



#1 SELLING SPIRIT
BRAND IN THE WORLD

JINRO SOJU

AVAILABLE IN 60 COUNTRIES



HITEJINRO AMERICA

13422 Alondra Blvd, Cerritos, CA 90703

T. 562-404-7780 F. 562-404-7781



#1 MOST SELLING SPIRIT BRAND IN THE WORLD

Since 2002, Jinro soju has retained its position as #1 MOST SELLING SPIRIT BRAND IN THE WORLD for 20 years straight. According to Drinks International's Millionaires' Club, Jinro soju has retained its position as the #1 MOST SELLING SPIRIT BRAND IN THE WORLD for 20 years straight, an astounding feat that even major global brands can only dream about.

THE DISTINCTION

Distilled spirit from Korea — generally made from finest and natural rice, barley, potatoes, and/or tapioca — has an alcohol content of around 20%, making it milder than most other distilled spirits. The clear, colorless appearance of Jinro soju may be similar to vodka, but the nose, flavor, feel and finish are considerably more complex, giving it unlimited opportunities for amazing cocktail creations.

THE SPIRIT

The success of Jinro Soju can be attributed to a passion for crafting the spirit from Korean's finest natural resources — 100% natural grains and only the cleanest spring mineral water — resulting in a clean, refreshing taste, and an exceptionally smooth finish.

- The alcohol is produced by fermenting 100% natural ingredients such as rice, barley, sweet potatoes and tapioca.
- The pure spring mineral water is channeled repeatedly through a bamboo-charcoal filtering system to remove all impurities.

Charcoals made from bamboo are proven to be one of the world's most effective purifiers. This purification method is the key to producing Jinro Soju's crisp, clean taste.



JINRO 24 SOJU

- Since 2002, Jinro soju has retained its position as the #1 MOST SELLING SPIRIT BRAND IN THE WORLD for 20 years straight, according to Drinks International's Millionaires' Club.
- JINRO 24's natural composition can be enjoyed on its own and it also blends perfectly with fresh fruit, juices and other mixers for popular and trendy cocktails.
- Produced from the finest natural ingredients and world's best soju -making "know-how," JINRO 24 has a delicate balance between a clean and smooth finish.
- Its alcohol content is strong enough to give a "kick" to your favorite cocktails, while being mild enough for an extended drinking experience.
- JINRO 24 is produced and marketed solely for international consumers.

Specs and sizes

- Name : JINRO 24 SOJU
- Alcohol : ALC. 24% BY VOL.
- Sizes : 200ml / 375ml / 750ml / 1,75L



1.75L Bottle



750ml Bottle



375ml Bottle



1.75L (20 Bottle Case)



750ml (20 Bottle Case)



375ml (20 Bottle Case)



JINRO CHAMISUL ORIGINAL SOJU

- Since 2002, Jinro soju has retained its position as the #1 MOST SELLING SPIRIT BRAND IN THE WORLD for 20 years straight, according to Drinks International's Millionaires' Club.
- A legendary product in Korea, CHAMISUL CLASSIC holds the record for selling the greatest number of units in the least amount of time — among all consumer brands.
- Jinro Chamisul Soju holds Korea's all-time sales record for highest total cases sold within shortest time frame, not just among alcohol brands.
- JINRO CHAMISUL CLASSIC is the first soju to be filtered four times with charcoals made from Korean bamboo.
- Its breakthrough filtration method eliminates harmful substances and impurities, leaving only a smooth and clean taste.

Specs and sizes

- Name : JINRO CHAMISUL CLASSIC SOJU
- Alcohol : ALC. 20.1% BY VOL.
- Sizes : 200ml / 375ml / 750ml / 1.75L



1.75L Bottle



750ml Bottle



375ml Bottle



1.75L (20 Bottle Case)



750ml (20 Bottle Case)



375ml (20 Bottle Case)



375ml Bottle (6 pack)



JINRO CHAMISUL FRESH SOJU

- Since 2002, Jinro soju has retained its position as the #1 MOST SELLING SPIRIT BRAND IN THE WORLD for 20 years straight, according to Drinks International's Millionaires' Club.
- Milder than CHAMISUL CLASSIC, CHAMISUL is made with a natural sweetener from Finland for the absolute freshest taste.
- Boasting of rich mineral content, this natural alkaline soju is refined with charcoals made from 3-year old bamboos grown in a clean zone of Mr.Jiri located in the southern coast of Korea.
- The innovative soju making technologies enhance the effect of the natural bamboo charcoal refinement process resulting in a cleaner and fresher Chamisul.

Specs and sizes

- Name : JINRO CHAMISUL FRESH SOJU
- Alcohol : ALC. 16.9% BY VOL.
- Sizes : 200ml / 375ml / 750ml / 1.75L



1.75L Bottle



750ml Bottle



375ml Bottle



1.75L (20 Bottle Case)



750ml (20 Bottle Case)



375ml (20 Bottle Case)



375ml Bottle (6 pack)



JINRO GREEN GRAPE

- Milder than Chamisul, JINRO GREEN GRAPE has found a growing following among female consumers of JINRO soju.
- The combination of the sweet green grape and Chamisul is a flavor that can please any palate
- With fruit juices in soju rising in popularity, JINRO GREEN GRAPE has a unique green grape flavor and taste everyone can enjoy.
- With an alcohol content of 13%, it has such a clean and fresh flavor that will capture your heart.

