

Japanese RESTAURANT news

The Magazine for Japanese Food Professionals Worldwide

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2024 Sake Expo organized and held
by JFC International, Inc.

JFC インターナショナル社主催 酒エキスポ2024開催

“The Annual Japan Sake Awards”
announced its winners
and the Gold prize winner

“全国新酒鑑評会”の
金賞酒と入賞酒発表
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Let's cook with NINBEN!

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NINBEN APPETIZER RECIPES

早くて簡単! ~チーズのおつまみレシピ~



Japanese taste cheese dip

INGREDIENTS / 1-2 SERVINGS

- 50g Cream cheese
- 2-3g [half pack] - NINBEN "Fresh pack soft 4.5g" [dried bonito flakes]
- A
 - 1tsp NINBEN "Tsuyu no moto"
 - As much as you like Parsely flakes
 - A pinch of Black pepper
- Optional Crackers, vegetable sticks, or fried potatoes...etc

- クリームチーズ 50g
- フレッシュパックソフト 煎り粉 2-3g (FPソフト4.5gなら半パック)
- A
 - にんべん つゆの素 小さじ1
 - パセリ お好みの量
 - ブラックペッパー 少々
- クラッカーや野菜スティック、フライドポテトなど 適宜

METHOD

1. Microwave the cream cheese at 600W for 20 seconds to make it soft.
クリームチーズは、電子レンジ(600W)で約20秒加熱し、柔らかくする。
2. Mix well 1 and A in a bowl. Then cool it in a fridge until it gets solid.
ボールに1とAを入れてよく混ぜ、冷蔵庫で冷やし固める。
3. Enjoy the dip sauce with your favorite foods like crackers, vegetable sticks, or fried potatoes...etc.
お好みの食材(クラッカーや野菜スティック、フライドポテト)などにつけて食べる。

Marinated mushrooms

INGREDIENTS / 2-3 SERVINGS

- Total of 250g Mushrooms of your choice [White mushroom, Shitake mushroom, and Shimeji mushroom are used in this photo.]

- A
 - A pinch of Salt
 - A pinch of Black pepper
- B
 - 3Tbsp NINBEN "Kombu tsuyu no moto"
 - 1Tbsp Vinager
 - 1Tbsp Olive oil
- Appropriate amount of Parsely flakes

*お好みのきのこ(マッシュルーム・椎茸・しめじなど) 合計250g

- A
 - 塩 少々
 - 胡椒 少々
- B
 - にんべん 昆布つゆの素 大さじ3
 - 酢(ビネガー) 大さじ1
 - オリーブオイル 大さじ1
- パセリ粉末 適量

Pre-cooking of mushrooms / きこの下ごしらえ

1. Remove the tough spots on the stems.
きのこの芯の部分を落とす。
2. Slice white mushroom and Shitake mushroom into 3-5mm thin. マッシュルーム・椎茸は3-5mm幅に切る。
3. Separate Shimeji mushroom into easy to bite size.
しめじは食べやすいようにほぐす。

METHOD

1. Put sliced and easy-to-eat sized mushrooms in a heat-resistant container.
食べやすい大きさに切ったきのこを、耐熱容器に入れる。
2. Add A into 1 and mix them. 1にAを加え、よく混ぜる。
3. Cover 2 with plastic food wrap and microwave it at 600W for 3-4 minutes.
2にラップをして600W 3-4分レンジにかける。
4. Add B and mix them well. Bの調味料を加え、よく混ぜる。
5. When it gets cool, serve it on a dish and put parsely flakes on top.
冷めたらお皿に盛りつけ、パセリをトッピングする。



Marinated cheese with "Tsuyu no moto"

INGREDIENTS / 2-3 SERVINGS

- Total of 200g Cream cheese and Camembert cheese
- 100ml NINBEN "Tsuyu no moto"
- クリームチーズ・カマンベールチーズ 計200g
- にんべん つゆの素 100ml

