



# FOR WELLNESS' SAKE

Wellness takes new forms as the  
pandemic continues

Presented By:  
KOMĒ COLLECTIVE



# sake is one of the most healthful alcohols



## Low Sugar

Less than most other alcohols



## Low in Tartaric Acid

The primary acid in wine that causes acid reflux and erosion of teeth enamel



## Free of Tannins and Sulfites

For those looking to avoid wine headaches



## Gluten Free

Good for those who are sensitive/celiac



## Unique Formats

Premium Japanese sake comes in a variety of formats from single serve cans, 300ml bottles to larger formats for sharing



## Stays Fresh Longer

Sake stay fresh up to 2-3 weeks in your fridge once opened so you don't have to finish all at once



## 80% Water Based

Arguably more hydrating than other alcoholic beverages



## Contains Amino Acids

Sake contains three amino acids that can prevent osteoporosis and provides skin benefits

# wellness takes new forms

46%

of consumers have a greater interest in foods that can fortify the body against sickness and disease<sup>1</sup>

3.1 million

people across the United States follow a gluten-free diet<sup>3</sup>

64%

of consumers say that they are now more conscious about their immune health<sup>2</sup>

1/3

of consumers say they are taking supplements for immune health<sup>1</sup>



# GUT HEALTH:

function and balance of bacteria of the many parts of the gastrointestinal tract<sup>2</sup>

sake is known to improve gut health<sup>4</sup>

a standout choice for the better-for-you beverage consumer

a major  
concern  
**70M people in the  
U.S. with digestive  
diseases<sup>2</sup>**

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**70%-80%**  
of the body's immune  
system is housed in the  
gastrointestinal tract<sup>3</sup>



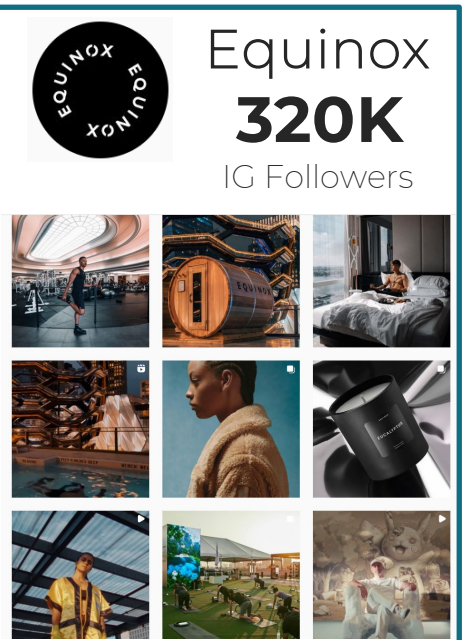
Sources: [UC Davis Health<sup>2</sup>](#), [Progressive Grocer<sup>3</sup>](#), [Sake Hub<sup>4</sup>](#)







Daily Burn  
**127K**  
IG Followers



Equinox  
**320K**  
IG Followers



Tatcha  
**1.1M**  
IG Followers

the secret is out of the bottle  
sake in the wellness industry

## The Skincare Pair

Victoria Tsai, Chief Treasure Hunter of infamous skin care brand, **Tatcha**, believes Geisha were among the first to discover sake's beautifying benefits.<sup>1</sup>

### Recommendations:

- "Pour a bottle into your steamy bath and soak for 30 minutes to gently exfoliate and boost moisture."
- "Simply dip a cotton ball or a cloth in some sake and pat gently onto a freshly-washed face."

## For Energy' Sake

A recent study by **Science Daily** showed that certain sake yeast strains may give you a boost of energy and improve overall sleep quality<sup>4</sup>

## For Exercise' Sake

Major wellness brands like **Equinox**<sup>2</sup> and **DailyBurn**<sup>3</sup> recommend sake for those looking to be more health conscious at happy hour

# exercise: a whole new meaning

*the physical act of exercising has evolved into overall enhanced lifestyle choices*



- 76.2% turn to meditation for health – improving memory, reducing pain, & enhancing well-being<sup>1</sup>
- The mindfulness app, Calm, has exploded in usage, currently valued at \$2 billion with over 100 million downloads in 2021<sup>2</sup>
- People are ditching get-fit-fast models for holistic methodologies extending beyond physical strength<sup>3</sup>





# sake + snacks

Sake is even more food-friendly than wine & pairs with wine-averse superfoods like bitter greens & veggies. Sake harmonizes well with healthful options consumers are leaning towards.





