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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し、繁盛店のオペレーションや時代を生き抜くヒントを紹介し、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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Sake Sommelier
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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.

Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, “What’s with the exaggeration...? It doesn’t really matter.”

In this issue, I’d like to pass on to our readers a trick that enhances one’s abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let’s select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It’s best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There’s no need to stick with Japanese cuisine, for it’s fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it’s safe to say the pairing was a “success.”■

料理と日本酒のペアリング

特に日本酒と食のペアリングに対して、多くの人は「何を大げさな、あまり関係ない」と考えているのではないだろうか？

今回は、ちょっとした心がけで日本酒と料理のペアリング能力が上がるコツを教えたい。

まずは、なるべく性質の違う日本酒3銘柄を用意していただきたい。性質の違いは、本当は飲んでみないとなかなか分

かりにくい、とりあえずはラベルで判断できる情報で選んでみる。

たとえば、純米大吟醸、特別純米、純米生酛で全く違う産地のものを見つけてみる。秋田、新潟、兵庫など。米国産の日本酒も手軽な価格なのでこれらも入れると面白い。

3銘柄の酒は必ず同じ形状のグラスを使うこと。その際、3時間くらい冷蔵庫に保存し、55度Fくらいになるように

しておく。(白ワイングラスがベター)

さて料理だが、何も日本食に限らず、たとえば、中華、イタリアンなど（あまりスパシーなものやニンニクの強いものは避ける）で試すのも面白い。

注意する点は、日本酒を飲んだ時の料理との調和、旨みの変化、その食特有の臭さの変化、後味だ。これらが心地よければペアリングは、「良い」こととなる。

日本酒與料理的調和

我想很多人認為日本酒和食物搭配方面是“不要太誇張，沒有關係的”。

這一次，我懷著謹慎心理教如何提高您的搭配日本酒和料理的能力。

首先，我希望您盡可能準備三個性質不同品牌不同的日本酒。特性上的差異很難了解，沒有喝過是不知道的，暫時還是根據標籤上可以判斷的信息來選擇吧。

例如，嘗試尋找完全不同的產地的

純米大吟釀、特殊純米、和純米生酛。秋田、新潟、兵庫等。美國產的日本酒價格也很合理，把這些也包括在內會很有趣。

三個品牌的酒請務必使用相同形狀的玻璃酒杯。那時，將其放入冰箱中約 3 小時保存，使其達到華氏 55 度左右。（白葡萄酒杯會更好）

嗯，就該有一道菜了，但不限於日本菜，比如中國菜、意大利菜等一起嘗試也很有趣（避免那些太辣或大蒜味重的菜）。

注意點是，飲日本酒與料理調和時、味道的變化、食物特有的氣味的變化，以及後味。如果這些都很舒服，那麼配對就是“好”的。

니혼슈와 음식의 조화

흔히 니혼슈와 음식을 페어링 한다고 하면 ‘까짓것 그냥 마시면 되지, 유난 떨 필요 있나... 무슨 상관이 있다고’ 이런 생각을 할지도 모른다.

오늘은 니혼슈와 음식의 페어링 실력을 향상시킬 수 있는 간단한 팁을 전수해 보고자 한다.

우선 각각 성질이 다른 세 가지 브랜드의 니혼슈를 준비해보자. 사실, 성질의 차이는 마셔 보기 전에는 알기 어렵지만, 라벨에 표시된 정보를 활용해 선택해본다.

예를 들어 준마이 다이긴쵸, 도쿠베츠 준마이, 준마이 키모토처럼 원산지가 각각 다른 것을 찾아보자. 아키타, 니가타, 효고 등의 원

산지가 있을 것이다. 저렴한 가격대를 자랑하는 미국산 니혼슈도 추천한다.

각기 다른 세 가지 브랜드의 니혼슈는 반드시 같은 형태의 글라스를 사용해서 마셔야 한다. 이 때 온도는 약 3시간 냉장고에 보관하여 화씨55도 정도가 되도록 하는 것이 적당하다. (화이트와인 글라스를 사용하면 더욱 좋다)

이제 페어링할 음식을 고를 차례다. 음식은 일식에 국한하지 않고 중국요리, 이탈리아 등(너무 맵거나 마늘 향이 강한 요리는 피할 것)을 시도해 보는 것도 재미있을 것이다.

주의해야 할 점은 술을 마셨을 때 음식과의 조화, 맛의 변화, 페어링한 음식의 냄새 변화, 그리고 뒷맛이다. 함께 했을 때 거슬리는 것 없이 입이 즐겁다면 그것이 ‘좋은 페어링’이다.

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Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
Sake Samurai



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SAKE CHALLENGE

by Kosuke Kuji 199



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

Noto Peninsula Earthquake and Sake Breweries ②

能登半島沖地震と酒蔵②

The damage became apparent as the morning dawned on January 2. A tsunami hit Suzu city, Noto Peninsula. The morning market in Wajima, a renowned tourist spot, burned up in flames.

The footage showed fire damage, eerily reminiscent of fires in the coastal region of Miyagi prefecture, hit by the Great East Japan Earthquake and the Great Hanshin-Awaji Earthquake.

Noto Peninsula is home to eleven

sake breweries, all "partially or completely destroyed."

The sake brewery of a junior classmate from college was "partially destroyed." Nearly eighty percent of the facility was destroyed, far worse than "partially destroyed." However, the "completely destroyed" sake breweries had hardly anything left.

Water was cut off with no electricity or gas.

The frigid winter in the Hokuriku

region in January hit the evacuees hard. Further, many people had returned home to celebrate the New Year on January 1, which means the capacity of the evacuation center could be exceeded.

Sake distilleries store both mash and koji mold on site during the best time of the year to prepare for sake-brewing. All the damage to the mash and koji mold could not be prevented in this situation. ■

1月2日、一夜明けて被害の状況がわかっています。能登半島の珠洲市には津波が到来。有名な観光地の輪島の朝市は全て炎上。その映像は、東日本大震災の時の宮城県沿岸部の火災や、阪神大震災の火災を思い起こさせるような大火でした。

能登の酒蔵は11蔵。その全部が「全壊」もしくは「半壊」という甚大な被害

に見舞われました。

私の大学時代の後輩の蔵は「半壊」でしたが、8割近く建物は倒壊しており、とても「半壊」の状況では無いと思いました。しかし、それほど「全壊」の蔵は、もう何もうなくなるくらい状況という事です。

断水、電気も来ない、ガスもダメ。そして北陸の1月。とてつもない寒さ

が避難者を襲います。

さらに、1月1日ですから、正月の帰省で帰ってきている人も多く、避難所がキャパオーバーしてしまうという事態になります。

酒蔵にはもろみも、麴もある。仕込みの一番良い時期です。それら全てがどうにもならない状態になっています。

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Rice suitable for sake-brewing determines the fundamental flavor of sake

日本酒の味の基本を決める酒造好適米とは？

Non-glutinous Japonica rice is used to brew sake, also consumed as a staple. Many rice varieties are grown in Japan, all suitable to brew sake. Rice most suitable to brew sake is referred to as “rice suitable for sake-brewing.”

The variety of rice suitable for sake-brewing must satisfy three conditions: Large grain size, white core, and low protein content.

The most representative brands of “rice suitable for sake-brewing” are “Yamadanishiki,” “Gohyakumangoku,” “Miyamanishiki,” “Omachi,” etc. However, the production volume is nowhere close to the volume in demand to brew sake. Rice suitable for sake-brewing is difficult to grow compared to common rice. For example, “Omachi” rice is large in grain size and an excellent variety of rice large in grain size. However, long rice stalks fall over while harvesting, making it difficult to harvest by machine. Therefore, the crop acreage does not increase, with some varieties like Omachi rice decreasing in production volume year by year, which raises the cost. Thus, a significant volume of common rice is also used as sake rice.

The grain size of brown rice varies by variety. The grain weight of 1,000 grains of brown rice uniform in grain size is referred to as “1,000 grain weight.” Rice with grain weight of 25g or greater is notably referred to as “large grain size” compared to common brown rice with grain weight between 20~22g. While rice, large in grain size, with a white core in the center and a moist appearance is referred to

as “large white core rice.” The white core consists of coarse grains of starch. If this core is large, koji mold propagates easily, which grows koji easily in the white core, an important aspect of koji preparation.

Also, water penetrates easily into the core of large white rice grains. Steaming rice hardens the outer grain and softens the inside, which makes the preparation of yeast starter and fermenting-mash easier.

Also, rice contains protein and fat. These components are required to brew sake (for example, umami flavor unique to sake is derived from amino acids created by koji mold breaking down protein). However, an excess amount of these components will compromise the flavor and aroma. Many of these components are contained in the surface layer of rice grains that get polished to brew sake.■

◆ ◆ ◆

日本酒の原料として使用される米は、主食用の米（飯米）と同じジャポニカ系統の水稲うるち米に属する。わが国では多くの品種の米が栽培されており、そのうちのどの品種の米を使っても日本酒を造ることはできるが、なかでも酒造りに適した米は「酒造好適米」と呼ばれる。

酒造好適米は、一般の飯米に比べて粒が大きく（大粒米）、白い芯の部分（心白）も大きいという3つの条件を満たした品種である。

代表的な品種は、「山田錦」、「五百万

石」、「美山錦」、「雄町」などだが、その生産量はすべての酒造需要をまかなうにはとても及ばない。酒造好適米は、一般の飯米に比べて栽培がむずかしいということもある。たとえば、大粒米のなかでも「雄町」は米粒が大きく優秀な品種だが、茎が長いめ結実期に倒伏し、機械での刈り取りがしにくいという欠点がある。したがって、作付け面積はなかなか増えず、雄町のように年々減少している品種もあり、価格も高い。そのため、一般の飯米もかなりの量が酒米として使われているのが現状といわれる。

玄米の粒の大きさは品種によって違う。粒の揃った玄米1000粒の重量を千粒重というが、一般の飯米の玄米が20~22gであるのに対して、25g以上のものを特に「大粒米」または「大粒種」と呼ぶ。そして、大粒種のなかでも、粒の中心部（心白）が白くうんで見えるものを「大粒心白米」という。心白はでんぷん粒が粗い部分で、これが大きいと麴カビが繁殖しやすく、麴造りの重要なポイントの1つである破精込みが容易になる。酒造好適米の検査基準では、心白の発現率は80%以上である。

その他、大粒心白米は吸水も早く、蒸すと粒の外側が硬く内側が柔らかい、いわゆる外硬内軟でさばけのよい蒸米になりやすく、酒母やもろみ中での消化性がよい、などの特徴も有する。

また、米にはたんぱく質や脂質、灰分が含まれている。これらの成分は酒造りに必要（たとえば、日本酒独特の旨みは、麴カビがたんぱく質を分解してつくるアミノ酸に由来する）だが、多すぎるとかえって、味や香りを損なってしまう。これらの成分の多くは米の表層部に含まれているため、酒造りでは必ず米を精白するわけだが、米の内部にも少ないほうが酒の質への影響がより小さくなるわけである。





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.

Restaurant Jinsei Sakaba inside the New Shinbashi Building

ニュー新橋ビル人生酒場

Shinbashi is a renowned business district where many shops line the streets, reminiscent of the Showa era (1926-1989). One venue familiar to many is the New Shinbashi Building, a large multi-tenant shopping mall on the Hibiya side of Shinbashi Station, occupied from the first basement floor to the fourth floor by many restaurants, a ticket broker, massage parlors, and shops targeting businessmen. Some call it a mall for old men. The Shinbashi Station west exit started as a black market after World War II and evolved until the current New Shinbashi Building was constructed in 1971. The interior of the retro, chaotic mall is long cherished as a mecca for businessmen. Many new commercial buildings were constructed recently to lease retail space to swanky shops featured on TV. The New Shinbashi Building built over fifty years ago offers a heartwarming nostalgic ambiance of the Showa Era, not felt in new stylish buildings. The basement of the New Shinbashi Building is home to many restaurants that serve alcohol during business hours on weekdays. Since I had a day off during the week with nowhere to go on my day off, I walked many rounds inside the basement floor of the New Shinbashi Building like a migratory fish.

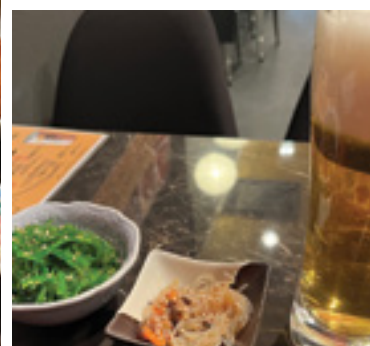
I saw “fans of alcoholic beverages” here and there partaking early in the day. I started to ponder ordering a glass of beer when a female restaurant worker greeted me and said, “We’re serving alcohol right now.” I quickly accepted the invitation and entered the restaurant “Jinsei Sakaba.” What a suitable restaurant name for me, I thought. The worker said, “If you want to enjoy more than one drink, all-you-can-drink is a better deal.” I quickly agreed and selected the 1 hour all-you-can-drink option for 980 JPY. First, I ordered draft beer.

The cold beer was delicious after walking around inside the mall.



The food menu listed Chinese style izakaya menu items. I ordered a chilled wakame seaweed salad. My appetite switched on as soon as I took the first bite. I ordered another glass of draft beer, then fried gyoza, Japanese-style omelet with spicy Pollack roe, and fried rice. All menu items were delicious, and the food was served quickly. I got into a lively conversation with the restaurant staff as I ate, and the first hour passed quickly. Of course, I exceeded my time limit and ordered several green tea highballs and shochu highballs.

Two hours of fun passed quickly before I realized it. The food was delicious, the restaurant was comfortable, and the price was economical at this wonderful restaurant. The New Shinbashi Building is home to this excellent restaurant, currently under consideration for redevelopment due to deterioration. Although it would be sad to see this retro and chaotic ambiance close their doors, changes in the local landscape are inevitable in any era, surely, “all that remains of a warriors’ dream.”■



サラリーマンの街として有名な新橋には、昭和の雰囲気の色濃く残した場所が数多くある。誰もが思いつく場所のひとつがニュー新橋ビルだろう。ニュー新橋ビルは新橋駅の日比谷口側にある大規模な雑居ビルで地下1階から4階までは飲食店や金券ショップやマッサージ店などサラリーマンをターゲットとした店が数多く存在している。その為、おやじビルなどと言われることもあるらしい。新橋西口は戦後のヤミ市から発展して現在のニュー新橋ビルが1971年に建った。レトロでカオスなビル内はサラリーマンの聖地として長く愛されている。最近は大規模な商業ビルが新しく建って、そこに入るオシャレなお店がテレビなどで取り上げられているが、建設から50年以上経っているニュー新橋ビルには新しいオシャレなビルでは決して感じる事の出来ない気取る事のない昭和の安心感がある。そんなニュー新橋ビルの地下には平日の昼間から酒が飲める店が沢山ある。平日休みの私はある休日に当てもなく、ニュー新橋ビルの地下1階を回遊魚の様にグルグル回っていた。昼間ながら既に酒を飲んでいる兵(つわもの)達をちらほら見受けられることが出来た。その姿を見て、私もビール1杯でも飲もうかなと思い始めた時、一人

の女性店員に「お酒飲めますよ」と声をかけられ、いとも簡単にその誘いに乗って店内に入った。店の名前は【人生酒場】。今の私にちょうど良い屋号じゃないかとか考えながら「もし、何杯か飲むなら飲み放題がお得ですよ」と言われ素直に1時間980円の飲み放題をセレクト。そしてまず生ビールを注文。ビル内を歩き回っていたので冷えた生ビールが最高に美味しい。メニューを見ると中華料理ベースの居酒屋という感じだ。軽くわかめの冷菜を頼み口に入れた瞬間スイッチが入った。おかわりのビールを頼み、焼き餃子や明太子入りの玉子焼きや炒飯と次々に注文。何を食べても美味しい提供スピードも速い。途中、お店の方とも話が弾み、あっという間に1時間が終了。しかし当然延長戦に突入。途中から緑茶ハイや酎ハイを何杯呑んだらう。あっという間に楽しい2時間が過ぎてしまった。料理が美味しい、居心地が良い、何といっても安い。三拍子揃っている素晴らしい店だった。そんな素晴らしい店があるニュー新橋ビルは老朽化の為、再開発の話があるらしい。レトロでカオスな雰囲気が無くなる寂しさもあるが、風景の移り変わりはいつの時代も付き物である。まさに「兵どもが夢のつわもの後」とはこのことなのだろう。

SAKE SOMMELIER CLUB

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**Sake Shochu Spirits Institute of America
NPO法人**

米国酒焼酎蒸留酒研究所

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

Sake Shochu Beer Institute of America - Part 2: Reading the sake label-

米国酒焼酎麦酒研究所 / その2：日本酒のラベルを読む

Sake is brewed from yellow koji. The most important part of brewing sake is the brewing methods used – first koji, second yeast, and three-step method.

