



LOTTE LIQUOR

LOTTE World Tower

- Height 555m (123 floors)
- Hotel, Department store, Office, etc.
- Open 2014 (Lower level), 2017 (Upper level)



“We enrich people’s lives
by providing superior products and
services that our customers love and trust.”



Asia

Japan / China / Philippines / Vietnam / Singapore / Malaysia / Thailand / Laos / Indonesia / Cambodia / Myanmar / Mongolia / Kazakhstan / India / Nepal / Bangladesh / Hong Kong / Taiwan / East-Timor

Oceania

Australia / New Zealand / Guam / Saipan / Palau / Samoa

North America

U.S. / Canada

Latin America

Mexico / Brazil / Argentina / Chile / Panama / Peru / Paraguay / Panama / Columbia / Costa Rica

Europe

U.K. / Ireland / France / Netherlands / Poland / Germany / Spain / Italy / Czech / Hungary / Austria

Africa

Nigeria / South Africa / Kenya / Algeria

| Category | | Products |
|-----------|--------|--|
| Spirits | SOJU |     |
| | Whisky |   |
| Beer | |   |
| Rice Wine | |    |
| Wine | |    |
| Others | |  |





CHUM-CHURUM ORIGINAL

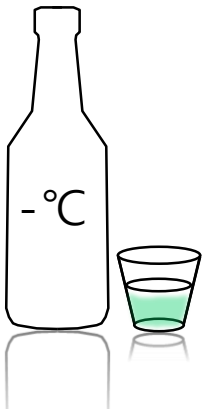
Classification : SOJU (Spirits)

Net Contents : 360ml

Alc. / Vol. : 17.5%

CHUM-CHURUM is the representative SOJU brand of Asia. It is the first alkaline water based spirits in the world. For the Asian consumer, drinking SOJU is part of their life. It is just kind of culture.

HOW TO DRINK



1. Iced **CHUM-CHURUM** is better.
Just feel its smooth taste and freshness.
2. You can enjoy SOJU with foods.
SOJU goes well with any food.



더부드럽게
처음처럼♡





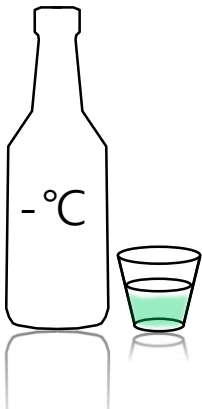
CHUM-CHURUM

PEACH / STRAWBERRY
APPLE / BLUEBERRY

Classification : Flavored SOJU
Net Contents : 360ml
Alc. / Vol. : 12.0%

Fruit flavored **CHUM-CHURUM** is very popular not only in the Asian market but also in the US and European market. Lots of consumers, especially women love its sweet and fruity taste.

HOW TO DRINK



1. Iced **CHUM-CHURUM** is better.
Just feel its smooth taste and freshness.
2. You can enjoy SOJU with foods.
SOJU goes well with any food.

"새콤한 유혹"
순하리
사과



사과처럼 새콤하게 | 12도로 더 순하게

100% 경북 사과 과즙을 사용해 새콤달콤
12도 저도수로 더 가볍게 더 부드럽게



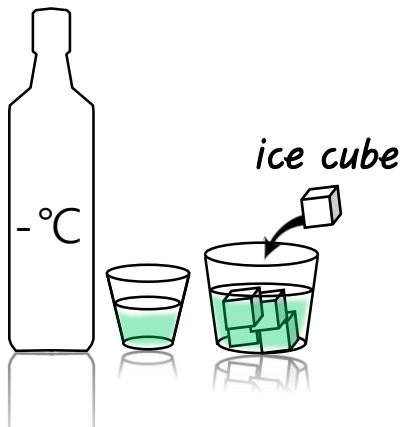
KYOUGETSU ORIGINAL / PREMIUM

Classification : SOJU (Spirits)
Net Contents : 700ml / 1,800ml
Alc. / Vol. : 20.0% / 25.0%

KYOUGETSU is the best selling SOJU brand in Japan. It is made with pure natural water from Seorak mountain in Korea.



HOW TO DRINK



1. Iced **KYOUGETSU** is better.
Just feel the best quality of soju taste.
2. You can enjoy **KYOUGETSU**
by straight or on the rock with ice.



SCOTCH BLUE

Classification : Blended whisky
Net Contents : 450ml / 500ml
Alc. / Vol. : 40.0%

Scotch Blue is the very authentic Scotch whisky made of skillfully pure malt and grain whisky. The Scottish master blenders exquisitely selected and blended the best undiluted whisky.



SCOTCH BLUE SKU



International
(6Btls / 1box)



Special
(6Btls / 1box)



21 years
(6Btls / 1box)



30 years
(6Btls / 1box)



따르는 순간
느껴지는
스코틀랜드의
맛과 향

시작은 섬세하게, 끝은 부드럽게-
SCOTCH BLUE

경고 : 차나 찬 음주는 건강해나 간암을 일으키며 운전이나 작업중 사고 발생률을 높입니다



KLOUD BEER



Alc. / Vol. : 5.0%

The authentic German original gravity technique was used for the **Kloud beer** with 100% wort and no water added. Feel the true depth and abundant richness of the real beer, **Kloud**.



