


WAKAZE Sake

Innovative Approach & Global Expansion



Bringing Japanese Sake to the World Market

 May 20, 2024

Vision & Innovative Approach

Est. 2016

Young company bringing fresh perspective to traditional sake industry

"MADE IN LOCAL" Strategy

Local production & consumption for authentic experience

Name Origin

WAKA (young) + **KAZE** (wind) = New energy in sake industry

Digital-First Approach

Direct-to-consumer business model leveraging digital platforms

Vision

"Turning Japanese sake into a global beverage"
Transforming sake beyond Japanese food pairing

Growth Success

60x Online sales growth during 2020 pandemic

Product Features & Innovative Production

Diverse Product Lineup



ORBIA

Premium sake aged in wine barrels for unique depth and character



FONIA

Botanical sake with complex flavor profiles and aromatic notes



THE CLASSIC

Made entirely from French ingredients, award-winning platinum blend



SummerFall

Sparkling sake produced in the US, appealing to younger consumers

Production Innovations



Local Rice Sources

Rice from Camargue, Southern France - adapting to local ingredients



90% Rice Polishing

Preserves flavor and nutrients from rice's outer layers - sustainable approach



Ultra-Hard Water

Creates refreshing acidity, minerality and white wine-like depth



Local Wine Yeast

Creates unique aroma profiles not found in traditional sake



Botanical Infusion

FONIA series uses botanicals during fermentation for complex flavors



No Additives Policy

Strictly avoids all additives, even those exempt from labeling requirements

International Market Expansion

France Success Story

2019: Market Entry

Full-scale entry into the French market

KURA GRAND PARIS

France's first sake brewery established near Paris

Market Share Achievement

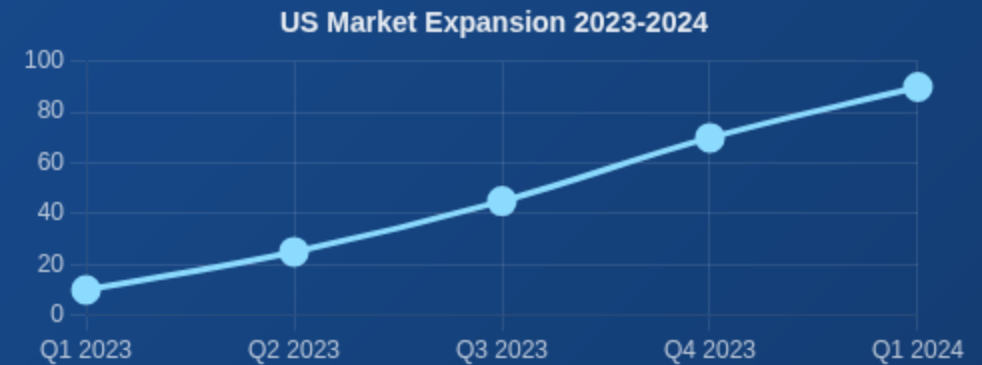
1/3 of France's sake market captured

Award-Winning Product

"THE CLASSIC" sake won Platinum Award at 2022 Kura Master Contest



US Market Growth



2023 Market Entry
Expansion into the competitive US market

Strategic Partnership
Alliance with Takara Holdings for market access

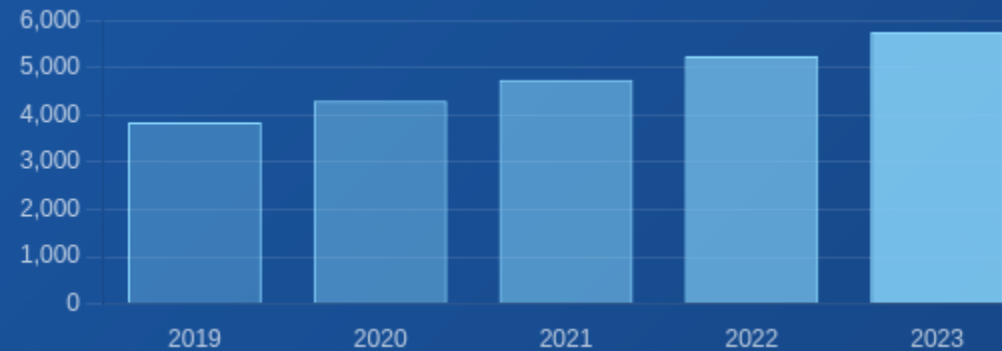
Rapid Distribution
Significant expansion achieved within one year

