

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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20 bottle case



605779976312

6 bottle pack



605779976305

375ml



★★★★★
16.9%

