

Japanese RESTAURANT news

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November 2025

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2013 “Japanese Cuisine 和食”
2024 “Traditional knowledge and skills of sake-making 伝統的酒造り”

Mutual Trading Co., Inc. held the “Japanese Food & Restaurant Expo” 共同貿易「日本食&レストランエキスポ」開催



From Niigata to Dodger Stadium: Hakkaisan's Sake Hits a Home Run

新潟からドジャースタジアムへ：
八海山の日本酒が放つホームラン



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Shimeharitsuru Jun Junmai Ginjo, Niigata / Shichiken Expression Sparkling, Yamanashi / Shichiken Mori no Kanade Sparkling, Yamanashi

middle row, L to R: hard liquor license required for purchase — Syasya Rakuraku Red Dragon Grand Cru, Sweet Potato Shochu, ABV: 30%, Kagoshima
Tenshi no Yuwaku, Sweet Potato Shochu, ABV: 40%, Kagoshima / Kurobin iichiko, Barley Shochu, ABV: 25%, Oita
Frasco iichiko Shochu, Barley Shochu, ABV: 30%, Oita / iichiko Special, Barley Shochu, ABV: 30%, Oita

bottom row, L to R: Izumibashi Rakufumai Kimoto Junmai Daiginjo, Kanagawa / Kubota Junmai Daiginjo, Niigata / Gangi Musuhi, Yamaguchi

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ジャパニーズ・レストランニュース

本誌はこの日本食レストラン業界にスポットをあて、何が流行っているのか、また繁盛店の紹介を通じ、繁盛店のオペレーションや時代を生き抜くヒントを紹介し、日本食レストランの繁盛を応援します。また、アメリカの最新の食品衛生管理に関する情報なども提供し業界の発展に寄与します。

Mission of Japanese Restaurant News

This magazine spotlights the Japanese restaurant industry to introduce the latest trends and successful restaurants along with their operations to provide hints on how to survive the competitive restaurant industry. Further, this magazine introduces the latest restaurants garnering attention and popular products, along with the prosperity of Japanese restaurants. Lastly, this magazine also introduces the latest information on food sanitation and management to contribute to the development of the Japanese restaurant industry as a whole.



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Yuji Matsumoto
Master Sake Sommelier
Finalist of the 2nd World Sake Sommelier Competition.
Graduated from Keio University Faculty of Law, Department of Political Science. Worked for Nomura Securities for 10 years. Former president of California Sushi Academy Former chief of planning dept. at Mutual Trading.

David Kudo
Sake Sommelier
Master Sake Sommelier
Born Kita-Akita City, Akita Prefecture.
Took over as Executive Officer of the Japanese Food Trend News founded in 1991, when the predecessor was assigned back to Japan. Currently distributed as Japan Restaurant News (20,000 issues published electronically) in North America, Japan, and Southeast Asia.

Expanding Sake Sales

Recently in the U.S., wine discount stores like BevMo and Total Wine and More, etc., are prosperous. Also, rural areas have local large liquor stores that sell various alcoholic beverages (tequila, ji-beer (local craft beers), champagne, whiskey, etc.) in addition to wine. When I went to Las Vegas last week, I stopped by the largest local liquor chain store, where I was surprised to see the very limited selections of Japanese sake. With various foreign tequilas, wines, and ji-beer

lining the shelves, why were there so little selections of Japanese sake offered? Also, the few selections available were without tages and lost in the "Asian" alcoholic section.

With the current Sake Tour indicating high public interest in Japanese sake and shochu, it's disappointing to see so few outlets offering the products. The question I'm most often asked is, "This sake is delicious. Where can I buy it?" However, as of yet, the only answer I can provide is

our restaurant. I'm also surprised to see customers who wish to purchase by the bottle.

Over ninety-percent of Japanese sake and shochu consumption takes place at Japanese restaurants. However, as long as this is the case, the market will not expand. Japan-affiliated markets are available only in some major cities. To have Americans consume sake and shochu "at home," it is necessary for these products to be distributed more and more to specialty liquor stores and their staff trained. ■

日本酒販売の拡大

最近米国ではBevmoやTotal Wine and Moreなどのワインディスカウント店が繁盛している。また地方に行くと地元の大型リカーショップ店があり、これらの店にはワイン以外にありとあらゆるアルコール飲料(テキーラ、地ビール、シャンペン、ウィスキー等)が陳列されている。先週ラスベガスに行った際にも地元最大のリカーチェーン店に足を運んでみたが、日本酒の種類の乏しさに唖然とした。海外産のテキーラやワイン、地

ビールがこんなにあるのになぜ日本酒がこんなに少ないのか、また、何もタグがなく、ただ「Asian」のアルコールの中に埋もれていた。

現在行っているSake Tourでこれだけ日本酒や焼酎に興味を持っている人がいるのに、購入する場所がないのはとても残念なことだ。一番多く受ける質問は、「この酒美味しいですね、どこで買えるのか?」である。しかし、現状としては当店のレストランのみ、ということしか

言えない。ボトルで購入したい、という顧客の多さには驚くばかりだ。

日本酒や焼酎の消費現場の9割以上が日本食レストランだ。しかし、これを変えない以上市場は広がらない。日系マーケットは、ほんの一部の大都市にしかなく、米国人に「家庭で消費」させるには、もっともこのような専門リカー店に卸し、彼らを教育していく必要があるのではないだろうか。

擴大日本酒的銷售

最近, Bevmo和Total Wine and More等葡萄酒折扣店在美國蓬勃發展。各地有地方大型酒類商店, 除了葡萄酒外, 還有各種酒精飲料(龍舌蘭酒、當地啤酒、香檳、威士卡等)陳列著。上周我去拉斯維加斯時, 我參觀了當地最大的酒類連鎖店, 對日本酒的稀缺性感到震驚。有來自海外的龍舌蘭酒, 葡萄酒, 和當地啤酒, 為什麼日本酒如此之少。即使有各別的日本酒, 沒有標籤, 只是埋

在「Asian」的酒類中。

很遺憾在Sake Tour中, 有些人對日本酒和燒酒感興趣, 但沒有地方可買得到。最常見的問題是, 「這種日本酒很好, 我在哪裡可以買到它?」但是目前的情況是, 我們只能說去餐廳。更令人驚訝的是, 有很多客戶想買瓶裝酒。

超過九成的日本酒和燒酒消費場所是日本餐廳。因而除非我們改變這一點, 否則市場不會擴大。日系市場只在幾個大城市才有, 為了讓美國人「在家裡消費」, 可能需要批發商對他們進行更多的專業教育。

일본술 판매의 확대

최근 미국에서는 Bevmo나 Total Wine and More 등 와인 할인점이 인기다. 또한 지방에 가면 그 지역의 대형 주류 판매점이 있는데, 이들 판매점에는 와인 이외에 모든 알코올 료(테킬라, 지역 맥주, 샴페인, 위스키 등)가 진열되어 있다. 지난주 라스베이거스에 갔을 때 지역 최대 주류 판매점에 방문했으나, 너무 적은 일본술 종류에 할 말을 잃었다. 외국인 테킬라와 와인, 지역 맥주가 이렇게 많은데 왜 일본술만 이렇게 적은지, 그리고 태그도 없이 그냥 'Asian' 알코올 속에 묻혀있었다.

현재 진행 중인 Sake Tour에 일본술과 소주에 관심을 가진 사람이 이렇게 많은데, 구

매할 곳이 없다는 것은 정말 아쉬운 일이다. 가장 많이 받는 질문은 '이 술 맛있네요, 어디서 살 수 있나요?' 이다. 하지만 현재로서는 당 레스토랑에서만 구매할 수 있다고 말할 수밖에 없다. 병으로 구매하고 싶다는 고객도 많아 놀랄 뿐이다.

일본술과 소주의 소비 현황 중 90% 이상이 일식 레스토랑이다. 하지만 이를 바꾸지 않는 이상 시장은 확대되지 않는다. 일본계 마켓은 거의 일부 대도시에만 있어 미국인이 '가정에서 소비' 하려면 더욱더 이러한 전문 주류 매장에 도매로 공급하고, 그들을 교육해야 할 것이다.

Brewery Owner



Kosuke Kuji
Nambu Bijin Inc.
Fifth Generation
Brewery Owner



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Sake Samurai



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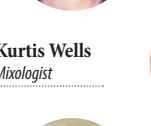
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Toshiyuki Koizumi
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Patsy Lu
International
Master Sake Sommelier
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Info

Sake Shochu Spirits Institute of America
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 217



Kosuke Kuji

Fifth Generation Brewery Owner
Nambu Bijin, Inc.

Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.

*Positions of Public Service:
Chairperson, Cassiopeia Corporation Youth Conference;
School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Collaborative yogurt sake
ヨーグルトとお酒のコラボ

Probiotic food and beverage products are widely popular not just in Japan, but worldwide. Although many yogurt products are manufactured and sold in Iwate prefecture, one especially renowned and widely popular product is "Iwaizumi Yoghurt," also renowned as the favorite yogurt brand of Shohei Ohtani, designated pitcher and hitter for the Los Angeles Dodgers, born and raised in Iwate prefecture.

The town of Iwaizumi, where Iwaizumi Yoghurt is based; is next to Ninohe city, where sake brewery

Nambu Bijin is based.

I was in talks with the President of Iwaizumi Yoghurt and collaborated with him to jointly produce a product.

This product is sake made from Iwaizumi Yoghurt, the first collaborative sake product between Nambu Bijin and Iwaizumi Yoghurt.

The alcohol content is 5% and quite easy to drink while maximizing the fresh, subtle flavor of Iwaizumi Yoghurt.

The only roadblock to release this sake was the "Best Before Date."

Iwaizumi Yoghurt has an established sales network worldwide, all

"shipped refrigerated" with "controlled refrigeration" to thoroughly manage their inventory.

Sake basically has no best by date, while Iwaizumi Yoghurt does not use any preservatives, thus limited in shelf life.

This challenge was resolved when Nambu Bijin first pioneered the technique of flash-frozen sake. All sake using Iwaizumi Yoghurt is flash-frozen and sold frozen.

When visiting Japan, please try this sake "Yoghurt Liqueur" that is readily available through online outlets.■

日本だけではなく世界中で大人気の発酵食品・飲料のヨーグルト。岩手県にも岩手県で製造販売されるヨーグルトはたくさんありますが、その中でも「岩泉ヨーグルト」が大変有名で人気も高いです。

岩泉ヨーグルトはメジャーリーグのドジャースで活躍する、岩手育ち、岩手出身の大谷翔平選手が最も愛するヨーグルトとして知られております。

その岩泉ヨーグルトのある岩泉は南部美人のある二戸市の隣になります。

以前から岩泉ヨーグルトの社長とお話

しをしており、今回コラボで商品を作りました。

岩泉ヨーグルトのお酒、として、南部美人と岩泉ヨーグルト初のコラボ商品です。

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岩泉ヨーグルトは全国に販売網を持っていますが、全て「冷蔵流通」「冷蔵管

理」で在庫の調整もしっかりとやれています。

日本酒には基本的に賞味期限ありませんし、岩泉ヨーグルトは防腐剤なども使わないので、賞味期限が長くありません。

この問題を解決したのが、南部美人が初めてスタートさせた瞬間冷凍のお酒の技術でした。岩泉ヨーグルトのお酒は全て瞬間冷凍させ、凍った状態で販売しています。

是非日本に来た際にはネットショップなどで買えますので、試してみてください。

日本酒 百味百題

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered grain (flour, etc.), kneaded into brick

shapes or dumplings and hardened with rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu “Awamori.” This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc.

The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are supplied to the yeast to advance the growth of yeast.
3. Various components metabolized

form the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce.■

ビ、白麹カビの3つに大別される。日本酒造りに用いるのは胞子の色が黄緑色の黄麹カビ（アスペルギルス・オリゼー）で、麹カビの中でも代表的な菌種である。黒麹カビは胞子の色が黒褐色のカビで、沖縄の焼酎「泡盛」の製造に用いられている。このカビはクエン酸を大量に生成し、もろみを酸性に保つことができるため、腐敗菌が生育しにくく、暖かい気候でももろみを安全に発酵させることができる。白麹カビは胞子が白いカビ（黒麹カビの突然変異種）で、九州などの焼酎造りで使用されている。

酒造りでは、昔から「一麹、二酛、三造り」といわれるように、麹は日本酒の製造工程の中でもとりわけ重要な働きをする。その役割は、

- 1、麹に含まれる酵素が米のでんぷんをぶどう糖に変える。
- 2、ビタミンなどの各種栄養素を酵母に供給し、酵母の増殖を促進する。
- 3、麹から代謝される各種成分が、直接的、間接的に酒の香味に寄与する。

の3つである。酒にアルコールが含まれているのは、酵母の働きでアルコール発酵が行なわれるためだが、酵母はでんぷんのままではアルコール発酵を起こすことができないから、でんぷんを分解して糖化しなければならない。したがって、①は麹の最も大切な役割となるわけだが、黄麹カビはアミラーゼなどのでんぷん分解酵素を豊富に生成する麹カビである。ただし、この酵素は生の状態のでんぷんには作用しないため、米を蒸してでんぷんを α 化する必要があるわけだ。なお、黄麹カビには、たんぱく質を分解してアミノ酸類に変えるたんぱく質分解酵素（プロテアーゼなど）を大量に生成するものもある。味噌や醤油に使われる麹カビがそれで、昔から酒、味噌、醤油それぞれの製造に適した麹カビを使い分けてきたのである。

麹とは、広義には穀類に糸状菌（カビ）を生育させたもののことで、その形状から餅麹と散麹に大別される。餅麹というのは、粉状にした穀物（小麦粉など）に水を加えてレンガ状や団子状に練り固めたものを培地とし、生のままの培地にクモノスカビ（リゾプス）を生育して造る麹で、中国から東南アジアにかけて広く使用されている。中国の紹興酒に用いる麹がこれである。一方、散麹は蒸した米などに麹カビ（麹菌）を育成させて造るもので、撒麹とも呼ばれる。散麹はわが国独特の技術で、酒だけでなく味噌や醤油の製造にも使われている。

日本での醸造産業で使用する麹カビには7種類があるが、黄麹カビ、黒麹カ

美味しい酒を150種類
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皆様に直送中

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store "Ji Sakeya" Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.



Nihonsakari Tasting Event

日本盛の会

In the Japanese sake industry, "Hiyaoroshi" and other events are held this time of the year*. Our sake shop hosted a tasting event for Nihonsakari Co., Ltd., a major Japanese sake brewery. Major sake breweries produce sake year-round; thus sake is often not recognized to be seasonal.

However, this tasting event was organized to determine if sake enjoyed in the fall is different in flavor and ambience.

Founded in 1889, Nihonsakari not only brews sake, but also manufactures cosmetic products just as popular as their sake products. Five different types of sake products were brought to this tasting event for sampling: "Souhana Junmai Ginjo" by the official purveyor to the Imperial Household, "Junmai Daiginjo Draft," rumored to have won a blind tasting against a popular sake brand from Yamaguchi prefecture; "JAPAN Soda," widely available in convenience stores and supermarkets; crispy, dry, and refreshing "Fresh Namachozo Sake" (once-pasteurized sake stored unpasteurized to preserve its fresh flavor), and "Jurakudai Junmai Autumn" by Sasaki Sake Brewery in Kyoto prefecture, for whom Nihonsakari Co., Ltd. operates as a sales agency. Guests purchased samples with tickets for 200 JPY per glass and a set of 5 tickets for approximately 45 ml of sake. Guests expressed their desire to pair Souhana - its balanced flavor is the selling point - with food or enjoy as hot sake. Both the price

and quality of Junmai Daiginjo Draft wowed guests upon learning a major sake producer offers such exquisite, reasonably priced sake. JAPAN Soda is sweet and fizzy, atypical of sake and easy to drink, thus easy to drink too much, one guest commented. Fresh Namachozo Sake is most suitable to be served in local sushi restaurants or tempura restaurants, many guests commented. Guests were surprised to learn that Sasaki Sake Brewery, producer of premium sake brand Jurakudai, is also the childhood home of famous Japanese actor Kuranosuke Sasaki. Flavor-wise, many guests commented that Jurakudai is refreshing, suitable for pairing with various fall fishes. There's a reason we're serving sake brands by major sake breweries in recent tasting events. Sake fans who enjoy major sake brands also enjoy jizake (local sake), while jizake fans tend not to enjoy sake brands by major breweries, convinced that major sake brands are not delicious - a biased opinion based on their

lack of understanding. In fact, many guests were moved by the delicious flavors of major sake brands during this tasting event. Major sake brands and jizake are both sake. Major sake breweries improve techniques to produce sake while also supporting several jizake brands. If major sake breweries withdraw from the sake industry, jizake brands will also decrease in numbers. Therefore, would true sake fans not enjoy both major sake brands and local sake brands?■

*Hiyaoroshi is a seasonal style of Japanese sake traditionally released in the autumn.

日本酒業界では「ひやおろし」のイベントなどが開催される時期だが、日本酒メーカーの中でも大手に入る日本盛の試飲販売会を本店で開催した。大手メーカーは常に酒を製造しているので春夏秋冬の酒のイメージが無い。

しかし、やはり秋に飲むと雰囲気は違うのかどうか知りたいという思いでの開催。日本盛は1889年(明治22年)創業。現在は日本酒だけでなく、化粧品製造も

行っており、日本酒と同じくらい人気である。今回は、日本酒を5種類用意。宮内庁御用達の「惣花純米吟醸」、ブラインドテイティングで山口県の某人気ブランドに勝ったという噂の「純米大吟醸生酒」、コンビニやスーパーマーケットなどで幅広く扱われている「ジャパンソーダ缶」、淡麗で爽快な味わいの「新鮮生貯」、そして日本盛が代理販売を行っている京都佐々木酒造の「聚楽第純米酒秋あがり」。試飲はチケット制で一杯200円。5枚綴りのチケットを購入してもらい約45mlのお酒を味わうことが出来るようにした。惣花はやはりバランスの良さが売りなだけあつてか、食事と合わせて飲みたいとか、燗にして飲みたいなどの声が上がった。純米大吟醸生酒は、値段とクオリティに皆びっくりで、こんな華やかでリーズナブルな酒が大手メーカーにあるのかと驚いていた。ジャパンソーダ缶は、甘くて炭酸感があって日本酒を飲んでいる感じが無く飲みやすいので飲みすぎてしまうという意見が出た。新鮮生貯は、想像通り町の寿司屋とか天麩羅などで出てくると良いねという感想が多かった。佐々木酒造の聚楽第は、俳優の佐々木蔵之介さんの実家という話で皆驚き、味味的にはスッキリしていて秋の味覚と合わせたいという人が多かった。最近、大手メーカーの酒を扱うイベントを行っているのには理由がある。大手メーカーの酒を飲む人は地酒も飲むのだが、地酒の愛好家は大手メーカーの日本酒を飲まない傾向にあり、地酒愛好家の中には大手メーカーの酒は不味いと思っている人も少なくない。しかしそれは偏見であり、認識不足と言えるだろう。実際、今回のイベントで参加者は皆美味さに感動していた。大手も地酒も同じ日本の国酒であり、同じ日本酒なのである。日本酒造りの技術を向上させているのは大手メーカーであり、地酒銘柄を幾つか支えているのも大手メーカーである。大手メーカーが酒事業を撤退すると地酒も減るのだから大手も地酒も飲むのが日本酒愛好家ではないだろうか。



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Sake Shochu Spirits Institute of America was founded with the purpose to promote further understanding of Japanese sake, shochu and beer in a shared where 500 million people enjoy wine in North America. We strive to increase Japanophiles by furthering understanding of the sake culture through online Japanese sake and shochu colleges and books related to Japanese sake, shochu and beer, etc. Especially sampling parties directly approaches consumers and no doubt contributes to expanding the market. Also, our final purpose is to facilitate communication with sake breweries, sake producers, and distribution companies, etc., to introduce Japanese sake, shochu and beer to American consumers in a way that's easy-to-understand.

