

EUROPE HERITAGE

MRJ GROUPE

COMPANY INTRODUCTION
2025

About Us

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MRJ Groupe exclusively imports and establishes premium global wine and spirit brands in Korea's dynamic F&B market. Beyond distribution, we provide bespoke import strategies, market entry consulting, and an import proxy service, ensuring that each brand we partner with is distinctively positioned to resonate with Korean consumers.

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Alongside our import expertise, we offer full-spectrum branding and experiential marketing services, creating impactful consumer experiences both online and offline. From luxury pop-ups and product launches to high-end activations, we collaborate with industry professionals to design immersive brand moments that build loyalty and lasting brand presence.

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Driven by our commitment to quality, luxury, and tailored service, MRJ Groupe aims to be at the forefront of Korea's lifestyle F&B sector, establishing itself as a key player in the import and distribution of premium alcoholic beverages while elevating consumer experiences with international brands tailored to local tastes.



*Founder & CEO Manuel Jauschnig

Clients & Partner

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GRAND | HYATT
SEOUL

PARK HYATT SEOUL®

FOUR SEASONS

CONRAD®
SEOUL

JOSUN
PALACE

BANYAN TREE
CLUB & SPA SEOUL

L'ESCAPE



HOTEL
naruru
MGALLERY
HOTEL COLLECTION

MONDRIAN
SEOUL ITAEWON

DUTY FREE
HYUNDAI
DEPARTMENT STORE

LOTTE
DEPARTMENT STORE

the Galleria

SHINSEGAE

Dailyshot!
THE CONRAN SHOP

Authentic Bar
SOKO

Pine & Co

Alice
CHEONGDAM

ASIA'S
50
BEST
BARS

CHARLES H.
- WORDS TO THE LIQUID WISE -

CHAM

Our Expertise & Services

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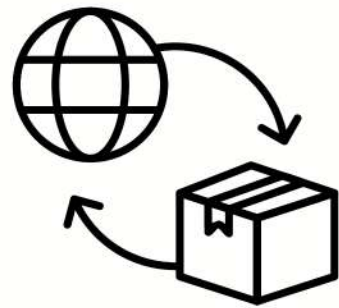
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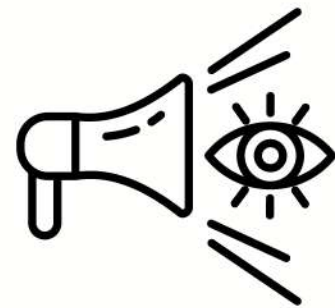
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**Import &
Distribution**



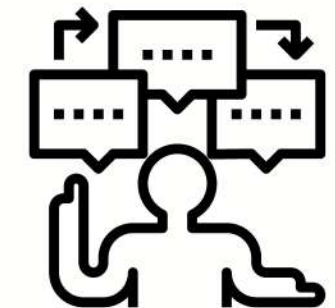
**Branding &
Activation**



**Private Label
Sparkling
Wine**



**Import Proxy
Service**



**Market Entry
Strategy
Consulting**

Import & Distribution

MRJ Groupe exclusively imports and distributes a curated selection of premium wines and spirits from Europe. We have placed these products in most of Korea's 5-star hotels, top bars ranked in Asia's 50 Best and World's 50 Best, and luxury department stores. We also collaborate closely with these venues to uniquely position our premium products in the market.

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44N GIN

“ Perfume Inspired
Gin”



06 VODKA

“ First 100%
French Vodka
Rosé ”



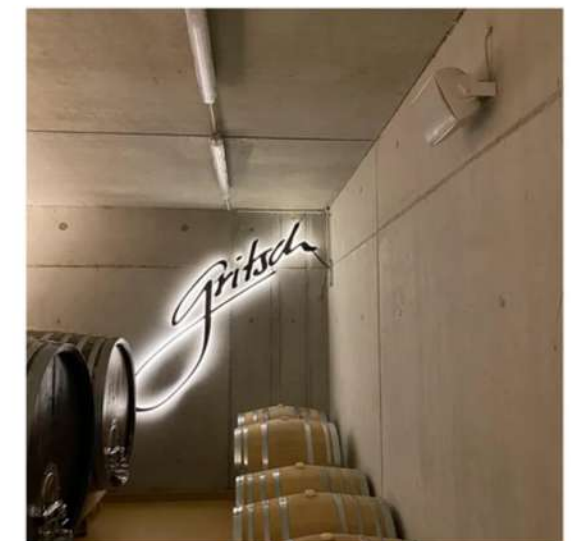
FERNET HUNTER

“ A modern take on
a classic Bitter ”



OTT Winery

“ Mr. Grüner
Veltliner ”



FJ Gritsch Winery

“ The most progressive
winery based on
tradition”

Branding & Activation

MRJ Groupe provides brand promotion agency services, handling every aspect from strategy development and concept ideation to design, production, installation, display, and operation—all aimed at conveying brand messages intuitively. With experience in managing large-scale expos and themed pop-up events, we offer integrated solutions tailored to each unique activation.

