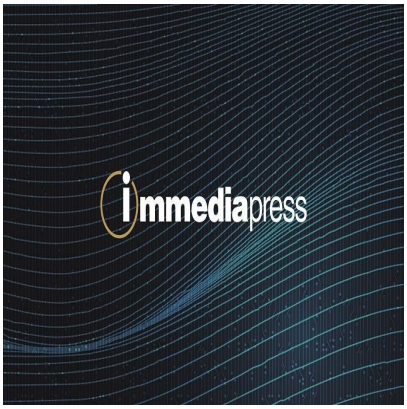

JINRO, the Worldâ??s No. 1 Soju Brand, Partners with V of BTS

Descrizione

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â?? The appointment reflects JINROâ??s commitment to strengthening its brand relevance and building closer connections with consumers.

SEOUL, South Korea, July 3, 2026 /PRNewswire/ â?? JINRO, the worldâ??s No. 1 soju brand, announced today that it has named V of Pop Royalty BTS as its new global ambassador. The appointment is part of JINROâ??s global brand expansion strategy to strengthen its brand competitiveness and build a closer, more familiar connection with consumers worldwide.

Recognized for his broad cultural influence, distinctive charm and trend-setting sensibility, V embodies the youthful, trend-forward spirit JINRO seeks to communicate. His authentic appeal is expected to help the brand resonate meaningfully with consumers.

JINRO plans to launch a diverse range of brand marketing initiatives in collaboration with V, aimed at expanding consumer touchpoints and further strengthening its influence and originality as the worldâ??s No. 1 soju brand.

Jung-ho Hwang, Head of Overseas Business at HiteJinro, said, â??V is an exceptional artist who naturally represents the brand values and sensibility that JINRO pursues. Through our upcoming activities with V, we aim to communicate more closely with consumers around the world and continue expanding the JINRO brand, building on the leadership and heritage it has established.â?•

About JINRO

First introduced in 1924, JINRO is Koreaâ??s representative soju brand, the worldâ??s No. 1 soju brand, and the worldâ??s best-selling spirits brand. JINRO connects with consumers across the globe through a diverse product portfolio, including its core lineups â?? JINRO CHAMISUL FRESH, JINRO CHAMISUL ORIGINAL, and JINRO IS BACK â?? alongside a vibrant flavored soju range that includes

GREEN GRAPE, PEACH, STRAWBERRY, GRAPEFRUIT, PLUM, and LEMON.

JINRO Global Official Channels

Official Website: jinro-soju.comYouTube: youtube.com/@JINROGlobalInstagram: instagram.com/jinro_globalFacebook: facebook.com/jinro.global

View original content to download multimedia:https://www.prnewswire.co.uk/news-releases/jinro-the-worlds-no-1-soju-brand-partners-with-v-of-bts-302815631.html

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