



For decades, soju has been South Korea's national spirit, an accompaniment to late-night meals and celebrations, typically poured from small green bottles and shared in boisterous rounds. It's also quietly held a remarkable title: the world's best-selling spirit by volume, with brands like Jinro moving over 100 million cases a year, outselling vodka and whiskey combined.

Yet in the U.S., soju has mostly stayed a niche drink usually found in Korean barbecue joints, often positioned as a cheap shot rather than a premium cocktail.

Hello Soju wants to change that.

First introduced in 2023 at Coachella, Hello Soju is reimagining the centuries-old Korean spirit as a modern, design-forward, ready-to-drink (RTD) experience. Think crisp flavors, vibrant packaging, and celebrating K-Cal, the cultural fusion between Korean culture with California's laid-back cool.

"Hello Soju was created with the idea of bringing people together to share great times over great drinks," said Taylor Jones, Co-founder and Chairman of Hello Soju. "We're continuing our mission to create something rooted in celebration, community, and shared experiences that everyone can enjoy."

#### FROM COACHELLA ROOTS TO BEVMO SHELVES

Hello Soju made its debut in 2023, strategically timed with K-pop's historic Coachella headliner slot, an early signal of the brand's deep ties to entertainment and cultural trends. It quickly became a cult favorite among fans drawn to its easy-drinking, lower-ABV style, natural fruit flavors, and unmistakable K-culture vibe.

Now, Hello Soju is entering its next phase with California-based production, expanded distribution, and a full brand refresh led by creative director Peter Bae. The new packaging and website pops with bold colors and a vibrant new aesthetic.

The lineup features award-winning flavors like Asian Pear, Lemon Yuzu, Green Grape, Peach, and Lychee, all made with real fruit juice, no added sugar, and a refined rice-and-grain spirit base. It's sold in sleek 4-packs (\$19.99 MSRP) and 8-can variety packs (\$33.99 MSRP), making it equally at home at backyard parties, music festivals, or high-end venues.

The brand's retail expansion includes BevMo locations throughout California and Tao Group's venues in Los Angeles and Las Vegas, a savvy move tapping both mainstream retail and on-premise nightlife.



## WITH THE CONTINUED RISE OF K-POP, K-DRAMAS, AND GLOBAL INTEREST IN KOREAN CULTURE, **WE'RE EXCITED TO BRING A FRESH, PREMIUM TAKE ON THIS BELOVED SPIRIT TO A NEW GENERATION OF DRINKERS**

### ENTERTAINMENT DNA AT THE CORE

Hello Soju's cultural instincts aren't an accident. Its founding team hails from The Hello Group, the award-winning Los Angeles entertainment company behind dozens of Billboard-charting hits and K-pop collaborations.

Taylor Jones, founder and CEO of The Hello Group, has built a reputation as a creative strategist able to turn cultural trends into mass-market success stories. He's overseen music publishing partnerships with Sony, developed global hits for artists like BTS and TWICE, and now brings that storytelling savvy to spirits.

Nick Schlein, Hello Soju co-founder and board member, also comes from an entertainment and partnerships background, with stints managing high-profile artists and building strategic brand collaborations. He sees Hello Soju as more than a drink, it's a lifestyle brand designed to resonate with a generation raised on global cultural crossovers.

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### A PREMIUM PLAY FOR SOJU'S BIG MOMENT

CEO Elisabeth Baron, a wine and spirits industry veteran who's worked with LVMH, Diageo, and Constellation, is leading the brand's retail strategy and premium positioning.

"Soju is undeniably having a moment, and there's no better time to reintroduce Hello Soju to the market," said Elisabeth Baron, CEO of Hello Soju. "With the continued rise of K-pop, K-dramas, and global interest in Korean culture, we're excited to bring a fresh, premium take on this beloved spirit to a new generation of drinkers."

Beyond design and production, Hello Soju's mission is rooted in accessibility and inclusion—making soju fun, shareable, and ready for any occasion. The team highlights its use of real fruit juice, all-natural flavors, and no added sugar to deliver a clean, refreshing taste that suits a wide range of social settings, from casual get-togethers to upscale nightlife.

### A GLOBAL VISION WITH LOCAL ROOTS

Now proudly produced in Southern California, Hello Soju reflects the region's cultural diversity and innovative spirit. The team sees that as essential to its mission of modernizing soju without losing its heritage.

By blending K-culture influences with California's creative energy, Hello Soju is hoping to do for soju what brands like Casamigos and Clase Azul did for tequila—transforming a traditional spirit into a modern, aspirational, and widely loved category.

For now, they're betting big on strategic partnerships, summer parties, and music festivals, being filled with cans of sparkling soju. And they're inviting everyone to raise a can and say hello.

