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Sool Sool Tipsy

BRAND OVERVIEW

Sool Sool is a New York–based ice cream brand inspired by Korean drinking culture. Rooted in the idea of gentle intoxication and relaxation, they transform traditional Korean spirits into modern, small-batch ice cream.

Born in New York — a city defined by cultural collisions and creative energy — the brand draws inspiration from the Korean tradition of relaxation and gentle intoxication. Through ice cream, Sool Sool brings together the soft, delicate aromas of Eastern spirits and the craftsmanship of Western dessert culture.

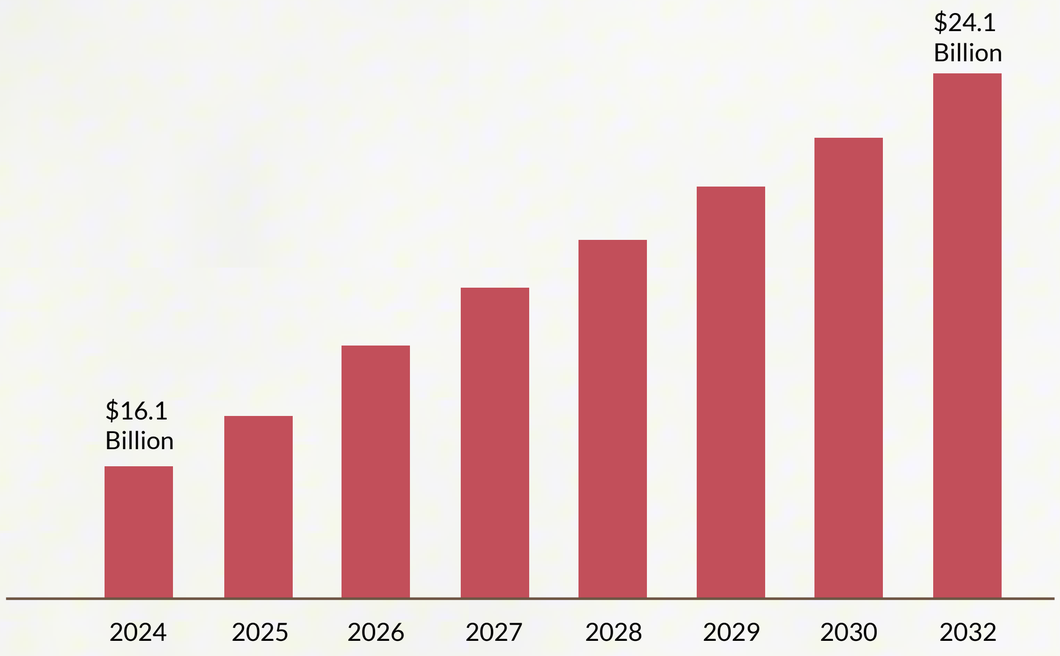
More than just a dessert, Sool Sool is an emotional experience — suspended between sweetness and intoxication — representing a lifestyle of relaxation, indulgence, and self-expression for modern urban life.



SOOL SOOL
BRAND VISION

SOOL SOOL
BRAND VISION

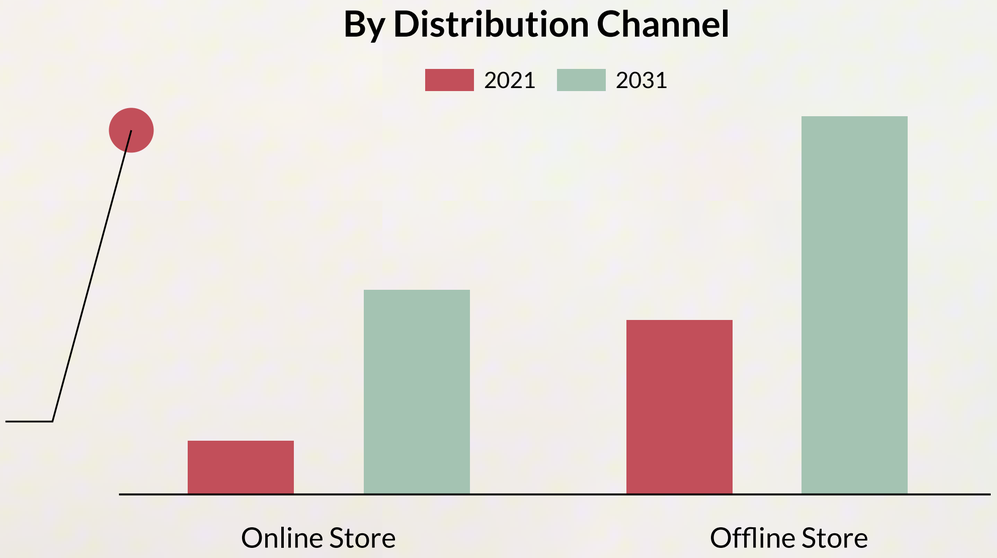
ICE CREAM MARKET & GROWTH



United States Ice Cream Market
source: www.verifiedmarketresearch.com

ALCOHOL-INFUSED
ICE CREAM MARKET

Alcohol-infused ice creams (with vodka, rum, bourbon, etc.) have proliferated in 2020s. Niche brands like BuzzBar, Snobar, and Frozen Pints, plus mainstream innovators (Ben & Jerry’ s, Haagen-Dazs “Spirits” line), are pushing new boozy flavors.



