

History

Jul. 1930	Established Daesun Yangjo Co., in Beomil-dong, Busan
Jan. 1965	Launched production of diluted soju
May. 1968	Company renamed Daesun Distilling Co., Ltd.
Jun. 1974	Moved the main office and Plant 1 to Sajik-dong, Busan
Nov. 1981	Plant 2 completed in Jinrae, Gyeongnam Province
Jan. 1982	Used screw cap for the first time in the industry
Jun. 1996	Launched <C1> (23 %) – added supreme hangover reliever asparagine
May. 2000	Launched improved <C1> (22 %) – applied the FOA processing method
Feb. 2004	Launched improved <C1> (21 %) – adopted the negative ion pure water production method
Jun. 2004	Social contribution activities – received an award from the Minister of Health and Welfare
Dec. 2005	Established the C1 Public Benefit Foundation for public benefit in Busan (total fund of 4 billion won)
Feb. 2006	Launched improved <C1> (20 %) – Sound Vibration Aging (SOVIA) Process adopted for the first time in Korea
Jul. 2006	Selected as Busan's local business
Sep. 2007	Launched <C1 Premium> (21 %) – deep ocean mineral water added for the first time in Korea
Jan. 2008	Completed a new plant in Gijang, Busan
Jul. 2008	Awarded Bronze from IWSC (International Wine and Spirit Competition) <C1 Premium>
Sep. 2009	Awarded 1st Busan Social Contribution Award
Apr. 2011	Merged into BN Group, a shipbuilding materials company in Busan
Jun. 2011	Launched product <YE> (16.2 %) – thaumatin added for the first time in Korea
Aug. 2011	Launched <Missing You YE>, Korea's first soju exclusively made for funerals (16.2 %)
Aug. 2011	Selected Top 10 products of Busan 2011 <YE>
Apr. 2012	Launched improved <C1> (19 %)
Nov. 2012	Launched improved <YE> (16.7 %)
Jan. 2013	Launched improved <Missing You YE> (16.7 %)
Jan. 2014	Launched product <C1 Blue> (18%) – adopted Far-Infrared Rays Processing Method for the first time in Korea
Jul. 2014	Awarded Bronze from IWSC (International Wine and Spirit Competition) <C1 Blue>
Dec. 2014	Patented Far-Infrared Rays Aging Processing Method for smooth and subtle taste of soju
Dec. 2014	Selected Top 10 products of Busan 2014 <C1 Blue>
Feb. 2015	Launched product <C1 Gold> (14%) – Premium Prunus mume fruits liqueur
Mar. 2015	Awarded Grand Prize from Korean Alcoholic Beverage 2015 <C1 Blue>
Apr. 2015	Awarded Silver from Monde Selection <C1 Blue>
Jun. 2015	Launched <C1 Blue Grapefruit> (14%) – liqueur
Jul. 2015	Launched improved <C1 Blue> (17.5%)
Sep. 2015	Launched <Mild C1> (16.9%)
Sep. 2015	Launched <C1 Blue Lime> (14%) – liqueur
Feb. 2016	Awarded Grand Prize from Korean Alcoholic Beverage 2016 <C1> (17~20% part)
Feb. 2016	Awarded Grand Prize from Korean Alcoholic Beverage 2016 <Mild C1> (~17% part)
Apr. 2016	Won Grand Prize from 2016 CSR Awards
Apr. 2016	Awarded Silver from Monde Selection <Mild C1>
Apr. 2016	Won Grand Prize from 2016 Award for Korea Global Leader
Sept. 2016	Awarded Grand Prize from The Master Consumer Confidence of Korea Brand Awards 2016 <Mild C1>