Sake Shochu Spirits Institute of America 米国酒焼酎蒸留酒研究所

The Taste of Japanese Sake

Sake aroma is difficult to describe in one phrase. However, focusing one's senses helps to detect the aroma of various plants and food ingredients harmonized together. This issue introduces the below aromas detected in sake.

Herbal and Spice Aromas

Cherry blossom leaves, thyme, lemon balm, clove, licorice, green pepper, cinnamon, mint, juniper berries, caraway, laurel (bay) leaves, estragon, French parsley, vanilla, nutmeg, green tea, rosemary, eucalyptus, Japanese mugwort, ears of rice, matcha, basil, turmeric and ginger.

Fruit Aromas

Lychee, melon, Chinese quince, apple, loquat, pear, banana, white peach, yellow peach, persimmon, muscat, dried fig, muskmelon, Yubari melon, dried banana, akebi, Asian pear (20th Century pear), mango, mangosteen, grape, nectarine, red bayberries, lemon, apricot, pineapple, sudachi, green apple, cherry, raspberry, strawberry, lime, orange, grapefruit, green ume (plum), kiwi, plum and yuzu.

Grain Aromas

Dried ears of rice, glutinous rice flour, freshly-pound mochi, sweet rice flour, adzuki beans, soy beans, rice, Kudzu starch gruel, tofu, soba (buckwheat noodles), bracken-starch dumpling, genmai (brown rice), sakura mochi (rice cake wrapped in preserved cherry leaf), malt, sweet potato, sticky rice, Domyoji (Kansai-style sakura mochi), tofu skin, corn flakes and steamed bread.

Wood Aromas

Green bamboo, bamboo, bamboo leaves, magnolia, new leaves, Japanese cypress, maple, pine needles and pine.

日本酒の味

酒の香りは一言では表せないもの。しかし神経を集中させると、いろいろな植物や食材の香りが共鳴していることに気付くはず。今回は下記の香りを紹介する。

ハーブやスパイスの思わせる香り

桜の葉、タイム、レモンバーム、丁字、甘草、青胡椒、シナモン、ミント、ジュニパーベリー、キャラウェイ、ローリエ (月桂樹の葉)、エストラゴン、セルフィーユ、パニラ、シナモン、ナツメグ、煎茶、ローズマリー、ユーカリ、よもぎ、稲穂、抹茶、バジル、ターメリック、ショウガ。などがある。

果実を思わせる香り

ライチ、メロン、かりん、りんご、ビワ、洋梨、バナナ、白桃、黄桃、柿、マスコット、乾燥いちじく、マスクメロン、夕張メロン、乾燥バナナ、アケビ、20世紀梨、マンゴー、マンゴスチン、ぶどう、ネクタリン、やまもも、レモン、杏、パイナップル、すだち、青りんご、チェリー、ラズベリー、イチゴ、ライム、オレンジ、グレープフルーツ、青梅、キウイ、プラム、ゆず。

穀物を思わせる香り

干した稲穂、上新粉、つきたての餅、白玉、あずき、大豆、米、葛湯、豆腐、そば、わらび餅、玄米、桜餅、麦芽、サツマイモ、もち米、道明寺、湯葉、コンフレックス、蒸しパン。

木を思わせる香り

青竹、竹、笹の葉、ほう葉、新芽、ひのき、松やに、かえで、松の葉、松。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America

The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



Atsushi Ashizawa

Food Service coordinator opening of the first ramen shop in the U.S. in Little Tokyo 1970. Advisor to the ITTO sushi chain in Mexico in 1988. Participated as a director in Chiba Lotte Marines Spring Camp 1995. Awarded a certificate from Russia Academy Hospitality and the city of Saint Petersburg group in 2003. Founded California Roll World in Los Angeles.

The supermarket industry vs. e-commerce: Strategies to generate peak sales

-The history of Little Tokyo: Where Japanese cuisine originated in the U.S.-

スーパーマーケット業界 VS ネット通販 頂上作戦

—日本食レストラン発祥の地 リトル東京の歴史—



The Japanese government is working with the private sector to increase the export value of Japanese agricultural and food products to 5 trillion JPY by 2030. Some of the parties involved are particularly focused on the e-commerce industry. Online shopping services outside of Rakuten in Japan and Amazon in the U.S. do not garner much attention. Japanese food products are typically purchased in Japanese, Asian, and major U.S. grocery chains.

Meanwhile, e-commerce is entering promising markets for the future food industry. This latest development is based on a trust-based relationship built between online retailers and their customers that is not, or cannot, be built by the supermarket industry. Online retailers will no doubt confidently leverage their unique strengths to develop new markets. Consumers save time, expenses, and gain other immeasurable benefits from shopping online.

The history of online shopping started in Little Tokyo, where Japanese food culture originated in the U.S. SENKA International Inc. launched a shipping service to deliver fine U.S. gifts to Japan, and vice versa, also shipping Japanese gifts - such as sake, tea, and sweets - from Japan to the U.S., a service still offered to date.

On the other hand, one competitor, Oritz Gift Service, strategically sell Japanese food products to families in addition to gifts, offering both a wide range and high volume of merchandise - such as food products, fishery products, Japanese and Western sweets, Japanese rice, vegetables, etc. - indicating a major transformation from the conventional business model that specialized in selling and shipping gifts. In August, the e-commerce industry endured a blow upon learning that Overseas Courier Service Co., Ltd. (OCS) had entered the e-commerce market selling food products and 200 household products.

Little Tokyo, where Japanese food culture originated in the U.S., celebrates 55 years in business introducing Japanese food and culture worldwide. Japanese cuisine has since grown to support the Japanese economy. I don't expect major supermarket chains, major convenience store chains like 7-Eleven, the restaurant industry, and major restaurant chains to stand on the sidelines without enacting measures to stay competitive. The battle to expand services and increase consumption had just begun.■

日本政府は2030年を目途に日本産農産物輸出目標を5兆円を掲げ、官民一体となり取り組んでいる。現在一部の関係者が特に注目しているのがネット通販業界だ。通販と言えば、日本では楽天、米国ではアマゾン思い浮かべる程度で気にかけている様子がない。現在日本の食材を買い求めるには、日系、アジア系、米国の大手グロッサリー

チェーンに行って購入しているのが現状だ。そんな中、将来の食品業界の有望な市場に参入してきたネット通販。その背景にあるのは、スーパー業界では対応しない、出来ない顧客との信頼関係、ネット通販ならではの強みに自信を持って参入してくることは間違いない。顧客にとっては買い物時間節約、経費、ネットから受け取るメリットは計り知れない。

通販の歴史は食文化発祥の地、リトル東京だ。1974年センカインターナショナル社が始めた日本向けギフトに米国の名品を、米国向けギフトには日本酒、お茶、和菓子などを取りそろえて発送。それは現在も続いている。一方、同業者のオーリツギフトは贈答品と並行して、和食材の一般家庭向け販売作戦だ。食品、水産物、和洋菓子、日本産米、野菜類、その他品数も豊富で従来のギフト専売から大きな転換が読み取れる。8月業界に衝撃が走った。OCSが食品、日用品200品目を取りそろえ参入した。日本の食文化発祥の地、リトル東京。世界に向かって今年で55年を迎えた。日本の経済を支えるまでに成長した日本食。今後スーパー業界大手セブンイレブン、レストラン業界、大手レストランチェーンなど指をくわえて見ているとは思えない。消費、サービス拡大に向かって仁義なき戦いは始まったばかりだ。

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Sake, Shochu & What's Pouring Next The formats, flavors, and trends shaping Japanese liquors in the U.S.

日本酒・焼酎・そして次なる流れ ～ 米国市場で注目される和酒のスタイル・フレーバー・トレンド～

Mutual Trading's 2025 Japanese Food & Restaurant Expo (JFRE) welcomed more than 4,000 attendees across its two shows in New York on September 20 and Los Angeles on September 25, reaffirming its status as the largest Japanese food and alcoholic beverage trade event outside of Japan. Restaurant operators, chefs, beverage buyers, and suppliers gathered to explore the newest products, connect directly with producers, and discover the trends shaping the future of Japanese dining in the U.S.

In Los Angeles, this year's theme Keiten Aishoku – Honoring Tradition, Embracing Innovation set the stage for an event that balanced heritage with progress. Exhibitors presented a wide spectrum of offerings, from iconic producers with established portfolios to new launches that highlighted innovation and adaptability. The result was a showcase of Japanese liquors that continue to evolve while staying true to their roots.

Sake: From Classics to Cult Favorites

日本酒：定番からカルト的な希少品まで

Sake took center stage with an expansive lineup ranging from household names to rare and collectible bottles. Leading breweries offered their signature Junmai, Ginjo, and Daiginjo selections, giving buyers access to proven sellers that anchor beverage programs across the country. Alongside these core offerings, newer breweries introduced inventive styles—sparkling sake, bottles brewed with black or white koji, and unique yeast strains—demonstrating how innovation continues to energize the category.

New York placed a spotlight on premium and boutique producers, with limited-edition releases and high-end Junmai Daiginjo attracting strong attention. Collectible bottles in striking packaging and artisanal sakes from smaller regions rounded out the presentation, offering operators fresh stories to bring back to their customers. In Los Angeles, established producers presented consistent, trusted portfolios, reassuring operators seeking reliability and volume. Together, the two shows underscored the breadth of sake, spanning tradition, stability, and luxury to discovery, experimentation, and diversity.



Shichiken Yama no
Kasumi Sparkling
region: Yamanashi

Kikusui
Junmai Ginjo
region: Niigata

Kubota Manjyu
Original Yeast
YX Edition
region: Kanagawa

Born Junsui
Junmai Daiginjo
region: Fukui

Takara Hana
Fuji Apple
region:
Berkeley, CA

Hakkaisan
Junmai Daiginjo
region: Niigata

Aratana
Junmai Daiginjo
region: Tochigi

Suigei
Tokubetsu Junmai
region: Kochi

Mutual Trading主催の「2025 Japanese Food & Restaurant Expo (JFRE)」は、9月20日ニューヨーク、9月25日ロサンゼルスで開催され、両会場合わせて4,000名以上が来場しました。日本国外における最大規模の日本食・和酒専門展示会として、その存在感を改めて示しました。来場者は、レストラン経営者、シェフ、飲料バイヤー、サブライヤーなど多岐にわたり、新商品を直接体験し、生産者と交流し、米国市場における日本食の未来を形づくる最新トレンドを探る機会となりました。

ロサンゼルス会場では、今年のテーマ「敬天愛食 — 伝統を敬い、革新を抱く」のもと、伝統と進化を兼ね備えた展示が披露されました。歴史ある蔵元の定番商品から、革新性と適応力を打ち出した新製品まで幅広く揃い、日本の酒類が進化を遂げながらも、そのルーツに忠実であることが示されました。

日本酒は、広く知られた銘柄から希少でコレクターズアイテムとなるボトルまで、幅広いラインナップで注目を集めました。大手酒造メーカーは、看板商品である純米酒、吟醸酒、大吟醸酒を提供し、全国の飲食店の安定的な売上を支える実績ある商品としてバイヤーに強くアピールしました。加えて、スパークリング酒、黒麹・白麹使用の瓶詰め酒、独自酵母株を用いた酒など、独創的なスタイルも登場し、日本酒業界を活気づけるイノベーションの継続を実証しました。

ニューヨーク会場では、プレミアム・ブティック酒蔵が注目され、限定版や高級純米大吟醸に高い関心が寄せられました。印象的なパッケージのコレクター向けのボトルや、地方の小規模醸造所による職人技の酒が会場を彩り、飲食店経営者に顧客へ伝える新たなストーリーを提供しました。一方、ロサンゼルス会場では、老舗メーカーの信頼と供給力を重視したラインナップが安心感をもたらしました。両会場を通じて、「伝統・安定・高級感から、新たな発見・挑戦・多様性まで」、日本酒の幅広さが体现されました。



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From classic breweries to new innovators, JFRE 2025 brought sake and shochu to the forefront of industry conversation.



Yayoi Araroka Shochu
region: Kagoshima



Shirayuri Inui 44 Awamori
region: Okinawa

Shochu: A Showcase of Versatility

焼酎：多彩な可能性

Shochu offerings reflected the category's adaptability, bridging its heritage with new applications. Exhibitors presented a wide range of classic imo, mugi, and kome expressions, underscoring the craftsmanship and regional identity that define shochu. Alongside these, new cocktail-friendly formats and flavored variations highlighted the spirit's flexibility for modern bar and restaurant programs. Shochu at JFRE highlighted both its role as a traditional staple and its versatility as a modern tool for beverage innovation.

焼酎は、伝統と新たな用途を結びつけるカテゴリーとして、その高い適応性を示していました。出展者は、芋・麦・米といった伝統的なタイプを幅広く紹介し、焼酎を特徴づける職人技と地域性を強調しました。さらに、カクテルに適した新しいスタイルやフレーバーバリエーションも披露され、現代のバーやレストランのプログラムにも柔軟に取り入れられる焼酎の魅力を際立たせました。JFREにおける焼酎は、伝統的な定番としての価値と、現代の飲料イノベーションを支える多彩な可能性の両面を浮き彫りにしました。



RTDs: Innovation in a Can

RTD: 缶入り飲料の革新

Ready-to-drink (RTD) beverages have rapidly become one of the most dynamic growth segments in the Japanese beverage portfolio, and JFRE 2025 put them in the spotlight. Exhibitors presented an array of smaller-format and canned products designed for convenience, portability, and fresh consumer appeal.

In Los Angeles, highlights included the Suntory Maru-Hi Sparkling Cocktails, offered in Kiwi and Citrus flavors, as well as Kikumasa's compact 180ml cans. Just recently locking a sponsorship agreement, the newly minted LA Dodgers-branded Hakkaisan Junmai Daiginjo in cans provided a playful, collectible tie-in between sake culture and American baseball. In New York, flavored sake-based RTDs—including yuzu, matcha, and cocktail-inspired expressions—expanded the category's reach. These offerings showed how RTDs can attract younger demographics while adding variety to restaurant and retail programs.

RTD (Ready to Drink) 飲料は、日本の飲料市場において急速に成長しており、JFRE 2025 でも大きな注目を集めました。新しい消費者層に向け、利便性・携帯性・新鮮さを追求した小容量・缶入り製品が多数展示されました。

ロサンゼルスでは、キウイとシトラス風味のサントリー「マルハイスパークリングカクテル」や、菊正宗のコンパクトな180ml缶が登場しました。さらに、ロサンゼルス・ドジャースとのスポンサー契約による「八海山 純米大吟醸 缶Dodgers限定デザイン」が話題を集め、日本酒文化とアメリカ野球を遊び心あふれるコレクターアイテムとして結びつけました。一方、ニューヨークでは、柚子、抹茶、カクテル風のフレーバーを取り入れた日本酒ベースのRTDが注目され、カテゴリーの裾野を広げました。これらの商品は、若年層を惹きつけると同時に、レストランや小売店の品揃えに多様性をもたらす可能性を示しました。



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Ji-Beer: A Taste of Japanese Creativity

地ビール: 日本の創造性を感じさせる味わい

Japanese craft beer stood out for its ability to merge traditional brewing methods with unexpected flavors. Exhibitors showcased brews featuring ingredients such as sansho pepper, miso, and oyster, alongside fruit-driven styles like yuzu, lychee, and peach. These offerings illustrated how Japanese brewers continue to distinguish themselves from their U.S. counterparts through flavor innovation and food-friendly profiles.

In New York, breweries such as Agara and Kyoto highlighted how craft beer can be positioned alongside cuisine, reinforcing marriage with food as a key selling point. Larger brands like Suntory Premium Malts also commanded attention, with interstate buyers expressing enthusiasm for its introduction into new markets. The beer lineup balanced reliable flagship products with the energy of seasonal, regional, and experimental releases.



Agara Mikan Ale
region: Wakayama

Agara Lychee Ale
region: Wakayama

Hyakumangoku Sakura Ale
region: Kanazawa

日本のクラフトビールは、伝統的な醸造法と意外性のあるフレーバーを融合させる独自の創造性で際立っていました。山椒、味噌、牡蠣といったユニークな素材を使ったビールに加え、柚子、ライチ、桃といった果実を主体としたビールも披露されました。これらの製品は、風味の革新性と料理との相性の良さを通じて、日本の醸造家が米国メーカーとの差別化を図り続けていることを示していました。

ニューヨークでは、「Agara」や「Kyoto」といった醸造所が、クラフトビールの位置付けを「料理との組み合わせ」として明確に打ち出し、食との調和を重要なセールスポイントとして強調しました。サントリー「プレミアム・モルツ」のような大手ブランドも注目を集め、州外バイヤーからは新規市場への導入に対する強い関心が寄せられました。ビールのラインナップは、信頼性の高い主力商品と、季節限定・地域限定・実験的な新商品とをバランスよく組み合わせられて構成されていました。

Spirits and Beyond

スピリッツとその先へ

While sake, shochu, RTDs, and beer anchored the category, other offerings added diversity to the liquor lineup. Whisky-based highballs, sparkling sake sorbets, and premium glassware for sake tasting provided unique experiences and expanded the conversation around Japanese drinks. These presentations reinforced the broader theme of innovation while honoring craftsmanship, offering operators new ways to refresh their beverage programs.

Education also played a central role this year. The Sake School of America booth drew in many professionals pursuing deeper knowledge of sake and shochu. More members of the trade are recognizing that advanced training not only elevates service but also drives customer satisfaction and, ultimately, sales growth. By connecting education directly to business value, JFRE underscored how knowledge is becoming just as essential as product selection in shaping the future of Japanese beverages.

日本酒、焼酎、RTD、ビールがカテゴリーの中心を占めました。そのほかの製品もラインナップに多様性を加えました。ウイスキーベースのハイボール、スパークリング日本酒シャーベット、そして日本酒テイスティング用の高級グラスなどがユニークな体験を提供し、日本のお酒に関する議論を広げました。これらのプレゼンテーションは、職人技を尊重しつつ革新を重視するという今回のテーマを際立たせ、飲食店に新たな飲料プログラム刷新の可能性を示しました。

また、教育も今年の重要な柱となりました。Sake School of Americaのブースには、日本酒や焼酎についての知識を深めたい多くの専門家が集まりました。業界関係者の間では、高度なトレーニングはサービスの質を高めるだけでなく、顧客満足度、さらには売上の向上にも直結するとの認識が広がっています。JFREは、和酒の未来を形づくる上で、教育による知識が製品選定と同等に重要であることを改めて示しました。

Formats to Watch

注目すべきフォーマット

Across both coasts, several emerging product and service formats stood out as especially relevant for restaurant and bar operators:

東西両会場を通じて、レストランやバーの運営者にとって特に重要となる新製品・サービスのフォーマットがいくつか明らかになりました。

1 Small-Format & Canned Beverages:

Compact sake and RTDs in cans or 180ml bottles that offer convenience, lower commitment, and consumer appeal.