METHOD

1. Cut the cheese into easy-to-eat pieces.
チーズを食べやすい大きさに切る。
2. Put 1 and "Tsuyu no moto" in a zipper bag, remove the air and seal off tightly.
1とつゆの素をジッパーバックに入れ、空気をしっかり抜いて口を閉じる。
3. Marinate it for 2-3 hours in a fridge.
冷蔵庫に入れ2-3時間ほど漬ける。
4. Serve cheese on a plate.
チーズを器に盛りつける。



NINBEN
ESTABLISHED 1699

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ジャパニーズ・レストランニュース

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

Mission of Japanese Restaurant News

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



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- Winners of the 2024 International Wine Challenge (IWC)
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2024 インターナショナル・ワイン・チャレンジ (IWC)
「SAKE部門」のメダル受賞酒発表



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MASTER
SAKE
SOMMELIER
マスター
酒ソムリエ

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.

Customers are desiring to enjoy sake

American customers who come to Japanese restaurants anticipate enjoying cuisine and beverages not available in general American restaurants or supermarkets. According to a previously publicized survey, 70 American customers asked what they most look forward to at a Japanese restaurant said they "wanted to enjoy Japanese sake." In reality however, most American customers end up ordering Japanese beer or house sake.

Here, we explain how to sell Japanese sake without the presence

of staff knowledgeable about sake or sake sommelier.

<Restaurant's approach>

- Does the name of the sake brand, regardless of its price, characteristics of the flavor, and pairing recommendations with menu items (sales points) listed in the menu?

Example) XXsake Junmai Ginjo

Nagano prefecture

An exquisite sake presented by a sake brewer with over 300 years of traditions. A fruity aroma very unique

for a Japanese sake and balanced acidity greatly enhances the delicious flavors of richly flavored meat dishes. Pairing recommendations are the Duck marinated with miso, Cod marinated with kasuzuke.

- Are sample portions offered in small quantities for tasting? The purpose is to review sales by the glass at reasonable prices for customers to try the sake. If sake is sold by the bottle at approximately \$50 to 70, customers won't feel like sampling it, so offering glasses at \$5~8 or sampler sets is recommended.■

顧客は日本酒を楽しみたい

日本食レストランにくるアメリカ人顧客は、普段アメリカのレストランやスーパーで体験できない料理や飲み物を期待して来店する。以前行ったアメリカ人70人に対するアンケート調査によると日本食レストランに期待することのベスト5には「日本酒を飲みたい」としている。しかし、現実にはほとんどのアメリカ人は日本のビールやハウス酒を注文するに留まってしまっている。日本酒

の知識にたけた従業員や利き酒師が居なくても日本酒をもっと売る方法を説明したい。

<店側の取組みとして>

①メニューに日本酒の名前、価格のみならず味の特徴、食事とのペアリング(セールスポイント)が書かれているか?

例) XX酒 純米吟醸 長野県
300年の歴史を持つ蔵が贈る絶品。

日本酒とは思えない果実のような香りとバランスのとれた酸味が肉料理などのこってりとした食事の旨さを引き出してくれる。お勧め料理は、鴨の味噌漬け、ぎんだらの粕漬け。

②顧客が試しに飲んでもよい容量でサーブされているか? 要は顧客がトライしやすいグラス売りや価格帯になっているかをみてる。ボトル売りのみで単価50ドル~70ドル前後だけの品揃えでは少し試しに飲んでみようという気にはなれないので\$5~8でのグラス売りまたは酒サンプラーセットをお勧めする。

顧客想喝酒

来日本餐館のアメリカ顧客、彼等通常希望能品嚐到在美國餐館和超市無法體驗的美食和日本酒。一項對70名美國人的問卷調查顯示，來日本餐館最期待的五項之一是"想喝日本酒"。然而，現實是大多數美國人只訂購日本啤酒和家庭飲料。我想解釋如何銷售更多的日本酒，即使沒有員工或酒師所掌握的日本酒知識。

<餐廳側需要做的>

(1) 菜單上不僅要有日本酒的名字和價格，還要寫出酒的味道特徵和與之相配的食物(賣點)?

