

OH SUN

PREMIUM ARTISANAL SOJU

BSTi Co. Ltd.



오순도순

How it all started...

Distilled spirits have long been a symbol of connection—bringing people together, sparking stories, and creating moments of harmony across cultures. In Korea, soju holds a special place as a national spirit, deeply embedded in everyday meals and celebrations. Yet for many, especially those unfamiliar with it, the bitter taste, strong afterburn, and dreaded hangovers make soju feel more like a challenge than a joy.

As international students who lived and studied in diverse cultures across the Philippines, Canada, India, and Hong Kong, we experienced how distilled spirits could bridge differences and foster a sense of belonging. Upon returning to Korea, we found that many of our friends from abroad shared a similar sentiment: they appreciated Korea's culture but found soju difficult to enjoy.

That's why we created Oh Sun soju.

Born from the desire to make soju more accessible and enjoyable for a wider audience, Oh Sun blends Korean tradition with a smoother, more refined drinking experience. We wanted to create a drink that celebrates Korea's heritage while also reflecting the camaraderie and warmth we experienced through global friendships.

Rooted in tradition and crafted for connection, Oh Sun soju is our way of sharing Korea with the world—one sip, one story, and one shared moment at a time.



OH SUN SOJU

Traditionally, people gather in Korea for every special event. Harmony, unity, connection, sharing are all words that describe Korean culture.

Oh Sun is derived from the Korean Idiom Osundosun, meaning “getting along well.” Our brand embodies the essence of unity and camaraderie. We believe that great moments are created and shared over a bottle of our finely crafted traditional Korean spirit.

Pioneering a New Era of Harmony in Every Sip

With each smooth and flavorful sip of Oh Sun soju, we aim to bring people together, creating harmonious moments that linger long after the last drop.

Crafted with care and tradition, our soju is a testament to quality and excellence. Whether you're celebrating milestones, unwinding after a long day, or simply enjoying the company of friends, Oh Sun soju is the perfect companion for those seeking to savor the joy of togetherness.



**“Rooted in tradition.
Crafted for connection.”**

OH SUN



Embodying Unity And Camaraderie In Every Drop

A premium artisanal soju from Korea made with fresh ingredients through a multi-distillation process.

Premium quality:

At Oh Sun, premium isn't just a label. It is embedded in every part of our process. From the ingredients we select to the way we craft our soju, we take pride in creating a product that delivers exceptional quality with every sip.

Oh Sun uses locally sourced, high-grade Korean rice from Gyeonggi , a region once known for supplying rice to the royal court. This rice is prized for its purity and grain quality, and forms the foundation of our flavor.

By combining distilled and diluted soju techniques to preserve the rich, natural character of rice, Oh Sun introduces a new genre of premium soju.

Oh Sun is crafted not just for drinking. Crafted from Gyeonggi rice, a high quality and eco-friendly grown rice, the soju is distilled from 100% rice based spirit and infused with the passion and soul of Gyeonggi's renowned soju artisan, Kim Mi-Young who has more than two decades of experience in soju.

This is not just a drink — it's a heartfelt expression of Korean life, blending tradition with class.



Variety:

At Oh Sun, variety is more than a feature, it is a promise. Our lineup includes a range of soju flavors and alcohol by volume, thoughtfully crafted to suit different tastes and drinking occasions. From light and fruity to bold and refined, each variant is designed to pair effortlessly with a wide range of cuisines and inspire unique cocktail creations.

And we are just getting started. Oh Sun will continue to expand its collection, introducing new flavors and blends that reflect the diverse preferences of our community. Whether you're sharing a meal, mixing a cocktail, or simply enjoying a drink, Oh Sun offers a soju that fits the moment.



Elegance:



Oh Sun soju is more than just a drink, it's a refined experience. With a smooth finish, balance profile, and thoughtful selected ingredients, every bottle reflects the elegance of Korean craftsmanship.

Oh Sun blends the richness of tradition with a modern, approachable character. It's elegant not in extravagance, but in balance. Gentle yet expressive. Calm yet sophisticated. From the clarity of its flavor to the clean, lingering finish, Oh Sun is crafted with intention, pleasing to a refined drinker, yet welcoming for everyone.