History

Nov. 2016	Entitled ‘2016 Arts and Culture Supporting Agency’ by Ministry of Culture, Sports and Tourism
Dec. 2016	Won Grand Prize from 2016 The Best Innovation Award on Regional Economic Development
Jan. 2017	Launched improved Daesun (16.9%)
Feb. 2017	Awarded Grand Prize from Korean Alcoholic Beverage 2017 <Daesun> (~17% part)
Jul. 2017	Awarded National Policy Committee Chairman prize from Korean Masterpiece Grand Prize 2017
Dec. 2017	Awarded Official Commendation from Ministry of Trade, Industry and Energy Minister prize from Hopelink Project 2017
Feb. 2018	Awarded Grand Prize from Korean Alcoholic Beverage 2018 <Daesun> (Section under 17%)
Apr. 2018	C1 Welfare Foundation awarded the Commendation from the Minister of Health and Welfare on 12th Social Welfare Day
Aug. 2018	Daesun Distilling Co., Ltd. is selected as an Excellent Institution of Labor Management in 2018 by the Minister of Employment and Labor
Nov. 2018	Daesun Distilling Co., Ltd. is selected as 4th branch of the Korea Tuberculosis Association sharing agency
Dec. 2018	Change the name of public benefit foundation (C1 → Daesun)
Jan. 2019	Daesun Distilling Co., Ltd. awarded the Commendation from the Minister of Employment and Labor in recognition of Job Creation Support
Feb. 2019	Awarded ‘Grand Prize (Section under 17%)’, ‘Best of 2019’ from Korean Alcoholic Beverage 2019 <Daesun>
Jun. 2019	Launched <Gogeub Soju> (16.7%)
Feb. 2020	Awarded Grand Prize from Korean Alcoholic Beverage 2020 <Daesun> (Section under 17%)
Mar.2020	For the first time in Korea, 132 tons of "raw material alcohol" for COVID-19 prevention and 20 tons for medical are donated to the community
Apr. 2020	Awarded Gold Prize from Monde Selection <Daesun>
Feb. 2021	Awarded Grand Prize from Korean Alcoholic Beverage 2021 <Daesun> (Section under 17%)
Mar. 2021	Launched <Diamond> (16.9%)
Jun. 2021	Selection of Ministry of SMEs and Startups’ K-Smart Lighthouse Factory Business
Aug. 2021	Launched <Daesun Shine muscat> (12.0%)
Dec. 2021	Opened brand store ‘ㄷㅅ’
Jan. 2022	Launched improved <Daesun> (16.5%)
Mar. 2022	Awarded Grand Prize from Korean Alcoholic Beverage 2022 <Daesun> (Section under 17%) <C1> (Section 17% more and less than 21%)



Bⁿ 대선주조



Premium ingredient

92 Years of Tradition for 100 Years of Hope



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Products
Daesun, C1, Diamond, Daesun shine muscat

www.c1.co.kr / www.c1blue.co.kr
http://c1soju.co.kr/ www.c1welfarefoundation.or.kr

BN Daesun Produces The Best Products with Traditional Technology

Tradition and Quality for 90 Years
As one of the representative companies of Busan, Daesun Distilling Co., Ltd., started out as Daesun Yangjo in Beomil-dong, Busan in 1930. It was named “the oldest company in Busan.” Its products such as Busan’s oldest liquor, DAIYA Soju (1940s), as well as Sinsegye Cheongju, and Sun (1980s), have been with citizens throughout moments of happiness, anger, sorrow, and pleasure.

The Best Product Born from The Oldest Tradition
C1 has been consumers’ popular liquor since the 1990s. Daesun Co., Ltd., pioneered the low-alcohol liquor market in the early 2000s by lowering the alcohol content of C1. We launched C1 Blue in 2014, and Soonhan C1, liquor C1 blue grapefruit and lime in 2015 to fulfill customer’s taste. In 2017, our main product C1 Blue has been renovated into Daesun by adding distilled soju abstract and reducing its alcohol contents to 16.9 Daesun’s superb quality and taste has been not only acknowledged within Korea but worldwide: Daesun has been awarded Silver in Monde Selection, Bronze in IWSC(International Wine and Spirit Competition), and grand prize from Korean Alcoholic Beverage 2017~2022. In 2021, We launched Diamond(16.9%) following low alcohol trend. In August of the same year, Daesun Shine Muscat with extreme freshness and sweetness, was launched to target the domestic liquor market. In January,2022, Daesun renewed itself as sugar free which has 0% of fructose including entire renewal for ingredient, alcohol degree and trademark design. Sugar free Daesun has no salt, no amino acid added in order to reduce calories innovatively compared to conventional product and it has been loved by consumers after renewal.