# sake recipes



## Lower Alc Cocktails

### Tea of Wisdom

3oz [Tozai Well of Wisdom](#)

3oz Chilled Green Tea

1/3 cup fresh cantaloupe chunks



## The Skincare Pair

### Sake Soak

Pour a bottle of sake into your steamy bath and soak for 30 minutes to enhance moisture properties in your skin



## Veggie Friendly

### Rainbow Rolls

Try pairing your favorite veggie dishes that may clash with wine, with sake instead. Like [Tensei Endless Summer](#) with fresh summer rolls filled with colorful vegetables. [Recipe here.](#)

\*find more saketail and food pairing recipes on our website [www.drinkpourtal.com](http://www.drinkpourtal.com)\*



# sake & the culture are booming



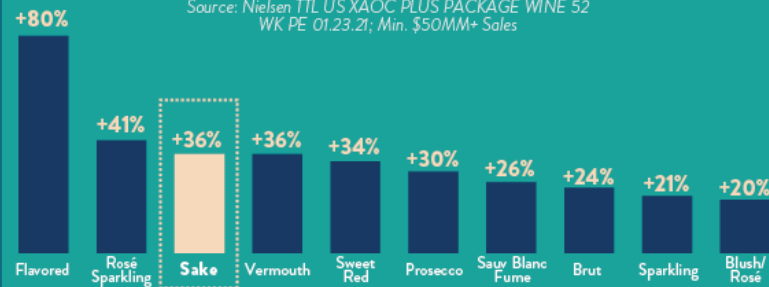
## \$63.2M

in sake retail sales  
in the US in 2021

Source: Nielsen Data, 10.9.21

### 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. \$50/MM+ Sales



## +12%

increase in retail  
sake sales through  
2021

Source: N10.9.21 Nielsen Data,



SAKE IS CLAIMING MORE REAL ESTATE ON MENUS  
Sake listings on menus increased 50% in 2020.

Source: Mintel Menu Insights PE Q4 2020

\*Nielsen Data 2020

## japanese cuisine increases in popularity

## \$27.5 Billion

size of the Japanese restaurant  
industry in the US in 2021  
(ramen, yakitori, soba, izakaya,  
sushi, shabu shabu, etc.)

Source: [www.ibisworld.com](http://www.ibisworld.com)

## +24.9%

expected growth of Japanese  
restaurant industry in the US  
in 2021

Source: [www.ibisworld.com](http://www.ibisworld.com)

## could the better-for-you trend be a factor?

traditional Japanese cuisine, also  
known as “washoku,” consists of  
small dishes of simple, fresh, and  
seasonal ingredients.

rich in nutrients and provides  
numerous health benefits;  
improved weight loss, digestion,  
longevity, and overall health.

The traditional Japanese diet may  
safeguard against conditions like  
type 2 diabetes and heart disease.



Source: [www.healthline.com](http://www.healthline.com)

# the tozai lineup

## 3rd

Tozai is the 3rd largest imported brand in the US, up +18%

## #1

Tozai Snow Maiden is the top selling SKU at Vine Connections

### Snow Maiden *Junmai Nigori*



Named after Hanako, or “Flower Maiden”, the most famous Japanese koi fish that lived for 226 years in the snowy, icy waters at the foot of Japan’s Mt. Ontake.

The #1 selling sku in Vine Connections portfolio.

SRP: \$17.50/\$10/\$5

### Living Jewel *Junmai*



Named after Japan’s colorful koi fish that represent good fortune and luck. This sake represents the combination of vibrant colors, patterns, and shimmering scales that have earned Japanese koi fish the moniker “living jewels.”

SRP: \$17.50/\$10

### Blossom of Peace *Plum*



Local, all-natural aodani plums are soaked in Tozai sake for over three months resulting in an incredibly balanced sake with tart, juicy acidity on the finish. Plum blossoms are known as “The Flowers of Peace” in Japan and symbolize growth, renewal, and awakening.

SRP: \$18

### Well of Wisdom *Ginjo*



Draws its water source from the town of Fushimi, which means “hidden water” and is known for its characteristically soft and pure water that is perfect for brewing sake.

SRP: \$25/\$13

### Typhoon *Futsu*



A table sake of remarkable quality with rustic banana bread and nut notes. Sturdy enough to handle being warmed or mixed in cocktails.

