

Date of Hearing: September 3, 2025

ASSEMBLY COMMITTEE ON RULES
Blanca Pacheco, Chair
SCR 95 (Choi) – As Introduced June 13, 2025

SENATE VOTE: 37-0

SUBJECT: Soju Day.

SUMMARY: Recognizes September 20, 2025, and every September 20 thereafter, as Soju Day in this state. Specifically, **this resolution** makes the following legislative findings:

- 1) Soju, a traditional Korean distilled beverage, holds a significant cultural, historical, and social importance, not only within the Korean community, but increasingly across the United States. Soju has become an emblem of unity, celebration, and tradition for Korean Americans, serving as a bridge of cultural exchange and enhancing cross-cultural understanding in our diverse society.
- 2) Korean immigrants have contributed immensely to the economic, social, and cultural fabric of our state, and the recognition of Soju Day will further highlight and celebrate their contributions.
- 3) More than 530,000 Korean Americans reside in California. Korean Americans residing in California are part of the K-Food Movement by introducing Korean food, including bulgogi, kimchi, and soju, to their California friends.
- 4) Governor Gavin Newsom signed Assembly Bill 2069 (Chapter 306 of the Statutes of 2024) into law in 2024, which allows California on-sale beer and wine licensees to also offer domestically produced soju and shochu to their customers, when previously those licensees were only authorized to offer imported Korean soju and Japanese shochu.
- 5) September 20 is chosen as Soju Day to recognize the day of California's new law. The establishment of Soju Day is intended to foster deeper appreciation for Korean heritage and culture, strengthen community bonds, and promote unity among people from diverse backgrounds.

FISCAL EFFECT: This resolution is keyed non-fiscal by Legislative Counsel.

REGISTERED SUPPORT / OPPOSITION:

Support

None on file

Opposition

None on file

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