

# TOZAI CONTINUES TO BOOM

## SAKE'S STRONG Foothold IN RETAIL

**+2%**

increase in 2024 retail sake sales

**+7%**

increase in Komé Collective sake retail sales in 2024

Nielsen through 12.28.24

## ACCOUNTS ARE LOOKING FOR THE FULL TOZAI LINEUP

Vine Connections Internal Data 12.31.24 (off-prem)



SNOW MAIDEN makes up 43% of sales, **+12%**



LIVING JEWEL makes up 27% of sales, **+4%**



BLOSSOM OF PEACE makes up 14% of sales, **+18%**



TYPHOON makes up 4% of sales, **+10%**



WELL OF WISDOM makes up 5% of sales, **-1%**



NIGHT SWIM makes up 7% of sales, **+21%**

# Tozai

The entry-level premium sake brand for consumers and retailers new to sake

**2<sup>ND</sup>**

LARGEST IMPORTED SAKE BRAND

+3.4% growth in 2024

Nielsen through 12.28.24



TOZAI SNOW MAIDEN 720ml

**#2** imported junmai nigori sake in the US



TOZAI LIVING JEWEL 720ml

**#1** imported junmai sake in the US

## TOZAI IS THRIVING ACROSS THE BOARD

**+10%**

case growth 2024 vs. 2023

Internal Data 12.31.2024 (off-prem)

**+5.3%**

POD growth 2024 vs. 2023

**+5.7%**

growth in new accounts 2024 vs. 2023