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June 2024 Vol. 33 No. 307 \$5.00 www.alljapannews.com

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**ミヤコ・オリエンタルフーズ
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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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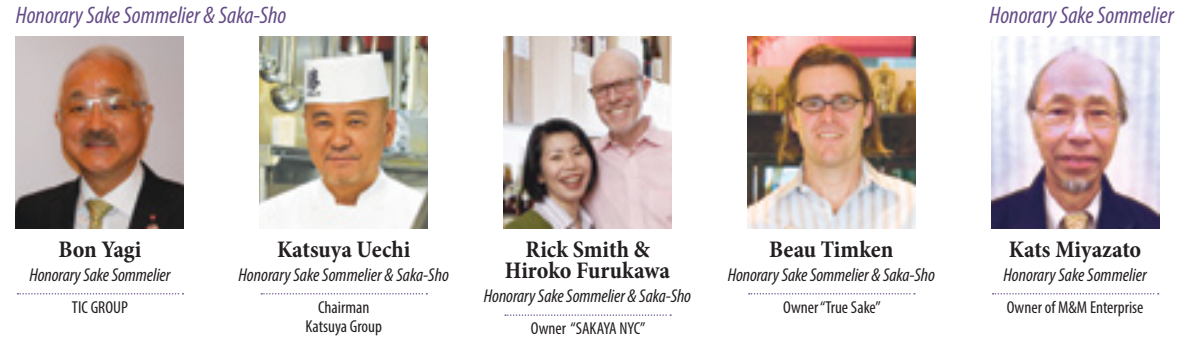
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Yuji Matsumoto
Master Sake Sommelier
Finalist of the 2nd World Sake Sommelier Competition.
Graduated from Keio University Faculty of Law, Department of Political Science. Worked for Nomura Securities for 10 years. Former president of California Sushi Academy Former chief of planning dept. at Mutual Trading.



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



Sharing the greatness of Sake with our Customers

Even if it is good tasting, if you're not able to relay that, customers will not try it. Also, if the timing to relay the information and contents are not sufficient, this will not lead to sales. We like to talk about how we can relay the appeal of sake to customers with the right timing and ideal content that will lead to sales.

Who are we relaying the information to?

Are you providing sufficient training separately for chefs, servers,

and bartenders? Just by giving a little taste, there is absolutely no way you can explain the fineness of sake to customers. You need to make them thoroughly understand why a particular sake is delicious. Also, you can only understand 10% of the fineness of the sake if you drink it as a single item, so you definitely need to make them try the sake with the right dish.

Timing

We certainly feel that instead of a server asking "What would you like to have?" when taking a drink order from

a customer, change it to "How would you like a cold, very delicious glass of sake?" It will make a big difference when you ask this.

Content we are relaying

For example, "Would you like to try AAA brand of Niigata which is dry and refreshing?" or

"Would you like to try BBB brand of Akita which has the fullness that goes well with teriyaki etc?" etc, to think of sales talk that is easy for customers to understand and to make them want to try.■

日本酒の素晴らしさを伝える

どんな美味しいものでも、それを伝えなければ顧客は試さない。また、その情報を伝達するタイミングや内容が適切でなければ、これも販売につながらない。では、どのようなタイミングで適切に日本酒の魅力を顧客に伝え、販売につなげるかを考えてみたい。

伝える人は誰なのか

板前、サーバー、バーテンダーなりに

適切なトレーニングをしているか。単に少し飲ませただけでは、絶対に日本酒の良さを顧客に説明できないはず。なぜ、この酒は、美味しいのかをしっかりと勉強させること。また、単独で飲んだだけでは、一割もその酒の良さが理解できないので、必ず料理と合わせ試飲をさせること。

タイミング

やはり、サーバーがドリンクオーダー

を取る時に顧客に「お飲み物をいかがいたしましょうか?」という一言を、「冷えたとても美味しい日本酒は、いかがですか?」と変えてみる。この一言で大きな違いが生まれる。

伝える内容

たとえば、ドライですっきりしていてもスシに合う新潟のAAA銘柄はいかがでしょうか?または、照り焼きなどに合うボディがある秋田のBBB銘柄はいかがでしょうか?など、お客に分かりやすく、トライしてみたいセルストークを考える。

向顧客傳達清酒の美妙

即使是何等的美酒，如果顧客不獲知悉，就不會嘗試。而且，如果傳達信息的時機和內容並不合適，亦不能成功作出銷售。那麼，請思考一下在甚麼時機適切地為顧客傳達清酒的魅力會帶來成功的銷售。

由誰傳達

是否以「板前(日式料理廚師)」、服務員或調酒師身份進行了適當的培訓?單純提供試飲，並無法向顧客解釋清酒

的優點。請確保顧客已清楚了解這種酒為何美味。另外，單獨喝酒，即使是酒的一成優點亦無法理解；故請配合料理提供試飲。

時機

當服務員聽取飲料訂單時，嘗試將詢問顧客的問題由「請問已決定好飲料了嗎?」更改為「請問要嘗試一下冰涼可口的清酒嗎?」。這句話將會引發重大變化。

傳達內容

考慮一些易於令客戶理解和嘗試的銷售談話。例如「要嘗試干型，與壽司非常匹配的新潟市AAA品牌嗎?」或是「要嘗試酒體飽滿，與照燒等非常匹配的秋田BBB品牌嗎?」等。

고객에게 니혼슈(일본술)의 훌륭함을 전하다

아무리 좋은 것이라도 알리지 않는다면 고객은 시도하지 않습니다. 게다가 그 정보를 전달하는 타이밍과 내용이 적절하지 않다면 판매로 이어지지 않습니다. 그렇다면 어떤 타이밍에 적절하게 니혼슈(일본술)의 매력을 고객에게 전달하여 판매로 연결해나가는 게 좋을지 생각해봅시다.

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마셔서는 그 술의 장점을 전혀 이해할 수 없으므로 반드시 음식과 함께 시음하게 할 것.

타이밍

서버가 주문을 받을 때 고객에게 하는 "술은 어떻게 하시겠습니까?" 이 한마디를 "정말 맛있는 시원한 니혼슈 한잔 어떻습니까?"로 바꿔 볼 것. 이 한마디로 인해 큰 변화가 생길 것입니다.

고객에게 전달할 내용

예를 들어, 드라이하고 깔끔한 맛이 있어 초밥과 아주 잘 어울리는 니가타AAA 등급은 어떻습니까? 또는 구이요리에 잘 어울리는 바다감 있는 아키타 BBB는 어떻습니까? 등등 고객이 이해하기 쉽고 시도해보고 싶어할 만한 세일즈 토크를 고안해보면 좋을 것입니다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 200



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 ③

能登半島沖地震と酒蔵③

Every sake brewery prepares sake mash in January, the best season to brew sake. Unfortunately, sake breweries destroyed by a shindo (seismic intensity) 7 (MJMA7.6, Mw7.5) earthquake on the Japan Meteorological Agency (JMA) Seismic Intensity Scale were left with no means to preserve their sake mash.

Sake mash contains live microorganisms. Shata Shuzo Co., Ltd. (Shiraishi city, Ishikawa prefecture), producer of "Tengumai" sake, was also evacuated due to the earthquake, yet led a mission to recover sake mash in Noto Peninsula to preserve and squeeze

the sake mash in another brewery of Ishikawa prefecture. Shata Shuzo was also evacuated, although the damage sustained was not as serious compared to the destruction in Noto Peninsula. Still, the conviction and willingness of one sake brewery to help another sake brewery in times of distress, and the tight bond shared between sake breweries in the Hokuriku region were deeply moving to witness and filled my heart with enormous respect for everyone involved in the recovery effort.

Despite the serious risks associated with entering a destroyed brewery, such risks were disregarded to recover

as much sake mash as possible, relocate the mash to a brewery with minor damage, and squeeze the sake mash to brew sake.

Special tax provisions for natural disasters were filed immediately with both public and private support to recover as much sake mash as possible from Noto Peninsula.

The miracle sake mash that survived the earthquake and the miracle sake brewed from this miraculously saved sake mash will no doubt play a vital role in future reconstruction efforts. ■

1月の酒蔵でもろみの無い蔵などありません。それほど造りに最高の季節なのです。そこに震度7の地震が起きて、建物が倒壊したら、もうもろみはどうする事も出来ません。

もろみは生きています。このもろみを何とか救出して同じ石川県内の蔵でしぼれないか、同じく被災している石川県白山市の天狗舞さんを中心に、能登の蔵の

もろみ救出作戦がはじまりました。被害の深刻さは能登ほどでは無いにせよ、それでも同じ被災者の蔵元です。それなのに人の蔵のために動ける北陸の蔵の絆と強い心と魂に心から敬意を持ちました。

倒壊した蔵に入るのはとても危ないのに、その危険を顧みず、救えるもろみを出来るだけ救い出して、被害の少ない蔵に移動してしぼり酒にする。

災害の特例でなければ出来ない税務上の処置もすぐに出て、官民で支援して、能登の蔵のもろみは全部ではありませんが救われたものも多くありました。

震災から生き残った奇跡のもろみ、奇跡の酒。これが、この後の復興に大きな力をくれるはずですよ。

日本酒 百味百題

All-season Sake Brewing 四季醸造とは

Currently, all major sake manufacturers produce sake in plants equipped with these facilities. Since the mid-to-late Edo Era (1603 ~ 1868), sake was mostly produced during the winter season, ever since the custom of “traditional sake brewed only in the winter” was established in Itami and Nada. This is because the temperature to ferment mash and the suppression of bacteria from proliferation was more easily managed during the winter season.

Traditional sake production still practiced in various sake breweries to this day is brewed using sake-brewing methods applied during the winter sake production season. However, as sake production became rapidly modernized during the Meiji Era (1868 ~ 1912), research started to continue stable sake production throughout all four seasons. Attempt to produce all-season sake brewing started towards the end of the Taisho Era (1912 ~ 1926), and already made practical in Hawaii, even before the war. However, all-season sake brewing during this era was done using traditional brewing methods as is, with sake production possible only four or five times a year.

Major developments towards all-season sake brewing started after World War II, when various devices started to be introduced into the sake production process.

As sake-brewing facilities became more mechanized, the need to increase both the mechanical operational rate and productivity became apparent. Therefore, automated all-season sake brewing with mechanized brewing process became urgent; and year-round, large-scale sake production started in 1965. During the midst of a high economic growth period from 1955 to

1965, many breweries started to significantly mechanize their brewing facilities. Major sake manufacturers competed to construct all-season sake brewing, drastically increasing production capabilities.

To make all-season sake brewing possible, the same sake production environment as the winter season that is operational year-round must be constructed within the plant. These plants are equipped with air conditioning facilities that use freezers to maintain low-temperatures suitable for sake production. During the summer season, with high temperatures and humidity, dehumidifying the air, eliminating bacteria, and sterilization is necessary in addition to cooling the temperature due to concern for contamination from the outside air. All-season sake brewing is possible in much greater volumes, and labor is also made more efficient. Especially in recent years, automated operations advanced to management controlled by computers, enabling sake production without master sake brewers or other skilled sake production workers, eliminating the tasks handled by overnight and holiday workers. ■

時期はずっと冬季が主体だった。冬の寒い時期のほうがもろみの温度管理がしやすいし、雑菌の繁殖も抑えやすい。現在も各地の酒蔵で続いている伝統的な酒造りは、すべて寒造りの酒造法で行なわれているとあってよい。しかし、明治に入って日本酒造りが急速に近代化するとともに、四季を通じて安定した酒造りを可能にするための研究が行なわれるようになった。四季醸造の試みは大正の末頃から始められ、ハワイでは戦前から実用化されていた。しかし、この時代の四季醸造は伝統的な醸造方法のままで、年に4、5回ほど酒造りが行なえるというだけの程度でしかなかった。

本格的な四季醸造に向けての動きが始まったのは、酒造工程にさまざまな機械が導入されるようになった戦後のことである。

酒造工場の機械化が進むにつれて、機械の稼働率を高め生産性を上げる必要が出てきた。そのため、製造工程を機械によって自動化した四季醸造の実現が急務になり、昭和35年に初の本格的な四季醸造蔵が誕生した。30年代後半から40年にかけては高度経済成長期の真っ只中であり、多くの酒蔵で設備の機械化が大幅に進んだ時代である。大手酒造メーカーは競って四季醸造蔵の建設を進め、生産能力は飛躍的に増大した。四季醸造を可能にするためには、まず年間を通して工場内に冬季と同様の環境をつくり出さなければならない。酒造りに適した低温を保つため、このような工場では冷凍機を用いた空調設備を備えているが、高温多湿の夏季には外気からの雑菌混入の恐れがあるから、冷却すると同時に、空気の除湿、除菌・滅菌も行なう必要がある。四季醸造は大幅な増産を可能にしただけでなく、労働面での合理化にも大きく寄与した。とくに近年はコンピューター制御による自動化が進み、杜氏など熟練酒造技術者なしでの酒造りや、夜間・休日の人手による業務の廃止などを実現している。

◆ ◆ ◆
年間を通じて酒造りをできるように設備された酒造工場のことを、「四季醸造」または「四季醸造蔵」(略して「四季蔵」とも)という。また、四季を通じて酒の醸造を行なうことも、同じく四季醸造という。現在、大手酒造メーカーはすべて、この設備を擁する工場で生産を行なっている。江戸時代の中期から後期にかけて、当時の酒の主産地であった伊丹、灘で「寒造り」が完成されて以来、日本酒の醸造

A sake brewing plant equipped to produce sake year-round is called “all-season sake brewing,” or “all season sake brewery.” Also, the production of sake year-round during all four seasons is also referred to as “all season sake brewing”.

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake. Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

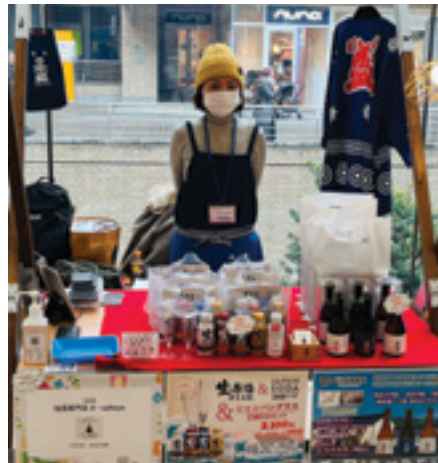
The Daikanyama Shopping District

The 代官山商店

With spring fast approaching at the end of March, an event titled “The Daikanyama Shop Association” featured many shops selling niche merchandise at “Daikanyama Address 17dixsept” in Shibuya district, a shopping center located right next to the Daikanyama Station. Our shop selling local sake was also invited and participated for two days during a weekend. The “Daikanyama Address 17dixsept” is a shopping zone located inside an urban shopping complex, consisting of a 36-floor tower above ground on the site of the former Dojunkai Daikanyama Apartment, a housing complex consisting of approximately 500 homes, the Daikanyama Sports Plaza, etc.

Dix-sept translates to seventeen in French, named after their lot number 17 in the Daikanyama district. Four shops lined up in a shared space on the facility premises and sold merchandise not usually sold by the tenants to take a new approach to customers who utilize the facility.

Retailers that participated for two days consisted of my local sake shop, an Asian variety store, a flower shop, a vegan shop on one day, and a specialty gift shop the next. It was rumored that the timing the cherry blossoms will bloom could be announced early in the week of the event, and the weather was forecast to be sunny for cherry blossom viewing. Since Daikanyama is close to Meguro River, a renowned spot to view cherry blossoms, my shop narrowed down our merchandise to only two sake sets for flower viewing – a set of five aluminum cans of Nihon-sakari sake with plastic champagne glasses and a three-sampler Nagatorogura sake set. Unfortunately, the rumored announcement on the timing the cherry blossoms would bloom never occurred, ultimately announced two weeks after the event. Not only did the cherry blossoms not bloom during the weekend of



the event, but it also rained with low turnout, both significantly contrary to expectations. Other shops near each other welcomed regulars from other shops. My shop also benefited from their customers since most of the sake sets I prepared sold, and the weekend ended with decent sales.

I had many takeaways from my first attempt at selling merchandise in the chic Daikanyama shopping complex. Staff members shopped at each other’s shops, and I also became friendly with the shop owners. My onsite pop-up shop was personally a fruitful experience. If I was to be greedy however, I think the facility needs to think of ways to enliven the event. Eventually, I think lining up sake breweries to organize “The Daikanyama Sake Shopping District” would be an interesting idea if I’m asked to participate again.■

春の訪れがもうすぐそこまで来ている3月の終わりに、代官山の駅のすぐ側にある商業施設「代官山アドレス・ディセ」にて「The 代官山商店」と銘打った渋谷区のニッチな物販店を集めたイベントが開催された。地酒を販売する当店にも声がかかり、土日の二日間参加することとなった。代官山アドレス・ディセは旧同潤会代官山アパートの跡地に建設された代官山アドレスという地上36階建のタワーを始めとする約500戸の集合住宅とショッピングゾーンや渋谷区代官山スポーツプラザなどから構成される都市型複合施設の中のショッピングゾーンのことである。ディセとはフランス語で17の意味らしく、代官山の17番地にあることから名づけられたとのこと。その施設内の共用スペースに4店舗並べ、日頃のテナントとは違う販売をすることで、施設を利用する人々に新たなアプローチをしたいといったイベントの様であった。

二日間出店するのは地酒販売の当店

と、アジア雑貨、フラワーショップ、日替わりでビーガンショップとセレクトギフトショップであった。イベントの週の前半に桜の開花宣言が出るとか出ないとかで、週末はお花見日和との情報があり、代官山という立地上、花見の有名スポット目黒川も近いことから、当店は完全に販売商品をお花見セットに絞り、日本盛のボトル缶5本セットにプラスチックグラス付きと長瀨蔵の3種飲み比べセットの2アイテムのみに特化し販売を行なった。しかし、蓋を開けてみると開花宣言予測は大きく外れ、週末になっても宣言が出る事は無く、結果開花宣言が出たのは2週間後であった。

イベント当日に桜が咲いていないだけでなく、2日間雨が降り、施設の来店客数も少なく、大きく予想を外すこととなった。他店は元々の店舗が近隣ということもあり、常連客らしき人達が来ていたので、その流れに便乗させていただく形となったが、用意していた酒は殆ど売れ、結果オーライで二日間を終えることが出来た。渋谷の端っこからオシャレな代官山への初チャレンジで、学びも多く、店舗間での買い物もあり、他店のオーナーとも仲良くなり、個人的には意味のある出張出店だったが、欲を言えばもっと盛り上がる為に、施設側の打ち出し方を考える必要があると感じた。いつかは酒蔵を並べた「The 代官山日本酒商店」なども面白いのではないかなと思う。まあ、次回以降も声がかかればの願いのだが。

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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

The history of sake is said to have started when rice farming became widespread during the Yayoi period (400 BC~300 AD) and produced rice. Earthenware from the Jomon Period (14,000 BC~1,000 BC) excavated from the mountains of Nagano prefecture in 1956 contained wild grape seeds, indicating wine was the first beverage consumed in ancient Japan, not sake. Sake brewing started between the 5th~10th century BC during the Yayoi period (400 BC to 300 AD), when rice farming was adapted. Sake during this time was produced by chewing rice in the mouth, returning the chewed rice into a vessel, then fermenting the chewed rice, a method called "kuchikami sake" ("mouth-chewed sake").