例) XX酒 純米吟醸 長野縣

擁有300年釀造歷史的絕品。不像日本酒的水果香氣，擁有平衡度很好的酸味可以帶出肉菜等濃郁的美味。推薦的菜是味噌醃製的鴨，酒糟醃金達拉魚。

(2) 是否可以提供客戶嘗試? 底線是玻璃杯裝的酒的銷售和價格範圍是否使客戶很容易嘗試。因為瓶裝酒的價格約50~70美元，客人不想買。而玻璃杯裝的酒樣品在5~8美元，我建議去嘗試一下玻璃杯裝的樣品。

고객은 사케를 마시고 싶다

일식 레스토랑에 오는 미국인 고객은 평소 미국의 레스토랑이나 슈퍼에서 체험할 수 없는 요리와 음료를 기대하며 내점한다. 이전에 미국인 70명을 대상으로 실시한 설문 조사에 따르면 일식 레스토랑에 기대하는 점 베스트 5에는 '사케를 마시고 싶다'는 대답이 있다. 하지만 현실을 보면 대부분의 미국인은 일본의 맥주나 하우스 사케를 주문하기에 그치고 만다. 사케를 잘 아는 직원이나 사케 소믈리에가 없어도 사케를 더 많이 팔 수 있는 방법을 설명하고 싶다.

<가게 측의 노력>

①메뉴에 사케의 이름, 가격뿐만 아니라 맛의 특징, 식사와의 조합(세일즈 포인트)이 적혀 있는가?

예) XX 술, 준마이긴조, 나가노현
300년의 역사를 가진 양조장이 선물하는 일품. 사케라고는 생각되지 않는 과일 같은 향기와 균형 잡힌 신맛이 고기 요리 등의 무게감 있는 요리의 맛을 끌어내 준다. 추천 요리는 오리 된장 절임, 은대구 술지게미 절임.
②고객이 시음하기 좋은 양으로 제공되는가? 요점은 고객이 도전하기 쉽도록 잔으로 판매하는지와 가격대인지를 살펴본다. 병으로만 판매하는 데다 단가 50달러~70달러 전후의 상품만 있어서는 조금만 시험 삼아 마셔보자는 생각이 들지 않으므로 5~8달러의 잔 판매 또는 샘플러 세트를 추천한다.

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Nanbu Bijin Inc.
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Sake Samurai

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Sake Sommelier
Latin Region Specialist
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Philip Harper
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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 201



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 ④

能登半島沖地震と酒蔵④

The Noto Peninsula Earthquake occurred in the "Noto Peninsula," home to one of the three most renowned Toji (Master sake brewers) representative of Japan, and many Noto Toji (Master sake brewers of the Noto Toji Guild) to date.

The Noto Peninsula Earthquake occurred on January 1, 2024. Breweries preparing to brew sake since September or October customarily take the New Year Day off and send their Toji home for the holiday. Toji take only the New Year Day off and return to their breweries to continue brewing sake until March or April. Many Toji were

home this year to celebrate the New Year day.

Then, the earthquake struck. The damage was so extensive that every Noto Toji was hurt and couldn't return to their breweries to continue brewing sake.

The disaster left some sake breweries that sustained no damage without their Toji who could not return. Therefore, their scheduled sake production took a drastic hit in production value or was halted altogether.

Although the earthquake was unfortunate, sake breweries in the Hokuriku region that sustained light

damage did not hesitate to take on the added hardship of providing support to other major breweries that sustained significant damages. The road to recovery stretches far ahead.

To our customers in North America, please continue to enjoy sake brewed in the Hokuriku region. Sake in the Noto region is not completed yet, but please enjoy large volumes of sake brewed in other Hokuriku regions and Niigata prefecture. The best way to provide the strongest support to the afflicted sake breweries is to enjoy their sake.

