

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.**

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.**¹



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."**²

**The
New York
Times**

"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 tippie 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."³

MAKKU

AMERICA'S 1st 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

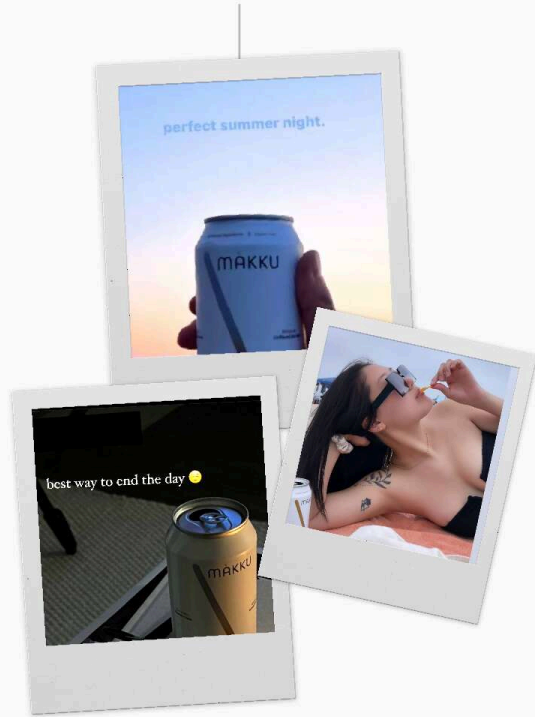
Creamy, smooth, sparkling, & slightly sweet, Màkku is a new beer alternative.

