



MUJEN

COCKTAILS

Rediscovered by
a new generation.

NOW JAPAN'S NUMBER
ONE SPIRIT...



MUJEN IS A SHOCHU



PURE & LIGHT

Sugar, carb & gluten free. Lower in calories than most alcohols, including vodka and tequila.



FEEL THE DIFFERENCE

With no impurities or additives



GOOD FUN

MUJEN is rooted in discovery and celebration, savoring the connection between good friends and good living.



Ai

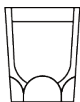
23% ABV

Light & Crisp. Roughly 40% fewer calories than vodka. Zero sugar & no carbs. The perfect way to share an evening with friends. If you are into a gentle indulgence, you'll love Ai.

MUJEN Ai on the Rock

Keeping it simple never tasted so good. All you need is ice. Or live dangerously. Add lemon or lime.

- 2 OZ MUJEN Ai
 - 1 ICE ROCK
 - 1 LEMON TWIST
-



*Glass: Single
Old Fashioned*



*Garnish:
Lemon Twist*

MUJEN Ai Martini

Let's skip the part where we debate all the technicalities of what qualifies a drink as a Martini. Leave the vermouth in the fridge and shake this one up James Bond style for a perfectly chilled and stylishly simple MUJEN experience. And don't forget the garnish — details matter when pursuing perfection.

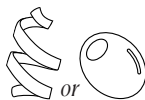
3 OZ MUJEN Ai

1 LEMON TWIST OR OLIVE

Add ingredients to shaker with ice and shake hard for seven seconds. Strain into martini or coupe glass, garnish with twist or olive.



*Glass:
Martini or Coupe*



*Garnish:
Lemon Twist
or Olive*

Ai Bloody Mary

Red as the rising sun, the Bloody Mary is a rare specimen of the cocktail world. Savory and aromatic, the Ai Bloody Mary is a simple twist on a classic. If you're starting your day with this spicy, peppery treat then congratulations, you're already doing today right.

- 2 OZ MUJEN Ai
 - 4 OZ BLOODY MARY MIX
 - 1 CELERY STALK
-

Build in glass. Add all ingredients over ice, stir and finish with celery stick.



Glass: Tom Collins



Garnish: Celery

Bella Rose

Hello, blushing beauty! Crafted by WellSpirited for their Better-For-You Cocktail Bar pop-up at a private party in Beverly Hills, this rose-colored cocktail is perfect for sipping into the sunset and beyond.

- 2 OZ MUJEN Ai
 - $\frac{3}{4}$ OZ LEMON JUICE
 - $\frac{3}{4}$ OZ SWOON SUGAR-FREE SYRUP
 - $\frac{1}{4}$ OZ RASĀSVĀDA RUBY ARTEMISIA
 - 3 DASHES RHUBARB BITTERS
 - ROSE PETALS
-

Add all ingredients to shaker with ice. Shake well and serve up. Delicately float the rose petal garnish.



*Glass:
Coupe or Martini*



*Garnish:
Rose Petal*

Ai FOR A LIGHTER COCKTAIL

Mindful drinking is in. At just 23% ABV, use Ai in place of vodka, tequila or gin for a delicious, low-proof cocktail.

OTHER MUJEN AI COCKTAILS WE LOVE

- MUJEN Ai & Soda
- MUJEN Ai Mule
- MUJEN Ai Margarita



Original

35% ABV

Enjoy MUJEN Original in your favorite cocktails, and all the classics. Silky & smooth. With a buzz that rivals the best vodka and tequila.

MUJEN & Soda

Breezy and bubbly with a touch of lime, this one will keep you entertained all night. The effervescence of the soda highlights all of the best aromas of MUJEN Original. Pure, uncut vibes.

- 2 OZ MUJEN ORIGINAL
 - 4 OZ SODA
 - 2 LIME WEDGES
 - 2 DASHES BITTERS (OPTIONAL)
 - 1 LIME WEDGE
-

Build in glass. Squeeze two lime wedges and drop in the bottom. Add MUJEN Original and soda. Top with ice and stir gently. Dash bitters to top. Garnish with lime wedge.



Glass: Tom Collins



Garnish: Lime Wedge

Tokyo Lemonade

Lemonade. A simple delight that has transfixed people for centuries. Even the ancient Egyptians were hip to this magically simple formula. Mix it with MUJEN, and you take it to the next level. Add bubbles, and MUJEN's Tokyo Lemonade is truly one for the ages.

