

Japanese RESTAURANT news

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UNESCO Intangible Cultural Heritage ユネスコ無形文化遺産登録
2013 “Japanese Cuisine 和食”
2024 “Traditional knowledge and skills of sake-making 伝統的酒造り”

七味会 Hichimikai



Hichimikai General Meeting and Mixer Held
七味会 総会と懇親会を開催

World Sake Ranking 2025
世界酒蔵ランキング 2025
—日本国内外で開催されたコンテストの受賞実績で酒蔵を格付けする「世界酒蔵ランキング 2025」

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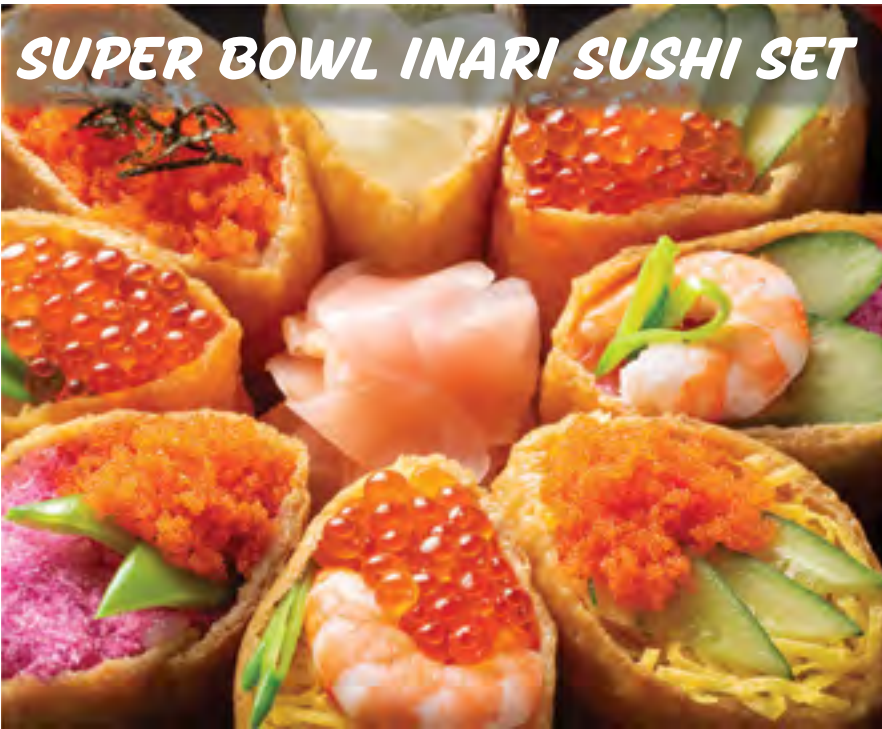
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12/32floz
#23254

from left

Orion Shokunin Wheat
4/6/11.8floz (350ml) #21683

Orion Mugi Shokunin
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from top left: Kikuizumi Hitosuji Sparkling Sake, Saitama Prefecture, #10463 /
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 Mutsu Hassen Pink Label Ginjo, Aomori Prefecture, #9661 / Niwa no Uguisu "Doburoku" Pink, Fukuoka Prefecture, #10610 /
 from bottom left: Choya Sarari Umeshu, Mie Prefecture, #69874 /
 Chateau Mercian Momoiro Rosé, Yamanashi & Nagano Prefecture, #10683 /
 Shochu Kaido Iwai no Aka, Kagoshima Prefecture, #4681 /
 Amabuki Gin no Kurenai Junmai, Saga Prefecture, #3945 / Amabuki Sakura Fubuki Junmai, Saga Prefecture #10744 /
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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いたします。最新の話題店舗や人気商品などを紹介し、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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Japanese Food Manufacture Association (“Hichimikai”) General Meeting and Mixer Held

七味会 総会と懇親会を開催

Japanese Food Manufacture Association (also known as “Hichimikai”), consisting of Japanese food manufacturers that expanded into the U.S. market (founded in 1980, President: Tomofumi Suzuki of Yamaki USA, Inc.), held their general meeting and mixer at the Miyako Hybrid Hotel in Torrance, Calif., on December 5, 2025. Shunichiro Kitagawa, Consulate-General of Japan in Los Angeles, was invited as an honorary guest.

Association President Tomofumi Suzuki gave the opening remarks, followed by a seminar on trends in Japanese agricultural, forestry, fishery and food exports presented by Akane Kawamoto of Japan External Trade Organization (JETRO) Los Angeles.

Report on JETRO’s business description and the status of their latest activities was followed by Kawamoto’s report on efforts to increase the consumption of Japanese food products in the U.S. and exports to the U.S. market, the status of the Export Support Platform for agricultural products. The “Export Support Platform” provides ongoing expertise and support to exporters as a strategy to increase Japanese agricultural, forestry, fishery and food products, launched by Japan’s Export and International Affairs Bureau, the Ministry of Agriculture, Forestry and Fisheries; and JETRO closely coordinating with the U.S. Export Support Platform Office, utilizing experts and local staff well versed in the local business climate to support exporters, etc.

The Export Support Platform is currently set-up in North America (Los Angeles, New York, Houston),

Thailand (Bangkok), Singapore, European Union (Paris, Brussels), Vietnam (Ho Chi Minh), Hong Kong, China (Beijing, Shanghai, Guangzhou, Chengdu), Taiwan (Taipei), Malaysia (Kuala Lumpur), and UAE (Dubai). Efforts are underway to increase Japanese agricultural, forestry, fishery and food exports in an “All-Japan” effort to reach 5 trillion JPY in export value by 2030.

The general meeting was held after the seminar, followed by a break. The 2025 Recreation Department presented a report, followed by reports on the general meeting, seminar and activities, the treasurer’s report, and general affairs reported by each chairperson. Since the board members ended their terms, a new secretary and board of trustees were elected and approved.

With cooperation between the public and private sectors, the Japanese government set the target to increase the export value of Japanese agricultural, forestry, fishery and food products to 5 trillion JPY by 2030. As the domestic food market is shrinking in Japan, Japanese agricultural, forestry, fishery and food products must expand into foreign markets to increase their market share overseas. To accelerate the increase in export value of Japanese agricultural, forestry, fishery and food products, the activities of Hichimikai will no doubt become increasingly important to support Japanese food exports to the U.S. market.

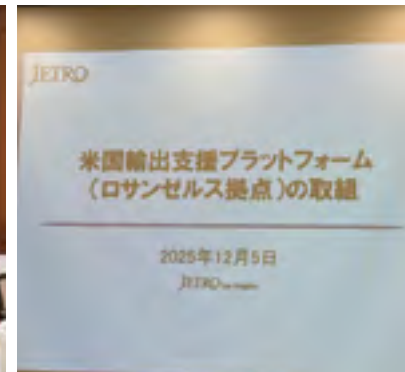
Shunichiro Kitagawa, Consulate-General of Japan in Los Angeles, expressed gratitude for Hichimikai’s year-round activities in his speech at the mixer, followed by a toast where members mingled. ■

米 国に進出する日系食品製造メーカーで構成する七味会（1980年設立 / 鈴木智文会長、ヤマキ USA Inc）は総会と懇親会を12月5日カリフォルニア州トーレンス市の都ハイブリッドホテルにおいて、在ロサンゼルス総領事館の北川俊一郎領事を来賓として迎え開催した。

鈴木会長の開会の挨拶に続くセミナーでは、“日本の食を世界へー日本産農林水産物・食品の輸出動向と支援活動の紹介”をテーマにジェトロ・ロサンゼルス 川本 茜氏が講演した。

川本氏はジェトロの活動状況や事業内容などの報告に続き、日本産食品の米国における消費拡大や対米輸出の増加に取り組む、農産物輸出支援プラットフォームの近況について話した。「輸出支援プラットフォーム」は、農林水産物・食品の輸出拡大実行戦略において、輸出事業者を専門的かつ継続的に支援するというもので、農林水産省輸出・国際局とジェトロが米国プラットフォーム事務局と密接に連携を図りながら、専門家や有識者のほか現地事情に精通した人材をローカルスタッフとして活用し、輸出事業者等を支援している。輸出支援プラットフォームは現在、米国（ロサンゼルス、ニューヨーク、ヒューストン）、タイ（バンコク）、シンガポール、EU（パリ、ブリュッセル）、ベトナム（ホーチミン）、香港、中国（北京、上海、広州、成都）、台湾（台北）、マレーシア（クアラルンプール）、UAE（ドバイ）に設置されており、農林水産物・食品の輸出額において2030年までに5兆円という目標に向かって活動している。

セミナー終了後、休憩を挟んで開催された総会では、2025年のレクリエーション部門、総会セミナー活動報告、会計報告、庶務報告などが各委員長からあった。また、役員任期満了に伴い、新規幹事、評議員の選出と承認が行われた。



日本政府は2030年までに輸出5兆円の目標を掲げ、官民挙げてさらなる輸出拡大に取り組んでいる。日本国内の食の市場が縮小するなかで、農林水産物・食品の成長を実現するには、海外市場を取り込むことが不可欠である。農林水産物・食品の輸出拡大を加速するためには、日本食品の対米輸出支援という観点からも七味会の活動はますます重要になって行くだろう。

懇親会では、在ロサンゼルス総領事館の北川俊一郎領事が挨拶に立ち、年間を通した七味会の活動に感謝を述べた後、乾杯し会は和やかに始まり会員は互いに親睦を深めた。

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Master Sake Sommelier
Finalist of the 2nd
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melier Competition.
Graduated from
Keio University Faculty of Law, Depart-
ment 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 Exec-
utive 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 electroni-
cally) in North America, Japan, and
Southeast Asia.



日本酒の鑑定

酒の鑑定最重要的是找到並設定出自己的口味標準。標準不是找到自己的喜歡口味，而是找到判斷其他酒所需的口味基準軸。牢牢抓住該軸的核心味道，感受到其他酒的不同香氣、酸度、酒體，和鮮味。之後，要根據收集的知識和信息，能夠更公平、更準確地評估其他產品。

現在如何找到那個軸，根據我自己的經驗，我將教您如何快速以及不花錢找

Sake Tasting

To be able to taste sake, the most important thing to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly

assess sake products.

So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience.

First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one.

Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

日本酒の利き酒

利き酒をするにあたって一番重要なことは自分自身の味覚基準を設定、見つけることである。基準とは自分自身の好みではなく、他の酒を判定するのに必要な味覚の軸となるものを見つけることにある。その軸となる味をしっかりと持つことにより他の酒の違う香り、酸味、ボディ、旨みを感じるようになるのだ。後は知識と情報収集により、他の商品をより公平にしかも的

確に評価できるようになるのである。

ではその軸を見つける方法だが、今回私自身の経験から一番手取り早く、しかも費用のかからない味覚判断基準の見つけ方をお教えしよう。

店頭で安い日本酒を購入し、嫌い、まずい酒でもひたすら同じ酒を15日間毎日飲むこと（人によっては20日間くらいかかる人もいるだろうが）。決して酔うまでは飲まないこと。量はお猪口一杯

でもすすめる程度でもいいから欠かさず飲むことが必要となる。（その間、他の日本酒は飲まない方がよい）

2-3日の肝臓休憩後に違う日本酒を利いてみる。おそらく、いままでは分からなかった味が恐ろしく利けることになってるだろう。酸味の違い、ボディの濃淡、香りの違い、旨みのレベル、後味の強弱がはっきりと分かるようになる。

일본술의 시음

시음 술을 마시기 전에 가장 중요한 것은 자신의 미각 기준을 설정하고 찾아내는 것이다. 기준이란 자신의 기호가 아니라 다른 술을 판정하는 데 필요한 미각의 축이 되는 것을 찾아내는 데 있다. 그 축이 되는 맛을 제대로 가지면 다른 술과 다른 향, 산미, 보디, 감칠맛을 느낄 수 있게 된다. 그 다음은 지식과 정보 수집을 통해 다른 상품을 더욱 공평하고 정확하게 평가할 수 있게 되는 것이다.

매장에서 가장 저렴한 일본술을 구매한 다음 마음에 안 들고 맛있는 술이라도 같은 술을 15일간 매일 마신다(사람에 따라서는 20일이 걸리는 경우도 있을 것이다). 절대 취할 때까지 마시지 않는다. 양은 딱 한 모금만 마시든 훌쩍훌쩍 마시든 매일 빼먹지 않고 마시는 것이 중요하다(그동안 다른 일본술은 마시지 않는 편이 좋다).

그럼 그 축은 어떻게 찾아내는가? 본고에서는 나의 경험을 바탕으로 가장 손쉽고 빠르게, 그리고 더 저렴하게 미각의 판단 기준을 찾아내는 방법을 알려드리고자 한다.

2~3일 동안 지친 간을 쉬게 한 후에 다른 일본술을 시음해 본다. 아마 지금까지 몰랐던 맛을 느끼게 될 것이다. 산미의 차이, 보디의 농도, 향의 차이, 감칠맛의 수준, 뒷맛의 강약을 확실히 알 수 있게 될 것이다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 220



Kosuke Kuji
Fifth Generation Brewery Owner
Nanbu 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

Recommending sake to gals and inbound tourists: Part 2

ギャルとインバウンドに日本酒 その2

Continuing from last report.

“Gals” I never imagined that at my age, I would have the chance to speak with people who are probably in their 50s and completely “opposite” from me and Japanese sake. One of my fellow business owners told me, “Gals are amazing. When I get advice from them in meetings, their honesty and passion are so powerful that they change people.” I was introduced to the president of CGO.com, a company run by gals in Shibuya with the motto “Gals minds change meetings and ideas.”

前回からの続きです。

「ギャル」おそらく50代の私や日本酒とは全く「反対」にいる方々で、この年になってまさかそういった方々とお話しか出来るとは思いませんでした。私の仲間の経営者で「ギャルってすごいよ。会議とかで助言もらうんだけど、会議のための会議が無くなるくらい、本音と情熱で人を変えてしまうよ」と聞き、紹介してもらいました。

渋谷にあるギャルがギャルと一緒に「ギャルマインドが会議を、発想を変える」を命題に運営する「CGO ドットコム」

At first, I was filled with nothing but worries—what kind of person would they be? Would we even be able to communicate? We arranged to meet with several company-affiliated gals. We agreed to meet in Shibuya's club district, but surprisingly, the meeting spot was at a famous Japanese restaurant in that very area. Since there are many clubs near the same address, I assumed we'd be talking at a club.

When we met at that shop and I offered them a tasting of Nanbu Bijin, explaining that I wanted to get young people and inbound tourists

のバブリー社長を紹介していただきました。最初はどんな人なんだろう、会話は通じるのか? と心配しかありませんでした。何名かの会社所属のギャルと一緒に会いましょうとなり、渋谷のクラブがたくさんあるエリアで待ち合わせしましたが、何とそのエリアでも有名な日本食レストランでの待ち合わせでした。同じ住所の近くにはたくさんクラブがあるのでクラブでつきり話すのだと思っていました。そのお店で会って、南部美人を試飲してもらい、日本酒を若者や渋谷に来るインバウンドに飲ませたいのだ、と

visiting Shibuya to drink sake, the gals responded with a flurry of incredibly energetic, lively, and heartfelt opinions. I was amazed by their passion, their feelings, and the gap between their appearance and their hearts. I deeply regretted how I had judged gals based solely on their looks—I felt truly ashamed of myself. The term “gals” is synonymous with Shibuya. Shibuya is a district as well-known to people around the world as New York City is in America. So how could we get inbound tourists and young people visiting Shibuya to drink sake? Strategy meetings continued many times after that. ■ (To be continued in the next report)

私の方から話すと、ギャルの皆さんからはすごく元気で活発で想いのこもった意見が続出。彼女たちの情熱、想い、見た目と心のギャップに驚きました。私がいかに外見でギャルを判断していたか、本当に自分が情けなくて大きく反省をしました。渋谷の代名詞でもある「ギャル」。渋谷は世界の人々からしたらアメリカのニューヨーク並みに知名度のある地域。そこでインバウンドの皆さんや渋谷に来る若者に日本酒をどうやって飲ませて行こうか。作戦会議はその後何回も続きました。(次回に続く)

日本酒 百味百題

The Purpose of Pasteurization 火入れの目的は何か

Generally, Japanese sake prepared as “refined sake” after filtration is heat-treated by ‘pasteurization’ before stored.

The purpose of pasteurization is to sterilize microorganisms harmful to sake, break down the enzymes still active in sake such as rice malt (koji) to adjust the aroma, and increase preservability. Since heat is applied at relatively low temperatures, the sake does not lose its flavor. Usually, sake is heated at approximately 149 degF for 10 minutes before it’s stored in a sealed tank to prevent bacterial contamination and alcohol from evaporating. The sake is heated using a sterilization device with sake poured into pipes submerged in hot water. Japanese sake not pasteurized is called “unpasteurized sake.”

Even after production is complete, Japanese sake is still susceptible to contamination by special lactic acid bacterium and always perishable. When sake starts to spoil, the color turns white as oxidation progresses and generates a strong odor. This phenomenon of Japanese sake spoiling is called “bacterial contamination,” caused by one type of lactic acid bacterium called “hiochi lactobacillus.”

Generally, bacterium cannot grow in high alcohol concentration-levels near 20 percent, such as Japanese sake. However, hiochi lactobacillus is high in alcohol tolerance and grows in concentration-levels near 25 percent. Also, the hiochi lactobacillus cannot grow without the component “mevalonic acid,” while the Koji mold *Aspergillus flavus* - unique to Japanese sake - grows in hiochi lactobacillus, the reason why Japanese sake is the only alcoholic beverage that hiochi lactobacillus

propagates in.

The principle of pasteurization is the same as the “low-temperature sterilization method,” introduced by Louis Pasteur in 1985 as a measure to prevent wine from spoiling. However, the pasteurization of Japanese sake dates back approximately 300 years.

A document from the Sengoku Period (“Age of Warring States,” 1467 – 1600) describes sake production indicating “sake was pasteurized before summer to prevent spoiling.” Afterwards, the document further read ‘initially,’ implying sake was perhaps pasteurized 2 to 3 times to ensure safe consumption. The sake was likely pasteurized between 122 degF ~ 140 degF for approximately 10 minutes, equivalent to the pasteurization conditions today. However, since there were no thermometers at the time, the temperature was measured physically using a finger. The document specifically indicates how the temperature is confirmed in 3 stages – at low, medium, and high temperature. ■



一般に、搾り、濾過を終えて「清酒」となった日本酒は、「火入れ」と呼ばれる加熱処理をしてから貯蔵する。

火入れの目的は、日本酒にとって有害な微生物を殺すとともに、酒の中に残存して活性を保っている麹などの酵素類を破壊して香味を調整し、保存性を高めることにある。比較的低温で加熱するため、酒の風味が損なわれることもない。通常は65度前後で10分間加熱してから貯蔵タンクに移し、雑菌の混入とアルコールの揮散を防ぐために密閉して貯蔵する。

加熱には、熱湯に入れた管などの中を酒を通す仕組みの火入れ殺菌機が用いられている。この火入れをしない日本酒が「生酒」である。

日本酒は出来上がってからも、特殊な乳酸菌の侵入を受けて、つねに腐りやすい状態にある。腐り始めると白濁するだけでなく、酸が異常に増えて悪臭も出てくる。このような日本酒の腐敗現象を「火落ち」といい、火落ちの原因となる乳酸菌の一種は「火落菌」と呼ばれる。

一般に細菌類は、日本酒のような20%近い高アルコール濃度の中では生育できないのだが、火落菌はアルコール耐性が強く、25%ほどの濃度でも生育できる。また、火落菌は「火落酸（メバロン酸）」という成分がなければ生育できないが、この火落酸は日本酒独特の麴カビである黄麹カビが生成する。火落菌が酒類では日本酒だけに増殖するのは、そのためである。

火入れの原理は、パストゥールがワインの腐敗防止策として1865年に発表した「低温殺菌法」と同じだが、日本酒造りで火入れは、その約300年も前から行なわれていた。

その初見は戦国時代の酒造りが記されている『多門院日記』で、永禄10年(1567)6月23日の条に「第一度酒ニサセ樽へ入了」とあるのがそれである。夏に向かって酒が腐りやすくなるから火入れをしたということだが、その後の記述では「初度(初めて)」とあるから、安全を期して2度、3度と火入れを行なったのかもしれない。火入れ温度は50～60度で5～10分間ほどと推定され、現在の火入れの条件とほぼ一致する。ただし、いうまでもなく温度計のなかった時代だから、火入れの温度は指を使って体感でとらえていた。江戸時代中期の『童蒙酒造記』は、低温、中温、高温の3段階に分けて、それぞれを「薄火」、「手引燗」、「熱火」と表現し、その確認の仕方を具体的に記している。

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Mejjin, 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.

What’s Happening with Sake at Year’s End

師走の日本酒事情

The year is coming to an end in the blink of an eye. As I grow older, each year seems to pass with increasing speed. Before I realize it, another year is already drawing to a close.

December is the busiest season for Japan’s sake industry. My own shop also sees a surge in activity during this month alone. This year, however, many breweries are noticeably behind schedule with their new sake releases. Even by mid-December, some have yet to announce official release dates.