ALCOHOL OCCASIONS



MÄKKU MOMENTS

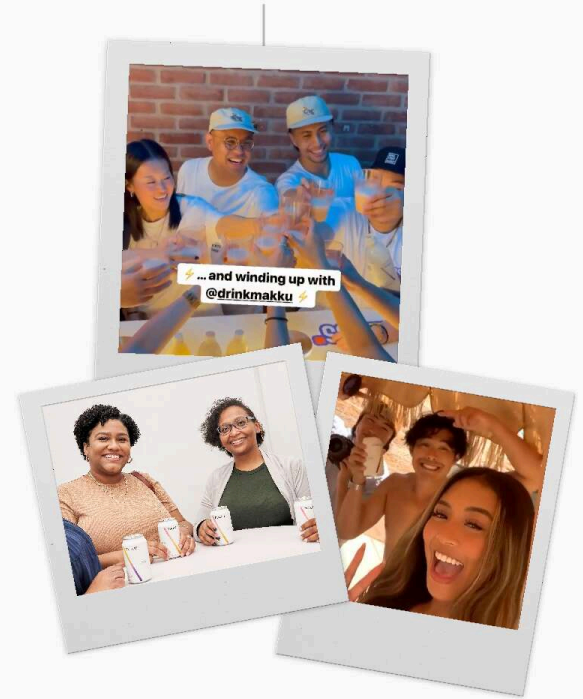
Relax & Unwind



Meal Companion



Social Bonding



OUR VISION

Building the Next Iconic Korean Alcoholic Beverage Brand



EST. 1924

REVENUE: \$2B



EST. 1994

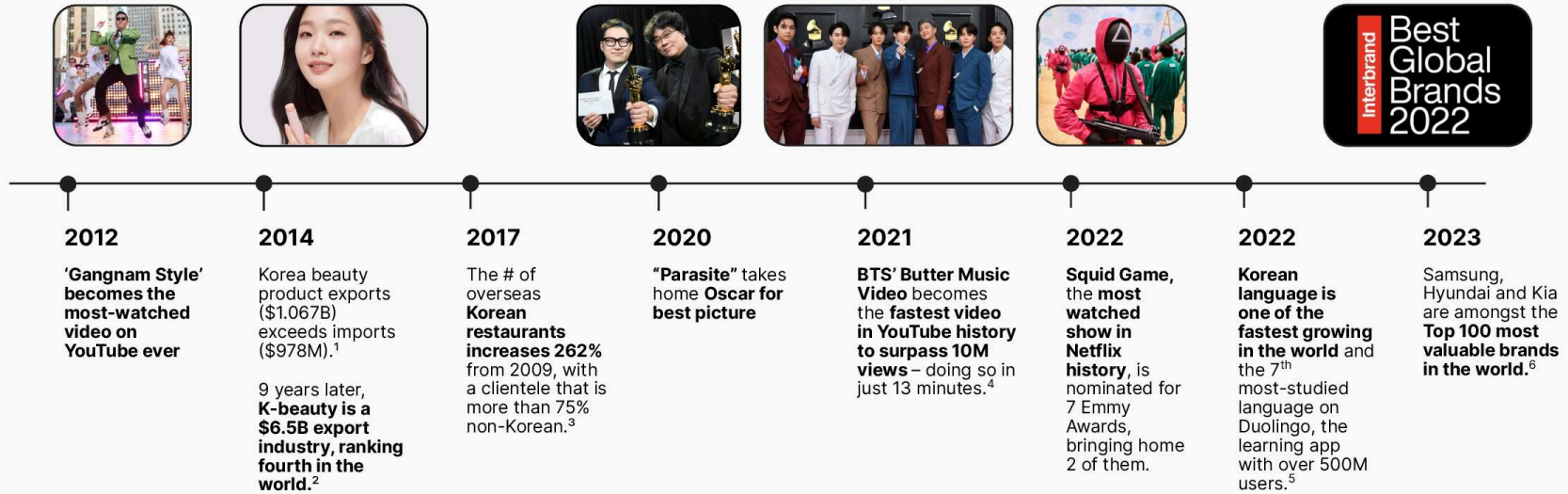
REVENUE: \$1.2B



SOOL

EST. 2019

Hallyu (The Korean Wave) is a Global Phenomenon



Just 70 years after the end of the Korean War, **Korea is the 10th largest economy in the world.**⁷

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... ”



“ Kooksoondang makgeolli exports hit record hit in 2022... ”



“ Makgeolli: How Korean rice wine is stepping out of Soju’s shadow... ”



daily meal

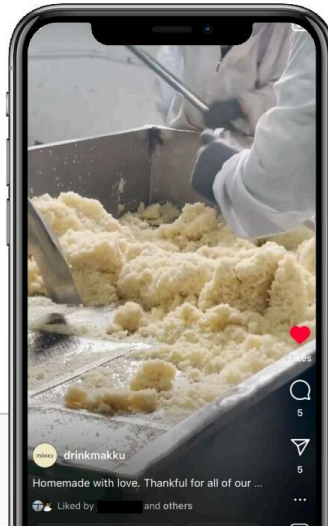
“ Korea’s oldest alcoholic beverage is coming back to life in the US... ”

Brand Pillars

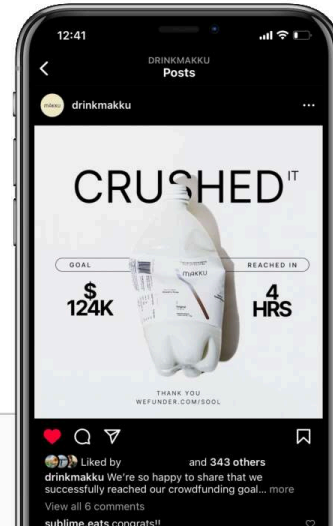
WOMAN & ASIAN OWNED



HERITAGE PRODUCT FROM KOREA



COMMUNITY DRIVEN



Since launching..

Sold into 1,400 accounts across 23 States



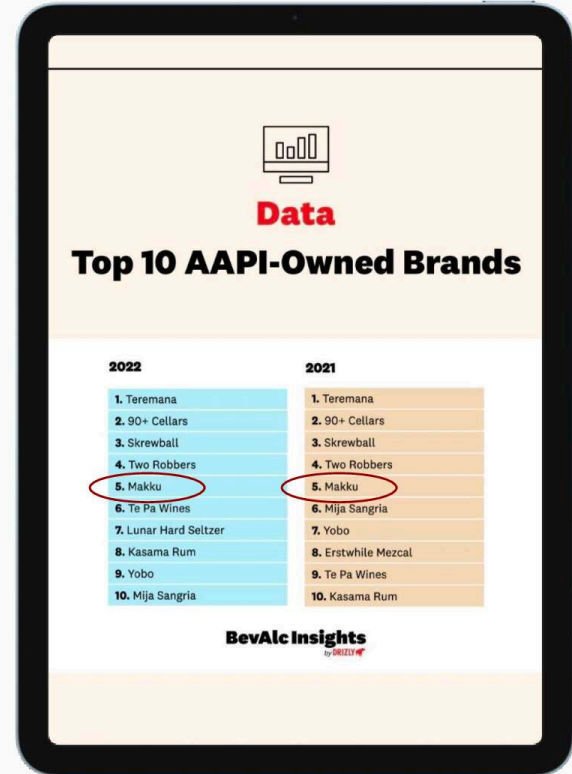
Ranked as the 5th Best Selling AAPI-Owned Brand in 2021 & 2022



