formats

Premium Japanese sake comes in a variety of formats from single serve cans, 300ml bottles to larger formats for sharing



## Stays Fresh Longer

Sake stay fresh up to 2-3 weeks in your fridge once opened so you don't have to finish all at once



## 80% Water Based

Arguably more hydrating than other alcoholic beverages

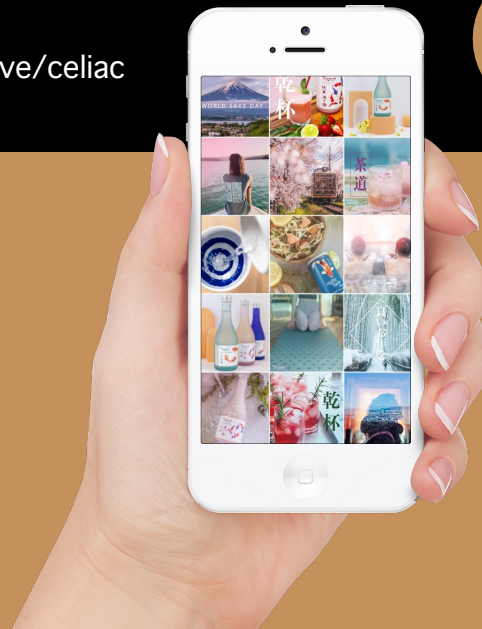


## Contains Amino Acids

Sake contains three amino acids that can prevent osteoporosis and provides skin benefits

# Tozai

*From the sake to the merchandise, Tozai is meant to take you on a journey to any destination you desire.*



## a wellness brand

To moments instead of minutes  
To nothing, which is an exquisite something  
To your first ever trip to Kyoto, in your mind  
To all the flavors under the rising sun



# bringing the wellness of Kyoto to your hands

#2

Imported  
Japanese sake  
brand in the U.S.

USDA Q4 2023

## Snow Maiden Junmai Nigori



Named after Hanako, or "Flower Maiden", the most famous Japanese koi fish that lived for 226 years in the snowy, icy waters at the foot of Japan's Mt. Ontake.

The #1 selling sku in Vine Connections portfolio.

## Living Jewel Junmai



Named after Japan's colorful koi fish that represent good fortune and luck. This sake represents the combination of vibrant colors, patterns, and shimmering scales that have earned Japanese koi fish the moniker "living jewels."

## Blossom of Peace Plum



Local, all-natural aodani plums are soaked in Tozai sake for over three months resulting in an incredibly balanced sake with tart, juicy acidity on the finish. Plum blossoms are known as "The Flowers of Peace" in Japan and symbolize growth, renewal, and awakening.

## Well of Wisdom Ginjo



Draws its water source from the town of Fushimi, which means "hidden water" and is known for its characteristically soft and pure water that is perfect for brewing sake.

## Typhoon Futsu



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

## Night Swim Futsu



Recently launched and becoming a fan favorite, this canned sake invites all to feel renewed with a night swim.

# low-alc, better-for-you saké cocktails



## Matcha Maiden

1 can of Snow Maiden Nigori  
1 packet of Matcha Powder (2g)  
Agave Syrup

**Directions:** Freeze your Snow Maiden can for at least 6 hours. Open the top to add matcha powder and agave syrup to desired sweetness level. Put cap back on, shake well, and enjoy straight from the can.



## Citrus Basil Typhoon-tini

3 oz. Tozai Typhoon Saké  
3 oz. Freshly squeezed lemonade 2  
Large fresh Thai basil leaves