Also, sake brewing is said to have started as a task performed by shrine maidens. Kuchikami sake produced during this period is thought to be the origin of the current sake brewing process. Kuchikami sake is produced by chewing starchy food (like rice or grain) in the mouth to generate saliva. Amylase enzyme in the saliva converts starch into sugar, and wild yeast ferments the sugar to produce alcohol. As rice farming became widespread, rice is offered to deities as an expression of gratitude for the rice harvested each year. I also received some leftover sake served as an offering for rice harvested this year.

Although the tradition of kuchikami sake is no longer practiced in Japan, this tradition remained in Okinawa until Awamori became popular. ■

日本酒の歴史は、弥生時代から稲作が軌道にのり、お米が出来て始まったと言われていたが、1956年に長野県の山の中から縄文時代の土器が出土した。その中には山葡萄の種が入っていて、日本で最初に飲まれていたのは日本酒ではなく、ワインだったらしいことが分かった。日本酒造りが始まったのは、稲作が伝来した弥生時代の紀元前5-10世紀で、この頃のお酒はお米を口に入れ嚙んだものを一度容器に移し、そのお米を発酵させて造っていた。この方法で造られたお酒を「口嚙み酒」と言う。また、酒造りは巫女の仕事として始まったのではないかとされてる。

この頃に作られていた口嚙み酒は、現在の日本酒の起源にもなったと考えられているが、お酒が出来る原理は、デンプンを持つ食物を口に入れて嚙むことで、唾液中のアミラーゼがデンプンを糖化させ、野生酵母が糖を発酵させることでアルコールが生まれる。

稲作が発展し今年も米ができたことを感謝し、神に献上し、そのおこぼれをいただいた。

現在では、口嚙み酒の文化は日本では残っていないが、沖縄では泡盛が普及するまで口嚙み酒が残っていたようだ。

8th

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Producing miso in the U.S. for 48 years to popularize Japanese cuisine

Interview with Teruo Shimizu, Miyako Oriental Foods, Inc.

-Striving to further popularize Japanese cuisine from the U.S. worldwide-

米国で味噌を造り続けて48年、日本食文化の普及を目指す
ミヤコ・オリエンタルフーズ 清水 照雄氏インタビュー

—米国から世界へ、更なる日本食文化の普及を目指す—

Los Angeles-based “Miyako Oriental Foods, Inc.” is the first commercial authentic Japanese miso producer in the U.S., founded in January 1976 to produce miso of the highest quality and promote healthy food products worldwide. Miso production in the dry California weather was no easy feat as dry weather is not suitable to control humidity, important to grow koji. However, Miyako Oriental Foods’ excellent product development strategy and thorough tests revealed high quality miso still produced to date.

Fastidious in producing the highest quality of miso, Miyako Oriental Foods uses only organic soybeans for their products. Even after relocating to Baldwin Park, Calif., to expand their business in 1982, Miyako Oriental Foods continues to produce miso paste and authentic Japanese sauces and even share their expertise with chefs and companies dependent on Japanese food ingredients. Their products, sold widely in all regions across North America, are also shipped to many nations and regions, such as Europe.

Teruo Shimizu of Miyako Oriental Foods, Inc., appointed Japanese Cuisine Goodwill Ambassador to further popularize Japanese cuisine

The Ministry of Agriculture, Forestry and Fisheries, the Ministry of Foreign Affairs, and various Ministries jointly nominate Japanese Cuisine Goodwill Ambassadors from Japanese food industry professionals actively introducing Japanese foods and culture overseas to help increase Japanese agricultural, forestry, fisheries, and food products. Since joining Miyako Oriental Foods, Inc. in 1977, Shimizu is consistently dedicated to the production, sales, and popularization of miso, Japanese seasonings such as condiments such as “Yuzu-it” (Yuzu zest and chili peppers), and sauces.

Shimizu especially contributed significantly to the increased familiarity of miso in the U.S. as his activities continue to expand across Europe. Shimizu focused on the fact many miso products produced in Japan do not satisfy the European food safety



Teruo Shimizu, President, Miyako Oriental Foods Inc

standards, thus actively participates in trade shows and trade fairs to sell miso produced by Miyako Oriental Foods in the U.S. to Europe.

For this report, we interviewed Japanese Cuisine Goodwill Ambassador Teruo Shimizu about his latest efforts to popularize Japanese seasonings to introduce the appeal of Japanese cuisine and culture.

JRN: Please summarize the history of Yamajirushi Jyozo, Co., Ltd., and opportunities that inspired your company to expand into the U.S. market.

Shimizu: Yamajirushi Jyozo, Co., Ltd. was founded in Nagano prefecture, Japan in 1955, while Miyako Oriental Foods, Inc. was founded in the U.S. in 1976. We currently have fourteen brands registered and produced in the U.S., sold by Mutual Trading Co., Inc. Yamajirushi Jyozo, Co. used to transport soybeans - used to produce miso

for the U.S. market - from the U.S. to Japan to produce miso in Japan, then had Mutual Trading Co. transport the miso produced in Japan back to the U.S. market. Half of miso paste consists of water. As the price of soybeans increased, the decision was made to produce miso locally in the U.S. to reduce costs. Therefore, miso production started in the Little Tokyo district of Los Angeles.

JRN: Half of miso paste is water?

Shimizu: Slightly less than 50 percent of miso paste is water, more accurately at 47.8 percent, although the percentage of water content depends on the type of miso. However, nearly half of miso paste consists of water.

JRN: Please tell me about the flagship products of Miyako Oriental Foods. Which brands do you recommend?

Shimizu: Our miso paste is unpasteurized, unlike miso made from organic



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Teruo Shimizu of Miyako Oriental Foods, Inc., appointed Japanese Cuisine Goodwill Ambassador certificate from Consul General Kenko Sone

soybeans, kosher soybeans, or miso paste made in Japan. Our unpasteurized miso paste is a natural food product that literally consists of live microorganisms, considered probiotic with live enzymes and aroma, a popular product.

JRN: Please share what Miyako Oriental Foods stress in your quality control and miso production process?

Shimizu: We emphasize product differentiation without using MSG, such as gluten-free and kosher certification.

JRN: I see these are the traditional methods to ensure good quality control and production process.

Shimizu: To produce miso paste consists of preparing koji and aging the miso paste, so the entire process cannot change one bit and therefore remains traditional.

JRN: What is the latest trend to suit the changing preferences of North American consumers?

Shimizu: We emphasize organic and gluten-free products produced by Miyako Oriental Foods. We also sell our fresh miso mentioned earlier as our probiotic brand under the brand name Cold Mountain to our natural food consumers.

JRN: Please describe Miyako Oriental Foods' contributions to the local community and your sustainability efforts.

Shimizu: None, but we donate to various events to support the Japanese community. For example, we locally donate soybeans in February for the community to celebrate Setsubun, a Japanese festival to mark the beginning of spring. We also visit Las Vegas and Oregon to provide support to roast soybeans, a laborious task.

JRN: What is your company's strategy to maintain competitiveness in the U.S. market? Are you focused on certain regions or states to expand in the U.S. market?

Shimizu: We're focused on both the East and West Coast, where many Japanese restaurants operate. Miso consumption is gradually increasing in California and New York state due to the widespread popularity of Japanese cuisine.

JRN: What are your product development and marketing strategies to suit the changing preferences and trends of U.S. consumers?

Shimizu: I attend as many trade shows as possible as a marketing strategy to learn the changing preferences and demands of U.S. consumers.

JRN: Are there any U.S. regulations or laws?

Shimizu: Third-party inspections performed by an independent inspection service agency.

In other words, an inspector visits and inspects the plant over a three-day period to observe how the plant operates, how production is controlled, and how the records are kept, etc. A "simulated recall" is required over the three-day inspection period that rates the plant on a 100 point scale. Our score this year was 94 points. Consumers who wish to check the reliability of our factory is welcome to visit our website to review our management information in its entirety. Of course, we cleared the U.S. Food and Drug Administration (FDA) and the U.S. Department of Health & Human Services (HHS), their standards are 100 times more stringent than the Hazard Analysis Critical Control Point (HACCP). For example, we must be able to prove everything

about a product - which lot the product was made in, where the product was shipped, where a product sample is stored, etc. Also, white-out cannot be used to document or revise records to prevent falsification. Therefore, errors are stricken-through with double-lines so that if a claim is filed, information such as who produced the product, where the ingredients were sourced, etc., can be traced back.

JRN: What a marvelous system you manage!

Shimizu: Yes, which ensures your safe consumption of our products with confidence.

JRN: I'm sure your business will continue to grow. What are your goals?

Shimizu: Our market is not limited to the U.S., but worldwide. One example is Europe. If the popularity of Japanese cuisine was rated 100 out of a scale of 100 in the U.S., Europe is still approximately 60. Therefore, we still have many opportunities to grow. Very few nations adhere to the production standards of Japanese miso producers as a global standard, which leaves us many opportunities to grow. We have certificates ready to submit right away. Our target is not only Japan and the U.S., but European nations and other nations worldwide. Miso does not automatically equate to miso soup, for miso is a "seasoning," a message we continue to stress in our marketing efforts.

JRN: I look forward to following your ongoing efforts as a Japanese Cuisine Goodwill Ambassador to popularize miso and various Japanese seasonings to introduce the appeal of Japanese cuisine and culture worldwide. Thank you very much for your time. ■

最 高品質の味噌を製造し、世界の人々の健康増進に貢献することを目的に1976年1月に、本格的な日本の味噌を商業規模で製造する米国初となる“ミヤコ・オリエンタルフーズ”がロサンゼルスに誕生した。しかし、カリフォルニアで味噌を作るのは決して簡単なことでは無かった。味噌は麹を使って発酵させるが、麹の成長には湿度が重要であるため、カリフォルニアの乾燥した気候は味噌作りに適していなかったためだ。しかし、優れた開発戦略と徹底的なテストの結果、同社は今日に至るまで高品質の味噌を作り続けている。

同社は最高の味噌を作ることにこだわり、製品には有機大豆のみを使用している。また、事業拡大のため、1982年に現在のカリフォルニア州ボルドウィンパークに移転した後も、味噌だけでなく、本格的な和風ソースも製造しており、和食食材に依存するシェフや企業に経験とノウハウを提供している。その製品は北米全域で広く販売されており、ヨーロッパなど多くの国と地域にも出荷されている。

ミヤコ・オリエンタルフーズ 清水照雄氏 日本食普及の親善大使に任命

農林水産省は、外務省など様々な省庁と協力しながら、海外への日本食・日本文化のさらなる魅力発信を通じて日本の農林水産品・食品の輸出拡大につなげていくために、海外で活躍している日本料理関係者を“日本食普及親善大使”として任命している。ミヤコ・オリエンタルフーズの清水照雄氏は1977年に入社以来、一貫して味噌、柚子胡椒、ソースと言った商品の製造、販売に従事しており、味噌をはじめとした調味料類に長年普及活動に取り組んで来た。特に味噌が米国で認知される上で多大な貢献をしており、清水氏の活動は米国内にとどまらず、ヨーロッパにも拡大している。また、日本国内で製造される味噌では、欧州の食品安全基準を満たしていないとい





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う商品が多いということに着目し、米国内で製造した同社の味噌を欧州へ販売するために展示会、商談会に積極的に参加している。

日本食普及親善大使として味噌をはじめとした、調味料類の普及を通じて日本食・日本文化の魅力発信に取り組んでいる清水氏に話を伺った。

JRN：山印味噌の歴史や御社が米国に来るきっかけについて教えてください。

清水：山印味噌は1955年に長野県で創業しました。米国でのスタートは1976年です。現在では山印味噌14ブランドを米国でも登録して製造しており共同貿易様に販売活動をしていただいております。

山印味噌は、米国向け味噌に原料となる大豆をわざわざ米国から日本へ運び、日本で製造した味噌を共同貿易さんが米国へ持って来ていたのですが、味噌の半分は水なんですよ。

原料の大豆の値段が高くついて、それだったら現地で作った方が安くなるんじゃないかという発想から、米国で作りたいという事でリトル東京でスタートしました。

JRN：味噌は水分が半分なんですか？

清水：50%弱ですが、正確には47.8%で種類によって違いますが大体半分近く

が水なんですよ。

JRN：御社の主力商品について教えてください。特におすすめの銘柄があれば教えてください。

清水：オーガニック大豆、コーシャ、それと、日本から来る味噌と比べて加熱殺菌をしていません。非加熱だから味噌が生きています。ナチュラルフードですとプロバイオティクスという部門に入りますが、酵素も生きてるし、香りもあるので好まれてます。

JRN：味噌造りにおいて、御社が重視している品質管理や製造工程の特徴は何ですか？

清水：グルテンフリー、コーシャ認証とかMSGを使わない差別化をした商品です。

JRN：これが良い品質管理製造工程の特徴ですね、伝統的な手法というのは。

清水：いや味噌の場合も要するに麹作りと、あとは味噌の熟成だからもうとにかく伝統的というかも、全部変えられないですねそのまま。

JRN：米国の消費者への嗜好の変化に合わせて最近のトレンドは？

清水：オーガニックとか、グルテンフリーとか、全面に押し出すようにしてい

ます。

それと先ほどの生味噌、これはナチュラルフードの方に我々コールドマウンテンというブランドで販売していますが、これもプロバイオティクスということを強調しています。

JRN：地域社会への貢献や持続可能な取り組みについて教えてください。

清水：特にありませんが、日系社会の様々なイベントにドネーションなどはしています。

日本では2月に節分と言って豆を使う行事がありますが、こちらです時にその豆をドネーションしたり。オレゴンやラスベガスのお客様にはこちらから伺ってサポートさせていただいてます。豆をいって大変みたいなんです。

JRN：米国市場での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？ 米国展開において特に注力してる集中してる州とか地域は？

清水：西海岸、東海岸、それと日本食レストランが多いところでしょうか。カリフォルニア州、ニューヨーク州など日本食から味噌はだんだん広がって来ています。

JRN：米国の消費者の嗜好や需要の変化に対応するために、どのような商品開発やマーケティング戦略を実施していますか？

清水：米国の消費者の嗜好、需要の変化を知るため、また、マーケティング戦略のために展示会に出来るだけ参加しています。

JRN：米国の規制とか法律ありますでしょうか？

清水：独立した監査組織によって実施される第三者監査というのがあります。要するに3日間、インスペクターが来て工場内がどういシステムで運営されて、どうい管理がされて、どうい記録が残されているかなどの検査です。リコールするとき際の“模擬リコール”もやらされてそういうのを3日間調べて採

点されます。

今年はその点数が94点でしたが、お客様がうちの工場がどこまで信頼出来るかなどウェブサイトアクセスすれば、管理内容など全部閲覧出来るようになってます。

当然FDAとかヘルスデパートメントはクリアしていますが、HACCPの100倍ぐらいの厳しさです。例えば弊社の製品で、これはいつ作ったロットでその製品はどこに出荷して、サンプルはどこにあるか、などを全部証明しなければいけない。それから記録を付けて修正する際に修正液を使つてはいけません。改ざんになってしまうので二重線を引いて修正します。例えばクリームがあった際にその商品が、いつ誰が作って、その原料はどこから来たかなどそれ全部トレースできる状況になってます。

JRN：素晴らしいそういうシステムを管理してますよね。

清水：だから安心して使っていただけるそうですよ。

JRN：ますます、発展していくと思いますが達成したい目的は何でしょう？

清水：市場は米国だけでなく世界中にあると思います。ヨーロッパを例にとると米国の日本食が100とすればヨーロッパは60ぐらいの状況なのでまだまだチャンスがあると思います。日本の味噌屋さんの製造基準、グローバルスタンダードになっているところは本当に限られて、そういう意味では我々はチャンスだし、証明書などはすぐ出せるし、日本、米国だけではなく、ヨーロッパ各国や世界中をターゲットに考えています。“味噌イコール味噌汁”ではなく“味噌イコール調味料”というつもりで活動しています。

JRN：日本食普及親善大使として味噌をはじめとした、調味料類の普及を通じてこれからも日本食・日本文化の魅力発信に取り組んでいただきたいと思えます。

ありがとうございました。

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Tech advancements in POS payment systems are game changers

POS決済システムの技術的進歩

Today's payment processing systems are designed to make payment easy, flexible and secure, creating the best possible experience and ensuring smooth sales. Consumer demand and market conditions have long been driving technology advances in all segments, and restaurants are no exception. Customers expect flexible payment methods. Business owners need real-time analytics to stay competitive. And the last few years have forced operators to embrace even more technologies like contactless transactions, curbside service and modern, cloud-based restaurant point of sale and payments solutions.

A robust POS system provides operators with a secure way to accept any payment methods their customers prefer and in any dining scenario. Tap, insert or swipe—no matter what customers are packing in their wallet, the operation can be equipped to accommodate their preference.

That payment preference may be contactless. A modern POS system allows them to pay with credit cards, debit cards and other payment sources they keep stored in digital wallets on their smartphone or smartwatch. The ability to use these options, along with Apple Pay, Google Pay, and digital gift cards, create a great experience for restaurant staff and customers, speeding up transactions and increasing security and convenience.

Payment tech also allows you to forecast consumer needs, track demand and loyalty activity and get closer to diners and their preferences, capturing

the information they share so you can meet and exceed their expectations by delivering a personalized experience. Cloud software lets you do this from anywhere.

POS systems can gather helpful data to inform decisions

By investing in a restaurant POS system that handles payment innovation, your restaurant reaps the rewards: turning more tables, gaining insights into restaurant sales activity and consumer preferences to help with forecasting, removing barriers for business growth, and making the dining-out transaction seamless and convenient for staff and customers.

You can also use POS payments data for operations management, to determine when to schedule extra staff and when to cut back to avoid wasting money with a full team on slow nights. Data can inform operators of when the best time is to introduce a happy hour menu or late-night special, as well as identify menu leaders and other sales metrics.

Streamlined payment processes streamline hardware, too

In the past, payments were an add-on for POS systems, so your equipment may have been outfitted with a cumbersome magstripe reader or you may have had to add a terminal PIN pad to swipe cards. Today, hardware is much less intrusive and much more mobile, accepting payments in a variety of ways, and it looks sleek and clean in any restaurant. ■

今日の決済処理システムは、決済を簡単、柔軟、かつ安全に行えるように設計されており、最高のエクスペリエンスを生み出し、スムーズな販売を実現している。

消費者の需要や市場環境は、長い間あらゆる分野において技術の進歩を促してきたが、レストランも例外ではない。顧客は様々な支払い方法を求めていることもあり、経営者は競争力を維持するためにリアルタイムの分析を必要としている。そしてここ数年、非接触型取引、カーブサイド・サービス、最新のクラウドベースのレストランPOSおよび決済ソリューションなど、さらに多くのテクノロジーを導入する必要に迫られている。

POSシステムは、カードをタップしたりスワイプするなど顧客が好むような支払い方法にも対応出来て、尚且つ双方にとって安全な支払い方法と言える。最新のシステムでは、非接触での支払いが可能で、スマートフォンやスマートウォッチのデジタルウォレットに保存しているクレジットカード、デビットカード、その他の支払いソースで支払うことができる。Apple Pay、Google Pay、デジタルギフトカードとともに、これらのオプションが使えることで、レストランのスタッフと顧客にとって支払い作業の簡素化でより利便性が向上する。

また、ペイメント・テクノロジーを活用することで、消費者のニーズを予測し、需要やロイヤリティ活動を追跡し、利用者の嗜好を知ることが出来る。また、利用者が共有する情報を取得することで、パーソナライズされた体験を提供することで、利用者の期待に応えることが可能でクラウドソフトウェアを使えば、どこからでもこのようなことが可能になります。



POSシステムは意思決定に役立つデータを収集できる

POSシステムに投資することで、レストランは顧客の回転率を向上させ、レストランの販売活動や消費者の嗜好に関する情報を得て予測に役立てたり、問題点を解決することが出来る。また、POS決済のデータをオペレーション管理に活用することで、いつスタッフを増員するか、いつ人員を削減するかを判断し、繁忙期にフル稼働して無駄なコストをかけないようにすることも出来る。データは、ハッピーアワーメニューや深夜限定メニューを導入するのに最適な時期や、メニューリーダーやその他の売上指標を得ることが可能となる。

合理化された支払いプロセスによりハードウェアも合理化

以前のPOSシステムはアドオンであったため、機器には面倒なマグストライプリーダーが取り付けられていたり、カードをスワイプするために端末のPINパッドを追加しなければならなかったが、最近のハードウェアはより邪魔にならず、よりモバイルになり、様々な方法で支払いを受け入れることが出来るように進歩している。

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The CHEFMATE Revolution : Supporting Chefs, One Step at a Time

立ち仕事の救世主CHEFMATE今注目！



The popularity of CHEFMATE, a footwear solution designed to alleviate the physical strain experienced by chefs, is on the rise among culinary professionals in New York City.