小容量・缶入り飲料:

缶や180mlボトル入りのコンパクトな日本酒やRTDは、利便性に優れ、気軽に試せるサイズ感で消費者の関心を集めます。

2 Flavored & Sparkling Variations:

Yuzu, matcha, and fruit-driven sake or beer, as well as high-end sparkling sake, providing approachable entry points and premium excitement.



Kiku-Masamune Sparkling Nama
region: Hyogo



Suntory MARU-HI
region: n/a



Nihonsakari SAKARI Yuzu
region: Hyogo



IZUMI Sakepolitan
region: Ontario, Canada

フレーバー&スパークリング酒:

柚子、抹茶、フルーツ系の日本酒やビール、高級スパークリング日本酒は、親しみやすい導入とプレミアム感を同時に提供します。

3 Craft & Experimental Brews:

Ji-beers featuring unique Japanese ingredients such as sansho, miso, and oyster that differentiate from U.S. craft beer.

クラフトビール&実験的醸造:

山椒、味噌、牡蠣など日本独自の原料を用いた地ビールは、アメリカのクラフトビールとの差別化を実現します。



Kimoto Glass Tokyo sake pairing presentation
木本硝子東京 日本酒ペアリングプレゼンテーション



©KaoriSuzuki

4 Glassware & Presentation:

Specialty sake glasses and premium vessels that elevate tasting and create added value in the dining experience.

酒器&プレゼンテーション:

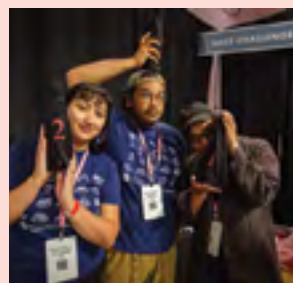
特製の日本酒グラスや高級酒器は、試飲体験を格上げし、食体験に新たな付加価値をもたらします。

5 Interactive Experiences:

Blind tastings, cocktail activations, and educational booths that drive engagement and help operators tell a stronger product story.

インタラクティブ体験:

ブラインドテイスティング、カクテル実演、教育ブースなどを通じて、来場者の参加を促し、より効果的に商品ストーリーを伝えることができます。



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From Niigata to Dodger Stadium: Hakkaisan's Sake Hits a Home Run

新潟からドジャースタジアムへ： 八海山の日本酒が放つホームラン

When a brewery rooted in the snowy mountains of Niigata finds itself pouring sake at one of America's most iconic ballparks, the story transcends a single event. The partnership between Hakkaisan and the Los Angeles Dodgers is not only about a commemorative bottle or a glamorous launch party in Beverly Hills—it signals a new stage for sake in the U.S. market. For restaurants, bars, and beverage buyers, this collaboration illustrates how tradition can enter new channels, and how consumer curiosity for sake is poised to expand beyond Japanese dining.

At the launch party, Hakkaisan's leadership shared their perspectives on what this milestone means for the future of sake.

新潟の雪深い山々に根ざした蔵元が、アメリカを代表する球場で日本酒を振る舞う出来事は、単なるイベントの域を超えています。八海山とロサンゼルス・ドジャースとの提携は、記念ボトルやビバリーヒルズでの華やかなローンチパーティーにとどまらず、米国市場における日本酒の新たなステージの幕開けを告げるものです。レストラン、バー、そして飲料バイヤーにとって、このコラボレーションは、伝統がどのように新たな流通経路へ入り込み、また日本食の枠を超えて日本酒への関心が広がっていくかを示しています。

ローンチパーティーでは、八海山の経営陣が、この画期的な出来事が日本酒の未来にとってどのような意味を持つのか、それぞれの見解を共有しました。

At the launch party, Hakkaisan's leadership shared their perspectives on what this milestone means for the future of sake.

Q: Seeing Niigata sake served at Dodger Stadium, on the other side of the world—what was that moment like?

Nagumo: It is deeply moving. To have Hakkaisan enjoyed at Dodger Stadium represents a proud step toward the goal of making sake a global beverage. Continuing to produce high-quality sake for over a century has allowed the brewery's skills and sensibilities to resonate far beyond Japan.

Q: What impact will this collaboration have on the U.S. market?

Nagumo: The initiative is a significant step in demonstrating new possibilities for sake. In the U.S., sake consumption remains very small—less than 1% of wine consumption, and under 0.2% of total alcohol volume. By introducing sake in sports and entertainment venues, a broader audience can experience it for the first time. This expansion of awareness creates momentum that can carry into restaurants and bars across the country.

The brewing team explained how Hakkaisan's style fits beyond sushi:

Q: Sake is often associated with Japanese dining. How does Hakkaisan

fit into an environment like Dodger Stadium, known for its diverse and casual foods?

Nagumo: The goal has always been to craft a light, balanced sake that complements food. That quality allows it to pair not only with Japanese cuisine, but also with burgers, skewers, BBQ, and fried chicken. In a stadium environment where fans enjoy a wide variety of foods, Hakkaisan integrates naturally into the experience.

Q: What aspect of the brewing philosophy makes Hakkaisan particularly suited to these pairings?

Nagumo: The philosophy is to produce a sake that enhances communication at the table—refreshing, smooth, and

never tiring to drink. This approach creates a food-friendly profile that works across cuisines and occasions.

From the sales side, the message was clear:

Q: From a sales standpoint, what does it mean for Hakkaisan to become the official sake of the Dodgers?

Nagumo: The partnership demonstrates that sake belongs anywhere. It is not limited to Japanese restaurants, but can be enjoyed in stadiums, bars, or restaurants of any cuisine. The Dodgers are known for iconic foods, and the addition of Hakkaisan shows how sake can stand beside them as another classic option.

Q: How should restaurant and bar owners interpret this?

Nagumo: Many restaurant and bar owners may still view sake as niche, but this collaboration proves otherwise. When consumers encounter sake in a mainstream venue like Dodger Stadium, they become more open to ordering it elsewhere. This creates opportunity for restaurants to feature sake with confidence, knowing curiosity is growing.

The Dodgers organization itself echoed this view, noting that Japanese players have long been central to the team's identity and cultural connections. Introducing sake, they said, was a way to celebrate that heritage while giving fans a new experience. "Dodger Stadium is known for iconic foods," one representative remarked. "Hakkaisan brings another classic—balanced, food-friendly, and well-suited to the fan experience."

From Niigata's snowy mountains to Los Angeles' summer nights, Hakkaisan's journey demonstrates how tradition can thrive when it enters new spaces. For the foodservice industry, the lesson is clear: sake is ready to move beyond its traditional confines. Restaurants and bars that embrace this momentum can position themselves at the forefront of a growing category—bringing sake to more tables, pairing it with more cuisines, and tapping into a growing wave of consumer curiosity.



from left:
Hakkaisan Dodgers Special Edition CAN Junmai Daiginjo, Niigata 180ml #36324
Hakkaisan Dodgers Special Edition Junmai Daiginjo, Niigata 720ml #49666



from left: Timothy Sullivan, Brand ambassador for Hakkaisan Sake / Masato Nagumo, President & CEO of Hakkaisan Brewery Co., Ltd. 左から: ティモシー・サリバン氏 八海山 ブランドアンバサダー / 南雲 真仁 (なぐも まさと) 氏 八海醸造株式会社 代表取締役社長





南雲 真仁社長は、その意義を次のように語ります。

Q：地球の反対側にあるドジャースタジアムで新潟の日本酒が提供される瞬間を、どのように感じましたか？

南雲社長：とても感慨深い気持ちです。ドジャースタジアムで八海山が楽しめることは、“日本酒を世界飲料へ”という目標に向けた誇らしい一歩です。1世紀以上にわたり高品質な日本酒を造り続けてきたことで、蔵元の技術と感性は日本の枠を超えて、広く世界に受け入れられています。

Q：このコラボレーションは米国市場にどのような影響を与えるでしょうか？

南雲社長：今回の取り組みは、日本酒の新たな可能性を示す大きな一歩です。米国における日本酒消費量は依然として少なく、ワイン消費量の1%未満、アルコール飲料全体の0.2%以下にとどまっています。スポーツやエンターテインメントの場で日本酒を紹介することで、より幅広い層に初めて日本酒を体験していただけます。こうした認知度の拡大は、全米のレストランやバーへの波及効果を生み出すことを期待しております。

また、醸造チームは八海山のスタイルが寿司以外の料理にも合う理由を説明しました。

Q：日本酒はしばしば日本食と結びつけられます。多様なカジュアルフードで知られるドジャースタジアムのような環境で、八海山はどのように溶け込むのでしょうか？

南雲社長：私たちが常に目指してきたのは、料理を引き立てる軽やかでバランスの取れた日本酒を造ることです。その特性により、八海山は和食だけでなく、ハンバーガー、串焼き、バーベキュー、フライドチキンなどとも相性が良いのです。スタジアムという多彩な料理が楽しめる環境においても、八海山は自然に溶け込んでいくと考えています。

Q：八海山の醸造哲学のどのような点が、これらのペアリングに特に適しているのでしょうか？

南雲社長：食卓での会話を盛り上げる、爽やかで滑らか、そして飲み飽きしない日本酒を造ることです。このアプローチこそが、さまざまな料理やシーンに寄り添う「食中酒」としての特性を生み出しています。

販売面からのメッセージは明確でした。

Q：販売面から見て、八海山がドジャースの公式日本酒となることは何を意味しますか？

南雲社長：この提携は、日本酒があらゆる場所に適することを示しています。日本食レストランに限らず、スタジアム、バー、さらには多様な料理を提供するレストランでも楽しむことができます。ドジャースは象徴的な食文化で知られており、八海山が加わることで、日本酒がそれらと並ぶもう一つ定番の選択肢となります。

Q：飲食店経営者はこれをどのように解釈すべきでしょうか？

南雲社長：多くの飲食店経営者は、日本酒を依然としてニッチな存在と捉えているかもしれませんが、今回のコラボレーションはその認識を覆すものです。ドジャースタジアムのような公の場で日本酒に出会うことで、消費者は他の場所でも日本酒を注文したいという意欲が高まります。これは、日本酒への関心が高まっている状況を踏まえ、飲食店が自信を持って日本酒を提供する大きな機会となります。

ドジャース球団もこの見解に賛同し、日本人選手が長年にわたりチームのアイデンティティと文化的な繋がりの中心であったと指摘しました。日本酒の導入は、その伝統を称えると同時に、ファンに新たな体験を提供する手段だとしています。ある関係者は「八海山は新たな定番をもたらします——バランスが取れ、料理に合い、ファンの体験にもびつたりです」と述べました。

新潟の雪山からロサンゼルス夏の夜へ、八海山の旅路は、伝統が新たな領域に進出することでいかに繁栄し得るかを示しています。外食産業にとっての教訓は明白です。日本酒は、従来の枠を超えようとしています。この勢いを受け入れる飲食店は、成長分野の最前線に立つことができるのです。より多くのテーブルに日本酒を届け、より多彩な料理と組み合わせることで、高まる消費者の好奇心の波を捉えることができます。



Key Insights for Restaurants & Bars

- **Mainstream Momentum:** The Dodgers partnership highlights how sake can move beyond niche placement into high-volume, mainstream settings, where first-time trial leads to future demand.
- **Menu Versatility:** Sake can be positioned as a flexible pairing option, suitable for menus that feature comfort foods and casual American staples in addition to Japanese dishes.
- **Brand Value:** Carrying a brand associated with high-profile collaborations signals trend awareness and provides restaurants with a conversation-starter that can drive beverage sales.

飲食店向けの重要なインサイト

- **主流化の流れ：**ドジャースとの提携は、日本酒がニッチな位置付けから脱却し、大規模で主流店舗へ進出できることを示しています。初めての試飲が将来の需要につながります。
- **メニューの多様性：**日本酒は柔軟なペアリング選択肢として位置付けられ、和食に限らず、家庭料理やカジュアルなアメリカンスタイルの定番メニューにも適しています。
- **ブランド価値：**著名なコラボレーションと関連のあるブランドを持つことは、トレンドへの感度を示すだけでなく、飲食店での会話のきっかけとなり、飲料売上を後押しします。



International Wine Challenge 2025 announced the “Champion Sake” Award winner, the highest recognition awarded in the Sake Category

インターナショナル・ワイン・チャレンジ 2025のSAKE部門における最高賞「チャンピオン・サケ」発表

The “International Wine Challenge (IWC)” global award ceremony was held in London on September 9. “Champion Sake,” the highest recognition awarded in the Sake Category, was awarded to “Shichiken Hakushu Junmai Daiginjo” by Yamanashi Meiji Co., Ltd.

The Sake Category of the 19th annual International Wine Challenge (IWC) 2025 received 1,476 entries from 387 sake breweries in five nations. From the 1,476 sake entries, Gold Prize and Trophy winners are selected in each category, from which winners are re-evaluated to select the winner of “Champion Sake,” the highest recognition awarded in the Sake Category.

Also, sake entries with a domestic retail price below 1,500 JPY (excluding taxes) with high cost performance – production volume of over 100,000 720 ml bottles - are recognized with the “Great Value Sake” Award, from which only one entry is awarded the “Great Value Champion Sake.” In addition, sake breweries with multiple entries that each scored high are recognized as the “Sake Brewer of the Year.”

Furthermore, since 2024, prefectures that produced multiple breweries with a high comprehensive score are recognized as the “Sake Prefecture of the Year.” The results for each category are listed as follows.

	Champion Sake Shichiken Hakushu Junmai Daiginjo Yamanashi Meiji Co., Ltd. (Yamanashi prefecture)
	Great Value Champion Sake Hanaakita Hokushika Co., Ltd. (Akita prefecture)
	Sake Brewer of the Year Niizawa Sake Brewery Co., Ltd (Miyagi prefecture)
	Sake Prefecture of the Year Miyagi prefecture

“Shichiken Hakushu Junmai Daiginjo,” winner of the Champion Sake, was described by judge as “Delicate, pure, full-bodied flavor balanced with a subtle sweet rice flavor with fragrances of white peach or underground spring water.”

Tsushima Kitahara, CEO of Yamanashi Meiji Co., Ltd., winner of the “Champion Sake” – the highest recognition awarded in the Sake Category – commented on his joyous recognition. “I’m ecstatic and deeply moved to receive this recognition. Our next challenge is to familiarize Japanese sake to be served with various world cuisines alongside wine in restaurants worldwide. I will continue to devote myself to ensure we achieve this next step.”

“Hanaakita” by Hokushika Co., Ltd. (Akita prefecture) was awarded the “Great Value Champion Sake” for its superior cost performance. “Sake Brewer of the Year,” an award that recognizes sake breweries with multiple entries that each scored high, was awarded to Niizawa Sake Brewery Co., Ltd. (Miyazaki prefecture) for the fourth consecutive year since 2022. A total of 19 sake entries by Niizawa Sake Brewery garnered Gold Awards in IWC 2025. Also, Miyazaki prefecture was awarded “Sake Prefecture of the Year” that recognizes prefectures that produced multiple breweries with a high comprehensive score.■



Champion Sake / Shichiken Hakushu Junmai Daiginjo



Tsushima Kitahara, CEO of Yamanashi Meiji Co., Ltd. (second from the right)



Sake Brewer of the Year / Niizawa Sake Brewery Co., Ltd


世界的なワイン品評会の「インターナショナル・ワイン・チャレンジ (IWC)」の授賞式が9月9日にロンドンで開かれ、日本酒部門の最高賞にあたる“チャンピオン・サケ”が発表され、山梨県の山梨銘醸が手がける「七賢 白心純米大吟醸」が選ばれた。

2025年で19回目を迎えるインターナショナル・ワイン・チャレンジの日本酒部門には、5カ国387の酒蔵から1476銘柄が出品された。この“チャンピオン・サケ”は、IWCのSAKE部門に出品された約1,476点もの出品酒のなかで、まず各カテゴリーで金賞・トロフィー賞が選ばれ、それらをさらに審査員が再審査して頂点を決定する方式で授与される最高峰の栄誉。


また、日本での小売価格が四合瓶換算で1,500円(税抜)以下、かつ生産量が四合瓶換算で10万本以上という優れたコストパフォーマンスを持った出品酒に与えられる賞が「グレート・バリュー・サケ」。その中の1点が「グレートバリュー・チャンピオン・サケ」に選出さ

れた。加えて、エントリーした複数の出品酒すべてが高い評価を得た酒蔵は「サケ・ブリュワー・オブ・ザ・イヤー」として表彰された。


さらに2024年からは、エントリーした複数の酒蔵が優れた総合成績を収めた都道府県に対して「サケ・プリフェクチュア・オブ・ザ・イヤー」が授与された。各部門の審査結果は以下の通り。




チャンピオン・サケ
七賢 白心 純米大吟醸
山梨銘醸株式会社 (山梨県)



グレートバリュー・チャンピオン・サケ
華秋田
株式会社北鹿 (秋田県)

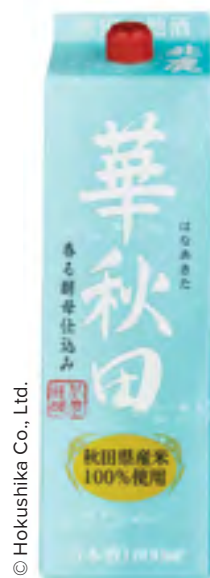


サケ・ブリュワー・オブ・ザ・イヤー
株式会社新澤醸造店
(宮城県)



サケ・プリフェクチュア・オブ・ザ・イヤー
宮城県

チャンピオン・サケに選ばれた「七賢 白心 純米大吟醸」について審査員からは「繊細で純粋さを感じさせる風味、白桃や伏流水のような香りがあり、柔らかな米の甘みとバランスがある反面、重厚な味わい」といった評価が聞かれた。最高賞の「チャンピオン・サケ」に選ばれた山梨銘



醸の北原対馬氏は、「ちょっと感極まります。嬉しです。日本酒がワイン並みに世界の料理、世界のダイニングの世界に入り込んでいく、それが我々がやっていかなければならない次のハードルではないか。これからの酒造りにも活かせるよう精進して行きたい」と受賞の喜びを語った。優れたコストパフォーマンスを示す「グレート・バリュー・チャンピオン・サケ」には、秋田県の北鹿による「華秋田」が選ばれ、総合的な評価で最も優れた蔵元に贈られる「ブリュワー・オブ・ザ・イヤー」は、宮城県の新澤醸造店が2022年から4年連続で受賞するという快挙を成し遂げた。2025年のIWCで新澤醸造店は、なんと合計19点銘柄の出品酒が金賞を獲得している。

また、複数の蔵元が高評価を得た都道府県が対象となる「プリフェクチャー・オブ・ザ・イヤー」には宮城県が輝いた。

NEWS / TRENDS

Text courtesy from National Restaurant Association

How to protect cybersecurity at your restaurant レストランにおけるサイバーセキュリティ対策の方法

To better protect businesses and customers from cyber threats, utilizing technical safeguards such as firewalls, encryption, and multi-factor authentication can prevent hacker intrusions and minimize damage in the event of a breach. October is National Cybersecurity Month, and the National Restaurant Association is aiming to educate everyone about online threats and promote tech-based best practices to protect your business. Our goal is to reduce risks and enhance cyber safety and ensure that restaurants and their employees are trained to recognize and respond to potential cyberattacks. Being prepared could minimize the impact of such an event and prevent cyber criminals from gaining access to sensitive information that could hurt your business and your customers.