While a few breweries began releasing their new sake as early as October, a growing number that traditionally launch in November have found themselves pushed into December. The reasons vary: the rice harvest was delayed, the rice isn’t dissolving as expected, the sake is ready but hasn’t received internal approval, or even the sudden departure of a new staff member. There are many explanations, but above all, it feels as though climate conditions are playing a significant role. Sake brewing itself may now be at a turning point—one that calls for new ways of thinking and new techniques adapted to this increasingly warm climate, rather than relying solely on traditional approaches.

To be honest, the world that awaits us beyond our efforts to combat global warming is said to be one where temperature reductions are smaller than the margin of error on a

thermometer—levels imperceptible to human skin. And yet, environmental awareness and eco-conscious business practices have become part of everyday life. Certifications are granted to products labeled additive-free or “non-artificial,” and those labels often justify higher prices. Companies are praised as responsible and trustworthy simply for taking visible action against climate change. Eco-friendly initiatives aimed at addressing global warming have become inseparable from modern living. However, if temperatures are only expected to change by amounts imperceptible to human skin even decades from now, the real impact may lie elsewhere. As we have already seen this year, unseasonal typhoons are becoming a regular occurrence. They delay rice harvesting, which in turn delays sake production—and inevitably forces a rethinking of sales strategies. I am no expert when it comes to growing rice or brewing sake, so I can’t speak to the technical details. That said, I personally feel that the time has already come to reconsider the timing of seasonal sake releases. We are accustomed to thinking in terms of months—this sake comes out in October, that one in November—but that monthly framework may eventually collapse altogether. And when it does, the way we define and sell “seasonal” sake will have to change with it. Perhaps, in the years ahead, more breweries will begin releasing their new

sake only after the New Year. For now, we find ourselves anxiously waiting—asking again and again when the new sake will arrive—right in the middle of the busiest season.

As retailers, we genuinely want people to enjoy fresh new sake during the year-end and New Year holidays, when everyone feels inclined to drink Japanese sake. We hope they will savor it while discovering the unique character of each region. Some say that beyond global warming lies an eventual ice age. At this point, it is hard to know what is true anymore. But whether the future brings warming or cooling, I hope winter remains a season where we walk home through clear air and biting cold, then relax in a warm room with good food and a cup of sake—finding comfort in that simple, familiar ritual. That, at least, is the winter I wish to hold on to.■



あつ という間に1年が終わろうとしている。

歳を重ねるに連れ、1年の時間が過ぎる感覚が勢いを増して早くなってきた。師走は日本酒業界にとって書き入れ時である。私の店も12月だけは忙しくなる。しかし、今年は新酒の出荷が遅い蔵が目立つ。12月中旬になっても発売日が決まらない酒蔵もある。早い酒蔵は10月には新酒の発売が始まっていたが、毎年11月に新酒を出す蔵が12月にずれ込んでいるパターンが多く見られる。理由

としては稲刈りの時期が遅くなった、米が溶けない、出来ているけど会社のゴースサインが出ない、新人が突然辞めたなど様々であるが、やはり気候によるものが大きい様に感じている。酒造りもこの温暖な気候に合わせて今までとは違う思考と技術を取り入れる転換期に来ているのかもしれない。正直、温暖化に対する活動の先に待っている世界は、体温計の誤差よりも小さい数字の気温低下らしい。これは人間の肌では感じられないレベルだそう。現在はエコ意識やエコビジネスが日常化し、無添加や人工的でないものに認証を与え、その認証が有るから少し値段が高くて購入しようとか、温暖化対策しているから優良企業だとか、温暖化対策のエコ活動は生活に切っても切り離せない状況である。しかし、気温は数十年後でも肌で感じられない程度しか変わらないということは、今年もあつたが、季節外れの台風の発生が日常化し、稲刈りを遅らせ、酒造りを遅らせる。それによって販売の考え方の見直しが余儀なくされるだろう。米や酒の造りに関しては素人なので解らないが、季節の酒の販売タイミングを見直すタイミングは既に個人的には来ていると感じる。今は〇月に季節ものが出るという月での感覚が定着しているが、それはいずれ完全に崩れるのであろう。多分、年を越してから新酒が出る酒蔵も増えてくるのではないかと。兎に角、今は新酒の入荷タイミングを繁忙期にまだかまだかと待っている状態である。年末年始、皆が日本酒を飲みたい時期にフレッシュな新酒を是非、色々地方の特色を楽しみながら飲んでほしいという気持ちで販売店には有る。人によっては温暖化に進んだ先は氷河期だと言う人も。もう何が本当か全く解らないが、温暖化だろうが氷河期だろうが構わないので、冬は澄んだ空気と皮膚を刺す冷たい風の中家路に着き、温かい部屋と料理と日本酒でほっこりする季節であってほしいと私は思う。



SAKE SOMMELIER CLUB

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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

Ways to Describe Japanese Sake

In this issue, we introduce terms to describe Japanese sake flavors, just like a sommelier for reference.

Terms to Describe the "Feel" of Japanese Sake

Delicate, silky smooth, sharp, strong, with no sharp edge, soft, gentle, balanced, full, well-rounded, viscous, smooth, fresh, mellow, mild, refreshing, subtle, slight.

Terms to Describe the "Aroma" of Japanese Sake

Spicy, clean, smooth, dry, refreshing, plump, scent like pine leaves, scent like Japanese angelica tree, scent like a grapefruit, scent like watercress, scent like a fuki plant, scent like a ginkgo tree.

Terms to Describe the "Flavors" of Japanese Sake

Well-rounded umami flavor, plump, full, slight, soft, mild, light, well-balanced, melting flavor, heavy, strong, fullness, gentle and relaxing.

So, what do you think about the terms used to describe the flavors of Japanese sake?

Terms easy to visualize are recommended when asked about the characteristics of Japanese sake. Since perception of taste is subjective, it's best to use simple terms easy to understand.

日本酒の表現方法

今回はまるでワインのソムリエのように、日本酒の味わいを表現するための参考になる言葉を紹介したいと思う。

日本酒の「感覚」を表現する言葉

きめ細やかな、絹のような、シャープな、鋭い、角のない、丸みのある、穏やかな、調和した、充実した、ふくよかな、とろりとした、なめらかな、みずみずしい、まったりとした、まろやかな、爽やかな、すっきりとした、柔らかな、ほんのりとした。

日本酒の「香り」を表現する言葉

スパイシーな、すっきりとした、さらさらした、柔らかい、すがすがしい、ふっくらした、松葉を思わず、タラの芽を思わず、グレープフルーツを思わず、クレソンのような、ふきのとうのような、銀杏のような。

日本酒の「味」を表現する言葉

うまみふくよかな、ふっくらとした、膨らみのある、ほんのりとした、柔らかな、丸みのある、軽やかな、よく調和された、とろけるような、どっしりとした、ふくらみがある、優しく落ち着いた。

以上、日本酒の味わいを表現する言葉についていかがでしたか。

日本酒の特徴について聞かれた時、相手もイメージしやすいわかりやすい言葉で伝えたい。味覚は人それぞれだからこそ、理解しやすい言葉で表現することが大切。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



“Oshogatsu in Little Tokyo” held to introduce traditional Japanese New Year’s celebrations

-Many visitors attended the annual New Year’s celebrations held for the 27th year-

日本伝統の正月文化を紹介する
「お正月イン・リトル東京」開催

—27回を迎える新年の恒例行事に多くの参加者—



“Oshogatsu in Little Tokyo” was jointly organized by the Japanese Chamber of Commerce of Southern California (JCCSC) and the Japanese Chamber of Commerce Foundation in the Little Tokyo district of Los Angeles to introduce traditional Japanese New Year’s celebrations. This event, held for the 27th year, is now a New Year custom in Los Angeles, attended by over 10,000 visitors each year.

This annual New Year event was started to revitalize the town around Little Tokyo and introduce traditional Japanese New Year’s celebrations to Americans and younger generations of Japanese Americans, now an essential event in the Japanese community.

Jeff Yamazaki, President of the JCCSC, commented on his aspirations: “JCCSC is excited to introduce Japanese culture to as many visitors as possible. JCCSC is determined to continue our contribution to the Japanese community through events like this.”

The New Year’s celebration was held at Weller Court as the main venue and the Japanese Village Plaza to invite visitors to enjoy traditional Japanese New Year’s festivities.

A dynamic taiko drum performance started before the event kicked off at 11:00 AM, followed by the opening ceremony on stage, the ceremonial breaking of the sake barrel, Mochi maki (scattering of mochi to visitors), folk song and dance, Shorinji Kempo and Aikido demonstrations, Kawachi Ondo & Dance, Awa Odori Dance, Kendo, Calligraphy demonstration,

Lion Dance, etc. Each traditional, cultural, and entertainment organization active in the suburbs of Los Angeles performed songs, dances, and demonstrations. Lively performances on stage celebrated the New Year, while participants dressed in colorful kimonos competed in the Kimono Contest on stage. The Kimono Contest is organized by the L.A. Kimono Club as an annual club event held on New Year’s Day, also one of the main events of “Oshogatsu in Little Tokyo.” The event was started in the year 2000 to increase opportunities to wear kimonos and to introduce traditional Japanese culture by wearing them. Club members attend various Japanese cultural events wearing kimonos year-round.

During the Mochi maki (scattering of mochi) by the Nisei Week Queen and Court, children jumped up and down to catch the red and white mochi. Picture books, Japanese folk art, and anime characters were sold at booths, along with oshiruko (sweet red-bean soup with mochi), yakisoba, karaage, takoyaki, mochi, and sake for tasting. Other booths invited visitors to fold origami or create small kites, many attended by children, to foster a feeling of traditional Japanese New Year’s celebrations for visitors who attended for the first time.

The suburb of Little Tokyo is also home to temples of each Buddhist sect. Many visitors made their first visit of the year to the Koyasan Buddhist Temple in Little Tokyo as they do each year to draw a fortune slip or purchase an amulet or talisman.■

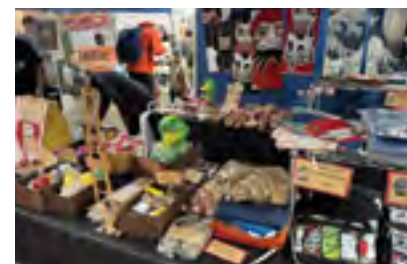
南加日系商工会議所と南加日商財団は、日本伝統の正月文化を紹介する元日の祝賀行事「お正月イン・リトル東京」をロサンゼルスのリトル東京で開催した。今回で27回目となるこのイベントはロサンゼルスの正月の風物詩となっており、毎年1万人以上の来場者がある。

正月恒例となった同イベントは、リトル東京周辺の町の活性化と日本の正月を知らない若い世代の日系人やアメリカ人に日本の正月文化を紹介する目的で始められ、今では日系コミュニティーに欠かせない行事のひとつとなっている。

ジェフ山崎南加日系商工会議所会頭は、「日本の文化を少しでも多くの方に知ってもらえて嬉しく思う。今後もこのようなイベントを通して日系社会にも貢献して行く決意。今後も継続して行きたい。」と抱負を述べた。

イベントは、日本の伝統的な正月気分を味わってもらいたいという趣旨のもと開催するもので、今回もメイン会場のウエラーコートとジャパニーズ・ビレッジ・プラザでの開催となった。

午前11時の開始前には力強い太鼓演奏があり、設置されたステージでの開会式と鏡開きに続き、餅まきや民謡と踊り、少林寺拳法、合気道、河内音頭、阿波踊り、剣道、書初め、獅子舞などロサンゼルス近郊で活動する伝統文化・芸能の各団体が自慢の歌声や踊り、実技などを披露した。正月にふさわしく華やかな舞台が繰り広げられる中、着物コンテストでの晴れ着をまとった参加者達の姿はステージを鮮やかに彩った。着物コンテストはLA着物クラブが主催するもので、着物クラブ恒例のお正月でもあり“お正月イン・リトル東京”のメイン行事のひとつ。和服を着る機会をもっと増やし、着物を通して日本の伝統文化を伝えようという目的で2000年に発足し、年間を



通して、色々な日本の行事に着物で参加したりイベントを主催している。

二世週祭の女王とコートたちによる餅まきでは、舞い上がる紅白の餅を必死に取ろうと楽しそうに飛び跳ねる子どもたちの姿があった。絵本や民芸品、アニメキャラクターの販売に加えお汁粉、焼きそば、唐揚げ、タコ焼き、お餅、酒テイティングなどのブースが並んだ。また、折り紙やミニ凧作りなど来場者が体験できるブースには多くの子供たちが参加し、初めて訪れた人でも日本の正月気分を存分に満喫できる趣向が凝らされた。

また、リトル東京近郊には各宗派の寺院があるが、リトル東京内の高野山別院には、例年のように大勢の初詣客が訪れ、おみくじを引いたり、お守り、お札を買い求めるなど参拝者で賑わった。



How One Issei Immigrant Helped Feed a Generation

一人の日系移民が支えた一世代の食卓

To mark 100 years of bringing the flavors of Japan to the world, Mutual Trading Co., Inc. looks back on its storied history, from the company's humble roots as a "co-op purchasing and import channel" in Little Tokyo serving the needs of early Japanese immigrants in Southern California, to its pivotal role in introducing Edomae Japanese sushi to the United States. In this first installment, Mutual Trading's origins are traced alongside the rise of the Japanese American community, highlighting how the company laid the foundation for Japanese cuisine's lasting presence in America and helped the community rebuild after internment.

In 1899, a 20-year-old named Sadagoro Hoshizaki boarded a Norwegian cargo ship to set sail for a new life in the United States. A born and raised Odawara native, Hoshizaki had saved up \$60 to pay for the voyage from Japan to California. Like thousands of other Japanese immigrants, he set out with a simple plan: to eke out his own piece of the American dream as an agricultural laborer in California. What he couldn't have known then was that this leap would eventually lead him to found a company that would endure for more than a century.

The late 1800s were boom times for Japanese immigration to the United States. In 1869, the first Japanese immigrants arrived in the mainland United States, landing at the port of San Francisco carrying nothing but tea plant seeds, silkworms, rice, bamboo shoots and cookware. Fleeing the brutality of the Boshin Civil War in Japan, this group – 22 strong, according to the Daily Alta California – broke ground on the first Japanese settlement in North

America, the short-lived Wakamatsu Tea and Silk Farm Colony.

While the settlement collapsed after two years, this group of 22 became the first documented wave of Japanese immigrants to the United States. Over the next three decades, thousands more joined them as the Chinese Exclusion Act of 1882 created labor shortages in mining, agriculture and manufacturing that were soon filled by Japanese workers. By 1900, 22 became 24,326, and among the thousands setting sail to the United States, was Hoshizaki himself, who arrived in San Francisco and quickly found work on an orchard in Vacaville.

Hoshizaki arrived in 1899 at a pivotal time for Japanese Americans: Excluded from mainstream markets amid nascent anti-Japanese racism, early Issei (first-generation) immigrants built self-sufficient economies in so-called "Japantowns" across the country, establishing "their own schools, temples and churches, markets

1899年、20歳の星崎定五郎は、こつこつと貯めた渡航費を手に、生まれ育った小田原を後にしました。ノルウェーの貨物船に乗り込み、新たな人生を求めて日本からアメリカへと旅立ったのです。しかし当時の彼には、この一歩がやがて一世紀以上にわたり存続する会社を生み出し、日系アメリカ人社会にとって欠かせない存在へとつながっていくことを、知る由もありませんでした。

19世紀後半、多くの日本人移民がアメリカへ渡りました。1869年、最初の日本人移民がサンフランシスコ港に到着し、茶の苗木や蚕、米、竹の子、そして調理器具以外、ほとんど何も持たずにアメリカの地へ足を踏み入れました。戊辰戦争の混乱から逃れ、カリフォルニアに希望を見出したこの22人の移民たちは、北米初の日本人入植地となる「Wakamatsu Tea and Silk Farm Colony (若松コロニー)」を切り拓きました。

若松コロニーはわずか2年で消滅したものの、この22人はアメリカ合衆国における最初の日系移民として、歴史に名を刻すこと

となりました。その後30年の間に、1882年の中国人排斥法によって鉱業、農業、製造業などで深刻化した労働力不足を背景に、何千人もの日本人労働者が新たに渡米しました。1900年までに、日本人移民の数は22人から24,326人へと急増し、その中には星崎定五郎の姿もありました。星崎はサンフランシスコへ到着し、ほどなくしてカリフォルニア州ヴァカヴィルの果樹園で働き始めました。

星崎が渡米した1899年は、日系アメリカ人社会にとって大きな転換期にあたる時代でした。反日差別が芽生え始めるなか、日系移民たちは全米各地で自立した日本人街を築き上げていきました。自らの手で学校や寺院、教会を設立し、万屋や飲食店を営みながら、互いに支え合い、アメリカで生きていくための基盤を少しずつ整えていったのです。こうして生まれた日本人街は、やがて英語で「ジャパントウン」と呼ばれるようになりました。ロサンゼルスでは、1880年代にダウントウンの一角にその拠点が生まれました。「小東京」——現在のリトル・トーキョーです。この街はほどなくして、アメリカ本土最大の日本人街



Sadagoro Hoshizaki,
Founder of Mutual Trading,

right, along with a handful of Little Tokyo investors, formed a co-op operation to import Japanese foods for the growing Japanese population in Southern California.



and restaurants,” according to the Los Angeles Times. In Los Angeles, one such community emerged downtown in the 1880s: “Sho-Tokyo” or Little Tokyo, which soon became the largest Japantown on the mainland.

While the city had “fewer than 50” Japanese residents in the early 1880s, those who came to Los Angeles set their roots in downtown along East First Street. Among the first to settle and establish themselves was a cook named Hamanosuke “Charlie Hama” Shigeta who opened his restaurant “Kame” on 340 East First Street in 1884, making him the first Japanese person to own a business in Little Tokyo. Shigeta’s restaurant marked the birth of Little Tokyo, opening the floodgates for Japanese-owned boarding houses, bookstores, tempura restaurants, hotels, and confectioneries in the years that followed.

As early Issei immigrants married and began building families and communities, Japanese home cooking took root on the mainland, further shaping the local economies of Japantowns. A typical Japanese meal in those days consisted of a bowl of white rice served with miso soup, green tea and a variety of okazu or side dishes: takuan (pickled daikon radish), broiled fish, canned kamaboko (fish cake) and whatever facsimile of a Japanese dish could be fashioned out of substitute American ingredients. Issei cooks had to innovate out of necessity, but as they began craving staples like miso, soy sauce, and rice from Japan, they built a patchwork of traders and grocery stores to supply local communities with the ingredients their kitchens needed.

Colloquially known as the takuan boeki, or takuan commerce, after the iconic pickled yellow daikon radish that was the most common craving for early Issei immigrants, this network took root across the country. In 1905, after years of back-breaking work on farms across California and a stint at a Japanese-owned grocery store in Riverside, Hoshizaki opened his own general store in Little Tokyo using Russo-Japanese War rations he brought back from Japan, including canned goods and dried staples such as kanpyo (dried gourd strips), shiitake mushrooms, koya-dofu, as well as miso and soy sauce. The shop, Tokai Shokai, was located at 124 San Pedro Street. By 1910, the takuan boeki had flourished into a nationwide ecosystem, with 242 grocery stores, 21 trading firms, and 42 tofu shops owned by Japanese Americans on the mainland.

By the turn of the 1920s, the national mood shifted against Japanese Americans. As Japantowns grew across the country, so did anti-Japanese campaigns by anti-immigration groups, culminating in legislation like the California Alien Land Law, which banned Japanese immigrants from possessing land in the state, and the Immigration Act of 1924, which banned Japanese immigration into the United States.

Soy sauce

was packed in “export-fortified,” double-lidded wooden barrels, an early innovation that protected the contents from leakage and spoilage during weeks-long trans-Pacific voyages.



On April 19, 1926,
Mutual Trading Company is established.

Kyodo Boeki Kabushiki Kaisha in Japanese, encompassed the belief in “mutual cooperation and dedication” to carry the company toward stability and infinite expansion in America.