Research from Japan indicates that approximately 30% of kitchen accidents are caused by slips and falls. Despite kitchens in the United States typically maintaining dry floors, the risk of such accidents remains a significant concern. Dr. Kazuo Hokkirigawa, also known as Dr. Hokky, a former professor at Tohoku University and an expert in tribology, collaborated with Kohshin Rubber to develop CHEFMATE. This product aims to protect chefs from injuries resulting from unexpected falls in the kitchen.

In essence, CHEFMATE not only offers slip resistance but also excels in halting slips immediately. However, it's worth noting that any shoe may slip if grease accumulates on the floor. The crucial factor is the shoe's ability to promptly stop slipping, which is where CHEFMATE shines. Its ability to stop immediately upon slipping is the result of extensive research in tribology, the science of friction.

This effective slip-stopping capability is achieved through two surface treatments on the shoe sole: a rough surface for basic slip-resistance and a smooth surface to enhance stopping power after slipping. Additionally, the tread spacing is designed to prevent debris from clogging.

Beyond its functionality in preventing slips, CHEFMATE prioritizes the comfort and well-being of chefs. Despite being lightweight at only 10.6 oz for one side of 26cm shoes, these footwear options feature a rubber heel wrap to alleviate lower back pain, a common issue stemming from long hours of standing. This wrap (photo 1), along with inner rubber for a snug fit and urethane in the midsole for added cushioning (photo 2), is complemented by a unique Arch Support system that provides moderate support for posture.

CHEFMATE is meticulously crafted with attention to detail and is recommended for individuals who have experienced hazards on kitchen floors and stairs or suffer from back strain due to extended periods of standing.

シェフの足の疲れ、腰の痛みをやわらげ、厨房仕事を快適にするCHEFMATEがニューヨークのシェフの間で口コミで広がっています。

厨房で起こる事故の30%近くは転倒が原因であるという日本国内のデータがあります。Dry Floorが中心の米国でも転倒リスクは、厨房内での事故の主原因の1つだと容易に想像できます。

今回紹介する弘進ゴムのCHEFMATEは、厨房内での予期せぬ転倒による怪我からシェフを守るため、摩擦学(Tribology)の権威、東北大学教授(当時)堀切川一男氏(ほっきりがわ・かずお)ニックネームDr.Hokkyと弘進ゴムの共同開発で生まれました。

その特徴を一言でいうならば、“滑りにくいのはもちろんの事、万が一滑り出しても止まる”ということです。床に脂分が溜まればいかなる靴でも滑る、ただそれが事故や怪我につながるか否かは、例え滑り出したとしても直ぐに止まるかかで決まると言われています。

CHEFMATEは例え滑り出したとしても直ぐに止まる、これは彼らの摩擦学研究の賜物です。

それを現実にしたのが靴裏の2つの表面加工です。ラフ面は基本的な滑りにくさをサポートし、スムーズ面で滑り始めたのちの止まる力をサポートします。

*Treadの間隔が大きく、ゴミが詰まりにくいのも利点です。

CHEFMATEのシェフの足へのサポートはこれだけにとどまりません。

表面の耐水・耐油はもちろんの事、シェフ共通の悩みである長時間の立ち仕事による腰痛を靴でサポートできないかと、軽く(10.6 oz for one side of 26cm shoes)、しかしながらゴム素材でしっかりとかかとを包み込み、また内側のゴムで適度なフィット感を作り出し*photo(1)、クッション性を補う為にミッドソールにウレタンを使用しています。*photo(2)

意外と知られていませんが、土踏まず (Inner Arch of the foot)は、長時間の立ち仕事や加齢と共に下に落ちてきます。それを独自のArch Supportという適度な盛り上がりで姿勢をサポートします。

細部にとことんまでこだわりを感じるCHEFMATE、厨房の床、階段でヒヤリとした経験や、長時間の立ち仕事で腰に負担がある方にはお勧めの商品です。



Photo1



Photo2



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The Quest for Gastronomic Liquor Episode 1



SAKE SCHOOL OF AMERICA
sommelier talk ソムリエトーク

ガストロノミック酒の探求 第一話



When servers suggest an alcohol to accompany a meal, uncertainty often arises regarding whether the chosen drink would truly complement the food. This is partly because it's not feasible to taste the food and drink together before making the order decision. Thus, it's crucial to suggest a liquor that is expected to pair well with the food based on the server's cumulative experiences and knowledge.

To enhance future menu suggestions and sales strategies, Sake School of America (SSA) conducted a tasting to evaluate the compatibility of food and sake pairings. The tasting focused on sushi, a quintessential Japanese dish, paired with various types of sake: Junmai Daiginjo, Kimoto Junmai, Nojun Junmai, Yamahai Junmai, AWA Sparkling, and Nigori Sake. These sakes were paired with nine sushi dishes, including tuna, yellowtail, sea bream, shrimp, octopus, egg, mackerel, tekkamaki, and kappamaki. Following are the findings from the Sushi and Sake pairing assessment.

The essence of gastronomic beverages lies in how food flavors and textures evolve in the mouth and influence the diner's palate. Individuals' perceptions of food vary based on their culinary experiences, preferences, and cultural backgrounds.

Unlike wine, sake possesses subtle flavors and textures. However, the amino acids derived from the trace proteins in rice play a crucial role in sake pairing. Interestingly, the human body comprises about 20% protein, containing 20 different amino acids. These amino acids, absorbed as nutrients, contribute to bodily tissues' formation and impart unique tastes. When combined in the mouth, they interact in various ways, profoundly influencing the overall taste of both food and alcohol.

Among the 20 types of amino acids, the ones that contribute to umami are glutamine and asparagine. These two amino acids, found in sake, are present in more than ten times the amount compared to wine. Additionally, among the eight amino acids that contribute to sweetness, sake contains a particularly high level of alanine, proline, and glycine. Overall, sake contains about four times as many sweet-tasting amino acids as wine. Among the remaining 10 amino acids that contribute to bitterness, cysteine and asparagine are abundant in sake, being about three times more than in wine. Overall, sake contains about four times as many bitter-tasting amino acids as wine. These amino acids in sake blend with the flavors of dishes and interact in the mouth, influencing whether it tastes delicious or not depending on the resulting sensation.

PANEL MEMBER COMMENTS

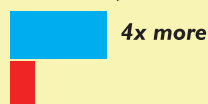
Atsuko: Traditionally, sake and sush are believed to pair well, but not all are combinations successful. The balance of umami and fat in sushi allows it to pair with different sakes. However, the success of pairing depends on achieving harmony between the dish's sweetness, acidity, or fat and the sake's profile.

Patsy: Daiginjo sake pairs well with light fish sushi, while junmai, kimoto, and yamahai sakes enhance umami-rich shellfish and oily fish like tuna and mackerel. Sparkling sake is best as an aperitif, whereas sweet, creamy nigori sake can pleasantly conclude a meal, similar to dessert-like tamagoyaki.

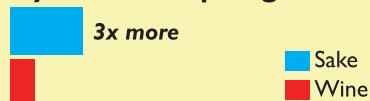
Glutamine & Asparagine



Alanine, Proline & Glycine



Cysteine & Asparagine



Peptides formed by combining multiple amino acids contribute to sake's rich mouthfeel, especially noticeable due to its high amino acid content. Considering sushi and seafood dishes, the pairing test assessed how sake is effective in masking fishy smells and how it balances with the acids in sushi rice vinegar. As depicted in the chart above due to the significantly high amino acids contained in sake versus wine, sake is naturally the superior pairing for sushi. Among them, rich Junmai and Yamahai Junmai will complement sushi well.

お客様にお酒を勧めている時や酒ディナーのペアリング酒を選考している時に、選んだお酒が料理と合っているのが不安になる事がよくあります。なぜなら、制約された時間や物理的な状況によって事前に料理とお酒のテイastingが出来ないことがあるからです。つまり、そういう状況下では過去の経験や知識に基づいて、セオリー的に料理に合うと予想してお酒を選ぶことが重要になります。

今後のメニュー提案や販売戦略を強化するため、Sake School of America (SSA)は料理と日本酒の相性を評価するテイastingを実施することにしました。今回のテイastingでは、日本の代表的な料理である寿司に焦点を当て、様々な種類の日本酒をペアリング：純米大吟醸、きもと純米、野分純米、山廃純米、AWAスパークリング、にごり酒。これらの日本酒は、マグロ、ブリ、タイ、エビ、タコ、卵、サバ、鉄火巻き、かつぱ巻きなど9種類の寿司料理とのペアリングを試してみました。

ガストロノミック酒の観点で重要なことは、料理の風味と食感がどの様に口の中で変化して、食べている人の味覚にどう影響を与えるかになります。食に対する個人の感じ方は、食の経験や普段の料理の好み、生まれ育った環境や文化によって異なります。そこで、今回の試食会には、異なるバックグラウンドを持つ社員2名に協力してもらいました。

ワインに比べると日本酒には繊細な風味とテクスチャーがあります。米に含まれる微量な蛋白質に由来するアミノ酸は日本酒ペアリングに於いては大きな役割と果たします。興味深いことに、人体の約20%はタンパク

質で構成され、20種類のアミノ酸から形成されており、これらのアミノ酸は栄養素として体内で吸収され、身体組織の形成に貢献し、独特の味を与えます。口の中で組み合わせたとき、アミノ酸は様々な形で相互作用し、料理と酒の味覚全体に大きな影響を与えます。

20種類のアミノ酸の内、旨味となるのはグルタミンとアスパラギンの2つで、日本酒に含まれているこの2つのアミノ酸はワインに比べて約10倍以上も含まれています。また、甘味を感じる8種類のアミノ酸の内、日本酒にはアラニン、プロリン、グリシンが特に多く含まれています。全体として、日本酒にはワインの約4倍の甘味アミノ酸が含まれています。苦味の原因となる残り10種類のアミノ酸のうち、システインとアスパラギンは日本酒に多く、ワインの約3倍も含まれています。苦味となるアミノ酸全体ではワインの約4倍も含まれているのです。これら日本酒に含まれるアミノ酸が料理の風味(アミノ酸)と口中で交わり合い、その感覚がどうなるかによって、美味しく感じるかどうかに影響を与えるのです。

更にこれらアミノ酸が複数結合してできるペプチドは濃厚な食感を口中に与える成分ですので、アミノ酸量が多い日本酒では特にその効果を感じ取ることが出来ます。又、今回の料理は寿司で魚介類が主だったので、日本酒の魚臭さをマスキングする効力や、寿司酢と日本酒に含まれる酸のバランスがペアリングの良し悪しを決める評価のポイントとなりました。

下記のチャートで見てとれます通り、濃厚な純米酒と山廃純米が寿司との相性が良いという結果になりました。

Sake x Food Pairing Assessment

◎ Best pairing
○ Good pairing

Food/Sake	Junmai Daiginjo	Kimoto Junmai	Junmai (Rich Style)	Yamahai Junmai	AWA Sparkling	Nigori
Tuna Akami			◎	◎	○	○
Hamachi	◎		◎	○		○
Tai	◎		○	○		◎
Shrimp	○	◎	◎	○		○
Octopus		○	◎	◎	○	
Tamago		○	○		◎	◎
Saba	○	○	◎	◎		
Tekka-maki			○	◎		○
Kappa-maki		○	○	◎	◎	
◎	2	1	5	5	2	2
○	2	4	4	3	2	4

Chicago - Yamasho • Atlanta - Yamasho Atlanta • Austin - Minamoto • Honolulu - The Cherry Co. • Lima - Super Nikkei • Tokyo

日本の味を世界の人々に

Bringing the Flavors of Japan
to the People of the World

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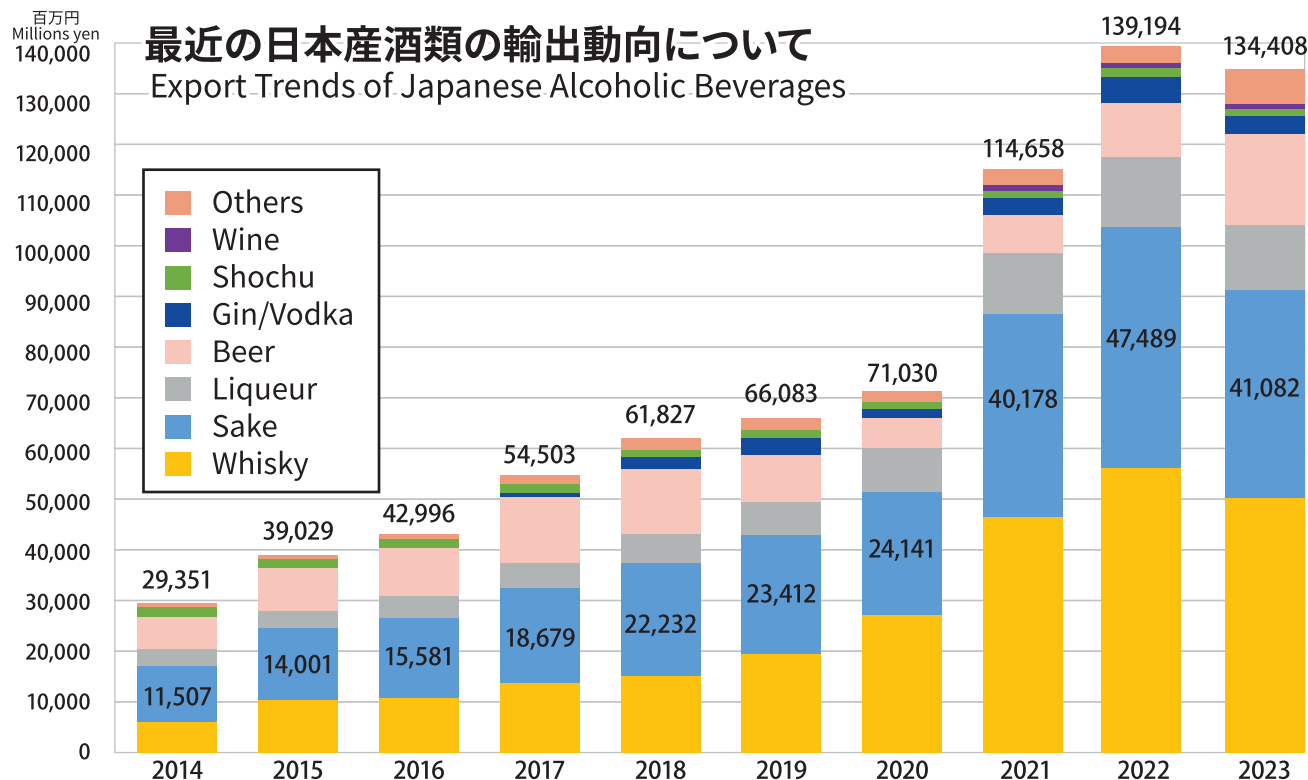
Export trends of Japanese sake and alcoholic beverages

-The 2023 export value of Japanese sake and alcoholic beverages was 134.4 billion JPY. Both the export value and quantity were less than the previous year due to decline in alcohol consumption in China and the U.S. -

日本産酒類の輸出動向について

-2023年の輸出額は1,344億円。中国とアメリカの消費減退で金額・数量ともに前年割れ-

The export value for 2023 was 134.4 billion JPY (▲3.4% year-on-year), the second highest value after the record high export value in 2022. By commodity, Japanese whiskey and sake accounted for 68% of the total export value. Japanese beer sustained its export value (66.6% increase year-on-year) despite the decreased export value of many commodities due to global inflation, reduced alcohol consumption in some regions and nations, and the impact from prolonged inventory adjustment in the U.S., etc. Demand for alcohol consumption is declining in Japan due to the declining birthrate, aging population, population decline, lifestyle changes, and especially due to reduced consumption among young adults, a significant factor. According to a survey conducted by the Ministry of Health, Labour and Welfare, 26.5% of consumers between the ages 20~29 reported their frequency of alcohol consumption as “hardly ever,” while 0.4% reported they had “quit drinking,” and 29.4% reported “never.” In other words, 56.3% of consumers between the ages 20~29 consume little to no alcohol. As demand for alcohol declines in Japan, exports of alcoholic beverages to markets overseas is increasing and exceeded 100 billion JPY for the first time in 2021. The Japanese government set the target export value of agriculture, forestry and fishery products including alcoholic beverages to 2 trillion JPY by 2025, and 5 trillion JPY by 2030. Also, the “Strategies to Increase Agricultural, Forestry, Fisheries and Food Exports” lists Japanese sake, whiskey, Honkaku (authentic) shochu, and Awamori as key commodities. One interesting development for Japanese alcoholic beverages is an application filed by the Japanese government to request the addition of “traditional sake brewing techniques” to UNESCO’s Intangible Cultural Heritage. Traditional sake brewing techniques are expected to be registered by UNESCO this year, which will increase the familiarity and demand for sake in both Japan and overseas. Also, the depreciated Japanese Yen incentivized the highest



○2023年の輸出金額の推移 Export value in 2023

	January	February	March	April	May	June	July	August	September	October	November	December	Total
輸出金額(億円) Export amount (100 million yen)	82.7	130.1	138.1	103.2	130.8	115.9	132.5	101.7	109.0	104.7	86.6	108.7	1344.1
対前年比 Change from previous year	▲3.1	+45.5	▲0.4	▲13.2	+14.1	▲20.5	+4.7	▲10.2	▲11.5	▲7.9	▲20.7	▲4.2	▲3.4

inbound alcohol consumption on record at 5 trillion JPY by approximately 25 million visitors to Japan in 2023, 80% of pre-pandemic levels. Further, the Visitors Expenditure Trends Survey (July~September 2023) conducted by the Japan Tourism Agency (JTA) asked foreign visitors “what they look forward to enjoying in Japan prior to their visit,” to which approximately 33% replied, “enjoy sake.” Approximately 22% of foreign visitors to Japan purchase alcohol, indicating a high level of interest in Japanese sake and alcohol among foreign visitors.