SRP: \$28/\$14

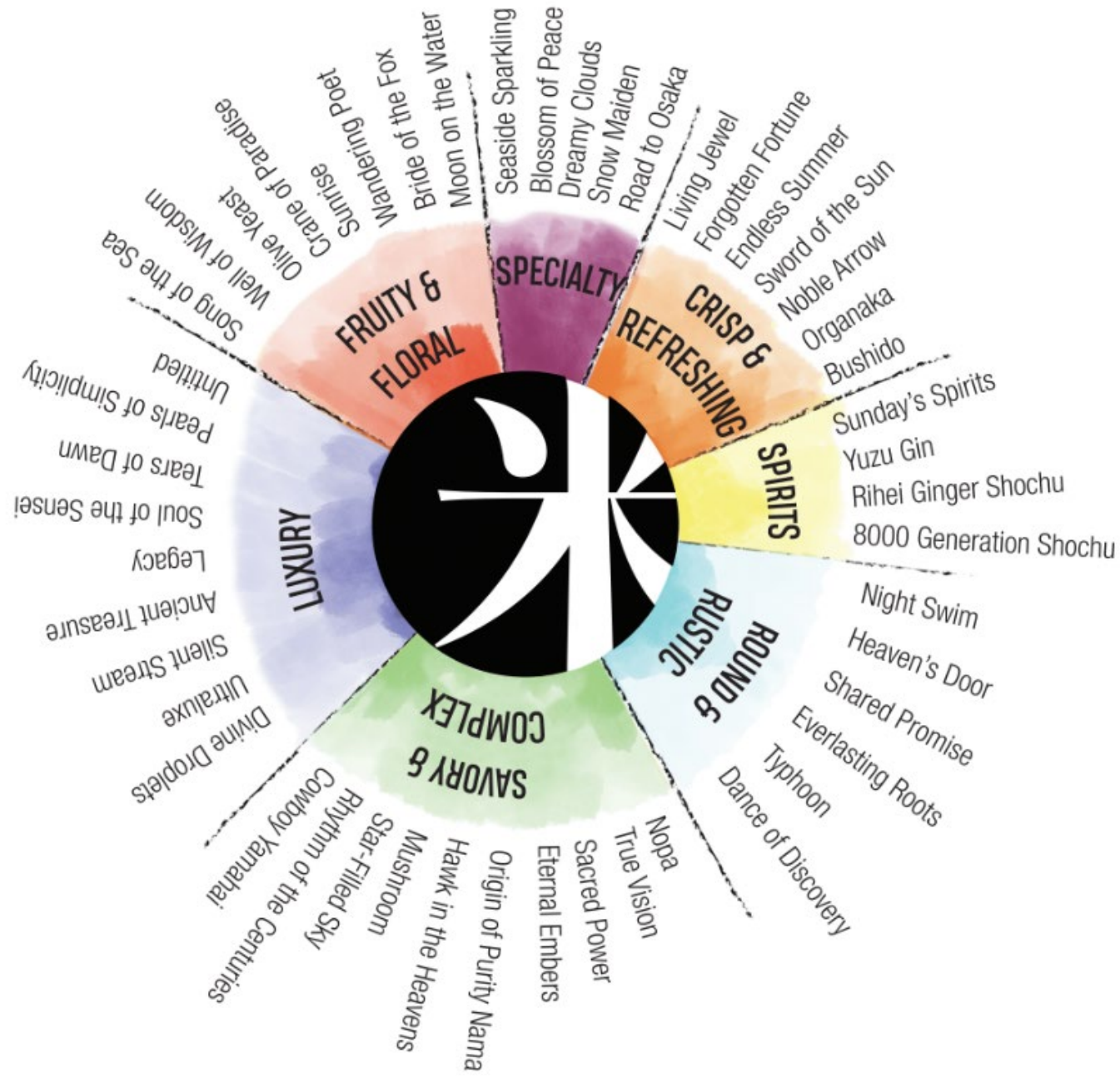
### Night Swim *Futsu*



Recently launched and becoming a fan favorite, this canned sake invites all to feel renewed with a night swim.

SRP: \$5

# kome collective's sake lineup







# The Power is in the Collective

Komé Collective's portfolio of expertly curated craft Japanese sake and spirits spans experiences rooted in tradition up to the forefront of innovation.

## CATEGORY LEADERS

We're a collection of traditional and cutting edge thought leaders, producers, and brands with a commitment to the culture of Japan, the land of the rising sun. We have the most comprehensive and diverse sake portfolio in the US and can service any retailer or restaurant, big or small, niche or mass appeal. And our Japanese spirits are both unique and inspirational. We're very critical in the curation of our portfolio - for over 20 years, Vine Connections, has introduced and created brands and experiences that speak of the Japanese fine craft experience.

Komé Collective, our new division, showcases our expertise in assembling diverse categories, grades, and flavor profiles. We represent a collective power that others cannot match, and we make it easy to work with our portfolio even if you aren't a sake expert.

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**Forbes**



**FOOD & WINE**



**MONICA SAMUELS**  
VP of Sake & Spirits

Based in NYC, Monica Samuels is one of the country's most accomplished sake professionals and leads the Komé Collective team to drive retail, restaurant, and consumer demand.

Monica has worked in the sake business for over 15 years and brings a unique perspective to the industry. She was named a "Top 40 under 40 - America's Most Influential Tastemakers" by Wine Enthusiast Magazine, a top "50 under 40 future influencers of the global drinks industry" by WSET & IWSC, and was awarded the prestigious "Sake Samurai" title by the Sake Samurai Association in Japan. Monica is a Level 3 Certified Instructor for the Wine & Spirits Education Trust (WSET).

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