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Private Label Sparkling Wine

MRJ Groupe offers a Private Label Sparkling Wine service, allowing companies to elevate product quality and create unique branding opportunities. With options for customized front and back labels, as well as naming, our sparkling wine can be tailored to enhance the brand experience at hotels, clubs, corporate events, and more.

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Sparkling Wine Selection

- We offer a selection of 12 different premium Sparkling Wines (Classic Brut, Blanc de Blancs etc)



Design & Naming

- Customization of Bottle Neck, Front and Back Label
- Brand Name Integration



Customized Application

- Ideal for Hotels, Clubs, and various Brands to enhance Client offerings

Import Proxy Service

Our Import Proxy Service streamlines importing for companies without a local license, handling regulations, customs, and logistics to smoothly introduce your products to the Korean market, ensuring a hassle-free and compliant process.

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Pre-Import Registration

- Manufacturer Registration at MFDS
- Requesting essential Doc. from Supplier



Compliance Review

- Documents check with our Custom Agent
- Final confirmation for official import



Shipping & Custom Clearance

- Arrange pick-up with Logistics Partner
- Customs-Clearance Management
- Delivery to designated Location (in-house storage available)

Market Entry Strategy Consulting

We provide comprehensive consulting services to help global brands effectively enter the Korean F&B market, from market analysis to strategic planning and Business set-up.

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Market Research & Analysis

- Providing detailed Insights on Korean Consumer Trends
- Conducting competitor Analysis for effective Market Positioning



Market Entry & Business Setup

- Developing targeted Entry and Positioning Strategies
- Supporting Alcohol Brands with Business Setup and Licensing in Korea



Local Partnership Connections

- Supporting Stable Market Entry through Local Partner and Distribution Channel Connections