Sake exports in 2023 were less than the previous year in both export value and quantity at 41 billion JPY

The Japan Sake and Shochu Makers Association – the largest industry association with approximately

1,700 member sake breweries and shochu distilleries throughout Japan – announced their 2023 export records (January~December). The total export value was 41.08 billion JPY, 87% compared to last year at 29,000 kiloliters, approximately 81% in quantity compared to last year.

The three main reasons for the decline are: (1) Reaction to rapid expansion in the past two years, (2) Sluggish consumption due to inflation and the economic slowdown, and (3) Issues surrounding the ALPS water treatment.

(1) Consumer reaction to rapid expansion in the past two years is evident in alcohol exports that increased 66% in 2021, and 18% in 2022. These values are strictly shipping records with a gap between the actual local demand. As disruption in the container shipping supply chain subsided in 2022, the

export value of Japanese alcohol was further impacted by orders delivered early, growing inventory, and labor shortage. Hitoshi Utsunomiya, Director of the Japan Sake and Shochu Makers Association, commented that starting with the U.S., “Each nation took a long time to use up their inventory in 2023.”

(2) Sluggish consumption due to inflation and the economic slowdown occurred mainly in the top sake export destinations, such as the U.S. and China. In some cases, “consumption decreased at each restaurant” and “some restaurants could not open due to high labor costs.”

(3) The impact from issues surrounding the ALPS water treatment is evident in the export records for China since China banned Japanese seafood imports, which reduced the export quantity from August ~ November down to the 50 percentiles

○品目別輸出金額 Export value by product

品目	Change from previous year		Change from previous year	
	2022	対前年増減率	2023	対前年増減率
ウイスキー Whiskey	56,052	+21.5%	50,092	▲10.6%
清酒 Sake	47,489	+18.2%	41,082	▲13.5%
リキュール Liquor	13,610	+12.8%	12,433	▲8.6%
ビール Beer	10,746	+46.0%	17,906	+66.6%
ジン・ウォッカ Jin Vodka	4,970	+46.5%	3,758	▲24.4%
焼酎 Shochu	2,172	+24.4%	1,641	▲24.4%
ワイン Wine	686	▲0.1%	567	▲17.4%
その他 Others	3,470	+12.6%	6,930	+99.7%
合計 Total	139,194	+21.4%	134,408	▲3.4%

単位:百万円 Unit: Millions yen

(出典)財務省貿易統計 Source: Trade Statistics, Ministry of Finance

2024年3月13日時点の数値で作成 Figures as of March 13, 2024

○輸出金額上位10か国・地域 Top 10 countries/regions by export value

国・地域	Change from previous year		Change from previous year	
	2022	対前年増減率	2023	対前年増減率
中華人民共和国 China	39,457	+23.2%	32,221	▲18.3%
アメリカ合衆国 U.S.A	26,780	+12.5%	23,719	▲11.4%
大韓民国 South Korea	5,576	+101.8%	14,272	+156.0%
台湾 Taiwan	12,029	+29.3%	13,516	+12.4%
香港 Hong Kong	11,593	▲21.4%	9,444	▲18.5%
シンガポール Singapore	8,237	+62.6%	7,693	▲6.6%
オランダ Nederland	4,203	+8.4%	6,710	+59.7%
オーストラリア Australia	5,619	+34.0%	6,583	+17.2%
フランス France	6,185	+7.6%	5,062	▲18.2%
英国 UK	2,386	+109.8%	1,983	▲16.9%
(参考) EU・英国	15,619	+22.3%	16,358	+4.7%

単位:百万円 Unit: Millions yen

compared to last year. Sake is popular as a high-end alcoholic beverage among the affluent, while some prefer to bring their own bottles of sake to restaurants. However, demand for sake declined in high-end Japanese restaurants due to the recession and the temporary ban of Japanese seafoods. Although the month of December reached approximately 70% of pre-pandemic levels, the export quantity remains low.

The top export destinations for sake are China in export value and the U.S. in exported quantity, along with South Korea and Taiwan. Export destinations increased to a record-breaking 75 nations

The export value to Hong Kong decreased to 6.02 billion JPY (84.7% compared to last year) but increased for South Korea at 2.9 billion JPY (115.1% compared to last year) and Taiwan at 2.68 billion JPY (120.5% compared to last year), and surpassed Italy, Brazil, and Spain. Development of new markets is anticipated in the future in regions and nations where Japanese alcohol is still unfamiliar. The U.S., the top export destination for Japanese alcohol in terms of quantity, was impacted by inflation, inventory adjustments, etc., at 6,502 kl (71.6% compared to last year). The export quantity increased to South Korea at 4,192 kl (103.4% compared to last year) and Taiwan at 3,104 kl (100.9% compared to last year), with both nations steadily growing in both export quantity and value.

Export value per 1 liter of sake continues to rise, indicating sake is trending as a "premium" beverage.

Both the export value and quantity of sake was less than last year in 2023. However, the export value of sake per liter increased in both 2022 and 2023 and broke the record. Especially in

China, Hong Kong, and Singapore, the export value of sake per liter exceeded 2,000 JPY. The average export value of sake was 650 JPY in 2013, which more than doubled to 1,407 JPY by 2023. Utsunomiya said sake is selling at higher prices overseas like French wine, which he believes is indicative of premium sake leading the global market.

Focusing on meeting the demands for inbound sake consumption and local approach to restaurants overseas that exceed the realm of Japanese cuisine

Sake is still unfamiliar in many regions and nations. The market for sake is anticipated to grow further since many sales channels are unevenly distributed through Japanese restaurants. Incentivized in part by the depreciating Japanese Yen, foreign tourists who visited Japan reached 25 million in 2023, estimated to be 80%

of pre-pandemic levels. Inbound sake consumption was announced to have reached a record-breaking 5 trillion JPY (Japan National Tourism Organization). Sake sales by the Japan Sake and Shochu Makers Association at major international airports (Narita International Airport, Tokyo International Airport, Chubu Centrair International Airport, Kansai International Airport, New Chitose Airport, and Fukuoka International Airport) are brisk, with plans to increase exports by capitalizing on the synergistic effect from increasing inbound sake consumption that includes future tourism to regional sake breweries. A partnership was finalized with the Association de la Sommellerie Internationale (ASI) in 2022 to participate in sommelier competitions organized in each region by ASI and training programs for young sommeliers. ASI is also engaged in activities that invite award-winning sommeliers to Japan and educate

world-renowned, influential sommeliers about sake. In the future, the ASI plans to promote sake through collaborations with other sake, agricultural, forestry and fishery products, and to introduce the appealing flavors of sake to non-Japanese restaurants with the help of sommeliers overseas.

Future prospects for sake exports

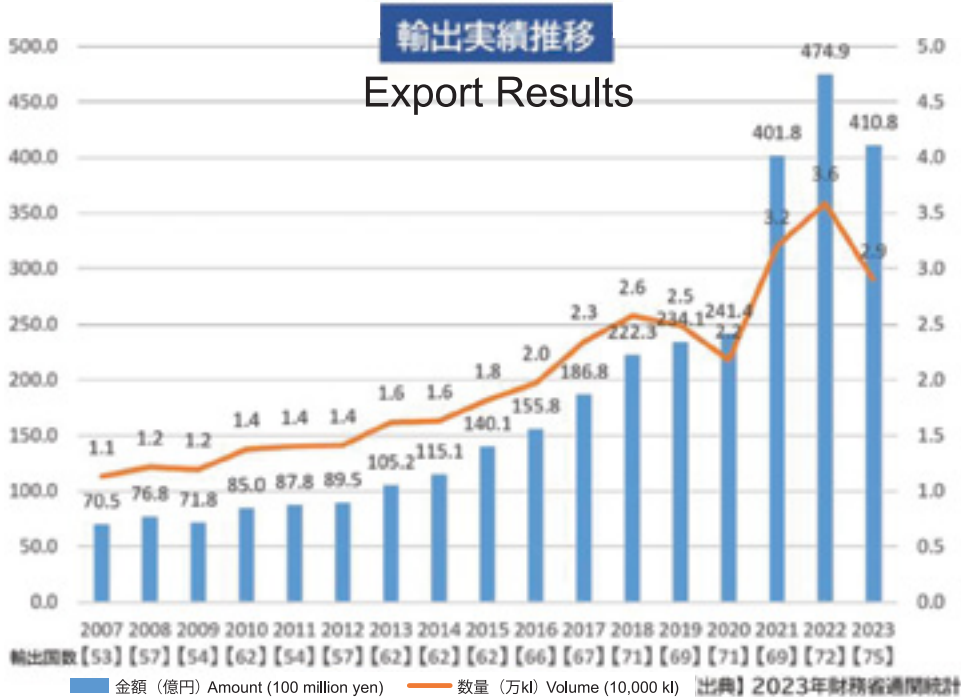
Future mid- to long-term prospects to increase the export volume of sake is to increase the familiarity of sake in regions still largely unfamiliar with sake, such as Texas and Florida in the U.S.; expand sales channels in regions and nations other than China, North America, and Hong Kong - approximately 70% of the global market; diversification is also important, etc. South America, Central America, and Mexico must also be targeted in addition to Southeast Asia, where Japanese restaurants are increasing in numbers. The Regional Comprehensive

国別輸出金額・数量 Export value/volume by country

金額順位 Amounts rank					数量順位 Quantity rank				
国名	R4 2022	R5 2023	R5/R4 2022/2023		国名	R4 2022	R5 2023	R5/R4 2022/2023	
1 中華人民共和国 China	14,163,688	12,465,430	88.0%		1 アメリカ合衆国 United States	9,083,761	6,502,237	71.6%	
2 アメリカ合衆国 United States	10,929,531	9,090,646	83.2%		2 中華人民共和国 China	7,388,482	5,793,847	78.4%	
3 香港 Hong Kong	7,115,799	6,023,799	84.7%		3 大韓民国 South Korea	4,054,175	4,191,862	103.4%	
4 大韓民国 South Korea	2,523,431	2,904,746	115.1%		4 台湾 Taiwan	3,076,021	3,103,784	100.9%	
5 台湾 Taiwan	2,222,419	2,677,216	120.5%		5 香港 Hong Kong	2,717,400	2,327,945	85.7%	
6 シンガポール Singapore	2,325,956	1,509,510	64.9%		6 シンガポール Singapore	917,488	697,787	76.1%	
7 カナダ Canada	1,162,614	754,732	64.9%		7 カナダ Canada	1,005,422	670,657	66.7%	
8 オーストラリア Australia	932,034	644,596	69.2%		8 タイ Thailand	681,326	618,512	90.8%	
9 英国 United Kingdom	607,188	543,681	89.5%		9 ドイツ Germany	663,838	606,742	91.4%	
10 フランス France	523,769	488,373	93.2%		10 オーストラリア Australia	806,207	531,986	66.0%	
11 ベトナム Vietnam	705,663	452,627	64.1%		11 イタリア Italy	494,459	429,116	86.8%	
12 マレーシア Malaysia	625,686	380,832	60.9%		12 英国 United Kingdom	484,065	402,477	83.1%	
13 タイ Thailand	426,756	380,118	89.1%		13 ベトナム Vietnam	692,615	388,188	56.0%	
14 ドイツ Germany	357,853	321,153	89.7%		14 フランス France	427,242	370,054	86.6%	
15 オランダ Netherlands	340,534	317,688	93.3%		15 ブラジル Brazil	343,571	328,717	95.7%	
16 マカオ Macau	318,381	254,221	79.8%		16 オランダ Netherlands	483,917	322,632	66.7%	
17 イタリア Italy	197,834	229,455	116.0%		17 マレーシア Malaysia	581,875	311,501	53.5%	
18 ブラジル Brazil	178,288	188,573	105.8%		18 スペイン Spain	263,148	218,382	83.0%	
19 スペイン Spain	163,000	170,360	104.5%		19 スイス Switzerland	138,987	137,760	99.1%	
20 フィリピン Philippines	139,556	123,349	88.4%		20 イスラエル Israel	140,816	127,254	90.4%	
その他 Others	1,532,219	1,160,740	75.8%		その他 Others	1,449,823	1,114,329	76.9%	
合計 Total	47,492,199	41,081,845	86.5%		合計 Total	35,894,638	29,195,769	81.3%	

※単位千円 Unit: Thousand Yen

※単位ℓ Unit: Liters



1ℓあたりの輸出価格 Export price per liter

数量順位	国名	R4 2022 単価 (円/ℓ) unit price (yen/L)	R5 2023 単価 (円/ℓ) unit price (yen/L)	rate of increase (e.g. prices)
1	アメリカ合衆国 United States	1,203	1,398	16.2%
2	中華人民共和国 China	1,917	2,151	12.2%
3	大韓民国 South Korea	622	693	11.3%
4	台湾 Taiwan	722	863	19.4%
5	香港 Hong Kong	2,619	2,588	-1.2%
6	シンガポール Singapore	2,535	2,163	-14.7%
7	カナダ Canada	1,156	1,125	-2.7%
8	タイ Thailand	626	615	-1.9%
9	ドイツ Germany	539	529	-1.8%
10	オーストラリア Australia	1,156	1,212	4.8%
11	イタリア Italy	400	535	33.6%
12	英国 United Kingdom	1,254	1,351	7.7%
13	ベトナム Vietnam	1,019	1,166	14.4%
14	フランス France	1,226	1,320	7.7%
15	ブラジル Brazil	519	574	10.5%
16	オランダ Netherlands	704	985	39.9%
17	マレーシア Malaysia	1,075	1,223	13.7%
18	スペイン Spain	619	780	25.9%
19	スイス Switzerland	763	726	-4.9%
20	イスラエル Israel	419	428	2.3%
	平均	1,323	1,407	6.3%

※出典: 国税庁 Source: National Tax Agency

Economic Partnership Agreement (RCEP) - consisting of 10 ASEAN states – phased out tariffs, approved organic labels equivalent to Canada and Taiwan, and enabled JAS-certified organic sake to be exported, etc., likely to increase sake exports.■



2023年分の輸出金額は1,344億円(対前年比▲3.4%)となり、過去最高となった2022年に次ぐ水準で品目別ではウイスキー、日本酒が輸出金額全体の68%。世界的な物価高や一部の国・地域における消費減退、米国における長引く在庫調整等の影響で、多くの品目において輸出金額が減少したがビールは好調を維持している(対前年比+66.6%)。

日本国内では、少子高齢化・人口減少・ライフスタイルの変化などで酒類の需要が減少しており、特にヤングアダルト層のアルコール離れが需要縮小の大きな要因と言われている。厚生労働省の調査によると、20～29歳代の飲酒の頻度は「ほとんど飲まない」が26.5%、「やめた」が0.4%、「飲まない」が29.4%という結果で、20～29歳代の56.3%はお酒をほとんど飲まない、あるいは全く飲まないという結果だった。

しかし、日本国内での需要が縮小するなか、海外への輸出は右肩上がりに増加しており、2021年には初めて1,000億円を突破し維持している。

日本政府は、酒類を含む農林水産物や食品の輸出額を2025年までに2兆円、2030年までに5兆円とする目標を掲げている。またその目標達成のために「農林水産物・食品の輸出拡大実行戦略」において、日本酒、ウイスキー、本格焼酎・泡盛を重点品目に指定している。

日本の酒類に関する注目すべき動向として、「伝統的酒造り」のユネスコ無形文化遺産への提案があり、日本酒・焼

酎・泡盛といった日本の伝統的な酒造り技術について、ユネスコ無形文化遺産への登録が年内に完了される予定。これに登録されれば認知度が高まり、国内外での需要の拡大に期待が持てる。また、円安を追い風に、2023年のインバウンド消費は過去最高の5兆円、訪日客数は約2500万人とコロナ前の約8割まで回復した。さらに観光庁が発表した最新の訪日外国人消費動向調査(2023年7～9月)によると、「訪日前に期待すること」に対して「日本のお酒を飲む」と答えたのは約33%。訪日客の酒類購入率は約22%となっており、日本酒など酒類に対する訪日客からの期待が高い。

2023年の日本酒輸出は金額・数量ともに前年割れの410億円

日本全国約1700の酒造が所属する業界最大の団体である日本酒造組合中央会が、2023年(1月～12月)の日本酒の輸出実績を公表した。それによると、2023年の日本酒の輸出総額は前年比87%の410.8億円、数量は前年比81%の2.9万キロリットルだった。

主なマイナス要因には、(1)過去2年に急拡大した反動(2)インフレや景気減速による消費低迷(3)ALPS処理水問題の3点が挙げられる。

(1)は2021年は66%増、2022年には18%増と拡大したものの、この数字はあくまで出荷実績のため、現地の実需とはギャップがあった。特に2022年は物流コンテナの混乱が収束したのを機に、注文の前倒しなどで在庫の膨張や人員不足が影響した。アメリカを筆頭に「2023年は各国でその消化に時間がかかった」と日本酒造組合中央会の宇都宮仁理事は語る。

(2)は主に上位国のアメリカや中国で発生。「1店舗当たりの消費量が減少」「人件費高騰の煽りで店舗をオープンできない」等の事例も多かった。

(3)の影響は中国向けの実績で顕著に表れており、日本産水産物が輸入停止になって以降、日本酒の輸出も8～11

月は数量ベースで前年比50%台に激減。日本酒は高級酒として富裕層を中心に人気を集め、好みの日本酒をレストランに持ち込み楽しむスタイルも見られるが、景気減退、日本産水産物輸入の一次停止などの措置による高級日本食レストランでの需要が減少したことからマイナスとなった。12月単月は約70%に持ち直したが依然として低水準となっている。

輸出金額1位は中国、輸出数量1位はアメリカ。韓国、台湾がプラス。輸出相手国は過去最高の75カ国に増加

香港も約60.2億円(昨対比84.7%)と減少した一方、輸出金額が伸びたのは、韓国29.0億円(昨対比:115.1%)、台湾26.8億円(昨対比:120.5%)のほか、イタリア、ブラジル、スペインが昨年の実績より上回った。今後日本酒認知度の低い国・地域も多く新市場開拓に期待が持てる。

また、輸出数量第1位のアメリカでは、在庫調整やインフレなどが影響し6,502ℓ(昨対比:71.6%)という結果だった。輸出数量が伸びたのは、韓国4,192ℓ(昨対比:103.4%)、台湾3,104ℓ(昨対比:100.9%)で、両国とも輸出金額同様に堅調に推移した。尚、輸出先国数は75カ国に及ぶなど着実に増加し続けている。

1ℓあたりの輸出金額は継続して上昇「プレミアム」な日本酒トレンドが続く

2023年は輸出金額・数量共に前年を下回ったが、1ℓあたりの日本酒の輸出金額は2022年に引き続き2023年も上昇し過去最高を記録した。特に中国、香港、シンガポールでは1リットルあたり2,000円を超える金額となっている。

2013年の平均輸出金額は650円だったのが、2023年には1,407円と2倍以上に上昇している。

宇都宮理事は、フランス産ワインなどと同じように、日本酒も高いものが海外で売られるようになってきた。プレミアム日本酒が世界の市場をけん引しているとの見方を示した。

インバウンド需要からの取り込みと海外での日本食の枠を超えた現地レストランへのアプローチにも注力

海外における日本酒の認知度はまだ低い国や地域も多く、販路も日本食レストランに偏在していることから、更なる市場の拡大が可能と考えられる。また、2023年の訪日外国人旅客数は、円安も追い風となり約2,500万人とコロナ前の8割程度まで回復し、インバウンド消費は過去最高の5兆円に達したことが発表された(政府観光局)。日本酒造組合中央会が実施している主要国際空港(成田・羽田・中部・関西・新千歳・福岡)での国酒キャンペーンの売上も好調に推移しており、今後地域の酒蔵ツーリズムを含めたインバウンド消費の拡大との相乗効果による輸出促進を図っていく。また、2022年に国際ソムリエ協会(ASI)とのパートナーシップを締結。ASIの主催するソムリエコンクールや若手ソムリエ教育プログラムで受賞したソムリエを日本に招聘するなど、影響力が高い世界のソムリエに対する啓発活動に力を入れている。今後は、日本酒と他の農水産物とのコラボによるプロモーションに加え、海外のソムリエを通じて日本食以外のレストランへ日本酒の魅力を展開したいとしている。

今後の日本酒輸出展望

日本酒輸出量拡大に向けた中長期見据えた今後の展望については、アメリカのテキサスやフロリダなどまだ日本酒の認知度が低い地域での認知度向上や、約7割を占める中国、アメリカ、香港以外の国・地域への販路拡大、多角化などが大切だという。日本食レストランが急増している東南アジアに加え、中南米、メキシコなどもターゲットとして注力が必要。ASEAN加盟国10カ国による地域的な包括的経済連携協定(RCEP)での関税の段階的撤廃、カナダや台湾との有機表示同等性承認がされ、JAS認証有機日本酒が輸出可能になったことなどが、追い風になりそうだ。

Nikaido Shuzo Co., Ltd. (Oita prefecture) released barley shochu

二階堂酒造 (大分県・麦焼酎) の 販売開始

Founded in Hiji town near Beppu Bay, east of Oita prefecture, Nikaido Shuzou Co., Ltd. invited buyers and media professionals to their tasting event at the Intercrew Restaurant in Los Angeles on April 8.