This correlates with the projected ~6% growth in the alcohol-ice-cream market and reflects consumers’ willingness to pay a premium for creative, adult-oriented desserts.

Report Code: A31653 Source: www.alliemarketresearch.com

FUTURE TRENDS

PREMIUMIZATION & INNOVATION

Emphasize the handcrafted production process, the unique Korean liquor culture, and high-quality ingredients in marketing to differentiate from mass-market brands and support premium pricing.

REGULATION & COMPETITION

Actively introduce consumers to the flavor characteristics of Korean liquor and the creative process of blending it with ice cream. Use social media, offline tasting events, and other formats to share the culture and story behind the brand, transforming “novelty” into “recognition.”

MARKET PROJECTIONS

In the early stage, focus on online platforms and local specialty retailers and dining channels in New York to lower market entry barriers and accurately test market response.

Political

P

NYC Food & Pop-up Permitting: Any pop-up or event selling food in NYC must secure a Health Dept permit. A Temporary Food Service Establishment (TFSE) permit (~$70 fee) is required for a booth/stand at a fair or market. A supervising manager with a Food Protection Certificate must be on site at all times.

Other Regulations: Compliance with NYC health codes (allergens, sanitation) is required for any food business. Because Sool Sool' s products contain alcohol, it must follow TTB/FDA labeling (21+ warning, ingredients) akin to "confectionary products that contain beer, wine and cider". Advertising must target adults; for example, store fronts/pop-ups cannot market to minors.

Economic

E

Inflation & Income: NYC' s economy in 2024 showed moderate inflation and strong wage growth. NYC consumer prices rose about +3.6% (2024), roughly in line with the U.S. average. Wages and earnings grew even faster (+6.4% total wage gain in 2024), meaning real disposable income likely increased. This suggests many NYC consumers still have budget for occasional indulgences. Restaurants have been passing cost increases into premium menu items: Eater NY notes "$30 dessert" mania (a $28 clafoutis, $39 cobbler, etc.) as a way to stand out amid rising costs. In other words, although input costs (rent, labor, ingredients) are high in NYC, affluent locals and tourists are willing to pay for luxury experiences.

Social/Cultural

S

Social Media & Trends: In NYC, food and drink trends spread rapidly via social media and influencers. It' s well-documented that diners often discover new spots on TikTok/Instagram rather than traditional reviews. Eye-catching flavors, custom branding (Korean imagery, stylish packaging), and interactive pop-up "experiences" (e.g. tasting flights, photo-friendly installations) will tap into this cultural dynamic.

Korean Cuisine & Boozy Trends: Nationwide, Korean cuisine is "surging in popularity"' , and NYC has a vibrant Koreatown dining scene. This cultural wave – including K-pop and K-drama – makes New Yorkers eager to try Korean-inspired flavors and drinks.

Technological

T

E-commerce & Online Sales: Selling ice cream online requires an efficient web platform and age gating. Solutions like Shopify or WooCommerce can power an e-shop, but must include age verification checks since the product contains alcohol.

Digital Marketing Tools: Digital ad platforms (Google, Facebook/Instagram Ads) can target NYC dessert enthusiasts. CRM/email tools can capture repeat customers. Social media trends (Instagram Reels, TikTok videos) often drive restaurant footfall in NYC, content production (videos of the ice cream-making process or customer reactions) should be part of the strategy.

COMPETITIVE ANALYSIS

	Tipsy Scoop	Häagen-Dazs	Ben & Jerry's
		"Spirits / Booze" Collection	
Brand Positioning:	A pure "boozy ice cream" brand blending cocktail flavors into ice cream for a bar-like experience.	Global ice cream leader using its "Spirits" line to capture mass retail with scale and pricing power.	Premium handcrafted ice cream with strong social values.
Product Line:	Seasonal and signature alcohol-infused flavors with pint delivery and in-store cocktail-style offerings.	Widely sold booze-inspired flavors (Irish Cream, Rum, Bourbon) under low-ABV, non-alcoholic labeling.	Cups, bars, vegan options, and limited editions.
Brand Idea:	Merges artisanal ice cream with mixology to create fun, social experiences.	Offers reliable, accessible luxury with seasonal buzz products.	"Change the world with ice cream" — eco-friendly and fair-trade driven.
Target Audience:	Urban adults 21–40 seeking novelty, social buzz, and photogenic indulgence.	Mainstream shoppers seeking easy, novel treats.	Young, socially conscious, eco-minded consumers.
Slogan:	"Blends the magic of hand-crafted ice cream with the mastery of a perfect cocktail."	"Spirits" sub-brand naming; no fixed tagline.	"Peace, Love & Ice Cream."
Visual Style:	Modern, playful, dessert-bar vibe with bold colors and Instagrammable design.	Classic, gold-and-dark packaging for premium, shelf-ready appeal.	Bright, colorful hand-drawn designs with a bold hippie vibe.