Brand Activation Highlights

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Brand Activation Highlights

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Brand Activation Highlights

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Sparkling Wine References

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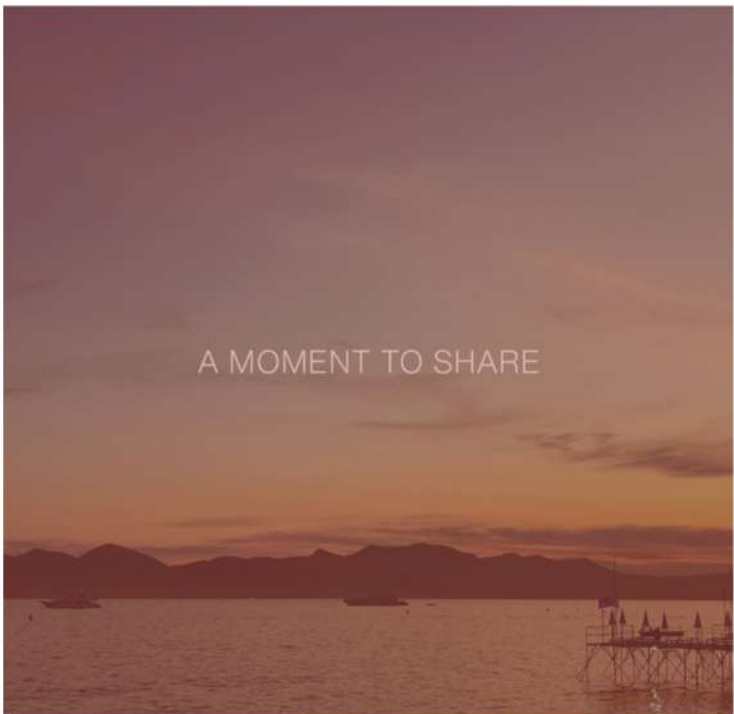
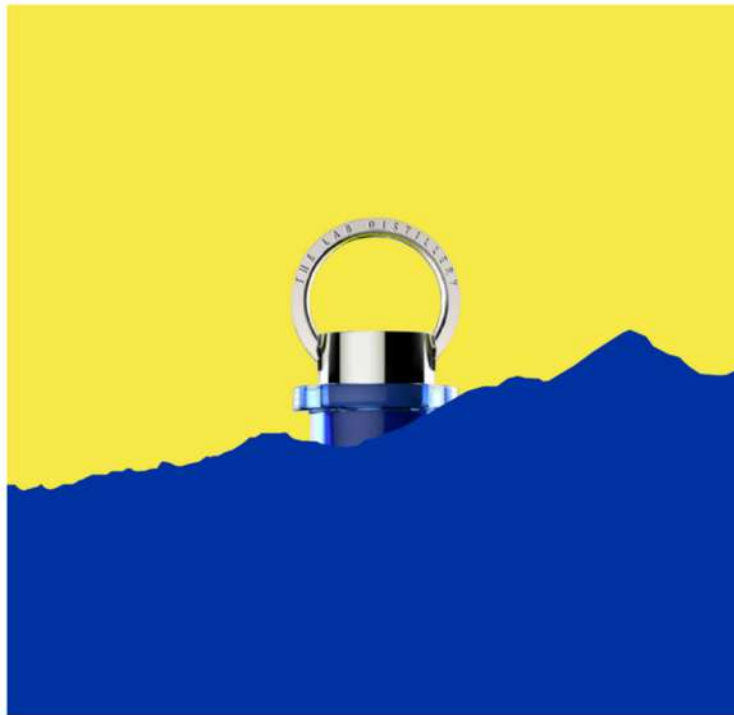
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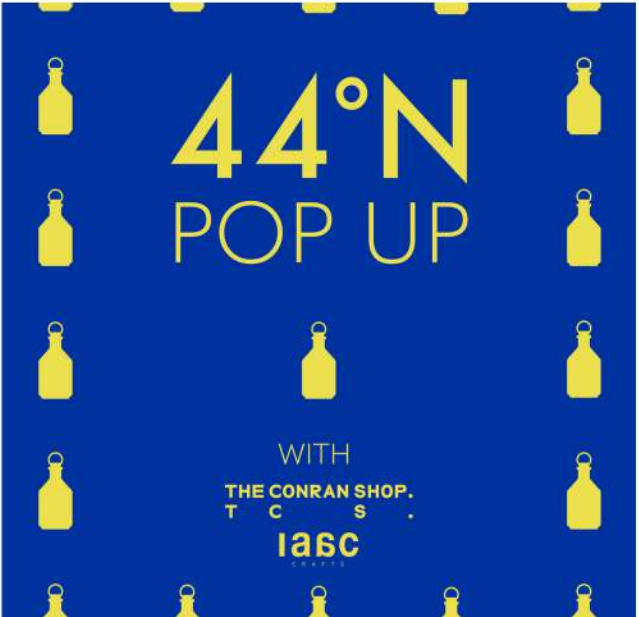
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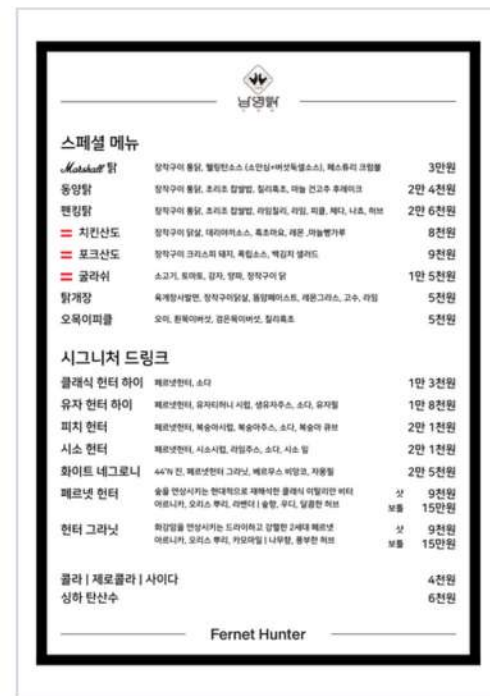
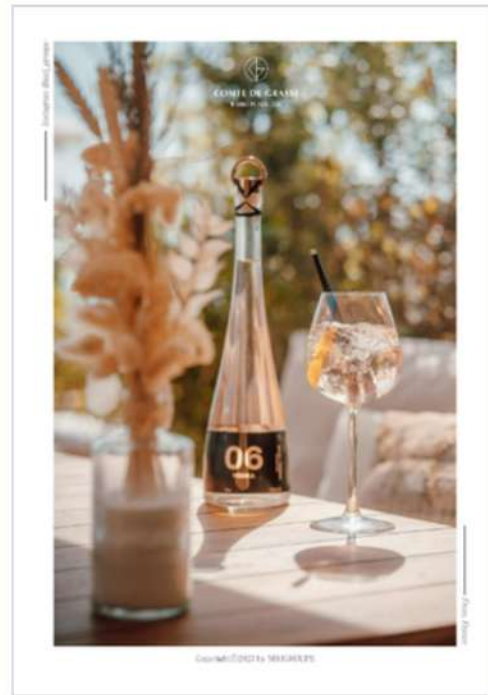
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MRJ GROUPE

IN QUALITY WE TRUST

ESTD 2022

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