3 tips to start with
Where can you start?
Here are three tips:

1. Implement strong cybersecurity practices, like training staff to handle phishing and data.
2. Secure your networks, and use strong passwords and multi-factor authentication on all accounts.



3. Regularly update your software and implement PCI compliant secure payment processing, encrypt your sensitive data, and regularly back up data to a secure offsite location.

When training your employees, make sure you focus on showing them how to effectively manage cybersecurity threats. They should know how to recognize phishing emails, suspicious calls, and malware threats. Also, limit access to sensitive information and

systems based on job roles to prevent unauthorized access. Be sure to review access permissions periodically and update user access levels—especially when your employees change roles or leave the company.

Employing technical safeguards

Using technical safeguards, such as firewalls, encryption, multi-factor authentication, and other controls, can help prevent hackers from getting

in and limit damage if they do, like protect sensitive data from being stolen or altered. The following safeguards can reduce the chance of costly breaches and keep your business running smoothly:

Use strong passwords and MFA:

Enforce strong, unique passwords for all accounts and enable multi-factor authentication (MFA) for an extra layer of security

Secure your Wi-Fi:

Separate your guest and internal Wi-Fi networks and use strong encryption (like WPA3) for both

Keep software updated:

Regularly update all software, firmware, and security patches on your systems to close vulnerabilities

Install firewalls and antivirus software:

Deploy firewalls and antivirus software to defend against malware and other threats

Encrypt sensitive data:

Encrypt customer payment information and other sensitive data to render it unreadable if stolen

Regularly back up data:

Schedule automatic backups of critical data and store them offsite or in secure cloud storage to protect against ransomware attacks.

Vendor and system management

Vendors and technology systems are often the hidden gateways into a restaurant business's data. Point-of-sale terminals, delivery platforms, loyalty apps, payment processors, and even HVAC systems, may be managed by outside providers. If those vendors have weak security or outdated software, cybercriminals can exploit them to access your customer payment data or business information. Proactive vendor and system management—screening suppliers for security practices, enforcing contractual security standards, patching and updating systems, and revoking unused access—closes those gaps. Doing this protects cardholder data, keeps operations running, and helps maintain customer trust and regulatory compliance. Here are some protective measures to employ:

Vet third-party vendors:

Ensure your vendors or third-party services follow industry-standard security practices

Secure POS systems:

Regularly update and secure your point-of-sale (POS) terminals to prevent data skimming and malware infections

Monitor for suspicious activity:

Use security tools to monitor your systems for unusual activity that could indicate a cyberattack

Create an incident response plan

By creating a cybersecurity incident response plan, you give your restaurant a playbook to use if or when something goes wrong. Even with good security, breaches, ransomware, or payment-card skimming can still occur. Without a plan, every minute of confusion increases damage, costs, and loss of customer trust. Having a written, tested plan means your staff knows exactly who to call, what to do, how to contain the problem, how to notify customers or regulators, and how to restore systems quickly. This minimizes downtime, limits financial loss, keeps you compliant with payment-card and privacy rules, and shows customers that you take their data seriously.■

ビジネスと顧客をサイバー被害からより安全に守るのに役立つ方法は、ファイアウォール、暗号化、多要素認証などの技術的保護手段を活用することで、ハッカーの侵入を防止し、万一侵入された場合の被害を最小限に抑えることができる。10月は全米サイバーセキュリティ月間で、全米レストラン協会は、オンライン上の脅威について広く啓発し、事業を守るための技術に基づくベストプラクティスの普及を目指している。全米レストラン協会の目標は、リスクを軽減しサイバーセキュリティを強化すること、そして飲食店とその従業員が潜在的なサイバー攻撃を認識し対応できるよう訓練を受けることを確実にすること。事前の準備により、こうした事象の影響を最小限に抑え、サイバー犯罪者が貴社や顧客に損害を与える可能性のある機密情報にアクセスするのを防ぐことが出来る。

始めるための3つのヒント

どこから始めればいいのか？

3つのヒントをご紹介します：

1. 強力なサイバーセキュリティ対策を実施する（例：フィッシングやデータ漏洩への対応訓練を従業員に実施）。
2. ネットワークを保護し、全てのアカウントで強固なパスワードと多要素認証を使用する。
3. ソフトウェアを定期的に更新し、PCI準拠の安全な決済処理を導入する。機密データを暗号化し、データを安全なオフサイト場所に定期的にバックアップする。

従業員を訓練する際は、サイバーセキュリティ脅威を効果的に管理する方法を重点的に指導する。フィッシングメール、不審な電話、マルウェア脅威を識別する方法を習得させる必要があり、また、職務役割に基づいて機密情報やシステムへのアクセスを制限し、不正アクセスを防止する。アクセス権限は定期的に見直し、特に従業員の職務変更や退職時にはユーザーアクセスレベルを更新することが重要。

技術的保護手段を採用する

ファイアウォール、暗号化、多要素認証などの技術的対策やその他の制御手段を活用することで、ハッカーの侵入を防止し、万一侵入された場合の被害を最小限に抑えられる。例えば、機密データの盗難や改ざんを防ぐことが可能で、以下の対策により、高額な損害を伴う侵害の発生確率を低減し、ビジネスの円滑な運営を維持が可能。

強力なパスワードと

多要素認証（MFA）の使用：

すべてのアカウントで強力かつ固有の



パスワードを強制し、追加のセキュリティ層として多要素認証（MFA）を有効にする。

Wi-Fiを保護する：

ゲスト用と内部用のWi-Fiネットワークを分離し、双方に強力な暗号化（WPA3など）を使用してWi-Fiを保護する。

ソフトウェアの更新を継続する：

システムのすべてのソフトウェア、ファームウェア、セキュリティパッチを定期的に更新し脆弱性を解消する。

ファイアウォールとアンチウイルスソフトウェアを導入する：

ファイアウォールとアンチウイルスソフトウェアを導入し、マルウェアやその他の脅威から防御する。

機密データの暗号化：

顧客の支払い情報その他の機密データを暗号化し、万一盗難に遭っても判読不能とする。

データを定期的にバックアップする：

重要なデータの自動バックアップをスケジュールし、オフサイトまたは安全なクラウドストレージに保存して、ランサムウェア攻撃から保護する。

ベンダーとシステム管理

ベンダーや技術システムは、飲食店事業のデータへの隠れた侵入経路となることが少なくない。POS端末、デリバリープラットフォーム、ロイヤルティアプリ、決済処理業者、さらには空調システムでさえ、外部プロバイダーによって管理されている場合がある。これらのベンダーのセキュリティ対策が不十分だったり、ソフトウェアが古かったりすると、サイバー犯罪者がそれらを悪用して顧客の決済データや事業情報にアクセスする可能性がある。ベンダーとシステムの積極的な管理——セキュリティ対策の実践状

況に基づくサプライヤーの審査、契約上のセキュリティ基準の徹底、システムのパッチ適用と更新、未使用アクセス権の撤回——によってこれらの隙間を塞ぐ事が出来る。これによりカード会員データを保護し、業務を継続させ、顧客の信頼と規制順守を維持できる。実施すべき保護策を示すと：

ベンダーやサードパーティサービスの審査：

ベンダーまたはサードパーティサービスが業界標準のセキュリティ対策を実施していることを確認する。

安全なPOSシステム：

データスキミングやマルウェア感染を防ぐため、販売時点情報管理（POS）端末を定期的に更新し、セキュリティ対策を講じる。

不審な活動を監視する：

セキュリティツールを使用して、サイバー攻撃を示す可能性のある異常な活動をシステムで監視する。

インシデント対応計画の作成

サイバーセキュリティインシデント対応計画を作成することで、レストランは問題発生時に活用できる行動指針を手に入れることになる。優れたセキュリティ対策を施していても、情報漏洩、ランサムウェア、決済カードスキミングは依然として発生する可能性がある。計画がない場合、混乱が続き、コスト、顧客への信頼喪失が増大する。文書化されテスト済みの計画があれば、スタッフは誰に連絡すべきか、何をすべきか、問題をどう封じ込めるか、顧客や規制当局にどう通知するか、システムを迅速に復旧する方法を正確に把握することが出来る。これによりダウンタイムを最小限に抑え、財務的損失を制限し、支払いカードやプライバシー規則への準拠を維持し、顧客のデータ保護を真剣に考えていることを示すことが出来る。



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Prime Minister Shigeru Ishiba delivering remarks at the reception



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Japanese government officials and chefs



© Cabinet Public Affairs Office Secretariat

"Scallops, yellowtail (buri), and salmon roe served as an appetizer"



© Cabinet Public Affairs Office Secretariat

A "Taste of Japan: A Culinary Journey" Showcases Japanese Cuisine in New York During UN High-level Week

日本産食材プロモーション 国連総会に合わせニューヨークで開催

In conjunction with the High-level Week of the United Nations General Assembly, a reception titled "Taste of Japan: A Culinary Journey" was held on September 23 at a restaurant in Midtown East, New York City. The event was organized by the Government of Japan—specifically the Ministry of Agriculture, Forestry and Fisheries (MAFF), the Japan External Trade Organization (JETRO), and the Japan Food Product Overseas Promotion Center (JFOODO).

Approximately 150 guests, including food industry professionals and U.S. government officials, attended the reception, which served as an opportunity to showcase and promote the appeal of Japanese cuisine and food products to a wider audience.

Prime Minister Shigeru Ishiba and Parliamentary Vice-Minister for

Agriculture, Forestry and Fisheries Sachiko Yamamoto also attended the reception. In his remarks, Prime Minister Ishiba highlighted the diversity and richness of Japanese ingredients and their growing popularity in the United States. He emphasized the need for agricultural policy reforms, including the revitalization of farmland and increased rice production.

Notably, he set forth an ambitious goal to increase the number of Japanese-style rice ball (onigiri) shops worldwide tenfold, underlining his commitment to bringing joy and happiness to people around the world through Japanese food products.

At the reception, renowned chefs based in New York showcased creative dishes using representative Japanese export ingredients, including Hokkaido scallops, yellowtail (buri), and Wagyu beef. Participating chefs included

Chef Emma Bengtsson, Chef Shuichi Kotani, owner of the soba restaurant Uzuki and Japanese Cuisine Goodwill Ambassadors, and Executive Chef Hiroki Odo of the kaiseki restaurant Odo, also a Japanese Cuisine Goodwill Ambassadors.

The event also featured Japanese sake, with pairings designed to highlight and promote the rich traditions and flavors of Japanese cuisine to the attendees.■

◆ ◆ ◆

国連総会（ハイレベルウィーク）に合わせて9月23日、ニューヨーク市ミッドタウン・イーストのレストランで、日本政府（農林水産省、JETRO、日本食品海外プロモーションセンター）が主催するレセプション「Taste of Japan: A Culinary Journey」が開催された。レセプションには約150名の

食品業界関係者、米国政府関係者などが参加し、日本食・日本産食材の魅力を広く発信する場となった。

石破 茂内閣総理大臣および山本佐知子農林水産大臣政務官も出席し、石破総理は挨拶で、日本食材の多様性と風味の豊かさ、米国での人気を引き合いに出しつつ、農地復活や米の増産など農政転換の必要性を語った。特に「世界のおにぎり屋を10倍に増やす」という目標も示し、日本産食材を通じて世界の人々に幸せを届けたいという意欲を強調した。

レセプションでは、ニューヨークで活躍するエマ・ベントソン料理長、蕎麦店「Uzuki」オーナーで日本食普及親善大使の小谷修一シェフ、日本食普及親善大使で懷石料理店「Odo」の大堂浩樹シェフらが、日本の代表的輸出食材である北海道産ホタテ、ブリ、和牛などを素材に取り入れた創作メニューを提供した。また、会場では日本酒も振る舞われ、日本食の豊かな伝統と味わいを引き立てるペアリングも提案した。



from right:
Naoko Kamitani, Deputy Consul General, Consulate General of Japan in Los Angeles
Masatoshi Ohata, President of Mutual Trading Co., Ltd.
Akira Kajita, Executive Director of JETRO of Los Angeles
Shinji Kugita, President of the Japanese Restaurant Association of America



Mutual Trading Co., Inc. held the “Japanese Food & Restaurant Expo” -Keiten Aishoku, Honoring Tradition, Embracing Innovation: Expanding the Boundaries of Washoku-

共同貿易「日本食&レストランエキスポ」開催
—敬天愛食、時代に合わせた価値で広がる食の可能性—

“Japanese cuisine” was recently registered by UNESCO as an intangible cultural heritage. A survey that compares Japanese cuisine to other world cuisines such as French and Chinese cuisines previously recognized French, Italian, and Chinese cuisine as the most popular cuisines worldwide now recognize Japanese, Italian, and French cuisines as the most popular cuisines worldwide. Although there was a time when fusion cuisine that incorporates Japanese culinary elements was popular, Japanese cuisine is no doubt increasingly popular in the U.S.

Mutual Trading Company operates under the company motto, “Bringing The Flavors of Japan to The People of the World,” based on this long-established advantage and developed the market based on the conviction, “Japanese cuisine has endless possibility,” to expand in the market for Japanese cuisine. Mutual Trading Company held the 34th “Japanese Food & Restaurant Expo” at the Pasadena Convention Center in Pasadena, California on September 25.

Japanese food manufacturers, importers, wholesalers, grocery store owners, restaurant chefs and owners, etc., attended the “Japanese Food & Restaurant Expo,” the largest business-to-business (B2B) restaurant tradeshow

held by a single Japanese food wholesaler in the U.S. market. Also, this events are held every year in New York, Los Angeles and in Honolulu.

The theme this time “balance”. To preserve the traditions of washoku while embracing innovation and further expanding its appeal. The growth of RTD and small-format sake this spirit-modern expressions that honor centuries-old brewing tradition while adapting to today’s lifestyle trends. Washoku is more than cuisine—it is harmony, hospitality, and cultural connection. In today’s climate, integrity and forward-thinking practices are essential for ensuring Japanese food culture not only endures but continues to inspire future generations.

Masatoshi Ohata, President of Mutual Trading Co., Ltd., commented, “This expo has now reached its 34th edition, with participation from 128



companies this year. I would like to express my heartfelt gratitude to all of you for your continued support. Thankfully, the number of participants has grown each year; however, as it has become increasingly difficult to conduct in-depth business discussions, we have decided to focus not on the number of visitors but on creating an environment conducive to meaningful meetings. Therefore, this time, we have limited invitations to two representatives per store.”

Ohata commented further on the Japanese restaurant industry: “The demand for Japanese food products in the market is expanding. However, I’m concerned that the impact of the Trump tariffs on prices could lead to a decline in consumer interest. Still, I believe the market will continue to grow in the medium to long term. While most food products are subject to a 15% tariff, stainless steel items face an additional 50% tariff, which, if reflected in prices, would make them considerably more expensive—so I expect there will be some impact,”

Inside the venue, a showroom exhibited restaurant appliances sold by Mutual Trading, the popular annual Ceramic Fair, and a booth by premiere knifemaker Aoki-Hamono Seisakusho Co., Ltd., representative

of Japan; while food booths exhibited semi-processed and easy to prepare food and soup products, condiments, noodles, Miyazaki Wagyu Beef, frozen food products, gluten-free tofu, and fresh fish frozen at -60 degrees Celsius, etc. In the alcoholic beverage hall, exhibitors from Japan included sake breweries expanding into the U.S. market, who displayed over 100 alcoholic beverage selections that included Junmai Daiginjo, Ginjo, Junmai, Barley Shochu, Sweet Potato Shochu, Buckwheat Shochu, beer, and premium wine from Japan, and distributed samples.

Naoko Kamitani, Deputy Consul General, Consulate General of Japan in Los Angeles, shared her aspirations: “I was newly assigned to Los Angeles, and this was my first time attending an event related to Japanese cuisine. I felt the energy of the participants eager to further expand their businesses in this region. As the Consulate General of Japan in Los Angeles, we also aim to actively promote Japanese cuisine as a hub for its promotion, and we hope to work together with both the public and private sectors to further its spread.”

Akira Kajita, Executive Director of Japan External Trade Organization (JETRO) of Los Angeles, shared his

aspirations: “The Japanese government had set a goal to increase the export value of Japanese agricultural, forestry, fishery and food products to 2 trillion JPY by 2025, and 5 trillion JPY by 2030. The current export value of these products is 1.5 trillion JPY, so the set target is high. However, the Japanese government is working with local governments and Japanese food entrepreneurs to exceed these goals. The Japan Food Export Platform was launched with Mutual Trading fulfilling important roles as a council member, for which we are grateful. The export value of Japanese agricultural, forestry, fishery and food products from Japan to the U.S. reached 242.9 billion JPY in 2024. This year, the export value from January to June reached 141.0 billion JPY, an increase of 22.0% compared to the same month of the previous year. By nation, export sales from Japan to the U.S. exceeded Hong Kong and China. We continue to support Mutual Trading lead the expansion of Japanese food products.”