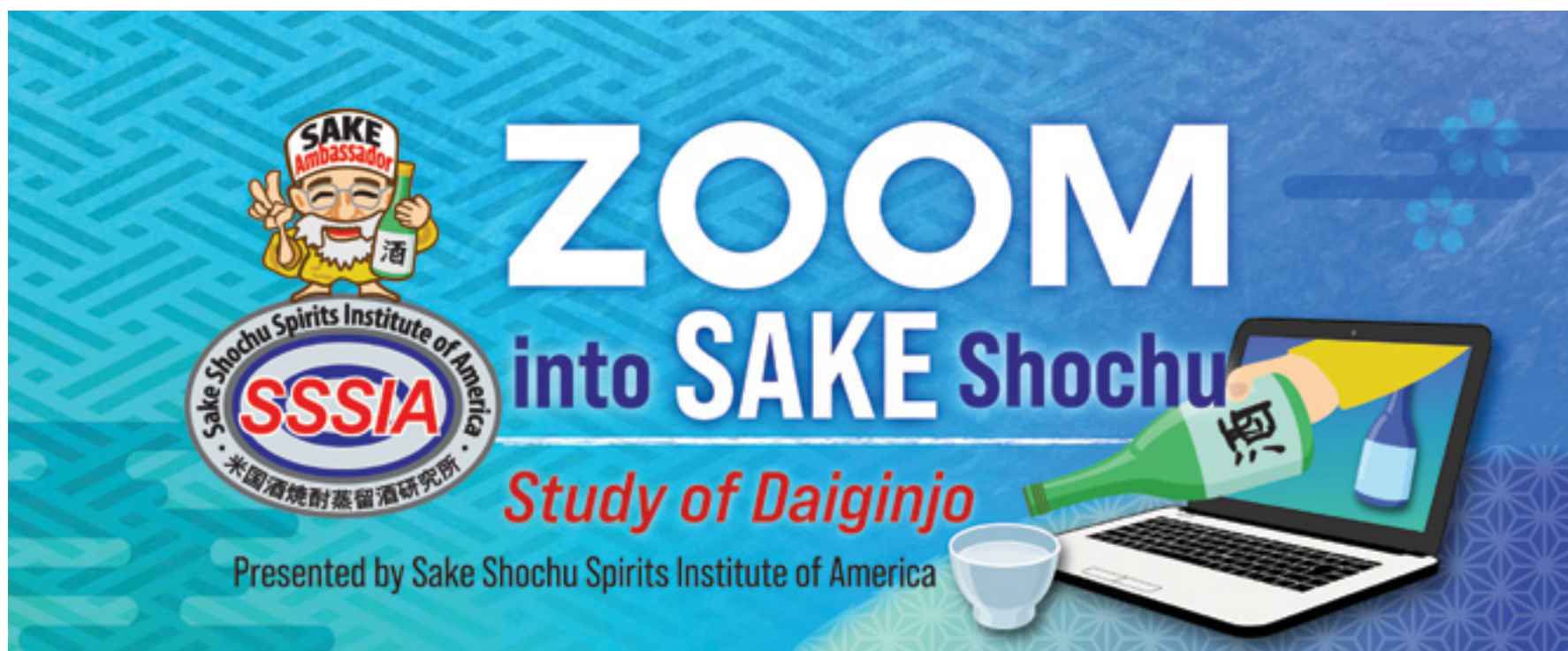
- 1: polishing rice, washing rice, soaking rice.
Process the ingredients: Polish, wash, and soak the rice.
- 2: Prepare koji: Prepare the koji.
- 3: Yeast starter: Prepare by cultivating quality yeast using steamed rice, koji, and water to brew sake.
- 4: Prepare fermentation-mash: Apply the three-step fermentation method to divide the water, steam the rice, and prepare malted rice in three steps.
- 5: Fermentation (aged fermentation mash)
- 6: Press the mash: Press the aged fermentation mash to leave the sake lees.
- 7: Precipitate the sediments (in fresh new sake): Precipitate the sediments to the bottom and extract the clear sake.
- 8: Filter and pasteurize the sake (heat the sake to sterilize and prevent deterioration in quality)
- 9: Store, mix, and dilute the sake with water (add the mother water and mix with sake)
- 10: Bottle the sake

Sake brewing is a biotechnology that utilizes the functions of microorganisms, maximized by the skills and experiences of brewery workers.■

日 本酒は黄麹菌を使って作ります。造りかたは、最重要点、一麹、二元（酒母）、三造り

- 1：原料処理 玄米を精米し、洗米、浸漬
- 2：製麹 麹をつくること。
- 3：酒母 日本酒の醸造のために、蒸した米・麹・水を用いて優良な酵母を培養したもの
- 4：醪造り、水・蒸米・麹米を、三回に分けて仕込む 3段仕込み
- 5：発酵
- 6：上槽 熟成したもろみを搾る。酒粕が残る
- 7：滓引き 滓を沈殿させ澄んだ部分を取る
- 8：濾過、火入れ（殺菌と、品質劣化を防ぐため酒を加熱）
- 9：貯蔵、調合、割水（仕込み水を加え、酒を調合する）
- 10：瓶詰め

日本酒造りは微生物の働きを利用して造られるバイオテクノロジーで、蔵人たちの経験と技が生きている。



8th

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Marukan Vinegar (U.S.A.), Inc. 50th Anniversary Celebration

-The first Japanese food company to expand overseas into the U.S. market-

マルカン酢米国進出50周年記念式典開催

—日本の食品メーカー海外進出の先駆け—

“Marukan Vinegar Co., Ltd.,” headquartered in Kobe, Japan was founded in 1649. Since its foundation, Marukan Vinegar strives to “deliver the most delicious vinegar” by continuing to produce products with fastidious adherence to traditional quality. Marukan Vinegar Co., Ltd., the first Japanese vinegar producer to expand into the U.S. market in 1974, celebrated their 50th anniversary this year. An anniversary celebration was held to celebrate this milestone at the Bowers Museum in Santa Ana, Calif., on March 13. Takashi Sasada, Chairman of Marukan Vinegar Co., Ltd.; and Keijiro Katsuki, President of Marukan Vinegar Co., Ltd., flew in from Japan to attend the lavish event.

Denzaemon Sasada, the tenth President of Marukan, expanded into the U.S. market. Sasada commented, “I wanted to test the potential of our product in our dream market, the U.S. market. We also wanted our ‘sincerity to create products’ to take roots in the U.S. market. With romantic ambition, we launched our company in the U.S.” Production started in California in

1988. Rice is locally grown in northern Central Valley, California—a renowned production region for quality rice—without pesticides and chemical fertilizers to achieve an original brewing style from rice grown overseas. This organic rice is verified by “Oregon Tilth,” “USDA Organic,” according to the most stringent standards worldwide; verified non-GMO (genetically modified organism) by the Non-GMO Project, and also Kosha certified.

Marukan Vinegar (U.S.A.) offers vinegar for home use, commercial use, and as an ingredient. Like Japan, sales of vinegar for home use grew in 2020. As the coronavirus pandemic slowed in 2021, sales of vinegar for commercial use increased. As a result, sales in the U.S. grew rapidly, and the consolidated sales increased by 60 percent compared to 2019.

Also, white vinegar made mainly from corn and grains was the mainstream in the U.S. market. Recently however, Japanese rice vinegar is gaining recognition with its market expanding rapidly. Katsuki said, “More people are using rice vinegar as an ingredient for sauces and dressings,

etc. The delicious flavor of rice vinegar is gaining recognition among food developers, hinting at the possibility of widespread use in the future.”

In recent years, heightened interest in safe and reliable food products is becoming a global trend to countermeasure against climate change and to meet Sustainable Development Goals (SDGs). As a result, the organic market is expanding in every nation. The U.S. organic market grew to the scale of approximately 5 trillion JPY in sales. Marukan Vinegar (U.S.A.) built their Paramount factory in California and Griffin factory in Georgia to significantly increase production and increase sales.

Jon Tanklage, President of Marukan Vinegar (U.S.A.), Inc., was interviewed for this report.

JRN: Please tell us about Marukan's motivation and goals for entering the U.S. market.

Tanklage: It was way back in 1974 when Marukan decided to enter the U.S. market. I think at the time, it was a more difficult situation in Japan, and

they really wanted to expand and come to the United States.

Marukan in Japan understood that there was a large Japanese community here, and they also understood that Americans were starting to embrace Japanese culture and Japanese food. So, they came over and opened an office first making it the vinegar in Japan, shipping it to the U.S. in bulk, and then bottling it here in the U.S. Eventually, we opened the brewery and expanded from there. So now, we're brewing it and bottling the rice vinegar in the U.S.

JRN: What strategies does Marukan Vinegar (U.S.A.) use to remain competitive in the U.S. market?

Tanklage: To remain competitive, it's a combination of really good trade support with the retail trade in particular and consumer marketing. We want to have the loudest voice in our rice vinegar category to the consumer and build the brand, Marukan. And we understand that the brand can be expanded to so many other things. We are really doing an equal amount of brand building, and also, promotion of the product.



(left to right) Keijiro Katsuki, President, Marukan Vinegar Co., Ltd. / Naoshige Aoshima, Deputy Consul General of LA / Jon Tanklage, President of Marukan Vinegar (U.S.A.), Inc. Takashi Sasada, Chairman, Marukan Vinegar Co., Ltd



©Marukan USA

JRN: Are there any states or regions that Marukan Vinegar (U.S.A.) is particularly focusing on in its U.S. expansion? Please tell me the reason.

Tanklage: We have pretty good distribution coast to coast. So really, there aren't too many weaker areas for Marukan anymore. We're strong just about everywhere. I would say our focus is more account specific certain key accounts, mass merchandisers, and so forth - that are growing a lot, and we'd like to be part of that growth as well. Marukan is the number one brand of rice vinegar in grocery supermarkets across the United States, but where we have not fully reached our potential is in the mass market arena, so that's where we'll go next.

JRN: What product development and marketing strategy does Marukan Vinegar (U.S.A.) enact in response to changes in U.S. consumer taste and demand?

Tanklage: Yes, it's a good question. We recognize that the US tastes are changing. So every year, we study what the latest trends are and really try to think about ways that we can either take existing products and get with those trends, or potentially develop new products or line extensions to capitalize on the current trends.

JRN: Is there a particular approach or media that Marukan Vinegar (U.S.A.) emphasizes in its sales promotion and advertising activities in the United States?

Tanklage: We think it's important to do a variety of media, so we do obviously a lot of social media, and we lead our category in social media followers. We're very happy about that, because that was a strategy from many years ago. We continue to advertise in some printed media as well.

JRN: What is the biggest challenge facing Marukan in its U.S. expansion? How do you deal with that?

Tanklage: I would say in recent years, that has been rising costs. Our industry saw large cost increases, and I think the consumers are seeing that and feeling that in food, and so I think that's a challenge that we'll have to continue to address in the coming years to try to keep our costs down.

JRN: Why do U.S. consumers choose Marukan products? What are the characteristics?

Tanklage: Well, we know that Marukan consumers appreciate the smooth mild taste and that comes from the slow-brewed process that we use, an ancient process that followed us over from Japan.

So, we really do the same traditional slow-brewed process in the U.S. that we do in Japan that really made Marukan so distinctive and so preferred.

JRN: What kind of partnerships and collaborations does Marukan have to increase sales and awareness in the U.S. market? Is Marukan Vinegar (U.S.A.) partnered with an American distribution company?

Tanklage: We do have great partnerships with numerous distributors. Some of those distributors are more broad-based, and they'll sell to many different types and outlets whether it be food service, retail, or sometimes both. Some are very specific, where they may only have one customer, but they do everything at that customer.

So, we want to make sure that our partnerships are broad, and we always have a way for either retail stores or restaurants to get our product any way we can. One thing that's changing that quite a bit in recent years

is e-commerce.

I think e-commerce provides a way for people, even when they don't necessarily have a distributor, to make sure that they can get the product delivered to them. I think that's changed the industry greatly.

JRN: Are there any special challenges Marukan Vinegar (U.S.A.) faces with respect to U.S. regulations and laws? How do you respond to that?

Tanklage: Not really. I would say that we have been ahead of the curve. For instance, becoming non-GMO verified. We did it before anyone else required it. We really seek out the certifications that we can get, such as non-GMO, kosher, vegan, and organic products. We were the longest running organic rice vinegar and still the number one selling organic rice vinegar by far in the U.S. So, we're very proud of that, and we try to stay ahead of those regulations and changing consumer needs. Certified gluten-free was a really big one that we saw in the past years, and we're continuing to really promote that.

JRN: What goals and prospects do Marukan Vinegar (U.S.A.) hope to achieve in the U.S. market in the future?

Tanklage: I mentioned earlier that we are number one rice vinegar brand, the number one brand in supermarkets, natural food stores, and Asian specialty stores throughout the country. Next, we want to become the number one brand in both retail and in food service.

We know the best restaurants in the country appreciate Marukan. We want to get more of them to appreciate Marukan, understand how they can use it, and how they can make their menu offering even better.

JRN: Thank you for your time. ■

神 戸に本社を置くマルカン酢株式会社は1649年創業。創業以来マルカン酢は、「一番美味しいと思うお酢をお届けしたい」という強い思いで伝統の品質にこだわった製品づくりを続けている。1974年マルカン酢は他の酢醸造メーカーに先駆けて米国進出を果たし、今年で50周年を迎えた。これを記念して3月13日カリフォルニア州サンタアナのボワーズミュージアムで記念式典を開催した。日本からは、マルカン酢株式会社 代表取締役会長 笹田隆氏、代表取締役社長 勝木 慶二郎氏が出席し盛大にとり行われた。

米国への進出は10代目の社長である笹田 傳左衛門氏で、「米国という憧れの市場で、当社の可能性を試してみたかった。そして我々の『ものを作るころ』を米国にも根付かせたかった。その気持ちとロマンだけで、米国事業を立ち上げた。」と語っている。1988年にカリフォルニア州で製造を開始し、海外において自社で米から醸造するスタイルを貫くため、良質な米の産地として有名なカリフォルニア州セントラルバレー北部の化学肥料・駆除剤を使用しない農地づくりが完了した生産地の米を原料としている。この有機栽培米は、アメリカで信頼されるオーガニック認証「オレゴン・ティルス」と、世界で最も厳しいと言われる「USDA Organic」、Non-GMO Projectから非遺伝子組み換え原材料の認定、その他コーシャ認定も受けている。

米国マルカン酢では、家庭用、業務用、原料用向けに酢を提供している。2020年は日本と同様に家庭用が伸びたが、2021年にはコロナ渦も落ち着きを見せ、レストラン向け業務用が復活した結果、アメリカ事業が大幅に伸びて牽引し、2019年比で連結売上高は6割増となった。

また米国市場はとうもろこしや大麦等穀物類を主原料にしたホワイトビネガーが主流だったが、近年は日本のライスビネガーが評価されマーケットが急激に伸びている。勝木氏は「ソースやドレッシングなどへの原料にライスビネガーの指

名が増えている。食品開発者にも美味しさの認知が広がり、今後さらに浸透する可能性を感じる」と語っている。

近年では気候問題やSDGsとともに、安心安全な食品への関心の高まりは世界的な潮流となっている。その結果オーガニック市場は各国で拡大しつつあり、米国のオーガニック市場は日本円にして約5兆円規模となっている。米国マルカン酢では、カリフォルニア州のパラマウント工場に加え、ジョージア州にグリフィン工場を建設したことで大幅な生産増加にも対応可能なことからさらなる売上拡大に向けて取り組んでいる。

米国マルカン酢株式会社のジョン・タンクレイジ社長に話を伺った。

JRN：マルカンが米国市場に参入する動機と目標について教えてください。

タンクレイジ：そうですね、マルカンが米国への進出を決めたのは1974年のことでした。当時は日本での市場拡大が困難な状況でしたので、アメリカに進出したかったのだと思います。

日本の弊社スタッフは、アメリカに大規模な日本人コミュニティがあることを理解しており、またアメリカ人が日本文化や日本食を受け入れ始めていることも理解していました。そこでアメリカにオフィスを設け最初は日本で作った酢を輸送しアメリカで瓶詰めするという作業を始め、最終的に醸造所をオープンし、そこから拡大していきました。そして現在は米国で醸造し瓶詰めしています。

JRN：マルカンは米国市場で競争力を維持するためにどのような戦略を採用していますか？

タンクレイジ：競争力を維持するには、特に小売業との良い取引と消費者マーケティングを組み合わせる必要があります。米酢というカテゴリーで消費者に大きな声を上げ、「マルカン」ブランドを築いていきたいと考えています。そして、このブランドは他のいろいろなことに展開できることを理解しているので、私たちはブランド構築と製品のプロモーションを同じ割合で行っています。

JRN：マルカンUSAが米国展開で特に力を入れている州や地域はありますか？その理由も教えてください。

タンクレイジ：そうですね、私たちは東海岸から西海岸まで全米における非常に優れた流通を行っています。つまり、マルカンにとって弱い地域はもうあまり多くありません。どこにでも強い流通網があります。私たちがフォーカスしている主要取引先や大型小売店などは成長が著しく、私たちもその成長に同じように加わりたいと考えています。マルカンは全米の食料品スーパーマーケットの米酢ブランドとしてナンバーワンですが、私たちの可能性がまだ最大限に発揮されていないのが量販店の分野です。そこが次に私たちが力を入れる場所でしょう。

