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26 December 2025 | News

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SWRL, the world's first Makgeolli seltzer, has officially launched in the U.S., introducing Korea's iconic cloudy rice wine to the hard seltzer aisle.

At 3.7 per cent ABV, zero sugar, and just 89 calories, SWRL offers a lighter way to drinkâ??without stripping away texture or character. Instead of chasing the ultra-clear, one-note profile of typical seltzers, the brand introduces a softly cloudy, rice-fermented alternative built around flavor, mouthfeel, and a signature "swirl-to-sip" ritual.

For years, hard seltzer has been defined by clarity: crystal clear liquid, clean but artificial profiles, and near-identical drinking experiences. But as the category matures, consumers are seeking beyond interchangeable bubbles. They want flavor depth, sensory texture, and drinks that feel intentional rather than industrial. SWRL enters at this inflection point, offering a new category rooted in fermentation and rice.

In the glassâ??or rather, the canâ??SWRL delivers a mouthfeel closer to a pet-nat (pÃ©tillant naturel) wine than a standard seltzer. Once swirled, the rice sediment blends into a creamy, silky fizz with a gentle tang, reminiscent of kombucha but softer and rounder. The bubbles stay delicate, allowing the cloudy body and rice character to lead rather than disappear.

Across the lineup, the goal is consistent: keep the sip light while letting Makgeolli's natural rice texture and nuanced flavors shine through.