Korean Sool Meets the World Market

'NEXT-N' Kicks Off Full-Scale Online and Offline Marketing for Global Buyers



Korean alcoholic beverages

SEOUL, SOUTH KOREA, September 4, 2026 /EINPresswire.com/ -- "NEXT-N KOREAN SOOL HERITAGE COLLECTION," promoted through the export support project of the Korea Agro-Fisheries & Food Trade Corporation (aT), will introduce four types of Korean sool from four domestic breweries to Taiwan and Hong Kong.

APPLELIES, the organizer of the event, will hold an online seminar on October 15–16, followed by an offline program in Taiwan and Hong Kong on October 23. Targeting local import and distribution companies, buyers, and hotel, restaurant, and liquor industry professionals, the program will explore import and distribution possibilities through tastings and business consultations.

NEXT-N is a sampler collection designed to bring together representative sool from four domestic breweries in small volumes, allowing overseas buyers and liquor experts to compare and taste them all in one place. Rather than a commercial liquor product or a new liquor brand, it is a project aimed at creating a business touchpoint between Korean breweries and the overseas liquor industry.

The sampler contains four types of Korean sool with different ingredients and brewing methods: CHEONBIHYANG, KRATĒ, MOWALL, and ADeVe. By bringing together various types ranging from fermented sool to fruit wine and distilled spirits in a single collection, NEXT-N showcases the wide spectrum of Korean sool.

In particular, by bringing together different breweries and different types of sool, overseas buyers will be able to directly compare each product's ingredients, brewing methods, and characteristics and examine their potential in local markets. A distinguishing feature is that tastings and product explanations are linked with business consultations, allowing the process to move from simple product introduction to actual import and distribution discussions.

On October 15–16, an online guided tasting seminar will be held for overseas buyers and liquor industry professionals. After the sampler is shipped to participants in advance, a Korean sool sommelier will explain each product's ingredients, brewing method, and characteristics during the seminar. Q&A and business networking will also take place.

On October 23, an offline seminar and business program will be held locally in Taiwan and Hong Kong. Local import and distribution companies and buyers, as well as hotel, restaurant, and liquor industry professionals, will directly taste the products and discuss their local market fit and import and distribution possibilities.

NEXT-N puts forward "FROM KOREA, CRAFTED WITH TIME." as its core message. The intent is to convey Korea's agricultural produce and nature, the process of fermentation and aging, and the techniques and stories accumulated by each brewery through the sampler and the online and offline programs.

Through this project, participating breweries are expected to directly confirm the reactions of local buyers and liquor industry professionals in Taiwan and Hong Kong to each product and examine their market fit. In particular, the project focuses on securing a touchpoint for continued individual consultations with import and distribution companies that show interest after the tastings, laying the groundwork for discovering new buyers and pursuing follow-up export discussions.

Through its online and offline programs, NEXT-N plans to discover new overseas buyers and build a network between domestic breweries and the overseas import and distribution industry, expanding real export opportunities for participating breweries while broadening understanding of the diverse ingredients and brewing methods behind Korean sool.



Come and taste Korean traditional liquor!



Please try some Korean alcoholic beverages

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