- 2 OZ MUJEN ORIGINAL
 - 1 OZ FRESH LEMON JUICE
 - $\frac{3}{4}$ OZ SIMPLE SYRUP (2:1)
 - 4 OZ SODA WATER
 - 3 MINT SPRIGS
-

Add all ingredients except the soda water to shaker. Muddle lightly. Fill with ice, shake well and strain into a Tom Collins glass filled with ice. Add soda water, stir, garnish with mint sprig and lemon wheel.



Glass: Tom Collins



*Garnish:
Mint Sprig &
Lemon Wheel*

MUJEN Margarita

Everybody has an absolutely unbelievable story that begins with the line, “So, we were drinking margaritas and...”. Here’s to all the stories you have yet to tell. With MUJEN, the zesty aromas amplify the orange liqueur in this classic recipe, foreshadowing the unexpected plot twists of your next great escape.

- 2 OZ MUJEN ORIGINAL
 - 1 OZ FRESH LIME JUICE
 - 1 OZ ORANGE LIQUEUR
 - 1 LIME WEDGE
-

Prepare salted half rim on double old fashioned glass. Add all ingredients to shaker with ice and shake hard for seven seconds. Strain over fresh ice in prepared glassware. Garnish with lime wedge.



*Glass: Double
Old Fashioned*



*Garnish:
Lime Wedge*

MUJEN 7

It doesn't get more iconic LA than this refreshingly smooth cocktail that brings just the right amount of heat. One sip and you'll be transported to the umbrella lined poolside at The Tower Bar, where our favorite bartender Chad Bullard created this cocktail.

- 2 OZ MUJEN ORIGINAL
 - 1 OZ LIME JUICE
 - ½ OZ AGAVE
 - 2 SLICES JALAPEÑO
 - 2 SLICES CUCUMBER
 - 4 FRESH BASIL LEAVES
-

Add all ingredients except one basil leaf to shaker and muddle slightly. Garnish with basil leaf and slice of jalapeño.



*Glass: Double
Rocks Glass*



*Garnish:
Basil leaves &
Jalapeño Slice*

MUJEN Rosé Spritz

Sparkling rosé, juicy strawberries, tart yuzu, and fresh mint. A splash of summer every day of the year. Indulge in the perfect balance and enjoy the flavor explosion of the MUJEN Rosé Spritz.

2-3 FRESH STRAWBERRIES

1½ OZ MUJEN ORIGINAL

½ OZ YUZU JUICE/EXTRACT

¾ OZ SIMPLE SYRUP (1:1)

DRY SPARKLING ROSÉ

CLUB SODA

1 MINT SPRIG

Muddle berries, add ice and shake all non-carbonated ingredients. Strain into wine glass with ice and top with sparkling rosé & club soda. Garnish with strawberry half and mint sprig.



Glass: Wine Glass



*Garnish: Strawberry
Half & Mint Sprig*

Kathy's Cosmo

Introducing Kathy's Cosmo, crafted by the vivacious owner of Saltie Girl on the Sunset Strip. This vibrant concoction tastes like a burst of Hollywood enchantment. With the fusion of our premium MUJEN, zesty cranberry juice, a splash of tangy lime and hint of orange, Kathy's Cosmo is magic in a glass.

1½ OZ MUJEN ORIGINAL
¾ OZ ORANGE LIQUEUR
¾ OZ LIME JUICE
½ OZ CRANBERRY JUICE
DEHYDRATED LIME WHEEL

Add ingredients to shaker with ice and shake. Double strain into coupe. Garnish with dehydrated lime wheel.



Glass: Coupe Glass



*Garnish: Dehydrated
Lime Wheel*

MUJEN Mule

The Mule. Created in New York and popularized in Los Angeles, bartenders around the world have tinkered & experimented with the Mule's endless potential. With the creation of the MUJEN Mule, we think the search for the perfect combination has come to an end. Behold.

- 2 OZ MUJEN ORIGINAL
 - ½ OZ FRESH LIME JUICE
 - 4 OZ GINGER BEER
 - CRACKED ICE
 - 1 MINT SPRIG
-

Build in glass. Add all ingredients, fill with cracked ice and garnish with mint sprig.



Glass: Tom Collins



Garnish: Mint Sprig

Spicy Thai Basil Gimlet

Sip on history with a twist. Meet the Gimlet, a classic cocktail with roots dating back to the British Navy. And now, a spicy twist with Thai Basil to add some heat to your next soirée!

- 2 OZ MUJEN ORIGINAL
 - 4 FRESH THAI BASIL LEAVES
 - 1 SMALL PIECE FRESH THAI CHILI
 - $\frac{3}{4}$ OZ FRESH LIME JUICE
 - $\frac{3}{4}$ OZ SIMPLE SYRUP (1:1)
-

Add ingredients to shaker and muddle very lightly.
Add ice, shake and double strain into martini glass.
Garnish with Thai basil leaves and Thai chili.