1926年4月19日MUTUAL TRADING CO., INC.設立。日本語での“共同貿易株式会社”という社名には、“相互協力と献身”という理念が込められており、アメリカにおける企業の安定と無限の発展へと導く思いが表されています。

へと成長していきました。

1880年代初頭、ロサンゼルス市内の日系アメリカ人は、まだ50人にも満たない数でしたが、移住してきた人々はダウンタウンの一角に集い、やがてリトル・トーキョーと呼ばれることになる街に根を下ろしていきました。その中の一人が、料理人の重田浜之助——通称「チャーリー・ハマ（Charlie Hama）」です。1884年、重田はレストラン「亀（Kame）」を開業し、リトル・トーキョーで最初に事業を営んだ日本人となりました。重田の店は、リトル・トーキョー誕生の象徴的な一歩となり、その後、日本人経営の下宿屋や書店、天ぷら店、ホテル、和菓子店が次々と生まれていくきっかけとなりました。

初期の日系移民（一世）が結婚し、家族を築いていくにつれて、日本の家庭料理はアメリカ本土にも根を下ろし、全米各地の日本人街の経済を形づくる重要な存在となっていきました。当時の日系アメリカ人の食卓には、白いご飯に味噌汁、緑茶、そしていくつかのおかずが並んでいました。たくあんや焼き魚、缶詰のかまぼこに加え、アメリカの代替食材を使って工夫された創作

料理もあり、その献立は実に多彩でした。当時の日系アメリカ人シェフたちは工夫を凝らしていましたが、やがて味噌や醤油、米といった日本の食材を求めようになると、日本の食材を輸入する貿易業者や食料品店が生まれ、日系アメリカ人の台所を支える流通の基盤が少しずつ築かれていきました。

こうした貿易業者や食料品店のつながりは、「たくあん貿易」と呼ばれていました。たくあんは当時、日系アメリカ人にとって最も身近で、かつ切実に求められた日本の味でした。そのネットワークは全米各地へと広がっていきました。1905年、カリフォルニア各地の農場での過酷な労働や、リバーサイドにあった日系人経営の食料品店での勤務を経て、星崎はリトル・トーキョーに自身の万屋「東海商会（Tokai Shokai）」を開業しました。星崎は、日本から持ち帰った日露戦争時の軍需品として：商いを始めました。1910年までに、「たくあん貿易」はアメリカ本土の日系アメリカ人社会を支える242軒の食料品店、21社の貿易商社、42軒の豆腐店が存在するまでに発展しました。



As Mutual Trading employees prepared to report to internment camps, they scrambled to safeguard what remained of their business. Their unlikely lifeline came from Maryknoll Church—a Catholic parish and school in Little Tokyo—whose staff agreed to hide the company’s merchandise in the church basement.

“The administrators said, ‘Just bring in all of your belongings and we’ll keep them in the basement,’” recalled former Mutual Trading President Noritoshi Kanai in an interview with Tokyo Journal.

“The people at Mutual Trading were very lucky.”

With their merchandise safely stowed away, Mutual Trading temporarily closed their doors and Hoshizaki spent the duration of the war in the Manzanar Camp in Central California along with 11,000 other interned Japanese Americans.

Not every Japanese American business was lucky: only three out of 40 Japantowns survived the war, and thousands of business owners returned from camp having lost everything – their homes vandalized or sold, their belongings stolen and their livelihoods erased. Before the war, Japanese Americans operated around 1000 retail produce stores in Los Angeles; By December 1946, only 30 of these stores reopened. A 1980 congressional commission appointed to study the effects of internment estimated that Japanese Americans lost between “\$149 million and \$370 million in 1945 dollars” due to internment. Adjusted for today’s value, that amounts up to \$70 billion to \$150 billion.

Despite warnings from the War Relocation Authority to avoid returning to enclaves, Hoshizaki and several managers returned to Little Tokyo in 1945 determined to

reopen Mutual Trading. Upon arriving at Maryknoll, they found their inventory safely stored away in the basement, untouched and ready to distribute to Japanese Americans returning from camp.

In 1946, Mutual Trading reopened its doors, ready to supply food staples, cooking utensils, and imported goods to families rebuilding their lives after internment. For those who had been incarcerated, food was more than a necessity. After years of being deprived of Japanese cooking in the camps—forced to eat unfamiliar meals made from government surplus foods in mess halls—food, and Japanese food in particular, became a sacred source of comfort, safety, and identity. A meal as simple as a bowl of white rice, miso soup, takuan, and broiled fish suddenly had immense meaning.

Mutual Trading helped restore a sense of normalcy throughout the community, supplying households and restaurants alike as they rebuilt their kitchens with Japanese ingredients and essential tableware, such as rice bowls, miso soup bowls, chopsticks, and teacups. Through resilience and grit, Little Tokyo came back to life as businesses reopened, temples resumed services, and community traditions like Nisei Week returned.

Though much has changed in the 100 years since Mutual Trading’s founding – and 80 years after reopening – what hasn’t changed is Mutual Trading’s continued commitment to bring the flavors of Japan to the world, connecting people and communities through the universal language of food. It’s a mission not just informed by Mutual Trading’s history, but the whole of Japanese-American history – a story that began 127 years ago, when a 20-year-old Odawara native boarded a ship to set sail for America.



“A meal as simple as a bowl of white rice, miso soup, takuan, and broiled fish suddenly had immense meaning.”



Showroom

From its earliest days, Mutual Trading offered basic commodities and shelf-stable goods—largely dried and canned foods from Japan—along with essential kitchen and tableware.

ン・D・ルーズベルト大統領は大統領令 9066号を発令し、西海岸に暮らす約11万人の日本人に対し、全米10カ所の強制収容所のいずれかへの移動を命じました。強制退去を余儀なくされた人々の中には、星崎をはじめ、ミューチュアル・トレーディングの社員も含まれていました。彼らは、収容という現実と同時に、長年築き上げてきた事業そのものの存続が脅かされる事態に直面することとなりました。

ミューチュアル・トレーディングの社員たちが強制収容所への出頭準備を進めるなか、彼らは残された事業を守ろうと奔走していました。そんな彼らに思いがけない救いの手を差し伸べたのが、リトル・トーキョーにあったカトリック教会兼学校、メアリーノール教会でした。教会の関係者は、会社の商品を教会地下に保管することを申し出たのです。

「教会の関係者は、『持っているものをすべて運び込めば、地下で預かります』と教えてくださいました」と、元ミューチュアル・トレーディング社長の金井紀年は、『Tokyo Journal』の取材で振り返っています。

「ミューチュアル・トレーディングの人々は、本当に運が良かったと思います。」

会社は一時閉鎖され、星崎は約11,000人の日系アメリカ人とともに、マンザナー収容所で終戦までを過ごしました。

しかし、すべての会社が同じ幸運に恵まれたわけではありませんでした。戦前40あった日本人街のうち、戦後まで存続したのは、リトル・トーキョーを含めてわずか3か所でした。ロサンゼルスでは、戦前に約1,000軒あった日本人経営の青果店のうち、1946年末までに営業を再開できたのは、わずか30軒でした。1980年の米議会調査委員会は、強制収容による損失を1945年当時の金額で1億4,900万-3億7,000万ドルと推計しています。現在の価値に換算すると、約700億-1,500億ドルに相当します。

戦時転住局から日本人街への帰還を避けるよう警告されていたにもかかわらず、星崎は数名の社員とともに、1945年、ミューチュアル・トレーディングの再開を決意し、リトル・トーキョーへ戻りました。メアリーノール教会に到着した彼らが目にしたのは、地下に安全に保管されていた自社の商品であり、日系アメリカ人にすぐに供給できる状態でした。

1946年、ミューチュアル・トレーディングは営業を再開し、強制収容を経て生活の再建に取り組む家族たちに向けて、食料や調理器具、各種輸入品の供給を再び担い始めました。収容所から戻った人々にとって、食は単なる必需品ではありませんでした。配給食に耐え抜いた年月の末に、日本の家庭料理は、失われかけていたアイデンティティそのものを取り戻す存在となったのです。白米、味噌汁、たくあん、焼き魚—その一膳には、計り知れない意味が宿っていました。

ミューチュアル・トレーディングは、家庭や飲食店に日本の食材や生活に欠かせない調理器具を供給することで、人々の暮らしに、なげない日常を取り戻す手助けをしてきました。商店が次々と営業を再開し、寺院では法要が復活し、「二世ウィーク」をはじめとする地域社会の伝統行事が戻るなかで、リトル・トーキョーは再び息を吹き返しました。

ミューチュアル・トレーディングの創業から100年、そして戦後の再開から80年。長い歳月のなかで、多くのことが変わりました。

しかし、変わらないものがあります。それは、日本の味を世界へ届け、食を通して人と人をつなぐという、ミューチュアル・トレーディングの揺るぎない理念です。この理念は、今も変わることなく受け継がれています。

その理念は、単に同社の歴史だけに基づくものではありません。127年前、小田原出身の20歳の青年がアメリカを目指して船に乗り込んだことから始まった、日系アメリカ人の歴史そのものなのです。

World Sake Ranking 2025

-Top 10 Announcement for “World Sake Ranking 2025,” which ranks sake breweries based on their award-winning achievements in contests held both in Japan and abroad-

世界酒蔵ランキング 2025

—日本国内外で開催されたコンテストの受賞実績で酒蔵を格付けする「世界酒蔵ランキング 2025」のトップ10 発表—



The World Sake Ranking 2025 is a program that has been evaluating sake breweries since 2019.

This system ranks the top 50 sake breweries based on their cumulative points from awards won at the 2025 Sake Competition. In 2025, the ranking included 698 sake breweries and a total of 3,415 products.

In typical sake competitions, since the products themselves are judged, award-winning sakes sometimes sell out immediately. On the other hand, the “World Sake Ranking 2025” aims to serve as a guide for those unsure which sake to choose by evaluating the breweries themselves, offering a new benchmark for selecting Japanese sake.

The eligible contests are limited to those with high credibility, where the number of entries, number of awards, judges, and judging methods are disclosed, and professional judges conduct rigorous evaluations. In 2025, the following contests were eligible.

The Annual Japan Sake Awards

The Japan Sake and Shochu Makers Association and the National Research Institute of Brewing host Japan's longest-running sake competition. This tasting competition aims to clarify the current state and trends in brewing techniques and sake quality through nationwide research and analysis of new sake, thereby contributing to the improvement of sake quality.

National Tax Agency's Sake Appraisal Competition (Ginjo Category)

Eleven Sake Appraisal Competitions Held by National Tax Agencies (Sapporo Regional Taxation Bureau Sake Appraisal Competition, Tohoku Sake Appraisal Competition, Kantoshinetsu Regional Taxation Bureau Sake Appraisal Competition, Tokyo Regional Taxation Bureau Sake Appraisal Competition, Kawanazawa Regional



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Niizawa Sake Brewery Co., Ltd

Taxation Bureau Sake Appraisal Competition, Nagoya Regional Taxation Bureau Sake Appraisal Competition, Osaka Regional Taxation Bureau Sake Appraisal Competition, Hiroshima Regional Taxation Bureau Sake Appraisal Competition, Shikoku Sake Appraisal Competition, Fukuoka Regional Taxation Bureau Sake Appraisal Competition, Kumamoto Regional Taxation Bureau Sake Appraisal Competition)

Kan Sake Award

By raising awareness that warming sake enhances its umami and softens its flavor profile, we aim to highlight the unique appeal of “warmed sake” as a hallmark of Japanese sake.

The Fine Sake Awards Japan

This contest aims to promote the consumption of Japanese sake in settings beyond traditional Japanese cuisine, in overseas markets, and among younger generations by popularizing the practice of drinking sake from wine glasses.

Kura Master

A sake competition held in France by French people for French people, judged by top sommeliers active in France. Japanese sake is considered well-suited to the evolving tastes of French cuisine and gourmet preferences, and the aim is to promote

「世界酒蔵ランキング 2025」トップ50 「World Sake Ranking」Top 50 Top 10

- | | |
|------|---|
| 🏆 1位 | 株式会社新澤醸造店 (宮城).....2,168 ポイント points
Niizawa Sake Brewery Co., Ltd. (Miyagi) |
| 🏆 2位 | 小西酒造株式会社 (兵庫)1,878 ポイント points
Konishi Brewing Company (Hyogo) |
| 🏆 3位 | 有限会社渡辺酒造店 (岐阜) 1,737 ポイント points
Watanabe Sake Brewery (Gifu) |
| 4位 | 清水清三郎商店株式会社 (三重) 1,562 ポイント points
Shimizu Seizaburo Shoten Ltd. (Mie) |
| 5位 | 株式会社外池酒造店 (栃木)1,182 ポイント points
Tonoike Sake Brewery (Tochigi) |
| 6位 | 平和酒造株式会社 (和歌山)1,126 ポイント points
Heiwa Shuzo Co. (Wakayama) |
| 7位 | 出羽桜酒造株式会社 (山形)1,021 ポイント points
DEWAZAKURA SAKE BREWERY CO.,LTD (Yamagata) |
| 8位 | 八戸酒造株式会社 (青森)1,016 ポイント points
Hachinohe Sake Brewery Co., Ltd. (Aomori) |
| 9位 | 株式会社瀬戸酒造店 (神奈川)978 ポイント points
Seto Shuzo (Kanagawa) |
| 10位 | 米澤酒造株式会社 (長野)847 ポイント points
Yonezawa Sake Brewery (Nagano) |

the adoption of Japanese sake in French cuisine.

The International Wine Challenge (IWC)

IWC is the world's largest wine competition. It is held with the aim of promoting the spread of Japanese sake overseas. The World Sake Ranking focuses on products that have won awards in the “SAKE category” established by the IWC in 2007.

SAKE COMPETITION

This competition aims to determine Japan's most delicious commercially

available sake, with the goal of establishing clear evaluation criteria for its character and drinking properties so that Japanese sake may be selected as a dining companion around the world. Boasting the world's largest number of listings

The U.S. National Sake Appraisal

The U.S. National Sake Appraisal has been held annually since 2001 and is the oldest sake appraisal conducted outside Japan. Eleven judges—usually nine from Japan and two from the U.S.—evaluate around 500 sake entries over three days following traditional



Niizawa Sake Brewery Co., Ltd

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- 11位: 富美菊酒造株式会社 (富山)..... 826 ポイント points
Fumigiku Sake Brewery (Toyama)
- 12位: 鶴見酒造株式会社 (愛知) 815 ポイント points
Tsurumi Syuzou Co., Ltd. (Aichi)
- 13位: 石鎚酒造株式会社 (愛媛) 742 ポイント points
Ishizuchi Shuzo Corporation (Ehime)
- 14位: 株式会社西清兵衛商店 (奈良)..... 726 ポイント points
S. Imanishi Co., Ltd. (Nara)
- 15位: 山梨銘醸株式会社 (山梨)..... 717 ポイント points
Yamanashi Meijo Co., Ltd. (Yamanashi)
- 16位: 株式会社大田酒造 (三重)..... 677 ポイント points
Ota Sake Brewery (Mie)
- 17位: 永井酒造株式会社 (群馬) 675 ポイント points
Nagai Sake Inc. (Gunma)
- 18位: 株式会社飯沼本家 (千葉)..... 674 ポイント points
Iinuma Honke (Chiba)
- 19位: 株式会社佐浦 (宮城) 672 ポイント points
Urakasumi Sake Brewery Saura Co., Ltd. (Miyagi)
- 20位: 人気酒造株式会社 (福島)..... 668 ポイント points
Ninki inc. (Fukushima)
- 21位: 株式会社小野酒造店 (長野) 655 ポイント points
ONO BREWING COMPANY (Nagano)
- 22位: 亀泉酒造株式会社 (高知)..... 632 ポイント points
Kameizumi Shuzou Co., Ltd. (Kochi)
- 23位: 株式会社宮崎本店 (三重)..... 620 ポイント points
Miyazakihonten Co., Ltd. (Mie)
- 24位: 奥の松酒造株式会社 (福島) 591 ポイント points
Okunomatsu Shuzo Co. (Fukushima)
- 25位: 米鶴酒造株式会社 (山形)..... 570 ポイント points
Yonetsuru Shuzo Ltd. (Yamagata)
- 26位: 株式会社一ノ蔵 (宮城)..... 558 ポイント points
Ichinokura Co., Ltd. (Miyagi)
- 27位: 株式会社小山本家酒造 灘浜福鶴蔵 (兵庫) 557 ポイント points
Koyama Honke Shuzo Co., Ltd. Nada Hamafukutsurugura (Hyogo)
- 28位: 賀茂鶴酒造株式会社 (広島) 542 ポイント points
Kamotsuru Sake Brewing Co., Ltd. (Hiroshima)
- 29位: 天寿酒造株式会社 (秋田)..... 531 ポイント points
Tenju Shuzo Ltd. (Akita)
- 30位: 三和酒造株式会社 (静岡)..... 519 ポイント points
Sanwa Shuzo Co., Ltd. (Shizuoka)
- 31位: 中埜酒造株式会社 (愛知)..... 511 ポイント points
Nakano Sake Brewery Co., Ltd. (Aichi)
- 32位: 秋田銘醸株式会社 (秋田)..... 506 ポイント points
AKITA MEIJO (Akita)
- 33位: 白鶴酒造株式会社 (兵庫)..... 500 ポイント points
HAKUTSURU SAKE BREWING CO.,LTD (Hyogo)
- 34位: 株式会社南部美人 (岩手) 481 ポイント points
Nanbu Bijin Co., Ltd. (Iwate)
- 35位: 蔵王酒造株式会社 (宮城)..... 477 ポイント points
Zao Shuzo Corporation (Miyagi)
- 36位: 菊正宗酒造株式会社 (兵庫) 476 ポイント points
Kiku-Masamune Sake Brewing Co., Ltd. (Hyogo)
- 37位: 富久千代酒造有限会社 (佐賀) 460 ポイント points
FUKUCHIYO SHUZO CO.,LTD. (Saga)
- 38位: 株式会社遠藤酒造場 (長野) 455 ポイント points
Endo Sake Brewery Co., Ltd. (Nagano)
- 39位: 末廣酒造株式会社 (福島)..... 454 ポイント points
Suehiro Sake Brewery Co., Ltd. (Fukushima)
- 40位: 大和蔵酒造株式会社 (宮城) 449 ポイント points
Taiwagura Sake Brewery Co., Ltd (Miyagi)
- 41位: 七笑酒造株式会社 (長野) 438 ポイント points
Nanawarai sake Brewery Co.Ltd. (Nagano)
- 42位: 株式会社八木酒造部 (愛媛) 435 ポイント points
YAGI-SHUZOBU Co., Ltd. (Ehime)
- 43位: 株式会社北鹿 (秋田) 431 ポイント points
Hokushika Co., Ltd. (Akita)
- 44位: 萩野酒造株式会社 (宮城) 420 ポイント points
Hagino Syuzo Co., Ltd. (Miyagi)
- 45位: 菊の司酒造株式会社 (岩手) 415 ポイント points
Kikunotsukasa Brewery (Iwate)
- 46位: 月桂冠株式会社 (京都) 410 ポイント points
Gekkeikan Sake Co., Ltd. (Kyoto)
- 46位: 晴雲酒造株式会社 (埼玉)..... 410 ポイント points
Seiun Sake Brewery Co., Ltd. (Saitama)
- 46位: 八百新酒造株式会社 (山口)..... 410 ポイント points
Yaoshin Shuzo Co.,Ltd. (Yamaguchi)
- 49位: 合資会社加藤吉平商店 (福井) 386 ポイント points
Katoukichibee Shouten (Fukui)
- 50位: 初亀醸造株式会社 (静岡)..... 384 ポイント points
Hatsukame Sake Brewery Co., Ltd. (Shizuoka)

Japanese judging procedures. Top-scoring labels receive gold and silver awards, with “Grand Prix,” “Second Grand Prix” and “Third Grand Prix” awards given to entries with the highest marks in each category.

Milano Sake Challenge

A sake competition judged in Milan, Italy, by Italian wine sommeliers, bartenders, and other food and beverage experts holding sommelier qualifications. In addition to sake tasting evaluations, we conduct pairing evaluations with Italian cuisine popular among Japanese people, as well as packaging design evaluations by designers active in Milan, the city of fashion and design.