Millennials & Gen Z

Urban Adults

TARGET AUDIENCE

Age: 21-35

Age: 25-45

BRAND POSITIONING

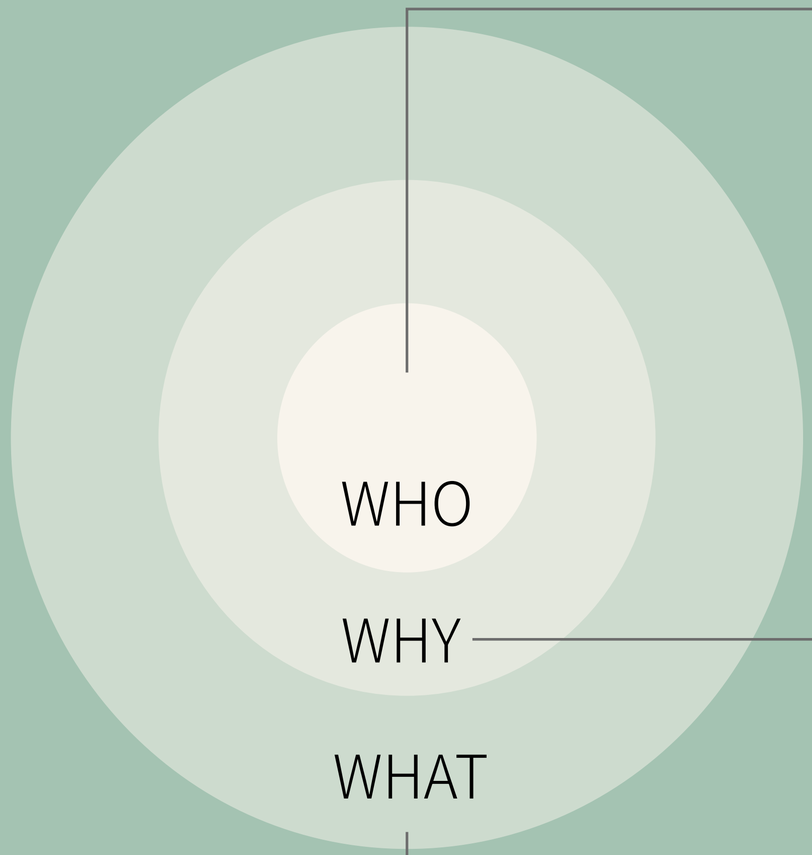
Culture You Can Melt Into

Sool Sool is a premium, alcohol-infused ice cream brand rooted in Korean drinking culture and designed for modern urban adults. Born in New York City, Sool Sool reimagines traditional Korean spirits—such as makgeolli and barley soju—through refined ice cream, blending Eastern alcohol heritage with Western dessert craftsmanship.

Positioned between indulgence and intoxication, Sool Sool offers more than flavor: it delivers an emotional, culturally expressive experience. As consumer preferences shift toward experiential, story-driven products, and Korean culture continues its global rise, Sool Sool occupies a distinct white space—bridging dessert, light drinking, and cultural lifestyle.

With strong visual identity, social shareability, and differentiation from Western boozy ice cream brands, Sool Sool is built for pop-ups, premium retail, and culture-led expansion in major global cities.

BRAND ARCHITECTURE



Brand Name	Sool Sool
Brand Category	Premium Alcohol-Infused Ice Cream / Adult Dessert Brand
Brand Personality	Cultured Modern Relaxed Sensual Curious
Brand Proposition	Sool Sool transforms Korean alcohol culture into a modern ice cream experience, offering adults a refined way to relax, indulge, and connect with culture through flavor.
Brand Positioning	A premium, culture-driven adult dessert brand that delivers a gentle buzz and emotional escape by blending Korean traditional alcohol with contemporary ice cream craftsmanship.
Brand Slogan	Sool Sool Tipsy
Brand Benefits	**Social Benefits** Highly shareable, conversation-starting product Signals cultural taste and lifestyle awareness Fits post-dinner, late-night, and social occasions **Emotional Benefits** A moment of relaxation and escape A sophisticated alternative to childish desserts A sensory bridge between East and West
Brand Reason to Believe	**Ingredient Sourcing** Korean rice, barley, and nuruk-inspired fermentation profiles **Craft & Process** Chef-led, test-and-refine process **Cultural Authenticity** Ultural inspiration translated for a global, urban audience
Target Audience	21–35 | Millennials & Gen Z 25–45 | Urban Premium Consumers
Product Matrix	Core Line Soju-Based Line Seasonal / Limited Editions Future Extensions

Brand Value Pillars

Brand Value Expression

S Strengths

Unique Concept: Blends traditional Korean liquors like Makgeolli and Soju with ice cream for culturally rich, innovative flavors.