With the motto, “Bringing the flavors of Japan to the People of the World,” Mutual Trading expands Japanese cuisine with the conviction that “Japan has endless possibility to expand” in an effort to develop the market in the future.■

「和食」

がユネスコの無形文化遺産に登録されたことも記憶に新しいが、日本食全般がフランス料理や中国料理などの他国の食文化と比較した調査では、以前はフレンチ、イタリアン、中華、と認知されていたが、現在では日本食、イタリアン、フレンチという結果で日本食の価値が認められたと言っても過言ではない。日本食の要素を取り入れたフュージョン料理がもてはやされていた時期もあったが、今や米国では日本食の地位が大変な勢いで向上しているのはまぎれもない事実である。共同貿易はこの礎を長年に渡り構築してきた。『日本の味を世界の人々に』をモットーに日本食市場の拡大に「日本食は無限に広がる可能性を持っている」を信念に市場を開拓して来た共同貿易は、9月25日カリフォルニア州パサデナ市のパサデナ・コンベンションセンターにおいて、34回目となる「日本食&レストランエキスポ」を開催した。

「日本食&レストランエキスポ」は、日本食メーカー、輸入業者、ホールセラー、グロッサリー、レストランのシェフ、オーナーなどが一堂に会し、米国内で行われている日系食料品卸売会社単体で開催するB to Bのレストランショーとしては全米最大規模を誇る。また、ニューヨーク、ロサンゼルス、ホノルルで開催されており、日本食文化の発展と普及を支える重要なイベントとして定着している。

今回のテーマは「調和」。和食の伝統を守りながらも革新を受け入れ、その魅



力をさらに広げること。RTD (ready to drink) や小容量日本酒の成長は、その精神を体現するもので、何世紀にもわたる醸造の伝統を尊重しつつ、現代のライフスタイルに適應した現代的な表現。和食は単なる料理ではなく、調和・おもてなし・文化的なつながりを意味する。今日の社会において、日本食文化が存続するだけでなく、次世代へとインスピレーションを与え続けるためには、誠実さと先見性のある取り組みが不可欠であると共同貿易は主張している。

共同貿易大畑正敏社長は、「このエキスポも34回を迎えることが出来き、今回も128社の参加があり、皆様のご参加に心より感謝申し上げます。ありがたいことに年々参加者が増えたのですが、密に商談するのが難しくなって来たこともあり、来場者の数を追うのではなく、きちんと商談していただけるように、今回は1店舗あたり2名様のご招待

にさせていただきました。」と語る。

また、レストラン業界について、「日本食関連は市場からの需要は拡大しています。ただトランプ関税の問題で価格に及ぼす影響も大きいので、消費者離れが進むのではないかと憂慮していますが、中長期的には成長し続けていくと思います。食品全般は15%の関税ですが、ステンレス製品などはさらに50%の関税がかかるので、それを価格に転嫁するとかなり割高になるので影響は出るだろうと思います。」と続けた。

会場内には、共同貿易の扱うレストラン什器を展示したショールーム、毎年人気の和食器販売会場、日本を代表する包丁メーカー堺刃物ブース、食品ブースに並ぶ製品はレストランで簡単に調理が出来る半加工品食品やスープ、調味料、麺類、宮崎和牛、冷凍食品、グルテンフリーの豆腐や、摂氏マイナス60度の超低温冷凍保存の鮮魚などのブースが並ん

だ。アルコール飲料会場には日本から参加した蔵元を含め米国に進出している酒蔵が純米大吟醸、吟醸酒、純米酒、麦焼酎、芋焼酎、蕎麦焼酎、ビール、日本産プレミアムワインなど100種類以上を紹介し試飲を行った。

先日着任した在日本国ロサンゼルス総領事館 神谷直子首席領事は、「ロサンゼルスに着任して、この様な日本食に関するイベントに初めて参加した。参加された方がこの地でもっとビジネスを広げて行くというエネルギーを感じた。ロサンゼルス領事館としても日本食の推進地として、更なる普及に向けて積極的にプロモーション活動を行い官民一体となり取り組んで行きたいと考えている。」と期待を語る。

ジェトロ・ロサンゼルス 梶田 朗所長は「日本政府が目標として掲げている農林水産物・食品の輸出額の2025年の目

標額が2兆円、2030年には5兆円を掲げている。現在は1.5兆円くらいなのでハードルは高いが、これを乗り越えることを目標に日本政府、地方自治体、日本食関連の事業者と日本食の普及に励んでいるところ。また、共同貿易には輸出支援プラットフォームの協議会メンバーとして重要な役割をしてもらい感謝している。日本から米国への農林水産物・食品の輸出が2024年度が2429億円、今年の1月から6月までが1410億円で前年同月比の22.0%増ということで、国別だと日本から米国への輸出高は香港、中国を抜いてトップ。今後も共同貿易が牽引して日本食の拡大をしていく事を願っている。」と期待を寄せる。

共同貿易は、『日本の味を世界の人々に』をモットーに日本食市場の拡大に「日本食は無限に広がる可能性を持っている」を信念に今後も市場を開拓して行くだろう。

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お問い合わせ：Japanese Restaurant Academy

(213) 680-0011 restaurantacademy@alljapannews.com

練習問題

- 1 次のうち、食を扱う場所で微生物の蔓延を防ぐために最も重要なことは何か?
- a) 食べ物を扱うときに手袋を着用すること
 - b) すべての身に着けている貴金属を外すこと
 - c) ヘアーネットを被ること
 - d) 効率的に手を洗うこと

- 2 不適切に解凍された食品は危険を伴う可能性がある。なぜなら・・・
- a) その食品の味または色を変えるかもしれないから
 - b) 解凍中にバクテリアが増殖するかもしれないから
 - c) お客様が凍った食品の一部を偶然食べるかもしれないから
 - d) 不適切な解凍は中心の大部分が凍ったままになるかもしれないから

回答: 1) d 2) b

The Magazine for Japanese Food Professionals Worldwide

日本餐厅新闻

November 2025

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Individually boxed Shochu and Sake Selection top row, L to R:

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Shimeharitsuru Jun Junmai Ginjo, Niigata / Shichiken Expression Sparkling, Yamanashi / Shichiken Mori no Kanade Sparkling, Yamanashi

middle row, L to R: hard liquor license required for purchase — Syasya Rakuraku Red Dragon Grand Cru, Sweet Potato Shochu, ABV: 30%, Kagoshima

Tenshi no Yuwaku, Sweet Potato Shochu, ABV: 40%, Kagoshima / Kurobin iichiko, Barley Shochu, ABV: 25%, Oita

Frasco iichiko Shochu, Barley Shochu, ABV: 30%, Oita / iichiko Special, Barley Shochu, ABV: 30%, Oita

bottom row, L to R: Izumibashi Rakufumai Kimoto Junmai Daiginjo, Kanagawa / Kubota Junmai Daiginjo, Niigata / Gangi Musuhi, Yamaguchi

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Yuji Matsumoto
Master Sake Sommelier
Finalist of the 2nd World Sake Sommelier Competition. Graduated from Keio University Faculty of Law, Department of Political Science. Worked for Nomura Securities for 10 years. Former president of California Sushi Academy. Former chief of planning dept. at Mutual Trading.



David Kudo
Sake Sommelier
Master Sake Sommelier
Born Kita-Akita City, Akita Prefecture. Took over as Executive Officer of the Japanese Food Trend News founded in 1991, when the predecessor was assigned back to Japan. Currently distributed as Japan Restaurant News (20,000 issues published electronically) in North America, Japan, and Southeast Asia.



Expanding Sake Sales

Recently in the U.S., wine discount stores like BevMo and Total Wine and More, etc., are prosperous. Also, rural areas have local large liquor stores that sell various alcoholic beverages (tequila, ji-beer (local craft beers), champagne, whiskey, etc.) in addition to wine. When I went to Las Vegas last week, I stopped by the largest local liquor chain store, where I was surprised to see the very limited selections of Japanese sake. With various foreign tequilas, wines,

and ji-beer lining the shelves, why were there so little selections of Japanese sake offered? Also, the few selections available were without tags and lost in the "Asian" alcoholic section.

With the current Sake Tour indicating high public interest in Japanese sake and shochu, it's disappointing to see so few outlets offering the products. The question I'm most often asked is, "This sake is delicious. Where can I buy it?" However, as of yet, the only answer I can provide is

our restaurant. I'm also surprised to see customers who wish to purchase by the bottle.

Over ninety-percent of Japanese sake and shochu consumption takes place at Japanese restaurants. However, as long as this is the case, the market will not expand. Japan-affiliated markets are available only in some major cities. To have Americans consume sake and shochu "at home," it is necessary for these products to be distributed more and more to specialty liquor stores and their staff trained. ■

擴大日本酒的銷售

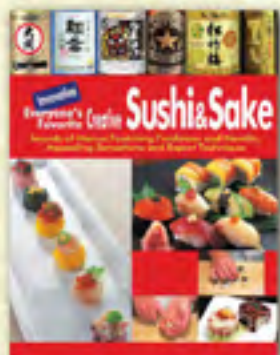
最近, Bevmo和Total Wine and More等葡萄酒折扣店在美國蓬勃發展。各地有地方大型酒類商店, 除了葡萄酒外, 還有各種酒精飲料(龍舌蘭酒、當地啤酒、香檳、威士卡等)陳列著。上周我去拉斯維加斯時, 我參觀了當地最大的酒類連鎖店, 對日本酒的稀缺性感到震驚。有來自海外的龍舌蘭酒,

葡萄酒, 和當地啤酒, 為什麼日本酒如此之少。即使有各別的日本酒, 沒有標籤, 只是埋在"Asian"的酒類中。

很遺憾在Sake Tour中, 有些人對日本酒和燒酒感興趣, 但沒有地方可買得到。最常見的問題是, "這種日本酒很好, 我在哪裡可以買到它?" 但是目前的情況是, 我們只能說去餐廳。更令人驚訝的是, 有很多客戶想

買瓶裝酒。

超過九成的日本酒和燒酒消費場所是日本餐廳。因而除非我們改變這一點, 否則市場不會擴大。日系市場只在幾個大城市才有, 為了讓美國人"在家裡消費", 可能需要批發商對他們進行更多的專業教育。



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(published in English by All Japan News, Inc., in 2005)



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Sake, Shochu & What's Pouring Next The formats, flavors, and trends shaping Japanese liquors in the U.S.

清酒、燒酎與下一波潮流契機 引領美國市場的日本酒類規格、風味與趨勢

Mutual Trading's 2025 Japanese Food & Restaurant Expo (JFRE) welcomed more than 4,000 attendees across its two shows in New York on September 20 and Los Angeles on September 25, reaffirming its status as the largest Japanese food and alcoholic beverage trade event outside of Japan. Restaurant operators, chefs, beverage buyers, and suppliers gathered to explore the newest products, connect directly with producers, and discover the trends shaping the future of Japanese dining in the U.S.

In Los Angeles, this year's theme Keiten Aishoku – Honoring Tradition, Embracing Innovation set the stage for an event that balanced heritage with progress. Exhibitors presented a wide spectrum of offerings, from iconic producers with established portfolios to new launches that highlighted innovation and adaptability. The result was a showcase of Japanese liquors that continue to evolve while staying true to their roots.

Sake: From Classics to Cult Favorites

清酒：從經典到收藏級珍品

Sake took center stage with an expansive lineup ranging from household names to rare and collectible bottles. Leading breweries offered their signature Junmai, Ginjo, and Daiginjo selections, giving buyers access to proven sellers that anchor beverage programs across the country. Alongside these core offerings, newer breweries introduced inventive styles—sparkling sake, bottles brewed with black or white koji, and unique yeast strains—demonstrating how innovation continues to energize the category.

New York placed a spotlight on premium and boutique producers, with limited-edition releases and high-end Junmai Daiginjo attracting strong attention. Collectible bottles in striking packaging and artisanal sakes from smaller regions rounded out the presentation, offering operators fresh stories to bring back to their customers. In Los Angeles, established producers presented consistent, trusted portfolios, reassuring operators seeking reliability and volume. Together, the two shows underscored the breadth of sake, spanning tradition, stability, and luxury to discovery, experimentation, and diversity.



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region: Yamanashi

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Junmai Ginjo
region: Niigata

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Original Yeast
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region: Kanagawa

Born Junsui
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region: Fukui

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Hakkaisan
Junmai Daiginjo
region: Niigata

Aratana
Junmai Daiginjo
region: Tochigi

Suigei
Tokubetsu Junmai
region: Kochi

由 Mutual Trading (共同貿易公司) 主辦的2025日本食品暨餐飲博覽會 (JFRE)，分別於9月20日在紐約及9月25日於洛杉磯盛大舉行，兩地共吸引超過4,000名業界人士參與。再度鞏固其作為日本境外最大規模日本食品與酒類專業展會的地位。餐廳經營者、主廚、飲品採購人員與供應商齊聚一堂，不僅探索最新產品，更直接與生產商交流，掌握塑造美國日式餐飲未來的關鍵趨勢。

今年洛杉磯展會以「敬天愛食 (Keiten Aishoku) —— 致敬傳統，擁抱創新」為主題，完美演繹傳承與革新的平衡。參展商展示了極具多樣性的產品陣容，從歷久彌新的經典品牌與完整產品線，到彰顯創新精神與市場適應力的新銳作品。整體呈現出日本酒類產業的縮影：在堅守傳統根基的同時，不斷演進、拓展與蛻變。

清酒成為本屆展會的焦點之一，展出陣容橫跨從廣為人知的經典品牌到稀有收藏級酒款。多家領先酒造帶來其代表性的純米、吟釀與大吟釀系列，為採購商提供了在全美飲品中已證實暢銷的核心產品。同時，新興酒造亦展現出創新的釀造思維，包括氣泡清酒、以黑麴或白麴釀造的特別酒款，以及採用獨特酵母菌株釀製的新品，展現創新如何為清酒領域持續注入活力與新意。

紐約展會聚焦於高端與精品酒造，限量版酒款與頂級純米大吟釀獲得高度關注。搭配精緻包裝設計與來自小產區的職人手工清酒，為餐飲業者提供了可帶給顧客的全新品牌故事與體驗。洛杉磯會場則由大型酒造領銜，展示穩定且值得信賴的產品線，滿足重視品質一致性與大宗供應的業者需求。兩地展會共同勾勒出清酒產業的全貌，從傳統與奢華，到探索、實驗與多元化，完整呈現清酒世界的廣度與深度。



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From classic breweries to new innovators, JFRE 2025 brought sake and shochu to the forefront of industry conversation.



Yayoi Araroka Shochu
region: Kagoshima



Shirayuri Inui 44 Awamori
region: Okinawa

Shochu: A Showcase of Versatility 燒酎：多樣性的展演

Shochu offerings reflected the category's adaptability, bridging its heritage with new applications. Exhibitors presented a wide range of classic imo, mugi, and kome expressions, underscoring the craftsmanship and regional identity that define shochu. Alongside these, new cocktail-friendly formats and flavored variations highlighted the spirit's flexibility for modern bar and restaurant programs. Shochu at JFRE highlighted both its role as a traditional staple and its versatility as a modern tool for beverage innovation.

燒酎展區充分展現了此品類的高度適應性，既承襲傳統技藝，又開拓現代應用。參展商帶來多樣的經典燒酎，包括芋燒酎 (Imo)、麥燒酎 (Mugi) 與米燒酎 (Kome)，彰顯定義燒酎的工藝精神與地域特色。

同時，專為調酒設計的新形態與創意風味變化，也突顯燒酎在現代酒吧與餐廳計畫中的靈活性。JFRE的燒酎展現，不僅重申其作為日本傳統基石的地位，更證明其作為現代飲品創新工具的無限潛能。



RTDs: Innovation in a Can

RTD (即飲酒): 罐裝創新革命

Ready-to-drink (RTD) beverages have rapidly become one of the most dynamic growth segments in the Japanese beverage portfolio, and JFRE 2025 put them in the spotlight. Exhibitors presented an array of smaller-format and canned products designed for convenience, portability, and fresh consumer appeal.

In Los Angeles, highlights included the Suntory Maru-Hi Sparkling Cocktails, offered in Kiwi and Citrus flavors, as well as Kikumasa's compact 180ml cans. Just recently locking a sponsorship agreement, the newly minted LA Dodgers-branded Hakkaisan Junmai Daiginjo in cans provided a playful, collectible tie-in between sake culture and American baseball. In New York, flavored sake-based RTDs—including yuzu, matcha, and cocktail-inspired expressions—expanded the category's reach. These offerings showed how RTDs can attract younger demographics while adding variety to restaurant and retail programs.

即飲型 (RTD, Ready-to-Drink) 飲品已迅速成為日本酒類中增長最快的品項之一，而 JFRE 2025 亦將此趨勢推向聚光燈下。參展商展示多款小容量罐裝產品，結合便利性、便攜性與新世代消費者導向的設計。

洛杉磯展會亮點包括：三得利 Maru-Hi 氣泡雞尾酒（奇異果與柑橘風味），以及菊正宗推出的 180 毫升迷你罐裝清酒。此外，剛與洛杉磯道奇隊簽訂贊助協議的八海山純米大吟釀罐裝首度亮相，將清酒文化與美式棒球完美結合，兼具趣味性與收藏價值。在紐約，則有多款風味清酒 RTD 即飲酒登場：涵蓋柚子、抹茶及雞尾酒風格變化，進一步拓展該品類的市場觸角。這些新品不僅展現 RTD 的創新活力，也證明此類產品能同時吸引年輕消費族群，並為餐廳與零售市場增添多元選項。



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Ji-Beer: A Taste of Japanese Creativity

地啤 (Ji-Beer): 日本創意的風味展演

Japanese craft beer stood out for its ability to merge traditional brewing methods with unexpected flavors. Exhibitors showcased brews featuring ingredients such as sansho pepper, miso, and oyster, alongside fruit-driven styles like yuzu, lychee, and peach. These offerings illustrated how Japanese brewers continue to distinguish themselves from their U.S. counterparts through flavor innovation and food-friendly profiles.

In New York, breweries such as Agara and Kyoto highlighted how craft beer can be positioned alongside cuisine, reinforcing marriage with food as a key selling point. Larger brands like Suntory Premium Malts also commanded attention, with interstate buyers expressing enthusiasm for its introduction into new markets. The beer lineup balanced reliable flagship products with the energy of seasonal, regional, and experimental releases.



Agara Mikan Ale
region: Wakayama

Agara Lychee Ale
region: Wakayama

Hyakumangoku Sakura Ale
region: Kanazawa

日本精釀啤酒以結合傳統釀造工藝與創新風味的實力，在展會中脫穎而出。參展商展示多款以山椒、味噌、牡蠣等在地食材釀造的特色啤酒，以及以柚子、荔枝、白桃為主調的果香型風格。這些作品不僅體現了日本釀酒師對風味創造的巧思，也展現了其以「適合搭餐」為核心的設計理念，持續在市場中與美國同業形成鮮明對比。

在紐約展會上，阿伽羅 (Agara) 與京都 (Kyoto) 等精釀酒廠展現了精釀啤酒如何與美食相輔相成，將「餐酒搭配」作為核心價值加以強調。同時，像三得利 The Premium Malt's 這類大型品牌亦吸引了廣泛關注，來自多州的採購商對其拓展新市場表現出高度興趣。整體啤酒陣容在穩定的旗艦產品與充滿創意的季節限定、地域特色及實驗性新品之間取得平衡，充分展現出日本啤酒產業的多樣性與活力。

Spirits and Beyond

烈酒與更多可能

While sake, shochu, RTDs, and beer anchored the category, other offerings added diversity to the liquor lineup. Whisky-based highballs, sparkling sake sorbets, and premium glassware for sake tasting provided unique experiences and expanded the conversation around Japanese drinks. These presentations reinforced the broader theme of innovation while honoring craftsmanship, offering operators new ways to refresh their beverage programs.

Education also played a central role this year. The Sake School of America booth drew in many professionals pursuing deeper knowledge of sake and shochu. More members of the trade are recognizing that advanced training not only elevates service but also drives customer satisfaction and, ultimately, sales growth. By connecting education directly to business value, JFRE underscored how knowledge is becoming just as essential as product selection in shaping the future of Japanese beverages.

