

Title : Japan's Top Selling Mini-Bottle Liquor, "Kleiner Feigling," Expands into the Asian Market.
C'traum inc. Establishes Singapore Hub and Announces Launch Event at World-Famous Zouk

TOKYO, JAPAN — C'traum inc. (Headquarters: Minato-ku, Tokyo; Representative Director & President: Kota Watanabe; CEO: Tomoki Nagae) announced the establishment of C'traum Asia Pte. Ltd. in Singapore as its new hub for expansion into the Asian market. Leading this initiative is Kleiner Feigling, the mini-bottle liquor that has enjoyed explosive popularity among Japan's younger generation.

To mark the launch, C'traum is partnering with Zouk Singapore, a global icon in the nightlife industry, to co-host the event "KREAM" on Friday, September 19, 2025.

This exclusive collaboration blends Kleiner Feigling's playful, innovative party culture with Zouk's world-renowned brand, promising an unforgettable experience for Singapore's nightlife scene. The event represents the first step in C'traum's mission to introduce a new kind of "party starter" across Asia.

Event Overview - "KREAM" at Zouk Singapore



ZOUK™
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Product Lineup

In addition to single bottles of Kleiner Feigling, we are also offering special value sets. Guests who take part in our in-store promotions will receive exclusive Kleiner merchandise (available while supplies last).

Kleiner Feigling Original / Red Berry Sour (Single Bottle)

Kleiner Feigling 10-Bottle Set

Kleiner Feigling 20-Bottle Set

Please note: These are alcoholic beverages. The purchase and consumption of alcohol is strictly prohibited for anyone younger than the age of 18 in accordance with the law.

Kleiner Feigling



Kleiner Feigling is Japan's No.1 most desired shot liquor among people in their 20s (※1). Originating from Germany, it is one of the most popular mini-bottle liquor brands across Europe and is widely enjoyed in a variety of settings, from home gatherings to nightlife hotspots, bars, darts, and karaoke. With nine unique flavors, consumers can choose their favorite to match any occasion.

Thanks to its compact 20ml bottle, Kleiner Feigling is valued for its portability and playful drinking style. It has also inspired new drinking occasions, such as the “0.5 stop” before the first bar to lift the mood, or the “1.5 stop” to keep the energy going between venues.

※1 Based on brand image survey (May 2025)

Research Organization: Japan Marketing Research Organization

Survey Period: March 14 – May 9, 2025 / Sample Size: 100 / Method: Web Survey

Survey Details: <https://jmro.co.jp/r0240/>

Note: This survey was conducted based on consumer brand image perceptions. It does not reflect actual product usage, nor does it guarantee product efficacy or superiority. Kleiner Feigling ranked over 5% higher than the second-place competitor within the “shot liquor” category.

Company Information

■ C'traum Inc.

C'traum holds exclusive distribution rights in Japan for Kleiner Feigling—a beloved mini-bottle liquor brand across Europe—as well as DANZKA, a premium vodka blending Scandinavian tradition with innovation, and 24 ICE, a new-concept frozen cocktail enjoyed in 23 countries worldwide. The company engages in branding, collaborations with diverse partners, and marketing initiatives that create new value in the alcoholic beverage industry.

Headquarters: 6F Tokyo Shiodome Building, 1-9-1 Higashi-Shinbashi, Minato-ku, Tokyo

Established: December 2016

■Contact

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