Nikaido Shuzou distills shochu using the vacuum distillation method that generates a mild flavor, thus renowned for their subtle, refreshing flavor. Also, Nikaido Shuzou's distillation method is passed down only to successors within the family, and not allowed to be carried outside the premises. Unlike other shochu distilleries, successors of Nikaido Shuzou become the Toji (master shochu distiller), distill shochu, and adhere to traditions to date.

JRN: Please introduce Nikaido Shuzou Co., Ltd.

Nikaido: Nikaido Shuzou Co., Ltd. is a shochu distillery based in Hiji town of Oita prefecture, renowned for famous spring water bubbling in various places. This land surrounded by green mountains and the calm waves of Beppu Bay makes Hiji town an ideal site to distill shochu, home to the world renowned "Nikaido Barley Shochu."

JRN: Please describe the characteristics of Nikaido Shochu?

Nikaido: Nikaido Shochu is delicious on the rocks, mixed with soda, or chilled in the refrigerator and served straight. The umami flavor and richness of Nikaido Shochu makes it a great recommendation best enjoyed before and during meals. The "Nikaido Barley" introduced in this report is distilled from 100% barley and barley koji. ■

Nikaido Shuzou Co., Ltd. 二階堂酒造

Establishment: 1866

創業: 慶応2年 (西暦1866年)

Brewery Location:

2849 Hinode, Hayami, Oita, JAPAN

大分県速見郡日出町2849

TEL: 0977-72-2324

www.nikaido-shuzo.co.jp

President: Yuichi Nikaido 二階堂裕一

Distributed in the U.S.

by Nankai Group, LLC.

米国での取り扱いは南海酒造

<https://nankaishochu.com/>

大分県の東、別府湾に近い日出町に1866年創業の二階堂酒造は、4月8日ロサンゼルスインタークルーレストランにおいてバイヤー、メディアを招待し試飲会を開催した。二階堂酒造の焼酎は穏やかな風味を生み出す減圧蒸留で造られるため、味わいはすっきりと軽やかで評判の焼酎である。また、二階堂酒造は、家伝として代々後継者のみ製法が受継がれ門外不出であり、他の醸造場と異なり跡継ぎが杜氏となり家内醸造として現在もなお伝統は守られているという。

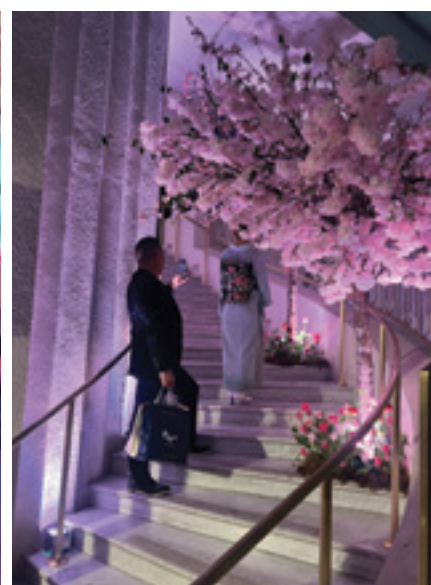
一昨年二階堂酒造の8代目に就任した二階堂裕一氏に話を伺った。

JRN: 二階堂酒造とは?

二階堂: いたるところで湧水がうまれる名水の地、大分県日出町。緑の山々と波静かな別府湾に抱かれたこの地はまさに酒造りの理想郷で、世に広く知られる「大分むぎ焼酎二階堂」のふるさとです。

JRN: 二階堂焼酎の特徴は?

二階堂: 二階堂のうまい飲み方はロック、ソーダ割り、冷蔵庫で冷やしてストレート。旨味・コクもあるため食前酒や食中酒としておすすめ。今回ご紹介する「大分むぎ焼酎二階堂」は、原料に大麦と麦麴を使用し、麦100%で作られています。



Japan and the U.S. linked supply chains to increase scallop exports to the U.S. market

米国にホタテ輸出促進へ、日米が供給網で連携



Agricultural, forestry, fishery, and food products exported from Japan reached 1,238.2 billion JPY in 2021, of which seafood products accounted for 301.5 billion JPY (24.3%); and 1,414.0 billion JPY in 2022, of which seafood products accounted for 387.3 billion JPY (27.4%); and 1,454.7 billion JPY in 2023, of which seafood products accounted for 390.1 billion JPY (26.8%). Seafood products account for approximately one-fourth of the agricultural, forestry, fishery, and food exports, of which scallops account for the highest export value (excluding adjusted items), which accounts for approximately 5% of the total export value of agricultural, forestry, fishery, and food products according to the Ministry of Agriculture, Forestry and Fisheries (Table 1).

The export value of scallops was 91.1 billion JPY in 2022. However, the export value after September 2023 dropped to zero following China's ban on Japanese seafood imports after Tokyo Electric Power Company (TEPCO) Fukushima Daiichi Nuclear Power Station released ALPS treated water into the Pacific Ocean, which dropped the export value of scallops to 68.9 billion JPY, a 24.4% decrease year-on-year. Japan exported 143,000 tons of scallops to China, approximately 30% of the scallops produced in Japan, of which 96,000 tons were shelled frozen scallops.

Further, approximately 40% of the scallops exported to China (estimated to be 30,000~40,000 tons) are processed

in China and shipped to the U.S. market. Shelled scallops (bivalves) cannot be exported directly from Japan to the U.S., thus exported shelled from Japan to China in the past. The shells are time-consuming to remove before being exported to the U.S., etc., which poses significant challenges on fishery industry professionals to urgently establish a processing system to replace laborers removing the shells in China and develop sales channels.

Japan External Trade Organization (JETRO) collaborated with the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Economy, Trade and Industry and dispatched in January a company that processes seafood products in Hokkaido and

Aomori prefectures as a research team to research Vietnam as a new processing base to replace China. In March, fourteen companies consisting of Japanese fishery industry professionals hoping to export scallops to the U.S. market visited a processing plant in Ensenada city, Baja California state, Mexico near the U.S. market. Ensenada city, where the research team visited, is located on the Pacific side, approximately four hours from Los Angeles by car.

Therefore, tuna and oysters, etc., are caught from the water, refrigerated, and directly transported by truck to be served in U.S. restaurants in Los Angeles and Las Vegas, etc., within 24 hours for mass consumption. These

seafood products are highly prized for their freshness and traded at high prices. Compared to scallops from Japan currently processed in Asia and distributed in the U.S., non-refrozen refrigerated scallops for raw consumption and refrozen scallops without added water could be rolled out with new added value. JETRO strives to develop a facility to process scallops to increase exports.

Scallops are processed in Mexico by three member companies of the National Fisheries Industry Conference Baja California State Branch (Canainpesca, Baja California), a seafood processing industry group. When JETRO visited Ensenada last November, these three seafood processing companies came recommended by the Secretaria de Pesca y Acuicultura (SEPESCA) and Secretaria de Economia e Innovacion (SEI) for their shellfish processing technology, expertise in processing tuna farmed in Ensenada for export to Japan and sardines for export. All three companies will leverage their experience in processing seafood products for export to the U.S. to process scallops for the first time and improve their deshelling technology to process scallops leading up to the visit. Many workers who processed scallops for the first time commented that the work was not difficult due to their experience deshelling and processing oysters and shellfish with hard shells.

表1 農林水産物・食品 輸出額の推移

Table1 Export Value of Agricultural, Forestry, Fishery and Food Products (単位：億円) Unit (100 million yen)

項目 item	2021		2022		2023	
	輸出額 Export value	シェア Share	輸出額 Export value	シェア Share	輸出額 Export value	シェア Share
農産物 Agricultural Products	8,041	64.9	8,862	62.7	9,064	62.3
水産物 Fishery products	3,015	24.3	3,873	27.4	3,901	26.8
ホタテ scallop	639	5.2	911	6.4	689	4.7
真珠 Pearl	171	1.4	238	1.7	456	3.1
ブリ Yellowtail	246	2.0	362	2.6	418	2.9
カツオ・マグロ類 Bonito & Tuna	204	1.6	179	1.3	227	1.6
その他 Miscellaneous	1,755	14.2	2,183	15.4	2,111	14.5
林産物 Forest products	570	4.6	638	4.5	621	4.3
少額貨物 Small value cargo	756	6.1	767	5.4	961	6.6
全体 Overall	12,382	100.0	14,140	100.0	14,547	100.0

出典：農林水産省 Source: Ministry of Agriculture, Forestry and Fisheries

(単位：100万円 Unit: Millions yen, %)
△はマイナス値 △Negative value

日本のホタテ輸出額推移 Scallop Export Value Trends

国・地域名	2020		2021		2022		2023		変化率 Rate of Variation 2022/2023
	輸出額 Export value	シェア Share	輸出額 Export value	シェア Share	輸出額 Export value	シェア Share	輸出額 Export value	シェア Share	
中国 China	14,564	46.4	33,665	52.6	46,724	51.3	25,878	37.6	△44.6
アメリカ United States	1,588	5.1	6,010	9.4	7,816	8.6	11,921	17.3	52.5
台湾 Taiwan	5,695	18.1	8,686	13.6	11,166	12.3	10,042	14.6	△10.1
韓国 South Korea	3,235	10.3	4,629	7.2	7,540	8.3	6,639	9.6	△11.9
香港 Hong Kong	3,091	9.8	4,324	6.8	4,801	5.3	5,084	7.4	5.9
その他 Others	3,224	10.3	6,630	10.4	13,006	14.3	9,306	13.5	△28.4
合計	31,397	100	63,943	100	91,052	100	68,871	100	△24.4

(出典) 財務省貿易統計 Source: Trade Statistics, Ministry of Finance

Business negotiations targeting U.S. distributors held in Los Angeles

The research team that confirmed the deshelling process of scallops from Japan promoted scallops processed in Mexico to a seafood processing company in Ensenada to increase consumption in North America. The team returned to Los Angeles and negotiated business with U.S. distributors and buyers. At the venue, scallops processed at the visited plant were transported by ground to Los Angeles, flavored with six different seasonings that suit the American palate and served as samples to participants. The participants were pleasantly surprised by the intense sweet flavor and expressed interest in the processing process in Mexico. Also, the Japan-U.S. Summit held in Washington, D.C. in April discussed enhancing the supply chain for seafood products. A joint statement vowed to “build a strong supply chain for reliable seafood products,” and confirmed further cooperation between Prime Minister Kishida and President Biden to ensure economic safety. Government officials from both nations commented that deshelling scallops in Southeast Asia and Mexico to develop

a new channel to export scallops to the U.S. “diversifies export channels, also advantageous from the viewpoint of ensuring economic security.”■

農 林水産省によると、日本から輸出される農林水産物・食品は、2021年時点で1兆2,382億円。うち、水産物が3,015億円(24.3%)だった。2022年に1兆4,140億円のうち3,873億円(27.4%)になり、2023年は1兆4,547億円のうち3,901億円(26.8%)になった。農林水産物・食品輸出のうち、約4分の1を水産物が占めていることになる。その中で、輸出額最大なのがホタテで(調整品を除く)農林水産物・食品の輸出総額のうち5%程度を占めている。(表1)

2022年のホタテの輸出額は911億円であったが、2023年の輸出額は中国の東京電力福島第1原子力発電所のALPS処理水放出後の、日本産水産物の輸入禁止措置で9月以降ゼロになったことが響き689億円と前年比24.4%落ち込んだ。中国に輸出されたホタテは、日本の生産量の約3割に当たる14.3万トンで、このうち9.6万トンが殻付きの冷凍ホタテだった。さらに、このうちの約4割(推定3~4万トン)は中国で加工した後、

米国に出荷されていた。日本から米国へは殻付きのホタテ貝(二枚貝)が直接輸出出来ないため、これまでは日本から殻付きのまま中国に輸出され、手間のかかる殻むき作業を行った上で米国などに輸出されてきたため、水産業者らに大きな打撃となっており、中国の殻むき加工業者に代わる加工体制の構築や販路開拓が喫緊の課題となっていた。

ジェットロは農林水産省、経済産業省などと協力し、ベトナムを中国に代わる新たな加工拠点として検討しようと北海道や青森などで水産物を扱う企業を1月に調査団を派遣した。また、3月には米国市場に近い、メキシコ・パハカリフォルニア州エンセナダ市の加工施設を米国へのホタテの輸出を目指す日本の水産業者など14社が視察した。視察を行ったエンセナダ市は太平洋側に位置し、ロサンゼルスまで車で約4時間の距離。そのため、マグロやカキなどは水揚げされてから冷蔵のままトラックで陸送され、24時間以内にロサンゼルスやラスベガスなど米国の大消費地のレストランに並ぶため、商品の鮮度面や高値で取引される冷蔵品として高い優位性を持つ。再冷凍を施さない生食用冷蔵貝柱や、再冷凍された無加水の貝柱といった、現在アジアで加工され米国に流通している日本産ホタテ商品と比較して、新たな付加価値を持つ商品展開の可能性がある。輸出拡大を図るため、ジェットロはホタテを扱える

施設の開拓を目指す。

メキシコでの加工は、水産加工業界団体の全国水産業会議所パハカリフォルニア州支部(カナインペスカ・パハカリフォルニア)の加盟企業3社。この3社は、昨年11月ジェットロがエンセナダを視察訪問した際に、パハカリフォルニア州水産養殖庁(SEPESCA)と同州経済イノベーション庁(SEI)から推薦を受けた企業で、貝の加工技術や日本向けに輸出されるエンセナダ産養マグルの加工や輸出用イワシなどの加工を得意とする水産物加工会社。3社ともホタテの取り扱いが初めてだったが、米国向けに輸出する水産物の取り扱い実績は豊富にあり、今回の視察に向けホタテの殻むき技術を向上させてきた。従業員多くはホタテの取扱いは初めてだが、殻の堅いカキなどの貝類の加工経験があるためホタテはそれほど難しくないと感想を述べている。

米流通業者を対象とした商談会をロサンゼルスで開催

エンセナダの水産加工会社で、日本産ホタテの殻むきの工程などを確認した調査団は、メキシコで加工されたホタテの魅力アピールし、北米での消費拡大につなげることを目的に、ロサンゼルスに戻り米国流通業者、バイヤーとの商談会を開催した。会場では、前日に視察企業で加工したホタテをロサンゼルスに陸路輸送し、米国人に合う6種類の味付けで参加者へ試食提供した。参加者からは日本産ホタテの甘みの強さに感嘆する声とともに、メキシコでの加工について関心が寄せられた。

また、4月にワシントンDCで開催された日米首脳会談で、水産物のサプライチェーンの強化に向けて協議され、共同声明では「強靱で、信頼できる水産物の供給網を構築する」と明記され、岸田首相とバイデン大統領が経済安全保障分野での協力強化を確認した。政府関係者は、日米両国は東南アジアやメキシコなどで殻をむいて加工し、米国に輸出するルートを新たに構築出来たことは「輸出ルートを多角化することは、経済安保の観点からも有益だ」と述べている。





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16901 S. Western Ave. #102
Gardena, CA 90247

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1:00pm~3:00pm 終了予定

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毎月通常
第3日曜日開催

お問い合わせ

Japanese Restaurant Academy
(213) 680-0011
restaurantacademy@alljapannews.com



練習問題

1 次のうち、食を扱う場所で微生物の蔓延を防ぐために最も重要なことは何か?

- a) 食べ物を扱うときに手袋を着用すること
- b) すべての身に着けている貴金属を外すこと
- c) ヘアーネットを被ること
- d) 効率的に手を洗うこと

2 不適切に解凍された食品は危険を伴う可能性がある。なぜなら・・・

- a) その食品の味または色を変えるかもしれないから
- b) 解凍中にバクテリアが増殖するかもしれないから
- c) お客様が凍った食品の一部を偶然食べるかもしれないから
- d) 不適切な解凍は中心の大部分が凍ったままになるかもしれないから

回答 :1)d 2)b

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



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Sake Sommelier
Master Sake Sommelier
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Sharing the greatness of Sake with our Customers

Even if it is good tasting, if you're not able to relay that, customers will not try it. Also, if the timing to relay the information and contents are not sufficient, this will not lead to sales. We like to talk about how we can relay the appeal of sake to customers with the right timing and ideal content that will lead to sales.

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and bartenders? Just by giving a little taste, there is absolutely no way you can explain the fineness of sake to customers. You need to make them thoroughly understand why a particular sake is delicious. Also, you can only understand 10% of the fineness of the sake if you drink it as a single item, so you definitely need to make them try the sake with the right dish.

Timing

We certainly feel that instead of a server asking "What would you like to have?" when taking a drink order from

a customer, change it to "How would you like a cold, very delicious glass of sake?" It will make a big difference when you ask this.

Content we are relaying

For example, "Would you like to try AAA brand of Niigata which is dry and refreshing?" or

"Would you like to try BBB brand of Akita which has the fullness that goes well with teriyaki etc?" etc, to think of sales talk that is easy for customers to understand and to make them want to try. ■

向顧客傳達清酒的美妙

即使是何等的美酒，如果顧客不獲知悉，就不會嘗試。而且，如果傳達信息的時機和內容並不合適，亦不能成功作出銷售。那麼，請思考一下在甚麼時機適切地為顧客傳達清酒的魅力會帶來成功的銷售。

由誰傳達

是否以「板前(日式料理廚師)

」、服務員或調酒師身份進行了適當的培訓？單純提供試飲，並無法向顧客解釋清酒的優點。請確保顧客已清楚了解這種酒為何美味。另外，單獨喝酒，即使是酒的一成優點亦無法理解；故請配合料理提供試飲。

時機

當服務員聽取飲料訂單時，嘗試將詢問顧客的問題由「請問已決

定好飲料了嗎？」更改為「請問要嘗試一下冰涼可口的清酒嗎？」。這句話將會引發重大變化。

傳達內容

考慮一些易於令客戶理解和嘗試的銷售談話。例如「要嘗試干型，與壽司非常匹配的新潟市AAA品牌嗎？」或是「要嘗試酒體飽滿，與照燒等非常匹配的秋田BBB品牌嗎？」等。

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MUTUAL TRADING



The CHEFMATE Revolution : Supporting Chefs, One Step at a Time

The CHEFMATE 革命：一步一步支持廚師



The popularity of CHEFMATE, a footwear solution designed to alleviate the physical strain experienced by chefs, is on the rise among culinary professionals in New York City.