100% malt beer brewed with
carefully selected premium hop
and special yeast from Germany.



The Multi Hoping System for the richness of flavor that diffuses in your mouth from the very first sip.





SECRET OF FITZ

Fitz
SUPER CLEAR

FITZ BEER

Classification : Beer

Net Contents : 330mℓ/355mℓ/500mℓ

Alc. / Vol. : 4.5%

Fitz is the Super Clear beer with the fittest cleanness made of Super Yeast that fits well to drink at any time, at anywhere and with anyone.

1. Remove impure tastes and residual sugar with the super yeast's high fermentation degree
2. Use the high-purity fermentation and filtration method in the manufacturing process
3. 'Beer taste to the last' by the method of original gravity without adding water



됐고,
맥주나
마시자

수퍼클리어 피츠

오늘도 깔끔하게 클리어
수퍼클리어 피츠

Fitz
SUPER CLEAR

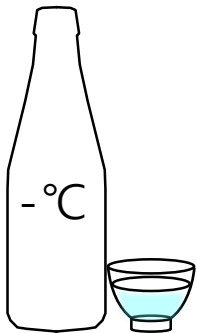


CHUNG-HA

Classification : Rice wine
Net Contents : 300ml
Alc. / Vol. : 13.0%

Chung-ha is one the most popular and famous rice wine in Asia. It is very similar to Sake. It is fermented at low temperature and made by high quality rice.

HOW TO DRINK



1. Iced **Chung-ha** is better.
Just feel its smooth taste and freshness.
2. You can enjoy **Chung-ha** with foods.
It goes well with any food.



깔끔하게
차아~

맛있는 요리엔-
맑고 깨끗한 청하



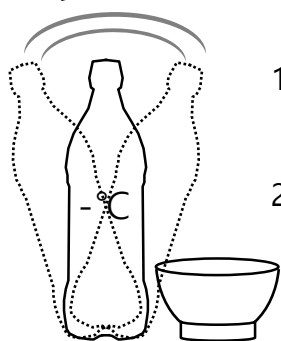
WALMAE MAKGEOLLI

Classification : Rice wine
Net Contents : 750ml / 1,000ml
Alc. / Vol. : 6.0%

Walmae Makgeolli is completely matured at a low temperature and sterilized in cutting edge facilities. It contains healthful ingredients of rice that have anti-cancer effects.

HOW TO DRINK

Shake



1. Before you drink, shake the bottle.
It makes the taste more abundant and soft.
2. The sediment accumulated at the bottom is very healthful for your body.



대한민국 전국 막걸리 판매 1위

월매(月梅) 쌀막걸리는 1000ml 용량의 내열 내압 PET병으로 포장을 개선한 탄산 쌀막걸리로서, 장기보관이 가능합니다. 하단부 침전물은 인체에 유익한 쌀의 섬유질 성분으로서 차게 해서 흔들어 드시면 더욱 맛있는 막걸리를 즐기실 수 있습니다.

왜 서울막걸리가 No.1 일까요?

1. 질 좋은 100% 한국산 쌀로 만들어 맑고 마실 수 있습니다.
2. 세계 최대 규모의 알선 양조시설로 가장 신선한 막걸리를 만듭니다.
3. 깨끗한 총복 진천 알반수로 물맛부터 다른 깨끗한 막걸리를 만듭니다.

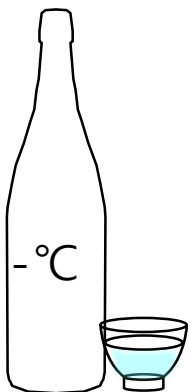


BAEKWHA SOOBOK

Classification : Rice wine
Net Contents : 700ml / 1,800ml
Alc. / Vol. : 13.0% / 14.0%

Baekwha Soobok is another popular and famous rice wine in Asia. It is used as a ceremonial liquor in the common events such as holiday, marriage, ancestor worship.

HOW TO DRINK



1. Iced **Baekwha Soobok** is better.
Just feel its smooth taste and freshness.
2. You can enjoy **Soobok** with foods.
It goes well with any food.



오래 살며 길이 복을 누리다
우리 쌀로 빚은 우리 재래주

백화수복

백화수복으로
공병보증금을 돌려 받으세요

올해도 한결같이
차례상에 백화수복입니다

350원 1.8L
130원 0.7L

경고: 자칫한 음주는 뇌졸중, 기억력손상이나 차폐를 유발합니다. 임신 중 음주는 기형아 출생 위험을 높입니다.

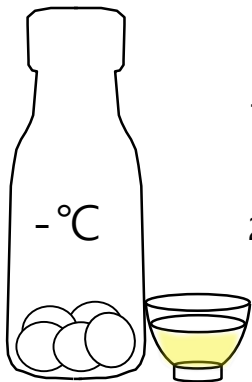


SEOLJOONGMAE ORIGINAL / GOLD

Classification : Plum wine
Net Contents : 375ml
Alc. / Vol. : 14.0%

Seoljoongmae is a premium grade and reliable pure plum wine. Its crude liquid is leached at a low temperature to keep its freshness and clearness.