Target Demographics
Growing popularity among younger consumers



Potential in the Thai Market

Market Overview



5,751

Japanese restaurants in Thailand
(2023)



Main consumers: Affluent
Thais

Challenges



Cultural Barriers

Limited sake awareness and consumption habits



Strict Regulations

Complex alcohol import & distribution laws



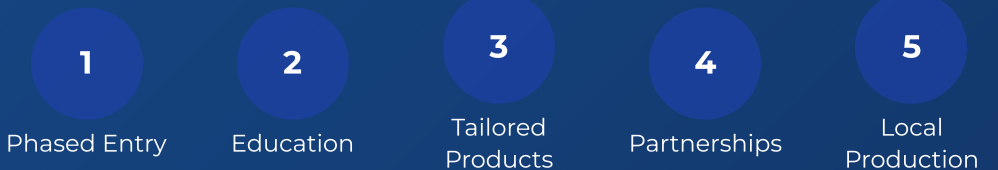
High Taxes

Significant import duties on alcoholic beverages

Opportunities

- ◆ **Growth of Japanese Cuisine**
Expanding market for authentic Japanese experiences
- ◆ **Innovative Products**
WAKAZE's unique offerings can differentiate in the market
- ◆ **Local Production Potential**
Applying "MADE IN LOCAL" strategy to bypass import barriers
- ◆ **Premium Position**
Growing affluent consumer base seeking luxury experiences

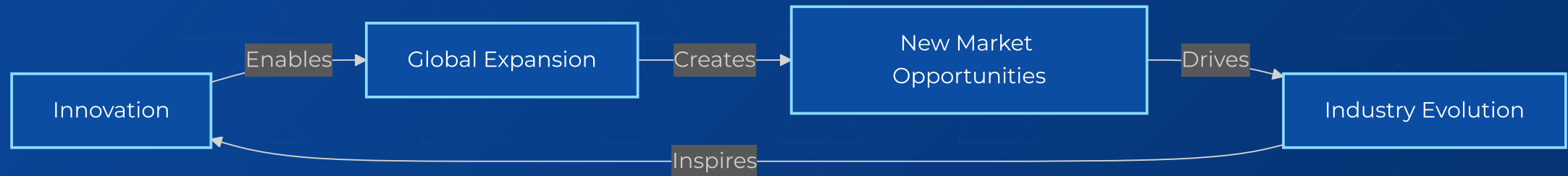
Suggested Strategies



Recommended Approach:

Start with premium distribution channels targeting affluent Thai consumers and Japanese expatriates. Gradually build brand awareness through strategic partnerships with high-end restaurants and retailers. Conduct sake education events and tastings to introduce WAKAZE's unique products.

Conclusion & Future Outlook



Global Transformation

WAKAZE demonstrates sake can evolve into a **globally beloved beverage**, transcending traditional consumption contexts.



Expansion Blueprint

Success in **France and the US** provides a proven template for entering new markets with unique strategies.



Asian Market Potential

Thailand and broader **Asian market expansion** represents a critical indicator for sake's global future.



Innovation Creates Opportunity

WAKAZE's **innovative approach** breaks traditional boundaries, creating new sake consumption experiences.

"MADE IN LOCAL"

The strategy with potential to revolutionize the global sake industry



Local Production



Local Ingredients



Local Consumers



Local Partnerships