Cultural Appeal: Taps into the popularity of Korean pop culture in NYC, offering not just ice cream, but a Korean lifestyle experience.

Premium Positioning: Alcohol-infused product enables mid-to-high-end positioning, ideal for collaborations with restaurants, bars, and specialty cafés.

Social Media Friendly: Visually striking, shareable design drives Instagram, TikTok, and user-generated content.

W Weaknesses

Legal & Age Restrictions: Alcohol-infused ice cream is limited to 21+, requiring licenses and extra compliance costs.

High Operating Costs: Imported Korean ingredients, liquor, NYC rent, and labor put pressure on margins.

Taste Barrier: Strong alcohol flavors may need market education; limited appeal to non-drinkers.

Low Brand Awareness: New Korean brand in NYC will require time and marketing investment to build recognition.

O Opportunities

Health & Low-Alcohol Trends: Develop low- or no-alcohol versions; emphasize natural fermentation, low sugar, and premium quality.

Cross-Brand Collaborations & Trend Marketing: Partner with cafés, bars, Korean restaurants, and pop-ups; launch seasonal flavors and social media campaigns to drive buzz.

Diverse NYC Market: Young, international-minded consumers are receptive to novel, K-culture–inspired products.

T Threats

Intense Competition: Established NYC ice cream brands and a growing premium niche make market entry challenging.

Regulatory & Liability Risks: Alcohol-infused products face legal, labeling, and insurance requirements.

Taste Acceptance: Niche alcohol flavors may limit broad consumer appeal.

Import Cost Volatility: Fluctuating costs of Korean ingredients and shipping could affect margins.

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BRAND VISION

BRAND PAIN POINTS

Low Brand Awareness

As a new Korean brand entering the New York market, Sool Sool has very low consumer awareness. The ice cream market is highly competitive, with consumers more likely to choose established brands. **Without a clear and consistent brand identity and visual system, it is difficult to quickly build trust and recognition.**

Alcohol-Flavored Ice Cream Taste Barrier

Alcohol-infused ice cream may be unfamiliar or too strong for some consumers, especially younger audiences who don’ t drink regularly. If the flavor presentation is unclear or packaging fails to communicate the taste experience, consumers may hesitate to try the product, limiting sales.

Premium Positioning & Consumer Trust

High-end, niche ice cream needs to convey quality and reliability, especially as alcohol-infused products involve safety and regulatory concerns. **Packaging or brand presentation that feels low-quality can undermine premium positioning** and reduce consumers’ willingness to pay a higher price.

Sool Sool’ s design goal is to establish brand awareness and differentiation in the New York market by delivering a unique, refined, and culturally rich visual and experiential identity, lowering trial barriers, and enhancing social shareability.

Clearly Communicate Brand Uniqueness

Make consumers instantly understand that Sool Sool is an “innovative ice cream brand infused with Korean liquor

Strengthen Brand Visual Identity

Make Sool Sool stand out in NYC’ s crowded ice cream market and be memorable and shareable.

Social Media-Friendly

Encourage sharing and discussion to generate organic promotion

We created Sool Sool because we wanted ice cream that felt different — something nostalgic yet bold, familiar yet inventive.



A culturally rooted, alcohol-infused ice cream designed for modern urban adults seeking experience over indulgence.

Sool Sool Tipsy

echoes the Korean word for alcohol 술 (sul)

hinting the spirited charm

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With every scoop, Sool Sool delivers a culturally inspired, small-batch ice cream experience infused with Korean liquor flavors, designed to delight the senses and spark social sharing.

