

DAON Soju / 다:은 소주

Good things will happen!

다:은 소주



Brand Identity

DAON(다:은) connotes '*Good Things Will Happen*'.

*Soju is a life companion that shares joys, worries and concerns,
A good glass of DAON Soju brings you joy and fortune!*

DAON Soju represents clear color and aromatic scent -

*Made with the purest natural bedrock water; luxury-grade ingredients
going through a charcoal filtration, offers a unique hint of freshness
and sweetness, plus a clean finish after swallow.*

- **Made from pure mineral water!**
- **Real fruit concentrate used!**
- **Korean Flavorings used!**
- **Charcoal filtered three times!**



DAON Soju, celebration with 32 flavors!



DAON Soju

Dance of Fruits



Original 16.5% / 360ml, 375ml

The representative Soju in the DAON lineup, beautifully balanced with a unique hint of aroma of rice and freshness.

- Luxury-grade rice added.
- Exhibits its best on any temperature.
- Pairs perfectly with any foods.



Apple 12% / 360ml, 375ml

A Korean soju with natural-Apple flavors, one of the good offerings in the DAON lineup, balanced sweetness and sourness. Served as a nice treat for dinner and dessert!

- Natural flavoring used.
- Apple concentrate added.
- Pairs perfectly with any foods.



Peach 12% / 360ml, 375ml

A Korean soju with natural Peach flavors, provides the sweet taste of ripened peaches in each sip while maintaining its light and refreshing experience!

- Natural flavoring used.
- Peach concentrate added.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Green Grape 12% / 360ml, 375ml

A Korean fruit soju with natural Grape flavors, exhibits natural Moscato grape flavors, this sweet and refreshing grape soju makes for a refreshing and balanced end to dinner or served as a nice treat for dessert!

- Natural flavoring used.
- Green grape concentrate added.
- Pairs perfectly with any foods.



Strawberry 12% / 360ml, 375ml

A Korean fruit soju with natural Strawberry flavors, this sweet sun-kissed strawberry flavor is perfect to finish any special celebration or gatherings with friends and family!

- Natural flavoring used.
- Strawberry concentrate added.
- Pairs perfectly with any foods.



Watermelon 12% / 360ml, 375ml

A Korean fruit soju with natural Watermelon flavors, adds a playful splash of watermelon flavors to the clean taste of soju. Watermelon lovers- rejoice!

- Natural flavoring used.
- Watermelon concentrate added.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Plum 12% / 360ml, 375ml

Lychee 12% / 360ml, 375ml

A Korean fruit soju with natural Plum / Lychee flavors, provides the sweet taste of ripened Plum / Lychees in each sip while maintaining its light and refreshing experience!

- Natural flavoring used.
- Plum/Lychee concentrates added.
- Pairs perfectly with any foods.



Melon 12% / 360ml, 375ml

A Korean fruit soju with natural Melon flavors, the BEST offering in the DAON lineup, served as a perfect treat for dessert or dinner!

- Natural flavoring used.
- Melon concentrate added.
- Pairs perfectly with any foods.



Blueberry 12% / 360ml, 375ml

Bokbunja 12% / 360ml, 375ml

A Korean Blueberry / Raspberry soju with natural Korean Fruit flavors, The real taste of Korean berries!

- Natural flavoring used.
- Berry concentrates added.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Banana 12% / 360ml, 375ml
Kiwi 12% / 360ml, 375ml

Sunshine on a cloudy day!
A rendezvous of flavors that dances on your taste buds, leaving enchanting memories!

- Natural flavorings used.
- Banana/Kiwi concentrates added.
- Pairs perfectly with any foods.



Mango 12% / 360ml, 375ml

A Korean fruit soju with natural Mango flavors, this sun-kissed mango is sweet, tropical, and great to get a party started! Enjoy chilled and unmixed.

- Natural flavoring used.
- Mango concentrate added.
- Pairs perfectly with any foods.



Yogurt 12% / 360ml, 375ml

Don't be afraid to experiment to see what combinations you like best, as it's difficult to make a bad one. Korean yogurt soju is delicious, refreshing, sweet, and tangy.

- Natural flavoring used.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Mojito 12% / 360ml, 375ml

Sunshine on a cloudy day!
Perfect reenactments of Mojito.

Cocktail lovers- rejoice!

- Natural flavoring used.
- Lime concentrate added.
- Pairs perfectly with any foods.



Lemon 12% / 360ml, 375ml

A Korean fruit soju with natural Lemon flavors, this sun-kissed Lemon is sweet, tropical, and great to get a party started!

- Natural flavoring used.
- Lemon concentrate added.
- Pairs perfectly with any foods.



Pomegranate 12% / 360ml, 375ml

The taste of real Pomegranate, balanced sweetness and sourness. Served as a nice treat for dinner and dessert!

- Natural flavoring used.
- Pomegranate concentrate added.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Yuzu 12% / 360ml, 375ml

Offers a refreshing burst of citrus at a gentle 12% ABV. Perfect for sipping alongside your favorite meal or cheering during a fun gathering!