What Makes Us Different

Oh Sun soju isn't made like the others. While most soju on the market falls into two categories, **diluted** or **distilled**, Oh Sun is a unique fusion of both. It is crafted to preserve flavor while remaining accessible.

Diluted soju, the most common type, is produced by mixing ethyl alcohol with water. It's efficient and cheap to make in large volumes, but it strips away the natural character of the ingredients. Quality is secondary, and the result is often bland or harsh.

Distilled soju, on the other hand, follows traditional pot distillation methods. It retains the richness and "zest" of the raw ingredients, resulting in deeper, more complex flavors. However, it's expensive to produce, and its cost often limits its accessibility.

Oh Sun soju combines the best of both worlds.

Our production method is a **fusion of distilled and diluted techniques**. While using premium Korean rice, we use naturally distilled soju as the base instead of using synthetic ethyl alcohol. Aged for more than 450 hours and crafted through a 3-step distillation process, our soju preserves the rich flavor of rice while delivering an exceptionally smooth, refined taste.

This approach allows us to offer the **depth and clarity of traditional distilled soju**, but at a more accessible price. That's the essence of **affordable luxury**: exceptional quality, thoughtfully made, and meant to be shared.

Oh Sun is a soju that respects heritage, prioritizes quality, and welcomes everyone to drink better.

Oh Sun soju is premium not just in taste, but in purpose.



Product

ORIGINAL

Alcohol By Volume (ABV): 24% / 360ml



- Experience the timeless essence of Oh Sun original soju.
- Crafted with high purity, our original soju is a tribute to the strong power of its origin, offering a smooth and classic taste that brings people together in harmony.
- The best selection to experience the full flavor of locally produced Korean rice.
- A touch of citrus on the finish cuts the bitterness, leaving a smooth, and easy aftertaste.

Drinking method: **shots, on the rock, cocktails**

Audience: **All types of alcohol tolerance, strong taste**

Taste: **strong first taste with citrus aftertaste**



Product

LYCHEE FLAVOR

Alcohol By Volume (ABV): 19% / 360ml



- Delight in the exotic charm of Oh Sun lychee flavor soju.
- Infused with the sweet, floral essence of fresh lychee.
- Offering a smooth, refreshing taste that's perfectly balanced and subtly exotic.

Drinking method: **shots, on the rock, cocktails**

Audience: **Less alcohol tolerance, floral taste**

Taste: **Floral first taste with a sweet finish**



LYCHEE FLAVOR



Product

MANGO FLAVOR

Alcohol By Volume (ABV): 19% / 360ml



- Indulge in the tropical allure of Oh Sun mango flavor soju.
- Inspired by the luscious sweetness of ripe mangoes
- A vibrant spirit promising a symphony of flavors that elevate every moment with a touch of exotic delight.

Drinking method: **shots, on the rock, highballs, cocktails**

Audience: **Less alcohol tolerance, sweet taste**

Taste: **Sweet first taste with a smooth finish**



MANGO FLAVOR



Distribution Method

At Oh Sun, we believe that quality should be accessible, not compromised. That's why we focus on **selective, premium distribution channels** that reflect the elevated experience of our soju. Oh Sun isn't found anywhere. It's in spaces that value quality, culture, and connection: from boutique retailers to curated dining and lifestyle venues that align with our vision.

We're setting a new standard: **affordable luxury**.

A premium product crafted with care, offered at a price that welcomes more people to experience it. Oh Sun is for those who appreciate the finer details, but also value the joy of sharing something special.

This is the future we believe in, where premium doesn't mean exclusive, and luxury is a feeling, not just a price tag.

Restaurants
Supermarkets
Premium lifestyle
Convenience store

OH SUN

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Current Distribution

Philippines, Dubai, India, Hong Kong

To be reached: United States, Indonesia, Malaysia, France



Company Introduction

Company Name: BSTi Co. Ltd.

Brand Name: Oh Sun

Type: Fusion distilled soju

Country of Origin: Republic of Korea

Key words: premium, variety, elegant

License: NTS Liquor License

Team

- **Jeffrey Kim:** General Manager, Head of Partnerships, Importer/Distributor Development & Coordination
- **Aekyung Yong:** Branding Director, Marketing & Design Lead
- **Kun Kim:** Philippines Local Coordinator, Sales and Marketing



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