Named as 1 of 9 Drinks Innovators in 2023



Sold over 3,000,000 cans

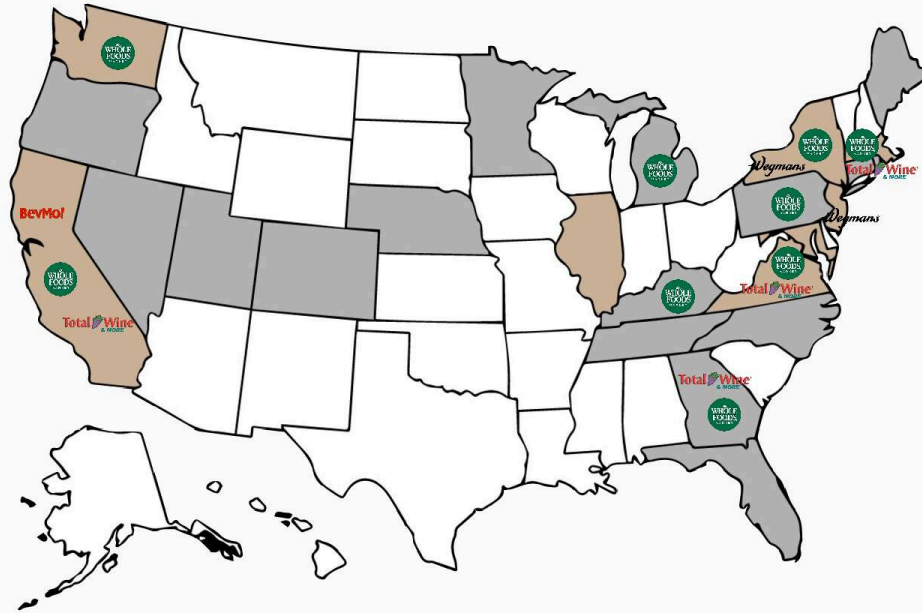


Based on Nielsen, Måkku is the 6th Fastest Growing* Independent Craft Beer Brand in NY

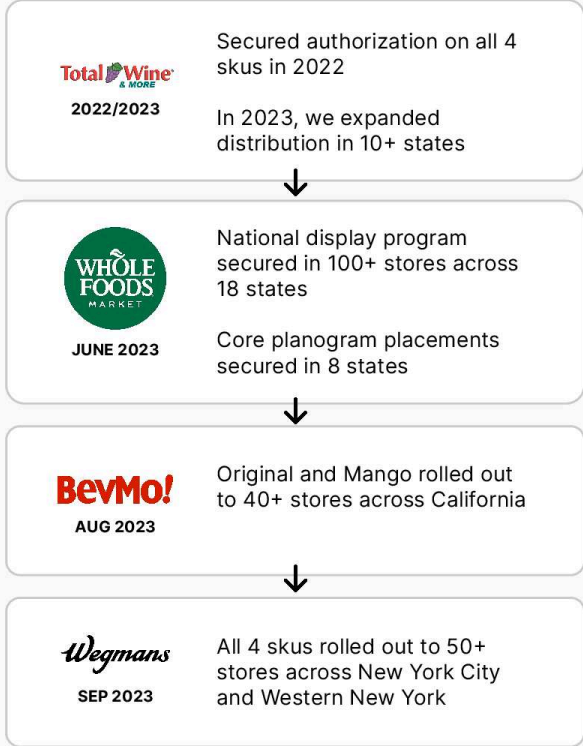
Nielsen Brand Families	\$ Sales TY	\$ Sales LY	Pct Change \$ vs LY	\$ Sales Change vs LY
<i>Prison City</i>	\$310,146.28	\$2,452.70	12545.09%	\$307,693.58
<i>Blake's Hard Cider Co</i>	\$304,089.64	\$14,844.90	1948.45%	\$289,244.74
<i>Vita Malt</i>	\$8,398.54	\$631.19	1230.59%	\$7,767.35
<i>Sober Carpenter</i>	\$3,529.07	\$303.63	1062.29%	\$3,225.44
<i>Abomination Brewing Company</i>	\$3,618.25	\$358.41	909.53%	\$3,259.84
Måkku	\$86,389.02	\$9,485.34	810.76%	\$76,903.68
<i>Hudson Valley Brewery</i>	\$17,576.39	\$2,023.08	768.79%	\$15,553.31
<i>Return Brewery</i>	\$8,038.65	\$984.21	716.76%	\$7,054.44
<i>Kill Boro</i>	\$3,141.57	\$397.48	690.37%	\$2,744.09
<i>Artisan Brew Works</i>	\$6,398.89	\$881.66	625.78%	\$5,517.23
TOTAL	\$591,058,936.84	\$585,910,324.64	0.88%	\$5,148,612.20