HOW TO DRINK



1. Iced **Seoljoongmae** is better.
Just feel its smooth taste and freshness.
2. You can enjoy **Seoljoongmae** with foods.
It goes well with any food.



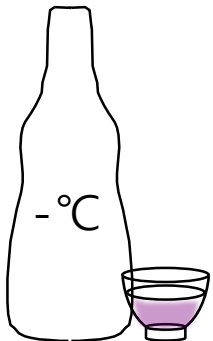
BOKBUNJA WINE

Classification : Black Raspberry wine
Net Contents : 375ml
Alc. / Vol. : 16.0%

Bokbunja is Korea-origin black Raspberry known for its excellent anti-oxidant effect. It is also good for anti-aging. **Bokbunja Wine** is Korean traditional healthy liquor.



HOW TO DRINK



1. Iced **Bokbunja wine** is better.
Just feel its smooth taste and freshness.
2. You can enjoy **Bokbunja wine** with foods.
It goes well with fried food.



대를 잇는 외길!
오직, 복분자주만 생각합니다!



대한민국 복분자의 자존심
선운산복분자



MIRIM SKU

MIRIM

Classification : Cooking wine
Net Contents : 500mℓ / 900mℓ / 1,800mℓ
Alc. / Vol. : 14.0%

Mirim is rice fermented cooking wine.
A cup of **Mirim** makes your food more tasty
and delicious. It is popularly being used in
many Asian restaurants.



500mℓ
(12Pets / 1box)



900mℓ
(6Pets / 1box)



1,800mℓ
(6Pets / 1box)

고기는 부드럽게 살리고!
생선은 단단하게 살리고!



쌀 천연발효 요리전용 맛술

미림



 Our Brand



KOREAN GINSENG WINE

Classification : Ginseng wine

Net Contents : 700ml

Alc. / Vol. : 28.0% / 35.0%

Korean Ginseng Wine is reliable premium grade Korea's representative ginseng wine containing an 4-years-old ginseng wine. It is composed of 100% natural ingredients.

EFFICACY OF GINSENG

Cancer prevention,
antitumor immune activation

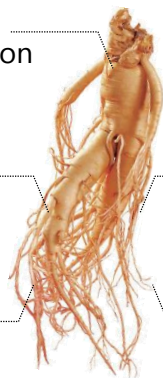
Improvement
of brain function

Control of
blood pressure

Improvement of liver function
and anti-diabetic / anti-obesity

Enhancement of
immune function

Anti-fatigue
and anti-stress



健康和幸福的泉源
Source of health and happiness



乐天百花 高丽人参酒
Korean Ginseng Wine



Fitz
SUPER CLEAR



**KENNY
SCHARF**





 Promotion



©Kenny Scharf 2018















| Category | Product | Net Contents | Packing | EA / CTN | Net (Kg) | Gross (Kg) | CBM | 20ft CNTR Loading (CTNS) | |
|-----------|------------------|--------------|---------|----------|----------|------------|-------|--------------------------|-------------|
| | | | | | | | | Pallet | None pallet |
| SOJU | CHUM-CHURUM | 360mℓ | Bottle | 20 | 6.9 | 13.5 | 0.019 | 840 | 1,200 |
| | KYOUGETSU | 700mℓ | Bottle | 12 | 8.0 | 15.8 | 0.023 | 1,080 | - |
| Whisky | Scotch Blue | 450mℓ | Bottle | 6 | 2.7 | 5.9 | 0.010 | 1,200 | - |
| | | 500mℓ | Bottle | 6 | 3.0 | 7.3 | 0.013 | 1,200 | - |
| Beer | Kloud / Fitz | 330mℓ | Bottle | 24 | 7.9 | 16.5 | 0.022 | 672 | - |
| | | 500mℓ | Bottle | 12 | 6.0 | 11.9 | 0.030 | 840 | - |
| | | 355mℓ | Can | 24 | 8.5 | 9.3 | 0.014 | 960 | - |
| Rice wine | Chung-Ha | 300mℓ | Bottle | 24 | 7.9 | 14.8 | 0.022 | 576 | - |
| | Walmae Makgeolli | 750mℓ | Pet | 20 | 15.0 | 16.0 | 0.033 | 672 | - |
| | | 1,000mℓ | Pet | 12 | 12.0 | 13.0 | 0.026 | 1,008 | - |
| Wine | Bokbunja Wine | 375mℓ | Bottle | 12 | 5.2 | 10.5 | 0.016 | 1,008 | - |
| Others | Mirim | 500mℓ | Pet | 12 | 6.0 | 7.2 | 0.015 | 1,224 | - |
| | | 900mℓ | Pet | 6 | 5.4 | 6.5 | 0.013 | 1,500 | - |
| | | 1,800mℓ | Pet | 6 | 10.7 | 13.0 | 0.027 | 780 | - |