Research from Japan indicates that approximately 30% of kitchen accidents are caused by slips and falls. Despite kitchens in the United States typically maintaining dry floors, the risk of such accidents remains a significant concern. Dr. Kazuo Hokkirigawa, also known as Dr. Hokky, a former professor at Tohoku University and an expert in tribology, collaborated with Kohshin Rubber to develop CHEFMATE. This product aims to protect chefs from injuries resulting from unexpected falls in the kitchen.

In essence, CHEFMATE not only offers slip resistance but also excels in halting slips immediately. However, it's worth noting that any shoe may slip if grease accumulates on the floor. The crucial factor is the shoe's ability to promptly stop slipping, which is where CHEFMATE shines. Its ability to stop immediately upon slipping is the result of extensive research in tribology, the science of friction.

This effective slip-stopping capability is achieved through two surface treatments on the shoe sole: a rough surface for basic slip-resistance and a smooth surface to enhance stopping power after slipping. Additionally, the tread spacing is designed to prevent debris from clogging.

Beyond its functionality in preventing slips, CHEFMATE prioritizes the comfort and well-being of chefs. Despite being lightweight at only 10.6 oz for one side of 26cm shoes, these footwear options feature a rubber heel wrap to alleviate lower back pain, a common issue stemming from long hours of standing. This wrap (photo 1), along with inner rubber for a snug fit and urethane in the midsole for added cushioning (photo 2), is complemented by a unique Arch Support system that provides moderate support for posture.

CHEFMATE is meticulously crafted with attention to detail and is recommended for individuals who have experienced hazards on kitchen floors and stairs or suffer from back strain due to extended periods of standing.

CHEFMATE 是一種專為減輕廚師身體勞損而設計的鞋，在紐約市中越來越受烹飪專業人士歡迎。

日本的研究顯示，約有30%的廚房意外是由滑倒引起的。儘管美國的廚房通常保持地板乾燥，但這類意外風險仍然令人關注。Dr. Kazuo Hokkirigawa 博士（又名Hokky摩擦學方面的專家，他與Kohshin Rubber 合作開發了CHEFMATE。旨在保護廚師免受廚房意外滑倒所造成的傷害。

基本上，CHEFMATE不僅具備防滑功能，還能立即停止滑倒。然而，值得注意的是，如果地板上積聚了油脂，任何鞋子都可能滑倒。鞋子是否能及時止滑是關鍵因素，這正是 CHEFMATE 的優勝之處。它之所以有立即停止滑倒的能力，而是基於對摩擦學這一科學進行了大規模研究的成果。

CHEFMATE透過鞋底上的兩種表面處理達到有效的防滑能力：粗糙的表面用於基本的防滑，而光滑的表面則用於增強滑倒後的止滑能力。此外，胎紋空隙的設計還能防止碎屑堵塞。除了防滑功能外，CHEFMATE還考慮到廚師的舒適和健康。儘管單邊 26厘米的鞋子僅重10.6盎司說來很輕，但這些鞋類產品的特點是鞋跟採用橡膠包裹，以緩解因長時間站立而引起下背部疼痛的問題。這種包邊（照片1），與內層橡膠緊密貼合，鞋底中間的聚氨酯則增加了緩衝（照片2），再加上獨特的足弓支撐系統，提供適度支撐以保持姿勢良好。CHEFMATE的製作工藝一絲不苟，注重細節，特別推薦給那些在廚房地板和樓梯上經歷危險或因長時間站立而遭受背部勞損的人穿著。

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Photo 1



Photo 2



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The Quest for Gastronomic Liquor Episode 1

美食清酒的追求 第 1 集



SAKE SCHOOL OF AMERICA
sommelier talk 侍酒師說



When servers suggest an alcohol to a dining guest or pick a sake to accompany a meal, uncertainty often arises regarding whether the chosen drink would truly complement the food. This is partly because it's not feasible to taste the food and drink together before making the order decision. Thus, it's crucial to suggest a liquor that is expected to pair well with the food based on the server's cumulative experiences and knowledge.

To enhance future menu suggestions and sales strategies, Sake School of America (SSA) conducted a tasting to evaluate the compatibility of food and sake pairings. The tasting focused on sushi, a quintessential Japanese dish, paired with various types of sake: Junmai Daiginjo, Kimoto Junmai, Nojun Junmai, Yamahai Junmai, AWA Sparkling, and Nigori Sake. These sakes were paired with nine sushi dishes, including tuna, yellowtail, sea bream, shrimp, octopus, egg, mackerel, tekkamaki, and kappamaki. Following are the findings from the Sushi and Sake pairing assessment.

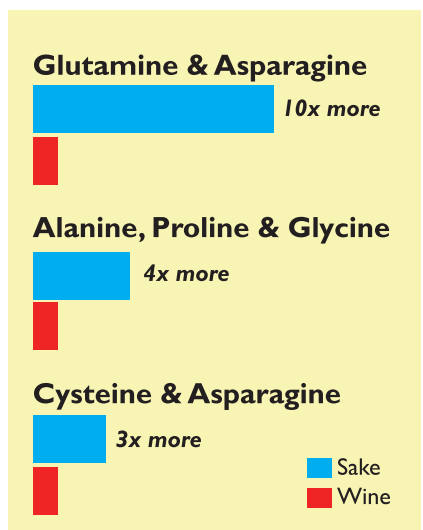
The essence of gastronomic beverages lies in how food flavors and textures evolve in the mouth and influence the diner's palate. Individuals' perceptions of food vary based on their culinary experiences, preferences, and cultural backgrounds.

Unlike wine, sake possesses subtle flavors and textures. However, the amino acids derived from the trace proteins in rice play a crucial role in sake pairing. Interestingly, the human body comprises about 20% protein, containing 20 different amino acids. These amino acids, absorbed as nutrients, contribute to bodily tissues' formation and impart unique tastes. When combined in the mouth, they interact in various ways, profoundly influencing the overall taste of both food and alcohol.

Among the 20 types of amino acids, the ones that contribute to umami are glutamine and asparagine. These two amino acids, found in sake, are present in more than ten times the amount compared to wine. Additionally, among the eight amino acids that contribute to sweetness, sake contains a particularly high level of alanine, proline, and glycine. Overall, sake contains about four times as many sweet-tasting amino acids as wine. Among the remaining 10 amino acids that contribute to bitterness, cysteine and asparagine are abundant in sake, being about three times more than in wine. Overall, sake contains about four times as many bitter-tasting amino acids as wine. These amino acids in sake blend with the flavors of dishes and interact in the mouth, influencing whether it tastes delicious or not depending on the resulting sensation.

由多種氨基酸組合而成的肽 (Peptides) 有助於清酒豐富的口感，其高含量的氨基酸使得這種口感尤為明顯。考慮到壽司和海鮮菜餚的特性，搭配測試評估了清酒如何有效地掩蓋魚腥味，以及如何平衡壽司米醋中的酸味。

正如下面圖表所示，由於清酒中所含的氨基酸比葡萄酒高，因此清酒自然是壽司的最佳配搭。其中，濃郁的純米清酒 (Junmai) 和山麩純米 (Yamahai Junmai) 將會與壽司完美相配。



當 服務員向客人建議挑選酒精飲品或清酒來搭配用餐時，往往不肯定所選的飲品是否與菜餚配搭得宜。部分原因在於在點菜之前不可能同時品嚐食物和飲料。因此，根據服務員累積的經驗和知識來推薦一款與食物搭配的酒至關重要。

為了改進未來的菜單建議和銷售策略，美國清酒學校 Sake School of America (SSA) 舉辦了一次品嚐活動，以評估食物和清酒搭配的協調性。該品嚐活動以壽司這典型的日本料理為主，與各種類型清酒進行搭配，如純米大吟釀 (Junmai Daiginjo)，生酛純米 (Kimoto Junmai)，濃醇純米 (Nojun Junmai)，山麩純米 (Yamahai Junmai)，AWA 氣泡清酒和濁酒 (Nigori)。這些清酒搭配了九種壽司，包括鮪魚、鰹魚、鯛魚、蝦、章魚、雞蛋、鯖魚、鐵火卷和河童卷。以下是壽司和清酒搭配評估的結果。美食與飲料的協調性在於食物的味道和口感如何在口中演變，並影響用餐者的味覺。由於每個人的烹飪經驗、喜好和文化背景不同，因此對食物的評價也會有所不同。

與葡萄酒不同，清酒具有獨特的細膩味道和口感。然而，清酒搭配中微量蛋白質所產生的氨基酸卻起著至關重要的作用。有趣的是，人體約含有20%的蛋白質，其中包含二十種不同的氨基酸。這些氨基酸作為營養物質被人體吸收，有助於身體組織的形成，並賦予食物獨特的口味。當它們在口中結合時，以各種方式互動，深深地影響著食物和酒精的整體味道。

在二十種氨基酸中，對鮮味起作用的是谷氨酰胺 (Glutamine) 和天冬酰胺 (Asparagine)。這兩種氨基酸存在於清酒中，其含量是葡萄酒的十倍以上。此外，對甜味起作用的八種氨基酸中，清酒含有特別高含量的丙氨酸 (Alanine)、脯氨酸 (Proline) 和甘氨酸 (Glycine)。整體而言，清酒含有的甜味氨基酸是葡萄酒的四倍左右。在其餘的十種對苦味起作用的氨基酸中，半胱氨酸和天冬酰胺在清酒中的含量很高，大約是葡萄酒的三倍。清酒含有的苦味氨基酸是葡萄酒的四倍左右。這些氨基酸在清酒中與菜餚的味道融合，並在口腔中產生作用，影響其是否能帶來美味的感受。

小組成員意見

Atsuko: 一向以來，清酒和壽司被視為完美搭配。我曾認為兩者的任何配搭都是無懈可擊的。然而，我意識到情況並非如此。從烹飪的角度來看，鮮味適中和脂肪含量均衡的壽司，適合搭配各種類型清酒。雖然有時特定菜餚的甜味、酸度或脂肪含量可以提升搭配效果，但和諧至關重要。我了解到假設任何壽司和清酒的搭配都會成功，這樣的看法未免過於簡單了。

Patsy: 大吟釀 (Daiginjo) 級清酒通常適合搭配清淡溫和的魚類壽司。然而，當處理貝類、粉紅色或紅色肉或表皮光亮的魚時，較低拋光率的清酒往往能夠平衡鮮味並提升味道。像純米酒 (Junmai)、生酛 (Kimoto) 和山麩 (Yamahai) 等品種的清酒尤其適合搭配鮪魚、蝦甚至醃鯖魚。雖然氣泡清酒很令人愉悅，但更適合作為餐前的開胃酒。另一方面，甜味和奶油味的濁酒 (Nigori) 可以令一頓餐畫上圓滿的句號，就像甜的玉子燒作為甜品一樣。

Sake x Food Pairing Assessment

◎ Best pairing
○ Good pairing

Food/Sake	Junmai Daiginjo	Kimoto Junmai	Junmai (Rich Style)	Yamahai Junmai	AWA Sparkling	Nigori
Tuna Akami			◎	◎	○	○
Hamachi	◎		◎	○		○
Tai	◎		○	○		◎
Shrimp	○	◎	◎	○		○
Octopus		○	◎	◎	○	
Tamago		○	○		◎	◎
Saba	○	○	◎	◎		
Tekka-maki			○	◎		○
Kappa-maki		○	○	◎	◎	
◎	2	1	5	5	2	2
○	2	4	4	3	2	4

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California SAKE CHALLENGE

by Kosuke Kuji 200



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 ③

能登半島地震與酒藏③

Every sake brewery prepares sake mash in January, the best season to brew sake. Unfortunately, sake breweries destroyed by a shindo (seismic intensity) 7 (MJMA7.6, Mw7.5) earthquake on the Japan Meteorological Agency (JMA) Seismic Intensity Scale were left with no means to preserve their sake mash.

Sake mash contains live microorganisms. Shata Shuzo Co., Ltd. (Shiraishi city, Ishikawa prefecture), producer of "Tengumai" sake, was also evacuated due to the earthquake, yet led a mission to recover sake mash in Noto Peninsula to preserve and squeeze

the sake mash in another brewery of Ishikawa prefecture. Shata Shuzo was also evacuated, although the damage sustained was not as serious compared to the destruction in Noto Peninsula. Still, the conviction and willingness of one sake brewery to help another sake brewery in times of distress, and the tight bond shared between sake breweries in the Hokuriku region were deeply moving to witness and filled my heart with enormous respect for everyone involved in the recovery effort.

Despite the serious risks associated with entering a destroyed brewery, such risks were disregarded to recover

as much sake mash as possible, relocate the mash to a brewery with minor damage, and squeeze the sake mash to brew sake.

Special tax provisions for natural disasters were filed immediately with both public and private support to recover as much sake mash as possible from Noto Peninsula.

The miracle sake mash that survived the earthquake and the miracle sake brewed from this miraculously saved sake mash will no doubt play a vital role in future reconstruction efforts. ■

月的酒藏都是有醪的。這就是為什麼一月是釀酒的最佳季節。那裡發生7級地震，建築物倒塌，沒有能力生產醪。

有些醪還活著。救出這些醪，送到相同的石川縣的酒藏中擠出來，以同樣受災的石川縣白山市的天狗舞為中心，營救能登酒藏的醪的作戰

任務開始了。雖然受損程度沒有能登那麼嚴重，但仍是屬於同一災地的酒藏。北陸酒藏為了其他酒藏而努力，我對這種紐帶靈魂和堅強的心靈表示敬意。

儘管進入倒塌的倉庫非常危險，但他們不顧風險，盡可能多地打撈出醪，並將其轉移到受損程度較小的酒藏，並在那裡繼續釀酒。

只有在災難的特殊情況下才可能採取的稅收措施立即得到實施，透過公共和私人的支持，許多(但不是全部)能登酒藏的醪倉庫得以挽救。

在地震中倖存下來的神奇的醪，神奇的酒。應該為我們未來的復甦提供強大的力量。

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日本酒 百味百題

All-season Sake Brewing 什麼是四季釀造？

A sake brewing plant equipped to produce sake year-round is called “all-season sake brewing,” or “all season sake brewery.” Also, the production of sake year-round during all four seasons is also referred

to as “all season sake brewing”. Currently, all major sake manufacturers produce sake in plants equipped with these facilities. Since the mid-to-late Edo Era (1603 ~ 1868), sake was mostly produced during the winter season, ever since the custom of “traditional sake brewed only in the winter” was established in Itami and Nada. This is because the temperature to ferment mash and the suppression of bacteria from proliferation was more easily managed during the winter season.

Traditional sake production still practiced in various sake breweries to this day is brewed using sake-brewing methods applied during the winter sake production season. However, as sake production became rapidly modernized during the Meiji Era (1868 ~ 1912), research started to continue stable sake production throughout all four seasons. Attempt to produce all-season sake brewing started towards the end of the Taisho Era (1912 ~ 1926), and already made practical in Hawaii, even before the war. However, all-season sake brewing during this era was done using traditional brewing methods as is, with sake production possible only four or five times a year.

Major developments towards all-season sake brewing started after World War II, when various devices started to be introduced into the sake production process.

As sake-brewing facilities became more mechanized, the need to increase both the mechanical operational rate and productivity became apparent. Therefore, automated all-season sake brewing with mechanized brewing

process became urgent; and year-round, large-scale sake production started in 1965. During the midst of a high economic growth period from 1955 to 1965, many breweries started to significantly mechanize their brewing facilities. Major sake manufacturers competed to construct all-season sake brewing, drastically increasing production capabilities.

To make all-season sake brewing possible, the same sake production environment as the winter season that is operational year-round must be constructed within the plant. These plants are equipped with air conditioning facilities that use freezers to maintain low-temperatures suitable for sake production. During the summer season, with high temperatures and humidity, dehumidifying the air, eliminating bacteria, and sterilization is necessary in addition to cooling the temperature due to concern for contamination from the outside air. All-season sake brewing is possible in much greater volumes, and labor is also made more efficient. Especially in recent years, automated operations advanced to management controlled by computers, enabling sake production without master sake brewers or other skilled sake production workers, eliminating the tasks handled by overnight and holiday workers.■

也被稱為「四季釀造」。目前，所有主要的大型酒釀造廠都配備了該設備並進行生產。從江戶時代中期開始到後期，當時的主要清酒產地在伊丹和灘，自從「寒造」完善以來，日本酒的主要釀造季節一直是冬季。在寒冷的冬季更容易控制醱的溫度，也更容易抑制雜菌的生長。至今全國各地的酒藏凡是延續傳統的酒釀造，都是採用寒造法進行的。到了明治時代，日本酒的釀造迅速現代化，人們開始進行研究，以確保在四個季節都能穩定地釀造酒。試著四季釀造始於大正時代末期，夏威夷在戰前投入實際使用。當然，這個時代的四季釀造方法仍然是傳統的方法，一年只能釀造四、五次酒。

戰後四季釀造才真正的開始，釀造工程中引入了各種機器。

隨著酒釀造廠機械化的發展，機器的利用率被提高了，生產力也要求提高。因此，製造過程由機器自動化完成，就迫切需要實現四季釀造，第一家真正的四季釀造廠誕生於昭和35年。從30年代末到40年代，是經濟快速成長的時期，許多大型的酒釀造廠的設備機械化得到了極大的發展。大型的酒釀酒廠競相建造四季造藏，生產能力急遽增加。為了使四季釀造成為可能，首先需要在工廠中全年創造一個類似冬季的環境。為了保持適合酒釀造的低溫，這些工廠的配置是使用冷凍機作為空調設備，在炎熱潮濕的夏季，有來自外部空氣細菌的風險，因此有必要在冷卻的同時對空氣進行除濕、除菌，和殺菌。四季釀造不僅使酒產量得以增加成為可能，而且極大地促進了勞動力的合理化。特別是近年來，透過電腦控制實現自動化，無需杜氏等熟練的酒釀造師就可以釀造酒，並取消了夜間和節假日的手工工作。

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◆ ◆ ◆
全年具備釀酒設備的酒釀酒廠稱為「四季釀造」或「四季釀造藏」（簡稱「四季藏」）。另外，一年四季都在釀造酒的





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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

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

The Daikanyama Shopping District

代官山商店

With spring fast approaching at the end of March, an event titled “The Daikanyama Shop Association” featured many shops selling niche merchandise at “Daikanyama Address 17dixsept” in Shibuya district, a shopping center located right next to the Daikanyama Station. Our shop selling local sake was also invited and participated for two days during a weekend. The “Daikanyama Address 17dixsept” is a shopping zone located inside an urban shopping complex, consisting of a 36-floor tower above ground on the site of the former Dojunkai Daikanyama Apartment, a housing complex consisting of approximately 500 homes, the Daikanyama Sports Plaza, etc.