Oriental Sake Awards

The Oriental Sake Awards, held for the first time in Hong Kong in 2022, is one of Asia's largest Japanese sake competitions. This competition aims to assist sake breweries in developing export strategies for the Asian market by conducting blind tastings judged by liquor experts to select Japanese sake preferred by Asian consumers. ■



「世界酒蔵ランキング」は、2019年から実施されている酒蔵を格付けするプログラム。

2025年に開催された日本酒コンテストの受賞実績をポイント化して酒蔵ごとに集計し、スコアの上位50位の酒蔵を格付けするもの。2025年にランキングの対象となった酒蔵は698蔵、商品のはのべ3415点。

一般的な日本酒コンテストでは、商品が審査対象となっているため、受賞酒がすぐに売り切れてしまうこともある。その一方、「世界酒蔵ランキング」は酒蔵そのものを評価することで、日本酒を選ぶ際の新たな指標として、「どの日本酒を選べばよいかわからない」という人のガイド役となることを目指している。

対象となるコンテストは、出品数・受賞数・審査員・審査方法などが開示され、プロフェッショナルな審査員が厳正に審査している信頼性の高いコンテストのみ。2025年は、以下のコンテストが対象となった。

全国新酒鑑評会

酒類総合研究所と日本酒造組合中央会が主催する日本でもっとも長い歴史を持つ審査会。新酒を全国的に調査研究することにより、製造技術と酒質の現状及び動向を明らかにし、もって清酒の品質向上に資することを目的に行っている鑑評会。

各国税庁局の清酒鑑評会「吟醸の部」

各国税局がおこなう11の清酒鑑評会（札幌国税局新酒鑑評会、東北清酒鑑評会、関東信越国税局酒類鑑評会、東京国税局酒類鑑評会、金沢国税局酒類鑑評会品、名古屋国税局酒類鑑評会、大阪国税局清酒鑑評会、広島

国税局清酒鑑評会、四国清酒鑑評会、福岡国税局管内酒類鑑評会、熊本国税局酒類鑑評会）。

全国燗酒コンテスト

温めるとうまみが増し、味わいが柔らかく膨らむ燗酒を周知することによって、「燗」という日本酒ならではの魅力をアピールすることを目的としている。

ワイングラスでおいしい日本酒アワード

日本酒をワイングラスで飲むスタイルを普及させることで、和食以外のシーン、海外市場、若年層での日本酒の飲用を促すことを目的に開催されているコンテスト。

Kura Master

フランス人によるフランス人のためのフランスの地で行う日本酒のコンクールで、フランスで活躍するトップソムリエたちが審査する。日本酒は、変化するフランス料理やグルメの嗜好にフィットすると考え、フランス料理での日本酒の普及を促すことを目的としている。

インターナショナル・ワイン・チャレンジ

IWCは世界最大規模のワイン品評会。海外で日本酒の普及を進めることを目的に開催されている。『世界酒蔵ランキング』では、IWCに2007年に誕生した「SAKE部門」で受賞した商品を対象としている。

SAKE COMPETITION

日本一美味しい市販酒を決めるコンペティションを標榜し、日本酒が世界各国の食中酒として選ばれるべく、品格及び飲用特性の評価基準を明確にしていくことを目的としている。世界最大の出品数を誇る。

全米日本酒飲評会

国際酒会（ホノルル）が主催する日本国外で最も歴史の長い日本酒の品評会。日本と日本国外（主に米国）から専門家を審査員に招き、日本の伝統的な手法で審査する。出品酒はすべて関連イベントの一般公開酒会「ジョイ・オブ・サケ」に展示され、テイस्टングの機会が設けられる。飲評会とジョイ・オブ・サケを通じて、日本酒と日本酒文化への啓蒙を図ることを目的としている。

ミラノ酒チャレンジ

酒ソムリエ資格を持つ、イタリア人ワインソムリエ・バーテンダーなど酒と食の専門家がイタリア・ミラノで審査する日本酒コンテスト。利き酒審査のほか日本人に人気のイタリア料理とのペアリング審査、ファッションとデザインの街ミラノで活躍するデザイナーによるパッケージデザイン審査をおこなっている。

オリエンタル酒アワード

2022年に香港で初めて開催された「Oriental Sake Awards」は、アジア最大級の日本酒コンクールの一つ。酒類専門家によるブラインドテイस्टングで審査を行い、アジアの消費者に好まれる日本酒を選出することにより、酒蔵のアジア市場に向けた輸出戦略の一助となるコンクールを目指している。



The Marriage of Sake and Cheese

日本酒とチーズのマリアージュ

As Japanese agricultural exports expand, it's well known that sake is now enjoyed worldwide. However, interest in pairing sake with non-Japanese cuisine is growing.

Seminars, workshops, tasting events, and restaurant pairings specifically themed around the compatibility of Japanese sake and cheese are on the rise. In New York, pairing seminars combining craft Japanese sake with international cheeses hosted by the James Beard Foundation, as well as “Sake and Cheese” events at clubs and members-only facilities, are being held. Late last year, a “Sake and Cheese Pairing Workshop” was held in Tokyo and proved a huge success.

The background to this trend is that both sake and cheese are fermented foods rich in umami components, making them a complementary pairing

that enhances each other's flavors. This combination is gaining attention among experts and enthusiasts.

Furthermore, as part of strategies to expand sake exports and PR activities in overseas markets, pairing experiences beyond traditional Japanese cuisine—such as “sake × cheese”—are being promoted. While cheese is strongly associated as a wine accompaniment, it actually pairs exceptionally well with sake. Recently, more restaurants and bars have begun serving cheese as a sake accompaniment, making this combination a truly noteworthy pairing.

Pairing sake with the right type of cheese enhances the enjoyment even more

Why they're a great match

Sake and cheese both generate abundant umami components like

amino acids during fermentation. This synergistic effect of umami enhances their compatibility.

Sake Pairing by Type

Japanese sake is classified into four types: “Refreshing sake” “Aromatic sake” “Mellow sake” and “Pure sake” each with its own complementary cheese.

• Refreshing Sake

Characteristics: Honjozo, Regular sake, etc., with a light and refreshing aroma and a crisp, easy-drinking profile.

Recommended cheeses: Cheddar, Mimolette, Mozzarella, and other cheeses with a rich umami flavor.

• Aromatic Sake

Characteristics: Daiginjo and Ginjo sake, characterized by their elegant aroma and fruity flavor

Recommended cheeses: It pairs well with cheeses like Camembert, Gouda, and Comté, which have a rich aroma and savory flavor.

• Pure Sake

Characteristics: A pure rice sake with a gentle aroma, showcasing the inherent umami and richness of rice.

Recommended cheeses: Cheeses like Brie and Gouda, with their creamy and rich flavors, pair well.

• Mellow Sake

Characteristics: Characterized by a rich, full-bodied flavor, typically found in long-aged vintage sake.

Recommended cheeses: It pairs well with strong-flavored cheeses such as blue-veined cheeses like Gorgonzola and Stilton, or washed-rind cheeses.

Cheese Pairings by Type

The pairing with sake also varies depending on the type of cheese.

Fresh cheese:

Cream cheese, mozzarella, and other light cheeses pair well with fresh, fruity Japanese sake.

White mold cheeses:

For creamy cheeses like Camembert and Brie, full-bodied or aromatic wines are recommended.

Blue cheese:

Strong cheeses such as Gorgonzola and Roquefort pair well with mature wines and sweet, long-aged vintage wines.

Hard and semi-hard cheeses:

For cheeses like Comté and Parmigiano Reggiano, which have concentrated umami flavors, we recommend pairing

them with Ginjo sake or Junmai- Ginjo sake made using the Yamahai method.

Wash-rind cheeses:

Cheeses like Époisses and Taleggio, with their distinctive aroma and rich, intense flavor, pair exceptionally well with Junmai or Aged sake. Sparkling sake, with its refreshing carbonation, also complements cheese beautifully—the bubbles mellow the cheese's flavor, creating a pleasant, harmonious melt in the mouth.

Goat cheese:

For goat milk cheeses with a distinctive flavor, fruity Japanese sakes like Ginjo or Junmai Daiginjo pair well.

Processed cheese:

For rich, well-balanced processed cheese, we recommend pure Junmai.

Smoked cheese:

With sweet sake like dessert wine, the rich sweetness of the sake envelops the smoky aroma, making it surprisingly well-matched with strongly flavored smoked cheese.

Key Points for Combinations

To enjoy unexpected combinations, there are a few key points to keep in mind.

Strength of flavor: Flavors of similar intensity tend to clash. When one is more restrained, balance is achieved.

Sourness and sweetness: The acidity of Japanese sake washes away the cheese's fat content, leaving your mouth feeling refreshed.

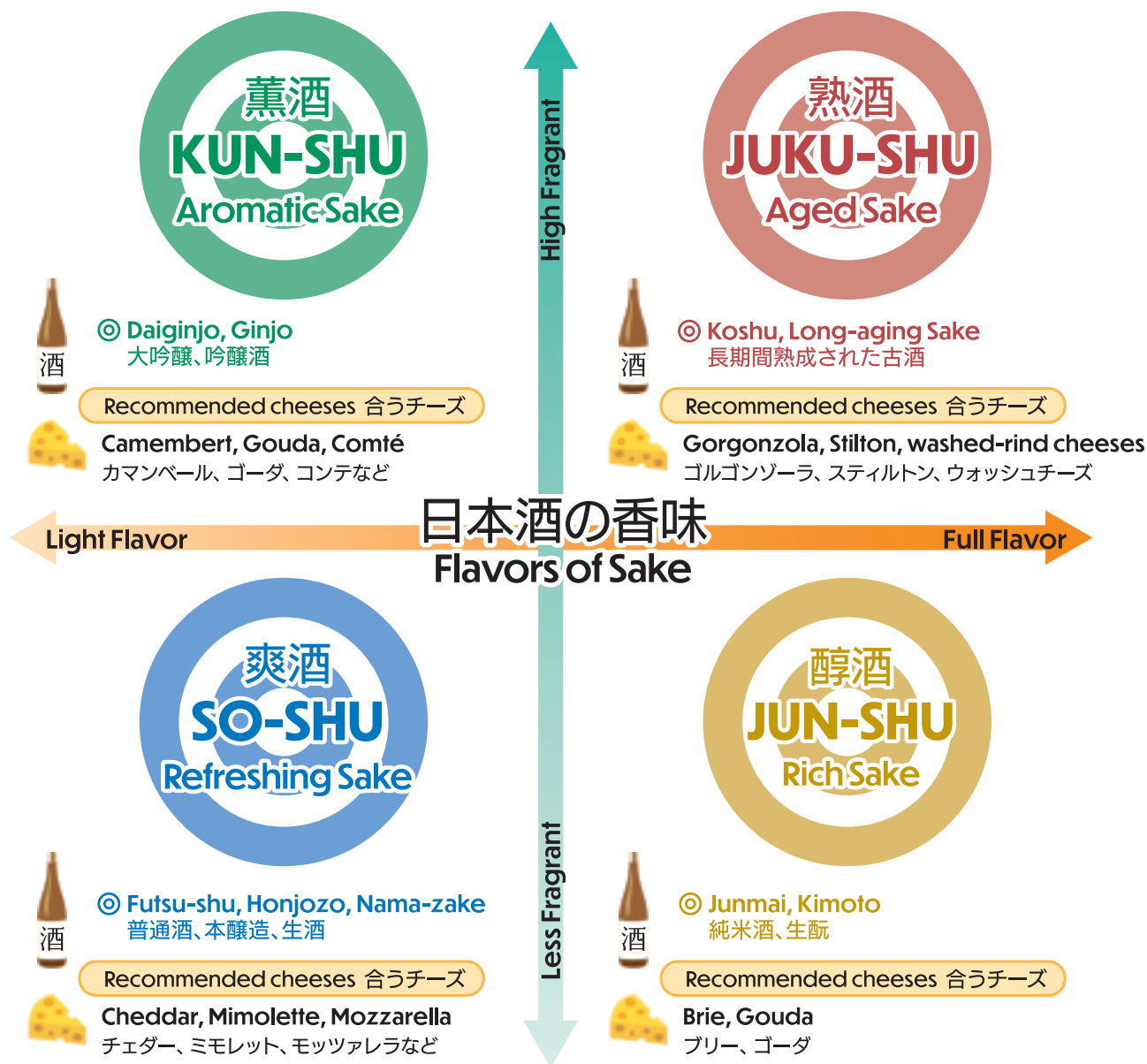
Maturity: Similarly aged items tend to pair well together because their flavors are similar.

Moreover, the fact that both sake and cheese taste delicious when warmed is one of their shared characteristics, making the possibilities in the world of sake and cheese truly limitless. I hope you'll try pairing sake and cheese to discover combinations that taste even more delicious. ■



Pairing Types of Sake and Cheese

日本酒とチーズのタイプ別ペアリング



チーズの種類別ペアリング

チーズの種類によっても、日本酒との相性が異なる。

フレッシュチーズ:

クリームチーズやモッツアレラなど、さっぱりとしたチーズには、フレッシュでフルーティーな日本酒が合う。

白カビチーズ:

カマンベールやブリーなど、クリーミーなチーズには、醇酒や薫酒がおすすめ。

青カビチーズ:

ゴルゴンゾーラやロックフォールなど、個性の強いチーズには、熟酒や甘口の長期熟成された古酒がよく合う。

ハード・セミハードチーズ:

コンテやパルミジャーノ・レッジャーノなど、旨味が凝縮されたチーズには、吟醸酒や山廃仕込みの純米吟醸酒がおすすめ。

ウォッシュチーズ:

エポワスやタレージョなど、独特の香りと濃厚なコクを持つチーズには、純米酒や古酒が相性抜群。また、炭酸の爽やかさが魅力のスパークリング日本酒もチーズの風味が日本酒の泡によってまろやかになり、口の中で心地よく溶け合う。

シェーブルチーズ:

山羊乳を使ったクセのあるチーズには、吟醸酒や純米大吟醸など、フルーティーな日本酒が合う。

プロセスチーズ:

コクがありバランスの良いプロセスチーズには、純米酒がおすすめ。

スモークチーズ:

デザートワインのような甘口の貴醸酒には、貴醸酒の濃厚な甘みがスモークの香ばしさを包み込み、意外にも香りが強いスモークチーズがよく合う。

組み合わせのポイント

意外な組み合わせを楽しむには、いくつかのポイントがある。

風味の強弱:

似た強さの風味だと喧嘩しがち。一方が控えめだとバランスがとれる。

酸味と甘み:

日本酒の酸味がチーズの脂肪分を洗い流し、口の中をさっぱりさせる。

熟成度:

同じように熟成されたもの同士は、風味が似ているため合わせやすい。

また、温めても美味しいのは、日本酒にもチーズにも共通する特徴のひとつなので、日本酒とチーズの世界の可能性は無尽大。より美味しく感じられる日本酒とチーズの組み合わせを試してもらえればと思う。

日本産農産物の輸出拡大に伴い日本酒も世界で飲まれるようになったのは承知の通りだが、日本酒の“非和食ペアリング”への関心が高まっている。

特に日本酒とチーズの相性をテーマにしたセミナー、ワークショップ、テイastingイベント、飲食店でのペアリング提供が増加傾向にあると言える。ニューヨークではJames Beard Foundation主催のクラフト日本酒と国際的なチーズを組み合わせたペアリングセミナーやクラブ、会員制施設でも「Sake and Cheese」イベントが開催されている。昨年暮れには東京で「日本酒×チーズのペアリングワークショップ」が開催され大盛況だった。

このトレンドの背景としては、日本酒とチーズは、どちらも発酵食品であるため旨味成分が豊富で、互いの風味を引き立て合う相性の良い組み合わせとされ、専門家や愛好家の間で組み合わせが注目されていること。また、日本酒の輸出拡大戦略や海外市場でのPR活動の一環として、「日本酒×チーズ」など和食以外

とのペアリング体験の促進がされているからだろう。ワインのおつまみというイメージが強いチーズだが、実は日本酒とも相性抜群。最近では、日本酒のアテとしてチーズを提供する飲食店も増えていて、いままさに注目の組み合わせと言える。

日本酒のタイプやチーズの種類に合わせて選ぶと、より一層楽しめる

相性の良い理由

日本酒とチーズは、発酵の過程でアミノ酸などの旨味成分が豊富に生成される。この旨味の相乗効果が両者の相性を良くする要因。

日本酒のタイプ別ペアリング

日本酒は「爽酒」「薫酒」「醇酒」「熟酒」の4タイプに分類され、それぞれに合うチーズがある。

1. 爽酒

特徴: 香りが淡麗でスッキリとした飲みやすい本醸造、普通酒など

合うチーズ: チェダー、ミモレット、モッツアレラなど、旨味がしっかりと感じられるチーズがおすすめ。

2. 薫酒

特徴: 華やかな香りとフルーティーな味わいが特徴の大吟醸、吟醸酒

合うチーズ: カマンベール、ゴーダ、コンテなど、芳醇な香りと旨味を持つチーズと相性が良い。

3. 醇酒

特徴: 米本来の旨味とコクが感じられる、穏やかな香りの純米酒

合うチーズ: ブリー、ゴーダなど、クリーミーで奥深い味わいのチーズがよく合う。

4. 熟酒

特徴: 長期間熟成された古酒などで、濃厚な味わいが特徴。

合うチーズ: ゴルゴンゾーラ、スティルトンなどの青カビチーズや、ウォッシュチーズなど、個性の強いチーズと合わせると良い。

First Anniversary Celebration of “Traditional Sake Brewing” as a UNESCO Intangible Cultural Heritage

「伝統的酒造り」ユネスコ無形文化遺産登録1周年記念イベント

“Traditional sake brewing” refers to brewing techniques developed by master brewers (toji) and brewery workers (kurabito), who use koji mold and adapt their methods to the climate and natural conditions of different regions across Japan, refining their craft over many years of experience. The fundamental form of these techniques is said to have been established more than 500 years ago. This “traditional sake brewing” was inscribed on UNESCO’s Intangible Cultural Heritage list on December 5, 2024.

Five Centuries of Craft, Reimagined -The First Anniversary of “Traditional Sake Brewing” in Asakusa

On December 6, 2025, Asakusa awoke to an unusual vibrancy. At the Asakusa Culture and Tourism Center, a distinctive cultural event drew crowds from early morning: the First Anniversary Celebration of “Traditional Sake Brewing” as a UNESCO Intangible Cultural Heritage. The day became a rare opportunity to experience the heart of Japan’s fermentation culture—where tradition and the future converged in one shared space.

“Traditional sake brewing” refers to the comprehensive body of techniques that use rice, water, and koji mold, refined over centuries by master brewers (toji) and their teams. Rooted in regional climates and local knowledge, these methods date back more than 500 years. On December 5, 2024, they were officially inscribed on UNESCO’s Intangible Cultural Heritage list, recognizing not only Japanese sake but also shochu, awamori, and mirin as cultural expressions of exceptional global value.

The anniversary event in Asakusa was organized by Japan’s National Tax Agency, co-hosted by the Agency for Cultural Affairs, and supported by the Association for the Preservation of Traditional Koji-Based Brewing Techniques. Brewers, researchers, cultural professionals, and international visitors gathered under one roof, united by a shared curiosity about Japan’s unique alcohol culture. The diversity

of the audience itself testified to the growing global resonance of traditional sake brewing.

Learning Through Experience

The event unfolded across multiple floors, each offering a different perspective on the craft. A symposium held on the sixth floor explored the cultural significance of traditional brewing, challenges of preservation, and its expanding role in global markets. Discussions between scholars and brewers highlighted how heritage can coexist with innovation. Overseas attendees listened attentively, many taking notes—evidence that this was more than a tourist attraction; it was an educational exchange.

On the seventh floor, panel exhibitions and workshops provided visual and hands-on insights into brewing processes and regional distinctions. Historical photographs, tools, and explanatory displays helped visitors grasp the complexity behind each bottle. One highlight was a special exhibition of original manga illustrations by renowned artist Masayuki Ishikawa, whose accessible and humorous style succeeded in introducing traditional

brewing to younger generations.

The eighth floor, however, was where heritage truly came alive. A tasting area featuring sake, shochu, and awamori from across Japan attracted constant crowds. Aromas filled the air as visitors sampled diverse flavors, exchanging impressions with one another and speaking directly with brewers. These lively interactions transformed the event into a “living cultural heritage”—something not merely observed, but felt, tasted, and shared.

A Movement Beyond Asakusa

The anniversary celebration was not an isolated occasion. Throughout 2025, Japan hosted numerous related events nationwide. Among them was the JAPAN SAKE & SHOCHU FAIR 2025, one of the country’s largest festivals dedicated to traditional alcoholic beverages, bringing together hundreds of producers and encouraging cultural dialogue. Local breweries also opened their doors, hosting workshops and community-based programs that reinforced regional identity and craftsmanship.

Internationally, promotional exhibitions and cultural showcases were

held in collaboration with UNESCO and other organizations. In Europe and North America, where interest in sake has surged in fine dining and wine circles, traditional Japanese brewing gained renewed attention—not merely as an exotic drink, but as a cultural medium for cross-border exchange.

A Toast to the Future

As the day drew to a close, many participants expressed a shared sentiment: what they had experienced was far more than alcohol—it was Japanese culture itself. Having survived and evolved for over five centuries, traditional sake brewing now stands at the threshold of a new era. Each cup shared in Asakusa carried not only flavor, but history, craftsmanship, and human connection.

