

# JAPANESE SAKE SHINES WITH ON-PREMISE OPPORTUNITIES



**VINE CONNECTIONS IS YOUR ONE-STOP SHOP FOR THE BEST IN JAPANESE SAKE!**  
Diverse portfolio, sought after brands, staff trainings, private label opportunities, turnkey operations

## LEADERS IN THE CATEGORY

**19%**

of all sake imports to the US come from Vine Connections

Source: USDA, US Dollars

**+17%**

Vine Connections 5 year CAGR imported cases

Source: USDA

## CONSUMER DEMAND IS BOOMING

**+36%**

increase in retail sake sales through 2020

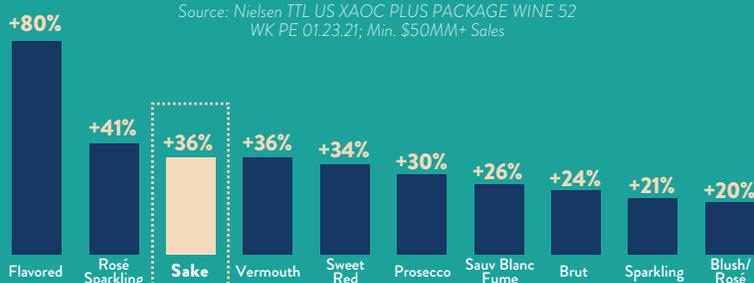
Source: Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 01.23.21

**\$59.2M**

in sake retail sales in the US in 2020

Source: 2020 Nielsen Data

## SAKE IS THE 3<sup>RD</sup> FASTEST GROWING FLAVOR PROFILE



Source: Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 01.23.21, Min. \$50MM+ Sales

## JAPANESE CULTURE AND CUISINE HAS NEVER BEEN MORE RELEVANT AND OF INTEREST



**+24.9%**

Expected growth of Japanese Restaurant industry in the US in 2021

Source: www.ibisworld.com

**\$27.5 Billion**

Size of the Japanese Restaurant Industry in the US in 2021

(Ramen, Yakitori, Soba, Izakaya, Sushi, Shabu Shabu, Soba, etc.)



## SAKE IS CLAIMING MORE REAL ESTATE ON MENUS

Sake listings on menus increased 50% in 2020.

Source: Mintel Menu Insights PE Q4 2020



## SHARE OF SAKE COCKTAIL INGREDIENTS UP +40% IN 2019 PRIOR TO THE PANDEMIC.

Tozai Cocktails are a perfect fit for wine & beer licenses and innovative cocktail accounts.

Source: Mintel Menu Insights PE Q4 2019



SAKE COCKTAIL  
#0107

• STRAWBERRY SNOW-JITO •

6 OZ. TOZAI SNOW MAIDEN SAKE  
4 FRESH STRAWBERRIES, SLICED  
4 LARGE MINT LEAVES, TORN  
2 TEASPOONS ACV NECTAR  
JUICE OF 1/2 LIME  
2 OZ. CLUB SODA

Muddle strawberries in Snow Maiden Sake with mint, acv and lime juice in shaker. Add ice and shake, strain into a tall glass. Finish with club soda and a garnish of mint.

Tozai

IMPORTED BY VINE CONNECTIONS

★ [Click Here to View Tozai Cocktail Cards](#)

## CONSUMERS ARE EXPERIENCING SAKE IN ALL FORMATS, NOT JUST SMALL



**+47%** 180ml cans growth

**+44%** 300ml btl growth

**+60%** 720ml btl growth

**+37%** 1.8L btl growth

Source: Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 01.23.21



VINE CONNECTIONS

www.vineconnections.com



JapaneseSake



# THE SAKE CONSUMER

- 57% Caucasian (including Hispanic)
- 23% Asian
- 11% Other
- 9% African American
- 36% GenX
- 33% Millennials
- 27% Boomers
- 70% Married
- 37% Have Kids
- 17% Single

Source: IRI Shopper Insights

# Tozai

## Your gateway to a bigger world

Tozai offers a solution for any on-premise account.  
Perfect for takeout, dine-in & cocktails

# 3<sup>rd</sup>

largest imported sake brand in the US

# +16%

growth in on-premise chain in Q1 2021



Source: 2020 Nielsen Data



## SAKE IS PROFITABLE FOR ON-PREMISE

**LIVING JEWEL & SNOW MAIDEN**  
4oz: \$2.00

**TYPHOON**  
4oz (720ml): \$1.67  
4oz (1.8L): \$1.32

**WELL OF WISDOM**  
4oz: \$2.75

**NIGHT SWIM**  
6oz: \$3.33  
4oz keg pour: \$1.68

**BUSHIDO**  
6oz: \$3.50  
4oz keg pour: \$1.90

## NIGORI IS BECOMING KING & TOZAI SNOW MAIDEN IS ITS QUEEN



# +50%

 Growth in Nigori sake sales

# +74%

 Snow Maiden sales outpacing industry growth  
Source: Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 01.23.21 and Internal data, 2020

# BUSHIDO®

JAPANESE SAKE

# 3<sup>RD</sup>

LARGEST BRAND IN THE SINGLE SERVE CATEGORY

# +209%

THE FASTEST GROWING SAKE CAN BRAND IN THE US

Source: Nielsen May 2020



VINE CONNECTIONS

www.vineconnections.com



JapaneseSake