

# Sake 101

Once considered a niche category, mostly found in upscale Japanese restaurants, sake is taking center stage as health-conscious consumers are looking for alluring new beverages that complement a variety of food pairings and offer dynamic flavors and packaging options.

Here's what you need to know about sake and why it belongs on your menu or in your cooler.

## Why Sake is a Better-For-You Beverage

**LOW SUGAR** compared to most other alcoholic beverages

- Low in acid that causes heartburn
- Contains amino acids that can prevent osteoporosis and provides skin benefits
- Gluten free
- Free of tannins and sulfites (No Wine Headache)



## Who Are Your Sake Customers?

**25-45 years old**



**The Health-Conscious Crowd:**  
2 in 5 consumers are looking for low-sugar alternatives for their favorite drinks

**Athletes:**  
Major wellness brands like Equinox and DailyBurn recommend sake for those looking to make more mindful picks at happy hour

**Foodies:**  
Kitchen-savvy consumers looking for pairing options with home recipes or take-out/curbside orders



## Sake Stats and Highlights



**TRENDING**

**21%** sake growth in the U.S. retail category during the last year

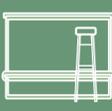
**Versatile Formats:**  
Premium Japanese sake is available in a wide variety of sizes, from single-serve cans to 300ml or larger packages for sharing

Sake can stay fresh for 2-3 weeks in a refrigerator after opening, so your customers have more time to consume it over most other wine options

**STAYS FRESH LONGER**

## Sake, Especially Cans, is a To-Go Favorite

**PERFECT FOR**

 <p>Fast-casual dining</p>	 <p>Golf courses</p>
 <p>To-go centric businesses</p>	 <p>Outdoor bars</p>
 <p>Hotel minibars</p>	 <p>Sporting events</p>
 <p>Pool bars</p>	 <p>Concerts</p>

## Sake is Just Getting Started

Industry analysts are predicting that the rise of sake has only just begun.

Connect with us to learn about our variety of sake products and place your order today to get on the ground floor of this profitable trend.

*Statistics courtesy of Vine Connections*