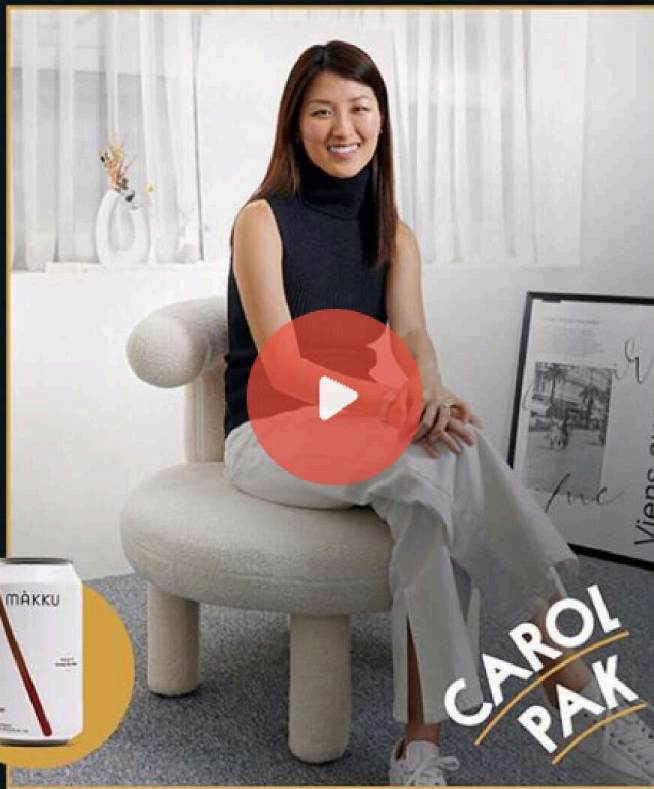


2023 DRINKS INNOVATORS  
OF THE YEAR

FOOD  
WINE



CAROL  
PAK

SOOL (MAKKU)

## Bringing Korean Alcohol mainstream

[drinksool.com](https://drinksool.com)

New York



Female Founder

Alcohol & Vice

B2C

Minority Founder

Distillery & Vineyards

## Featured Investors

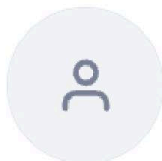
James Paik

Strong Ventures

Atinum Partners

Primer Sazze

Laidlaw Scholars Ventures



James Paik

Syndicate Lead

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 makegeoli has not yet been fully realized and Sool is well positioned to



Strong

ON

Invested in Sool

Follow

1 follower

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

[Read More](#) ▾

Invested \$2,000 this round

Fo

## Highlights

- 1 Based on H2 2023 data, #1 fastest growing import brand, #6 fastest growing craft beer brand in NY
- 2 Sold 3.3M cans since launch
- 3 Gross margins of 40%, marketing expense < 10%, projecting profitability in 2025
- 4 US distribution in 1,400 accounts across 23 States
- 5 Landed retail chain placements including Whole Foods, Total Wine, Bevmo and Wegmans
- 6 Experienced founder and team of alcohol industry professionals from AB InBev and Constellation
- 7 Founder, Carol Pak, was named Food & Wine's 2023 Drinks Innovator of the Year (1 of 9)

## Our Team



**Carol Pak** CEO

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



**Rosemary Bang** Operations Director

Previously at Deloitte



**Cj Meinecke** Sales Director

Over 10 years of sales experience in the industry, including Constellation and SweetWater Brewing



**Elizabeth Yik** Creative Lead

Previously at Dive Studios



**Ashley Chae** Social Media Coordinator

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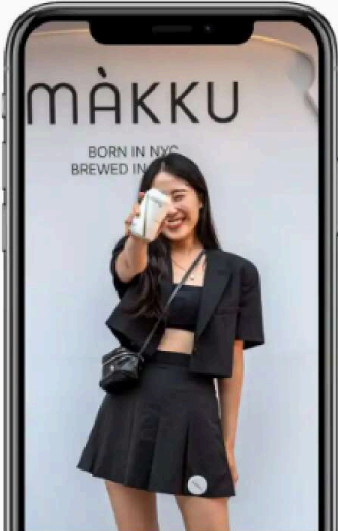
## Bringing Korean Alcohol mainstream