JRN：マルカンでは、アメリカの消費



者の嗜好と需要の変化に応えるために、どのような商品開発およびマーケティング戦略を行っていますか。

タンクレイジ：はい、良い質問ですね。私たちは米国の消費者嗜好が変化していることを認識しています。ですから、毎年、最新のトレンドが何かを研究し、既存の製品をそのトレンドに乗せるか、あるいは、現在のトレンドを生かすために新製品を開発したり、ラインを拡張したりすることができるかを考えています。

JRN：マルカンが米国での販売促進・広告活動において重視しているアプローチや媒体はありますか？

タンクレイジ：私たちはさまざまなメディアを活用することが重要だと考えているので、ソーシャルメディアをたくさん使っており、ソーシャルメディアのフォロワー数ではこのカテゴリーでトップです。それについては何年も前から戦略の一つでしたので、非常に満足しています。また、もちろん印刷媒体にも今後も広告の掲載をしていきます。

JRN：マルカンが米国展開するうえで直面する最大の課題は何ですか？それにはどう対処しますか？

タンクレイジ：近年で言えばコストが上昇していることでしょう。私たちの業界では明らかに多くの商品のコストが上昇していて、消費者はそれを食品にも見ており感じていると思います。したがって、今後数年間で引き続きコストダウン

を試み続けなければならないことが課題だと思います。

JRN：なぜ米国の消費者はマルカン製品を選ぶのでしょうか？特徴は何ですか？

タンクレイジ：そうですね、マルカンの消費者が滑らかでマイルドな味わいを高く評価していることは承知しています。それは私たちが使用しているゆっくりとした醸造プロセスから来ています。それは日本から伝わったプロセスです。

マルカンUSAでも同じ伝統的なゆっくりとした醸造プロセスを行っているので、非常に特徴のある好まれるものとなっています。

JRN：米国市場での売上を拡大し認知度を高めるために、マルカンはどのようなパートナーシップやコラボレーションを行っていますか？アメリカでの流通会社はどちらですか？

タンクレイジ：そうですね、私たちは数多くの代理店と素晴らしいパートナーシップを築いています。

代理店のなかには、外食産業や小売業、あるいはその両方など、さまざまな業種や店舗に販売する、より広範なディストリビューターもいます。また、顧客が1人しかいない非常に限定的でその顧客のために何でもするような販売店もあります。

そのため、私たちはパートナーシップを広範囲に広げ、店舗、小売店、レストランのいずれにしても当社の製品を入手



Jon Tanklage
President of Marukan Vinegar (U.S.A.), Inc.

できる方法を常に確保したいと考えています。そんな中、ここ数年で大きく変化しているのがeコマースです。

eコマースは、ディストリビューターが必ずしもいない場合でも、確実に商品を届けられる方法の人々に提供していると思います。それは業界を大きく変えたと思います。

JRN：米国の規制や法律に関してマルカンが直面している特別な課題はありますか？それに対してどのような対応をしていますか？

タンクレイジ：特にありません。私たちは時代を先取りしてきたと言えます。例えば、NON-GMO認証は、誰よりも先に実施しました。私たちはいつもNON-GMOやコーシャー、ビーガン、そしてオーガニック製品など、取得できる認証はすべて取得しています。当社はオーガニック米酢を最も長く製造しており、現在でも米国でオーガニック米酢の売上ナンバーワンであることを非常に誇りに思っております。今後も規制や変化する消費者ニーズの先を行くよう努めて参ります。グルテンフリー認証はここ数年でとても大きな出来事でしたが、これからも本格的に推進し続けていきます。

JRN：今後マルカンUSAは、米国市場でどのような目標と展望をお持ちですか？

タンクレイジ：そうですね、私たちは全米のスーパーマーケットや自然食品店、アジア専門店でナンバーワンの米酢ブランドであると先ほど言いました。次は、小売と外食の両方の市場において、全米ナンバーワンのブランドを目指します。

私たちはマルカンを高く評価してくれている素晴らしいレストランの数々を知っています。今後もより多くのレストランにマルカンの良さを知って製品の使い方を理解していただき、より素晴らしいメニューを提供していただきたいと思います。

JRN：お時間をいただきありがとうございました。

Protect yourself from cyber harm

サイバー被害から身を守る

Cyber criminals target companies of all sizes, but small and independent businesses, like restaurants and retail operations, can face the greatest risk. That's why knowing and practicing some cybersecurity basics can help reduce the risk of cyberattacks now and in the future.

Here are 6 tips to help protect your businesses from cyber harm.

1. Protect your networks. Secure your internet connection by encrypting information and using firewalls. Encryption protects information sent over your network so it can't be read by outsiders. If you have a Wi-Fi network, make sure it's secure and hidden. To hide your Wi-Fi network, set up your wireless access point or router so it doesn't broadcast the network name, known as the Service Set Identifier (SSID), and password-protect access to the router. If you have employees working remotely, use a Virtual Private Network (VPN) that allows them to securely connect to your network away from the office.

2. Limit access. Know who has access to your equipment and data sources. By limiting who can use or log into your restaurant's computer server, you can prevent rogue or careless employees from inadvertently downloading hostile or intrusive software, including computer viruses and other malicious programs.

3. Train your staff appropriately. Employees should be informed about

who's responsible for your systems, and who can give authorization for internal access as well as access to service technicians and other third-party vendors, such as distributors. Create a culture of security by implementing a regular employee training schedule and by updating them when you find out about new risks and vulnerabilities.

4. Practice password security. Require the use of strong passwords that typically consist of at least 12 characters. They can include a mix of numbers, symbols and capital and lowercase letters. Do NOT reuse passwords, and don't share them in texts or by email. Remember to protect your data by changing passwords regularly, too, especially after employee or vendor turnover.

5. Enable multi-factor authentication when accessing areas containing sensitive information. This requires an extra step beyond logging in with passwords, such as incorporating a phrase, PIN, or even face recognition. You can also ask your vendors if they, too, offer MFAs for financial, accounting, or payroll accounts.

6. Protect payment card data. Comply with Payment Card Industry Security Standards Council (PCI SSC) standards. Work with your banks or card processors to ensure you're using the most trusted and validated tools and anti-fraud services. You may also have additional security obligations related to agreements with your

bank or payment processor. Be sure to isolate payment systems from less secure programs, and DO NOT use the same computer to process payments and casually browse the internet.■

サイバー犯罪者はあらゆる規模の企業を標的にするが、レストランや小売業のような小規模で独立した企業は、最大のリスクに直面する可能性がある。だからこそ、サイバーセキュリティの基本を知り、実践することで、現在および将来のサイバー攻撃のリスクを軽減することができる。

サイバー被害からビジネスを守るための6つのヒントを紹介しよう。

1. ネットワークを保護する 情報を暗号化し、ファイアウォールを使用することで、インターネット接続を保護する。暗号化することで、ネットワーク経由で送信される情報を保護し、部外者に読み取られないようにする。Wi-Fiネットワークがある場合は、それが安全で隠されていることを確認。Wi-Fiネットワークを隠すには、サービスセット識別子 (SSID) として知られるネットワーク名をブロードキャストしないように無線アクセスポイントやルーターを設定し、ルーターへのアクセスをパスワードで保護する。リモートで働く従業員がいる場合は、パブリック・プライベート・ネットワーク (VPN) を使用して、オフィスから離れた場所からでも安全にネットワークに接続できるように設定する。

2. アクセスを制限する。誰が設備やデータソースにアクセスできるかを把握する。レストランのコンピュータ・サー

バーの使用者やログイン者を制限することで、不正な従業員や不注意な従業員が、コンピュータ・ウイルスやその他の悪意のあるプログラムを含む、敵対的または侵入的なソフトウェアを不用意にダウンロードすることを防ぐことができる。

3. 従業員に適切なトレーニングを行う。定期的な従業員トレーニングを実施し、新たなリスクや脆弱性が判明した場合には、従業員に最新情報を提供することで、セキュリティ文化を醸成する。

4. パスワード・セキュリティを実践する。従業員には、システムの責任者、社内アクセス、サービス技術者や販売代理店などの第三者ベンダーへのアクセスの権限を誰が与えることができるかを知らせる必要がある。通常12文字以上で構成される強力なパスワードの使用を義務付ける。パスワードには、数字、記号、大文字、小文字を混ぜることができる。パスワードは再利用せず、メールやテキストで共有しないこと。

5. 機密情報を含むエリアにアクセスする際は、多要素認証を有効にする。これには、フレーズや暗証番号、あるいは顔認証など、パスワードによるログイン以上の追加ステップが必要。また、ベンダーに、財務、会計、または給与口座用のMFAを提供しているかどうかを尋ねることもできる。

6. ペイメントカードデータの保護 Payment Card Industry Security Standards Council (PCI SSC) の基準に準拠する。銀行またはカード処理業者と協力して、最も信頼され検証されたツールや不正防止サービスを確実に使用する。また、銀行や支払処理業者との契約に関連して、追加のセキュリティ義務が発生する場合もある。決済システムを安全性の低いプログラムから分離し、決済処理とインターネット閲覧に同じコンピュータを使用しないようにする。

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SHOCHU UNBOUND

Breaking Barriers in the Land of Cocktails

焼酎の枠を超えて～カクテルの常識を破る



Julia Momose, celebrated award-winning mixologist and business owner, demonstrating Shochu cocktails at The Wellesbourne in West Los Angeles.

With the recent passing of the amended California Assembly Bill 416, the stage is set and shochu is finally ready to take the limelight.

Shochu – a distinctly Japanese distilled spirit that can be made from over 50 types of base ingredients with the most popular ones being rice, barley, sweet potato and black sugar – has largely laid off the radar in the American market. The original bill stipulated that “any on-sale licensee authorized to sell wine may also sell soju that contains no more than 24% of alcohol by volume and is derived from agricultural products”. Shochu distilled to ABV 24% were able to take advantage of that bill to loosely sell under the soju umbrella. However, the downside meant that shochu would need to be misrepresented as “soju”.

Therefore, the amended CA Assembly Bill 416 is significant in that it rectified the misnomer so Japanese Shochu now can be properly labeled as such, and still be permitted to be sold at restaurants with mere soft liquor licenses. This change has visibly brought attention back into the category.

With consumers, particularly young adults more adventurous and educated than ever,

shochu and shochu-based cocktails are rightly positioned for those looking to find that next big thing in spirits.

Veteran mixologist and Bar Director, Hope Ewing from downtown Los Angeles' own distillery and members-only bar, The Obscure, agrees. In her most recent event on Japanese spirits, Ewing co-hosted it with the United States Bartenders' Guild Southern California Chapter (USBG SoCal) where she was able to create a sweet potato shochu and orange bitters concoction for her guests to try. “Our members tend to be curious drinkers and offering them a taste of a category they've never heard of, let alone tried, is a sure draw.”

At another shochu cocktails event held earlier in January of 2024 by the Kumamoto Ministry of Taxation, internationally renowned Julia Momosé was invited to speak and demonstrate on the versatility of shochu. Momosé is the owner and creative force behind Kumiko in Chicago, which was named one of World's Best Bars 2022, as well as a James Beard Award winner 2022 for her beverage recipes book, The Way of the Cocktail.

先 般のカリフォルニア州改正議会法案416が可決により、焼酎がようやく脚光を浴びる舞台が整いました。

焼酎は、50種類以上の原料から作られる日本独特の蒸留酒、最も人気のある原料は米、麦、サツマイモ、黒糖となるが、まだアメリカ市場ではほとんど注目を集めていません。これまでの法案では、「ワインとビールの販売を認可されたオンセーラーリカーライセンスは、アルコール度数が24度以下で農産物由来の焼酎(Shochu)を販売できる」という規定でした。しかし、アルコール度数を24度以下に調整した焼酎を、この法案を利用して販売することができたのですが、欠点としては、ラベル表示で焼酎を「SOJU」と記載して販売する必要がありました。

今回のカリフォルニア州改正議会法案416により、誤解されやすい韓国名称のSojuをShochuへと修正、日本の焼酎として適切に表示してワインとビール販売のソフト・リカー・ライセンスの店で販売が許可されるようになったというのが重要な点なのです。この変更により、焼酎のカテゴリーに再び注目が集まることになったのです。

冒険心が旺盛で知識も豊富になってきている若年層の消費者にとって、焼酎や焼酎ベースのカクテルは、次なる蒸留酒を探している彼らの良い標的になることでしょう。

ロサンゼルスダウンタウンにある蒸留所兼会員制バー、「The Obscure」のベテラン・ミクスロジスト兼バー・ディレクターのホープ・ユウイング氏も同意見です。

アメリカ合衆国バーテンダーズギルド南カリフォルニア支部(USBG SoCal)と共同で開催した日本のスピリッツに関する彼女の最近のイベントでは、さつまいも焼酎とオレンジビターでカクテルを作りゲスト会員に試して貰いました。「私たちの会員は好奇心旺盛な人が多く、聞いたことも試したこともないカテゴリーの味を提供することは、確実に彼らの興味を引くでしょう。」と語っていました。

Kumamoto Ministry of Taxationが2024年1月初めに開催した別の焼酎カクテル・イベントでは、国際的に有名なJulia Momose氏が招かれ、焼酎の多様性について講演と実演を行いました。

百瀬氏は、2022年に「世界のベスト・バー」に選ばれたシカゴの「KUMIKO」のオーナーであり、創設者でもあります。また、彼女の飲料レシピ本「The Way of the Cocktail」は2022年にジェームズ・ビアード賞を受賞しています。

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Rice Shochu**

item number: 4102

ABV: 24%

Region: Kumamoto



Momosé's Recommendations on Creating One-Of-A-Kind Cocktails Based on Shochu Ingredient:

焼酎の原料をベースにしたモモセ氏のお勧めの唯一無二のカクテル

Kome Shochu 米焼酎

Rice shochu tends to err on understated elegance and nuance, therefore, a simple cocktail with minimal ingredients like a silver martini would be better at showcasing the rice's ginjo-esque aromas and fine flavors.

控えめなエレガンスとニュアンスを好む傾向があるため、シルバー・マティーニのような最小限の材料でシンプルなカクテルを作る方が、米の吟醸香と上質な風味をより際立たせることができるとのこと。

Mugi Shochu 麦焼酎

More fun can be had for barley-based shochu as flavors range from something more intense and traditional. It can easily be concocted from a more substantial cocktail to a lighter and more contemporary one which becomes cleaner, and fresher. An easy-to-drink chu-hi, for example.

楽しむ幅は広い、濃厚な伝統的なものから簡単に本格的カクテルが可能。現代的な軽めなものでは、よりすっきりとしたフレッシュなカクテルが作れる、例えば飲みやすいチューハイが挙げていた。

Imo Shochu 芋焼酎

Sweet potato shochu often carries rich and warming qualities. Momosé was able to further enhance those characters, as well as its perceived sweetness by mixing in Armagnac, junmai sake and a dash of umeshu. The result was a deeply aromatic cocktail that drank full and complex on the palate. This combination easily won over the crowd by a show of hands at the event.

芋ベースの焼酎はコクがあり、体を温める性質を持っていることが多いため、アルマニャック、純米酒、そして少量の梅酒を混ぜることによって、その特徴や甘さをさらに引き立てることができる。結果、深い香りと複雑な味わいのカクテルができあがり、この組み合わせは、会場での挙手した方が一番多く、観客を簡単に魅了していた。

Even without a veteran mixologist on board, restaurateurs can easily prepare fruit-infused shochu by cold steeping tea and sliced fruits in the desired shochu overnight. The larger jug format is not only easy to make beforehand, but this can potentially provide a bigger margin by upselling and is also great for large group consumption and social media marketing.

Although the benefit of consuming shochu is said to stimulate enzymes that effectively break up blood clots, most shochu drinkers simply take refuge in knowing that the distillate is likely more hangover resistant.

As a pure spirit under Japan's liquor regulations, no other sweeteners or additives are permissible before bottling.

With the amount of variety and shochu recipes out there, restaurants can easily prepare and produce shochu-based cocktails for guests to enjoy along with their meals. Giving traditional cocktails a spin by coming up with a creative campaign, serving them in beautiful glasses and garnishes showcases how fun and versatile they can be. Shochu cocktails can be an easy addition to boost profits.

ベテランのミクソロジストがいなくても、レストラン経営者は、冷たいお茶とスライスしたフルーツをセレクトした焼酎に一晩浸すだけで、簡単にフルーツ入り焼酎を作ることが可能。大型のピッチャーは、事前に作りやすいだけでなく、アップセリングにより大きな利益をもたらすことが出来る。大人数での消費やソーシャルメディアマーケティングにも非常に最適であると語っていました。

焼酎を飲む利点は、血栓を効果的に分解する酵素を刺激することだと言われていますが、ほとんどの焼酎愛飲者は、それよりも焼酎は二日酔いになりにくいということで飲んでいる様です。ちなみに日本の酒税法では純粋な焼酎の基準として、瓶詰め前に他の

甘味料や添加物を加えることは許可されていません。

焼酎の種類と焼酎レシピが豊富に出回る今、レストランにて焼酎をベースにしたカクテルを簡単に作ることができるようになりました。魅力的な名前をつけ、魅力的なグラスと付け合わせで見栄えをよくしてみたいかがでしょうか。焼酎カクテルは、利益アップに大いに役立つはずですよ。



Shochu Cocktails: Serving Joy, Driving in Profits



Shiro Mojito



- 2 oz Hakutake Shiro Shochu
- 1 oz Lime Juice (fresh)
- 2/3 oz Simple Syrup
- Crushed Mint (to taste)

Hakutake Shiro Rice Shochu
item number: 4100
ABV: 24%
Region: Kumamoto

Directions: Mix the above ingredients in a 1:1 ratio with soda water.