The first anniversary event demonstrated that “traditional sake brewing” is not a relic of the past, but a living practice—one that continues to connect people, regions, and cultures, while quietly shaping the future. In every sip lingered the promise that this heritage will endure, passed on from hand to hand, and from generation to generation.■





「**伝**統的酒造り」とは、杜氏や蔵人等が、こうじ菌を用い、日本各地の気候風土に合わせて、長年の経験に基づき築き上げてきた酒造り技術であり、500年以上前に原型が確立したといわれています。この「伝統的酒造り」は、2024年12月5日にユネスコ無形文化遺産に登録された。

500年の技、いま再び—浅草で紡がれた「伝統的酒造り」1周年

2025年12月6日、東京・浅草。朝から人々の足音が賑やかに響く浅草文化観光センターで、ひときわ異彩を放つ文化イベントが開催された。その名も——「伝統的酒造り」ユネスコ無形文化遺産登録1周年記念イベント。この日は、日本が世界に誇る発酵文化の核心を、伝統と未来とが交錯する場で体感する特別な一日となった。

「伝統的酒造り」とは、米と水、そしてこうじ菌という自然の恵みを素材に、杜氏や蔵人ら職人たちが長年の経験と土地の気候風土を活かして築き上げてきた酒造りの総合技術。その原型は500年

以上前に確立され、2024年12月5日にはユネスコ無形文化遺産に登録された。日本酒のみならず、焼酎や泡盛、みりんにいたるまで、こうした技能は日本文化の象徴として国内外から高い評価を受けている。

浅草での記念イベントは、国税庁が主催し文化庁と「伝統的なこうじ菌を使った酒造り技術の保存会」が協力するかたちで実現した一大文化発信の場となった。会場には、往年の蔵元関係者や蒸留技術の専門家、海外からのインバウンド来場者など幅広い客層が訪れ、日本固有の発酵文化が持つ魅力に触れる姿が見られた。

**体験で知る酒造り
—プログラム多彩な1日**

イベントは多層的な構成で進行した。6階のシンポジウムでは、文化財としての意義や保存・継承の課題、そして世界市場における日本酒文化の可能性について専門家や蔵元が語り合った。訪れた外国人参加者が熱心にメモを取りながら聞き入る姿は、単なる観光以上の学びの場

が生まれていることを示していた。

7階では、パネル展示とワークショップが行われた。古式ゆかしい製造工程の写真や、蔵ごとの違いを紹介する資料が並ぶ中、参加者は酒造りの深遠な世界を視覚的に理解していった。特に注目を集めたのは、漫画家・石川雅之氏による書き下ろし漫画の展示。ユーモラスなタッチで伝統技術を描いた作品は、若い世代にも酒造文化への興味を促す役割を果たした。

8階では、まさに「体験できる文化遺産」として試飲コーナーが大盛況だった。日本各地の蔵元が腕をふるった日本酒や焼酎、泡盛が提供され、芳醇な香りと多彩な味わいが試飲者を魅了した。参加者同士が味わいを語り、造り手と直接意見交換する場面も多く見られた。こうした双方向の交流は、「文化を観る」だけでなく「感じ、味わい、共有する」新しい文化体験へとイベントを昇華させていた。

国内外で広がる「伝統的酒造り」の輪

この周年記念イベントは浅草という舞台だけで完結しない。2025年を通じ、日本各地で「伝統的酒造り」に関連する催しが数多く行われた年だった。春には国内最大規模のJAPAN SAKE & SHOCHU FAIR 2025が開催され、数百

銘柄の酒や焼酎・泡盛が集結して文化交流を促進したほか、地方でも蔵元主催の蔵開きやワークショップが活発に実施された。こうした一連の動きは、単なる記念行事ではなく「酒造文化の未来形」を模索する継続的な取り組みとして位置付けられている。

また海外に目を転じると、ユネスコ本部での展示や国際的なプロモーション活動も展開され、日本酒文化の魅力は国境を超えて伝播している。特に欧米のグルメシーンやワイン・スピリッツ市場での日本人気は、伝統技術に対する関心を一段と高めている。これは単なる「酒」の枠を超え、異文化交流の媒体としても機能し始めていることを示唆している。

未来へつなぐ、一杯の価値

この日の締めくくりとして多くの参加者が語ったのは、「ただの飲み物ではない、日本の文化そのものを味わった」という感慨だ。500年を超える歴史を経て、いままさに新たなページを刻もうとしている「伝統的酒造り」は、多様な人々をつなぎ、未来に向けた文化の架け橋となっている。浅草で交わされた一杯一杯が、技と心を未来へ運んでいく——そんな余韻を残した1周年イベントだった。

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CATALOG

5 Restaurant Experts Dish on Menu Pricing Strategy

レストラン専門家5名が語るメニュー価格戦略の秘訣

Menu pricing is a delicate balance of crunching numbers, researching the local market and diner habits, and implementing an operational plan that can make or break your restaurant's profitability.

Hitting profitability is getting more difficult as costs like rent, insurance, labor, and food rise across the board. In fact, average food costs and wages for restaurant workers have risen by 30% since 2019, according to the National Restaurant Association 2025 State of the Restaurant Industry Report. All of these aspects factor into the final cost of a dish or drink on a menu, making already tight margins even tighter. But diners are taking on rising prices to balance this: the report states 67% of adults said it's acceptable for restaurants to increase prices to cover the higher cost of doing business.

Start with accurate costing

Before you can price strategically, you need to know your true costs. Pay attention to what the market dictates, from how much guests are willing to spend to potential unexpected price spikes.

"You can't have accurate menu pricing unless you're doing due diligence of truly costing out your product," said Ryan Pollnow, co-chef and culinary director at San Francisco's Flour + Water Hospitality Group.

His restaurant group targets 24% to 26% food cost across all concepts. Pollnow has seen wild swings in prices prompting the addition of Craftable's Foodager, a software platform that tracks vendor pricing and inventory in real time.

"Three months ago, the price of eggs skyrocketed because of avian flu," Pollnow said. "We use a ton of eggs in pasta production. We were alerted the prices were going up and could adjust on the fly."

Balance costs with perceived value

You also want to consider how costs impact your guests' overall thoughts on the dining experience. Yes, you want to make a profit, but providing a positive experience that reflects what people pay for is also important.

"We have our target cost percentages, but we want our guests to feel they've had a valuable experience," said

David Schwartz, creative director and culinary director of Toronto's Big Hug Hospitality, which owns Mimi Chinese there and in Miami.

Schwartz explained sometimes he wants to use unique ingredients, like a specialty melon that costs \$18 per pound. But he knows there isn't a fair price where he'd make a profit, and guests will pay for it.

Pollnow challenges his team to choose ingredients that have a lower cost but can still feel celebratory for diners.

"If we can have a balance on our menu where there are humble ingredients and make them the star of the show, that's one way to keep our prices down," Pollnow said.

Embrace the sliding scale

Not every dish hits the same food-cost target, so using a sliding scale can help, as Flour + Water's beverage director Sam Bogue does when pricing his wine list.

"There are few times anyone should be doing a flat markup on a wine list," Bogue said.

Lower-end wines by the glass and bottle will have a higher markup, while the lowest markup will be the highest-priced bottles. This strategy rewards customers for higher spending while maintaining profitability on entry-level options.

The same principle applies to food where you can protect your bottom line with certain items, while still providing a good deal for diners.

"We have items that are more profitable for us from a percentage standpoint that provide cushion versus others that offer more value for the guests," said Kayla Morrison, vice president of operations for Chicago's Ballyhoo Hospitality. "Apps or salads are costed more favorably [for us], and we'll sell a steak at 40% to 45% versus 20%."

Balance can also come from portion tweaks. When Ballyhoo rolled out a short rib agnolotti at its newest concept, Jackman & Co., guests felt the serving was too small. Instead of raising prices, the team added two more pieces, absorbed the cost, and satisfied guests without hurting margins.

Know your market's price tolerance

One mistake some restaurant operators make is underestimating



what their market will bear. Cami Jetta, chef-owner of Brooklyn's Dinner Party, learned this the hard way. When she opened in 2021, she charged just \$42 for a four-course tasting menu.

"I was attached to an idea of accessibility," Jetta said. "But customers, especially in a city like New York, have a greater tolerance for high prices. Price your food what it's worth from the jump."

Dinner Party has since restructured to offer \$65 three-course and \$115 five-course options. While that original pricing helped build a buzz, "it was criminally low," Jetta admitted.

You may also want to focus on pricing based on actual costs rather than charging more for something customers assume will be priced higher. Mimi Chinese's Schwartz said he knows people will pay more for products like ahi tuna, caviar, or wagyu, but doesn't play that game.

"We won't arbitrarily price things that way," he said. "We try to stick to an honest representation of the cost going into a dish."

Use data to drive decisions

Using sales data can help continuously optimize pricing. Morrison employs what she calls a "stars and dogs" analysis, categorizing menu items by profitability and popularity: stars (high profit, high popularity), workhorses (high popularity, low profit), and dogs (both low).

"We use the data to help us figure out what the dogs are," Morrison said. "Do we keep it, change it, or get rid of it?"

This systematic approach helps identify underperforming items and pricing opportunities. Flour + Water reprints their wine list weekly specifically to enable regular pricing adjustments.

"Any time we put a new wine or glass of wine on the list, there has to be a ripple effect where we alter the price of everything around it," Bogue said. Plus, if you're seeing something you've priced slightly lower that is selling really well, it's OK to go a little higher.

"If we have something that's flying out the door and it's underpriced by a percentage, it tells us we can raise prices," Schwartz added.

Make beverages your profit engine

Every operator we spoke with emphasized beverages as crucial profit drivers. Dinner Party gets roughly 80% profit margins on wine and cocktails. Their Dirty Dill Martini costs about \$3.50 to make (including costs for garnishes and labor) and sells for \$18. A German orange wine bottle costs the restaurant \$21.33, and they charge \$22 per glass at 80% profit.

Morrison has a simple rule for cocktail pricing at Ballyhoo.

"If you can't give me a great drink that's \$17 or less, it's not going on the menu," she said. "I encourage bartenders that come to me with the coolest drink that's \$24 to go back and reverse engineer it to have it cost less."

This constraint forces creativity within profitable parameters, leading to innovative drinks that customers love and the restaurant can sell profitably.

Building for long-term sustainability

Ultimately, it seems successful menu pricing isn't about maximizing short-term profits. It's about building a sustainable business that can weather market fluctuations while providing value to both customers and staff.

"It's not about making a ton of money, but ensuring the business can survive," Jetta said.

The operators that thrive prove to be those who view pricing as an ongoing strategic process, using data and market insights to constantly refine their approach while staying true to their concept and values. ■



✕ ニュー価格設定は、数字の計算、地域市場と顧客の習慣の調査、そしてレストランの収益性を左右する運営計画の実施という、微妙なバランスを要する作業である。家賃、保険、人件費、食材費などあらゆるコストが上昇する中、採算を確保することがますます困難になっている。全米レストラン協会の「2025年レストラン業界の現状報告書」によれば、実際、平均食材費とレストラン従業員の賃金は2019年以降30%上昇している。これらの要素は全てメニュー上の料理や飲み物の最終価格に影響し、既に厳しい利益率をさらに圧迫している。しかし顧客はこの状況を相殺するため価格上昇を受け入れている：同報告書によれば、事業コスト上昇分を賄うため飲食店が価格を引き上げることが許容できると回答した成人は67%に上った。

正確なコスト計算から始める

戦略的な価格設定を行う前に、実際的な原価を把握する必要があります。顧客が支払う意思のある金額から、予期せぬ価格急騰の可能性まで、市場が示す動向に注意を払ってください。

「製品の原価を正確に算出するデュレリジェンスを行わなければ、正確なメニュー価格設定は不可能です」と語るのは、サンフランシスコのFlour + Water Hospitality Groupで共同シェフ兼料理ディレクターを務めるライアン・ポウノウ氏である。

彼のレストラングループは全コンセプトで24~26%の食材コストを目標としている。ポウノウは価格の乱高下を経験し、ベンダーの価格と在庫をリアルタイムで追跡するソフトウェアプラットフォーム「CraftableのFoodager」の導入を促した。

「3ヶ月前、鳥インフルエンザの影響で卵の価格が急騰しました」とポウノウは語る。「パスタ製造には大量の卵を使用しています。価格上昇の警告を受け、即座に対応できました」

コストと顧客が感じる価値とのバランスを取る

また、コストがゲストの食事体験に対する総合的な印象にどう影響するかも考慮すべきです。確かに利益は求めますが、支払った金額に見合う満足感を提供することも重要です。

「目標コスト率は設定していますが、ゲストには価値ある体験を実感してもらいたい」と語るのは、トロントとマイアミに「Mimi Chinese」を展開するBig Hug Hospitalityのクリエイティブディレクター兼料理責任者、デイビッド・シュワルツ氏だ。

シュワルツは、時には1ポンド18ドルもする特産メロンなど、ユニークな食材を使いたいと思うことがあると説明した。しかし、利益が出つつも顧客が納得する適正価格はないと彼は理解している。

ポウノウはチームに、コストを抑えつつも客に特別な気分を味わえる食材を選ぶよう求めている。

「メニューで質素な食材を主役として輝かせるバランスが取れば、価格を抑える一つの方法になる」とポウノウは語った。

変動料金制を受け入れよう

すべての料理が同じ食材原価率を達成するわけではないため、スライド式原価率を採用すると効果的だ。Flour+Waterの飲料部門責任者サム・ボークがワインリストの価格設定で実践している手法である。

「ワインリストで一律のマークアップを適用すべき場面はほとんどない」とボークは語る。

グラス売りやボトル売りの低価格帯ワインには高いマークアップを適用し、最も高いマークアップは最高価格帯のボトルに設定する。この戦略により、顧客は高額商品を購入することで特典を得られる一方、エントリーレベルの選択肢でも収益性を維持できる。同じ原理は食品にも当てはまり、特定の商品で利益を確保しつつ、顧客に割安感を提供できる。

シカゴのバリーフ・ホスピタリティ社でオペレーション担当副社長を務めるケイラ・モリソン氏は次のように説明する。「利益率の観点で当社にとってより収益性の高いメニューは、顧客にとってより価値の高いメニューと比べて緩衝材の役割を果たします。前菜やサラダは(当社にとって)原価計算上有利に設定されており、ステーキは20%の利益率で販売する代わりに40~45%の利益率で販売します」

バランスは分量の調整からも生まれる。バリーフが新コンセプト店「ジャックマン&カンパニー」でショートトリブのアニョロッチェを提供した際、客は量が少なすぎると感じた。価格を上げる代わりに、チームは2個追加し、コストを吸収することで利益率を損なうことなく客を満足させた。

市場の価格許容度を把握する

一部の飲食店経営者が犯す過ちは、市場が許容する価格を過小評価することだ。ブルックリンの「ディナー・パー

ティー」のシェフ兼オーナー、キャミ・ジェッタはこの教訓を痛いほど学んだ。2021年の開店時、彼女は4品のテイastingメニューをわずか42ドルで提供していた。

「私は『手頃さ』という概念に固執していました」とジェッタは語る。「しかし顧客、特にニューヨークのような都市では、高額な価格に対する許容度が高いのです。最初から料理の価値に見合った価格を設定すべきでした」

ディナーパーティーはその後、65ドルの3コースと115ドルの5コースの選択肢を提供するよう再編成した。当初の価格設定は話題を呼んだものの、「犯罪的に安すぎた」とジェッタは認めた。

また、顧客が「高価だろう」と想定する商品に対して不当に高額を請求するのではなく、実際の原価に基づいた価格設定に注力すべきだ。ミミ・チャイニーズのシュワルツ氏は、アヒマグロやキャビア、和牛などには顧客がより多く支払うことを承知しているが、そうした価格戦略には乗らないと語る。

「我々は恣意的に価格を設定しない」と同氏は述べた。「料理にかかるコストを正直に反映させるよう努めている」

データを活用して意思決定を行う

売上データを活用することで、価格設定を継続的に最適化できる。モリソンは「スターとドッグ」分析と呼ぶ手法を採用し、メニューアイテムを収益性と人気度で分類している：スター(高収益・高人気)、ワークホース(高人気・低収益)、ドッグ(低収益・低人気)。

「データを活用して『犬』を特定するのは」とモリソンは説明する。「継続するか、変更するか、廃止するか?」

この体系的な手法により、不振商品と価格設定の機会を特定できる。Flour + Waterでは、価格調整を定期的に行うため、ワインリストを毎週刷新している。「新しいワインやグラスワインをリストに加えるたびに、周辺の価格をすべて調整する波及効果が生じます」とボークは語った。

さらに、価格を少し低く設定して売れ

行きが好調な商品があれば、その価格を少し上げても問題ありません。

「売れ行きが好調で、価格が数パーセント安すぎる商品があれば、その価格は上げられるという判断材料になります」とシュワルツ氏は付け加えます。

飲み物を収益源にする

私たちが話を聞いたすべての経営者は、飲み物が重要な収益源であることを強調していました。ディナーパーティーでは、ワインとカクテルで約80%の利益率を達成しています。ダーティディルマティーニは、材料費と人件費を含めて約3.50ドルで製造され、18ドルで販売されています。ドイツ産のオレンジワインは、レストランの仕入れ価格が21.33ドルですが、1杯22ドルで販売され、80%の利益率を達成しています。

モリソンはバリーフでのカクテル価格設定にシンプルなルールを設けている。

「17ドル以下で素晴らしいドリンクを提供できないなら、メニューには載せない」と彼女は言う。「24ドルの最高にクールなドリンクを提案してくるバーテンダーには、コストを抑えるために逆算して再設計するよう促している」

この制約が利益を生む範囲内で創造性を引き出し、顧客に愛され、レストランが利益を上げて販売できる革新的なドリンクを生み出している。

長期的な持続可能性に向けた構築

結局のところ、メニュー価格設定の成功は短期的な利益の最大化ではないようだ。市場変動に耐えつつ、顧客とスタッフ双方に価値を提供できる持続可能なビジネスを構築することにある。

「莫大な利益を上げるのではなく、事業が存続できることを保証することだ」とジェッタは語った。

繁栄する事業者は、価格設定を継続的な戦略のプロセスと捉え、データと市場洞察を活用してアプローチを絶えず洗練させつつ、自らのコンセプトと価値観に忠実であり続ける者たちであることが証明されている。

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お問い合わせ： Japanese Restaurant Academy
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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?
- 食べ物を扱うときに手袋を着用すること
 - すべての身に着けている貴金属を外すこと
 - ヘアネットを被ること
 - 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・・・
- その食品の味または色を変えるかもしれないから
 - 解凍中にバクテリアが増殖するかもしれないから
 - 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
 - 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

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February 2026

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UNESCO Intangible Cultural Heritage
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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.



Sake Tasting

To be able to taste sake, the most important to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly

assess sake products.

So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience.

First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one.

Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

日本酒の鑑定

酒の鑑定最重要的是找到並設定出自己的口味標準。標準不是找到自己的喜歡口味，而是找到判斷其他酒所需的口味基準軸。牢牢抓住該軸的核心味道，感受到其他酒的不同香氣、酸度、酒體，和鮮味。之後，要根據收集的知識和信息，能夠更公平、更準確地評估其他產品。

現在如何找到那個軸，根據我自己的經驗，我將教您如何快速以及不花錢找到口味標準。

在商店買便宜的日本酒，討厭它，口味不好也要每天喝同樣的酒堅持15天(有些人可能需要長達20天)。絕對不可以喝酒喝到醉。量可以是一小整杯，一定不要間斷地喝下去。(這期

間最好不要喝其他日本酒)

在肝臟休息 2-3 天后嘗試不同的日本酒。也許以前未知的味道會非常有效地體會到。您將能夠清楚地感覺到酸度的不同，酒本身的濃淡，香氣的差異，鮮味的水平以及後味的強度。

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 from bottom left: Choya Sarari Umeshu, Mie Prefecture, #69874 /
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How One Issei Immigrant Helped Feed a Generation 一位第一代日本移民，如何滋養了一個世代

為紀念將日本風味帶向世界的百年里程碑，Mutual Trading Co., Inc. (共同貿易公司)回顧其波瀾壯闊的歷史旅程，從最初立足於洛杉磯小東京 (Little Tokyo)、作為「合作型採購與進口渠道」，服務南加州早期日本移民的實際需求開始，到日後在將江戶前日本壽司引入美國的過程中扮演的關鍵角色。在本系列的第一篇中，文章將Mutual Trading的起源與日裔美國人社群的發展歷程並置梳理，重點描述了該公司如何為日本料理在美國的長遠發展奠定基石，並在二戰集中營時期過後，協助社群重新站穩腳步、走向復興。

In 1899, a 20-year-old named Sadagoro Hoshizaki boarded a Norwegian cargo ship to set sail for a new life in the United States. A born and raised Odawara native, Hoshizaki had saved up \$60 to pay for the voyage from Japan to California. Like thousands of other Japanese immigrants, he set out with a simple plan: to eke out his own piece of the American dream as an agricultural laborer in California. What he couldn't have known then was that this leap would eventually lead him to found a company that would endure for more than a century.

The late 1800s were boom times for Japanese immigration to the United States. In 1869, the first Japanese immigrants arrived in the mainland United States, landing at the port of San Francisco carrying nothing but tea plant seeds, silkworms, rice, bamboo shoots and cookware. Fleeing the brutality of the Boshin Civil War in Japan, this group – 22 strong, according to the Daily Alta California – broke ground on the first Japanese settlement in North

America, the short-lived Wakamatsu Tea and Silk Farm Colony.

While the settlement collapsed after two years, this group of 22 became the first documented wave of Japanese immigrants to the United States. Over the next three decades, thousands more joined them as the Chinese Exclusion Act of 1882 created labor shortages in mining, agriculture and manufacturing that were soon filled by Japanese workers. By 1900, 22 became 24,326, and among the thousands setting sail to the United States, was Hoshizaki himself, who arrived in San Francisco and quickly found work on an orchard in Vacaville.