A Joyful, Healthy World
The utmost value consistently pursued by Daesun is “Sharing Joy.” Accordingly, Daesun has been making various social contribution activities by establishing the Daesun Public Benefit Foundation. The secret to Daesun’s steady growth is attributable to consumers’ trust in and affection for Daesun. In the coming years, we promise to be the No. 1 company in realizing consumers’ happiness with the best products and services.



Facilities

Clean , Authentic Products Made by the Most Advanced Facilities

The mission of Daesun has been producing the cleanest, most authentic soju since its foundation. Toward this end, Daesun Co., Ltd. uses the most sanitary method and the most advanced production facilities.

- The newest equipment by KRONES and KHS Co., in Germany: Production of 1,200 bottles/per minute, maximum production of 1 million bottles daily
- Air-Shower equipment: Shuts off external contaminants
- Empty Bottle Inspector (EBI): Inspects empty bottles for glass faults and foreign objects
- Full Bottle Inspector (FBI): Reinspects finished products for any fault



The Differentiated Taste of Soju Developed by an Excellent Research Team

At the Daesun Technology Research Institute, a research team consisting of 10 excellent researchers is continuously conducting research to develop healthy soju products with the best taste. The research center is equipped with the most advanced facilities and research environment: an equipment analysis room; a basic research room, which develops various biological activity compounds and finds biological metabolic activities; an Application & Development Room; a Functional Development Room; and a Cell & Animal Experiment Room for clinical tests. It also has several patented technologies and theses related to the development of products.

- Developed and adopted various different aging methods (Sound Vibration Aging Process, Nano Bubbling Processing Method, Far-infrared Rays Aging Processing Method) for the better molecular cohesion between water and alcohol leading the best taste, flavor, and less hangover.
- Adopted screw caps for the first time in Korea
- Added asparagine to products to prevent hangover problems for the first time in Korea
- Added natural sweeteners, such as stevioside and thaumatin, to products for the first time in Korea



Products



Daesun (16.9%)
Patented "The far-infrared Rays Aging Processing Method," Daesun brings a smooth and subtle soju taste. In addition, undiluted distilled liquor and high-quality natural sweetener thaumatin are even further enhancing its unique flavor and refreshing taste. Daesun is renowned nationally and internationally for its excellent taste and quality and has been awarded all around the world: Silver in Monde Selection, Bronze in IWSC(International Wine and Spirit Competition), and grand prize from Korean Alcoholic Beverage in a row.



C1 (19%)
C1, Popular soju in Busan and Gyeongnam Province is a representative product of Daesun, which has a long tradition of 90 years, and has been popularly sold in Gyeongnam Province and Busan. Since it contains asparagine, it has an excellent effect of relieving hangover and boasts of a refreshing flavor. It produces a gentle soju taste with the use of Korea’s first patented Sound Vibration Aging (SOVIA) Method , which increases the cohesion between water and alcohol and makes particles smaller.



Diamond (16.9%)
Diamond is a 16.9 degree soju with alcohol content that was released in March 2021. Following low alcohol trend, the refreshing and transparent taste was neatly expressed, and the product design that looks like a real diamond is made into soju by choosing a transparent bottle with a beautiful design and a comfortable grip. Erythritol, a sweetener added to diamonds, is a sugar-alcohol in fruits or fermented foods that contains few calories and enhances cleanliness and freshness. In addition, the sweetener Thaumatin was added 3.3 times more than the existing product to enhance the flavor of soju. Above all, it uses clean purified water that has gone through multiple water treatment processes using activated charcoal, which is effective in removing and purifying odors, to make a smooth and subtle taste.