Specs and sizes

- Name : JINRO GREEN GRAPE
- Alcohol : ALC. 13% BY VOL.
- Sizes : 375ml



375ml Bottle



375ml Bottle (6 pack)



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375ml (20 Bottle Case)



JINRO GRAPEFRUIT

- Milder than Chamisul, JINRO GRAPEFRUIT has found a growing following among female consumers of JINRO soju.
- Infused with fresh, sweet-tasting grapefruit flavor, JINRO GRAPEFRUIT represents a new twist on a Korean favorite.
- By achieving sales of 5 million bottles per month shortly after its launch, JINRO GRAPEFRUIT is quickly becoming the most popular fruit flavored soju in Korea.

Specs and sizes

- Name : JINRO GRAPEFRUIT
- Alcohol : ALC. 13% BY VOL.
- Sizes : 375ml



375ml Bottle



375ml Bottle (6 pack)



375ml (20 Bottle Case)



JINRO PLUM

- With a refreshing and sweet flavor, JINRO PLUM adds a playful splash to the JINRO fruit flavored soju line-up.
- Its fruity and seductive quality, coupled with its full-bodied ripe plum taste, will leave you wanting more.
- With an alcohol content of 13% and a smooth flavor, JINRO PLUM is a perfect addition to any food pairing.

Specs and sizes

- Name : JINRO PLUM
- Alcohol : ALC. 13% BY VOL.
- Sizes : 375ml



375ml Bottle



375ml Bottle (6 pack)



375ml (20 Bottle Case)



JINRO STRAWBERRY

- It's the perfect and sweet 4th addition to our fruit flavored soju line-up.
- The #1 selling spirit is now infused with a natural strawberry flavor for a sweet, refreshing taste.
- With an alcohol content of 13%, JINRO STRAWBERRY is a perfect match for any occasion.

Specs and sizes

- Name : JINRO STRAWBERRY
- Alcohol : ALC. 13% BY VOL.
- Sizes : 375ml



375ml Bottle



375ml Bottle (6 pack)



375ml (20 Bottle Case)



JINRO SOJU

THE ORIGINATOR OF KOREA'S SOJU "IS BACK"!

- Jinro Soju is the predecessor of Chamisul Soju. Dubbed as "Jinro is Back", this new release from HiteJinro is the latest craze among the soju lovers.
- First released in Korea in April 2019, it has sold 100 million bottles within the first 7 months (that's 4 bottles sold every 1.54 seconds).
- While preserving the concept of the nostalgic look of the transparent, blue soju bottle of the past decades, this revived Jinro Soju has also reinvented itself to indulge the palate and trend of contemporary consumers.
- While much lower in alcohol per volume than the original version, the milder "Jinro is Back" still boasts a smooth and crisp soju flavor with a subtle "kick".

Specs and Sizes

- Name: JINRO SOJU (a.k.a. JINRO "IS BACK")
- ABV: ALC. 16.9% BY VOL.
- SIZE: 375ml per bottle (available in 6 bottle pack and 20 bottle case)



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375ml (20 Bottle Case)



605779976312

375ml Bottle (6 Pack)



605779976305

375ml Bottle



★★★★★
16.9%



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ILPOOM JINRO

*Premium soju made with a dedication to purity
and the experience of nearly a century of spirit making artistry*

Ilpoom Jinro is made from the most fragrantly distilled crude liquid of 100% pure rice distillates. To capture the highest quality fragrance and flavor, the freeze filtration process was used to remove impurities and odor. Ilpoom Jinro embodies Jinro's signature attributes – crisp flavor with a smooth finish.

A few special ways to enjoy Ilpoom Jinro:

Neat, on the rocks, heated, and mixed with tonic or soda water

Specs and Sizes:

NAME	ILPOOM JINRO
ABV	ALC. 24% BY VOL.
SIZE	375ml per bottle



375ml Bottle



6 05779 97628 2



375ml Bottle (6 Pack)



10605779976210



TERRA

INCREDIBLY CRISP & REFRESHING!

- A lager beer made from 100% malt produced in the Golden Triangle region of Australia, a region best known for its purest air quality and prime agricultural land.
- Cumulative sales of Terra beer have exceeded 1.65 billion bottles since its debut in March 2019.
- No artificially added carbon – containing only carbon naturally produced during the fermentation process for the most refreshing taste.
- For 2 consecutive years, Terra is the first Korean beer to be selected as the 'Official Beer of Seoul' by the Michelin Guide.

SPECS AND SIZES

NAME	Terra Beer		
ABV	ALC. 4.6% BY VOL.		
SIZE	 500ml Bottle	 355ml Can	 355ml Can (6 Pack)
	 330ml Bottle	 500ml Can	 355ml Can (12 Pack)
	 1.6 L PET	 330ml Bottle (6 Pack)	



355ml

500ml

330ml

500ml

1.6L