Thank you very much in advance for your much-needed support.■

能登半島沖地震の発生した「能登」という地は、日本三大杜氏の1つである「能登杜氏」の発祥の地で、さらには今現在も多くの能登杜氏が暮らす場所です。

今回の発災は1月1日。9月、10月から仕込みをしている蔵は、正月お休みにして杜氏さんを地元へ帰す風習があります。正月だけ休んで、また蔵に戻り、3月、4月まで酒造りが続くのです。今回はこの正月の里帰りも多く、能登杜氏が能登

に戻っていました。

そこで発災。当然能登杜氏が被災していない人はいないほどの被害。そうなる、もう酒蔵に戻って酒造りは出来ません。

今回の災害で、蔵には被害は無くても、杜氏さんが帰ってこれなくて予定していた酒造りが出来なくなった、または大幅減産した、という蔵も多いです。

これは仕方のない事なのですが、そんな苦労を微塵もみせずに、北陸の被害の

軽かった蔵は、被害の大きい蔵の支援を今でも続けています。まだまだ長く続く復興への道。

是非アメリカの皆さんも北陸の酒を飲んで支援してください。能登の酒はまだですが、他の北陸の酒と新潟の酒をたくさん飲んで支援してください。それが一番の酒蔵への支援になります。どうかよろしくお願いします。

日本酒 百味百題

How various sake is classified 日本酒の種類にはどのようなものがあるか？

Due to the implementation of the Liquor Tax Law revised in April 1, 1992, the long-standing Japanese sake “Classification System” was abolished.

The Sake Classification System refers to the classification of sake

according to a set of regulations applying different tax rates, with the classification (as Super-high Grade, First Grade, and Second Grade) certified based on the inspection results by the Regional Liquor Tax Council per National Tax Agency. The regulations per classification is broken down to Super-high Grade: “Excellent quality,” First Grade: “Good Quality,” and Second Grade: “Special Grade, not equivalent to First Grade.”

However, there is a major defect in the Classification System. This is because Japanese sake not submitted to the National Tax Agency for inspection is all automatically classified as Second Grade. This Classification System generated a contradiction where the sake quality of Second Grade sake produced by small and medium-sized regional sake breweries are competitive with Super-high Grade and First Grade sake by major sake breweries when actually sampled. The Super-high Grade sake was abolished early as a special measure during a transitional period on April 1, 1989.

Since the regional sake boom around 1975, consumers became familiar with Ginjo, Junmai, and special sake brands. However, independent rules partially exist within the sake industry over the differences between each sake (such as labels indicating the terminology used for production method, quality, and food ingredients, etc.), however, there are no organized regulations to govern these differences. Therefore, according to the revised Liquor Tax Law, the notification “Standards for Manufacturing Methods and Quality Indication for Sake” was issued by the National Tax Agency as a guideline for quality pertaining to the

Classification System on April 1, 1990.

This set of standards classifies Japanese sake into “specific class name of sake” and sake other than the specific class name of sake (ordinary sake) based on differences in food ingredients and production methods. All sake sold commercially is classified into one of these two categories.

The specific class name of sake refers to Ginjo, Junmai, and Honjozo, further classified into eight types according to differences in production method, quality, etc.: Ginjo, Daiginjo, Junmai, Junmai-Ginjo, Junmai-Daiginjo, Tokubetsu-Junmai, Honjozo, and Tokubetsu-Honjozo. Based on objective standards such as food ingredients and production methods, consumers can now determine differences in sake quality and characteristics.

The points of production method and quality regulating the specific class name of sake are ① Rice-polishing Ratio, ② The use of distilled alcohol, and ③ whether the Ginjo method was used or not during the production process.■

は「特級、一級に該当しないもの」である。

しかし、この級別制度には大きな欠陥があった。というのも、国税局の審査に出品しない日本酒はすべて自動的に二級酒に分類されてしまっていたからだ。そのため、たとえば地方の中小蔵の二級酒の酒質が、実際に飲んでみると大手の特級酒や一級酒に匹敵する、といった矛盾を生むことになったのである。ちなみに、特級については移行措置としてひと足早く、平成元年4月1日から廃止されている。