Daesun Shine muskat (12.0%)
Daesun Shine Muscat is a liqueur released in August 2021. With low-alcohol products dominating the liquor market, Daesun Distilling Co., Ltd. has started targeting the domestic liquor market with Shine Muscat, which has dominated the fruit market in a short period of time with high sugar and low acidity. Daesun Shine Muscat maximizes its unique freshness and sweetness by adding Shine Muscat concentrate and Shine Muscat scent.

Social contribution

Daesun Public Benefit Foundation

As the first privately owned public benet foundation in Busan, the Daesun Public Benet Foundation was established in 2005 with total fund of 4 billion won to deliver hope to socially neglected neighbors and to repay the local community for their patronage.

- Project of delivering free lunch to socially neglected people
- Fostering local social welfare workers (Daesun Social Welfare Worker Award, Daesun Scholarship Students)

Joining and supporting various local frestival (BIFS,BIFF, BPF, BJF)

Daesun Distilling Co., Ltd., has been joining various kind of local festivals and events together with parent company, BN-Group, for BIFS(Busan International, Fireworks Festival), BIFF(Busan international Film Festival), BPF(Busan Port Festival), and BJF(Busan Jagalchi Festival).

Korea Enterprise Love Concert with BN Group · Daesun Distilling Co., Ltd.

BN GROUP has been holding large scale orchestra concert, Korean Enterprise Love Concert with BN Group – Daesun Distilling Co., Ltd. in every autumn during 10 years since year 2008. It is presented as a ‘free admission for citizens’ every year in order citizens to get easy accessibility and intimacy to classical performance as the role of leading enterprise in the area.

Selected as the Distinguished Intermediary Organization for Arts and Culture Funding

In recognition of our efforts to develop local culture, Daesun Distilling Co., Ltd. has been selected as an excellent institution for cultural arts support on November 22nd,2016. In the ceremony of Distinguished Intermediary Organization for Arts and Culture Funding and Arts and Culture Supporting Agency Authentication, Only Daesun Distilling Co. Ltd. is selected in the Busan area, which drew more attention from the local community.

Promoting local talents

- **Having Donated to Busan Junior Chamber 4 years in a row to support local talents who will be leader in future.**
- **Supporting corporation “Choi Dongwon Memorial Society”**
Daesun Distilling Co., Ltd. signed sponsorship agreement with the corporation 'Choi Dongwon Memorial Society' on Oct.2018. “The Award of Choi DongWon with Amature fighting spirit” is to commemorate the fighting spirit of the late Dongwon Choi, who played as the best pitcher in Gyeongnam High School, and to discover the second Dongwon Choi Kids. This award has established and settled as the Best Amature Pitcher Award given to the best high school pitcher who showed the best performance of the year.

Being the Disabled friendly Enterprise

In August 2017, for the first time in the country, Daesun Distilling Co., Ltd. has signed an employment contract with a disabled sports player in the form of an integrated job that combines work and exercise. At that time, it was sensational because the contract was regarded an special case for a company to directly hire and put them into work as supporting disabled athletes. In addition to that, Daesun Distilling Co., Ltd. has donated to local disabled people during 17 years through 'the Celebration of the day of Disabled'. And we have been sponsoring the ‘Busan Joint-Wedding for the Severely Disabled’ during 9 years , the event is held for young and severely disabled couples who could not hold a wedding due to difficult living conditions.

Donation preventional medical Alcohol raw material to overcome COVID-19 as first in Country

In first time in a country, Daesun Distilling Co., Ltd. donated preventional raw material of Alcohol amounted 132 Tons to 16 of local governments under Busan City and Ulsan and Dae-Gu city. And same year, add 20 tons has delivered to each medical center through local governments. It is the first case in Korea that a raw material for alcoholic beverages has been approved for use other than alcohol production for preventional and medical purposes. Considering serious Covid-19 situation, Daesun Distilling Co., Ltd. stopped marketing activities for a moment and took the distribution of hand sanitizer and anti epidemic sterilization in all area of Busan with voluntary participation of employees.