Dix-sept translates to seventeen in French, named after their lot number 17 in the Daikanyama district. Four shops lined up in a shared space on the facility premises and sold merchandise not usually sold by the tenants to take a new approach to customers who utilize the facility.

Retailers that participated for two days consisted of my local sake shop, an Asian variety store, a flower shop, a vegan shop on one day, and a specialty gift shop the next. It was rumored that the timing the cherry blossoms will bloom could be announced early in the week of the event, and the weather was forecast to be sunny for cherry blossom viewing. Since Daikanyama is close to Meguro River, a renowned spot to view cherry blossoms, my shop narrowed down our merchandise to only two sake sets for flower viewing – a set of five aluminum cans of Nihon-sakari sake with plastic champagne glasses and a three-sampler Nagatorogura sake set. Unfortunately, the rumored announcement on the timing the cherry blossoms would bloom never occurred, ultimately announced two weeks after the event. Not only did the cherry blossoms not bloom during the weekend of



the event, but it also rained with low turnout, both significantly contrary to expectations. Other shops near each other welcomed regulars from other shops. My shop also benefited from their customers since most of the sake sets I prepared sold, and the weekend ended with decent sales.

I had many takeaways from my first attempt at selling merchandise in the chic Daikanyama shopping complex. Staff members shopped at each other’s shops, and I also became friendly with the shop owners. My onsite pop-up shop was personally a fruitful experience. If I was to be greedy however, I think the facility needs to think of ways to enliven the event. Eventually, I think lining up sake breweries to organize “The

Daikanyama Sake Shopping District” would be an interesting idea if I’m asked to participate again. ■

3月底春天即將來臨，在位於代官山站旁的商業設施“代官山 Address DIX”，澀谷區的眾多小商店將舉辦名為“代官山商店”的促銷活動。有人聯繫了我們，因為我們是銷售地酒的商店，於是決定在周六和周日參加兩天活動。代官山 Address DIX是在舊同潤會代官山公寓舊址上建造的36層塔樓、由約500套公寓和購物區以及澀谷區代官山體育廣場組成的城市綜合商業體。DIX在法文中是17的意思，因位於代官山的第17街而得名。在該設施內的公共空間內共排列四家商店，並提供與普通商業不同的銷售活動，

希望以一種新的方式吸引使用該設施的人。

開業兩天的展示活動，有我們販售地酒的商店、有亞洲雜貨店、花店、素食店，和每日更換的精選禮品店等。櫻花可能在活動的前半週宣佈滿花，也有可能不開，有資訊稱週末是觀賞櫻花的好日子。由於代官山位於靠近著名賞櫻景點目黑川，我們店把全部商品設置到賞櫻套餐中，一個套餐中裝有罐裝日本盛及酒杯和3種長靜藏裝可以比較。然而，當打開蓋子時，與開花宣言的預測相差甚遠，甚至到了周末都沒有宣布開花，等到宣布開花已經是兩週後了。

活動當天不僅櫻花沒有盛開，而且連著下了兩天的雨，參觀設施的遊客也很少，讓人大失所望。因為離其他店很近，看起來有些是別家常連客的人，所以我們決定就利用這個人流，我們準備的酒兩天全部都賣掉了。這是我們在澀谷邊緣到時尚代官山的第一次挑戰，我學到了很多東西，還有在商店之間購物，和其他商店的老闆成為了朋友，就我個人而言這次出店很有意義，但我覺得有必要考慮如何在設施方面展開這種宣傳活動。我想有一天，如果能有一個名為「代官山日本酒商店」的酒藏，將會很有趣。我希望下次再收到他們的訊息。

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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- 第2部分：讀出日本酒標籤

The history of sake is said to have started when rice farming became widespread during the Yayoi period (400 BC~300 AD) and produced rice. Earthenware from the Jomon Period (14,000 BC~1,000 BC) excavated from the mountains of Nagano prefecture in 1956 contained wild grape seeds, indicating wine was the first beverage consumed in ancient Japan, not sake. Sake brewing started between the 5th~10th century BC during the Yayoi period (400 BC to 300 AD), when rice farming was adapted. Sake during this time was produced by chewing rice in the mouth, returning the chewed rice into a vessel, then fermenting the chewed rice, a method called "kuchikami sake" ("mouth-chewed sake").

Also, sake brewing is said to have started as a task performed by shrine maidens. Kuchikami sake produced during this period is thought to be the origin of the current sake brewing process. Kuchikami sake is produced by chewing starchy food (like rice or grain) in the mouth to generate saliva. Amylase enzyme in the saliva converts starch into sugar, and wild yeast ferments the sugar to produce alcohol. As rice farming became widespread, rice is offered to deities as an expression of gratitude for the rice harvested each year. I also received some leftover sake served as an offering for rice harvested this year.

Although the tradition of kuchikami sake is no longer practiced in Japan, this tradition remained in Okinawa until Awamori became popular. ■

據

說日本酒的歷史始於彌生時代，當時開始種植水稻並生產了稻米。1956年，在長野縣的山區出土了繩文時代的陶器。原來的陶罐裡面有野生葡萄籽，日本最早喝的可能是葡萄酒，而不是日本酒。

日本酒的生產始於公元前5世紀至10世紀，當時彌生時期引入了水稻種植。此時的酒的製作方法是將米放入口中咀嚼，然後將其轉移到容器中，然後將米發酵。用這種方法釀造的酒稱為「口齒酒」。人們也認為，酒釀造最初是作為巫女的工作而開始的。

那個時期的口齒酒被認為是今天日本酒的起源，但酒的創造原理是，當將含有澱粉的食物放入口中咀嚼時，唾液中的澱粉酶會使澱粉糖化，野生酵母發酵糖，而產生酒精。

慶幸水稻種植業發達了，今年又能夠生產水稻了，所以把它供奉給神靈，我們收到了賦予的東西。

現在口齒酒文化在日本已不存在，但在泡盛流行之前口齒酒似乎在沖繩一直有保留。

SAKE Ambassador

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into SAKE Shochu

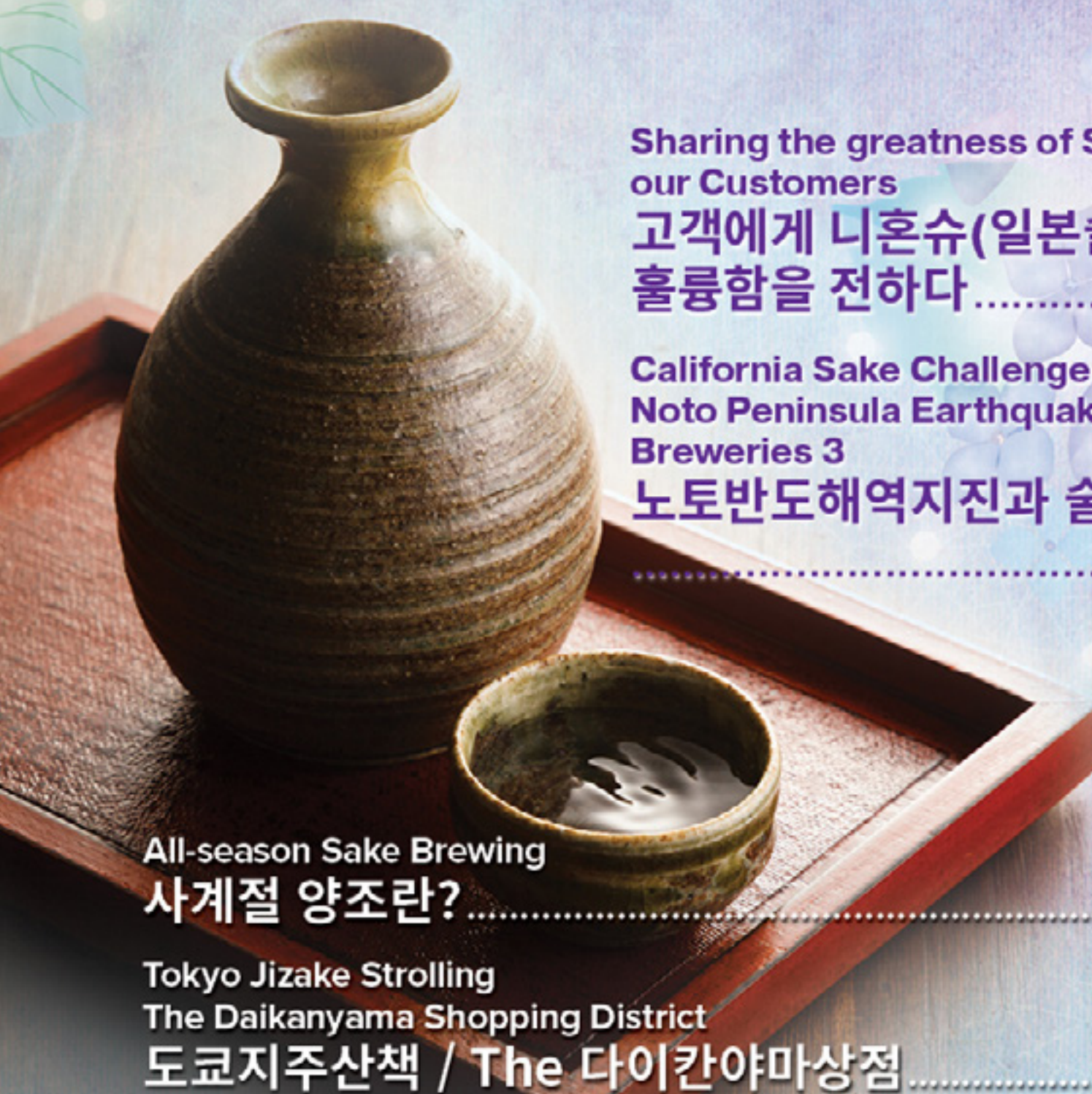
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Sharing the greatness of Sake with our Customers

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Sake Shochu Spirits Institute of America

- Part 2: Reading the sake label


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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.



Sharing the greatness of Sake with our Customers

Even if it is good tasting, if you're not able to relay that, customers will not try it. Also, if the timing to relay the information and contents are not sufficient, this will not lead to sales. We like to talk about how we can relay the appeal of sake to customers with the right timing and ideal content that will lead to sales.

Who are we relaying the information to?

Are you providing sufficient training separately for chefs, servers,

and bartenders? Just by giving a little taste, there is absolutely no way you can explain the fineness of sake to customers. You need to make them thoroughly understand why a particular sake is delicious. Also, you can only understand 10% of the fineness of the sake if you drink it as a single item, so you definitely need to make them try the sake with the right dish.

Timing

We certainly feel that instead of a server asking "What would you like to have?" when taking a drink order from

a customer, change it to "How would you like a cold, very delicious glass of sake?" It will make a big difference when you ask this.

Content we are relaying

For example, "Would you like to try AAA brand of Niigata which is dry and refreshing?" or

"Would you like to try BBB brand of Akita which has the fullness that goes well with teriyaki etc?" etc, to think of sales talk that is easy for customers to understand and to make them want to try.■

고객에게 니혼슈(일본술)의 훌륭함을 전하다

아무리 좋은 것이라도 알리지 않는다면 고객은 시도하지 않습니다. 게다가 그 정보를 전달하는 타이밍과 내용이 적절하지 않다면 판매로 이어지지 않습니다. 그렇다면 어떤 타이밍에 적절하게 니혼슈(일본술)의 매력을 고객에게 전달하여 판매로 연결해나가는 게 좋을지 생각해봅시다.

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한 교육이 이루어지고 있는지 체크해봅시다. 단순히 한 두 모금 마신 경험 가지고는 절대로 니혼슈의 매력을 고객에게 설명할 수 없을 것입니다. 이 술이 왜 맛있는지를 정확하게 공부시킬 것. 또한 술만 마셔서는 그 술의 장점을 전혀 이해할 수 없으므로 반드시 음식과 함께 시음하게 할 것.

타이밍

서버가 주문을 받을 때 고객에게 하는 "술은 어떻게 하시겠습니까?" 이 한

마디를 "정말 맛있는 시원한 니혼슈 한 잔 어떻습니까?"로 바꿔 볼 것. 이 한마디로 인해 큰 변화가 생길 것입니다.

고객에게 전달할 내용

예를 들어, 드라이하고 깔끔한 맛이 있어 초밥과 아주 잘 어울리는 니가타AAA 등급은 어떻습니까? 또는 구이 요리에 잘 어울리는 바디감 있는 아키타BBB는 어떻습니까? 등등 고객이 이해하기 쉽고 시도해보고 싶어할 만한 세일즈 토크를 고안해보면 좋을 것입니다.

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California SAKE CHALLENGE

by Kosuke Kuji 200



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 ③

노토반도해역지진과 술창고 ③

Every sake brewery prepares sake mash in January, the best season to brew sake. Unfortunately, sake breweries destroyed by a shindo (seismic intensity) 7 (MJMA7.6, Mw7.5) earthquake on the Japan Meteorological Agency (JMA) Seismic Intensity Scale were left with no means to preserve their sake mash.

Sake mash contains live microorganisms. Shata Shuzo Co., Ltd. (Shiraishi city, Ishikawa prefecture), producer of "Tengumai" sake, was also evacuated due to the earthquake, yet led a mission to recover sake mash in Noto Peninsula to preserve and squeeze

the sake mash in another brewery of Ishikawa prefecture. Shata Shuzo was also evacuated, although the damage sustained was not as serious compared to the destruction in Noto Peninsula. Still, the conviction and willingness of one sake brewery to help another sake brewery in times of distress, and the tight bond shared between sake breweries in the Hokuriku region were deeply moving to witness and filled my heart with enormous respect for everyone involved in the recovery effort.

Despite the serious risks associated with entering a destroyed brewery, such risks were disregarded to recover

as much sake mash as possible, relocate the mash to a brewery with minor damage, and squeeze the sake mash to brew sake.

Special tax provisions for natural disasters were filed immediately with both public and private support to recover as much sake mash as possible from Noto Peninsula.

The miracle sake mash that survived the earthquake and the miracle sake brewed from this miraculously saved sake mash will no doubt play a vital role in future reconstruction efforts. ■

1월 술창고에서 모로미가 없는 창고는 없습니다. 그 만큼 술담그기에 최고의 계절입니다. 그런데 진도 7의 지진이 나서 건물이 붕괴되면 이미 모로미는 어찌할 수 없습니다.

모로미는 살아있습니다. 이 모로미를 어찌든 살려내어서 같은 이시카와현 안에 있는 창고에서 파내지 않을까, 똑 같이 피해입은 이시카와현 백산시의 텐구마이씨를 중심으로 노토의 창고 모로

미 구출작전이 시작되었습니다. 피해의 심각함은 노토만큼은 아니지만 똑같은 재난민의 창고입니다. 하지만 남의 공간을 위해 일할 수 있는 호코리쿠 창고의 유대감과 강인함과 마음에 진심어린 경의를 가졌습니다.

붕괴한 창고에 들어가는 것은 상당히 위험한데도, 그 위험을 무릅쓰고 구할 수 있는 모로미를 가능하면 구출하여 피해가 적은 창고에 이동시켜 짜낸 술

로 만든다
재해 특례가 아니란 할수 없는 세무상 처리도 바로 해결되어 관민의 지원으로 노토 창고의 모로미는 전부는 아니지만 상당한 양을 구해낼 수 있었습니다.

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All-season Sake Brewing 사계절 양조란?

A sake brewing plant equipped to produce sake year-round is called “all-season sake brewing,” or “all season sake brewery.” Also, the production of sake year-round during all four seasons is also referred

to as “all season sake brewing”. Currently, all major sake manufacturers produce sake in plants equipped with these facilities. Since the mid-to-late Edo Era (1603 ~ 1868), sake was mostly produced during the winter season, ever since the custom of “traditional sake brewed only in the winter” was established in Itami and Nada. This is because the temperature to ferment mash and the suppression of bacteria from proliferation was more easily managed during the winter season.

Traditional sake production still practiced in various sake breweries to this day is brewed using sake-brewing methods applied during the winter sake production season. However, as sake production became rapidly modernized during the Meiji Era (1868 ~ 1912), research started to continue stable sake production throughout all four seasons. Attempt to produce all-season sake brewing started towards the end of the Taisho Era (1912 ~ 1926), and already made practical in Hawaii, even before the war. However, all-season sake brewing during this era was done using traditional brewing methods as is, with sake production possible only four or five times a year.

Major developments towards all-season sake brewing started after World War II, when various devices started to be introduced into the sake production process.

As sake-brewing facilities became more mechanized, the need to increase both the mechanical operational rate and productivity became apparent. Therefore, automated all-season sake brewing with mechanized brewing process became urgent; and year-round, large-scale sake production started in

1965. During the midst of a high economic growth period from 1955 to 1965, many breweries started to significantly mechanize their brewing facilities. Major sake manufacturers competed to construct all-season sake brewing, drastically increasing production capabilities.

To make all-season sake brewing possible, the same sake production environment as the winter season that is operational year-round must be constructed within the plant. These plants are equipped with air conditioning facilities that use freezers to maintain low-temperatures suitable for sake production. During the summer season, with high temperatures and humidity, dehumidifying the air, eliminating bacteria, and sterilization is necessary in addition to cooling the temperature due to concern for contamination from the outside air. All-season sake brewing is possible in much greater volumes, and labor is also made more efficient. Especially in recent years, automated operations advanced to management controlled by computers, enabling sake production without master sake brewers or other skilled sake production workers, eliminating the tasks handled by overnight and holiday workers. ■

울이 주를 이루었다. 겨울 추운 시기가 모로미 온도관리에 용이하고, 잡균의 번식도 막기 쉽다. 현재 각지의 술창고에서 이어지는 전통적인 술담그기는 모두 칸즈쿠리의 주조법으로 행해진다고 해도 된다. 하지만 명치시대에 들어서 일본주담그기가 급속도로 근대화 되면서 사계절동안 내내 안정된 술빛기를 가능하기 위한 연구가 행해지게 되었다. 사계양조 시도는 대정시대 말부터 시작되어 하와이 전쟁전부터 실용화되어졌다. 하지만 이 시기의 사계양조는 전통적 양조방법 그대로 한해에 4,5회 정도 술담그기가 행해지는 정도에 불과했다.

본격적인 사계양조가 시작된 것은 양조공정에 다양한 기계가 도입되게 된 전쟁 이후의 일이다.

주조공장의 기계화가 진행되면서, 기계 가동율을 높여 생산성을 올릴 필요성이 대두되었다. 따라서 제조공정을 기계로 자동화 한 사계양조의 실현이 급선무가 되어 소화 35년 초 본격적인 사계양조장이 탄생했다.

30년대 후반부터 40년에 걸쳐 고도경제성장기 절정을 맞이하여 많은 주장에서 설비 기계화의 계기화가 큰 폭으로 나아진 시대가 된다. 대형주조회사는 앞다투어 사계양조장의 건설을 진행하고 생산능력은 비약적으로 증대했다. 사계양조를 가능하게 하려면 우선 일년내내 공장안에 겨울과 같은 환경을 만들어 내지 않으면 안된다. 술담그기의 적합한 저온을 유지하기 위해 이러한 공장에서는 냉동기를 이용한 공조설비를 갖추는데 고온다습한 여름에는 바깥에서 잡균유입의 염려가 있어서 냉각하면서 동시에 공기의 제습, 제균, 멸균도 할 필요가 있다. 사계양조는 크게 증산을 가능하게 한 것만이 아니라, 노동면에서 합리화에 크게 기여했다. 특히 근대에는 컴퓨터 제어에 의한 자동화가 진행되어 두씨등 숙련주조기술자없는 술담그기나 야간 휴일의 사람손에 의한 업무폐지등을 실현하고 있다.

