

SUNTORY

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Suntory Expands US Ready-To-Drink Portfolio with Launch of MARU-HI

— New Japanese inspired sparkling cocktail debuts in California in early 2025 —



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, JAPAN (December 12, 2024) – Suntory Holdings, a global beverage leader, today announced the expansion of its US Ready-to-Drink (RTD) portfolio with the launch of MARU-HI, a new Japanese inspired sparkling cocktail. MARU-HI will launch in California in January 2025, with plans to expand to other states in the following year, and is a key part of Suntory’s ambition to become the leading global RTD company by 2030.

MARU-HI is a flavored malt beverage (FMB) inspired by Chu-hi, a Japanese cocktail often enjoyed in traditional bars known as Izakayas. Chu-hi culture has experienced strong growth and success in RTD formats, driving Japan to become the second largest RTD market in the world*¹. Suntory has a unique competitive advantage in this space, bringing together expertise and craftsmanship in non-alcoholic beverages and spirits to make Suntory a leading RTD company in Japan.

Suntory's expertise and commitment to quality enables the company to create incredible products for consumers like MARU-HI that are distinct within the category, with standout flavor. Available in traditional citrus flavor, a subtle lemon lime blend at 5% ABV, MARU-HI delivers a unique and refreshing drinking experience that embodies the essence of Japan's Izakaya culture and Chu-hi flavor. MARU-HI is available in 6 and 12 pack 12oz cans, as well as 24oz single cans.

"Our competitive advantage in the RTD category is our superior liquid design expertise and craftsmanship that we've accumulated in our over 100-year history as a multifaceted beverage company," said Suntory RTD Company President Sho Semba. "We are excited to introduce this new FMB product to the US next year as we continue to build a strong presence in the US FMB market across Suntory Group."

The global RTD market is on an expansion path, and by 2030, the company estimates the market to reach US\$50 billion^{*2}. The US is the world's largest RTD market where FMBs represent a significant share, and Suntory aims to further expand its footprint in the FMB category by launching MARU-HI.

Suntory continues to infuse Japanese craftsmanship and bold innovations into the company's growing RTD portfolio, which includes:

- [-196](#) (minus one-nine-six), a vodka-based Japanese RTD [available in markets such as the US, Australia, Europe and Southeast Asia.](#)
- [On The Rocks](#), a premium ready-to-serve cocktail brand
- [Horoyoi](#), a Japanese RTD brand with low ABV content enjoyed in Asia

To learn more about MARU-HI, visit www.maruhi.com or follow @drinkmaruhi on Instagram, YouTube and @Maru-Hi on Facebook.

*1 IWSR 2023

*2 Retail Value base

About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196, The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit www.suntory.com and [Drink Smart](#).

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