



KARUSOTJU

FINE DISTILLED SPIRIT

BATUKARU • BALI

Introduction:

KARUSOTJU

Bali's Fine Distilled Spirit

KARUSOTJU

Karusotju is Bali's finest, premium-crafted Arak Reinvented.

It all started with one glorious dream: **to create a pure and original premium liquor sourced from Bali's pristine natural environment.**

Four years and hundreds of trials later, that dream finally became reality. Now anyone can enjoy the finest-crafted distilled spirit in Indonesia with Karusotju.

Karusotju is more than just a local liquor, it is the embodiment of untainted nature with a crisp and clean drinking experience highlighted in every subtle sip.



VISION

Become the leading premium spirit brand in Indonesia and pioneer the fine spirits industry through sustainable, community-focused operation methods.

MISSION

To craft the finest spirit for the high-end liquor market, while taking care of the environment in the Batukaru Rainforest and enriching the local community.



QUALITY

Made with high-quality, locally sourced ingredients from Indonesia. Finely crafted by experts. Produced and distilled with strict, true, and tested formulation.

SINCERE

Our business model is rooted in honesty and transparency. We encourage customers to learn about our founder, background, and operations. Stop by our distillery to discover the production process behind Karusotju.

ENVIRONMENT FRIENDLY

Our production is 100% zero waste. We turn all waste into compost.



BRAND PERSONALITY

Karusotju is someone who seeks originality and purity. He's proud of his homeland and has a deep desire to embrace his heritage. He believes that his homeland is rich in natural resources and aims to empower the local community through his social enterprise.

He has been a successful entrepreneur for 30-plus years. He's a classy, smart, and charismatic individual who succeeds where others fail. When he enters a room, he draws attention. From the way he dresses to his choice of drink, you know he's elegant, sincere, and successful. When you sit down and have a meaningful conversation with him, he can always brighten the mood and make you feel empowered to try your hand at anything and succeed.



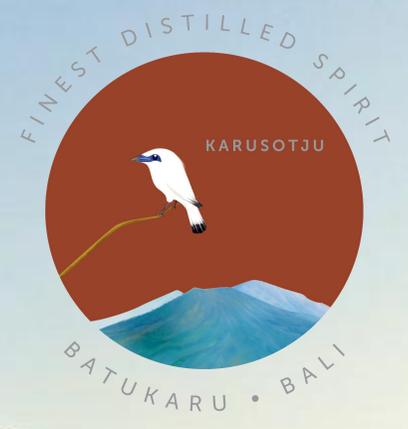
ENYA ^{1st} ANNIVERSARY

WabiSabi

美味ししし!

BAR TAKEOVER _____ MALVIN
 MUSIC _____ MILLERS RECORDS
 THURSDAY, MARCH 20, 2025 _____ 7PM - 10PM

美家 KARU FINE DISTILLED SPIRIT
 Miller's Records





Q & A Session