Koji Old Fashioned

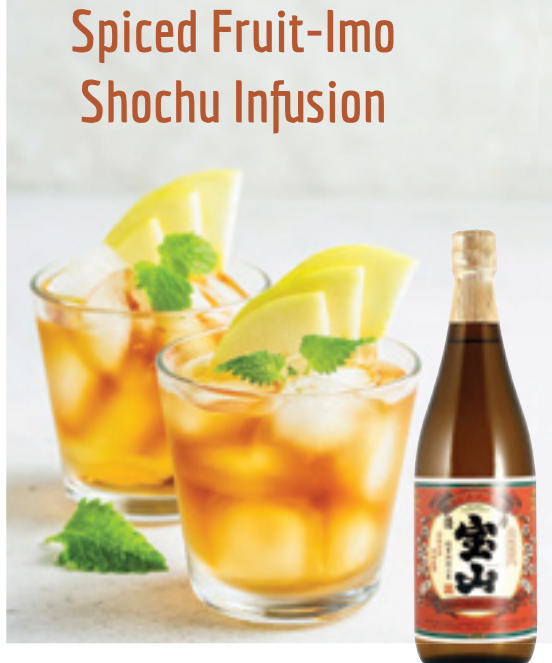


- 2 oz Iichiko barley shochu
- 0.25 oz Simple syrup
- 2-3 Dashes of concentrated bitters
- 1-2 Orange slices

Iichiko Seirin Barley Shochu
item number: 4185
ABV: 20%
Region: Oita

Directions: Mix all ingredients into glass with ice. Stir, then garnish with orange slice to serve.

Spiced Fruit-Imo Shochu Infusion



- 1 bottle Satsuma Houzan Sweet potato shochu
- 2-3 Cinnamon tea bags
- 3-4 Whole apples sliced
- Mint (optional)

Satsuma Houzan Sweet Potato Shochu
item number: 7024
ABV: 24%
Region: Kagoshima

Directions: Place all ingredients into large jug to infuse overnight or longer. Pour over ice and garnish cup with mint to serve.

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The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



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

Female entrepreneur series: Innovative menus and management in a new era

女性経営者シリーズ 新時代のメニュー改革とマネジメント



The next hit product to be featured

Japanese cuisine was first introduced in North America in the Little Tokyo district of Los Angeles. Food sold in the streets shows a glimpse into the future. History shows cultural trends spread from the city to rural areas. Trends commonly introduced from the city are food and fashion. One Japanese dish, still popular since the 1960s, is *sukiyaki*.

Restaurant "Tokyo Sukiyaki" opened (by Yoshie Baba) at the Fisherman's Wharf, a top-rated tourist attraction in San Francisco introducing the latest food fads in Northern American food culture. *Sukiyaki* is also part of the store name of a long-established restaurant, *Sukiyaki "Eigiku"* (by Hisano Morishita) in the Little Tokyo district of Southern California. In addition, the song "Ue o Muite Aruko" ("I Look Up as I Walk") released by Japanese singer Kyu Sakamoto was a major hit in Japan, also popular in the U.S. as "*Sukiyaki*," still aired to date.

Specialty restaurants serving *sushi*, fusion *sushi* rolls, and *ramen* opened in the Little Tokyo District during the same era. *Benihana* restaurant opened in New York, which sparked a debate on whether *teppanyaki* is authentic Japanese cuisine. Fast food beef bowl chain *Yoshinoya* opened in the Midwest in Denver. The restaurant chain focused on fast food, an industry that precipitated a major turning point in North American food culture. As the Japanese economy grew, a wave of development started in cities. "Long-established" restaurants that built the foundation of Japanese food culture in Little Tokyo before and after World War II fulfilled their roles and gradually disappeared.

A new era had dawned. What changes are required to reflect the changing trends?

The first step was to change the names of menu items. Here are

some examples.

- *Nigiri sushi* served on "swank tableware"
- *Sushi* rolls are named according to its differentiating food ingredients used with the California roll. For example, a California roll combined with smoked salmon and cream cheese was named "Philadelphia Roll."
- *Sukiyaki* and all pot dishes are combined in the same category as hot pot dishes, such as "Beef *Sukiyaki* Hot Pot," etc.
- Rice dishes are combined into the rice bowl category and named after the main food ingredient, such as "beef (chicken, curry, or tempura) rice bowl."
- Similarly, *udon* and *soba* noodles are combined into the noodle bowl category, such as "Japanese *udon* bowl."
- *Ramen* is named after its city of origin combined with its flavor, such as "Tonkotsu Hakata," "Sapporo miso," "Kitakata char-siu," etc.
- "Bento box" was added to the name of each combination meal, such as "○○bento box," "○○bento box," etc.
- Rice balls were given appetizing names, such as "Delicious Musubi Japanese Rice Ball," etc.

As the city of Los Angeles underwent revitalization, the Metro Station opened its downtown Regional Connector subway that tied several unconnected rail lines together. The Japanese Village Plaza is in the center, where large color photos of signature dishes covered with text line the streets in front of restaurants, where diners enjoy meals in the patio area that shows no scenes reminiscent of the past. Currently, the most popular Japanese menu items overseas are *sushi*, fusion *sushi* rolls, and *ramen*. However, the next hit product is underway. This soon-to-be hit product is handmade rice balls prepared from Japanese regional rice brands.

Rice balls are popular among foreign female tourists visiting Japan. An acquaintance notified me that a specialty shop selling rice balls was opened by local entrepreneurs in Europe, such as France, England, etc. One advantage of this business is its suitability to be run by female entrepreneurs, regardless of the high capital invested in the facility, which makes this shop suitable to feature in our female entrepreneur series. North American food culture is influenced by various international cuisines worldwide. The next wave of food boom is soon anticipated to cross the Atlantic Ocean from Europe into the U.S. market.■

次のヒット商品に注目

日本の食文化発祥の地、ロサンゼルス・リトル東京。街の食を見ることで業界の将来像が見えてくる。文化の流行は、いつの時代も都市部から地方へと伝わって行くことは歴史を見るとよくわかる。代表的なものを上げれば食とファッションになるだろう。1960年代から始まる日本食文化の幕開け当時の人気料理は何といってもスキヤキだ。北カリフォルニアの食文化をリードしたサンフランシスコ・フィッシャーマンズワープの「東京スキヤキ」(馬場祥江)、南カリフォルニア・リトル東京の老舗スキヤキ「栄菊」(森下久乃)その屋号にも使われていた。そして日本では坂本九が歌った「上を向いて歩こう」が大ヒット。米国ではスキヤキソングとして、今なお曲が流れる。

同時代には寿司・創作ロールスシ、ラーメン専門店がリトル東京に。ニューヨークではベニハナの鉄板焼きが登場したが鉄板焼きは日本食かと論議をかわした。中西部デンバーには吉野家が牛丼を出店。ファストフードといった業界用語に注目した。これらによって食文化も大きな転換期を迎えた。その後、日本経済成長に伴い、街にも開発の波が押し寄せて戦前・戦後リトル東京の食文化の土台を築いてきた「老舗」と言われた店は

役目を終えるように消えて行くことになる。

新時代の到来である。それでは今後、何から変えて行くことで対応出来るのだろうか？

まず最初にメニューの呼び名から変えていきたい。一例を挙げてみた。

- にぎり寿司を「ファッションプレート」に
- ロールスシはカリフォルニアロールを食材で名が変わる。チーズを使えば「フィラデルフィアロール」
- スキヤキ、鍋物などすべてを「ビーフ・スキヤキ・ホットポット」などに
- 丼ものはビーフ、チキン、カレー、天ぷらなどを「○○ライスボウル」に
- うどん、ソバも同様に「ジャパニーズ・うどんボウル」に
- ラーメンは「トンコツ博多」、「札幌みそ」、「喜多方チャーシュー」などと地方都市名を使いたい
- 料理などには、「○○弁当ボックス」、「○○弁当ボックス」など
- おむすびには、「デリシャスむすびジャパニーズライスボール」など

新しく生まれ変わっていくこの街に、昨年メトロ駅が開業し活気を運び、新しいステージに入った。その中心がジャパニーズ・ビレッジ・プラザで、店の前に並ぶカラー写真付きの大きな看板メニューは、すべて横文字で埋め尽くされ、パティオで食事を楽しむその光景は昔の面影を見ることは出来ない。現在海外で最も人気の高いメニューと言えば、寿司、創作ロールスシ、ラーメンがあげられるが、これに続くヒット商品が生まれようとしている。日本産の産地ブランド米を使った手作りおむすびライスボールだ。訪日する外国人女性の間で人気だそう、フランス、イギリスなどヨーロッパで専門店が、その土地に住む現地の人によって開店していると知人が知らせてきた。このビジネスのメリットは設備投資に多額の費用がかからず、女性経営に適していることだと付け加えていた。今年から当誌に掲載している女性シリーズに合致する。

食文化の歴史を築いて来た米国。今度はヨーロッパからブームの波が大西洋を渡って来ることに期待がかかる。



Kosuke Kuji
President of Nanbu Bijin

“Junmai Daiginjo Yamada Nishiki – Shin Paku-” won top honors at the 29th Catad’or World Wine Awards

南部美人「南部美人 心白 純米大吟醸」
カタドール コンペティションでグランプリ獲得

The 29th “Catad’or World Wine Awards” Awards Ceremony – the most prestigious international wine competition in Latin America - was held in February in Santiago, Chile; where “Junmai Daiginjo Yamada Nishiki -Shin Paku-” by Nanbu Bijin Co., Ltd. (Iwate prefecture) won the highest recognition, “Mejor Sake” (“Best of Sake”), in the sake category. In addition, “Nanbu Bijin Tokubetsu Junmai” also won the Grand Gold.

Kosuke Kuji, the fifth-generation owner of Nanbu Bijin brewery, invited restaurant owners and beverage buyers, etc., to a Japanese restaurant in San Diego where the award ceremony was held, and hosted a sampling event to introduce their award-winning sake. Kuji, a graduate of the Tokyo University of Agriculture, applied for Kosher certification to increase brand recognition for sake among customers overseas. Nanbu Bijin is exported to the U.S., Asia, Europe, and in South America to Chile, Peru, Ecuador, Argentina, Brazil, etc. In addition to vegan certification obtained in 2019, Nanbu Bijin is also the first sake brand to be verified as Non-GMO.

Catad’or World Wine Awards boasts a history of thirty years, affiliated with the wine organization OIV and VOMPFED as the most prestigious award in the world. Rigorous blind screening is conducted by eighty judges from eighteen nations over a

four-day period. Allister Cooper of The Institute of Masters of Wine served as the President of the Jury, while Haruo Matsuzaki, Chairman of the Sake Export Association, serves to encourage participation from sake breweries. This year’s contest received 1,093 entries from seventeen nations, of which a medal was won in sixteen categories.

Kosuke Kuji, recipient of the Grand Gold Award, expressed joy in his recognition: “This year, the ‘Junmai Daiginjo Yamada Nishiki – Shin Paku - ’ won ‘Mejor Sake’ in the 29th ‘Catad’or World Wine Award.’ Chile is located on the back side of earth, one of the furthest nations from Japan. Sake is currently exported in small volumes to Chile, a nation with plenty of market potential. I was excited to see this prestigious competition held here with a category for sake, and very moved to

be recognized with their most prestigious award, a wonderful outcome that shines a ray of hope for the future of Nanbu Bijin and sake, for which I’m very grateful.”

The award-winning “Junmai Daiginjo Yamada Nishiki -Shin Paku-” is one of the Junmai Daiginjo representative of Nanbu Bijin. In addition to Japan, Nanbu Bijin is highly regarded overseas. In the sake section of the Femalise Wine Contest, evaluated by female wine exports only, held in France in 2023, “Junmai Daiginjo Yamada Nishiki -Shin Paku-” was recognized with the “TOP OF THE BEST” award, the most prestigious award. Nanbu Bijin will continue to strive for “the world to toast with sake.” We thank you for your continued support as we continue to enhance our efforts to produce high-quality sake.”■



チリのサンティアゴで今年2月に開催された第29回「Catad’or World Wine Award」の授賞式で、南部美人（岩手県）の「南部美人 心白 純米大吟醸」が日本酒カテゴリーの最高賞に相当する「Mejor Sake」を受賞。さらに「南部美人特別純米」もグランドゴールド賞を受賞した。

南部美人の5代目蔵元である久慈浩介氏は、授賞式が行われたサンティアゴ市内の日本食レストランにおいてレストラン経営者や飲料バイヤーなどを招待して受賞酒の試飲会を開催した。東京農業大学を卒業した久慈氏は、海外の顧客への日本酒の位置づけを強化するためにコシヤ認証を申請し、アメリカ、アジア、ヨーロッパ、南米ではチリ、ペルー、エクアドル、アルゼンチン、ブラジルなどに南部美人を輸出している。また、南部美人は2019年のヴィーガン認証に続き、日本の酒蔵では初となるNon-GMO認証を取得している。

30年の歴史を持つCatad’or World Wine Awardsは、世界で最も権威のあるワイン団体のOIVとVOMPFEDと提携しており、18カ国からなる80人の審査員によって4日間にわたり厳しいブラインド審査が行われ、英国マスター・オブ・ワインのアリスター・クーパー氏が審査委員長を務め、日本酒輸出協会会長の松崎晴雄氏が酒蔵の参加促進に尽力している。今回のコンテストには17カ国から1,093のエントリーがあり、16のカテゴリーでメダル獲得を競った。

グランドゴールド賞を受賞した久慈浩介氏は「この度は第29回「Catad’or World Wine Award」において、「南部美人 心白 純米大吟醸」が「Mejor Sake」を受賞いたしました。チリという国は、日本から見ると地球の裏側で、最も遠い国の1つです。さらにチリはまだ日本酒が輸出されている数量も少なく、まだまだこれから国です。そんなチリで、このような素晴らしい日本酒コンテストを開催していただき、さらにはそこで最高賞をいただけたことは、南部美人と日本酒の未来において、素晴らしい成果と希望の光になりました。心から感謝申し上げます。

受賞した「南部美人 心白 純米大吟醸」は南部美人を代表する純米大吟醸の1つで、日本はもちろんですが、海外での評価も高いお酒です。2023年にはフランスで開催される、女性ワイン専門家のみで審査をするフェミニリーズワインコンテストの日本酒部門において、最高賞の「TOP OF THE BEST」を受賞しています。これからも南部美人は「世界中で、日本酒で乾杯」出来る世界を目指し、さらなる努力を重ね高品質な酒造りに邁進していきますので、引き続き応援をよろしくお願いいたします。」と受賞の喜びを語った。



Natural Products Expo West 2024

-The largest trade show for health foods and natural products in North America-

ナチュラルプロダクツエキスポ2024

—北米最大規模の健康食品、自然食品関連の展示会—

“Natural Products Expo West 2024,” the largest trade show for health foods and natural products, etc., in North America, was held at the Anaheim Convention Center in Anaheim, Calif.; from March 12~16.

In its inaugural year, the expo attracted approximately 6,000 guests in 1981. As the health and wellness trend became popular, over 3,300 exhibits were held in 2024 - including 840 new corporate exhibitors and approximately 700 international brands gathered in one place, with over 65,000 industry affiliates - to introduce a wide range of products, such as natural and specialty food products, beverages, supplements, personal care items, and organic products.

When the expo was first held, the exhibited products consisted mainly of supplements. As the exhibition hall expanded however, various types of associated products gathered and evolved into an exhibition that showcases the latest healthcare and natural food products worldwide.

New Hope Company, the main corporate sponsor, commented: “Consumers tend to prefer and purchase products deemed satisfactory politically, economically, technologically, and socially. In addition to product safety and reliability, consumers seek products that countermeasures against climate change and helps to increase social awareness to promote the health of various organisms on earth and the environment.”

In previous years, the organic and natural products category typically showcased many superfoods. Also, uncertainty in the safety of genetically modified food products and the risk of impact to the ecosystem made headlines. However, I observed that recent products must seemingly be Non-GMO (Genetically Modified Organisms), typically labeled as “Gluten Free,” “No Preservation,” “No Artificial Colors and Flavors,” “No MSG,” and “No HFCS.”