ところで、昭和50年前後の地酒ブーム以降、吟醸酒とか純米酒といった特別な名称は広く消費者に知られるところとなっていた。しかし、それらの日本酒のそれぞれの中身の違い（製法や品質を示す用語、原材料およびその表示など）については、一部に酒造業界内の自主的ルールがあるだけで、法的な基準は未整備のままだった。そこで、この酒税法の改正に伴い、級別制度に代わる品質ガイドとして「清酒の製法品質表示基準」が国税庁から告示され、平成2年4月1日から施行された。

この基準は、原料や製造方法などの違いによって、日本酒を「特定名称酒」と特定名称酒以外の日本酒（普通酒）とに分けたもので、市販されている日本酒はすべて、特定名称酒か普通酒のいずれかに属することになる。特定名称酒とは吟醸酒、純米酒、本醸造酒のことで、これらはさらに製造方法や品質などの違いによって、吟醸酒、大吟醸酒、純米酒、純米吟醸酒、純米大吟醸酒、特別純米酒、本醸造酒、特別本醸造酒の8種類に分類されている。これによって消費者は、原料や製造方法といった客観的基準をもとにして、日本酒の品質の違いや特徴を判断することができるようになったわけである。

なお、各特定名称酒を規定する製造方法、品質のポイントは、①精米歩合、②醸造アルコールの使用の有無、③吟醸造りか否かの三点である。

改正 正酒税法の施行によって、長く続いた日本酒の「級別制度」が平成4年4月1日からの廃止された。

級別制度とは、酒を一定の規格によって区分してそれぞれ異なる税率を適用するもの（級別差等課税方式）で、国税局ごとに行なわれる地方酒類審議会での官能審査の結果に基づいて等級（特級、一級、二級）が認定されていた。各等級の規格は、特級は「品質が優良であるもの」、一級は「品質が佳良であるもの」、二級

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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.

A collaborative sake pairing event held in an Italian restaurant

イタリアンコラボ企画

I've authored several articles on collaborative projects that served sake with Italian cuisine in an Italian restaurant. The theme of this project was to determine if sake pairs well with Italian cuisine.

Our venue was the usual restaurant "Karibe-Tei" in the Shimokitazawa area. The menu selections to be paired with sake took time to select. Thanks to the many helpful suggestions from Chef Karibe, Italian menu items with a Japanese twist were selected for pairing with sake. The restaurant was filled by word-of-mouth only without any promotion on social networking sites, indicative of the high satisfaction among guests who attended past events. For sake, seasonal selections from spring to early summer were selected along with traditional sake selections. In total, eighteen bottles of nine different sake selections were prepared for the event.

The menu items served were: "Amaou Strawberries and High-sugar Tomato Caprese," "Sicilian Potato Salad topped with Salted Cuttlefish," "Smoked Firefly Squid from Toyama Prefecture and Clams," "The Season's First Bonito Carpaccio," "White Asparagus with Grilled Anchovy Garlic Sauce," "Thawed Oysters from Iwate Prefecture sauteed with Bamboo Shoots," "Sakura Shrimp and Mustard Flowers Spaghetti topped with Herb Breadcrumbs," and "Beef Hind Shank alla Romana with Saffron Risotto."

It's difficult to determine from the menu names alone if some menu items have a Japanese flavor. Japanese seasonings such as soy sauce were used in sauces to add Japanese flavor. For this reason, sake bottles emptied the fastest during this event out of all past events. I heard that recently, many restaurants in Italy serve Japanese-style Italian cuisine, an encouraging trend that also inspires a novel approach to serve sake.