Hoshizaki arrived in 1899 at a pivotal time for Japanese Americans: Excluded from mainstream markets amid nascent anti-Japanese racism, early Issei (first-generation) immigrants built self-sufficient economies in so-called "Japantowns" across the country, establishing "their own schools, temples and churches, markets

1899年，一位年僅20歲的年輕人，星崎定五郎 (Sadagoro Hoshizaki) 登上了一艘挪威貨船，啟航前往美國，展開未知的人生旅程。這位土生土長於小田原的青年，靠著多年省吃儉用積攢下來的60美元，支付了從日本前往加利福尼亞的船費。如同當時成千上萬的日本移民一樣，他懷抱著一個簡單而務實的計畫：在加州成為一名農業勞工，靠雙手為自己闢出一條屬於移民的美國之路。當時的他無從預料，這個看似平凡的決定，最終將引領他創立一家延續超過一個世紀、滋養無數家庭與世代的企業。

19世紀末正值日本移民美國的高峰期。1869年，第一批日本移民抵達美國本土，於舊金山港登陸，隨身僅攜帶了茶樹種子、蠶卵、稻米、竹筍與基本炊具。為躲避日本戊辰戰爭的動盪，這群據《Daily Alta California》記載共22人的移民，在北美建立了第一個日本聚落：「若松茶與絲綢農場殖民地」(Wakamatsu Tea and Silk Farm Colony)。

儘管該聚落僅維持約兩年便告瓦解，這22人仍成為有紀錄以來最早的一批日本赴美移民。隨後三十年間，隨著1882年《排華法案》在採礦、農業與製造業引發勞動力短缺，日本勞工迅速填補了這些空缺，移民人數大幅成長。至1900年，日本移民人數已從最初的22人激增至24,326人，而星崎定五郎，正是這波移民潮中的一員。

星崎於1899年抵達美國，正值日裔美國人命運的關鍵時刻。隨著反日歧視浮現，第一代日本移民 (Issei) 被排除於主流市場之外，轉而在全美各地建立起自給自足的「日本町」(Japantown)。據《洛杉磯時報》記載，這些社區擁有自己的學校、寺廟與教堂、市場與餐館。在洛杉磯，最早日本社區之一於1880年代在市中心成形，即後來的「小東京」(Little Tokyo)，並迅速發展為美國本土規模最大的日本城。

1880年代初期，洛杉磯的日本居民尚不足50人；隨著移民湧入，他們開始在東一街 (East First Street) 一帶扎根。1884年，一位名叫重田濱



Sadagoro Hoshizaki,
Founder of Mutual Trading,

Mutual Trading (共同貿易公司) 創辦人星崎定五郎 (右) 與多位來自小東京的投資夥伴共同成立了一個合作型公司，為南加州日益成長的日裔人口引進日本食品。



and restaurants,” according to the Los Angeles Times. In Los Angeles, one such community emerged downtown in the 1880s: “Sho-Tokyo” or Little Tokyo, which soon became the largest Japantown on the mainland.

While the city had “fewer than 50” Japanese residents in the early 1880s, those who came to Los Angeles set their roots in downtown along East First Street. Among the first to settle and establish themselves was a cook named Hamanosuke “Charlie Hama” Shigeta who opened his restaurant “Kame” on 340 East First Street in 1884, making him the first Japanese person to own a business in Little Tokyo. Shigeta’s restaurant marked the birth of Little Tokyo, opening the floodgates for Japanese-owned boarding houses, bookstores, tempura restaurants, hotels, and confectioneries in the years that followed.

As early Issei immigrants married and began building families and communities, Japanese home cooking took root on the mainland, further shaping the local economies of Japantowns. A typical Japanese meal in those days consisted of a bowl of white rice served with miso soup, green tea and a variety of okazu or side dishes: takuan (pickled daikon radish), broiled fish, canned kamaboko (fish cake) and whatever facsimile of a Japanese dish could be fashioned out of substitute American ingredients. Issei cooks had to innovate out of necessity, but as they began craving staples like miso, soy sauce, and rice from Japan, they built a patchwork of traders and grocery stores to supply local communities with the ingredients their kitchens needed.

Colloquially known as the takuan boeki, or takuan commerce, after the iconic pickled yellow daikon radish that was the most common craving for early Issei immigrants, this network took root across the country. In 1905, after years of back-breaking work on farms across California and a stint at a Japanese-owned grocery store in Riverside, Hoshizaki opened his own general store in Little Tokyo using Russo-Japanese War rations he brought back from Japan, including canned goods and dried staples such as kanpyo (dried gourd strips), shiitake mushrooms, koya-dofu, as well as miso and soy sauce. The shop, Tokai Shokai, was located at 124 San Pedro Street. By 1910, the takuan boeki had flourished into a nationwide ecosystem, with 242 grocery stores, 21 trading firms, and 42 tofu shops owned by Japanese Americans on the mainland.

By the turn of the 1920s, the national mood shifted against Japanese Americans. As Japantowns grew across the country, so did anti-Japanese campaigns by anti-immigration groups, culminating in legislation like the California Alien Land Law, which banned Japanese immigrants from possessing land in the state, and the Immigration Act of 1924, which banned Japanese immigration into the United States.

Soy sauce

醬油包裝在「出口強化型」的雙蓋木桶中，這項早期的創新設計能在橫跨太平洋、長達數週的航程中有效防止滲漏與變質，確保內容物的品質與穩定性。



On April 19, 1926,
Mutual Trading Company is established.

Mutual Trading Co., Inc. 成立於 1926 年 4 月 19 日，其日文名稱為「共同貿易株式會社」。承載著「相互合作、彼此扶持與全心奉獻精神」的理念，引領公司在美國市場穩健扎根，並持續朝向長期穩定發展與無限成長的未來邁進。

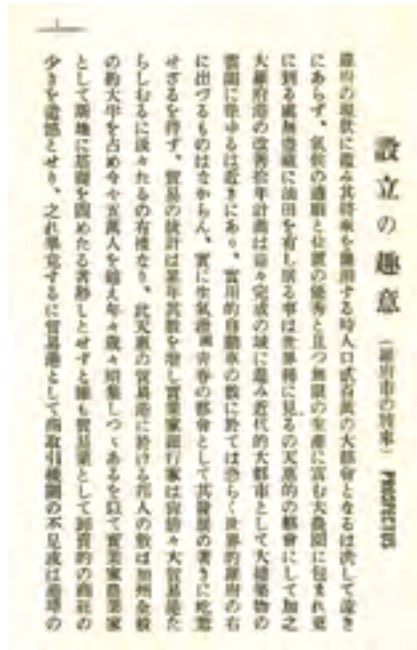
之助 (Charlie Hama Shigeta) 的廚師，在東一街 340 號開設了餐廳「龜」(Kame)，成為小東京第一位擁有商業事業的日本人。這家餐廳被視為小東京的起點，隨後數年間，日本人經營的寄宿公寓、書店、天婦羅餐廳、旅館與菓子店如雨後春筍般湧現。

隨著第一代日本移民成家立業，日本家庭料理也在美國本土扎根，進一步形塑了日本城的地方經濟。當時典型的一餐，包含一碗白飯、味噌湯與綠茶，並搭配各式配菜 (okazu)，例如庵蘿蔔 (takuan)、烤魚、罐裝魚板 (kamaboko)，以及利用美國食材「仿製」的日式料理。在物資有限下，第一代廚師被迫創新，而隨著對味噌、醬油與米等日本主食的渴望日益加深，他們逐步建立起一張由貿易商與雜貨店組成的供應網絡，為社區提供關鍵食材。

這套供應體系被俗稱為「澤庵貿易」(takuan boeki)，得名於象徵性的黃色醃蘿蔔，那正是早期移民最思念的家鄉味。該網絡在全美蓬勃發展；至 1910 年，美國本土已有 242 家日裔經營的雜貨店、21 家貿易公司及 42 家豆腐店。星崎敏銳地察覺到了社區的潛力，於 1905 年在聖佩德羅街 124 號創立了自己的百貨商店「東海商會」(Tokai Shokai)。

進入 1920 年代，美國社會氛圍急轉直下。隨著日本城擴張，反移民團體的反日運動也日益高漲，最終催生出一系列排日立法措施，包括禁止日本移民在加州擁有土地的《加州外籍人士土地法》，以及全面禁止日本移民進入美國的 1924 年《移民法》。





洛杉磯的歷史圖景：商業區與港口發展

早期企業資本形成的歷史紀錄

Documented in Mutual Trading's prospectus published in 1926:

“When considering the future of Los Angeles city, it will not take long for the city population to reach 2 million and become a metropolis. [...] With our stable foundation, loyalty, and hard work as our business policy, we believe as we grow with Los Angeles city and plan for 100 years in the future, establishing a large market in the western hemisphere will not be impossible.”

記載於Mutual Trading於1926年發行的公司企劃書中：

在審視洛杉磯的未來時，不難預見，這座城市的人口將在不久後突破200萬，並發展為一座舉足輕重的大都會。：「憑藉我公司穩固的基礎、忠誠與勤奮為經營方針，我們相信，隨著與洛杉磯市共同成長並規劃未來百年，在西半球建立一個龐大的市場並非不可能。」



The Immigration Act of 1924 devastated Japanese communities on the mainland; it not only froze the inflow of Japanese immigrants, but also the flow of food and capital carried into the country. Amid the growing hardships facing Japanese Americans, and disruptions to imports from Japan, Hoshizaki saw a need to unify importers in Little Tokyo as “a co-op purchasing and import channel.”

1924年《移民法》對美國本土的日本社區造成了毀滅性打擊，它不僅凍結了移民流入，也切斷了來自日本的食物與資金通道。面對日裔美國人日益加深的困境與進口體系的中斷，星崎意識到需要將小東京的進口商整合起來，建立一個「合作型採購與進口渠道」。

On April 19, 1926 – nearly 57 years after the first Issei immigrants landed in San Francisco – Hoshizaki established Mutual Trading Co., Inc., a California corporation to import shelf stable Japanese foods: soy sauce, green tea, nori, wakame, and an array of canned goods including bamboo shoots, takuan, tofu, konnyaku, kamaboko, and seasoned inari age.

1926年4月19日，距離第一批第一代日本移民登陸舊金山已近57年，星崎正式創立了「Mutual Trading Co., Inc.」（共同貿易公司），一家於加利福尼亞州成立的進口公司，專注於進口耐儲存的日本食品，包括醬油、綠茶、海苔、裙帶菜，以及竹筍、澤庵、豆腐、蒟蒻、魚板與調味稻荷豆皮等罐頭產品。

15 years after its founding, Mutual Trading faced its first existential threat: the outbreak of the Pacific War, which froze all trade with Japan. In 1942, a year after the Japanese attack on Pearl Harbor, President Franklin D. Roosevelt issued Executive Order 9066, forcing 110,000 Japanese people on the West Coast to sell their homes, belongings and businesses to report to one of ten internment camps. Among the thousands forced to evacuate was Hoshizaki and several Mutual Trading employees, who now faced the closure of their business, as well as indefinite incarceration.

公司成立15年後，Mutual Trading（共同貿易）首次面臨攸關存亡的危機。太平洋戰爭爆發，使所有對日貿易全面凍結。1942年，日本偷襲珍珠港一年後，美國總統富蘭克林·D·羅斯福簽署第9066號行政命令，強制西海岸約11萬名日裔居民變賣家產與事業，前往全國十座拘留營之一報到。星崎與多位Mutual Trading員工也在被迫撤離之列，他們不僅面臨公司停業，更即將承受無限期拘禁的命運。

當Mutual Trading（共同貿易）員工準備前往拘留營報到時，他們緊急設法保全公司僅存的資產。意想不到的救星來自瑪利諾教會（Maryknoll Church），小東京的一座天主教教堂與學校，其工作人員同



第二次世界大戰期間，Mutual Trading的庫存物資由小東京的瑪利諾教會（Maryknoll Church）妥善保存。當時，該教會的神父與修女持續支援被迫遷往拘留營的日裔美國人社群，包括位於加州中部的曼贊納集中營（Manzanar）。如照片所示，當地的天主教教堂成為流離失所者重要的信仰依託與精神支柱。
攝影：安塞爾·亞當斯（Ansel Adams）
圖片來源：美國國會圖書館印刷與照片部（館藏編號：2001695654）



As Mutual Trading employees prepared to report to internment camps, they scrambled to safeguard what remained of their business. Their unlikely lifeline came from Maryknoll Church—a Catholic parish and school in Little Tokyo—whose staff agreed to hide the company's merchandise in the church basement.

"The administrators said, 'Just bring in all of your belongings and we'll keep them in the basement,'" recalled former Mutual Trading President Noritoshi Kanai in an interview with Tokyo Journal.

"The people at Mutual Trading were very lucky."

With their merchandise safely stowed away, Mutual Trading temporarily closed their doors and Hoshizaki spent the duration of the war in the Manzanar Camp in Central California along with 11,000 other interned Japanese Americans.

Not every Japanese American business was lucky: only three out of 40 Japantowns survived the war, and thousands of business owners returned from camp having lost everything – their homes vandalized or sold, their belongings stolen and their livelihoods erased. Before the war, Japanese Americans operated around 1000 retail produce stores in Los Angeles; By December 1946, only 30 of these stores reopened. A 1980 congressional commission appointed to study the effects of internment estimated that Japanese Americans lost between "\$149 million and \$370 million in 1945 dollars" due to internment. Adjusted for today's value, that amounts up to \$70 billion to \$150 billion.

Despite warnings from the War Relocation Authority to avoid returning to enclaves, Hoshizaki and several managers returned to Little Tokyo in 1945 determined to

reopen Mutual Trading. Upon arriving at Maryknoll, they found their inventory safely stored away in the basement, untouched and ready to distribute to Japanese Americans returning from camp.

In 1946, Mutual Trading reopened its doors, ready to supply food staples, cooking utensils, and imported goods to families rebuilding their lives after internment. For those who had been incarcerated, food was more than a necessity. After years of being deprived of Japanese cooking in the camps—forced to eat unfamiliar meals made from government surplus foods in mess halls—food, and Japanese food in particular, became a sacred source of comfort, safety, and identity. A meal as simple as a bowl of white rice, miso soup, takuan, and broiled fish suddenly had immense meaning.

Mutual Trading helped restore a sense of normalcy throughout the community, supplying households and restaurants alike as they rebuilt their kitchens with Japanese ingredients and essential tableware, such as rice bowls, miso soup bowls, chopsticks, and teacups. Through resilience and grit, Little Tokyo came back to life as businesses reopened, temples resumed services, and community traditions like Nisei Week returned.

Though much has changed in the 100 years since Mutual Trading's founding – and 80 years after reopening – what hasn't changed is Mutual Trading's continued commitment to bring the flavors of Japan to the world, connecting people and communities through the universal language of food. It's a mission not just informed by Mutual Trading's history, but the whole of Japanese-American history – a story that began 127 years ago, when a 20-year-old Odawara native boarded a ship to set sail for America.



哪怕只是一頓再簡單不過的餐食
一碗白飯、一碗味噌湯、醃蘿蔔
(takuan)，以及一尾烤魚，在那一
刻，都承載了無比深刻的意義

*"A meal as simple as
a bowl of white rice, miso soup, takuan, and broiled fish
suddenly had immense meaning."*

Showroom

自創立之初， Mutual Trading（共同貿易公司）便提供各類基本民生用品與耐儲存食品，主要為來自日本的乾貨與罐頭食品，同時供應社區所需的廚房與餐桌器皿，滿足日常生活與飲食的核心需求。

意將公司的貨品藏放於教堂地下室。

前 Mutual Trading 社長金井紀年（Noritoshi Kanai）在接受 Tokyo Journal 採訪時回憶道：「管理人員對我們說：『把你們所有的東西都搬進來吧，我們會替你們保存在地下室。』」

「Mutual Trading 的 人真的非常幸運。」

在貨品被安全妥善地保存後， Mutual Trading 暫時關閉。星崎則與另外約 11,000 名被拘禁的日裔美國人一同，在加州中部的曼贊納集中營（Manzanar Camp）度過了戰爭歲月。

並非所有日裔企業都如此幸運。全美約 40 個日本城中，僅有 3 個在戰爭中存續。成千上萬的企業主自拘留營返回時，發現一切已蕩然無存，房屋遭破壞或變賣，財物被掠奪，生計徹底消失。戰前，日裔美國人在洛杉磯經營著約 1,000 家農產品零售店，然而至 1946 年 12 月，僅剩 30 家得以重新開業。1980 年，國會專責委員會估計，日裔美國人因拘留政策承受了相當於 1945 年幣值 1.49 億至 3.7 億美元的經濟損失，換算至今，約為 700 億至 1,500 億美元。

儘管戰時遷移管理局（War Relocation Authority）警告日裔美國人避免返回原社區，星崎仍與數位管理人員於 1945 年回到小東京，決心重啟 Mutual Trading。當他們抵達瑪利諾教會時，發現公司的庫存完好無損地存放於地下室，隨時可分發給自拘留營返家的日裔美國人。

1946 年， Mutual Trading 重新開門營業，為戰後重建生活的家庭供應主食、廚具與進口商品。對曾被拘禁的人而言，食物遠不止是必需品。在營中多年被迫遠離日式烹飪，只能食用以政府剩餘物資製成的陌生食物。尤其是日本料理，成為一種近乎神聖的慰藉，象徵著安全感、歸屬感與身份認同。一碗白飯、味噌湯、澤庵與烤魚這樣簡單的一餐，突然承載了無比深刻的意義。

Mutual Trading 在戰後為整個社區重建日常生活的秩序感發揮了關鍵作用。公司為家庭與餐廳穩定供應日本食材與基本餐具，協助人們重新打造廚房，從飯碗、味噌湯碗、筷子到茶杯，一應俱全。憑藉著堅韌與不屈的精神，小東京逐漸恢復生機：商家重新開門營業，寺廟恢復法會與服務，像二世週（Nisei Week）這樣的社區傳統活動也再度回歸，讓這片街區重新活了起來。

儘管自 Mutual Trading 創立以來已走過百年歲月，距離戰後重新開業亦已逾 80 年，世事早已更迭，但始終不變的，是公司持續致力於將日本的風味帶向世界，並透過食物這一跨越文化的共同語言，連結人與人、社區與社區的初心。這份使命不僅源自 Mutual Trading 自身的歷史，也深深植根於整個日裔美國人的集體記憶之中，一段始於 127 年前的故事：當年，一位來自小田原年僅 20 歲的年輕人，登上一艘船，揚帆啟程前往美國。

Brewery Owner



Kosuke Kuji
Nanbu 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

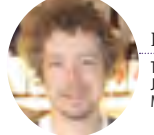
Sake Sommelier and Others



Teruyuki Kobayashi
Taruei 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
International
Kikisake-Shi
Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



Rachel Macalisang
Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
International
Sake Sommelier
Mutual Trading



Masae Kusada
International
Sake Sommelier
New York Mutual Trading



Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



Hirohisa Kikuchi
Sake Sommelier



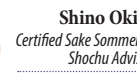
Koji Wong
Owner
Japon Bistro



Kaz Tokuhara
Sake Sommelier
Manager
Wismettac Asian Foods



Gary Imada
Sake Advisor



Shino Okita
Certified Sake Sommelier
Shochu Advisor
Hanbai Solutions LLC.



Lora Blackwell
International
Sake Sommelier
Genji Sake



Alice Hama
Certified Wine & Sake
Sommelier



Eduardo Dingler
Sake Ambassador



Kurtis Wells
Mixologist



Koji Aoto
Sake Sommelier
Savannah
Distributing Co. Inc.



Eiji Mori
Sake Sommelier
Katana Restaurant



Jonathan Cortez
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Liloa Papa
Certified Sake Professional
Level LL
Young's Market Company



Yoshihiro Sako
Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



Toshiyuki Koizumi
Sake Sommelier
Owner "WASAN"



Michael Russell
Certified Sake Sommelier
Pacific International
Liquor Inc

Info

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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 220



Kosuke Kuji

Fifth Generation Brewery Owner
Nanbu 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

Recommending sake to gals and inbound tourists: Part 2

辣妹與入境遊客的日本酒 其二

Continuing from last report.

“Gals” I never imagined that at my age, I would have the chance to speak with people who are probably in their 50s and completely “opposite” from me and Japanese sake.

One of my fellow business owners told me, “Gals are amazing. When I get advice from them in meetings, their honesty and passion are so powerful that they change people.” I was introduced to the president of CGO.com, a company run by gals in Shibuya with the motto “Gals minds change meetings and ideas.”

接著上一次的內容。

「辣妹」

對於50多歲的我來說，辣妹大概是與我以及日本酒完全處在“反對面”的存在。到了這個年紀，我從沒想過自己竟然還能與這樣的人交流。我有一位做企業經營的朋友曾對我說：「辣妹真的很厲害。我在開會時常常向她們請教，她們能用真心和熱情改變別人，甚至讓那種為了開會而開的會議都消失。」於是他把我介紹給了她們。

我被介紹給了位於澀谷、由辣妹與辣妹一起運營、以「用辣妹思維改

At first, I was filled with nothing but worries—what kind of person would they be? Would we even be able to communicate? We arranged to meet with several company-affiliated gals. We agreed to meet in Shibuya's club district, but surprisingly, the meeting spot was at a famous Japanese restaurant in that very area. Since there are many clubs near the same address, I assumed we'd be talking at a club.

When we met at that shop and I offered them a tasting of Nanbu Bijin, explaining that I wanted to get young people and inbound tourists

visiting Shibuya to drink sake, the gals responded with a flurry of incredibly energetic, lively, and heartfelt opinions.