**Directions:** Roughly chop Thai basil. Combine Typhoon and lemonade with ice in a shaker and serve with basil garnish.



## Ume Spritz

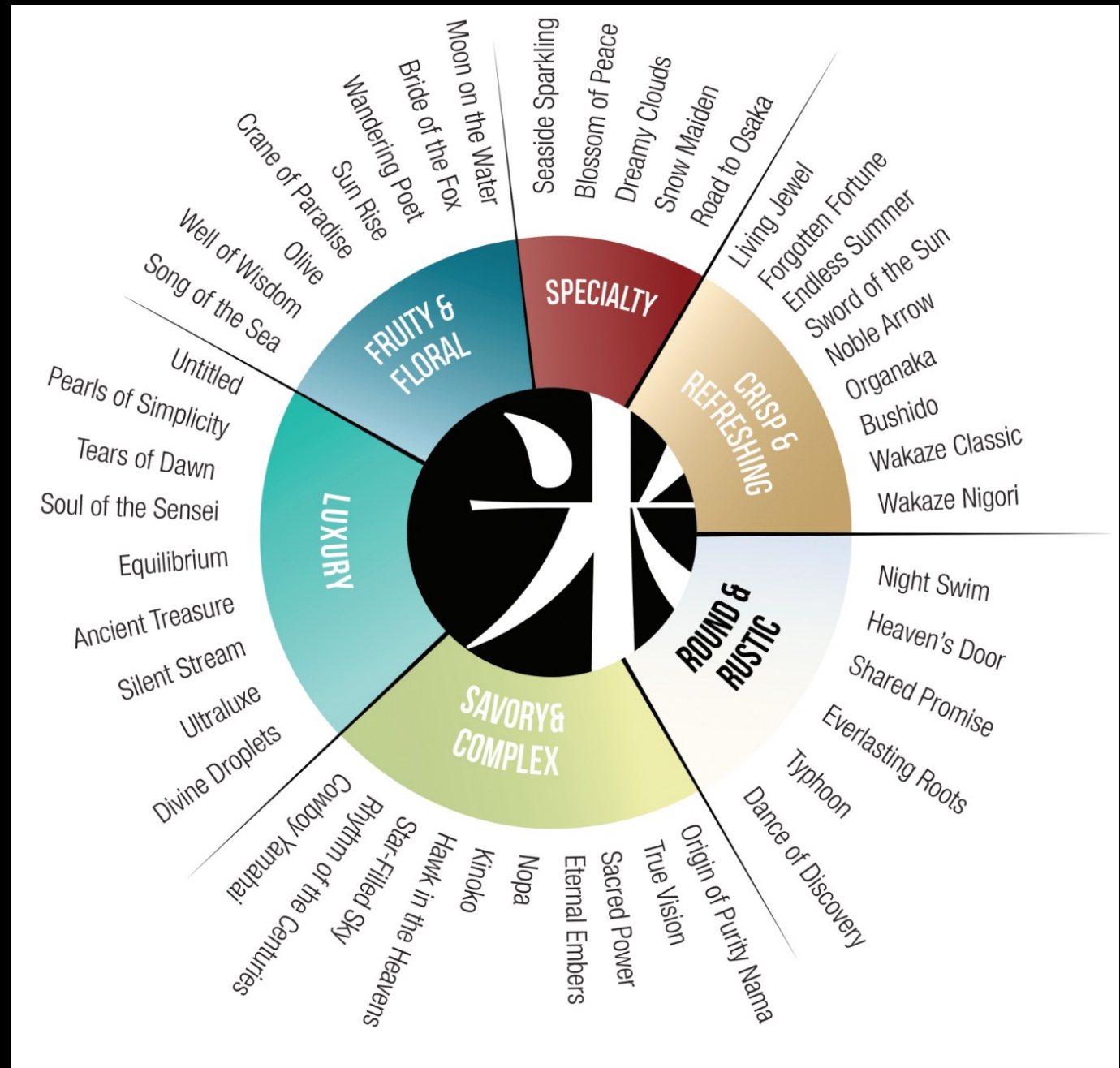
3 oz. Tozai Blossom of Peace Saké  
Mango La Croix Sparkling Water

**Directions:** Pour Blossom of Peace over ice in tall glass and top with Mango La Croix. Garnish with an edible flower or cherry.

# THE LINEUP THAT SUPPORTS WELLNESS

AT KOMÉ COLLECTIVE, WE ARE PROUD TO  
OFFER OVER 60 BETTER-FOR-YOU SAKE  
BEVERAGES FOR THE CONSCIOUS CONSUMER.

For More Information Visit: [www.komecollective.com](http://www.komecollective.com)





## WELLNESS COLLECTIVE

Komé Collective's colleagues practice wellness through team meditations, vision work, manifestations, wellness adventures, and more. Being mindful as a group is what makes us a force to be reckoned with. The power is in the collective.

### CATEGORY LEADERS

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We're a collection of traditional and cutting edge thought leaders, producers, and brands with a commitment to the culture of Japan, the land of the rising sun. We have the most comprehensive and diverse sake portfolio in the US and can service any retailer or restaurant, big or small, niche or mass appeal. And our Japanese spirits are both unique and inspirational. We're very critical in the curation of our portfolio - for over 20 years, Vine Connections, has introduced and created brands and experiences that speak of the Japanese fine craft experience.

### RECENTLY FEATURED IN

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**BuzzFeed**

*Esquire*

**Forbes**



**FOOD & WINE**



**MONICA SAMUELS**  
VP of Sake & Spirits

Based in NYC, Monica Samuels is one of the country's most accomplished sake professionals and leads the Komé Collective team to drive retail, restaurant, and consumer demand.

Monica has worked in the sake business for over 15 years and brings a unique perspective to the industry. She was named a "Top 40 under 40 - America's Most Influential Tastemakers" by Wine Enthusiast Magazine, a top "50 under 40 future influencers of the global drinks industry" by WSET & IWSC, and was awarded the prestigious "Sake Samurai" title by the Sake Samurai Association in Japan. Monica is a Level 3 Certified Instructor for the Wine & Spirits Education Trust (WSET).

CONTACT

mobile: 562.331.0128

e-mail: [monica@komecollective.com](mailto:monica@komecollective.com)