Glass: Martini Glass



*Garnish:
Thai Basil &
Thai Chili*

MUJEN Espresso Martini

The '80s Supermodel Kate Moss asks for a drink that will “wake me the f@ck up!” Enter British bartending legend, Dick Bradsell, who crafts the perfect solution, The Espresso Martini. A bold and invigorating concoction that rules the cocktail scene today.

- 1½ OZ MUJEN ORIGINAL
 - ¾ OZ ESPRESSO LIQUEUR
 - ¼ OZ SIMPLE SYRUP
 - 1 OZ ESPRESSO
 - 3 COFFEE BEANS
-

Add ingredients to shaker with ice. Shake and strain into martini glass. Garnish with three coffee beans.



Glass: Martini Glass



*Garnish: Three
Coffee Beans*



X

42% ABV

Aged in Canadian white oak for ten years.
MUJEN X is a complex and unforgettable
experience. Rivals the finest single
malt scotch & top shelf tequila. Best
enjoyed neat, or on the rocks.

X on the Rock

Of all the bartender banter, this is my favorite:

Bartender "What can I get you?"

Guest "Liquor (Vodka, Gin...) Rocks"

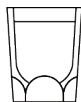
Bartender "Ok, got you. Anything else?"

If you want the pure flavor of X, the unmistakable softness and taste. This is your drink.

2 OZ MUJEN X

1 ICE ROCK

ORANGE TWIST



Glass: Single Old Fashioned



*Garnish:
Orange twist*

The X Old Fashioned

The most popular cocktail in the world, it's rumored to have been invented 150 years ago at the Pendennis Club in Louisville Kentucky. We've re-created it with MUJEN X and brought these two classics together to create something new and timeless.

- 2 OZ MUJEN X
 - 2 DASHES ANGOSTURA BITTERS
 - ¼ OZ WATER
 - 1 BROWN SUGAR CUBE
 - ORANGE TWIST
 - COCKTAIL CHERRY
-

Build in glass. Add all ingredients and stir till sugar is dissolved. Stir one big ice cube or ball until cold. Squeeze garnishes on top and drop between the glass and the ice with the skin facing out. Garnish with orange twist and cocktail cherry.



*Glass: Double
Old Fashioned*



*Garnish:
Orange Twist &
Cocktail Cherry*

Lieutenant

This rare alliance of flavors balances tequila's earthy boldness with MUJEN's delicate complexity and the sexy sophistication of Italian amaro. An homage to Hemingway's Lieutenant Henry from *A Farewell to Arms*, this drink's aromatic bouquet of saffron, licorice and rhubarb will transport you to another time and another place.

- 1 OZ MUJEN X
 - 1 OZ CASAMIGOS REPOSADO
 - 1 OZ NONINO AMARO
 - 2 DASHES ORANGE BITTERS
 - 1 ORANGE TWIST
-

Build in glass. Add all ingredients and stir till sugar is dissolved. Stir one big ice cube or ball until cold. Squeeze garnishes on top and drop between the glass and the ice with the skin facing out.



*Glass: Double
Old Fashioned*



*Garnish:
Orange Twist*



*Ice:
Sphere*

Lucky Cat

If you've been to a sushi bar lately, you've almost certainly been greeted by a Maneki-neko hypnotically waving its arm back and forth. Known as the "Beckoning Cat" in Japan, it is a symbol of trade prosperity and is the inspiration for this irresistibly enticing cocktail.

1½ OZ MUJEN X

1½ OZ PUNT E MES

1 ORANGE OR LEMON TWIST

Build in glass. Add all ingredients and add ice ball or big ice cube. Stir for 10 seconds or until your glass is cold to the touch. Add orange twist.



*Glass: Double
Old Fashioned*



*Garnish:
Orange twist*



A Beautiful Discovery

Co-Founders
Sondra Baker & Bruce Bozzi

Friends for over 20 years, Sondra and Bruce bonded over their ability to connect with people from all walks of life and a lifelong commitment to fitness. They discovered the ancient spirit of Shochu — its smooth taste, pure ingredients, and a culture that honors the importance of celebrating and connecting with friends.

They're excited to share our discovery with you.



Sonda Baker Bruce Buzzi

MUJEN Ai Martini
MUJEN Ai on the Rock
Ai Bloody Mary
Bella Rose
MUJEN & Soda
Tokyo Lemonade
MUJEN Margarita
MUJEN 7
MUJEN Rosé Spritz
Kathy's Cosmo
MUJEN Mule
Spicy Thai Basil Gimlet
MUJEN Espresso Martini
X on the Rock