The line-up of organic and gluten-free products was strong and not limited to vegetarian products, with

many plant-based products exhibited as an alternative to meat and fish, and many up-cycled products to countermeasure against food waste and protect the environment. Plant-based food products do not use food ingredients derived from animals, but actively incorporate food products made from plant-derived food ingredients and plant-based foods into food products. Thanks to research, the flavors of these plant-based food products are starting to closely resemble the flavors of their natural, animal-derived counterparts. For example, the mayonnaise flavor introduced by Japanese mayonnaise maker Kewpie Corporation is so rich, creamy, and faithfully reproduced, one would not know eggs are not used in their products unless they're told so.

I tried the vegan egg YoEgg for the first time. Breaking the egg whites released a velvety yellow yolk that gave me the illusion of eating a regular egg. Also, a lively booth by Konscious Foods, a Canadian start-up, showcased sushi (California roll) and poke bowls prepared from plant-based



seafood products, derived from konjac and peas, and rice balls. Fish, such as tuna and salmon; and shellfish, such as crabs; were reproduced with plant-based ingredients, with organic rice and wholegrain as the base. The appearance of vegetables and beans combined with fruits was fun and unique, garnering attention for being 100% plant-based, non-GMO, and gluten-free.

One major characteristic of this frozen food product is its long shelf life. This sushi was good, yet Japan still offers the state-of-the-art freezing technology, while kelp, nori, konjac, and other appealing food products unique to Japan were also available. Although some Japanese airlines serve these food ingredients at their lounge, I wished to see these products commercialized and made available to general consumers. The market for natural products seemed to have entered a new phase, with increasing interest in consumer health and the environment accelerating the demand for natural products, especially with growing interest in organic, sustainable, and plant-based products that expect the market to evolve to meet these demands.

Japanese food companies such as House Foods Corporation, Morinaga & Company, Ltd., Ito En, Ltd., Calbee, Inc., Mutual Trading Co., Inc., Marukan Co., Ltd. or Marukan Vinegar (U.S.A.), Inc. JFC International, Inc., Wismettac Asian Foods, Inc., etc., also introduced their main products such as snacks, green tea, yogurt, and Japanese sweets. A representative from Mutual Trading Co. commented, “This trade show offers a glimpse of the next trend in the food industry, while feedback from customers sampling food products help product development.”

The Ministry of Agriculture, Forestry and Fisheries are working to increase exports to achieve the Japanese government’s set goal for Japanese agriculture, forestry, and fishery products to reach the export value of 5 trillion JPY by 2030. Safe, high-quality products produced in Japan are gaining popularity overseas. “Japan Pavilion”

was set up to create and expand future sales routes. Thirty corporations flew in from Japan to attend the trade show with the goal of increasing exports in the North American market. Takuro Wanami, Director of JETRO Los Angeles, currently involved in the operation of the Japan Pavilion, was interviewed for this report.

Wanami expressed his hopes in the North American market: “Many mainstream American buyers attend this trade show, so we brought products, especially designed and packaged to target local buyers. Negotiations for some of these products have already started in the U.S. market, so we brought products ready to sell. Our local Kewpie Corporation also attended, while wasabi manufacturer Kameya Foods Corporation attended from Japan as an exhibitor, and Yuzuya-Honten Co., Ltd. also attended from Yamaguchi prefecture. This year, we’re focused not only on food products, but also general merchandise made from natural materials - such as towels, food trays from Tokushima prefecture, and everyday items. Japanese products are high-quality, which attracts many people to the booths. We wish to further emphasize the appeal of Japanese brands and work hard to get our products onto store shelves.”■



健康食品などの米国最大級の展示会「ナチュラル・プロダクト・エキスポ・ウエスト2024」が3月12～16日、カリフォルニア州のアナハイム・コンベンションセンターで開催された。

1981年に初開催された当時の参加者は6,000人にすぎなかったが、その後の健康志向ブームに乗り、2024年は840社の新規出店と700社におよぶインターナショナルブランドを含んだ3,300以上の出展が一堂に会し、65,000人以上の業界の関係者を集めて、ナチュラル&スペシリティ・フード、飲料、サプリメント、パーソナルケア、そしてオーガニックなど多岐にわたる商品が紹介された。

開催当時は自然食品、サプリメントが中心だったが、展示ホールの拡大などに

伴って様々な種類の関連商品が集まり、世界の健康・自然食品業界の状況が得られる展示会へと進化している。

主催社のニューホープ社は「消費者は、政治、経済、技術、社会的要因の観点から見て納得のいく商品を好んで買う傾向にあり、製品の安全・安心・信頼性はもちろん、気候変動などに対する対策や地球上の様々な生き物の健康や環境などを考える社会的意識の向上に貢献する企業の商品を求めている」と語っている。

以前はオーガニック&ナチュラル製品のカテゴリーでは、スーパーフード系を多く見かけた。また、遺伝子組み換え食品についての安全性の不確かさや、生態系への影響といった危険性が話題となっていたが、ここ最近の製品を見てみるとNON-GMOはマストで、「Gluten Free」「No Preservation」「No Artificial Colors and Flavors」「No MSG」「No HFCS」は当たり前になっていると感じた。

オーガニックやグルテンフリーは相変わらず強く、ベジタリアン向けだけでなく、どまらず、環境への配慮からも肉や魚の代替えとなるプラントベースや、環境保護に貢献できるという観点から食の廃棄に取り組んだアップサイクル商品が多かった。プラントベースは動物由来の原材料を使用せず、植物由来の原材料で作られた食品そのものや、植物由来の食品を積極的に取り入れる食への考え方を指すが、味は研究の甲斐あってか本来の味にかなり寄せて来ている。日本のマヨネーズメーカーのキューピーマヨネーズは卵不使用と言われなければ気づかないほど、コクとまろやかさが感じられ普通のマヨネーズの味が忠実に再現されていた。

YoEggというブランドのビーガンエッグを初めて試食したが白身を割ると、とろりとした黄身でまるで卵をたべているかのような錯覚を覚えた。また、ひときわ賑わいを見せていたKonscious Foodsのブースは、カナダのスタートアップ企業。こんにやくやエンドウ豆由来のプラントベースシーフードを使用した、寿司（カリフォルニアロール）やポケボウル、おにぎりを提供していた。マグロやサーモンなどの魚、カニなどの甲殻類を、植物由来の原料で再現していた。ベースに有機米や全粒穀物を使用し、野菜、豆類、果物などを組み合わせた見た目にも楽しく個性的な製品で

100% 植物由来、非遺伝子組み換え、グルテンフリーということで注目を集めていた。この製品の大きな特長は冷凍食品ということで保存が効くこと。この寿司も美味しかったが、冷凍技術は日本の方が勝るし、海藻、のり、コンニャクなど日本ならではの魅力的な食材もある。一部の日系航空会社のラウンジでは提供しているようだが、一般消費者向けに商品化してほしいと思った。自然由来製品市場は新たなフェーズに入ったようで、消費者の健康と環境に対する意識の高まりが、ナチュラルプロダクトの需要を加速させて、特に、オーガニック、サステナビリティ、プラントベース製品への関心が高まり、市場はこれらのトレンドに応える形で進化を遂げていくと思われる。

日系企業もハウス、森永乳業、伊藤園、カルビー、共同貿易、マルカン、JFCインターナショナル、ウイズメタックなどが主力製品を紹介しており、スナック、緑茶、ヨーグルト、和菓子などを紹介していた。

共同貿易は「食品業界の次のトレンドが予測出来、お客様の試食などの反応を参考にして商品開発に役立てることが出来る」と語ってくれた。

農林水産省では、農林水産物等の輸出額を2030年までに5兆円規模にするという政府の目標の実現に向け、輸出促進対策事業を実施している。高品質で安全な日本産製品は海外で人気を集めており、今後のさらなる販路創出・拡大を目的に、「ジャパンパビリオン」を設置。日本からは北米市場に輸出拡大を目指す30社が出展した。ジャパンパビリオンの運営にあたった日本貿易振興機構の和波拓郎氏に話を聞いた。「この展示会は、米系のメインストリームのバイヤーが多いので、そのバイヤーにはまるような商品、特にパッケージのデザインとかすでに米国に商流がありすぐに売ることが出来る商品を持ってきました。アメリカからはキューピーが出ていたり、日本からはカメヤというワサビの企業が出展しており、ユズ屋さんという山口県の企業も来ています。今回は食品だけでなく、自然素材を使った雑貨、例えばタオルとか徳島のお盆とかの日用品も持ってきている。日本の製品は高品質ということでたくさんの方がブースに殺到しています。日本のブランドイメージをさらに訴求して商品を扱ってもらえるように頑張りたい。」と北米市場に期待を寄せる。



Takoyaki “Tsukiji Gindaco” introduced at Dodger’s Stadium

-Japanese Food and Ingredient Supporter Store Certification Ceremony-

「築地銀だこ」
ドジャースタジアムに出店
—日本産食材サポーター店
認定証授与式も開催—

Takoyaki chain “Tsukiji Gindaco,” operated by HOTLAND Co., Ltd. (Chuo-ku, Tokyo), reached an agreement with Major League Baseball Los Angeles Dodgers to introduce takoyaki “Gindaco” at the “Dodger’s Stadium” on the opening game day on March 28.

Before the game started, a certificate was awarded by Katsunori Nakazawa, Director of JETRO; to Gindaco USA, Inc., operator of “Gindaco,” at the concourse in front of the shop; recognized as a “Japanese Food and Ingredient Supporter Store” for their contribution to introducing Japanese agricultural, forestry and fishery products; Japanese food ingredients and cuisine - such as rice, soy sauce, takoyaki sauce, takoyaki batter, etc.,

This certificate certifies restaurants and small retail shops using and selling food products produced in Japan and alcoholic beverages outside

of Japan as “Japanese Food and Ingredient Supporter Stores,” implemented according to the guidelines set by the Ministry of Agriculture, Forestry and Fisheries, established in 2016.

Three takoyaki selections sold exclusively at Dodgers Stadium

Takoyaki is established as a popular classic snack in baseball stadiums across Japan. At the shop at Dodgers Stadium however, “Specialty Takoyaki” is sold exclusively at Dodgers Stadium. None of the three selections – “Cheese & Salsa Takoyaki,” “Cheese & Guacamole Takoyaki,” and “Tempura & Sweet Soy Takoyaki” - are sold in Japan. In addition, four selections of “Original Takoyaki” are also sold, each \$13.99, with new products to be introduced in the future. The plan is to incorporate feedback received from the Dodgers team to commercialize flavors that



Morio Sase, President, Hotland Co (left) / Katsunori Nakazawa, Executive VP of JETRO



Cheese & Salsa Takoyaki



Cheese & Guacamole Takoyaki



Tempura & Sweet Soy Takoyaki



appeal to local fans.

Despite the game being held on a weekday, the concourse at Dodgers Stadium before the Dodgers home opener was packed with many fans who purchased the Dodger's Dog, beverages, team merchandise, etc. The booth where "Gindaco" was newly released was also packed with many customers. Thanks to the popularity of Japanese cuisine – perhaps, due to the widespread popularity of casual Japanese cuisine, such as okonomiyaki, curry rice, etc. – many customers seemed to be familiar with takoyaki. One Dodgers fan who purchased takoyaki commented, "The texture is crunchy, but the octopus inside is soft and delicious," while another fan commented that takoyaki "goes great with beer." I can't help but hope that Gindaco will become a staple, a popular Dodger snack.

Morio Sase, President of HOTLAND Co., Ltd. that operates "Tsukiji Gindaco," was interviewed for this report.

Sase expressed his ambitions for his product Gindaco: "I'm deeply moved and very happy. I envisioned introducing 'Gindaco' for several years. Skilled players Otani and Yamamoto joining the Dodgers only intensified my dream."

When a fan asked Otani at the Dodgers Fan Fest, "Did you join the Dodgers in part for the 'takoyaki?'"

"When MC Jose Mota asked, 'What do you prefer I make? Takoyaki, tonkatsu, okonomiyaki, tempura, yakitori, teriyaki, shabu-shabu?' Otani replied, 'Umm~, takoyaki.' His reply made me so happy.

At that moment, the feeling that something big was about to happen started growing in my mind. I felt if I was going to try something, the time is now, and started to seriously think about introducing takoyaki in the U.S. market. From there, the negotiations moved forward quickly. I'm sure Dodgers Stadium was also interested in introducing a Japanese fast food menu item that could become as popular as the Dodger's Dog. For this operation, research was done by bringing in frozen takoyaki made in Japan to fry at the Dodgers Stadium. The freshly fried takoyaki came out very good, so I'm confident in our flavor.

I envision takoyaki to be a peaceful food that instantly brings smiles to everyone who bites into takoyaki. I envision everyone enjoying takoyaki at the Dodgers Stadium as they cheer the Dodgers to win the World Series. Americans also enjoy hot dogs. My goal is to introduce a 'staple Japanese baseball stadium food' that will become as popular as the Dodger's Dog."■



Lorenzo Sciarrino, Sr. VP of Global Partnerships of Los Angeles Dodgers(left)/ Morio Sase



たこ焼チェーン「築地銀だこ」を運営するホットランド（東京都中央区）はメジャーリーググロサンゼルス・ドジャースと協力し、開幕戦当日の3月28日、ドジャースの本拠地「ドジャー・スタジアム」に「築地銀だこ」をオープンした。試合開始前には同店前のコンコースで「銀だこ」を運営する Gindaco USA Inc に対し、米、しょうゆ、たこ焼きソース、たこ焼き粉など日本産食材を利用することから日本産農林水産物・食品の海外発信に寄与していることが認められ「日本産食材サポーター店」として日本貿易振興機構 中澤克典理事より認定証が授与された。この制度は、日本国外にある日本産食材や酒類を使用・販売しているレストラン、小売店を「日本産食材サポーター店」として認定する制度で、2016年に農林水産省が定めたガイドラインに基づき運営されている。

3種類のドジャーススタジアム限定たこ焼き

日本国内では全国の野球場の人気定番球場メシとして定着しているたこ焼きだが、ドジャー・スタジアム店では、ドジャー・スタジアムでしか味わえない「限定たこ焼き」が販売されている。「チーズ&サルサ」、「チーズ&ワカモレ」、「天ぷら&スイートソイソース」の3種類でいずれも日本未発売。この限定3種類のほか、「ぜったいいうまい!! たこ焼」の4種類が販売されており価格はいずれも13.99ドル。今後も新商品を発売する予定でドジャースの意見も取り入れながら、地元ファンに好まれる味に仕上げて商品化していく予定とのこと。

平日のデーゲームにもかわらず、本拠地開幕を迎えたドジャーススタジアムの試合前のコンコースはドジャードックや飲み物、チームグッズなど買い求める大勢のファンで埋め尽くされたが、新登場した「銀だこ」フードブースにも多くの

客が並んだ。日本食ブームのお陰で好み焼きやカレーライスと言ったカジュアルダイニングが浸透しているせいか、たこ焼きを知っている客が多いようだ。たこ焼きを購入したドジャースファンは、「カリッとした食感だけど、中には柔らかいタコが入っていて美味しい」、「ビールとの相性は抜群」となかなかの評判のようだ。ドジャースの野球メシとして定着することを期待せずにはいられない。

「築地銀だこ」を運営する株式会社ホットランド佐瀬守男社長に話を伺った。

「感無量です、うれしいです。アメリカで「銀だこ」を展開したいという思いは、数年前から考えていました。大谷選手、山本選手という素晴らしい選手が加入したこともあり、この思いは強くなりました。」

大谷選手がファンイベントで言った「たこ焼き」という言葉がきっかけ?、との問いには、

「司会のモタさんが、「たこ焼き、とにかく、好み焼き、天ぷら、焼き鳥、てりやき、しゃぶしゃぶの中で、僕に作っ

てほしいものは?」と聞いた時、大谷選手は「ん〜、たこ焼き」と答えたでしょ。その言葉は嬉しかったです。その時、何かが動き出すような気配がその瞬間に僕の中に芽生えて、本当にやるなら今だ、という気持ちで、アメリカ進出の夢に向かって、挑戦しようと本気で考えました。そこからは話が非常に早く進みました。ドジャース側も日本のファストフードでドジャードックに負けない物をというのもあったと思います。今回のドジャースでのオペレーションは、日本で作ったたこ焼きを冷凍で持ち込んで、それを揚げるという研究を重ねました。すごく美味しいのが出来たので焼き立て以上の味を出せるという自信はあります。

たこ焼きはみんなが食べると笑顔になるような平和な食べ物だと思っています。この球場の中でたこ焼きを食べながら、みんなで大いに盛り上がりワールドシリーズ優勝を目指して行きたいと思っています。アメリカはホットドッグだと思う。それに負けないポジションの「和のスタジアムフード」にするのが目標です。」と意気込みを語ってくれた。





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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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2013年“日本料理”
联合国教科文组织非物质文化遗产注册

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Rice suitable for sake-brewing determines the fundamental flavor of sake

什麼樣的酒造好適米決定了日本酒的基本風味？..... P34

Tokyo Jizake Strolling

Restaurant Jinsei Sakaba inside the New Shinbashi Building

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David Kudo

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 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.



Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, "What's with the exaggeration...? It doesn't really matter."

