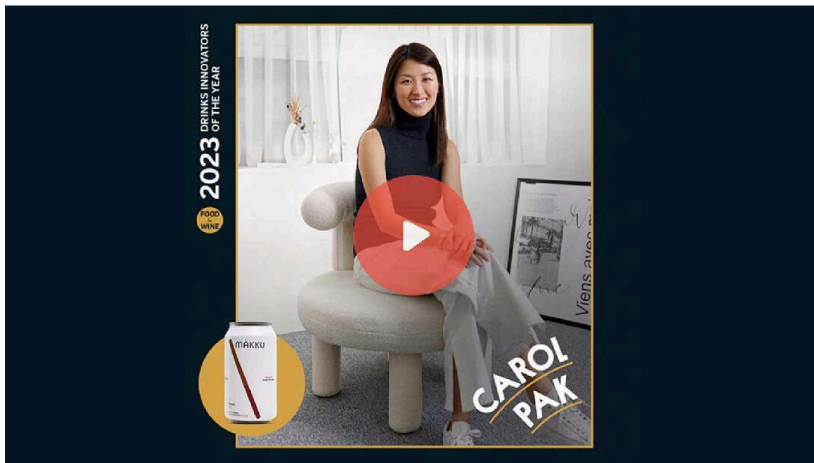


SOOL (MAKKU)

## Bringing Korean Alcohol mainstream



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

New York



Female Founder

Alcohol & Vices

B2C

Minority Founder

Distillery & Winery

### Featured Investors

James Paik

Strong Ventures

Atinum Partners

Primer Sazze

Laidlaw Scholars Ventures



**James Paik**

Syndicate Lead

Invested in [Sool](#)

Follow

1 follower

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 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

St

### 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



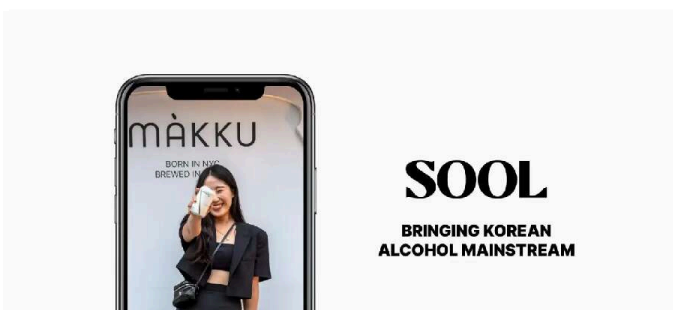
**Ashley Chae** Social Media Coordinator

## 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 invite you to join our journey as an investor and owner.





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 **Makku was born – A modern makgeolli made with real steamed rice and all natural ingredients.**

BACKGROUND

## Makgeolli: Korea's oldest alcoholic beverage

**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 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>

# 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

CHOCOLATE
FLAVORLESS

RICE CRYSTALLINE
MANGO





MADE IN KOREA

ALL NATURAL

GLUTEN FREE

100% VEGAN

## Creamy, smooth, sparkling, & slightly sweet, Makku is a new beer alternative.

ALCOHOL OCCASIONS

	PASTRY & BAKERY	SEAFOOD & VEGETARIAN	SOUP, COMFORT FOODS	SEAFOOD & VEGETARIAN	FARM & INTELLIGENCE	BIG BOLD
<p><b>SOFT &amp; SWEET</b> OUR A.P.V. MATCHES BY VOLUME</p> <p>100% A.P.V.</p>	<p>Light Beer/Real Seltzer, Hard Seltzer/Real and Tea</p>	<p>Wine/Flavorless Alternatives</p>	<p>Wine/Flavorless Alternatives</p>	<p>Wine/Flavorless Alternatives</p>	<p>Wine/Flavorless Alternatives</p>	<p>Wine/Flavorless Alternatives</p>
<p><b>CRISP &amp; FRESH</b> OUR A.P.V. MATCHES BY VOLUME</p> <p>100% A.P.V.</p>	<p>Wine</p>	<p>Wine, Cider, Sake</p>	<p>Wine, Sake</p>	<p>Cider/Real</p>	<p>Cider/Real</p>	<p>Spells</p>
	<p>Spells</p>	<p>Spells</p>	<p>Spells</p>	<p>Spells</p>	<p>Spells</p>	<p>Spells</p>

**Relax & Unwind**



**Meal Companion**




**Social Bonding**






OUR VISION


**Building the Next Iconic Korean Alcoholic Beverage Brand**



↓



↓



**HITEJIRO**  
하이트진로주식회사

EST. 1924    REVENUE: \$2B

**오네맥주**  
Onen Beer Co.

EST. 1984    REVENUE: \$1.2B

**SOOL**


EST. 2019

K-beauty, K-dramas, K-pop, Kimchi.