在清酒、燒酎、即飲酒 (RTDs) 與啤酒仍是展會主軸的同時，其他品項的加入，為日本酒類版圖注入了嶄新的多樣性。現場展示包括威士忌高球、氣泡清酒冰沙，以及專為清酒品飲設計的高端玻璃器皿，為賓客帶來別具一格的體驗，也拓展了日本飲品的討論維度。這些展示進一步呼應了展會主題——「創新與職人精神並重」——為餐飲業者帶來全新靈感，協助他們打造更具層次與創意的飲品計畫。

教育在今年的展會中同樣扮演核心角色。Sake School of America (美國清酒學校) 的展位吸引了眾多專業人士，致力於深入了解清酒與燒酎的文化與知識。越來越多業界人士意識到，進階培訓不僅能提升服務品質，更能促進顧客滿意度，進而帶動銷售成長。透過將教育與商業價值直接連結，JFRE 強調了知識的重要性，在塑造日本酒類產業未來的過程中，專業教育正逐漸成為與產品本身同等關鍵的要素。

Formats to Watch

值得關注的規格趨勢

Across both coasts, several emerging product and service formats stood out as especially relevant for restaurant and bar operators:

縱觀兩地展會，以下新興產品與服務模式特別值得餐廳與酒吧經營者關注：

1 Small-Format & Canned Beverages:

Compact sake and RTDs in cans or 180ml bottles that offer convenience, lower commitment, and consumer appeal.

小容量與罐裝飲品：

小瓶裝清酒與 RTD (即飲酒) 產品，如罐裝或 180 毫升規格，兼具便利性、降低消費門檻並提升顧客吸引力。

2 Flavored & Sparkling Variations:

Yuzu, matcha, and fruit-driven sake or beer, as well as high-end sparkling sake, providing approachable entry points and premium excitement.



Kiku-Masamune Sparkling Nama
region: Hyogo



Suntory MARU-HI
region: n/a



Nihonsakari SAKARI Yuzu
region: Hyogo



IZUMI Sakepolitan
region: Ontario, Canada

風味與氣泡變化：

以柚子、抹茶及水果為主導的清酒或啤酒，以及高端氣泡清酒，既能作為輕鬆入門選項，也能成為高端體驗亮點。

3 Craft & Experimental Brews:

Ji-beers featuring unique Japanese ingredients such as sansho, miso, and oyster that differentiate from U.S. craft beer.

精釀與實驗啤酒：

採用山椒、味噌、牡蠣等日本特色食材釀造的地啤 (Ji-Beer)，以獨特風味在美國精釀市場中脫穎而出。



Kimoto Glass Tokyo sake pairing presentation



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4 Glassware & Presentation:

Specialty sake glasses and premium vessels that elevate tasting and create added value in the dining experience.

酒器與呈現藝術：

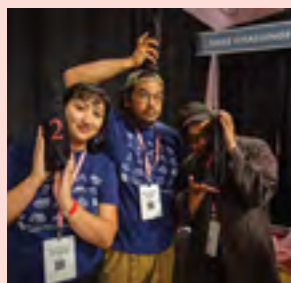
專為清酒設計的特製酒杯與高端酒器提升品飲體驗，創造餐飲附加價值。

5 Interactive Experiences:

Blind tastings, cocktail activations, and educational booths that drive engagement and help operators tell a stronger product story.

互動體驗設計：

盲飲測試、調酒活動與教育展位增強顧客參與感，協助經營者更生動地講述產品故事。



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From Niigata to Dodger Stadium: Hakkaisan's Sake Hits a Home Run 從新潟到道奇球場： 八海山清酒揮出全壘打

When a brewery rooted in the snowy mountains of Niigata finds itself pouring sake at one of America's most iconic ballparks, the story transcends a single event. The partnership between Hakkaisan and the Los Angeles Dodgers is not only about a commemorative bottle or a glamorous launch party in Beverly Hills—it signals a new stage for sake in the U.S. market. For restaurants, bars, and beverage buyers, this collaboration illustrates how tradition can enter new channels, and how consumer curiosity for sake is poised to expand beyond Japanese dining.

At the launch party, Hakkaisan's leadership shared their perspectives on what this milestone means for the future of sake.

當扎根於新潟雪山的酒造，將清酒帶進美國最具象徵意義的棒球場之一時，這已不僅是一場活動，更承載著深遠意涵。八海山與洛杉磯道奇隊的合作，不只限於推出紀念酒款或在比佛利山莊酒店舉辦盛大發表會，它象徵著清酒於美國市場邁入全新階段。對餐廳經營者、酒吧業者與飲品採購商而言，這次合作不僅展示了日本傳統釀造如何開拓嶄新渠道，更預示了消費者對清酒的熱情正逐步延伸至日本餐飲以外的多元領域。

在發表會上，八海山的領導團隊分享了這一里程碑對清酒未來的深遠意義。

At the launch party, Hakkaisan's leadership shared their perspectives on what this milestone means for the future of sake.

Q: Seeing Niigata sake served at Dodger Stadium, on the other side of the world—what was that moment like?

Nagumo: It is deeply moving. To have Hakkaisan enjoyed at Dodger Stadium represents a proud step toward the goal of making sake a global beverage. Continuing to produce high-quality sake for over a century has allowed the brewery's skills and sensibilities to resonate far beyond Japan.

Q: What impact will this collaboration have on the U.S. market?

Nagumo: The initiative is a significant step in demonstrating new possibilities for sake. In the U.S., sake consumption remains very small—less than 1% of wine consumption, and under 0.2% of total alcohol volume. By introducing sake in sports and entertainment venues, a broader audience can experience it for the first time. This expansion of awareness creates momentum that can carry into restaurants and bars across the country.

The brewing team explained how Hakkaisan's style fits beyond sushi:

Q: Sake is often associated with Japanese dining. How does Hakkaisan

fit into an environment like Dodger Stadium, known for its diverse and casual foods?

Nagumo: The goal has always been to craft a light, balanced sake that complements food. That quality allows it to pair not only with Japanese cuisine, but also with burgers, skewers, BBQ, and fried chicken. In a stadium environment where fans enjoy a wide variety of foods, Hakkaisan integrates naturally into the experience.

Q: What aspect of the brewing philosophy makes Hakkaisan particularly suited to these pairings?

Nagumo: The philosophy is to produce a sake that enhances communication at the table—refreshing, smooth, and

never tiring to drink. This approach creates a food-friendly profile that works across cuisines and occasions.

From the sales side, the message was clear:

Q: From a sales standpoint, what does it mean for Hakkaisan to become the official sake of the Dodgers?

Nagumo: The partnership demonstrates that sake belongs anywhere. It is not limited to Japanese restaurants, but can be enjoyed in stadiums, bars, or restaurants of any cuisine. The Dodgers are known for iconic foods, and the addition of Hakkaisan shows how sake can stand beside them as another classic option.

Q: How should restaurant and bar owners interpret this?

Nagumo: Many restaurant and bar owners may still view sake as niche, but this collaboration proves otherwise. When consumers encounter sake in a mainstream venue like Dodger Stadium, they become more open to ordering it elsewhere. This creates opportunity for restaurants to feature sake with confidence, knowing curiosity is growing.

The Dodgers organization itself echoed this view, noting that Japanese players have long been central to the team's identity and cultural connections. Introducing sake, they said, was a way to celebrate that heritage while giving fans a new experience. "Dodger Stadium is known for iconic foods," one representative remarked. "Hakkaisan brings another classic—balanced, food-friendly, and well-suited to the fan experience."

From Niigata's snowy mountains to Los Angeles' summer nights, Hakkaisan's journey demonstrates how tradition can thrive when it enters new spaces. For the foodservice industry, the lesson is clear: sake is ready to move beyond its traditional confines. Restaurants and bars that embrace this momentum can position themselves at the forefront of a growing category—bringing sake to more tables, pairing it with more cuisines, and tapping into a growing wave of consumer curiosity.



from left:
Hakkaisan Dodgers Special Edition CAN Junmai Daiginjo, Niigata 180ml #36324
Hakkaisan Dodgers Special Edition Junmai Daiginjo, Niigata 720ml #49666



from left: Timothy Sullivan, Brand ambassador for Hakkaisan Sake / Masato Nagumo, President & CEO of Hakkaisan Brewery Co., Ltd.





社長南雲真仁 (Masato Nagumo) 談及合作的重要性：

問：在地球另一端目睹新潟清酒現身道奇球場，當下感受如何？

社長南雲：內心深受感動。能讓八海山的清酒在道奇球場被享用，象徵著我們朝「讓清酒成為全球性飲品」的目標邁出了驕傲的一步。八海山百年來始終堅持釀造高品質清酒，而今我們的技藝與理念得以跨越國界，觸動世界。

問：您認為這次合作將對美國市場產生什麼影響？

社長南雲：這是展現清酒全新可能性的重要一步。目前在美國，清酒的消費量仍不到葡萄酒的1%，僅佔總酒精飲品消費量的0.2%以下。透過將清酒引入體育與娛樂場館，能讓更多消費者第一次接觸並了解清酒。這樣的認知提升，將成為推動力，進一步帶動全美食餐廳與酒吧對清酒的興趣與需求。

釀造團隊談八海山如何突破日料侷限

問：清酒常與日本料理緊密連結。那麼，八海山如何融入以多元、休閒餐飲聞名的道奇球場呢？

社長南雲：八海山始終致力於釀造清爽、平衡且能襯托食物風味的清酒。正因如此，我們的清酒不僅適合搭配壽司或傳統日料，同樣能與漢堡、烤串、BBQ及炸雞完美契合。在球場這樣的環境中，球迷享受各式各樣的美食，而八海山清酒能自然融入其中，成為整體體驗的一部分。

問：八海山的釀造哲學中，哪一部分特別讓它適合這些搭餐場合？

社長南雲：我們的理念是釀造能夠促進餐桌交流的清酒：清爽、順口，飲後仍感輕盈不膩。這樣的取向使八海山具備「親和料理」的特質，能跨越料理風格與用餐場景，與各式菜餚自然契合。

從銷售角度來看，訊息十分明確。

問：從銷售層面而言，八海山成為道奇隊官方指定清酒意味著什麼？

社長南雲：這項合作展現了清酒「無所不在」的特質。清酒不再被侷限於日本餐廳，而是能在球場、酒吧及各式料理風格的餐廳中被享用。道奇隊以其經典美食聞名，而八海山的加入，正展示了清酒如何能與這些經典美食並立不悖，成為另一個經典選擇。

問：餐廳與酒吧業者應如何看待這次合作？

社長南雲：許多餐飲業者過去或許仍將清酒視為小眾飲品，但這次合作清楚地顯示情況正在改變。當消費者在像道奇球場這樣的主流場域接觸並品嚐清酒後，他們會更願意在其他地方主動點選嘗試。這為餐廳與酒吧提供了明確契機，能更有信心地將清酒納入酒單，因市場對清酒的好奇與接受度正日益增長。

道奇球團亦呼應此一觀點，並指出日本球員長期以來一直是球隊文化與身份連結的重要部分。球團表示，引進清酒不僅是對這份傳承的致敬，也為球迷帶來嶄新的體驗。一位

代表提到：「道奇球場以經典美食聞名，而八海山則帶來了另一款經典，口感平衡、親和料理，完美契合球迷的觀賽體驗。」

從新潟的雪山到洛杉磯的夏夜，八海山的旅程印證了當傳統走進新場域，依然能綻放蓬勃生命力。對餐飲業而言，啟示十分明確：清酒已準備好突破既有框架。能夠把握這股趨勢的餐廳與酒吧，將站上成長品類的前沿，讓清酒出現在更多餐桌上，與更多元的料理相遇，更將掌握持續升溫的消費好奇心所帶來的無限商機。



Key Insights for Restaurants & Bars

- **Mainstream Momentum:** The Dodgers partnership highlights how sake can move beyond niche placement into high-volume, mainstream settings, where first-time trial leads to future demand.
- **Menu Versatility:** Sake can be positioned as a flexible pairing option, suitable for menus that feature comfort foods and casual American staples in addition to Japanese dishes.
- **Brand Value:** Carrying a brand associated with high-profile collaborations signals trend awareness and provides restaurants with a conversation-starter that can drive beverage sales.

餐飲業核心洞察

- **主流化進程：**與道奇隊的合作證明清酒能突破小眾市場框架，成功進駐高流量主流場域，將初次體驗轉化為持續性消費動能。
- **菜單適應性：**清酒具高度搭配彈性，不僅契合日式料理，也能完美融合美式經典及休閒餐飲。
- **品牌賦能力：**引進知名聯名背景的清酒品牌，既能展現餐廳對市場趨勢的敏銳洞察，更能成為推動飲品銷售與顧客互動的契機。



Brewery Owner



Kosuke Kuji
Nambu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



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Taruhei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
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Kikisake-Shi
Academia de Sake Mexico
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Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



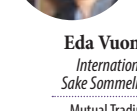
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Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
International
Sake Sommelier
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Lora Blackwell
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Mixologist



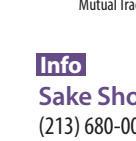
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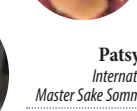
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 217



Kosuke Kuji

Fifth Generation Brewery Owner
Nambu Bijin, Inc.

Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.

*Positions of Public Service:
Chairperson, Cassiopeia Corporation Youth Conference;
School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Collaborative yogurt sake
酸奶與酒的合作

Probiotic food and beverage products are widely popular not just in Japan, but worldwide. Although many yogurt products are manufactured and sold in Iwate prefecture, one especially renowned and widely popular product is "Iwaizumi Yoghurt," also renowned as the favorite yogurt brand of Shohei Ohtani, designated pitcher and hitter for the Los Angeles Dodgers, born and raised in Iwate prefecture.

The town of Iwaizumi, where Iwaizumi Yoghurt is based; is next to Ninohe city, where sake brewery

Nambu Bijin is based.

I was in talks with the President of Iwaizumi Yoghurt and collaborated with him to jointly produce a product.

This product is sake made from Iwaizumi Yoghurt, the first collaborative sake product between Nambu Bijin and Iwaizumi Yoghurt.

The alcohol content is 5% and quite easy to drink while maximizing the fresh, subtle flavor of Iwaizumi Yoghurt.

The only roadblock to release this sake was the "Best Before Date."

Iwaizumi Yoghurt has an established sales network worldwide, all

"shipped refrigerated" with "controlled refrigeration" to thoroughly manage their inventory.

Sake basically has no best by date, while Iwaizumi Yoghurt does not use any preservatives, thus limited in shelf life.

This challenge was resolved when Nambu Bijin first pioneered the technique of flash-frozen sake. All sake using Iwaizumi Yoghurt is flash-frozen and sold frozen.

When visiting Japan, please try this sake "Yoghurt Liqueur" that is readily available through online outlets. ■

酸奶作為一種發酵食品和飲料，不僅在日本，在全世界都非常受歡迎。

在岩手縣也有許多酸奶的生產銷售，其中以「岩泉酸奶」最為知名而且人氣極高。

岩泉酸奶是現在活躍於美國職棒大聯盟洛杉磯道奇隊、出身自岩手的大谷翔平選手最鍾愛的酸奶，這點也廣為人知。

岩泉酸奶所在地岩泉這個地方，正是與南部美人酒造所在地二戶市相鄰的地區。

我們以前就一直和岩泉酸奶的社長有溝通，這次首先推出了合作商品。

這款商品是以「岩泉酸奶的酒」為概念，南部美人與岩泉酸奶首次攜手合作的產品。

酒精度數為5%，非常易飲，最大程度保留了岩泉酸奶優質新鮮的風味。

不過在上市前其實也遇到了一個問題。

那就是「保質期」的問題。岩泉酸奶的銷售網絡遍布全國，它的配送與庫存管理完全依賴「冷藏流通」

與「冷藏保存」的調整。

日本酒基本上是沒有保質期的，加上岩泉酸奶又不使用防腐劑，因此保質期不長。

這個問題，最終是透過南部美人首次啟動的「瞬間冷凍酒」技術得以解決的。

岩泉酸奶酒全部採用瞬間冷凍的方式處理，並以冷凍狀態進行銷售。

如果有機會來到日本，這款酒可以在網上商店購買，推薦大家嘗試一下！

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日本酒百味百題

What is the role of rice malt necessary for sake production? 麴的作用是什麼

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered

grain (flour, etc.), kneaded into brick shapes or dumplings and hardened with rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu “Awamori.” This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc.

The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are

supplied to the yeast to advance the growth of yeast.

3. Various components metabolized form the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce.■

為“撒麴”。這種散麴是日本獨有的技術，不僅用於釀酒，也用於味噌、醬油的製造。

在日本的釀造產業中使用的麴菌有7種，大致可以分為黃麴菌、黑麴菌、白麴菌三類。日本酒製造中使用的是孢子顏色為黃綠色的黃麴菌 (*Aspergillus oryzae*，米曲菌)，這是麴菌中最具有代表性的菌種。黑麴菌的孢子顏色為黑褐色，用於沖繩燒酒“泡盛”的釀造。這種菌能大量產生檸檬酸，使發酵液保持酸性，抑制腐敗菌的生長，即使在溫暖的氣候下也能安全發酵。白麴菌則是孢子呈白色的菌種 (黑麴菌的突變種)，用於九州等地的燒酒釀造。

在酒的釀造中，自古以來就有“一麴、二酛、三造”的說法，表示麴在日本酒的製造過程中扮演著極其重要的角色。其作用有三點：

1. 麴中含有的酶能將米中的澱粉轉化為葡萄糖。
2. 向酵母提供維生素等各種營養物質，促進酵母繁殖。
3. 麴的代謝產物直接或間接影響酒的香氣和風味。

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Master Sake Sommelier
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廣義上是指在穀物上培育絲狀菌 (黴菌) 所製成的物質，根據其形態大致可以分為餅麴和散麴兩種。所謂餅麴，是將磨成粉狀的穀物 (如小麥粉) 加水後揉成磚塊狀或團子狀，再在這種生的培養基上培育出根黴菌 (*Rhizopus*) 所製成的麴。這種麴在中國至東南亞廣泛使用，比如中國紹興酒中使用的就是餅麴。另一方面，散麴是指在蒸過的米等原料上培育出麴菌 (麴菌) 所製成的麴，又稱





Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store "Ji Sakeya" Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.



Nihonsakari Tasting Event

日本盛之會

In the Japanese sake industry, "Hiyaoroshi" and other events are held this time of the year*. Our sake shop hosted a tasting event for Nihonsakari Co., Ltd., a major Japanese sake brewery. Major sake breweries produce sake year-round; thus sake is often not recognized to be seasonal.

However, this tasting event was organized to determine if sake enjoyed in the fall is different in flavor and ambience.