Sool Sool Tipsy

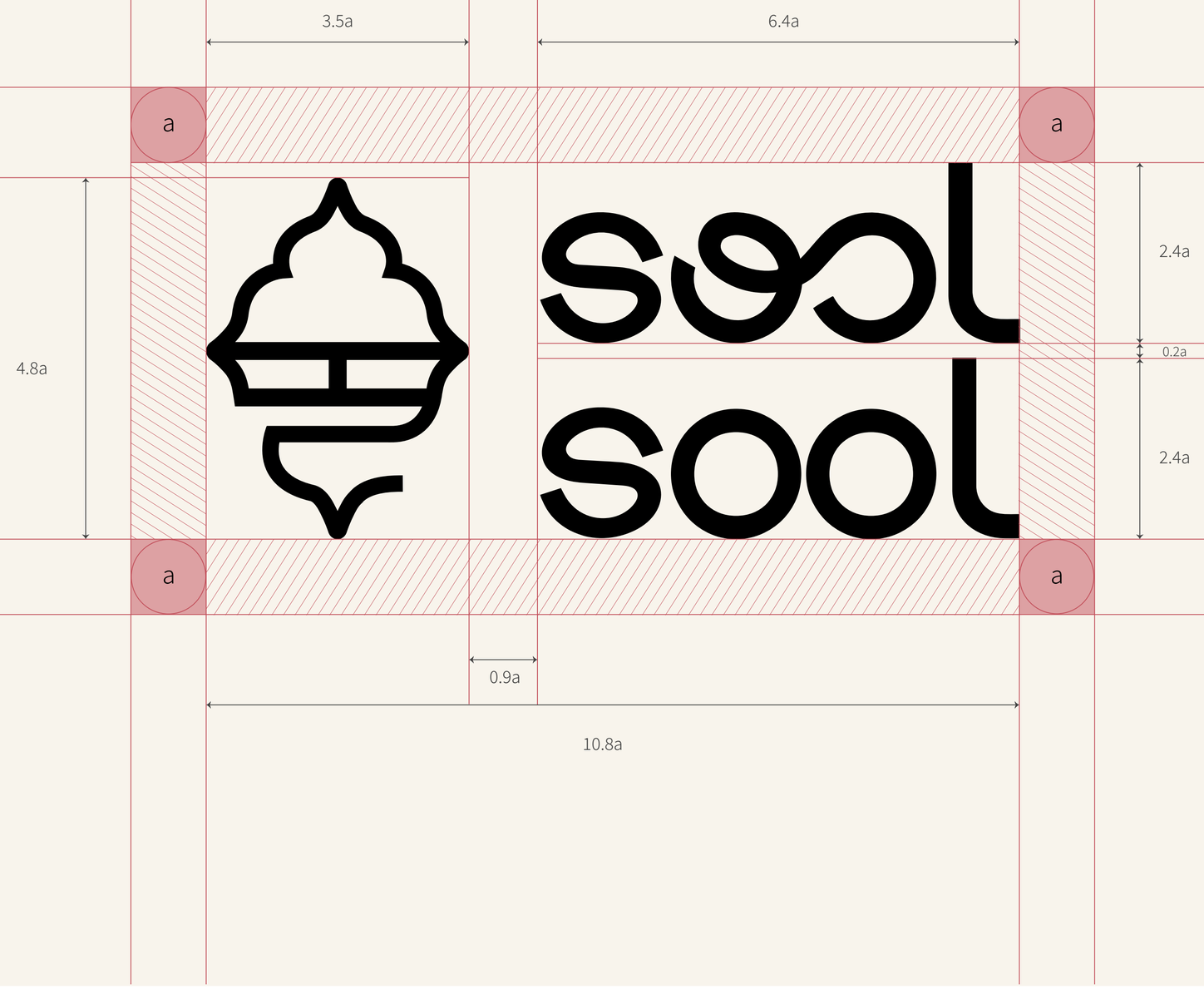


Korean-Liquor Infused Ice Cream

The Korean character (sul)



The Sool Sool logo is inspired by the Korean character for alcohol, designed to evoke the shape of an ice cream cone while preserving a connection to traditional culture.