I was amazed by their passion, their feelings, and the gap between their appearance and their hearts. I deeply regretted how I had judged gals based solely on their looks—I felt truly ashamed of myself. The term “gals” is synonymous with Shibuya. Shibuya is a district as well-known to people around the world as New York City is in America. So how could we get inbound tourists and young people visiting Shibuya to drink sake? Strategy meetings continued many times after that. ■ (To be continued in the next report)

變會議、改變創意」為使命的「CGO.com」的“泡泡系”社長。

一開始我擔心：到底是怎樣的人？能不能溝通得了？後來沒有了任何擔心。於是決定和幾位隸屬於她們公司的辣妹一起見面，約在澀谷聚集了許多夜店的地區見面。結果沒想到，集合地點竟然是一家在那一帶也很有名的日本料理店。明明同一個地址附近就有很多夜店，我原以為一定是在夜店裡談話。

在那家店見面後，我請她們試飲了「南部美人」，並由我主動說明：我

想讓年輕人以及來澀谷的入境遊客喝日本酒。沒想到辣妹們立刻給出了大量充滿活力、積極的意見。她們的熱情、想法，以及外表與內心之間的巨大反差，讓我非常震驚。我也深刻反省到，自己是多麼以貌取人來評判辣妹，這讓我感到慚愧。

作為澀谷代名詞的「辣妹」。澀谷在世界範圍內的知名度，幾乎可以和美國的紐約相提並論。如何讓入境遊客以及來到澀谷的年輕人喝上日本酒？圍繞這個主題的作戰會議，之後又持續進行了很多次。

(未完待續)

日本酒 百味百題

The Purpose of Pasteurization 火入的目的是什麼

Generally, Japanese sake prepared as “refined sake” after filtration is heat-treated by ‘pasteurization’ before stored.

The purpose of pasteurization is to sterilize microorganisms harmful to sake, break down the enzymes still active in sake such as rice malt (koji) to adjust the aroma, and increase preservability. Since heat is applied at relatively low temperatures, the sake does not lose its flavor. Usually, sake is heated at approximately 149 degF for 10 minutes before it’s stored in a sealed tank to prevent bacterial contamination and alcohol from evaporating. The sake is heated using a sterilization device with sake poured into pipes submerged in hot water. Japanese sake not pasteurized is called “unpasteurized sake.”

Even after production is complete, Japanese sake is still susceptible to contamination by special lactic acid bacterium and always perishable. When sake starts to spoil, the color turns white as oxidation progresses and generates a strong odor. This phenomenon of Japanese sake spoiling is called “bacterial contamination,” caused by one type of lactic acid bacterium called “hiochi lactobacillus.”

Generally, bacterium cannot grow in high alcohol concentration-levels near 20 percent, such as Japanese sake. However, hiochi lactobacillus is high in alcohol tolerance and grows in concentration-levels near 25 percent. Also, the hiochi lactobacillus cannot grow without the component “mevalonic acid,” while the Koji mold *Aspergillus flavus* - unique to Japanese sake - grows in hiochi lactobacillus, the reason why Japanese sake is the only

alcoholic beverage that hiochi lactobacillus propagates in.

The principle of pasteurization is the same as the “low-temperature sterilization method,” introduced by Louis Pasteur in 1985 as a measure to prevent wine from spoiling. However, the pasteurization of Japanese sake dates back approximately 300 years.

A document from the Sengoku Period (“Age of Warring States,” 1467 – 1600) describes sake production indicating “sake was pasteurized before summer to prevent spoiling.” Afterwards, the document further read ‘initially,’ implying sake was perhaps pasteurized 2 to 3 times to ensure safe consumption. The sake was likely pasteurized between 122 degF ~ 140 degF for approximately 10 minutes, equivalent to the pasteurization conditions today. However, since there were no thermometers at the time, the temperature was measured physically using a finger. The document specifically indicates how the temperature is confirmed in 3 stages – at low, medium, and high temperature. ■

◆ ◆ ◆

一般來說，經過壓榨、過濾而成為「清酒」的日本酒，在貯藏之前都會進行一種稱為「火入」的加熱處理。

火入的目的是為了殺滅對日本酒有害的微生物，同時破壞酒中仍然殘留並保持活性的麴及各種酶類，從而調節香味、提高保存性。由於是在相對較低的溫度下加熱，因此不會損害酒的風味。通常是在約65°C下加熱10分鐘，然後轉移到貯藏罐中，為了防止雜菌混入和酒精揮發而進行

密封貯藏。加熱時使用的是一種火入殺菌機，其結構是讓酒液通過浸在熱水中的管道進行加熱。不經過火入處理的日本酒被稱為「生酒」。

日本酒在釀成之後，也始終處於容易因特殊乳酸菌侵入而腐敗的狀態。一旦開始腐敗，不僅會出現白濁現象，酸度也會異常升高，並產生惡臭。這種日本酒的腐敗現象被稱為「火落」，而導致火落的乳酸菌的一種被稱為「火落菌」。

一般而言，細菌在像日本酒這樣酒精濃度接近20%的環境中無法生長，但火落菌的耐酒精性很強，即使在約25%的酒精濃度下也能生育。此外，火落菌必須依賴一種叫做「火落酸(甲瓦龍酸)」的成分才能生長，而這種火落酸是日本酒特有的黃麴菌所生成的。正因如此，火落菌只會存在酒類中的日本酒裡繁殖。

火入的原理與巴斯德於1865年作為防止葡萄酒腐敗而發表的「低溫殺菌法」相同，但日本酒釀造中的火入技術早在那之前約300年就已經開始實施。

關於火入的最早記載，見於記述戰國時代釀酒情況的《多聞院日記》。其中在永祿10年(1567年)6月23日的條目中寫有「第一度工序完成後的酒，已裝入樽中」，這便是相關記載。意思是因為臨近夏季酒容易腐敗而進行了火入處理。根據之後的記述中出現「初度」(第一次)的說法，或許是為了安全起見，進行了兩次、三次的火入。推測當時的火入溫度為50~60°C，時間約為5~10分鐘，與現在的火入條件幾乎一致。當然，那是一個沒有溫度計的時代，火入的溫度是通過用手指的觸感來判斷的。江戶時代中期的《童蒙酒造記》將火入分為低溫、中溫、高溫三個階段，分別稱為「薄火」「手引燗」「熱火」，並具體記載了確認溫度的方法。

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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.

What's Happening with Sake at Year's End

年末的日本酒情況

The year is coming to an end in the blink of an eye. As I grow older, each year seems to pass with increasing speed. Before I realize it, another year is already drawing to a close.

December is the busiest season for Japan's sake industry. My own shop also sees a surge in activity during this month alone. This year, however, many breweries are noticeably behind schedule with their new sake releases. Even by mid-December, some have yet to announce official release dates.

While a few breweries began releasing their new sake as early as October, a growing number that traditionally launch in November have found themselves pushed into December. The reasons vary: the rice harvest was delayed, the rice isn't dissolving as expected, the sake is ready but hasn't received internal approval, or even the sudden departure of a new staff member. There are many explanations, but above all, it feels as though climate conditions are playing a significant role. Sake brewing itself may now be at a turning point—one that calls for new ways of thinking and new techniques adapted to this increasingly warm climate, rather than relying solely on traditional approaches.

To be honest, the world that awaits us beyond our efforts to combat global warming is said to be one where temperature reductions are smaller than the margin of error on a

thermometer—levels imperceptible to human skin. And yet, environmental awareness and eco-conscious business practices have become part of everyday life. Certifications are granted to products labeled additive-free or “non-artificial,” and those labels often justify higher prices. Companies are praised as responsible and trustworthy simply for taking visible action against climate change. Eco-friendly initiatives aimed at addressing global warming have become inseparable from modern living. However, if temperatures are only expected to change by amounts imperceptible to human skin even decades from now, the real impact may lie elsewhere. As we have already seen this year, unseasonal typhoons are becoming a regular occurrence. They delay rice harvesting, which in turn delays sake production—and inevitably forces a rethinking of sales strategies. I am no expert when it comes to growing rice or brewing sake, so I can't speak to the technical details. That said, I personally feel that the time has already come to reconsider the timing of seasonal sake releases. We are accustomed to thinking in terms of months—this sake comes out in October, that one in November—but that monthly framework may eventually collapse altogether. And when it does, the way we define and sell “seasonal” sake will have to change with it. Perhaps, in the years ahead, more breweries will begin releasing their new

sake only after the New Year. For now, we find ourselves anxiously waiting—asking again and again when the new sake will arrive—right in the middle of the busiest season.

As retailers, we genuinely want people to enjoy fresh new sake during the year-end and New Year holidays, when everyone feels inclined to drink Japanese sake. We hope they will savor it while discovering the unique character of each region. Some say that beyond global warming lies an eventual ice age. At this point, it is hard to know what is true anymore. But whether the future brings warming or cooling, I hope winter remains a season where we walk home through clear air and biting cold, then relax in a warm room with good food and a cup of sake—finding comfort in that simple, familiar ritual. That, at least, is the winter I wish to hold on to. ■



轉 眼間一年就要結束了。隨著年齡的增長，時間流逝的感覺似乎越來越快。對日本酒行業來說，12月是最重要的旺季，我的店唯獨在12月會特別忙。然而今年，新酒出貨延遲的酒藏明顯增多。即便到了12月中旬，仍有一些酒藏連發售日期都尚未確定。雖然有些酒藏早在10月就開始推出新酒，但不少往年在11月上市的新酒，今年卻推遲到了12月。原因多種多樣，比如稻穀收割時間推遲、米不易溶解、酒

已經釀好但公司內部尚未批准、新人突然辭職等等。不過，我個人感覺，最大的原因還是氣候因素。日本酒釀造或許正站在一個轉捩點上，需要順應這種氣候變暖的趨勢，引入與以往不同的思路和技術。說實話，據說應對全球變暖的各種行動，最終帶來的氣溫下降幅度，甚至比體溫計的誤差還要小，是人類皮膚根本無法感知的程度。現在，環保意識和環保商業已成為日常生活的一部分，無添加、非人工的產品會獲得認證，因為有認證，即便價格稍高也會被購入；因為重視環保對策，就被視為優良企業。應對氣候變暖的環保活動，已經與我們的生活密不可分。然而，如果幾十年後氣溫的變化仍小到幾乎感覺不到，那麼像今年一樣的反季節颱風，很可能會變成常態。這將推遲稻穀收割，進而推遲日本酒釀造。這樣也必然迫使銷售思路發生改變。關於稻米和釀酒我並非專業人士，說不出更深的門道，但我個人覺得，重新審視季節性酒類的銷售時機，這個時點其實已經到來了。現在大家普遍形成了某個月就該推出某種季節酒的固定認知，但這種按月份劃分的感覺，終究會徹底崩塌。或許今後，年後才推出新酒的酒藏也會越來越多。總之，目前我們正處在旺季中，焦急地等待著新酒的到貨。在年末年初這個大家最想喝日本酒的時節，銷售店鋪都真心希望，能讓顧客品嚐到新鮮的新酒，一邊感受各地不同的風土特色，一邊享受日本酒的魅力。也有人認為，全球變暖繼續發展下去，終點反而是冰河期。究竟哪種說法才是真的，我已經完全搞不清楚了。不過，不論是氣候變暖還是冰河期，我都無所謂。只希望冬天依然是這樣的季節：在清涼的空氣中迎著刺骨的寒風踏上歸途，回到家裡在溫暖的房間裡，配著熱騰騰的料理和一杯日本酒，身心都能感到一份踏實與溫暖。



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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 美國清酒燒酎烈酒研究所

Ways to Describe Japanese Sake

In this issue, we introduce terms to describe Japanese sake flavors, just like a sommelier for reference.

Terms to Describe the "Feel" of Japanese Sake

Delicate, silky smooth, sharp, strong, with no sharp edge, soft, gentle, balanced, full, well-rounded, viscous, smooth, fresh, mellow, mild, refreshing, subtle, slight.

Terms to Describe the "Aroma" of Japanese Sake

Spicy, clean, smooth, dry, refreshing, plump, scent like pine leaves, scent like Japanese angelica tree, scent like a grapefruit, scent like watercress, scent like a fuki plant, scent like a ginkgo tree.

Terms to Describe the "Flavors" of Japanese Sake

Well-rounded umami flavor, plump, full, slight, soft, mild, light, well-balanced, melting flavor, heavy, strong, fullness, gentle and relaxing.

So, what do you think about the terms used to describe the flavors of Japanese sake?

Terms easy to visualize are recommended when asked about the characteristics of Japanese sake. Since perception of taste is subjective, it's best to use simple terms easy to understand.

日本酒的表達方式

這次想像葡萄酒侍酒師那樣，介紹一些可作為參考、用於表達日本酒風味的詞語。

表達日本酒「感覺」的詞語

細膩的、如絲般的、清爽利落的、銳利的、沒有棱角的、圓潤的、溫和的、協調的、充實的、醇厚的、濃稠順滑的、順口的、水潤的、醇濃郁的、圓熟的、清新爽快的、乾淨利落的、柔和的、隱約淡雅的。

表達日本酒「香氣」的詞語

辛香的、清爽的、清淡順滑的、柔和的、清新的、飽滿的、讓人聯想到松葉的、讓人聯想到鱈魚芽的、讓人聯想到葡萄柚的、如西洋菜般的、如款冬芽般的、如銀杏般的。

表達日本酒「味道」的詞語

旨味濃郁的、飽滿的、有層次感的、淡雅的、柔和的、圓潤的、輕快的、協調良好的、入口即化的、厚重紮實的、富有張力的、溫柔而沉穩的。

以上就是關於日本酒風味表達用語的介紹，大家覺得如何呢？

被問到日本酒的特徵時，希望能用讓對方容易想像、易於理解的詞語來表達。

正因為味覺因人而異，用容易理解的詞語來表達顯得尤為重要。

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Sake Tasting

To be able to taste sake, the most important to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly

assess sake products.

So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience.

First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one.

Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

일본술의 시음

시 음 술을 마시기 전에 가장 중요한 것은 자신의 미각 기준을 설정하고 찾아내는 것이다. 기준이란 자신의 기호가 아니라 다른 술을 판정하는 데 필요한 미각의 축이 되는 것을 찾아내는 데 있다. 그 축이 되는 맛을 제대로 가지면 다른 술과 다른 향, 산미, 보디, 감칠맛을 느낄 수 있게 된다. 그 다음은 지식과 정보 수집을 통해 다른 상품을 더욱 공평하고 정확하게 평가할 수 있게 되는 것이다.

그럼 그 축은 어떻게 찾아내는가? 본고에서는 나의 경험을 바탕으로 가장 손쉽고 빠르게, 그리고 더 저렴하게 미각의 판단 기준을 찾아내는 방법을 알려드리고자 한다.

매장에서 가장 저렴한 일본술을 구매한 다음 마음에 안 들고 맛없는 술이라도 같은 술을 15일간 매일 마신다(사람에 따라서는 20일이 걸리는 경우도 있을 것이다). 절대 취할 때까지 마시지 않

는다. 양은 딱 한 모금만 마시든 훌쩍훌쩍 마시든 매일 빼먹지 않고 마시는 것이 중요하다(그동안 다른 일본술은 마시지 않는 편이 좋다).

2~3일 동안 지친 간을 쉬게 한 후에 다른 일본술을 시음해 본다. 아마 지금까지 몰랐던 맛을 느끼게 될 것이다. 산미의 차이, 보디의 농도, 향의 차이, 감칠맛의 수준, 뒷맛의 강약을 확실히 알 수 있게 될 것이다.

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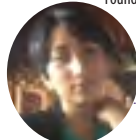
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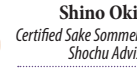
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Sake Advisor



Shino Okita
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 220



Kosuke Kuji

Fifth Generation Brewery Owner
Nanbu 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

Recommending sake to gals and inbound tourists: Part 2

가루와 인바운드에 일본술 2편

Continuing from last report.

“Gals” I never imagined that at my age, I would have the chance to speak with people who are probably in their 50s and completely “opposite” from me and Japanese sake.

One of my fellow business owners told me, “Gals are amazing. When I get advice from them in meetings, their honesty and passion are so powerful that they change people.” I was introduced to the president of CGO.com, a company run by gals in Shibuya with the motto “Gals minds change meetings

and ideas.”

At first, I was filled with nothing but worries—what kind of person would they be? Would we even be able to communicate? We arranged to meet with several company-affiliated gals. We agreed to meet in Shibuya's club district, but surprisingly, the meeting spot was at a famous Japanese restaurant in that very area. Since there are many clubs near the same address, I assumed we'd be talking at a club.

When we met at that shop and I offered them a tasting of Nanbu

Bijin, explaining that I wanted to get young people and inbound tourists visiting Shibuya to drink sake, the gals responded with a flurry of incredibly energetic, lively, and heartfelt opinions.

I was amazed by their passion, their feelings, and the gap between their appearance and their hearts. I deeply regretted how I had judged gals based solely on their looks—I felt truly ashamed of myself. The term “gals” is synonymous with Shibuya. Shibuya is a district as well-known to people around the world as New York City is in America. So how could we get inbound tourists and young people visiting Shibuya to drink sake? Strategy meetings continued many times after that. ■ (To be continued in the next report)

지난편에 이어집니다.

「가루」

아마도 50대인 저나 일본술과는 전혀 「반대」에 있는 분들로, 이 나이에 설마 그런 분들과 이야기를 나눌 수 있리라고 생각하지 않았습니다.

나의 동료 중 경영자로 부터 「가루」는 대단해. 회의 등에서 조언을 구하는데, 회의를 위한 회의가 없어질 정도로, 속마음과 열정으로 사람을 바꿔버린다고 듣고, 소개받았습니다.

사부야에 있는 가루가 가루와 함께 「가루마인드가 회의를, 발상을 바꾸다」 명제로 운영하는

「CGO 닷컴」의 버블리 사장을 소개 받았습니다.

처음에 어떤 사람일까? 회화는 통할까? 하고 걱정뿐이었습니다. 몇명의 회사소속의 가루와 함께 만나기로 하고, 시부야의 클럽이 많은 지역에서 만나기로 했는데, 그 지역에서도 유명한 일식 레스토랑에서 만났습니다. 같은 주소의 근처에는 많은 클럽이 있기 때문에 클럽에서 분명히 이야기한다고 생각하고 있었습니다.

그 가게에서 만나, 남부미인을 시음하고, 일본술을 젊은이나 시부야에 오는 인바운드에게 마시게 하고 싶다는 것

이다, 라고 저의 편에서 이야기하면, 가루의 여러분에게서는 굉장히 건강하고 활기찬 생각이 담긴 의견이 속출. 그녀들의 열정, 생각, 외모와 마음의 겹에 놀랐습니다. 제가 얼마나 외견으로 가루를 판단하고 있었는지 진정으로 자신이 한심해서 크게 반성했습니다.

시부야의 대명사인 「가루」. 시부야는 세계인들이 보면 미국의 뉴욕만큼 유명도가 있는 지역. 거기서 인바운드 여러분이랑 시부야에 오는 젊은이에게 일본술을 어떻게 마시게 할까? 작전회의는 그 후 몇번이나 계속되었습니다.

(다음회에 계속)

日本酒 百味百題

The Purpose of Pasteurization

화입의 목적은 무엇인가?

Generally, Japanese sake prepared as “refined sake” after filtration is heat-treated by ‘pasteurization’ before stored.

The purpose of pasteurization is to sterilize microorganisms harmful to sake, break down the enzymes still active in sake such as rice malt (koji) to adjust the aroma, and increase preservability. Since heat is applied at relatively low temperatures, the sake does not lose its flavor. Usually, sake is heated at approximately 149 degF for 10 minutes before it’s stored in a sealed tank to prevent bacterial contamination and alcohol from evaporating. The sake is heated using a sterilization device with sake poured into pipes submerged in hot water. Japanese sake not pasteurized is called “unpasteurized sake.”

Even after production is complete, Japanese sake is still susceptible to contamination by special lactic acid bacterium and always perishable. When sake starts to spoil, the color turns white as oxidation progresses and generates a strong odor. This phenomenon of Japanese sake spoiling is called “bacterial contamination,” caused by one type of lactic acid bacterium called “hiochi lactobacillus.”

Generally, bacterium cannot grow in high alcohol concentration-levels near 20 percent, such as Japanese sake. However, hiochi lactobacillus is high in alcohol tolerance and grows in concentration-levels near 25 percent. Also, the hiochi lactobacillus cannot grow without the component “mevalonic acid,” while the Koji mold *Aspergillus flavus* - unique to Japanese sake - grows in hiochi lactobacillus, the reason why Japanese sake is the only alcoholic beverage that hiochi lactobacillus

propagates in.

The principle of pasteurization is the same as the “low-temperature sterilization method,” introduced by Louis Pasteur in 1985 as a measure to prevent wine from spoiling. However, the pasteurization of Japanese sake dates back approximately 300 years.

A document from the Sengoku Period (“Age of Warring States,” 1467 – 1600) describes sake production indicating “sake was pasteurized before summer to prevent spoiling.” Afterwards, the document further read ‘initially,’ implying sake was perhaps pasteurized 2 to 3 times to ensure safe consumption. The sake was likely pasteurized between 122 degF ~ 140 degF for approximately 10 minutes, equivalent to the pasteurization conditions today. However, since there were no thermometers at the time, the temperature was measured physically using a finger. The document specifically indicates how the temperature is confirmed in 3 stages – at low, medium, and high temperature. ■



일반적으로, 짜내고, 여과를 끝내고 「청주」가 된 일본주는, 「화입」이라는 가열처리를 해서 저장한다.

