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Squid Game Fans, Get Ready for a New Flavor!

Netflix and Horoyoi Release Squid Game-Inspired Canned Cocktail

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Netflix has taken an intriguing step in Japan, launching a canned cocktail in collaboration with the popular beverage brand Horoyoi, owned by Suntory. This limited-edition drink, named Horoyoi Netflix Cola Sour, arrives just in time to celebrate the highly anticipated return of several Netflix series, most notably the second season of

Squid Game. Available nationwide from Tuesday, November 5th, this alcoholic drink offers a cola flavor with a mild alcohol content, a refreshing addition to Horoyoi's already popular lineup.

Horoyoi has long been a household name in Japan, known for its lightly alcoholic beverages that mix shochu—a traditional Japanese spirit—with sweet, carbonated flavors. With an alcohol content of only 3%, Horoyoi's beverages are known for being approachable, offering a diverse array of flavors. Some of their classics include Red Grape, White Grape, Umeshu Soda (a plum wine mix), Salty Grapefruit, and the White Sour, which features a tangy, cultured milk base. The new collaboration with Netflix introduces a cola sour flavor, aligning with Horoyoi's reputation for innovation while providing a nod to global pop culture phenomena.

What makes this particular campaign stand out is Netflix's creative use of branding. The cans will be adorned with vibrant illustrations tied to four of Netflix's upcoming shows. Alongside Squid Game season two, the cans will feature artwork from Love Village, another series making a return for a second season this fall, The Queen of Villains, a drama centered on the world of female wrestling in Japan during the 1980s, and Talk Survivor, a quirky reality-comedy series that recently launched its third season. These bold, eye-catching designs tap into the excitement surrounding Netflix's fall releases and provide an unusual intersection between streaming entertainment and everyday consumer goods.

At ¥148 (approximately $1) per can, this collaboration isn't just about cross-brand marketing—it's about creating a sensory experience that merges taste with entertainment. With Netflix Cola Sour, consumers aren't merely buying a drink, they're getting a piece of the Netflix universe in a tangible form. This move aligns with a larger trend where global streaming platforms are stretching their influence beyond the screen and into lifestyle products, creating multi-dimensional brand experiences for their users.

This venture into beverages is not Netflix's first foray into food and drink. In June 2023, the company opened a pop-up restaurant called Netflix Bites in Los Angeles, spotlighting a selection of star chefs featured in its culinary programs. The restaurant

featured a menu curated by celebrity chefs such as Curtis Stone and Dominique Crenn from Iron Chef: Quest for an Iron Legend, Ann Kim from Chef's Table: Pizza, Jacques Torres from Nailed It!, and Nadiya Hussain from Nadiya Bakes. This initiative illustrated Netflix's increasing interest in leveraging its content and talent in ways that transcend traditional media consumption.

For Suntory, this collaboration represents a continuation of the company's strategic expansion and innovative partnerships. As one of Japan's largest beverage companies, Suntory has consistently demonstrated an ability to adapt and thrive in diverse markets. Alongside the Netflix partnership, Suntory recently announced that it will bring its operations in Singapore under direct management, signaling a greater focus on growing its global footprint. This dual focus on international expansion and creative collaboration reflects the company's longstanding ethos of blending tradition with innovation.

The Horoyoi Netflix Cola Sour marks a novel crossover between the worlds of streaming media and consumer goods, demonstrating how entertainment brands like Netflix are exploring new avenues for audience engagement. This creative endeavor resonates with consumers who are not only fans of Netflix's shows but also enjoy a more immersive brand experience. By creating a product that captures both the spirit of Japanese beverage culture and the excitement of Netflix's hit series, this collaboration manages to stand out in a crowded marketplace.

In a world where cross-industry partnerships are becoming increasingly common, this project may represent just the beginning of a more extensive push by Netflix to explore collaborations that extend beyond the digital world. As the platform continues to experiment with food, drink, and even retail, it's clear that Netflix is aiming to become a lifestyle brand in its own right. In the meantime, fans in Japan will get to toast their favorite shows with a can of cola-flavored sour, marking another chapter in Netflix's ever-growing cultural footprint.