In this issue, I'd like to pass on to our readers a trick that enhances one's abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let's select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It's best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There's no need to stick with Japanese cuisine, for it's fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it's safe to say the pairing was a "success."■

日本酒與料理的調和

我想很多人認為日本酒和食物搭配方面是“不要太誇張，沒有關係的”。

這一次，我懷著謹慎心理教如何提高您的搭配日本酒和料理的能力。

首先，我希望您盡可能準備三個性質不同品牌不同的日本酒。特性上的差異很難了解，沒有喝過是不知道的，暫時還是根據標籤上可

以判斷的信息來選擇吧。

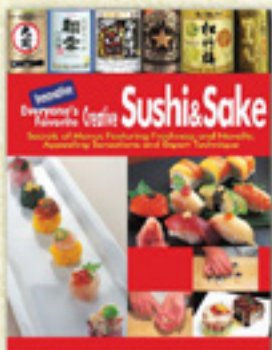
例如，嘗試尋找完全不同的產地的純米大吟釀、特殊純米、和純米生酛。秋田、新潟、兵庫等。美國產的日本酒價格也很合理，把這些也包括在內會很有趣。

三個品牌的酒請務必使用相同形狀的玻璃酒杯。那時，將其放入冰箱中約 3 小時保存，使其達到華氏 55 度左右。（白葡萄酒杯會

更好）

嗯，就該有一道菜了，但不限於日本菜，比如中國菜、意大利菜等一起嘗試也很有趣（避免那些太辣或大蒜味重的菜）。

注意點是，飲日本酒與料理調和時、味道的變化、食物特有的氣味的變化，以及後味。如果這些都很舒服，那麼配對就是“好”的。



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SHOCHU UNBOUND

Breaking Barriers in the Land of Cocktails

全新機遇：燒酒在雞尾酒世界突破障礙



Julia Momose, celebrated award-winning mixologist and business owner, demonstrating Shochu cocktails at The Wellesbourne in West Los Angeles.

With the recent passing of the amended California Assembly Bill 416, the stage is set and shochu is finally ready to take the limelight.

Shochu – a distinctly Japanese distilled spirit that can be made from over 50 types of base ingredients with the most popular ones being rice, barley, sweet potato and black sugar – has largely laid off the radar in the American market. The original bill stipulated that “any on-sale licensee authorized to sell wine may also sell soju that contains no more than 24% of alcohol by volume and is derived from agricultural products”. Shochu distilled to ABV 24% were able to take advantage of that bill to loosely sell under the soju umbrella. However, the downside meant that shochu would need to be misrepresented as “soju”.

Therefore, the amended CA Assembly Bill 416 is significant in that it rectified the misnomer so Japanese Shochu now can be properly labeled as such, and still be permitted to be sold at restaurants with mere soft liquor licenses. This change has visibly brought attention back into the category.

With consumers, particularly young adults more adventurous and educated than ever,

shochu and shochu-based cocktails are rightly positioned for those looking to find that next big thing in spirits.

Veteran mixologist and Bar Director, Hope Ewing from downtown Los Angeles' own distillery and members-only bar, The Obscure, agrees. In her most recent event on Japanese spirits, Ewing co-hosted it with the United States Bartenders' Guild Southern California Chapter (USBG SoCal) where she was able to create a sweet potato shochu and orange bitters concoction for her guests to try. “Our members tend to be curious drinkers and offering them a taste of a category they've never heard of, let alone tried, is a sure draw.”

At another shochu cocktails event held earlier in January of 2024 by the Kumamoto Ministry of Taxation, internationally renowned Julia Momosé was invited to speak and demonstrate on the versatility of shochu. Momosé is the owner and creative force behind Kumiko in Chicago, which was named one of World's Best Bars 2022, as well as a James Beard Award winner 2022 for her beverage recipes book, The Way of the Cocktail.

透 過加州最近通過的修訂法案第416號，日本燒酒 (shochu) 終於準備登上舞台，迎接全新的機遇。

燒酒是一種獨特的日本蒸餾酒，可由50多種原料製成，包括大米、大麥、甘薯和黑糖，然而，儘管其多樣性和價值，它在美國市場上卻一直未受到應有的關注。原始法案規定，「任何持有銷售葡萄酒許可證的人都可以銷售含有不超過24%酒精的燒酒，並且是從農產品中提煉的。」這樣一來，酒精濃度為24%的產品可以根據該法案的寬鬆條件歸類為燒酒出售。然而，這一做法卻導致日本燒酒 (shochu) 被誤認為是韓國燒酒 (soju)。

因此，加州議會修訂後的第416號法案的重要性在於，它糾正了這種誤用，確保日本燒酒 (shochu) 可以被正確標識，同時仍然可以在僅持有軟酒執照的餐廳中銷售。這一變化明顯地引起了對這一類別的重新關注。

隨著消費者，特別是更加勇於冒險和求知慾強的年輕人，希望抓住烈酒市場的下一個大趨勢，燒酒和以燒酒為基礎的雞尾酒定位確實正確無誤。

洛杉磯市中心的自家釀酒廠和會員專屬酒吧The Obscure的資深調酒師兼酒吧主管Hope Ewing對此表示贊同。在她最近一次關於日本烈酒的活動中，Ewing與美國調酒師協會南加州分會 (USBG SoCal) 合作，共同主辦了活動，在那裡她調製了一種甘薯燒酒和橙子苦味酒的混合飲品供客人品嚐。她說：「我們的會員通常是好奇的飲酒者，為他們提供一種從未聽說過，更不用說嘗試過的類別，絕對會吸引他們的注意力。」

在2024年1月初，由日本稅務部舉辦的另一場燒酒雞尾酒活動上，國際知名人士Julia Momosé受邀發表演講並示範燒酒的多樣用途。Momosé是芝加哥Kumiko的老闆和創意推手，該酒吧被評為2022年世界最佳酒吧之一，並且在2022年的James Beard Award中因其飲品食譜書《雞尾酒之道》(The Way of the Cocktail) 而獲獎。

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Sengetsu Rice Shochu
item number: 4102
ABV: 24%
Region: Kumamoto



Momosé's Recommendations on Creating One-Of-A-Kind Cocktails Based on Shochu Ingredient:

Momosé 推薦使用燒酒原料製作獨一無二的雞尾酒：

Kome Shochu 米燒酎

Rice shochu tends to err on understated elegance and nuance, therefore, a simple cocktail with minimal ingredients like a silver martini would be better at showcasing the rice's ginjo-esque aromas and fine flavors.

「米燒酒」(KOME)：米燒酒偏向於低調優雅和細緻入微，因此，像銀色馬提尼這樣的簡單配方的雞尾酒，只需極少的材料，更能展現米燒酒的吟釀般的香氣和細膩風味。

Mugi Shochu 麥燒酎

More fun can be had for barley-based shochu as flavors range from something more intense and traditional. It can easily be concocted from a more substantial cocktail to a lighter and more contemporary one which becomes cleaner, and fresher. An easy-to-drink chu-hi, for example.

「麥燒酒」(MUGI)：以大麥為基礎的燒酒可以帶來更多的樂趣，它既可以輕鬆調製出更濃郁的雞尾酒，也可以調製出更清爽、更清新的現代雞尾酒。例如，一種易於飲用的chu-hi。

Imo Shochu 芋燒酎

Sweet potato shochu often carries rich and warming qualities. Momosé was able to further enhance those characters, as well as its perceived sweetness by mixing in Armagnac, junmai sake and a dash of umeshu. The result was a deeply aromatic cocktail that drank full and complex on the palate. This combination easily won over the crowd by a show of hands at the event.

「甘薯燒酒」(IMO)：甘薯燒酒往往具有豐富和溫暖的特性。Momosé進一步增強了這些特點，並通過混合亞馬尼亞克白蘭地(Armagnac)、純米酒(junmai)和少許梅酒(umeshu)來增加其甜度。結果是一款芳香濃郁的雞尾酒，口感豐富而複雜。現場觀眾紛紛舉手稱讚這一組合。

Even without a veteran mixologist on board, restaurateurs can easily prepare fruit-infused shochu by cold steeping tea and sliced fruits in the desired shochu overnight. The larger jug format is not only easy to make beforehand, but this can potentially provide a bigger margin by upselling and is also great for large group consumption and social media marketing.

Although the benefit of consuming shochu is said to stimulate enzymes that effectively break up blood clots, most shochu drinkers simply take refuge in knowing that the distillate is likely more hangover resistant.

As a pure spirit under Japan's liquor regulations, no other sweeteners or additives are permissible before bottling.

With the amount of variety and shochu recipes out there, restaurants can easily prepare and produce shochu-based cocktails for guests to enjoy along with their meals. Giving traditional cocktails a spin by coming up with a creative campaign, serving them in beautiful glasses and garnishes showcases how fun and versatile they can be. Shochu cocktails can be an easy addition to boost profits.

即使沒有經驗豐富的調酒師在場，餐廳經營者也可以輕鬆地準備果味燒酒，只需將所需的燒酒、茶葉和切片水果放入冷藏浸泡過夜。較大的水壺格式不僅易於預先製作，而且可以透過追加銷售提供更大的利潤，並且也非常適合大型團體消費和社群媒體行銷。

雖然飲用燒酒的好處被認為可以刺激酶，有效地溶解血栓，但大多數燒酒飲用者只知道，這種蒸餾液可能更能抵抗宿醉。根據日本的酒類法規，燒酒屬於純酒，在裝瓶前不允許使用其他甜味劑或添加劑。

隨著種類繁多和燒酒食譜的出現，餐廳可以輕鬆地準備和製作以燒酒為基礎的雞尾酒，供客人在用餐時享用。透過設計創意活動、選擇漂亮的玻璃杯和裝飾，將傳統雞尾酒注入新風格，展示其有趣和多樣化。燒酒雞尾酒可以是增加利潤的簡單選擇。



Shochu Cocktails: Serving Joy, Driving in Profits



- 2 oz Hakutake Shiro Shochu
- 1 oz Lime Juice (fresh)
- 2/3 oz Simple Syrup
- Crushed Mint (to taste)

**Hakutake Shiro
Rice Shochu**
item number: 4100
ABV: 24%
Region: Kumamoto

Directions: Mix the above ingredients in a 1:1 ratio with soda water.



- 2 oz iichiko barley shochu
- 0.25 oz Simple syrup
- 2-3 Dashes of concentrated bitters
- 1-2 Orange slices

**iichiko Seirin
Barley Shochu**
item number: 4185
ABV: 20%
Region: Oita

Directions: Mix all ingredients into glass with ice. Stir, then garnish with orange slice to serve.



- 1 bottle Satsuma Houzan Sweet potato shochu
- 2-3 Cinnamon tea bags
- 3-4 Whole apples sliced
- Mint (optional)

**Satsuma Houzan
Sweet Potato Shochu**
item number: 7024
ABV: 24%
Region: Kagoshima

Directions: Place all ingredients into large jug to infuse overnight or longer. Pour over ice and garnish cup with mint to serve.

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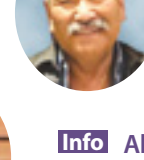
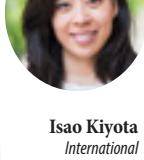
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SAKE CHALLENGE

by Kosuke Kuji 199



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

Noto Peninsula Earthquake and Sake Breweries ②

能登半島地震與酒藏②

The damage became apparent as the morning dawned on January 2. A tsunami hit Suzu city, Noto Peninsula. The morning market in Wajima, a renowned tourist spot, burned up in flames.

The footage showed fire damage, eerily reminiscent of fires in the coastal region of Miyagi prefecture, hit by the Great East Japan Earthquake and the Great Hanshin-Awaji Earthquake.

Noto Peninsula is home to eleven

sake breweries, all "partially or completely destroyed."

The sake brewery of a junior classmate from college was "partially destroyed." Nearly eighty percent of the facility was destroyed, far worse than "partially destroyed." However, the "completely destroyed" sake breweries had hardly anything left.

Water was cut off with no electricity or gas.

The frigid winter in the Hokuriku

region in January hit the evacuees hard. Further, many people had returned home to celebrate the New Year on January 1, which means the capacity of the evacuation center could be exceeded.

Sake distilleries store both mash and koji mold on site during the best time of the year to prepare for sake-brewing. All the damage to the mash and koji mold could not be prevented in this situation. ■

1月2日の晩間、損失程度被周知。海嘯襲撃了能登半島の珠洲市。著名旅遊勝地輪島の早市完全被大火吞噬。影片上的大火，讓人想起了東日本大地震宮城縣沿海發生的火災和阪神大地震的火災。能登市有11家酒藏。所有這些都遭受了嚴重損壞，有的是完全被

毀，有的部分被毀。

我大學裡的低年級同學的酒藏是「半毀」，建築已經倒塌了近80%，所以我不認為情況是「半毀」。那麼「全壞」的酒藏就是被「徹底摧毀」了，就意味著它已經不存在了。

沒有水、沒有電、沒有瓦斯。

正是北陸的一月。極度的寒冷襲

擊了避難的人們。

而且，由於是1月1日，回家過年的人很多，疏散中心會出現超負荷的狀況。

酒藏也在生產醪和麴。這是最好的生產和製造時間。一切都失控了。

8th

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Rice suitable for sake-brewing determines the fundamental flavor of sake

什麼樣的酒造好適米決定了日本酒的基本風味？

Non-glutinous Japonica rice is used to brew sake, also consumed as a staple. Many rice varieties are grown in Japan, all suitable to brew sake. Rice most suitable to brew sake is referred to as “rice suitable for sake-brewing.”

The variety of rice suitable for sake-brewing must satisfy three conditions: Large grain size, white core, and low protein content.

The most representative brands of “rice suitable for sake-brewing” are “Yamadanishiki,” “Gohyakumangoku,” “Miyamanishiki,” “Omachi,” etc. However, the production volume is nowhere close to the volume in demand to brew sake. Rice suitable for sake-brewing is difficult to grow compared to common rice. For example, “Omachi” rice is large in grain size and an excellent variety of rice large in grain size. However, long rice stalks fall over while harvesting, making it difficult to harvest by machine. Therefore, the crop acreage does not increase, with some varieties like Omachi rice decreasing in production volume year by year, which raises the cost. Thus, a significant volume of common rice is also used as sake rice.

The grain size of brown rice varies by variety. The grain weight of 1,000 grains of brown rice uniform in grain size is referred to as “1,000 grain weight.” Rice with grain weight of 25g or greater is notably referred to as

“large grain size” compared to common brown rice with grain weight between 20~22g. While rice, large in grain size, with a white core in the center and a moist appearance is referred to as “large white core rice.” The white core consists of coarse grains of starch. If this core is large, koji mold propagates easily, which grows koji easily in the white core, an important aspect of koji preparation.

Also, water penetrates easily into the core of large white rice grains. Steaming rice hardens the outer grain and softens the inside, which makes the preparation of yeast starter and fermenting-mash easier.

Also, rice contains protein and fat. These components are required to brew sake (for example, umami flavor unique to sake is derived from amino acids created by koji mold breaking down protein). However, an excess amount of these components will compromise the flavor and aroma. Many of these components are contained in the surface layer of rice grains that get polished to brew sake.■

適米”。

酒造好適米是滿足三個條件的品種：顆粒較大（大粒米）、白芯較大（心白）、蛋白質含量比普通米低。

典型品種包括“山田錦”、“五百萬石”、“美山錦”和“雄町”，但其產量遠遠不能滿足酒釀造的全部需求。酒造好適米有時比一般米更難種植。例如，雄町是大粒稻中的優良品種，籽粒大，但其莖較長，導致其在結果期容易倒伏，難以用機器收割。導致種植面積成長緩慢，雄町品種等逐年減少，價格居高不下。因此，導致目前有相當數量的普通米被用作酒米。

糙米的顆粒大小因品種而異。1000粒顆粒均勻的糙米的重量稱為千粒重，但普通的糙米重量為20至22克，而重量超過25克的米稱為“大粒米”或“大粒種”。在大粒種中，中心部白色且濕潤的米稱為「大粒心白米」。心白的澱粉粒比較粗，如果顆粒大的話，曲霉菌就容易生長成黴，這也是製作酒麴的要點之一。根據酒造好適米的檢驗標準，心白的發現率為80%以上。

大粒心白米的其他特點還包括吸水快，蒸時外硬內軟，很容易做出外硬內軟的易碎的米飯，並且在酵母和醪液中很容易消化。

米還含有蛋白質、脂肪、和灰分。這些成分是酒釀造所必需的（例如，日本酒的獨特風味來自曲霉菌分解蛋白質產生的氨基酸），但過多實際上會損害味道和香氣。這些成分大多存在於米的表層，因此釀造酒時必須對大米進行拋光，大米的內部含量越少，對酒品質的影響就會越小。

作為日本酒原料的米，與主糧米（飯米）相同屬於梗型稻米。日本種植的米種類繁多，哪一種可以用來釀造日本酒，特別適合釀酒的米被稱為“酒造好





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.