*Nielsen is a Leading Provider of Retail Scan Data. In H2 2023 – Måkku is the 6th fastest growing existing brand by percentage growth vs LY

2023 Retail Chain Placements



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





Case Study: Our success in Whole Foods shows Makku'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 L12W



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





**THE
MÀKKU
DIFFERENCE**

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

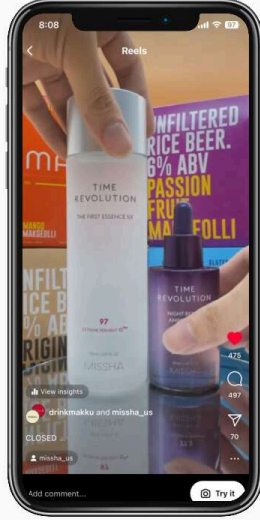
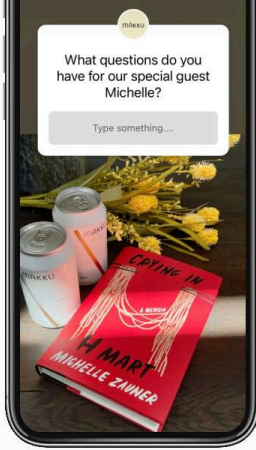


Pairs well with Asian cuisine, Asian flavors, rice dishes and spicy dishes



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

LEANING INTO K-CULTURE



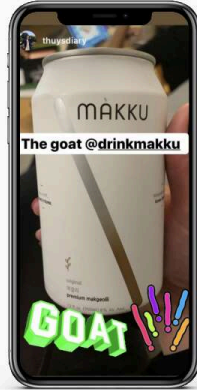
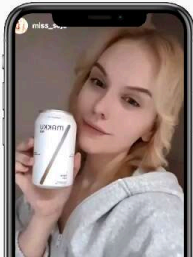
Our earliest adopters choose Makku for its unique, delicious taste, and our deep Korean heritage

 Asian Americans

 K-Culture Lovers

 Sweet Drink Lovers

 Explorers




Our flavors




ORIGINAL

INGREDIENTS	Water, Rice, Cane Sugar, Rice Nuruk, Carbon Dioxide, Yeast
CALORIES	170
TASTING NOTES	Delicate aromas of white blossom, Crème fraîche, freshly steamed rice, banana, and melon




BLUEBERRY

INGREDIENTS	Water, Rice, Cane Sugar, Blueberry Concentrate, Rice Nuruk, Carbon Dioxide, Yeast
CALORIES	190
TASTING NOTES	Aromas of delicate violet, freshly picked blueberries with a touch of minty freshness



PASSION FRUIT

INGREDIENTS	Water, Rice, Cane Sugar, Passion Fruit Concentrate, Rice Nuruk, Carbon Dioxide, Yeast
CALORIES	190
TASTING NOTES	Fragrance of yellow flower bouquet, fresh passion fruit, and Greek yogurt