Korean alcohol is next in line to ride Hallyu, the Korean cultural wave sweeping across the globe and influencing consumer behavior.


### Hallyu (The Korean Wave) is a Global Phenomenon

2012




Daheung Eight becomes the most watched video on YouTube ever.

2014




Kwon So-yeon's debut EP, 'I'll Be Back', becomes the most downloaded album in South Korea.

2017




The # of international Korean restaurants increases 20% from 2015, with a 10% increase in more than 75% domestic use.

2020




"Parasite" takes home Best Picture at the Oscars.

2021




BTS' Butter Music Video becomes the most watched video in YouTube history to surpass 1 billion views - doing so in just 13 videos.

2022




Squid Game, the most-watched show in Netflix history, is projected for Disney+ to bring in 2.4 billion.

2022



Korean language is one of the fastest growing in the world and the 7th most-learned language on Duolingo, the learning app, at the end of 2021.

2023



Samsung, Hyundai and KIA are included in the Top 100 most valuable brands in the world.

Just 70 years after the end of the Korean War, Korea is the 10th largest economy in the world.\*

SOURCES: 1 2 3 4 5 6 7

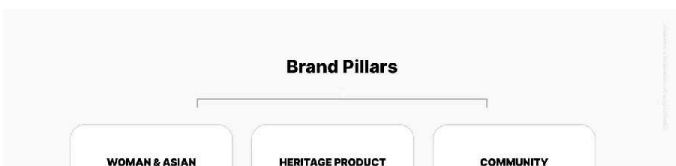
And makgeolli is next to get onboard the Hallyu Wave

**The New York Times**    "Makgeolli has become a cosmopolitan sensation over the past decade..."

**THE KOREAN TIMES**    "Kooksoondang makgeolli exports hit record high in 2022..."

**CNN Travel**    "Makgeolli: How Korean rice wine is stepping out of Soju's shadow..."

**daily meal**    "Korea's oldest alcoholic beverage is coming back to life in the US..."





**Since launching..**

Sold into 1,400 accounts across 23 States



Ranked as the 5th Best Selling AAPI-Owned Brand in 2021 & 2022



Named as 1 of 9 Drinks Innovators in 2023



Sold over 3,000,000 cans



**Based on Nielsen, Mäku is the 6th Fastest Growing\* Independent Craft Beer Brand in NY**

Nielsen Brand Families	\$ Sales FY	\$ Sales LY	Pct Change \$ vs LY	\$ Sales Change vs LY
Three City	\$180,344.78	\$1,242.70	12,424.65%	\$337,883.88
State's Fund Color Co	\$201,088.64	\$1,811.90	\$158.55%	\$142,642.74
NY Mail	\$9,396.64	\$323.39	732.08%	\$10,100.00
Other Domestic	\$1,433.87	\$76.61	786.15%	\$3,796.44
Altogether Brewing Company	\$3,102.25	\$58.41	502.23%	\$2,259.84
<b>Mäku</b>	<b>\$59,338.02</b>	<b>\$9,483.34</b>	<b>510.76%</b>	<b>\$76,823.38</b>
Madison Valley Brewery	\$17,270.59	\$2,022.00	756.39%	\$10,222.31
North Jersey	\$103,865.05	\$184.71	72,516.5%	\$1,264.44
NY Kern	\$1,441.87	\$382.48	300.37%	\$2,744.39
Other Brew States	\$5,336.89	\$87.00	605.39%	\$5,572.33
<b>TOTAL</b>	<b>\$316,676,918.84</b>	<b>\$380,970,704.66</b>	<b>0.88%</b>	<b>\$1,248,917.29</b>

\*Nielsen's Leading Provider of Retail Scan Data, in Q2 2023 - Mäku is the 6th fastest growing existing brand by percentage growth vs LY

**2023 Retail Chain Placements**



KEY MARKETS: NY, NJ, CA, WA, MA, DMV

- Total Wine** (2022): Secured distribution on all 4 states in 2022. In 2023, we expanded distribution in 12+ states.
- Whole Foods** (June 2023): National display program secured in 18+ stores across 13 states. Core program placements secured in 8 states.
- BevMo!** (Aug 2023): Original and Mango rolled out to 43+ stores across California.
- Wegmans** (Sep 2023): All 4 sizes rolled out to 50+ stores across New York City and Western New York.