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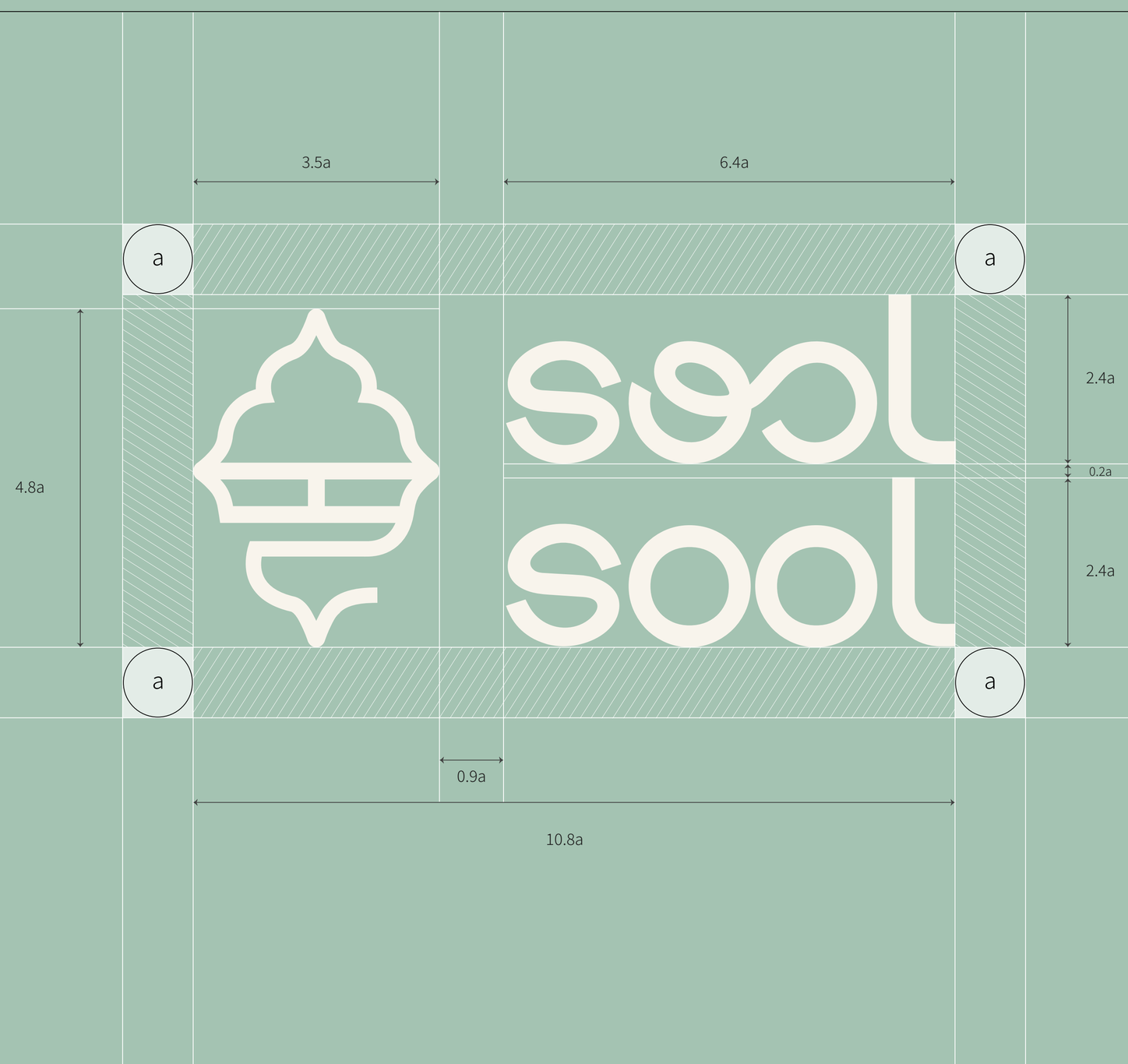
BRAND VISION

STANDARD
DRAWING

LOGO
DESIGN

@2025



Sool Sool’ s brand color represents traditional Korean culture + contemporary NYC boutique aesthetic.
Inspired by the spirit of traditional Korean Obangsaek (the Five Cardinal Colors).

RGB
248 244 236

#F8F4EC
Makgeolli White

RGB
164 195 178

#A4C3B2
Celadon Green

RGB
205 235 229

#CDEBE5
Soju Mint

RGB
217 201 167

#D9C9A7
Fermented Beige

RGB
194 79 90

#C24F5A
Hibiscus Red

RGB
28 28 28

#1C1C1C
Seoul Urban Black



Aa

Noto Sans SC

Thin	Aa
Light	Aa
DemiLight	Aa
Regular	Aa
Medium	**Aa**
Bold	**Aa**
Black	**Aa**

Aa

Mhiora

Regular	Aa

A smooth, velvety scoop infused with White Lotus Makgeolli.
Soft floral notes, gentle fermented tang, and a milky sweetness that melts clean and light.





Juicy melon blended with Golden Barley Soju for a bright, refreshing flavor.
Sweet, crisp, and lightly spirited with a warm barley finish.

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PACKAGE
DESIGN














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Sool Sool Tipsy
Korean-Liquor Infused Ice Cream


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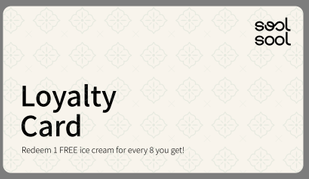
A smooth blend of tradition, creativity, and a little bit of spirit.


Sool Sool Tipsy
A smooth blend of tradition, creativity, and a little bit of spirit.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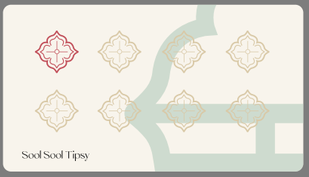
Loyalty
Card
Redeem 1 FREE ice cream for every 8 you get!


Sool Sool Tipsy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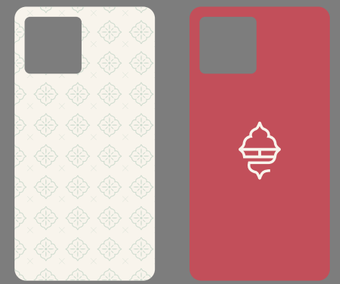


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Korean Spirits, Soft-Served.


Sool Sool Tipsy


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16oz
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CULTURE
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16oz
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CULTURE
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16oz
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sool
Korean-Liquor Infused Ice Cream
Milky
Makgeolli


Sool Sool Tipsy
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A smooth blend of tradition, creativity, and a little bit of spirit.


