

A Global Provider of Korean Alcoholic Beverages: Makku and Soku



drinksool.com New York



Female Founder

Alcohol & Vice

B2C

Minority Founder

Distillery & Vineyards

LEAD INVESTOR



James Paik

We are investing in Sool because they have a superior product, an excellent team, and most importantly, committed and dedicated leadership. Their ability to maneuver the pandemic and break into US markets has been nothing short of impressive. We believe the market for makgeolli has not yet been fully realized and Sool is well positioned to seize this opportunity. Sool recently launched in Korea to much acclaim which also presents a tremendous opportunity for Sool to make inroads in its native market.

Invested \$2,000 this round

Highlights

- 1 Sold over \$3M to date despite launching with our first distributors at the onset of COVID-19
- 2 3924% revenue growth from 2019-2021 with just 2 full time employees
- 3 US distribution in 1,400 accounts across 22 States before any national retail chain placements
- 4 With national retail chain expansions and international exports, Sool is on a path to \$31M by 2025*
- 5 Experienced founder and team of alcohol industry professionals from AB InBev, Pabst, Moët Hennessy
- 6 Approaching pre-COVID margins of 40%
- 7 Secured distribution in the US, Korea, Australia and Canada, opening up export opportunities
- 8 * Projections not guaranteed

Our Team



Carol Pak CEO

Previously with ZX Ventures (ABI) and led the commercialization of a new alcoholic beverage brand in China.



Rosemary Bang Director of Operations

Previously at Deloitte



John Dealy Director of Sales, Northeast

Previously at Pabst, Vermont Cider Company



Heidi Chen Marketing Director

Previously at LVMH



Elizabeth Yik Creative Lead

Previously at Dive Studios



Isaac Kim Data Analytics
Previously at Citibank



Helen Au Helen
Vegan Author and Content Creator

Sool is globalizing Korean Alcohol in an accessible and inclusive way. Despite launching during a pandemic, we have sold over \$3M as a result of a supportive, loyal, and inspiring community base. We now invite you to join us as an investor and owner.

NOTE: We are raising \$124,000 to produce more inventory and support our growth.

For this round, we have already closed **\$12M** from institutional and angel investors. We have an open allocation for **\$124,000**, which we are opening up to our community. **Please note** we must raise a minimum of \$50,000 through WeFunder for us to accept any investments through this platform.

Prior to this round, we have raised \$2M from 3 institutional investors.

We expect to hit profitability next year.

Sool is a global provider of Korean Ready to Drink (RTD) Products:

MAKKU & SOKU

Malgosŭ, Unflavored Rice Beer
Korean Beer | 100% of Rice

Soku Sparkling Cocktails
Korean | 100% Rice | 100% Natural

OUR VISION: To be the #1 Global Provider of Korean RTD products

USA, 2019

We are currently distributing Makku in 25 States in the US

KOREA, 2022

In Sept 2022, we launched Makku in Korea

APAC, 2025

Our long-term opportunity is in the APAC region, which accounts for 43% of the global alcoholic beverages market

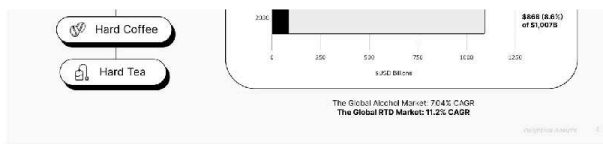
RTDs (Ready-to-Drinks) are the fastest growing category in the \$546B global alcohol market

Convenient, refreshing & low alcohol drinks, RTDs include:

RTD Cocktail
 Hard Seltzer

Ready-to-Drinks (RTDs) are the fastest growing alcohol category in the world

RTDs: \$230 (8%) of \$546B market



MAKKU

AMERICA'S 1st CRAFT MAKGOLLI
KOREA'S OLDEST ALCOHOLIC BEVERAGE

A modern take on makgolli, a traditional Korean alcohol made from rice. Coarsely filtered, Makkul has a tangy and aromatic body with light bubbles and a hint of sweetness. Beer, 6% Alcohol by Volume

LAUNCHED SEP 2019
4 FLAVORS:

- COCONUT
- BLUEBERRY
- PEACH HIBISCUS
- MANGO

MADE IN KOREA

ALL NATURAL

GLUTEN FREE

100% VEGAN

SOKU

AMERICA'S 1st SOJU SPARKLING COCKTAIL

A refreshing ready-to-drink cocktail made with real fruit, juice, a touch of bubbles, and the world's best selling flavor, soju. Distilled Spicy Soju Specialty, 6% ABV

LAUNCHED MAR 2022
3 FLAVORS:

- PEACH HIBISCUS
- ORANGE
- LEMON LIME

MADE IN NEW YORK

ALL NATURAL

GLUTEN FREE

100% VEGAN

OUR SMALL, BUT EXTRA MIGHTY TEAM

 Carol Pak FOUNDER & CEO	
 Rosemary Bang OPERATIONS DIRECTOR	
 Heidi Chen MARKETING DIRECTOR	 Moët Hennessy
 John Dealy SALES DIRECTOR	
 Isaac Kim DEVELOPMENT	
 Elizabeth Yik CREATIVE LEAD	 M
 Helen Au MARKETING MANAGER	 KIDZ

In the US, our products sell in 1,400 accounts across 22 States

Distribution

CA, OR, ID, MT, WY, SD, NE, KS, OK, MN, IA, MO, IL, IN, OH, PA, NY, NJ, DE, MD, VA, NC, SC, GA, FL, HI, AK, HI

In 2023, we will focus on national chain opportunities



WE LAUNCHED DURING THE PANDEMIC,

and sold almost 2 million cans with the help of our engaged, loyal, and inclusive community

Last month, we successfully launched our first international market, South Korea

LOTTE Mart

Homeplus

emart emart24

HYUNDAI

GS25

7-Eleven

CU

AS A RESULT OF OUR UNIQUE PRODUCTS,

we receive many international opportunities. We will carefully select our partners to build our brands globally by 2025.

Australia

Canada

Singapore

England

Taiwan

Malaysia

Vietnam

Despite COVID19, supply chain issues, inventory challenges, and resistance against an unknown category, we've climbed a mountain to build what we have today:

- ★ Experienced team
- ★ High quality products
- ★ Strong brand equity
- ★ Solid margins
- ★ Trusted distribution partners
- ★ Loyal community

In 2023, we expect to enter our growth phase and hit profitability

Forward looking projections cannot be guaranteed

2023

NEW STATES

Texas (TX)
Minnesota (MN)
Utah (UT)*

NEW COUNTRIES

Australia
Canada
Singapore*

EXPANDED ECOMMERCE CAPABILITIES

Shipping to 48 States
via national carriers

**WHO CAN
INVEST?**



Anyone* in the world is able to
invest with just \$100 USD.

*Those provinces in Canada that have implemented their knowledge visa
program: Newfoundland, Quebec, Alberta, and Ontario.