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연 중 술을 빚을 수 있도록 설비된 주조공장을 「사계양조」 또는 「사계양조장」(줄여서「사계장」)라고 일컫는다. 또 사계절 내내 술을 빚는 것도 사계양조라고 한다. 현재 큰 양조회사는 모두 이 설비를 갖춘 공장에서 생산을 하고 있다. 에도시대 중기 부터 후기에 걸쳐, 당시 술의 주 생산지였던 이타미, 탄에서 「칸즈쿠리」가 완성된 이후 일본주 양조시기는 계속 거





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi
Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake. Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

The Daikanyama Shopping District

The 다이칸야마상점

With spring fast approaching at the end of March, an event titled “The Daikanyama Shop Association” featured many shops selling niche merchandise at “Daikanyama Address 17dixsept” in Shibuya district, a shopping center located right next to the Daikanyama Station. Our shop selling local sake was also invited and participated for two days during a weekend. The “Daikanyama Address 17dixsept” is a shopping zone located inside an urban shopping complex, consisting of a 36-floor tower above ground on the site of the former Dojunkai Daikanyama Apartment, a housing complex consisting of approximately 500 homes, the Daikanyama Sports Plaza, etc.

Dix-sept translates to seventeen in French, named after their lot number 17 in the Daikanyama district. Four shops lined up in a shared space on the facility premises and sold merchandise not usually sold by the tenants to take a new approach to customers who utilize the facility.

Retailers that participated for two days consisted of my local sake shop, an Asian variety store, a flower shop, a vegan shop on one day, and a specialty gift shop the next. It was rumored that the timing the cherry blossoms will bloom could be announced early in the week of the event, and the weather was forecast to be sunny for cherry blossom viewing. Since Daikanyama is close to Meguro River, a renowned spot to view cherry blossoms, my shop narrowed down our merchandise to only two sake sets for flower viewing – a set of five aluminum cans of Nihon-sakari sake with plastic champagne glasses and a three-sampler Nagatorogura sake set. Unfortunately, the rumored announcement on the timing the cherry blossoms would bloom never occurred, ultimately announced two weeks after the event. Not only did the cherry blossoms not bloom during the weekend of



the event, but it also rained with low turnout, both significantly contrary to expectations. Other shops near each other welcomed regulars from other shops. My shop also benefited from their customers since most of the sake sets I prepared sold, and the weekend ended with decent sales.

I had many takeaways from my first attempt at selling merchandise in the chic Daikanyama shopping complex. Staff members shopped at each other's shops, and I also became friendly with the shop owners. My onsite pop-up shop was personally a fruitful experience. If I was to be greedy however, I think the facility needs to think of ways to enliven the event. Eventually, I think lining up sake breweries to organize “The Daikanyama Sake Shopping District” would be an interesting idea if I'm asked to participate again.■

봄의 방문이 가까운 3월의 마지막에 다이칸야마 역 바로 옆에 있는 상업시설「다이칸야마 어드레스·디세」에서「The 다이칸야마상점」이라고 이름지은 시부야구의 특색시장을 모은 이벤트가 개최되었다. 토속주를 판매하는 나의 가게에도 요청이 들어와 토요일 이틀간 참가하게 되었다. 다이칸야마 어드레스·디세는 옛 동운회 다이칸야마 아파트 장소에 건설된 다이칸야마 어드레스라고 하는 지상36층 타워를 시작으로 약500채의 집단주택과 쇼핑지역과 시부야구 다이칸야마 스포츠 플라자등으로 구성된 도시형 복합시설 안의 쇼핑구역이다. 디세란 프랑스로 17의 뜻으로 다이칸야마의 17번지에 위치한다는 이름. 그 시설내 공용스페이스에 4점포가 줄지어서, 평소의 테넌트와는 다른 판매를 하는 것으로, 시설을 이용하는 사람들에게 새로운 어프로치를 하려고 하는 이벤트이다. 이틀간 출품한 것은 토속주 판매 당점도, 아시안 잡화, 플라워숍, 매일 바뀌는

비건숍과 셀렉트 기프트숍이었다. 이벤트 주의 전반에 사쿠라 개화선언이 나올지 안 나올지로, 주말은 꽃놀이 좋은 날씨라는 정보가 있어서 다이칸야마라는 입지상, 꽃놀이 유명 장소 메구로카와도 가깝기 때문에 당점은 완전히 판매상품을 꽃놀이 셋트로 준비하고 니혼모리 볼펜 캔5개 셋트에 프라 샴페인 잔포함과 나가토로조의 3종 마시기 셋트 2 아이템에만 특화해서 판매했다. 하지만 뚜꺼를 열어보니 개화선언예측은 크게 빛나갔고, 주말이 되어도 선언이 없이, 결국 개화선언이 나온 것은 2주후가 되었다. 이벤트 당일엔 사쿠라가 피지 않은 것 뿐 아니라, 이틀간 비가 내려 시설 방문객 숫자가 적고, 상당히 예상을 벗어나게 되었다. 다른 가게는 원래의 점포가 가까운 것도 있고 단골손님 다운 사람들이 와서 그 흐름에 편승하는 형태가 되었는데, 준비한 술은 거의 팔렸고 결과적으로 좋게 이틀간을 마칠 수 있었다. 시부야 끝자락에서 멋진 다이칸야마 첫 챌린지로 배움도 많고, 점포간의 매매도 있고 다른 가게 주인과도 사이 좋게, 개인적 의미가 있는 출장출점이었는데, 욕심을 말한다면 더욱 성황을 이루기 위해 시설측의 내세우기 방법을 생각할 필요가 있다고 느꼈다. 언젠가는 술창고를 늘여놓은 「The 다이칸야마일본주상점」등도 재미있지 않을까라고 생각한다. 아뭏든 다음번에도 요청이 있다면 하는 말이지만.

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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

The history of sake is said to have started when rice farming became widespread during the Yayoi period (400 BC~300 AD) and produced rice. Earthenware from the Jomon Period (14,000 BC~1,000 BC) excavated from the mountains of Nagano prefecture in 1956 contained wild grape seeds, indicating wine was the first beverage consumed in ancient Japan, not sake. Sake brewing started between the 5th~10th century BC during the Yayoi period (400 BC to 300 AD), when rice farming was adapted. Sake during this time was produced by chewing rice in the mouth, returning the chewed rice into a vessel, then fermenting the chewed rice, a method called "kuchikami sake" ("mouth-chewed sake").

Also, sake brewing is said to have started as a task performed by shrine maidens. Kuchikami sake produced during this period is thought to be the origin of the current sake brewing process. Kuchikami sake is produced by chewing starchy food (like rice or grain) in the mouth to generate saliva. Amylase enzyme in the saliva converts starch into sugar, and wild yeast ferments the sugar to produce alcohol. As rice farming became widespread, rice is offered to deities as an expression of gratitude for the rice harvested each year. I also received some leftover sake served as an offering for rice harvested this year.

Although the tradition of kuchikami sake is no longer practiced in Japan, this tradition remained in Okinawa until Awamori became popular.■

일본주의 역사는 야요이 시대부터 벼농사가 분계도에 오르면서 쌀이 나오기 시작했다고 하는데, 1956년 나가노현의 산 속에서 조몬시대의 토기가 출토했다. 그 안에는 산포도의 씨앗이 들어있어, 일본 최초로 마셔진 것은 일본주가 아니고 와인이었다는 것으로 나타났다.

일본주 만들기가 시작한 것은 경작이 전래된 야요이 시대 기원전 5-10세기로, 이 술은 쌀을 입에 넣어 씹은 것을 한번 용기에 옮겨담아, 그 쌀을 발효시켜서 만들었다. 이 방법으로 만든 술을 「쿠치카미슈」라고 한다. 또 술담그기는 무당의 일로써 시작된 것은 아닐까 싶다.

이때 만들어진 쿠치카미슈는 현대 일본주의 기원이 되었다고 여겨지는데, 술이 만들어지는 원리는 전분을 가진 식물을 입에 넣어 씹음으로써 침 속의 아밀라제가 전분을 당분화시켜 야생효모가 당을 발효시켜서 알코올이 생긴다. 쌀농사가 발전한 현재에도 쌀이 나오는 것에 감사하고 신에게 바친 후 남은 것을 받는다. 현재는 쿠치카미슈의 문화는 일본에는 남아있지 않지만 오키나와에서는 아와모리가 보급될때 까지 쿠치카미슈가 남아있을 듯하다.

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California SAKE CHALLENGE

by Kosuke Kuji 200



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

Terremoto de la península de Noto y destilerías de sake ③

Todas las destilerías de sake preparan puré de sake en enero, la mejor temporada para elaborar sake. Desafortunadamente, las destilerías de sake destruidas por un terremoto shindo (intensidad sísmica) 7 (MJMA7.6, Mw7.5) en la escala de intensidad sísmica de la Agencia Meteorológica de Japón (JMA) se quedaron sin medios para preservar su puré de sake.

El puré de sake contiene microorganismos vivos. Shata Shuzo Co., Ltd. (ciudad de Shiraishi, prefectura de Ishikawa), productora de sake "Tengumai", también fue evacuada debido al terremoto, pero dirigió una misión para recuperar el puré de sake en la península de Noto para preservarlo y exprimirlo en otro lugar. Shata Shuzo también fue evacuada, aunque los daños sufridos no fueron tan graves en comparación con la destrucción en la península de Noto. Aun así, la convicción y la voluntad de una destilería de sake de ayudar a otra destilería en tiempos de crisis, y el estrecho vínculo compartido entre las

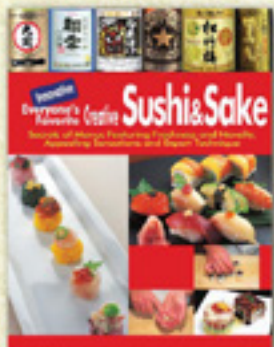
destilerías de sake en la región de Hokuriku, fueron hechos profundamente conmovedores y llenaron mi corazón de un enorme respeto por el esfuerzo de todos los involucrados en la recuperación.

Pese a los riesgos asociados con el ingreso a una destilería destruida, se ignoraron para recuperar el mayor número posible de puré de sake, trasladarlo a una destilería con daños menores y exprimir el puré para preparar sake.

Inmediatamente se presentaron disposiciones fiscales especiales para desastres naturales con apoyo público y privado para recuperar la mayor cantidad posible de puré de sake de la península de Noto. El puré de sake milagroso sobrevivió al terremoto y el sake milagroso elaborado a partir de este también.

El puré de sake milagrosamente salvado desempeñará sin duda un papel vital en futuros esfuerzos de reconstrucción.

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Elaboración de sake para todas las estaciones

Una planta de elaboración de sake equipada para producir durante todo el año se denomina “planta de elaboración de sake para todas las estaciones” o “destilería de sake para todas las estaciones”. Además, la producción de sake durante las cuatro estaciones también se conoce como “elaboración de sake para todas las estaciones”. Actualmente, todos los principales fabricantes de sake lo producen en plantas equipadas con estas instalaciones. Desde mediados a finales de la Era Edo (1603 ~ 1868), el sake se producía principalmente durante la temporada de invierno, desde que se estableció en Itami y Nada la costumbre de “elaborar sake tradicional sólo en invierno”. Esto se debe a que la temperatura para fermentar el puré y la supresión de la proliferación de bacterias se controlaron más fácilmente durante la temporada de invierno.

La producción tradicional de sake que aún se practica en varias destilerías se hace mediante métodos de elaboración aplicados en la temporada de producción de invierno. Conforme la producción de sake se modernizó rápidamente en la Era Meiji (1868 ~ 1912), comenzaron las investigaciones para continuar con la producción estable en las cuatro estaciones.

El intento de producir sake para todas las estaciones comenzó hacia el final de la era Taisho (1912 ~ 1926) y ya se hizo práctico en Hawái, incluso antes de la guerra. Sin embargo, el método de elaboración de sake de cuatro estaciones de esta época siguió siendo tradicional y solo permitía producir sake cuatro o cinco veces al año.

Los principales avances hacia la elaboración de sake para todas las estaciones comenzaron después de la Segunda Guerra Mundial, cuando se empezaron a introducir varios dispositivos en el proceso de la producción de sake.

A medida que las instalaciones de elaboración de sake se volvieron más mecanizadas, se hizo evidente la necesidad de aumentar tanto la tasa operativa mecánica como la productividad. Por lo tanto, se volvió urgente la elaboración automatizada de sake para todas las estaciones con un proceso de elaboración mecanizado; y la producción de sake a gran escala durante todo el año comenzó en 1965. Durante el período de alto crecimiento económico de 1955 a 1965, muchas destilerías comenzaron a mecanizar significativamente sus instalaciones de elaboración. Los principales fabricantes de sake compitieron para construir una elaboración de sake para todas

las estaciones, aumentando drásticamente las capacidades de producción.

Para hacer posible la elaboración de sake durante todas las estaciones, se debe construir dentro de la planta el mismo entorno de producción que la temporada de invierno y que esté operativo durante todo el año. Estas plantas están equipadas con instalaciones de aire acondicionado que utilizan congeladores para mantener temperaturas bajas adecuadas para la producción de sake. Durante la temporada de verano, con altas temperaturas y humedad, es necesario deshumidificar el aire, eliminar bacterias y esterilizar, además de enfriar la temperatura por la preocupación por la contaminación del aire exterior.

La elaboración de sake para todas las estaciones es posible en volúmenes mucho mayores y la mano de obra también se hace más eficiente. Especialmente en los últimos años, las operaciones automatizadas avanzaron hacia una gestión controlada por computadoras, lo que permitió la producción de sake sin maestros destiladores u otros trabajadores calificados, eliminando las tareas realizadas por trabajadores nocturnos y en vacaciones.

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Tokyo Jizake Strolling

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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.

el distrito comercial de Daikanyama



Con la primavera acercándose rápidamente a finales de marzo, un evento titulado “La Asociación de Tiendas Daikanyama” presentó muchas tiendas que vendían productos especializados en “Daikanyama Address 17dixsept” en el distrito de Shibuya, un centro comercial ubicado justo al lado de la estación Daikanyama. Nuestra tienda de venta de sake local también fue invitada y participó durante dos días un fin de semana. El “Daikanyama Address 17dixsept” es una zona comercial ubicada dentro de un complejo comercial urbano, que consta de una torre de 36 pisos sobre rasante en el sitio del antiguo Dojunkai Daikanyama Apartment, un complejo de viviendas que consta de aproximadamente 500 hogares, el Daikanyama Sports Plaza, etc.

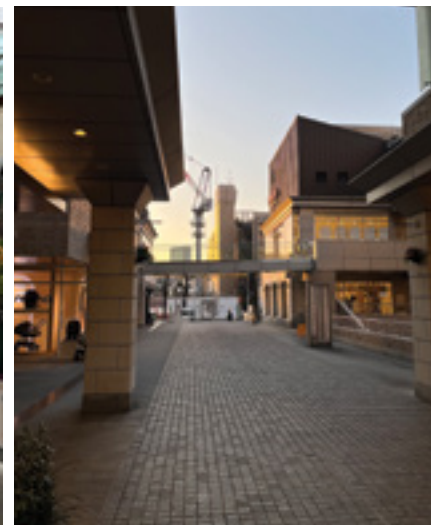
Dix-sept se traduce como diecisiete en francés y lleva el nombre de su lote número 17 en el distrito de Daikanyama. Cuatro tiendas se alinearon en un espacio compartido en las instalaciones y vendieron mercancías que los inquilinos no suelen

vender para adoptar un nuevo enfoque hacia los clientes que utilizan las instalaciones.

Los minoristas que participaron durante dos días fueron: mi tienda de sake local, una tienda de variedades asiáticas, una floristería, una tienda vegana un día y una tienda de regalos especializada al siguiente. Se rumoreaba que el momento en que florecerían los cerezos podría anunciarse a principios de la semana del evento, y se pronosticó que el clima sería soleado para poder ver los cerezos en flor. Dado que Daikanyama está cerca del río Meguro, un lugar famoso para ver los cerezos en flor, mi tienda redujo nuestra mercancía a solo dos juegos de sake para ver las flores: un juego de cinco latas de aluminio de sake Nihonsakari con copas de champán de plástico y un Nagatorogura de tres muestras.

Desafortunadamente, el rumoreado anuncio sobre el momento en que florecerían los cerezos nunca se produjo, y finalmente se notificó dos semanas después del evento.

Durante el fin de semana del



evento no sólo no florecieron los cerezos, sino que también llovió con poca participación, lo cual fue claramente contrario a las expectativas. Otras tiendas cercanas daban la bienvenida a clientes habituales de otras tiendas. Mi tienda también se benefició de sus clientes ya que la mayoría de los juegos de sake que preparé se vendieron y el fin de semana terminó con ventas decentes.

Saqué muchas conclusiones de mi primer intento de vender productos en el elegante complejo comercial Daikanyama. Los

miembros del personal compraban en las tiendas de los demás y yo también me hice amigo de los dueños de las tiendas. Personalmente, mi tienda temporal en el lugar fue una experiencia fructífera. Sin embargo, si tuviera que ser codicioso, creo que las instalaciones deberían pensar en formas de animar el evento. Con el tiempo, creo que reunir destilerías de sake para organizar el “Distrito de compras de sake Daikanyama” sería una idea interesante si me pidieran que participara nuevamente.

SAKE SOMMELIER CLUB

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

Se dice que la historia del sake comenzó cuando el cultivo de arroz se generalizó durante el período Yayoi (400 a. C. ~ 300 d. C.) y produjo arroz.

La loza del período Jomon (14.000 a. C. ~ 1.000 a. C.) excavada en las montañas de la prefectura de Nagano en 1956 contenía semillas de uva silvestre, lo que indica que el vino fue la primera bebida consumida en el antiguo Japón, no el sake.

La elaboración de sake comenzó entre los siglos V y X a. C. durante el período Yayoi (400 a. C. a 300 d. C.), cuando se adaptó el cultivo del arroz. Durante este tiempo, el sake se producía masticando arroz en la boca, devolviéndolo a un recipiente y luego fermentándolo, un método llamado "sake kuchikami" ("sake masticado con la boca").

Además, se dice que la elaboración de sake

comenzó como una tarea realizada por doncellas del santuario.

Se cree que el sake Kuchikami producido durante este período es el origen del actual proceso de elaboración del sake. El sake Kuchikami se produce masticando alimentos con almidón (como arroz o cereales) en la boca para generar saliva. La enzima amilasa de la saliva convierte el almidón en azúcar y la levadura silvestre fermenta el azúcar para producir alcohol.

A medida que el cultivo de arroz se generalizó, se ofrece arroz a las deidades como expresión de gratitud por el arroz cosechado cada año. También recibí algunas sobras de sake que sirvieron como ofrenda por el arroz cosechado este año.

Aunque la tradición del sake kuchikami ya no se practica en Japón, esta tradición permaneció en Okinawa hasta que el Awamori se hizo popular.