Sool Sool Tipsy
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Sool Sool Tipsy
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Sool Sool Tipsy
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A smooth blend of tradition, creativity, and a little bit of spirit.


White
Lotus
Makgeolli
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Korean-Liquor Infused Ice Cream
Milky
Makgeolli


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Korean-Liquor Infused Ice Cream
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Korean Spirits, Soft-Served.


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Korean-Liquor Infused Ice Cream
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Korean-Liquor Infused Ice Cream
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Milky
Makgeolli


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A smooth blend of tradition, creativity, and a little bit of spirit.
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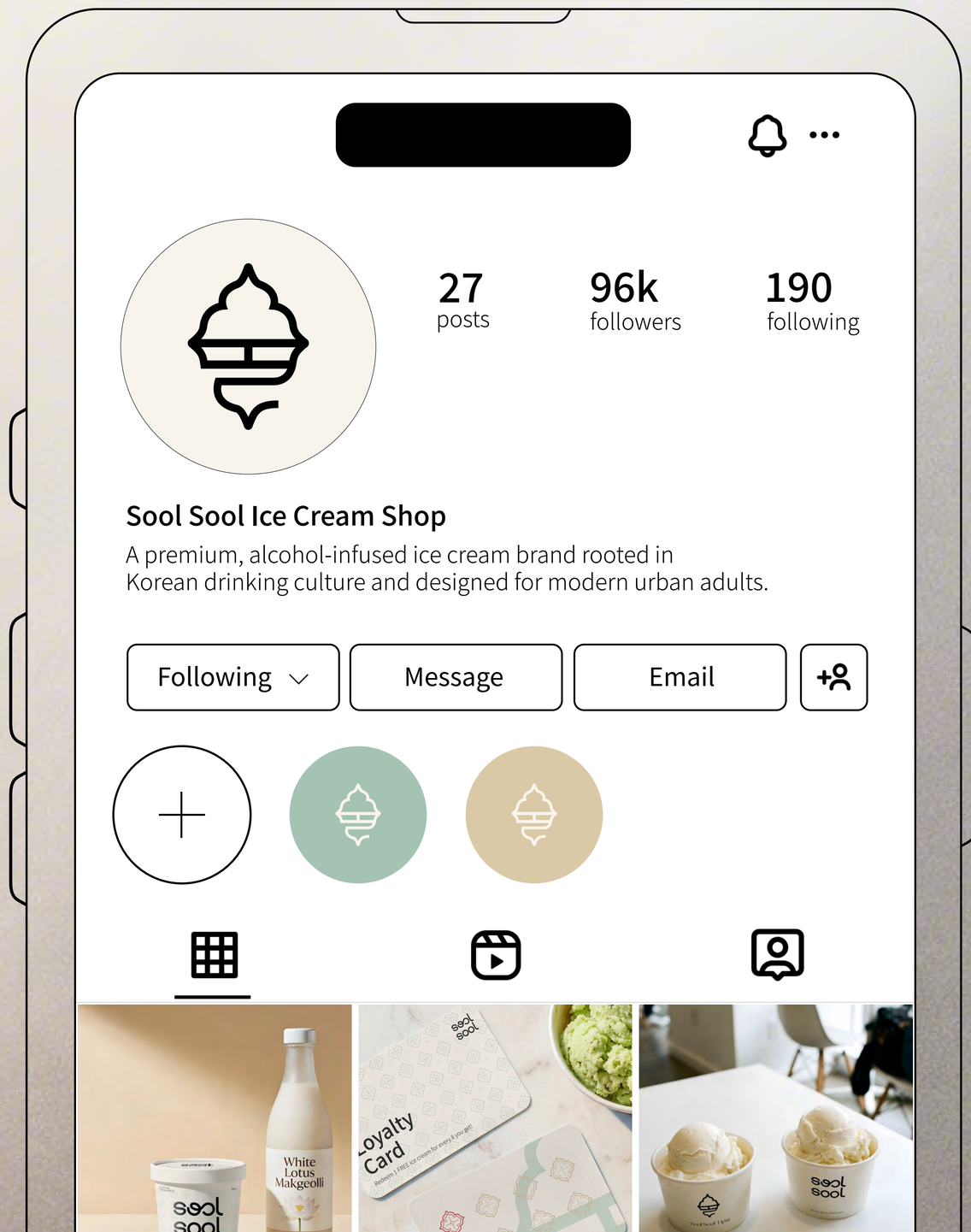
27
posts
96k
followers
190
following
Sool Sool Ice Cream Shop
A premium, alcohol-infused ice cream brand rooted in
Korean drinking culture and designed for modern urban adults.
Following
Message
Email
White
Lotus
Makgeolli
Loyalty
Card


Sool Sool Tipsy
CULTURE
CREAMINESS
200ML
sool
sool


CULTURE
CREAMINESS
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Sool Sool Tipsy
Korean-Liquor Infused Ice Cream