**Case Study: Our success in Whole Foods shows Mäku's mainstream viability**

- Whole Foods**: expansion across 18 states for June programming
- Landed 224 total stores
- All existing SKUs up over 300% net sales YOY Q1'23
- Secured second national programming for Jan '24 (Lunar New Year)

## 2024 Focus: Retail Chain Expansion

Initial chain store sales provides syndicated data for Makku to expand in other retail chains.

We will continue targeting retailers who seek innovative, diverse, authentic, and premium products and/or have a strong Asian product selection.

### EXPANSION (Q1-2)



### FUTURE TARGETS



### OUR BRAND

A Heritage Product with Unique Positioning and Appeal



A creamy, smooth liquid, with a subtle sweetness and light fizz. Light, refreshing and delicious!



A Korean cultural icon, with over 2,000 years of history

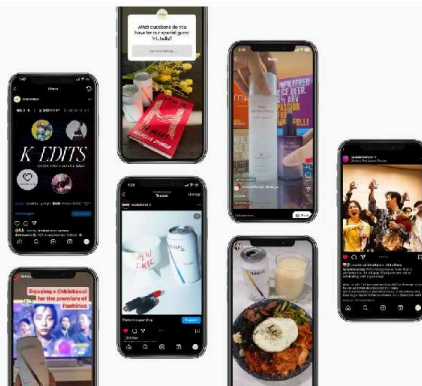


Pairs well with Asian cuisine, Asian flavors, rice dishes and spicy dishes



A staple for inclusive Asian Celebrations (i.e., Lunar New Year, AAPI Heritage Month, Mid Autumn Festival)

### LEARNING INTO K-CULTURE



Our earliest adopters choose Makku for its unique, delicious taste, and our deep Korean heritage

+ Asian Americans





### Our flavors

**ORIGINAL**

**INGREDIENTS**  
Water, Maize, Corn Syrup, Blueberry Juice, Cane Sugar, Yeast

**CALORIES**  
161

**TASTING NOTES**  
A blend of natural whole ingredients, from berries, sugar, yeast and corn, and maize

**BLUEBERRY**

**INGREDIENTS**  
Water, Maize, Corn Syrup, Blueberry, Cane Sugar, Blueberry Juice, Yeast

**CALORIES**  
155

**TASTING NOTES**  
A blend of all-fruit Maize, Yeast, sugar, corn and yeast at the heart of every Maize drink

**PASSION FRUIT**

**INGREDIENTS**  
Water, Maize, Corn Syrup, Passion Fruit Juice, Yeast, Passion Fruit Juice, Cane Sugar, Yeast

**CALORIES**  
161

**TASTING NOTES**  
The blend of natural whole ingredients, from passion fruit, sugar, yeast and corn

**MANGO**

**INGREDIENTS**  
Water, Maize, Corn Syrup, Mango Juice, Cane Sugar, Yeast

**CALORIES**  
161

**TASTING NOTES**  
A blend of natural whole ingredients, from mango, sugar, yeast and corn

### A sneak peek at our can updates

Expanding consumer education using QR-codes

### We are raising funds to support brand expansion

**PRODUCT**

New Flavor  
Variety Packs

**MARKETING**

Digital Marketing  
Trade Marketing  
Influencer Marketing  
Brand Partnerships  
Sponsorships

**SALES**


Sales Team Expansion  
Retail Chain Support  
Distributor Support  
Brand Ambassador Program

## Who Can Invest?


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

\*Three provinces in Canada ban their residents from investing via American Crowdfunding: Quebec, Alberta, and Ontario.


**TEAM**




**Carol Pak**  
FOUNDER & CEO  
**ABInBev**  
Columbia Business School



**Rosemary Bang**  
GENERAL MANAGER  
**Deloitte**



**CJ Meinecke**  
SALES DIRECTOR  
Columbia Business School



**Elizabeth Yik**  
CREATIVE LEAD  
**DIVE**  
MINDSET

SOOL

**PRESS**

**Forbes**

*The New York Times*

**GOURMET**  
*Magazine*

**THRILLIST**

**REFINERY29**

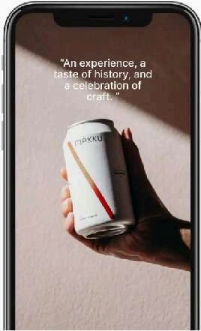
**Condé Nast**  
**Traveler**

**FOOD52**

**BUSINESS INSIDER**

**EATER**

*New York*




SOOL

**THANK YOU**



SOOL

## Downloads

 [Sool WeFunder 2024 \(2\).pdf](#)