**At Sool, our mission is to introduce Korean alcohol in an accessible and inclusive way.**

**Over the last 4 years, we've sold over 3,000,000 cans to thousands of customers - many whom we've met. From retail demos, to virtual samplings, to events, to customer calls and surveys, we've taken a grassroots approach to build Makku on the foundation of a supportive, loyal, and inspiring community base.**

**Now that we've proven a market for Makku, it's time to bring it to a broader audience! We**

is time to bring it to a broader audience. We invite you to join our journey as an investor and owner.





# SOOL

BRINGING KOREAN ALCOHOL MAINSTREAM


OUR STORY

An Authentic, Modern Revival Rooted In Tradition







In 2016, Carol visited Korea and went to a makgeolli bar. She discovered the depth, breadth, and culture around makgeolli, a traditional Korean alcohol.



The makgeolli in Korea tasted noticeably better than the makgeolli available in the US. Carol found that imported US makgeolli brands were made with rice flour and flavorings (rather than real steamed rice), and were filled with artificial flavors and sweeteners. This led to a thin flavor profile and bitter aftertaste.



Given makgeolli's approachable characteristics - low alcohol, bubbly, delicious and refreshing - and the growing interest in Korean culture, Carol was inspired to introduce authentic makgeolli to the US.




Back at home, Carol started brewing makgeolli with her mom in New York and **Màkku was born** - A modern makgeolli made with real steamed rice and all natural ingredients.


SOOL

KGROUND


## Makgeolli: Korea's oldest



**Makgeolli is a centuries-old Korean alcohol**, always present at Korean holidays and celebrations.



In the past decade, there's been a strong resurgence of makgeolli sales in Korea, **growing at a 6.1% CAGR from 2021-2025, with an estimated \$780M in domestic sales for 2025.**<sup>1</sup>



Seeing growth in traditional Korean alcohol exports, **the Korean government is planning to revamp Korea's liquor sector and capitalize on the Hallyu**

SOOL

The  
New York  
Times

wave. "One of the most important products to consider here is makgeolli." <sup>2</sup>

"Industry experts say that the new demand for makgeolli is largely driven by young Korean professionals who see the drink — once known mainly as a tipple for Korean farmers — as a marker of cosmopolitan refinement. Mr. Huh described its appeal as "newtro," popular slang in South Korea that combines the words "new" and "retro."<sup>3</sup>

SOURCES: 1 2 3

SOUL

# MAKKU

AMERICA'S 1<sup>ST</sup> CRAFT MAKGEOLLI,  
A KOREAN RICE BEER

A modern take on makgeolli, a traditional Korean alcohol made from rice. Makku has a creamy, smooth body, with light bubbles and a hint of sweetness.

Import Beer, 6% Alcohol By Volume

ORIGINAL

BLUEBERRY

PASSION FRUIT

MANGO



MADE IN KOREA

ALL NATURAL

GLUTEN FREE

100% VEGAN

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SOUL

**Creamy, smooth, sparkling, & slightly sweet,  
Màkku is a new beer alternative.**

## ALCOHOL OCCASIONS

0% ABV	HEALTHY IN MIND	RELAX & UNWIND	MEAL COMRAISON	SOCIAL BONDING	SMALL INDULGENCE	BIG BUZZ
LIGHT, REFRESHING, LOW ABV (Alcohol by Volume)	Light Beer/Hard Seltzers, Hard Kombuchas, Hard Tea					
		Màkku/Beer/Beer Alternatives	Màkku/Beer/Beer Alternatives	Màkku/Beer/Beer Alternatives	Màkku/Beer/Beer Alternatives	

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