화입의 목적은, 일본주의 유해한 미생물을 죽게하는 것과 함께, 술 속에 잔존하여 활성을 유지하고 있는 누룩 등의 효소류를 파괴하여 향미를 조정하고, 보존성을 높이는 것에 있다. 비교적 저온 가열하기 때문에 술의 풍미가 없어지는 일도 없다. 보통은 65도 전후에서 10분간 가열한 뒤 저장탱크로 옮겨, 잡균의 혼입과 알코올의 휘산을 막기위하

여 밀폐하여 저장한다. 가열시에는 열탕에 넣은 관 등의 안을 술을 통과시키는 구조의 화입살균기가 사용되고 있다. 이 화입을 하지않은 일본주가 「생주」이다.

일본주는 완성된 후에도, 특수한 유산균의 침입을 받아서, 항상 썩기 쉬운 상태에 있다. 썩기 시작하면 백탁이 될 뿐만 아니라, 산이 비정상적으로 늘어나 악취도 생긴다. 이러한 일본주의 부패현상을 「화락」이라고 하며, 화락의 원인이 되는 유산균의 일종은 「화락균」이라고 부른다.

일반적으로 세균류는 일본주와 같은 20% 정도의 높은 알코올 농도의 술 안에서는 생육이 불가능하지만, 화락균은 알코올 내성이 강하여서, 25% 정도의 농도에서도 생육이 가능하다. 또한, 화락균은 「화락산 (메바론산)」이라는 성분이 없으면 생육이 불가능하지만, 이 화락산은 일본주 특유의 누룩곰팡이인 황색 누룩 곰팡이가 생성한다. 화락균이 주류에서는 일본주에서만 증식하는 것은 이 때문이다.

화입의 원리는 파스퇴르가 와인 부조 방지책으로 1865년에 발표한 「저온 살균법」과 같지만, 일본주 만들기에서의 화입은, 그것의 약 300년 전부터 행해지고 있었다.

그 시초는 전국 시대의 술빛기가 기술되어 있는 『다문원일기』에서, 영록 10년 (1567) 6월 23일 조에 「제1회사 케나사세존입료」라고 되어있는 것이 그것이다. 여름이 가까워지자 술이 썩기 쉽게 되므로 화입을 했다는 것인데, 그 후의 기술에서는 「초도」(처음)라고 하는 것으로 보아, 안전을 위하여 2번, 3번 화입을 실시하였을지도 모른다. 화입 온도는 50~60도에서 5~10분간 정도로 추정되고, 현재의 화입 조건과 거의 일치한다. 다만, 말할 것도 없이 온도계가 없었던 시대였기에, 화입의 온도는 손가락을 사용하여 체감으로 파악하고 있었다. 에도시대 중기의 『동몽주조기』는 저온, 중온, 고온의 삼단계로 나누어, 각각을 「우스히」, 「테비키칸」, 「네츠키」로 표현하고, 그 확인 방법을 구체적으로 적고 있다.

훌륭한 사케 150종류를 일본 전국에서 수입
전 미국 네트워크를 통해서 여러분에게 직송하고 있음

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



JFC INTERNATIONAL INC

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



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.

What’s Happening with Sake at Year’s End

선달의 일본주 사정

The year is coming to an end in the blink of an eye. As I grow older, each year seems to pass with increasing speed. Before I realize it, another year is already drawing to a close.

December is the busiest season for Japan’s sake industry. My own shop also sees a surge in activity during this month alone. This year, however, many breweries are noticeably behind schedule with their new sake releases. Even by mid-December, some have yet to announce official release dates.

While a few breweries began releasing their new sake as early as October, a growing number that traditionally launch in November have found themselves pushed into December. The reasons vary: the rice harvest was delayed, the rice isn’t dissolving as expected, the sake is ready but hasn’t received internal approval, or even the sudden departure of a new staff member. There are many explanations, but above all, it feels as though climate conditions are playing a significant role. Sake brewing itself may now be at a turning point—one that calls for new ways of thinking and new techniques adapted to this increasingly warm climate, rather than relying solely on traditional approaches.

To be honest, the world that awaits us beyond our efforts to combat global warming is said to be one where temperature reductions are smaller than the margin of error on a

thermometer—levels imperceptible to human skin. And yet, environmental awareness and eco-conscious business practices have become part of everyday life. Certifications are granted to products labeled additive-free or “non-artificial,” and those labels often justify higher prices. Companies are praised as responsible and trustworthy simply for taking visible action against climate change. Eco-friendly initiatives aimed at addressing global warming have become inseparable from modern living. However, if temperatures are only expected to change by amounts imperceptible to human skin even decades from now, the real impact may lie elsewhere. As we have already seen this year, unseasonal typhoons are becoming a regular occurrence. They delay rice harvesting, which in turn delays sake production—and inevitably forces a rethinking of sales strategies. I am no expert when it comes to growing rice or brewing sake, so I can’t speak to the technical details. That said, I personally feel that the time has already come to reconsider the timing of seasonal sake releases. We are accustomed to thinking in terms of months—this sake comes out in October, that one in November—but that monthly framework may eventually collapse altogether. And when it does, the way we define and sell “seasonal” sake will have to change with it. Perhaps, in the years ahead, more breweries will begin releasing their new

sake only after the New Year. For now, we find ourselves anxiously waiting—asking again and again when the new sake will arrive—right in the middle of the busiest season.

As retailers, we genuinely want people to enjoy fresh new sake during the year-end and New Year holidays, when everyone feels inclined to drink Japanese sake. We hope they will savor it while discovering the unique character of each region. Some say that beyond global warming lies an eventual ice age. At this point, it is hard to know what is true anymore. But whether the future brings warming or cooling, I hope winter remains a season where we walk home through clear air and biting cold, then relax in a warm room with good food and a cup of sake—finding comfort in that simple, familiar ritual. That, at least, is the winter I wish to hold on to. ■



눈 깜짝할 사이 1년이 끝나가고 있다. 나이가 들어 갈수록, 1년의 시간이 흐르는 느낌이 기세를 더하여 빨라진다. 선달은 일본주 업계에서 대목이다. 우리 가게도 12월 만큼은 바빠진다. 하지만, 올해는 햇술 출하가 더딘 곳이 눈에 띈다. 12월 중순이 시작되어도 발매일이 결정 되지않는 주장도 있다. 빠른 주장은 10월에는 햇술 발매가 시작되었는데, 매년 11월에 햇술을 내는 곳이 12월로 늦어지는 패턴이 많이 보인다. 이유로서는 벼베기 시

기가 늦어졌다, 쌀이 녹지 않는다, 완성되었지만 회사의 출하 사인이 없다, 신입이 갑자기 퇴사했다 등 다양하지만,

역시 기후에 의한 것이 크게 느껴진다. 술빛기도 이 온난한 기후에 맞춰서 지금까지와는 다른 사고와 기술을 도입하는 전환기에 와 있을지도 모른다. 솔직히, 온난화에 대한 활동에 앞서 기다리고 있는 세계는 체온계의 오차보다도 작은 숫자의 기온저하인 듯하다. 이것은 인간의 피부로는 느끼지 못하는 정도라고 한다. 현재는 예코의식이나 예코 비즈니스가 일상화하여, 무침가나 인공적이지 않은 것에 인증을 붙여, 그 인증이 있으니 조금 가격이 높아도 구입하자라든지, 온난화대책을 하고 있으니 우량기업이다 라든지, 온난화대책의 에코활동은 생활에 땀레야 땀 수 없는 상황이다. 하지만, 기온은 수십년후에도 피부로 느낄 수 있는 정도밖에 변하지 않는다는 것은, 올해에도 있었지만, 때 아닌 태풍 발생이 일상화되고, 벼베기가 늦어져, 술빛기를 늦춘다. 그에 따라 판매 사고방식도 재검토할 수 밖에 없을 것이다. 쌀이나 술의 만들기에 관해서는 초보라서 알 수 없지만, 계절 술의 판매 타이밍을 재검토하는 타이밍은 이미 개인적으로 도래하여 있다고 느낀다. 지금은 ○월에 계절물이 나온다고 하는 달에 대한 감각이 정착되어 있지만, 그것은 언젠가 완전히 무너지겠지. 아마도, 해를 넘기고서 햇술이 나오는 주장도 늘어나게 되는 것은 아닐까? 아뭏든 지금은 햇술의 입하 타이밍을 성수기에 아직인가 아닌가 기다리고 있는 상태이다. 연말연시, 모두가 일본주를 마시고 싶은 시기에 신선한 햇술을 꼭, 여러 지방의 특색을 즐기면서 마셔주었으면 하는 기분이 판매점에는 있다. 사람에 따라서는 온난화로 진행된 것은 빙하기라고 하는 사람도 있다. 아직 무엇이 진짜인지 전혀 모르지만, 온난화된 빙하기든 상관없으니, 겨울에는 맑은 공기와 피부를 찌르는 차가운 바람의 증가로에 도착하여, 따뜻한 방과 요리와 일본주로 따끈따끈한 계절이면 좋겠다고 나는 생각한다.



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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

Ways to Describe Japanese Sake

In this issue, we introduce terms to describe Japanese sake flavors, just like a sommelier for reference.

Terms to Describe the "Feel" of Japanese Sake

Delicate, silky smooth, sharp, strong, with no sharp edge, soft, gentle, balanced, full, well-rounded, viscous, smooth, fresh, mellow, mild, refreshing, subtle, slight.

Terms to Describe the "Aroma" of Japanese Sake

Spicy, clean, smooth, dry, refreshing, plump, scent like pine leaves, scent like Japanese angelica tree, scent like a grapefruit, scent like watercress, scent like a fuki plant, scent like a ginkgo tree.

Terms to Describe the "Flavors" of Japanese Sake

Well-rounded umami flavor, plump, full, slight, soft, mild, light, well-balanced, melting flavor, heavy, strong, fullness, gentle and relaxing.

So, what do you think about the terms used to describe the flavors of Japanese sake?

Terms easy to visualize are recommended when asked about the characteristics of Japanese sake. Since perception of taste is subjective, it's best to use simple terms easy to understand.

일본술의 표현방법

이번에는 마치 와인의 소믈리에 같이, 일본술의 맛을 표현하기 위한 참고할 만한 말을 소개하고자 합니다.

일본술의 「감각」을 표현하는 말

섬세한, 비단같은, 날렵한, 날카로운, 모나지 않은, 둥글둥글한, 온화한, 조화로운, 충실한, 폭신폭신한, 끈적끈적한, 매끈한, 싱싱한, 감칠맛나는, 순한 맛의, 상쾌한, 깔끔한, 부드러운, 은은한 맛이다.

일본술의 「향」을 표현하는 말

특소는, 깔끔한, 살랑살랑한, 부드러운, 상쾌한, 풍부한, 솔잎향, 두릅향, 자몽향, 크레송향, 머위향, 은행향.

일본술의 「맛」을 표현하는 말

감칠맛 풍부한, 부드럽고, 풍부하고, 은은한, 매끄러운, 둥그스름한, 가벼운, 잘 조화로운, 사르르 녹는, 묵직한, 부푼맛의, 부드럽게 차분한.

이상, 일본술의 맛을 표현하는 말에 대해 어떠셨나요?

일본술의 특징에 대해 질문 받았을 때, 상대방도 이미지가 쉬운 말로 전달하고 싶다. 미각은 사람마다 다르기 때문에, 이해하기 쉬운 말로 표현하는 것이 중요함.

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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 220



Kosuke Kuji

Fifth Generation Brewery Owner
Nanbu 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 para Chicas y Turistas Internacionales, Parte 2

Continuación de la última vez.

"Chicas"

Probablemente eran todo lo contrario a mí, una mujer de unos 50 años, y nunca pensé que podría hablar con gente así a mi edad.

Un compañero empresario me dijo: "Las chicas son increíbles. Recibo sus consejos en las reuniones, y su honestidad y pasión pueden cambiar tanto a la gente que las reuniones simplemente ya no existen". Así que me lo presentó.

Me presentaron al alegre CEO de "CGO.com", una empresa de Shibuya dirigida por chicas cuyo lema es "La Mente de las Chicas Cambia las Reuniones y la Forma de Pensar".

Al principio, me preocupaba qué tipo de persona sería y si seríamos capaces de comunicarnos. Decidimos reunirnos con algunas chicas de nuestra empresa y quedamos en vernos en una zona de Shibuya con muchos clubes. Sorprendentemente, terminamos conociéndonos en un famoso restaurante japonés de la zona. Como hay muchos clubes cerca de la misma dirección, supuse que hablaríamos en el club.

Conocí a las chicas en el bar, les pedí que probaran Nanbu Bijin y les expliqué que quería que los jóvenes y los turistas que visitaban

Shibuya bebieran sake. Las chicas respondieron con una energía increíble, vivaz y sincera. Me asombró su pasión, sus sentimientos y la distancia entre su apariencia y su corazón. Me sentí realmente patético y profundamente arrepentido por lo mucho que había estado juzgando a las chicas por su apariencia.

"Gyaru" es sinónimo de Shibuya. Shibuya es una zona tan conocida en todo el mundo como Nueva York en Estados Unidos. Entonces, ¿cómo podríamos conseguir que los turistas y los jóvenes que visitaban Shibuya bebieran sake? Después de eso, mantuvimos muchas reuniones estratégicas.

(Continuará)



日本酒 百味百題

¿Cuál es el propósito de la pasteurización?

Normalmente, el sake prensado y filtrado para convertirse en "seishu" (sake refinado) se somete a un tratamiento térmico llamado "pasteurización" antes de su almacenamiento.

El propósito de la pasteurización es eliminar los microorganismos dañinos para el sake y destruir enzimas como el koji que permanecen activas, ajustando así el aroma y el sabor y mejorando su vida útil. Gracias a que se calienta a una temperatura relativamente baja, el sabor del sake no se ve afectado. Generalmente se calienta a unos 65 °C durante 10 minutos antes de transferirse a un tanque de almacenamiento, donde se sella y se almacena para evitar la introducción de bacterias y la evaporación del alcohol. Se utiliza una pasteurizadora para calentar el sake, haciéndolo pasar a través de un tubo sumergido en agua hirviendo. El sake no pasteurizado se llama "namazake".

Incluso después de la fermentación, el sake es constantemente vulnerable al deterioro debido a la invasión de bacterias lácticas específicas. Cuando comienza el deterioro,

no solo se vuelve turbio, sino que el contenido de ácido aumenta de forma anormal y se desarrolla un olor desagradable. Este fenómeno de deterioro del sake se denomina "hi-ochi", y el tipo de bacteria láctica que lo causa se denomina "bacteria hi-ochi".

Generalmente, las bacterias no pueden crecer en altas concentraciones de alcohol, cercanas al 20%, como en el sake, pero las bacterias hiochi tienen una fuerte tolerancia al alcohol y pueden crecer incluso en concentraciones cercanas al 25%. Además, las bacterias hiochi no pueden crecer sin un componente llamado "ácido hi-ochi (ácido mevalónico)", producido por el moho amarillo koji, exclusivo del sake. Por esta razón, las bacterias hiochi solo crecen en el sake, entre las bebidas alcohólicas.

El principio de la pasteurización es el mismo que el "método de pasteurización" anunciado por Pasteur en 1865 para prevenir el deterioro del vino, pero la pasteurización en la elaboración del sake se practicaba desde hacía aproximadamente 300 años.

La primera mención de esta técnica se encuentra en el Diario Tamon'in, un registro de la elaboración de sake durante el período Sengoku. La entrada del 23 de junio de 1567 indica: «El primer lote de sake se ha colocado en el barril de nisase». El motivo de la pasteurización es que el sake se vuelve más susceptible a deteriorarse con la llegada del verano. Sin embargo, las entradas posteriores se refieren al «primer lote» como «shodo» (primera vez), lo que sugiere que el sake se pasteurizó dos o incluso tres veces para mayor seguridad. Se estima que la temperatura de pasteurización es de 50-60 °C durante 5-10 minutos, lo que se ajusta aproximadamente a los requisitos actuales de pasteurización. Sin embargo, dado que no se disponía de termómetros en aquella época, la temperatura de pasteurización se medía palpando con los dedos. El Registro de Elaboración de Sake Domou, de mediados del período Edo, divide la temperatura en tres etapas: baja, media y alta, y describe cada una como «fuego suave», «calentar a mano» y «fuego caliente», proporcionando instrucciones específicas sobre cómo comprobar la temperatura.

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



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.

Tendencias del Sake en Diciembre

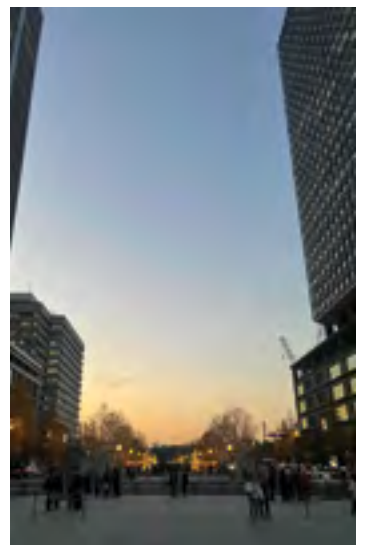
El año casi termina en un abrir y cerrar de ojos. A medida que envejeczo, el paso del tiempo parece acelerarse. Diciembre es una época de mucha actividad para la industria del sake. Mi tienda también tiene mucha actividad en diciembre. Sin embargo, este año, muchas cervecerías están enviando su nuevo sake con retraso. Algunas ni siquiera han decidido la fecha de lanzamiento a mediados de diciembre. Mientras que antes las cervecerías empezaban a lanzar el nuevo sake en octubre,

muchas cervecerías que solían lanzarlo en noviembre ahora lo están retrasando hasta diciembre. Las razones son diversas, como el retraso en la cosecha de arroz, el arroz que no se disuelve, el sake ya listo pero sin el visto bueno de la empresa, y la repentina renuncia de nuevos empleados.

Creo que el clima juega un papel importante. Quizás la elaboración del sake esté en un punto de inflexión, adaptándose a este clima más cálido y adoptando nuevas ideas y técnicas.

Honestamente, es probable que el mundo al que nos enfrentamos tras los esfuerzos para combatir el calentamiento global experimente una caída de temperatura menor que el error de un termómetro, un nivel aparentemente imperceptible para la piel humana. La conciencia ecológica y los negocios ecológicos se han vuelto comunes en el mundo actual. Los productos sin aditivos ni ingredientes artificiales reciben certificación, y la gente es más propensa a comprarlos porque están certificados, incluso si son un poco más caros. Las empresas que toman medidas para combatir el calentamiento global gozan de buena reputación. Las actividades ecológicas para combatir el calentamiento global se han convertido en parte inseparable de nuestra vida diaria. Sin embargo, como vimos este año, las temperaturas solo cambiarán lo suficiente como para ser imperceptibles a simple vista, incluso dentro de décadas. Los tifones fuera de temporada, como los de este año, se han vuelto comunes, retrasando la cosecha de arroz y la elaboración de sake. Esto probablemente obligará a replantear las estrategias

de venta. No soy un experto en arroz ni en elaboración de sake, pero personalmente creo que ha llegado el momento de reevaluar el momento de las ventas de sake de temporada. Actualmente, tenemos una idea fija de que los productos de temporada se lanzan en un mes determinado, pero es probable que esto cambie por completo con el tiempo. Quizás veamos un aumento en las destilerías de sake que lancen sake nuevo después del año nuevo. En cualquier caso, actualmente estamos esperando la llegada de sake nuevo durante la temporada alta. A finales de año y principios de año nuevo, cuando todos anhelan sake, nuestros minoristas quieren que todos disfruten de sake fresco y nuevo, mientras disfrutaban de las características únicas de las distintas regiones. Algunos dicen que el calentamiento global provocará una edad de hielo. Ya no tengo ni idea de qué es cierto, pero ya sea el calentamiento global o una edad de hielo, quiero que el invierno sea una temporada en la que regresemos a casa con el aire fresco y el viento frío y punzante, y nos sintamos cálidos y cómodos con una habitación cálida, comida y sake.



SAKE SOMMELIER CLUB

Master Sake Sommelier

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Instituto de la Espiritu Sake Shochu de América

Cómo describir el sake

Hoy, me gustaría presentarles algunas palabras útiles para describir el sabor del sake, como un sumiller de vinos.

Palabras para describir la "sensación" del sake:

Fino, sedoso, intenso, incisivo, suave, redondo, delicado, armonioso, pleno, carnoso, rico, suave, fresco, suave, refrescante, limpio, suave, sutil.

Palabras para describir el "aroma" del sake:

Especiado, limpio, sedoso, suave, refrescante, carnoso, con reminiscencias de agujas de pino, con reminiscencias de brotes de taro, con reminiscencias de

pomelo, como berros, como petasita, como ginkgo.

Palabras para describir el sabor del sake:

Rico en umami, carnoso, con cuerpo, sutil, suave, redondo, ligero, equilibrado, fundente, sustancial, con cuerpo, suave y dulce.

¿Qué opinas de estas palabras para describir el sabor del sake?

Cuando te pregunten sobre las características del sake, querrás expresarlo con palabras fáciles de entender que permitan a la otra persona imaginarlo fácilmente. Dado que los gustos varían de persona a persona, es importante usar palabras fáciles de entender.

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