ICE CREAM
CULTURE
sool sool
CREAMINESS
Sool Sool Tipsy
Made in New York. Rooted in Korea. Modern, playful, and endlessly delicious.
This is Korean tradition, reimagined for today' s palate.
CULTURE
sool sool
CREAMINESS
Made in New York. Rooted in Korea. Modern, playful, and endlessly delicious.
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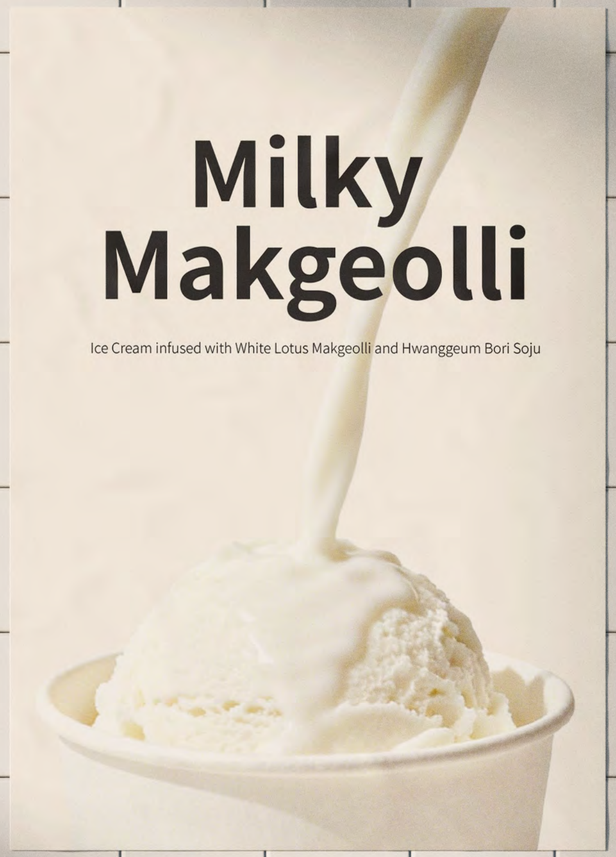
Milky
Makgeolli
Ice Cream infused with White Lotus Makgeolli and Hwanggeum Bori Soju


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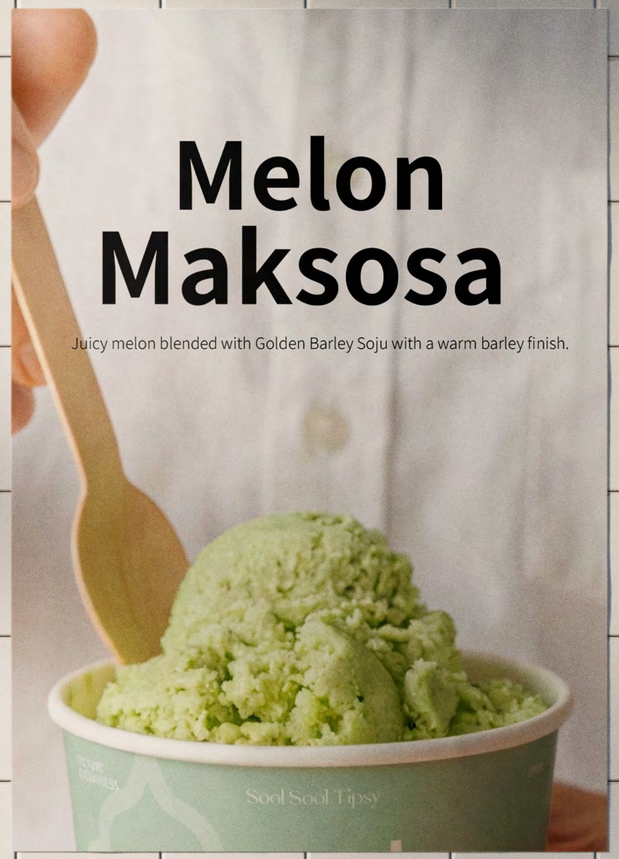
CREAMINESS
Sool Sool Tipsy


Melon
Maksosa
Juicy melon blended with Golden Barley Soju with a warm barley finish.
Sool Sool Tipsy


sool sool
MENU
Milky Makgeolli
A smooth, velvety scoop infused with White Lotus Makgeolli.
Soft floral notes, gentle fermented tang, and a milky sweetness that melts clean and light.
Melon Maksosa
Juicy melon blended with Golden Barley Soju for a bright, refreshing flavor. Sweet, crisp, and lightly spirited with a warm barley finish.


sool sool
Loyalty Card
Redeem 1 FREE ice cream for every 8 you get!


Sool Sool Tipsy
sool
sool
Korean Spirits, Soft-Served.


CULTURE
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CREAMINESS
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CULTURE
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CREAMINESS
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sool


DAILY
PROVISIONS
COFFEE
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sool
Korean Spirits, Soft-Served.
Sool Sool Tipsy