Restaurant Jinsei Sakaba inside the New Shinbashi Building 新新橋大廈的人生酒吧

Shinbashi is a renowned business district where many shops line the streets, reminiscent of the Showa era (1926-1989). One venue familiar to many is the New Shinbashi Building, a large multi-tenant shopping mall on the Hibiya side of Shinbashi Station, occupied from the first basement floor to the fourth floor by many restaurants, a ticket broker, massage parlors, and shops targeting businessmen. Some call it a mall for old men. The Shinbashi Station west exit started as a black market after World War II and evolved until the current New Shinbashi Building was constructed in 1971. The interior of the retro, chaotic mall is long cherished as a mecca for businessmen. Many new commercial buildings were constructed recently to lease retail space to swanky shops featured on TV. The New Shinbashi Building built over fifty years ago offers a heartwarming nostalgic ambiance of the Showa Era, not felt in new stylish buildings. The basement of the New Shinbashi Building is home to many restaurants that serve alcohol during business hours on weekdays. Since I had a day off during the week with nowhere to go on my day off, I walked many rounds inside the basement floor of the New Shinbashi Building like a migratory fish.

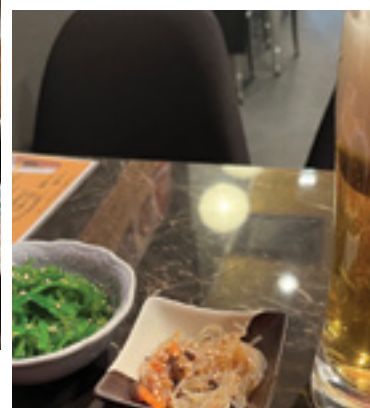
I saw "fans of alcoholic beverages" here and there partaking early in the day. I started to ponder ordering a glass of beer when a female restaurant worker greeted me and said, "We're serving alcohol right now." I quickly accepted the invitation and entered the restaurant "Jinsei Sakaba." What a suitable restaurant name for me, I thought. The worker said, "If you want to enjoy more than one drink, all-you-can-drink is a better deal." I quickly agreed and selected the 1 hour all-you-can-drink option for 980 JPY. First, I ordered draft beer.

The cold beer was delicious after walking around inside the mall.



The food menu listed Chinese style izakaya menu items. I ordered a chilled wakame seaweed salad. My appetite switched on as soon as I took the first bite. I ordered another glass of draft beer, then fried gyoza, Japanese-style omelet with spicy Pollack roe, and fried rice. All menu items were delicious, and the food was served quickly. I got into a lively conversation with the restaurant staff as I ate, and the first hour passed quickly. Of course, I exceeded my time limit and ordered several green tea highballs and shochu highballs.

Two hours of fun passed quickly before I realized it. The food was delicious, the restaurant was comfortable, and the price was economical at this wonderful restaurant. The New Shinbashi Building is home to this excellent restaurant, currently under consideration for redevelopment due to deterioration. Although it would be sad to see this retro and chaotic ambiance close their doors, changes in the local landscape are inevitable in any era, surely, "all that remains of a warriors' dream."■



作為上班族聚集地而聞名的新橋，有許多地方仍保留著濃厚的昭和時代氣息。誰能想到的一個地方就是新新橋大廈。新橋大廈是位於新橋站日比谷口一側的大型綜合大樓，從地下1樓到4樓有許多以上班族為對象的餐廳、禮券店、按摩店等商店。因此，有時也被稱為「大叔大廈」。新橋西口由戰後的黑市演變而來，現在的新新橋大廈建於1971年。復古而混亂的建築內部，長期以來一直被視為上班族的聖地而被喜愛。最近，大規模的新商業大樓拔地而起，其中的時尚商店也頻頻出現在電視上，但建於50多年前的新新橋大廈是不會讓人感覺到新的時尚的建築，卻有一種在其他地方永遠體會不到的感覺，有一種來自昭和時代的安全感。新新橋大廈的地下層有很多酒吧，平日從白天就可以喝酒。我平日休息，有一天休息日，我像一條洄游的魚一樣，在新橋大廈的地下一層漫無目的地閒逛。雖然是白天，但我已經看到幾個士兵在喝酒。看到這裡，我也開始想喝杯啤酒，這時一位女店員對我說：“你可以喝一杯呀”。我就輕鬆地接受了邀

請，直接走進了店裡。店名是「人生酒吧」。正當我想著這個名字適不適合的時候，有人告訴我“如果你想喝幾杯的話，無限暢飲很划算”，所以我就乖乖地選擇了每小時980日元的無限暢飲選項。首先，我點了一杯生啤酒。當我在大樓裡走來走去時，冰鎮的生啤酒味道最好。看菜單，看起來像是以中餐為主的居酒屋。我點了一份清淡的裙帶菜冷開胃菜，當我把它放進嘴裡的那一刻瞬間就開開了。又要了第二杯啤酒，然後依序點了燒餃子、明太子燒雞蛋，和炒飯。一切都很好吃而且上菜很快。途中，我和店裡的工作人員聊得熱鬧，一小時一眨眼就過去了。當然，自然進入了加時。途中不知喝了多少杯綠茶燒酒和燒酒。愉快的兩小時一眨眼就過去了。食物很美味，很舒服，最重要的是很便宜。這是一家有三個拍子很棒的店。如此出色的店所在的新橋大廈已經老化，並且正在討論重建。沒有了復古、混亂的氛圍，會有些傷感，但風景的變化始終是隨時代變遷的。這大概就是「兵士夢想之後」的意思吧。

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 Beer Institute of America - Part 2: Reading the sake label- 第2部分：讀出日本酒標籤

Sake is brewed from yellow koji. The most important part of brewing sake is the brewing methods used – first koji, second yeast, and three-step method.

- 1: polishing rice, washing rice, soaking rice.
Process the ingredients: Polish, wash, and soak the rice.
- 2: Prepare koji: Prepare the koji.
- 3: Yeast starter: Prepare by cultivating quality yeast using steamed rice, koji, and water to brew sake.
- 4: Prepare fermentation-mash: Apply the three-step fermentation method to divide the water, steam the rice, and prepare malted rice in three steps.
- 5: Fermentation (aged fermentation mash)
- 6: Press the mash: Press the aged fermentation mash to leave the sake lees.
- 7: Precipitate the sediments (in fresh new sake): Precipitate the sediments to the bottom and extract the clear sake.
- 8: Filter and pasteurize the sake (heat the sake to sterilize and prevent deterioration in quality)
- 9: Store, mix, and dilute the sake with water (add the mother water and mix with sake)
- 10: Bottle the sake

Sake brewing is a biotechnology that utilizes the functions of microorganisms, maximized by the skills and experiences of brewery workers.■



本酒是用黃麴菌製成的。
製作方法為：一曲、二元（酒母）、三製造。

- 1: 原料處理：糙米拋光、熟成、清洗、浸泡。
- 2: 製麴：製造酒麴。
- 3: 酒母 (Shubo)：為了釀造日本酒，使用蒸米、酒麴，和水培養優質酵母。
- 4: 製作醪 (moromi)：將水、蒸米、酒麴分成三個階段準備 (三階段準備)。
- 5: 發酵 (熟成醪液)。
- 6: 上罐：壓榨成熟的醪液。剩下酒糟。
- 7: 除渣：讓 (新酒) 沉澱，取出透明部分。
- 8: 過濾：巴氏殺菌 (加熱酒以殺菌並防止品質惡化)。
- 9: 儲存、混合、稀釋水 (配製和混合時加準備水)。
- 10: 裝瓶。

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Sake Shochu Spirits Institute of America

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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.



Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, "What's with the exaggeration...? It doesn't really matter."

In this issue, I'd like to pass on to our readers a trick that enhances one's abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let's select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It's best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There's no need to stick with Japanese cuisine, for it's fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it's safe to say the pairing was a "success."■

니혼슈와 음식의 조화

흔히 니혼슈와 음식을 페어링 한다고 하면 '까짓것 그냥 마시면 되지, 유난 떨 필요 있나... 무슨 상관이 있다고' 이런 생각을 할지도 모른다.

오늘은 니혼슈와 음식의 페어링 실력을 향상시킬 수 있는 간단한 팁을 전수해보고자 한다.

우선 각각 성질이 다른 세 가지 브랜드의 니혼슈를 준비해보자. 사실, 성질의 차이는 마셔 보기 전에는 알기 어렵지만, 라벨에 표시된 정보를 활용해

선택해본다.

예를 들어 준마이 다이긴쵸, 도쿠베츠 준마이, 준마이 키모토처럼 원산지가 각각 다른 것을 찾아보자. 아키타, 니가타, 효고 등의 원산지가 있을 것이다. 저렴한 가격대를 자랑하는 미국산 니혼슈도 추천한다.

각기 다른 세 가지 브랜드의 니혼슈는 반드시 같은 형태의 글라스를 사용해서 마셔야 한다. 이 때 온도는 약 3시간 냉장고에 보관하여 화씨55도 정도가 되도록 하는 것이 적당하다. (화이트와

인 글라스를 사용하면 더욱 좋다)

이제 페어링할 음식을 고를 차례다. 음식은 일식에 국한하지 않고 중국 요리, 이탈리아 등(너무 맵거나 마늘 향이 강한 요리는 피할 것)을 시도해 보는 것도 재미있을 것이다.

주의해야 할 점은 술을 마셨을 때 음식과의 조화, 맛의 변화, 페어링한 음식의 냄새 변화, 그리고 뒷맛이다. 함께 했을 때 거슬리는 것 없이 입이 즐겁다면 그것이 '좋은 페어링'이다.



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



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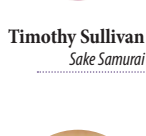
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SAKE CHALLENGE

by Kosuke Kuji 199



Kosuke Kuji

Fifth Generation Brewery Owner
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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

Noto Peninsula Earthquake and Sake Breweries ②

노토반도 지진과 술창고 ②

The damage became apparent as the morning dawned on January 2. A tsunami hit Suzu city, Noto Peninsula. The morning market in Wajima, a renowned tourist spot, burned up in flames.

The footage showed fire damage, eerily reminiscent of fires in the coastal region of Miyagi prefecture, hit by the Great East Japan Earthquake and the Great Hanshin-Awaji Earthquake.

Noto Peninsula is home to eleven

sake breweries, all "partially or completely destroyed."

The sake brewery of a junior classmate from college was "partially destroyed." Nearly eighty percent of the facility was destroyed, far worse than "partially destroyed." However, the "completely destroyed" sake breweries had hardly anything left.

Water was cut off with no electricity or gas.

The frigid winter in the Hokuriku

region in January hit the evacuees hard. Further, many people had returned home to celebrate the New Year on January 1, which means the capacity of the evacuation center could be exceeded.

Sake distilleries store both mash and koji mold on site during the best time of the year to prepare for sake-brewing. All the damage to the mash and koji mold could not be prevented in this situation. ■

1월2일 하룻밤 지나고 나서 피해 상황을 알게 됩니다. 노토반도의 주스시에는 해일이 도래. 유명한 관광지인 와지마의 아침시장은 모두 불길에 휩싸였다. 그 영상은 동일본 대지진 때의 미와기현 연안부의 화재나 한신대지진의 화재를 상기시키는 큰 화재였다. 노토의 술창고는 11개. 그 전부가 「전파」또는 「반파」라는 막대한 피해

를 입었습니다. 나의 대학시절 선배가 운영하는 창고는 「반파」였지만 80% 가까운 건물은 무너지고 도저히 「반파」상황과는 거리가 멀다고 생각했습니다. 하지만 그보다 「전파」창고는 이미 아무것도 없는 정도의 상황이라고 합니다. 단수, 전기도 없고, 가스도 안됨. 그리고 호쿠리쿠의 1월 엄청난 추

위가 피난민을 덮칩니다. 게다가 1월 1일 이라서 정월의 귀성객이 많고 피난소가 캐퍼 오버되어 버린 사태가 벌어졌습니다. 술창고에는 모로미도, 누룩도 있다. 술담그기 가장 좋은 시기입니다. 그것들이 전부 어쩔 수 없는 상태가 되었습니다.

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Rice suitable for sake-brewing determines the fundamental flavor of sake

일본주 맛의 기본을 결정하는 주조호적미란 무엇인가?

Non-glutinous Japonica rice is used to brew sake, also consumed as a staple. Many rice varieties are grown in Japan, all suitable to brew sake. Rice most suitable to brew sake is referred to as “rice suitable for sake-brewing.”

The variety of rice suitable for sake-brewing must satisfy three conditions: Large grain size, white core, and low protein content.

The most representative brands of “rice suitable for sake-brewing” are “Yamadanishiki,” “Gohyakumangoku,” “Miyamanishiki,” “Omachi,” etc. However, the production volume is nowhere close to the volume in demand to brew sake. Rice suitable for sake-brewing is difficult to grow compared to common rice. For example, “Omachi” rice is large in grain size and an excellent variety of rice large in grain size. However, long rice stalks fall over while harvesting, making it difficult to harvest by machine. Therefore, the crop acreage does not increase, with some varieties like Omachi rice decreasing in production volume year by year, which raises the cost. Thus, a significant volume of common rice is also used as sake rice.

The grain size of brown rice varies by variety. The grain weight of 1,000 grains of brown rice uniform in grain size is referred to as “1,000 grain weight.” Rice with grain weight of 25g or greater is notably referred to as “large grain size” compared to common brown rice with grain weight between 20~22g. While rice, large in grain

size, with a white core in the center and a moist appearance is referred to as “large white core rice.” The white core consists of coarse grains of starch. If this core is large, koji mold propagates easily, which grows koji easily in the white core, an important aspect of koji preparation.

Also, water penetrates easily into the core of large white rice grains. Steaming rice hardens the outer grain and softens the inside, which makes the preparation of yeast starter and fermenting-mash easier.

Also, rice contains protein and fat. These components are required to brew sake (for example, umami flavor unique to sake is derived from amino acids created by koji mold breaking down protein). However, an excess amount of these components will compromise the flavor and aroma. Many of these components are contained in the surface layer of rice grains that get polished to brew sake.■

일 본주의 원료로 쓰여지는 쌀은 주식용 쌀 (반미) 과 같이 자포니카 계통의 물로 경작하는 멍쌀에 속한다. 우리나라에서는 많은 품종의 쌀이 재배되는데 그 중 어떤 품종의 쌀로도 일본주를 만들 수는 있지만 그 중에서 술빚기에 적합한 쌀은 「주조호적미」라고 부른다.

주조호적미란 일반 반미에 비해 크기가 크고 (굵은쌀), 하얀 심 부분 (심백) 도 크면서, 단백질 함유량이 적다고 하는 3가지 조건을 만족하는 품종을 말한다.

대표적 품종은「야마다니시키」、「오백만석」、「미야마니시키」、「오마치」등이 있으며, 생산량은 모든 주조수요를 채우기에는 매우 부족하다. 주조호적미는 일반 반미에 비해 재배가 힘든 경우도 있다. 가령 대립종 중에서도 「오마치」는 쌀 알맹이가 크고 우수한 품종이지만 줄기가 길어서 결실기에 쓰러지고, 기계로 자르기 힘든 결점이 있다. 따라서 경작면적은 늘어나지 않고 오마치처럼 해마다 감소하는 품종도 있으며, 가격도 비싸다. 그래서 일반 반미의 상당량이 주미로 사용되는 현상으로 나타난다. 현미쌀의 크기는 품종에 따라 다르다. 가지런히 있는 1000개의 현미쌀 중량을 천립중이라고 하는데, 일반 반미 현미가 20~22g인데 비해, 25g이상의 것을 특별히 「대립미」또는「대립종」이라고 부른다. 또한 그 중에서도 쌀의 중심부 (심백) 가 희고 윤이 나는 것을 「대립심백미」라고한다. 심백은 전분 알맹이가 굵은 부분으로 이것이 굵으면 누룩곰팡이가 번식하기 쉽고, 누룩만들기의 중요한 포인트 중 하나인 파정이 용이해 진다. 주조호적미의 검사기준에서는 심백의 발현율이 80%이상이다. 그 이외, 굵은쌀 심백미는 흡수가 빠르고, 찌면 알갱이 바깥이 단단하고 내부는 부드러워, 소위 외경내연하고 손질이 잘되는 찌쌀이 되기 쉬우며 주모라든지 모로미 속에서 소화성이 좋은 특징도 있다. 또한 쌀에는 단백질이나 지질, 탄분이 포함되어 있다. 이들 성분은 술만드는데 필요(예를들면 일본주 특유의 우마한다)미는 누룩 곰팡이가 단백질을 분해하여 만드는 아미노산에서 유래한다)한데, 너무 많으면 오히려 맛과 향을 잃어버리고 만다. 이런 성분의 대부분은 쌀의 표층부에 들어있어서 술을 빚을 때 반드시 쌀을 정백해야 하지만 쌀의 내부에 쌀내부에 적은 편이 술의 질에 영향이 더욱 적어지는 것이다.





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.