Founded in 1889, Nihonsakari not only brews sake, but also manufactures cosmetic products just as popular as their sake products. Five different types of sake products were brought to this tasting event for sampling: "Souhana Junmai Ginjo" by the official purveyor to the Imperial Household, "Junmai Daiginjo Draft," rumored to have won a blind tasting against a popular sake brand from Yamaguchi prefecture; "JAPAN Soda," widely available in convenience stores and supermarkets; crispy, dry, and refreshing "Fresh Namachozo Sake" (once-pasteurized sake stored unpasteurized to preserve its fresh flavor), and "Jurakudai Junmai Autumn" by Sasaki Sake Brewery in Kyoto prefecture, for whom Nihonsakari Co., Ltd. operates as a sales agency. Guests purchased samples with tickets for 200 JPY per glass and a set of 5 tickets for approximately 45 ml of sake. Guests expressed their desire to pair Souhana - its balanced flavor is the selling point - with food or enjoy as hot sake. Both the price

and quality of Junmai Daiginjo Draft wowed guests upon learning a major sake producer offers such exquisite, reasonably priced sake. JAPAN Soda is sweet and fizzy, atypical of sake and easy to drink, thus easy to drink too much, one guest commented. Fresh Namachozo Sake is most suitable to be served in local sushi restaurants or tempura restaurants, many guests commented. Guests were surprised to learn that Sasaki Sake Brewery, producer of premium sake brand Jurakudai, is also the childhood home of famous Japanese actor Kuranosuke Sasaki. Flavor-wise, many guests commented that Jurakudai is refreshing, suitable for pairing with various fall fishes. There's a reason we're serving sake brands by major sake breweries in recent tasting events. Sake fans who enjoy major sake brands also enjoy jizake (local sake), while jizake fans tend not to enjoy sake brands by major breweries, convinced that major sake brands are not delicious

- a biased opinion based on their lack of understanding. In fact, many guests were moved by the delicious flavors of major sake brands during this tasting event. Major sake brands and jizake are both sake. Major sake breweries improve techniques to produce sake while also supporting several jizake brands. If major sake breweries withdraw from the sake industry, jizake brands will also decrease in numbers. Therefore, would true sake fans not enjoy both major sake brands and local sake brands?■

*Hiyaoroshi is a seasonal style of Japanese sake traditionally released in the autumn.

在日本酒行業中，正值舉辦「冷卸」等活動的季節，本店也舉行了一場由日本酒大廠日本盛舉辦的試飲販售會。作為一家全年不間斷釀酒的大型酒廠，日本盛的酒似乎沒有明顯的春夏秋冬酒之分別。然而，本次活動正是基於「

想知道秋天喝酒是否別於其他季節氛圍」的想法而舉辦的。日本盛創立於1889年(明治22年)，如今不僅釀造日本酒，還涉足化妝品製造，並且化妝品的人氣與日本酒同樣受歡迎。此次活動準備了五種不同的日本酒供試飲。宮內廳御用的「惣花純米吟釀」，傳言在盲飲測試中擊敗山口縣某知名品牌的「純米大吟釀生酒」，在便利店和超市廣泛流通的「Japan Soda罐裝酒」，口感清爽淡麗的「新鮮生儲」，由日本盛代理銷售的京都佐佐木酒造出品的「聚樂第純米酒秋上」。試飲採用票券制，每杯200日圓(約45ml)，需購買五張一套的票券。「惣花」果然如其平衡感所見，許多參加者表示想配餐飲用，或加熱飲用。「純米大吟釀生酒」則因其價格與品質的反差令人大為驚訝，紛紛感歎：「沒想到大廠也能做出如此華麗又平價的酒。」「Japan Soda罐裝酒」因其甜味與氣泡感，完全不像在喝日本酒，反而讓人不知不覺就喝多了，這是人們的意見。「新鮮生儲」則獲得「感覺非常適合在街邊壽司店或天婦羅店中提供」的感想評價。人們因為「聚樂第」則因演員佐佐木藏之介的老家就是佐佐木酒造而令人大吃一驚，在口味上則是清爽型，適合搭配秋季美食。最近我們之所以舉辦大廠日本酒的相關活動，是有其用意的。飲用大廠酒的人也會喝地酒，然而地酒愛好者卻往往不喝大廠的酒，甚至不少人誤以為大廠的酒「不好喝」。但這其實是一種偏見，也可以說是認識不足。實際上，這次活動的參與者們都對大廠酒的美味表示驚艷。不論是地酒還是大廠酒，都是日本的國酒，都是日本酒。推動日本酒釀造技術不斷提升的是這些大型酒廠，而支撐一些地酒品牌的背後，也往往有大廠的力量。如果大廠退出釀酒業，地酒也會隨之減少。能夠既喝大廠酒也喝地酒的，才是真正的日本酒愛好者，不是嗎？



SAKE SOMMELIER CLUB

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Sake Shochu Spirits Institute of America NPO法人 米国酒焼酎蒸留酒研究所

Sake Shochu Spirits Institute of America was founded with the purpose to promote further understanding of Japanese sake, shochu and beer in a shared where 500 million people enjoy wine in North America. We strive to increase Japanophiles by furthering understanding of the sake culture through online Japanese sake and shochu colleges and books related to Japanese sake, shochu and beer, etc. Especially sampling parties directly approaches consumers and no doubt contributes to expanding the market. Also, our final purpose is to facilitate communication with sake breweries, sake producers, and distribution companies, etc., to introduce Japanese sake, shochu and beer to American consumers in a way that's easy-to-understand.

Sake Shochu Spirits Institute of America 美國清酒燒酎烈酒研究所

The Taste of Japanese Sake

Sake aroma is difficult to describe in one phrase. However, focusing one's senses helps to detect the aroma of various plants and food ingredients harmonized together. This issue introduces the below aromas detected in sake.

Herbal and Spice Aromas

Cherry blossom leaves, thyme, lemon balm, clove, licorice, green pepper, cinnamon, mint, juniper berries, caraway, laurel (bay) leaves, estragon, French parsley, vanilla, nutmeg, green tea, rosemary, eucalyptus, Japanese mugwort, ears of rice, matcha, basil, turmeric and ginger.

Fruit Aromas

Lychee, melon, Chinese quince, apple, loquat, pear, banana, white peach, yellow peach, persimmon, muscat, dried fig, muskmelon, Yubari melon, dried banana, akebi, Asian pear (20th Century pear), mango, mangosteen, grape, nectarine, red bayberries, lemon, apricot, pineapple, sudachi, green apple, cherry, raspberry, strawberry, lime, orange, grapefruit, green ume (plum), kiwi, plum and yuzu.

Grain Aromas

Dried ears of rice, glutinous rice flour, freshly-pound mochi, sweet rice flour, adzuki beans, soy beans, rice, Kudzu starch gruel, tofu, soba (buckwheat noodles), bracken-starch dumpling, genmai (brown rice), sakura mochi (rice cake wrapped in preserved cherry leaf), malt, sweet potato, sticky rice, Domyoji (Kansai-style sakura mochi), tofu skin, corn flakes and steamed bread.

Wood Aromas

Green bamboo, bamboo, bamboo leaves, magnolia, new leaves, Japanese cypress, maple, pine needles and pine.

日本酒の風味

日本酒の香氣無法用一句話概括。但是當你集中精神去感受時，會發現它與各種植物和食材的香氣產生了共鳴。本次將介紹以下幾類香氣：

讓人聯想到香草和香料的香氣：

櫻花葉、百里香、檸檬香蜂草、丁香、甘草、青胡椒、肉桂、薄荷、杜松子、葛縷子、月桂葉、龍蒿、香芹、香草、肉豆蔻、煎茶、迷迭香、尤加利、艾草、稻穗、抹茶、羅勒、薑黃、生薑等。

讓人聯想到水果的香氣：

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Expanding Sake Sales

Recently in the U.S., wine discount stores like BevMo and Total Wine and More, etc., are prosperous. Also, rural areas have local large liquor stores that sell various alcoholic beverages (tequila, ji-beer (local craft beers), champagne, whiskey, etc.) in addition to wine. When I went to Las Vegas last week, I stopped by the largest local liquor chain store, where I was surprised to see the very limited selections of Japanese sake. With various foreign tequilas, wines, and ji-beer

lining the shelves, why were there so little selections of Japanese sake offered? Also, the few selections available were without tags and lost in the "Asian" alcoholic section.

With the current Sake Tour indicating high public interest in Japanese sake and shochu, it's disappointing to see so few outlets offering the products. The question I'm most often asked is, "This sake is delicious. Where can I buy it?" However, as of yet, the only answer I can provide is

our restaurant. I'm also surprised to see customers who wish to purchase by the bottle.

Over ninety-percent of Japanese sake and shochu consumption takes place at Japanese restaurants. However, as long as this is the case, the market will not expand. Japan-affiliated markets are available only in some major cities. To have Americans consume sake and shochu "at home," it is necessary for these products to be distributed more and more to specialty liquor stores and their staff trained. ■

일본술 판매의 확대

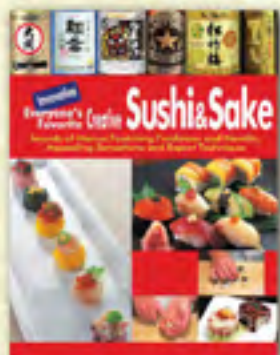
최근 미국에서는 Bevmo나 Total Wine and More 등 와인 할인점이 인기다. 또한 지방에 가면 그 지역의 대형 주류 판매점이 있는데, 이들 판매점에는 와인 이외에 모든 알코올류(테킬라, 지역 맥주, 샴페인, 위스키 등)가 진열되어 있다. 지난주 라스베이거스에 갔을 때 지역 최대 주류 판매점에 방문했으나, 너무 적은 일본술 종류에 할 말을 잃었다. 외국산 테킬라와 와인, 지역 맥주

가 이렇게 많은데 왜 일본술만 이렇게 적은지, 그리고 태그도 없이 그냥 'Asian' 알코올 속에 묻혀있었다.

현재 진행 중인 Sake Tour에 일본술과 소주에 관심을 가진 사람이 이렇게 많은데, 구매할 곳이 없다는 것은 정말 아쉬운 일이다. 가장 많이 받는 질문은 '이 술 맛있네요, 어디서 살 수 있나요?' 이다. 하지만 현재로서는 당 레스토랑에서만 구매할 수 있다고 말할 수밖에 없다.

병으로 구매하고 싶다는 고객도 많아 놀랄 뿐이다.

일본술과 소주의 소비 현장 중 90% 이상이 일식 레스토랑이다. 하지만 이를 바꾸지 않는 이상 시장은 확대되지 않는다. 일본계 마켓은 거의 일부 대도시에만 있어 미국인이 '가정에서 소비'하려면 더욱더 이러한 전문 주류 매장에 도매로 공급하고, 그들을 교육해야 할 것이다.



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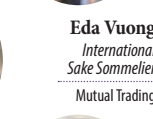
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CHALLENGE

by Kosuke Kuji 217



Kosuke Kuji

Fifth Generation Brewery Owner
Nambu Bijin, Inc.

Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.

*Positions of Public Service:
Chairperson, Cassiopeia Corporation Youth Conference;
School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Collaborative yogurt sake
요거트와 사케의 콜라보

Probiotic food and beverage products are widely popular not just in Japan, but worldwide. Although many yogurt products are manufactured and sold in Iwate prefecture, one especially renowned and widely popular product is "Iwaizumi Yoghurt," also renowned as the favorite yogurt brand of Shohei Ohtani, designated pitcher and hitter for the Los Angeles Dodgers, born and raised in Iwate prefecture.

The town of Iwaizumi, where Iwaizumi Yoghurt is based; is next to Ninohe city, where sake brewery

Nambu Bijin is based.

I was in talks with the President of Iwaizumi Yoghurt and collaborated with him to jointly produce a product.

This product is sake made from Iwaizumi Yoghurt, the first collaborative sake product between Nambu Bijin and Iwaizumi Yoghurt.

The alcohol content is 5% and quite easy to drink while maximizing the fresh, subtle flavor of Iwaizumi Yoghurt.

The only roadblock to release this sake was the "Best Before Date."

Iwaizumi Yoghurt has an established sales network worldwide, all

"shipped refrigerated" with "controlled refrigeration" to thoroughly manage their inventory.

Sake basically has no best by date, while Iwaizumi Yoghurt does not use any preservatives, thus limited in shelf life.

This challenge was resolved when Nambu Bijin first pioneered the technique of flash-frozen sake. All sake using Iwaizumi Yoghurt is flash-frozen and sold frozen.

When visiting Japan, please try this sake "Yoghurt Liqueur" that is readily available through online outlets. ■

일본 만이 아니라 전 세계적으로 인기가 많은 발효식품·음료 요거트.

이와테현에도 이와테현에서 제조 판매되는 요거트는 많이 있습니다만, 그 중에서도 「이와이즈미 요거트」가 가장 유명하고 인기도 많습니다.

이와이즈미 요거트는 메이저리그의 다저스에서 활약하는 이와테 성장, 이와테 출신인 오타니 쇼헤이 선수가 가장 좋아하는 요거트로 알려져 있습니다.

그 이와이즈미 요거트가 있는 이와이즈미는 남부미인이 있는 니노헤시의

옆에 있습니다.이전부터 이와이즈미 요거트의 사장님과 이야기하고 있으며, 이번에 콜라보로 상품을 만들었습니다.

이와이즈미 요거트 술로서, 남부미인과 이와이즈미 요거트의 첫 콜라보 상품입니다.

알코올 도수는 5%로 상당히 마시기 쉽고, 이와이즈미 요거트의 후레쉬하고 부드러운 맛을 최대한 표현하고 있습니다.다만, 발매하기까지는 문제도 한가지 있었습니다.그것은 「유통기한」문제입니다.이와이즈미 요거트는 전국에 판매망을 가지는데, 모두 「냉장유통」「냉

장관리」로 재고의 조정도 확실하게 하고 있습니다.

일본주에는 기본적으로 유통기한은 없고, 이와이즈미요거트는 방부제등도 사용하지 않아서, 유통기한이 길지 않습니다.

이 문제를 해결한 것이 남부미인이 처음 시작한 순간냉동 술의 기술이었습니다. 이와이즈미 요거트 술은 모두 순간냉동시켜서 얼린 상태로 판매하고 있습니다.부디 일본에 왔을 때에는 인터넷 쇼핑 등에서 구매할 수 있으니, 시도해 보시기 바랍니다.

日本酒 百味百題

What is the role of rice malt necessary for sake production? 누룩의 역할이란 무엇인가

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered grain (flour, etc.), kneaded into brick

shapes or dumplings and hardened with rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu "Awamori." This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc.

The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are supplied to the yeast to advance the growth of yeast.
3. Various components metabolized from the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce.■

누룩이란, 넓은 의미로는 곡류에 사상균(곰팡이)을 생육시킨 것을 말하며, 그 형태에서 떡누룩(모찌고우지)과 산누룩(바라고우지)으로 크게 나뉜다. 떡누룩이라는 것은, 가루형태로 만든 곡물(밀가루등)에 물을 더해서 벽돌형태나 경단형태로 반죽한 것을 배지로 하고, 낱것 그대로의 배지에 쿠모노스카비(리조부스)를 생육하여 만든 누룩으로, 중국에서 동남아시아에 걸쳐 넓게 사용되고 있다. 중국의 소흥주에 쓰이는 누룩이 이것이다. 한편, 산누룩은 중국의 소흥주에 사용하는 누룩이 이것이다. 한편, 산누룩은 찐 쌀 등에 누룩 곰팡이(누룩균)를 육성시켜서 만든 것으로, 철국(산키쿠)이라고도 불린다. 철국은 우리나라 특유의 기술로, 술만이 아니라 된장이나 간장의 제조에도 사용되고 있다.

일본에서 양조산업에 사용되는 누룩 곰팡이에는 7종류가 있는데, 황색누

룩 곰팡이, 검은 누룩 곰팡이, 흰색누룩 곰팡이 3가지로 크게 나뉘어진다. 일본 술 제조에 쓰이는 것은 포자의 색이 황색색의 황색 누룩 곰팡이(아스페르길루스·오리제)이며, 누룩곰팡이 중에서도 대표적인 균종이다. 검은 누룩 곰팡이는 포자의 색이 흑갈색인 곰팡이로, 오키나와의 소주「아와모리」제조에 쓰여지고 있다. 이 곰팡이는 구연산을 대량으로 생성해, 모로미를 산성으로 유지할 수 있기 때문에, 부패균이 생육하기 어렵고, 따뜻한 기후에서도 모로미를 안전하게 발효시킬 수 있다. 흰색 누룩 곰팡이는 포자가 흰색 곰팡이(검은 누룩 곰팡이의 돌연변이종)이며, 큐슈등의 소주 제조에서 사용되고 있다.

술담그기에서는 예로부터「일누룩, 이원, 삼만들기」라고 일컬어지듯이, 누룩은 일본술의 제조과정 중에서도 특히 중요한 역할을 한다. 그 역할은,

- 1 누룩에 포함된 효소가 쌀의 전분을 포도당으로 바꾼다.
 - 2 비타민등의 각종 영양소를 효모에 공급하여, 효모의 증식을 촉진한다.
 - 3 누룩에서 대사되는 각종성분이 직접적, 간접적으로 술의 향과 맛에 기여한다.
- 의 세가지이다. 술에 알코올이 들어 있는 것은 효모의 활동으로 알코올 발효가 일어나기 때문인데, 효모는 전분 그대로로는 알코올 발효를 일으킬 수 없기 때문에, 전분을 분해하여 당화하지 않으면 안된다. 따라서, ①은 누룩의 가장 중요한 역할이 되는데 황색 누룩 곰팡이는 아밀라제등의 전분 분해 효소를 풍부하게 생성하는 누룩 곰팡이이다. 단, 이 효소는 낱것 상태의 전분에는 작용하지 않으니, 쌀을 찌서 전분을 α 화 할 필요가 있는 이유이다. 덧붙여서, 황색 누룩 곰팡이에는 단백질을 분해하여 아미노산류로 바꾸는 단백질 분해효소(프로테아제 등)를 대량으로 생성하는 것도 있다. 된장이나 간장에 쓰여지는 누룩 곰팡이가 그래서 예로부터 술, 된장 간장 각각의 제조에 적합한 누룩 곰팡이를 구분하여 사용해 왔던 것이다.

훌륭한 사케 150종류를 일본 전국에서 수입
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Nihonsakari Tasting Event

일본성 모임

In the Japanese sake industry, "Hiyaoroshi" and other events are held this time of the year*. Our sake shop hosted a tasting event for Nihonsakari Co., Ltd., a major Japanese sake brewery. Major sake breweries produce sake year-round; thus sake is often not recognized to be seasonal.

However, this tasting event was organized to determine if sake enjoyed in the fall is different in flavor and ambience.

Founded in 1889, Nihonsakari not only brews sake, but also manufactures cosmetic products just as popular as their sake products. Five different types of sake products were brought to this tasting event for sampling: "Souhana Junmai Ginjo" by the official purveyor to the Imperial Household, "Junmai Daiginjo Draft," rumored to have won a blind tasting against a popular sake brand from Yamaguchi prefecture; "JAPAN Soda," widely available in convenience stores and supermarkets; crispy, dry, and refreshing "Fresh Namachozo Sake" (once-pasteurized sake stored unpasteurized to preserve its fresh flavor), and "Jurakudai Junmai Autumn" by Sasaki Sake Brewery in Kyoto prefecture, for whom Nihonsakari Co., Ltd. operates as a sales agency. Guests purchased samples with tickets for 200 JPY per glass and a set of 5 tickets for approximately 45 ml of sake. Guests expressed their desire to pair Souhana - its balanced flavor is the selling point - with food or enjoy as hot sake. Both the price

and quality of Junmai Daiginjo Draft wowed guests upon learning a major sake producer offers such exquisite, reasonably priced sake. JAPAN Soda is sweet and fizzy, atypical of sake and easy to drink, thus easy to drink too much, one guest commented. Fresh Namachozo Sake is most suitable to be served in local sushi restaurants or tempura restaurants, many guests commented. Guests were surprised to learn that Sasaki Sake Brewery, producer of premium sake brand Jurakudai, is also the childhood home of famous Japanese actor Kuranosuke Sasaki. Flavor-wise, many guests commented that Jurakudai is refreshing, suitable for pairing with various fall fishes. There's a reason we're serving sake brands by major sake breweries in recent tasting events. Sake fans who enjoy major sake brands also enjoy jizake (local sake), while jizake fans tend not to enjoy sake brands by major breweries, convinced that major sake brands are not delicious - a biased opinion based on their

lack of understanding. In fact, many guests were moved by the delicious flavors of major sake brands during this tasting event. Major sake brands and jizake are both sake. Major sake breweries improve techniques to produce sake while also supporting several jizake brands. If major sake breweries withdraw from the sake industry, jizake brands will also decrease in numbers. Therefore, would true sake fans not enjoy both major sake brands and local sake brands?■

*Hiyaoroshi is a seasonal style of Japanese sake traditionally released in the autumn.