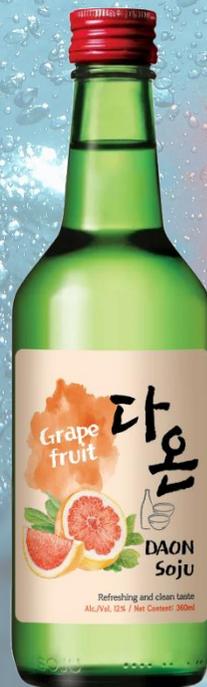
- Natural flavoring used.
- Yuzu concentrate added.
- Pairs perfectly with any foods.



Chili Guava 12% / 360ml, 375ml

The taste of real Guava spiced with Chili pepper, balanced sweetness and subtle bitterness will send you to another height! Be ware of addiction!

- Natural flavoring used.
- Guava concentrate added.
- Pairs perfectly with any foods.



Grapefruit 12% / 360ml, 375ml

Fruity and smooth Grapefruit soju
Bright, fresh, lively citrus taste,
enriched by the warmth of soju!

Cocktail lovers- rejoice!

- Natural flavoring used.
- Grapefruit concentrate added.
- Pairs perfectly with any foods.

DAON Soju

Dance of Fruits



Passion Fruit 12% / 360ml, 375ml

Cranberry 12% / 360ml, 375ml

Sunshine on a cloudy day!
Perfect reenactments of Passion fruit
and Cranberry!

Cocktail lovers- rejoice!

- Natural flavorings used.
- Passion fruit/Cranberry concentrates added.
- Pairs perfectly with any foods.



Calamansi 12% / 360ml, 375ml

Meet the zesty newcomer on the
soju block! Imagine a mandarin and
a lime (kumquat) had a delicious
little baby - that's calamansi for you!

- Natural flavoring used.
- Calamansi concentrate added.
- Pairs perfectly with any foods.



Coffee 12% / 360ml, 375ml

Offers smooth and harmonious
combination where the rich coffee
essence enhances the soju flavor!

Pair with tiramisu or black forest cakes

- Natural flavoring used.
- Pairs perfectly with any foods.

DAON Soju

NEW – Mixed Flavors

Peach Twist (Peach + Mango)

Apple Tropic (Apple + Mango)

Apple Citrus (Apple + Lemon)

Blueberry Kiss (Blueberry + Lemon)



Meet DAON Mixed Flavors — a crisp soju base blended with real fruit-inspired pairings. From peach-mango smoothness to apple-citrus sparkle and blueberry-lemon zing, each sip is bright, clean, and irresistibly refreshing!

Carton Design

<p>Original 16.5% <input type="checkbox"/> Banana 12% <input type="checkbox"/> Apple 12% <input type="checkbox"/> Mango 12% <input type="checkbox"/> Green grape 12% <input type="checkbox"/> Yogurt 12% <input type="checkbox"/> Watermelon 12% <input type="checkbox"/> Kiwi 12% <input type="checkbox"/> Strawberry 12% <input type="checkbox"/></p>		<p><input type="checkbox"/> Plum 12% <input type="checkbox"/> Lychee 12% <input type="checkbox"/> Mojito 12% <input type="checkbox"/> Peach 12% <input type="checkbox"/> Margarita 12% <input type="checkbox"/> Melon 12% <input type="checkbox"/> Pomegranate 12% <input type="checkbox"/> Raspberry 12% <input type="checkbox"/> Lemon 12% <input type="checkbox"/> Blueberry 12%</p>																	
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Packaging

Product Materials

- Bottle: Glass
- Lid: Aluminum
- Carton: Paper

Packaging Details

- CBQ: 20 bottles / Carton
- PLTQ: 96 Carton / Pallet(1,920bottles)

Loadables

- 20ft: 10 Pallets
- 40ft: 20 Pallets

다:은

DAON Soju

Plant / Facility

DAON-JUGA Distillery

Production Capacity:
250Tons monthly



DAON Soju, celebration with 34 flavors!

The image displays six different DAON Soju bottles arranged in two rows of three. Each bottle is accompanied by a specific flavor name, a slogan, and a visual representation of the flavor. The bottles are green with white labels that include the brand name '다:은 소주' and 'DAON Soju'. The flavors shown are Mojito, Lemon, Banana, Kiwi, Pomegranate, and Yogurt. The background is a dark, textured surface with water droplets and splashes, creating a refreshing and celebratory atmosphere.

Flavor	Slogan	Visual
Mojito	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>The simplest cocktail!</i>	Bottle and a glass of mojito with a lime slice and a green straw.
Lemon	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>A Lemon punch!</i>	Bottle and a splash of lemon juice with lemon slices.
Banana	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>Sexy Banana!</i> <i>*R-rated</i>	Bottle and a banana with a white ribbon-like effect.
Kiwi	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>You've gotta be Kiwiing me!</i>	Bottle and a slice of kiwi fruit.
Pomegranate	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>Man, it's real.</i>	Bottle and a pomegranate with seeds scattered around.
Yogurt	다:은 소주 좋은 일들이 너에게, 나에게 다가온다. <i>Happy Yogurt!</i>	Bottle and a splash of white yogurt.

DAON - Soju for Modern Life



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DAON Soju

'Good things will happen'

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