

TOZAI CONTINUES TO BOOM

ACCOUNTS ARE LOOKING FOR THE FULL TOZAI LINEUP

Vine Connections Internal Data (off-prem) 12.31.25



SNOW MAIDEN
makes up **38%** of sales



LIVING JEWEL
makes up **31%** of sales, **+21%**



BLOSSOM OF PEACE
makes up **14%** of sales, **+2%**



TYphoon
makes up **5%** of sales, **+19%**



NIGHT SWIM
makes up **6%** of sales, **+2%**



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

2ND
LARGEST IMPORTED SAKE BRAND
+8.9% growth in the last 26 weeks

Nielsen 12.27.2025



TOZAI SNOW MAIDEN 720ml
#1 imported junmai nigori sake in the US



TOZAI LIVING JEWEL 720ml
#1 imported junmai sake in the US

TOZAI IS THRIVING
ACROSS THE BOARD

+12.9%
POD growth
2025 vs. 2024

+4%
case growth
(3,760 cases)

+17.2%
growth in new accounts
2025 vs. 2024

Internal Data (off-prem) as of 12.31.25