일본주 업계에서는「히야오로시」이벤트 등이 개최되는 시기인데, 일본주 메이커 중에서도 대기업에 들어가는 니혼모리의 시음판 매회를 당점에서 개최하였다. 대기업 메이커는 항상 술을 제조하고 있기 때문에 춘하추동의 술 이미지가 없다. 하지만, 역시 가을에 마시면 분위기는 다른지 어떤지 알고싶다는 생각으로 개최. 니혼모리는 1889년 (明治 22년) 창업. 현재는 일본주만이 아니라, 화장품

제조도 하고 있으며, 일본주와 같은 정도의 인기가 있다. 이번에는, 일본주를 5종류 준비. 궁내청 납품업체인「소하나준마이진조」, 블라인드 테이스팅으로 야마구치현 어느 인기 브랜드를 이겼다는 소문의「준마이진조생주」, 편의점이나 슈퍼마켓등에서 폭 넓게 취급되고 있는「재팬 소다 캔」, 담백하고 상쾌한 맛을 가진「신선생저」, 그리고 니혼모리가 대리판매를 하고 있는 교토 사사키 주조의「취락제준마이슈 가을마무리」. 시음은 티켓제로 1잔에 200엔. 5장 짜리 티켓을 구입하여 45ml 정도의 술을 맛볼 수 있게 하였다. 소우카는 역시 밸런스 좋음이 팔리는 이유인지, 식사와 함께 마시고 싶다가나, 술을 데워서 마시고 싶다는 등의 목소리가 높았다. 준마이이다진조생주는, 가격과 퀄리티에 모두 깜짝 놀라고, 이러한 화려하고 합리적인 술이 대기업에 있는가하고 놀랐다. 재팬 소다캔은, 달고 탄산감이 있어 일본술을 마시고 있다는 느낌이 없이 마시기 쉬워서 과음해 버린다는 의견이 나왔다. 신선생저는 상상한 대로 동네의 스시집이나 튀김가게 등에서 나오면 좋겠다는 감상이 많았다. 사사키주조의 취락제는 배우인 사사키 쿠라노스케의 친정이라는 이야기에 놀라고, 맛으로는 깔끔해서 가을 미각과 맞추고 싶다는 사람이 많았다. 최근 대기업 메이커의 술을 취급하는 이벤트를 실시하고 있는데에는 이유가 있다. 대기업 메이커의 술을 마시는 사람은 토속주도 마시지만, 토속주 애호가는 대기업 메이커의 일본주를 마시지 않는 경향이 있어, 지주애호가 중에는 대기업 메이커 술은 맛이 없다고 생각하는 사람도 적지않다. 하지만 그것은 편견이고, 인식부족이라 할 수 있다. 실제로 이번 이벤트에서 참가자는 모두 맛에 감동했다. 대기업도 토속주도 똑같이 일본의 국주이며, 똑같이 일본주인 것이다. 일본주 제조 기술을 향상시키고 있는 것은 대기업 메이커이고, 토속주 종목을 몇개 지지하고 있는 것도 대기업 메이커이다. 대기업 메이커가 술사업을 철수하면 토속주도 줄어드니 대기업도 토속주도 마시는 것이 일본주애호가 아닐까.



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Sake Shochu Spirits Institute of America was founded with the purpose to promote further understanding of Japanese sake, shochu and beer in a shared where 500 million people enjoy wine in North America. We strive to increase Japanophiles by furthering understanding of the sake culture through online Japanese sake and shochu colleges and books related to Japanese sake, shochu and beer, etc. Especially sampling parties directly approaches consumers and no doubt contributes to expanding the market. Also, our final purpose is to facilitate communication with sake breweries, sake producers, and distribution companies, etc., to introduce Japanese sake, shochu and beer to American consumers in a way that's easy-to-understand.

Sake Shochu Spirits Institute of America 미국 사케·소주·맥주 주류연구기관

The Taste of Japanese Sake

Sake aroma is difficult to describe in one phrase. However, focusing one's senses helps to detect the aroma of various plants and food ingredients harmonized together. This issue introduces the below aromas detected in sake.

Herbal and Spice Aromas

Cherry blossom leaves, thyme, lemon balm, clove, licorice, green pepper, cinnamon, mint, juniper berries, caraway, laurel (bay) leaves, estragon, French parsley, vanilla, nutmeg, green tea, rosemary, eucalyptus, Japanese mugwort, ears of rice, matcha, basil, turmeric and ginger.

Fruit Aromas

Lychee, melon, Chinese quince, apple, loquat, pear, banana, white peach, yellow peach, persimmon, muscat, dried fig, musk-melon, Yubari melon, dried banana, akebi, Asian pear (20th Century pear), mango, mangosteen, grape, nectarine, red bayberries, lemon, apricot, pineapple, sudachi, green apple, cherry, raspberry, strawberry, lime, orange, grapefruit, green ume (plum), kiwi, plum and yuzu.

Grain Aromas

Dried ears of rice, glutinous rice flour, freshly-pound mochi, sweet rice flour, adzuki beans, soy beans, rice, Kudzu starch gruel, tofu, soba (buckwheat noodles), bracken-starch dumpling, genmai (brown rice), sakura mochi (rice cake wrapped in preserved cherry leaf), malt, sweet potato, sticky rice, Domyoji (Kansai-style sakura mochi), tofu skin, corn flakes and steamed bread.

Wood Aromas

Green bamboo, bamboo, bamboo leaves, magnolia, new leaves, Japanese cypress, maple, pine needles and pine.

일본술이야기 일본술의 맛

술의 향기는 한마디로는 표현할 수 없는 것. 하지만 신경을 집중하면, 여러가지 식물과 식재료의 향이 공명하는 것을 알게 될 것이다. 이번에는 아래의 향기를 소개한다.

허브나 향신료를 연상시키는 향기

벚꽃잎, 타임, 레몬밤, 정자, 감초, 청후추, 계피, 민트, 주니퍼베리, 캘러웨이, 롤리에(월계수잎), 에스트라곤, 셀피유, 바닐라, 시나몬, 육두구, 센차, 로즈마리, 유칼립투스, 쑥, 벼이삭, 말차, 바질, 강황, 생강. 등이 있다.

과일을 연상시키는 향기

라이치, 메론, 카린, 사과, 비파, 서양배, 바나나, 백도, 황도, 감, 마스코트, 건조무화과, 머스크메론, 유바리메론, 건조바나나, 으름덩굴, 20세기배, 망고, 망고스틴, 포도, 넥타린, 야마모모, 레몬, 살구, 파인애플, 스다치, 파란사과, 체리 라스베리, 딸기, 라임, 오렌지, 자몽, 청매실, 키위, 자두, 유자.

곡물을 연상시키는 향기

말린 벼이삭, 조신가루, 갓 만든 떡, 시라타마, 팔, 대두, 쌀, 갈탕, 두부, 메밀, 와라비모찌. 현미, 干した稲穂、上新粉、사쿠라모찌. 맥아, 고구마, 찹쌀, 도모지, 유바, 콘후레이크, 찐빵.

나무를 연상시키는 향기

청죽, 대나무, 조릿대잎, 호엽, 새싹, 편백나무, 송진, 가마니, 솔잎.

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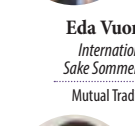
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SAKE
CHALLENGE

by Kosuke Kuji 217

**Kosuke Kuji**

Fifth Generation Brewery Owner
Nambu Bijin, Inc.

Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.

*Positions of Public Service:
Chairperson, Cassiopeia Corporation Youth Conference;
School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Sake de yogur colaborativo

Los alimentos y bebidas de probióticos son muy populares no solo en Japón, sino en todo el mundo.

Aunque muchos yogures se fabrican y venden en la prefectura de Iwate, uno especialmente reconocido y popular es el yogur Iwaizumi, también conocido como la marca de yogur favorita de Shohei Ohtani, lanzador y bateador designado de los Dodgers de Los Ángeles, nacido y criado en la prefectura de Iwate.

La ciudad de Iwaizumi, donde se encuentra el yogur Iwaizumi, está junto a la ciudad de Ninohe, donde se encuentra la fábrica de sake Nambu Bijin.

Conversé con el presidente de yogur Iwaizumi y colaboré con él para elaborar un producto conjunto.

Este producto es sake elaborado con yogur Iwaizumi, el primer sake colaborativo entre Nambu Bijin e Iwaizumi Yoghurt.

El contenido de alcohol es del 5% y es muy fácil de beber, a la vez que realza el sabor fresco y sutil del yogur Iwaizumi.

El único obstáculo para el lanzamiento de este sake fue la fecha de caducidad.

Yogur Iwaizumi cuenta con una red de ventas establecida en todo el mundo, que se envía con refrigeración controlada para gestionar minuciosamente su inventario.

El sake prácticamente no tiene fecha de caducidad, mientras que el yogur Iwaizumi no utiliza conservantes, por lo que su vida útil es limitada.

Este desafío se resolvió cuando Nambu Bijin fue pionero en la técnica del sake ultracongelado. Todo el sake que utiliza yogur Iwaizumi se vende ultracongelado.

Cuando visite Japón, le recomendamos probar este sake "Licor de Yogur", que se encuentra fácilmente disponible en tiendas online.



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¿Cuál es la función necesaria de la malta de arroz para la producción de sake?

La malta de arroz, en términos generales, consiste en hongos filamentosos (mohos) que crecen en granos, y se divide, a grandes rasgos, en mochi koji (pastel de arroz) y bara koji (malta de arroz). El mochi koji se prepara añadiendo agua al grano en polvo (harina, etc.), amasándolo en forma de ladrillo o bolitas de masa y endureciéndolo con rhizopus que crece en él. Este koji se utiliza ampliamente desde China hasta el Sudeste Asiático. Este mismo koji se utiliza en el vino de cocina china, Shaoxing jiu. Por otro lado, el bara koji se prepara a partir del moho koji (células de levadura) que crece en arroz al vapor, etc., también conocido como preparación de koji. El bara koji es una técnica exclusiva de Japón que se utiliza no solo para producir sake, sino también miso y salsa de soja.

En la industria destilera japonesa se utilizan siete tipos de moho koji, que se dividen principalmente en moho koji amarillo, moho koji negro y moho koji blanco. El moho koji amarillo (*Aspergillus oryzae*), con esporas de color verde amarillento,

se utiliza para producir sake, siendo el más representativo del moho koji. El moho koji negro, con esporas de color marrón negruzco, se utiliza para producir el shochu de Okinawa, "Awamori". Este moho genera cantidades significativas de ácido cítrico, manteniendo el puré de fermentación en un estado ácido, inhibiendo así el crecimiento de bacterias putrefactas y permitiendo la fermentación segura del moromi (puré fermentado), incluso en climas cálidos. El moho koji blanco, con esporas blancas (especie mutante del moho koji negro), se utiliza para producir shochu en la prefectura de Kyushu, etc.

Se dice que el factor más importante en la producción de sake es la malta de arroz, el segundo es el iniciador de levadura y el tercero es el método de producción, con las siguientes funciones:

1. La enzima contenida en el koji convierte el almidón de arroz en glucosa.
2. Se aportan vitaminas y diversos nutrientes a la

levadura para promover su crecimiento.

3. Diversos componentes metabolizados del koji contribuyen directa e indirectamente al aroma del sake.

El sake contiene alcohol procedente de la fermentación de la levadura. Sin embargo, el alcohol no puede fermentar si la levadura aún es almidón, por lo que este debe descomponerse para la sacarificación. Por lo tanto, 1. El koji desempeña la función más importante; pero, el moho amarillo del koji genera abundantes enzimas para descomponer el almidón, como la amilasa, etc. Por lo tanto, esta enzima, si está cruda, no es eficaz sobre el almidón, por lo que el arroz debe cocerse al vapor para convertirlo en azúcar. Además, algunos mohos amarillos del koji pueden descomponer las proteínas y generar cantidades significativas de enzimas (proteasas, etc.) que las descomponen en aminoácidos. El moho amarillo del koji se utiliza para producir miso y salsa de soja. Desde la antigüedad, se ha utilizado el moho adecuado para producirlos.





Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store "Ji Saakeya" Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.



Cata Nihonsakari

En la industria japonesa del sake, se celebran "Hiyaoroshi" y otros eventos en esta época del año*. Nuestra tienda de sake organizó una cata para Nihonsakari Co., Ltd., una importante destilería japonesa. Las grandes destilerías producen sake durante todo el año, por lo que a menudo no se considera un producto de temporada.

Sin embargo, esta cata se organizó para determinar si el sake que se disfruta en otoño tiene un sabor y un ambiente diferente.

Fundada en 1889, Nihonsakari no solo elabora sake, sino que también fabrica productos cosméticos tan populares como sus productos. Se trajeron cinco tipos diferentes de sake a esta cata para degustación: "Souhana Junmai Ginjo", del proveedor oficial de la Casa Imperial; "Junmai Daiginjo Draft", del que se rumorea que ganó una cata a ciegas contra una popular marca de sake de la prefectura de Yamaguchi; "JAPAN Soda", ampliamente disponible en tiendas de conveniencia y supermercados; El crujiente, seco y refrescante "Fresh Namachozo Sake" (almacenado sin pasteurizar para conservar su sabor fresco) y "Jurakudai Junmai Autumn" de la destilería Sasaki en la prefectura de Kioto, para la cual

Nihonsakari Co., Ltd. opera como agencia de ventas, son el resultado de una experiencia degustativa.

Los comensales adquirieron muestras con tickets de 200 JPY por vaso y un juego de 5 tickets de aproximadamente 45 ml de sake. Expresaron su deseo de maridar Souhana (su sabor equilibrado es su atractivo principal) con comida o disfrutarlo caliente. Tanto el precio como la calidad de Junmai Daiginjo Draft impresionaron a los comensales al descubrir que un importante productor ofrece un sake tan exquisito a un precio razonable. Un comensal comentó que el sake soda japonés es dulce y burbujeante, atípico del sake, y fácil de beberlo en exceso. Muchos comensales comentaron que el sake Fresh Namachozo es ideal para servir en restaurantes locales de sushi o tempura.

Los invitados se sorprendieron al descubrir que la destilería Sasaki, productora de la marca premium de sake Jurakudai, también fue el hogar de la infancia del famoso actor japonés Kuranosuke Sasaki. En cuanto al sabor, muchos invitados comentaron que Jurakudai es refrescante y perfecto para maridar con diversos pescados de otoño. Hay una razón por la que estamos sirviendo marcas de sake de las principales destilerías en las últimas catas. Los aficionados al sake que disfrutaban de las principales marcas también disfrutaban del jizake (sake local), mientras que los aficionados al jizake tienden a no disfrutar de las marcas de sake de las principales destilerías, convencidos de que las principales marcas no son deliciosas; una opinión sesgada basada en su falta de comprensión.

De hecho, muchos invitados

se conmovieron con los deliciosos sabores de las principales marcas de sake durante esta cata. Las principales marcas y el jizake son las bebidas alcohólicas nacionales de Japón y son el mismo sake. Las grandes marcas de destilerías de sake mejoran sus técnicas de producción y, al mismo tiempo, apoyan a varias marcas de jizake. Si las principales destilerías de sake se retirasen de la industria, las marcas de jizake también disminuirían en número. Por lo tanto, ¿no disfrutarían los verdaderos aficionados al sake tanto de las principales marcas como de las locales?

*Hiyaoroshi es un sake japonés de temporada que se comercializa tradicionalmente en otoño. Un sake de temporada otoñal, pasteurizado una sola vez, añejado durante el verano y comercializado en otoño con un sabor suave y equilibrado.



SAKE SOMMELIER CLUB

Master Sake Sommelier

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Sake Shochu Spirits Institute of America was founded with the purpose to promote further understanding of Japanese sake, shochu and beer in a shared where 500 million people enjoy wine in North America. We strive to increase Japanophiles by furthering understanding of the sake culture through online Japanese sake and shochu colleges and books related to Japanese sake, shochu and beer, etc. Especially sampling parties directly approaches consumers and no doubt contributes to expanding the market. Also, our final purpose is to facilitate communication with sake breweries, sake producers, and distribution companies, etc., to introduce Japanese sake, shochu and beer to American consumers in a way that's easy-to-understand.

Instituto de la Espiritu Sake Shochu de América

El sabor del sake japonés

El aroma del sake es difícil de describir en una sola frase. Sin embargo, concentrar los sentidos ayuda a percibir el aroma de diversas plantas e ingredientes alimenticios en armonía. En este número, presentamos los siguientes aromas que se detectan en el sake:

Aromas herbales y especiados

Hojas de flor de cerezo, tomillo, melisa, clavo, regaliz, pimienta verde, canela, menta, bayas de enebro, alcaravea, hojas de laurel, estragón, perejil francés, vainilla, nuez moscada, té verde, romero, eucalipto, artemisa japonesa, espigas de arroz, matcha, albahaca, cúrcuma y jengibre.

Aromas Frutales

Lichi, melón, membrillo chino, manzana, níspero, pera, plátano, melocotón blanco, melocotón amarillo, caqui, moscatel, higo seco, melón almizclero, melón Yubari,

plátano seco, akebi, pera asiática (pera del siglo XX), mango, mangostán, uva, nectarina, arrayán rojo, limón, albaricoque, piña, sudachi, manzana verde, cereza, frambuesa, fresa, lima, naranja, pomelo, ciruela verde (ume), kiwi, ciruela y yuzu.

Aromas de Granos

Arroz seco, harina de arroz glutinoso, mochi recién hecho, harina de arroz dulce, frijoles adzuki, frijoles de soja, arroz, gachas de almidón de kudzu, tofu, soba (fideos de trigo sarraceno), dumplings de almidón de helecho, genmai (arroz integral), sakura mochi (pastel de arroz envuelto en hojas de cerezo en conserva), malta, boniato, arroz glutinoso, domyoji (mochi de sakura al estilo Kansai), piel de tofu, copos de maíz y pan al vapor.

Aromas de Madera

Bambú verde, bambú, hojas de bambú, magnolia, hojas nuevas, ciprés japonés, arce, agujas de pino y pino.

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