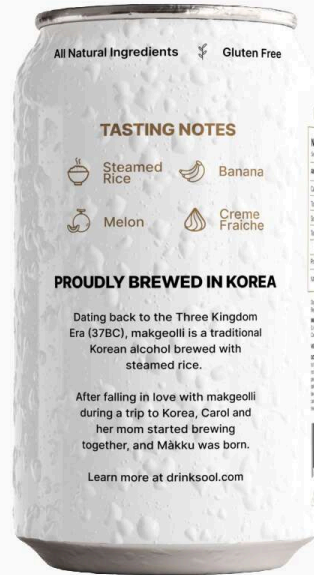
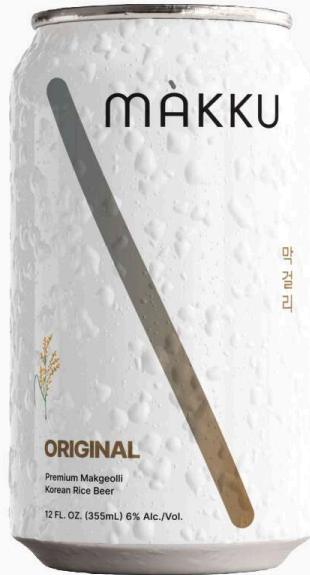


MANGO

INGREDIENTS	Water, Rice, Cane Sugar, Mango Concentrate, Rice Nuruk, Carbon Dioxide, Yeast
CALORIES	170
TASTING NOTES	Intense aromas of sweet and ripe mango with crème fraîche

A sneak peek at our can updates

Expanding consumer education using our cans



We are raising funds to support brand expansion



PRODUCT

New Flavor
Variety Packs



MARKETING

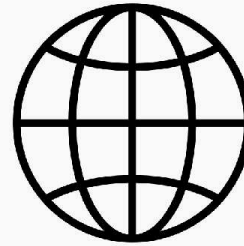
Digital Marketing
Trade Marketing
Influencer Marketing
Brand Partnerships
Sponsorships



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 barr their residents from investing via American Crowdfunding: Quebec, Alberta, and Ontario.*

TEAM



Carol Pak
FOUNDER & CEO

ABInBev

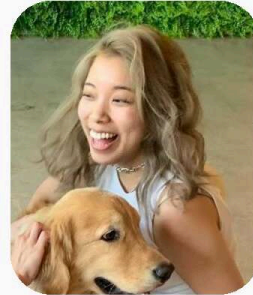


Rosemary Bang
OPERATIONS DIRECTOR

Deloitte.



CJ Meinecke
SALES DIRECTOR



Elizabeth Yik
CREATIVE LEAD



MINDSET

PRESS

Forbes

Condé Nast
Traveler

The New York Times

FOOD52

GOURMET
insider

**BUSINESS
INSIDER**

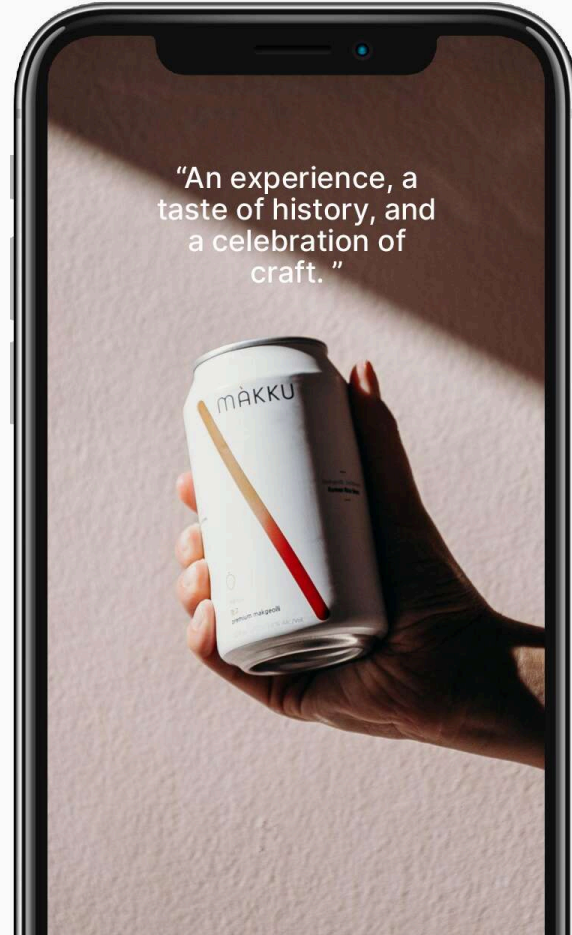
THRILLIST

EATER



REFINERY29

NEW YORK



THANK YOU



APPENDIX

