

THIS
SOJU IS
FRESH!

KTOWN SOJU™

2026 NEW
FLAVORS



WHERE KOREAN AND AMERICAN CULTURES COMBINE IN EVERY POUR.



KTOWN Soju celebrates the dynamic spirit of Koreatown by blending time-honored Korean tradition with the bold, expressive flavor culture of America. Its new 2026 flavor lineup introduces innovative, cross-cultural profiles that feel both familiar and refreshingly new. Uniquely bolder, brighter, and more flavorful than many Korean imports, KTOWN Soju reimagines classic soju for a modern palate, capturing the vibrant fusion, creativity, and cultural energy that define K-Town itself.

**BLUEBERRY
LYCHEE**



**TROPICAL
COLADA**



**WATERMELON
COOLER**



**DALGONA
COFFEE**



ALSO NEW IN 2026: 375ML BOTTLES

KTOWN Soju's new 375ml bottle features a sleek, modern silhouette crafted in custom glass with KTOWN Soju elegantly embossed along the side. Designed for off-premise and table service, it offers a stylish, accessible entry point, allowing consumers to experience the brand at a more affordable price.

- Sleek profile
- Modern premium design and style
- Custom premium glass bottles
- Ideal for off-premise and on-premise bottle service accounts



**2026 NEW
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BLUEBERRY LYCHEE

- **18% ABV**
- **750 ML**
- **375 ML**

KTOWN's new 18% ABV Blueberry Lychee Soju bursts with juicy blueberry richness wrapped in lychee's floral sweetness. The blend is bright yet silky, opening with tart berry notes before melting into a fragrant, tropical finish. Smooth, refreshing, and delicately bold—each sip balances lush fruit with a clean, modern soju kick.



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TROPICAL COLADA

- **18% ABV**
- **750 ML**
- **375 ML**

KTOWN's Tropical Colada Soju unites pineapple's tangy brightness, mango's lush sweetness, and coconut's creamy smoothness in a vibrant 18% ABV pour. Juicy and sun-soaked, it opens with zesty tropical fruit before drifting into a soft, velvety coconut finish—an island-fresh balance of bold flavor and effortless drinkability.



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WATERMELON COOLER

- **18% ABV**
- **750 ML**
- **375 ML**

KTOWN's Watermelon Cooler Soju blends crisp watermelon with zesty lemon for a bright, refreshing twist. The 18% ABV pour opens with juicy, sun-ripened melon before a burst of citrus sharpens the finish. Light, cooling, and subtly sweet, it drinks like a vibrant watermelon lemonade with a smooth soju edge.



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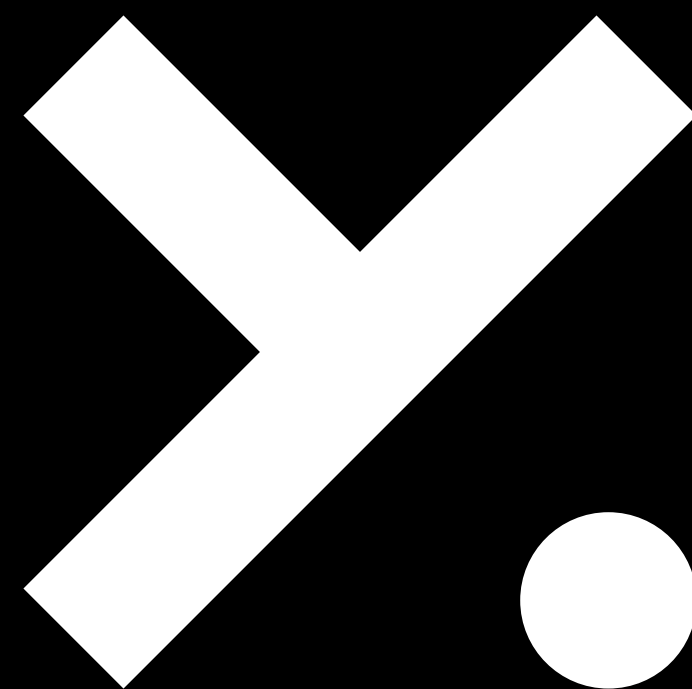


DALGONA COFFEE

- **18% ABV**
- **750 ML**
- **375 ML**

KTOWN's Dalgona Coffee Soju channels the viral TikTok trend into an indulgent 18% ABV pour. It layers rich, whipped coffee aromas with crème-brûlée-like notes of toasted sugar and silky caramel. Smooth, bold, and dessert-sweet, each sip captures the luxe depth of dalgona foam with a warm, modern soju finish.





THANK YOU.

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