Restaurant Jinsei Sakaba inside the New Shinbashi Building

뉴 신바시빌딩 인생술집

Shinbashi is a renowned business district where many shops line the streets, reminiscent of the Showa era (1926-1989). One venue familiar to many is the New Shinbashi Building, a large multi-tenant shopping mall on the Hibiya-guchi side of Shinbashi Station, occupied from the first basement floor to the fourth floor by many restaurants, a ticket broker, massage parlors, and shops targeting businessmen. Some call it a mall for old men. The Shinbashi Station west exit started as a black market after World War II and evolved until the current New Shinbashi Building was constructed in 1971. The interior of the retro, chaotic mall is long cherished as a mecca for businessmen. Many new commercial buildings were constructed recently to lease retail space to swanky shops featured on TV. The New Shinbashi Building built over fifty years ago offers a heartwarming nostalgic ambiance of the Showa Era, not felt in new stylish buildings. The basement of the New Shinbashi Building is home to many restaurants that serve alcohol during business hours on weekdays. Since I had a day off during the week with nowhere to go on my day off, I walked many rounds inside the basement floor of the New Shinbashi Building like a migratory fish.

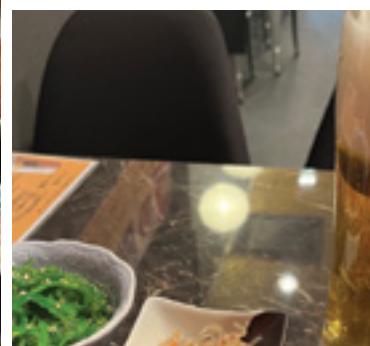
I saw "fans of alcoholic beverages" here and there partaking early in the day. I started to ponder ordering a glass of beer when a female restaurant worker greeted me and said, "We're serving alcohol right now." I quickly accepted the invitation and entered the restaurant "Jinsei Sakaba." What a suitable restaurant name for me, I thought. The worker said, "If you want to enjoy more than one drink, all-you-can-drink is a better deal." I quickly agreed and selected the 1 hour all-you-can-drink option for 980 JPY. First, I ordered draft beer.

The cold beer was delicious after walking around inside the mall.



The food menu listed Chinese style izakaya menu items. I ordered a chilled wakame seaweed salad. My appetite switched on as soon as I took the first bite. I ordered another glass of draft beer, then fried gyoza, Japanese-style omelet with spicy Pollack roe, and fried rice. All menu items were delicious, and the food was served quickly. I got into a lively conversation with the restaurant staff as I ate, and the first hour passed quickly. Of course, I exceeded my time limit and ordered several green tea highballs and shochu highballs.

Two hours of fun passed quickly before I realized it. The food was delicious, the restaurant was comfortable, and the price was economical at this wonderful restaurant. The New Shinbashi Building is home to this excellent restaurant, currently under consideration for redevelopment due to deterioration. Although it would be sad to see this retro and chaotic ambiance close their doors, changes in the local landscape are inevitable in any era, surely, "all that remains of a warriors' dream."■



샐러리맨의 거리로 유명한 신바시에는 쇼와의 분위기를 진하게 남긴 장소가 많이 있다. 누구나 생각할 수 있는 장소 중 하나가 뉴 신바시 빌딩일 것이다. 뉴신바시 빌딩은 신바시역 히비야구치 쪽에 있는 대규모 상가건물로 지하1층부터 4층까지는 음식점이나 금권숍이나 마사지가게등 샐러리맨을 타겟으로한 가게가 많다. 그래서 오야지빌딩이라고 불리기도 한다. 신바시 서쪽 출구는 전쟁후 야미시에서 발전해서 현재의 뉴 신바시 빌딩이 1971년에 세워졌다. 복고풍의 카오스한 빌딩 내부는 샐러리맨의 성지로서 오랜기간 사랑받고 있다. 최근에는 대규모 상업빌딩이 새로 건설되어 그 곳에 들어가는 멋진 가게들이 텔레비전등에 보여지고 있는데 건설한지 50년 이상 지난 뉴신바시 빌딩에는 새로지는 멋진 빌딩에서는 결코 느낄 수 없는 편안한 쇼와의 안정감이 있다. 그런 뉴신바시 빌딩 지하에는 평일 점심시간 부터 술을 마실 수 있는 곳이 많다. 평일이 휴일인 나 어떤 날인가 뉴신바시 빌딩 지하1층을 회유어 처럼 빙빙 돌아보고 있었다. 점심시간 이지만 벌써 술을 마시고 있는 병사들을 하나 둘 씩 볼 수 있었다. 그 모습을 보고 나도 맥주 한잔 이라도 마셔볼까 하고 생각이 들때 여성 점원 한

명으로부터 「술 마실 수 있어요」라는 말을 듣고, 아주 간단하게 권유에 따라 가게 안으로 들어갔다. 가게이름은 【인생주장】. 지금의 나에게 딱 맞는 상호이자 않은가 라고 생각하면서 「만약 몇잔 마신다면 무제한으로 마시는게 낫습니다」라고 해서 솔직히 1시간 980엔 무제한 마시기를 골랐다. 우선, 생맥주를 주문. 빌딩안을 걸어서 돌아다녔기 때문에 차가운 생맥주가 가장 맛있다. 메뉴를 보니 중화요리 중심의 이자카야 느낌이 었다. 가볍게 미역냉채를 부탁하고 있는데 넣는 순간 스위치가 켜졌다. 다른 맥주를 주문하고 군만두와 명란냉은 계란구이랑 볶음밥을 차례로 주문하고. 뭘 먹어도 맛있고 빠르게 가져다 준다. 중간에 가게 사람과도 이야기를 나누느라 순식간에 1시간이 끝났다. 하지만 당연히 연장전에 돌입. 도중에 녹차하이나 츄하이를 몇잔 마셨을까. 어느새 즐거운 2시간이 지나버렸다. 요리가 맛있고 분위기 좋고 뭐니뭐니해도 값이 싸다. 3박자를 갖춘 멋진 가게였다. 그런 멋진 곳이 있는 뉴신바시 빌딩은 노후화 때문에 재개발의 이야기가 나오는 듯하다. 레토르하고 카오스한 분위기가 사라지는 쓸쓸함도 있지만 풍경의 변화는 어느 시대에도 있는 것이다. 진정 「병사(츠와모노)들의 꿈의 뒷자락」이란 이런 것이겠지.

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NPO法人**

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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 Beer Institute of America - Part 2: Reading the sake label- 2편:일본주의 라벨을 읽다

Sake is brewed from yellow koji. The most important part of brewing sake is the brewing methods used – first koji, second yeast, and three-step method.

- 1: polishing rice, washing rice, soaking rice.
Process the ingredients: Polish, wash, and soak the rice.
- 2: Prepare koji: Prepare the koji.
- 3: Yeast starter: Prepare by cultivating quality yeast using steamed rice, koji, and water to brew sake.
- 4: Prepare fermentation-mash: Apply the three-step fermentation method to divide the water, steam the rice, and prepare malted rice in three steps.
- 5: Fermentation (aged fermentation mash)
- 6: Press the mash: Press the aged fermentation mash to leave the sake lees.
- 7: Precipitate the sediments (in fresh new sake): Precipitate the sediments to the bottom and extract the clear sake.
- 8: Filter and pasteurize the sake (heat the sake to sterilize and prevent deterioration in quality)
- 9: Store, mix, and dilute the sake with water (add the mother water and mix with sake)
- 10: Bottle the sake

Sake brewing is a biotechnology that utilizes the functions of microorganisms, maximized by the skills and experiences of brewery workers.■

일 본주는 황국균을 이용해서 만듭니다. 만드는 법은, 가장 중요한점, 첫째 누룩, 둘째 효모, 셋째 만들기

- 1: 원료처리, 현미를 정미함, 재워두기, 쌀씻기, 담그기
- 2: 누룩 만들기 누룩을 만드는 일
- 3: 주모 (슈보) 일본주 제조 위해, 찐 쌀, 누룩, 물을 사용해서 좋은 효모를 배양한 것
- 4: 전국 (모로미) 만들기, 물, 찐쌀, 누룩쌀을 삼단으로 나누어 담그기 (3단 빚기)
- 5: 발효 (숙성모로미)
- 6: 상조 (조오소) 숙성된 모로미를 짜낸다. 술지게미가 남는다.
- 7: 앙금뽑기 (신주) 앙금을 침전시켜 맑은 부분 제거한다.
- 8: 여과 끓이기 (살균과 품질저하를 막기위해 술을 가열함)
- 9: 저장, 조합, 활수 (담금물을 더해서 술을 조합한다).
- 10: 병담기

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EL AÑO 2013

La Cocina Tradicional Japonesa a sido declarada
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**Sake Tradicional
Terremoto de la península de Noto y
destilerías de sake ② P45**


**El arroz adecuado para la elaboración de sake
determina el sabor fundamental del sake . P46**






**Paseando por Tokyo Jizake
Restaurante Jinsei Sakaba dentro del nuevo
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by Kosuke Kuji 199



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

Noto Peninsula Earthquake and Sake Breweries ②

Los daños se hicieron evidentes al amanecer del 2 de enero. Un tsunami azotó la ciudad de Suzu, en la península de Noto. El mercado matutino de Wajima, un conocido lugar turístico, ardió en llamas.

Las imágenes mostraban daños por incendio, que recuerdan inquietantemente a los incendios en la región costera de la prefectura de Miyagi, afectada por el Gran Terremoto del Este de Japón y el Gran Terremoto de Hanshin-Awaji.

La península de Noto alberga once destilerías de sake, todas "parcial o completamente destruidas".

La destilería de sake de un compañero de la universidad quedó "parcialmente destruida". Casi el ochenta por ciento de las instalaciones, mucho peor que decir "parcialmente destruida". Sin embargo, a las destilerías de sake

"completamente destruidas" ya casi no les quedaba nada.

Se cortó el agua y no había electricidad ni gas.

El gélido invierno que azotó en enero la región de Hokuriku afectó duramente a los evacuados.

Además, muchas personas regresaron a casa para celebrar el Año Nuevo el 1 de enero, lo que significa que la capacidad del centro de evacuación podría haber sido superada.

Las destilerías de sake almacenan puré y moho koji en el lugar durante la mejor época del año para prepararse para la elaboración de sake. En esta situación no se pudo evitar todo el daño al puré y al moho koji.



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El arroz japonica no glutinoso se utiliza para preparar sake y también se consume como alimento básico. En Japón se cultivan muchas variedades de arroz, todas ellas calificadas para preparar sake. El arroz más adecuado se denomina “arroz apto para preparar sake”.

La variedad de arroz adecuada para la elaboración de sake debe cumplir tres condiciones: tamaño de grano grande, núcleo blanco y bajo contenido de proteínas.

Las marcas más representativas de “arroz apto para la elaboración de sake” son “Yamadanishiki”, “Gohyakumangoku”, “Miyamanishiki”, “Omachi”, etc. Sin embargo, el volumen de producción no se acerca al volumen de la demanda para elaborar sake. El arroz apto para la elaboración de sake es difícil de cultivar en comparación con el arroz común. Por ejemplo, el arroz “Omachi” tiene un tamaño de grano grande y una excelente

variedad de arroz. Sin embargo, los largos tallos del arroz se caen durante la cosecha, lo que dificulta la recolección con máquina. Por lo tanto, la superficie de cultivo no aumenta, y algunas variedades como el arroz Omachi disminuyen su volumen de producción año tras año, lo que eleva el costo. Así, un volumen importante de arroz común también se utiliza como arroz para sake.

El tamaño del grano del arroz integral varía según la variedad. El peso de grano de 1000 granos de arroz integral de tamaño uniforme se denomina “peso de 1000 granos”. El arroz con un peso de grano de 25 g. más, se conoce como “grano grande” en comparación con el arroz integral común con un peso de grano entre 20 y 22 g. Mientras que el arroz, de tamaño de grano grande, con un núcleo blanco en el centro y una apariencia húmeda, se denomina “arroz de núcleo blanco grande”. El núcleo blanco está formado por granos gruesos de almidón. Si este núcleo es grande, el

moho koji se propaga fácilmente, lo que hace que el koji crezca fácilmente en el núcleo blanco, un aspecto importante de la preparación del koji.

Además, el agua penetra fácilmente en el centro de los grandes granos de arroz blanco. El arroz al vapor endurece el grano exterior y ablanda el interior, lo que facilita la preparación del iniciador de levadura y del puré de fermentación.

Además, el arroz contiene proteínas y grasas. Estos componentes son necesarios para preparar sake (por ejemplo, el sabor umami exclusivo del sake se deriva de los aminoácidos creados por el moho koji que descompone las proteínas). Sin embargo, una cantidad excesiva de estos componentes comprometerá el sabor y el aroma. Muchos de estos componentes están contenidos en la capa superficial de los granos de arroz que se pulen para preparar sake.





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.

Restaurante Jinsei Sakaba dentro del nuevo edificio Shinbashi



Shinbashi es un renombrado distrito de negocios donde muchas tiendas se alinean en las calles, que recuerdan a la era Showa (1926-1989). Un lugar familiar para muchos es el Nuevo Edificio Shinbashi, un gran centro comercial con múltiples inquilinos en el lado Hibiya-guchi de la estación Shinbashi. Ocupada desde el primer sótano hasta el cuarto piso por muchos restaurantes, un corredor de boletos, salones de masajes y tiendas dirigidas a hombres de negocios. Algunos lo llaman un centro comercial para ancianos. La salida oeste de la estación Shinbashi comenzó como un mercado negro después de la Segunda Guerra Mundial, evolucionó hasta que se construyó el actual nuevo edificio Shinbashi en 1971.

El interior del centro

comercial retro y caótico es apreciado desde hace mucho tiempo como la meca de los hombres de negocios. Recientemente se construyeron muchos edificios comerciales nuevos para alquilar espacio comercial a tiendas elegantes que aparecen en la televisión. El nuevo edificio Shinbashi, construido hace más de cincuenta años, ofrece un ambiente nostálgico y reconfortante que proviene de la era Showa, que no se siente en los edificios nuevos y elegantes. El sótano del nuevo edificio Shinbashi alberga muchos restaurantes que sirven alcohol durante el horario comercial de lunes a viernes. Ya que tenía un día libre entre semana y no tenía dónde ir caminé muchas vueltas dentro del sótano del nuevo edificio Shinbashi como un pez migratorio.

Vi a "fanáticos de las bebidas alcohólicas" aquí y allá, participando temprano en el día empecé a pedir un vaso de cerveza cuando una trabajadora del restaurante me saludó y dijo: "Estamos sirviendo alcohol ahora mismo". Acepté rápidamente la invitación y entré al restaurante "Jinsei Sakaba". Qué nombre de restaurante más adecuado para mí, pensé. El trabajador dijo: "Si quieres disfrutar de más de una bebida, barra libre es una mejor oferta". Acepté y seleccioné la opción de bebida libre de 1 hora por 980 JPY. Primero pedí cerveza de barril, la cerveza fría estaba deliciosa después de caminar por el interior del centro comercial.

La lista de comida incluía elementos del menú izakaya al estilo chino. Pedí una ensalada fría de algas wakame. Mi apetito se abrió tan pronto como tomé

el primer bocado, pedí otro vaso de cerveza de barril, luego gyoza frita, tortilla al estilo japonés con abadejo picante, huevos y arroz frito. Todos los elementos del menú estaban deliciosos y la comida se sirvió rápidamente. Entré en una animada conversación con el personal del restaurante mientras comía y por supuesto, excedí mi límite de tiempo y ordené varios tragos de té verde y tragos de shochu.

Dos horas de diversión pasaron rápidamente antes de que me diera cuenta. La comida estaba deliciosa.

El restaurante era cómodo y el precio era económico en este maravilloso lugar. El nuevo edificio Shinbashi alberga este excelente restaurante, actualmente bajo consideración para su remodelación debido al deterioro. Aunque sería triste ver que este ambiente retro y caótico cerrara sus puertas. Los cambios en el paisaje local son inevitables en cualquier época, seguramente, "todo lo que queda del sueño de un guerrero".

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米国酒焼酎蒸留酒研究所

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

Instituto de la Cerveza Sake Shochu de América Parte 2: Leer la etiqueta del sake

El sake se elabora con koji amarillo. La parte más importante de la elaboración de sake son los métodos de elaboración utilizados: primero koji, segundo con levadura y método de tres pasos.

1: Procesar los ingredientes: pulir, lavar y remojar el arroz.

2: Preparar koji: Preparar el koji.

3: Iniciador de levadura: Prepárelo cultivando levadura de calidad usando arroz al vapor, koji y agua para preparar sake.

4: Prepare el puré de fermentación: aplique el método de fermentación de tres pasos para dividir el agua, cocinar el arroz al vapor y preparar arroz malteado en tres pasos.

5: Fermentación (puré de fermentación añejo).

6: Exprimir el puré: Exprimir el puré de fermentación envejecido, para dejar los restos del sake.

7: Asentar los sedimentos (en sake nuevo y fresco): Asentar los sedimentos en el fondo y extraer el sake claro.

8: Filtrar y pasteurizar el sake (calentar el sake para esterilizarlo y evitar el deterioro de la calidad).

9: Almacene, mezcle y diluya el sake con agua (agregue el agua madre y mezcle con sake).

10: Embotella el sake.

La elaboración de sake es una biotecnología que utiliza las funciones de los microorganismos, maximizadas por las habilidades y experiencias de los trabajadores de las destilerías.