Japanese sake industry professionals can propose pairing sake with various cuisines worldwide to



encourage various world cuisines to be prepared with a Japanese flavor for better pairing with sake as an innovative approach to introduce Japanese cuisine overseas. This collaboration concluded successfully with no incidents - all participants were full, tipsy, and quite satisfied. Someone said that loneliness and an empty stomach was not good for people. Delicious food and alcoholic beverages are sought in every country worldwide. It may not be too far in the future that Japanese culture becomes even more popular worldwide, sake enjoys the same popularity as wine worldwide, and sake appears on dinner tables worldwide.■

過去、何度かイタリア料理店と日本酒のコラボ企画の記事を書いてきた。基本はイタリアンに対して日本酒が合うかどうかというテーマで行われたイベントだったが、今回は、イタリアン側から日本酒の方に寄って来ていただいて、日本酒に合わせるイタリアンの会を開催した。場所はいつもの下北沢「かりべ亭」。かなり料理のメニュー決めに時間がかかったが、苅部シェフの引き出しにずいぶん助けられて和食に寄りすぎているSN S映えを狙っていない、あくまでも和テイストイタリアンな日本酒用メニューが完成した。SN Sで告知を出すまでもなく、口コミだけで席は満席となり過去数回行ってきたイベントの満足度の高さがうかがい知れ

た。酒は春から初夏にかけての季節酒としっかりオールドスタイルの日本酒も今回は混ぜて全9種類18本を用意。料理は「あまおう(苺)とフルーツトマトのカプレーゼ」「シチリア風ポテトサラダ・イカの塩辛乗せ」「富山県産ホタルイカとアサリのスモーク」「初ガツオのカルパッチョ」「ホワイトアスパラガスのグリル・アンチョビガーリックソース」「岩手県産雪解け牡蠣と筍のソテー」「桜エビと菜の花のスパゲッティ・香草パン粉乗せ」「牛すね肉のローマ風煮込み・サフランリゾット添え」。料理名だけだと日本酒に寄せているかどうか解らない料理もあるが、ソースに醤油など和の調味料を使うことで見えないところで日本酒に寄せている。その為か沢山の日本酒が過去最速で空いていった。最近イタリア本国の方でも逆輸入的に日本のイタリア料理の手法を取り入れる料理が作られていると聞いたことがある。これは日本酒に対する新しいアプローチとして考えても良いのではないかなと思わせる流れである。今後も海外の色々な料理と日本酒を合わせる企画を日本酒業界側から提案を行い各国料理側に日本酒に寄せて調理してもらう企画が沢山打てれば日本酒のみならず、日本料理の海外進出の新たなアプローチになるのではないだろうか。今回の企画もトラブルもなく、参加者が皆、お腹いっぱいまで酔っ払って大満足だったと言ってくれた。誰かが言っていたが、孤独と空腹は人間にとって良くないことらしい。旨い料理と旨い酒、これを求めるのは万国共通だと思う。日本の食文化を世界に、そして日本酒が世界のワインなどと同じ土俵に上がり、各国のテーブルに登場する日もさほど遠くないのではないだろうか。

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米国酒焼酎蒸留酒研究所

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

Sake Shochu Beer Institute of America - Part 2: The History of Sake- 米国酒焼酎麦酒研究所 / その2：日本酒の歴史

Many sake breweries are long-established companies with over 100 years of history. Sake brewed from rice, the prototype of sake, is said to have originated in the time of legends until the Heian Period (794-1185). "Sake" started to be distributed as a product from the late Heian Period to the Kamakura Period (1185~1333). The Sino-Japanese Wars (1894-95) and the Russo-Japanese War (1904-5) are said to have been fought using taxes raised from sake (30 percent of the total tax revenue).

The top ten breweries with the highest total sake production output are as follows:

- Hakutsuru Sake Brewing Co., Ltd. (approximately 60,000 kiloliters)
- Gekkeikan Sake Co., Ltd.
- Takara Shuzo Co., Ltd.
- Ozeki Co., Ltd.
- Nihonsakari Co., Ltd.
- Koyama Honke Syuzo Co., Ltd.
- Kizakura Co., Ltd.
- Oenon Holdings, Inc.
- Kiku-Masamune Sake Brewing Co., Ltd.
- Konishi Brewing Co., Ltd.

Hyogo prefecture produced the highest sake production volume in Japan at 28 percent of the total national output, followed by Kyoto, Niigata, Akita, Aichi, Hiroshima, Fukushima, Saitama, Nagano, and Fukushima prefectures, in that order. ■

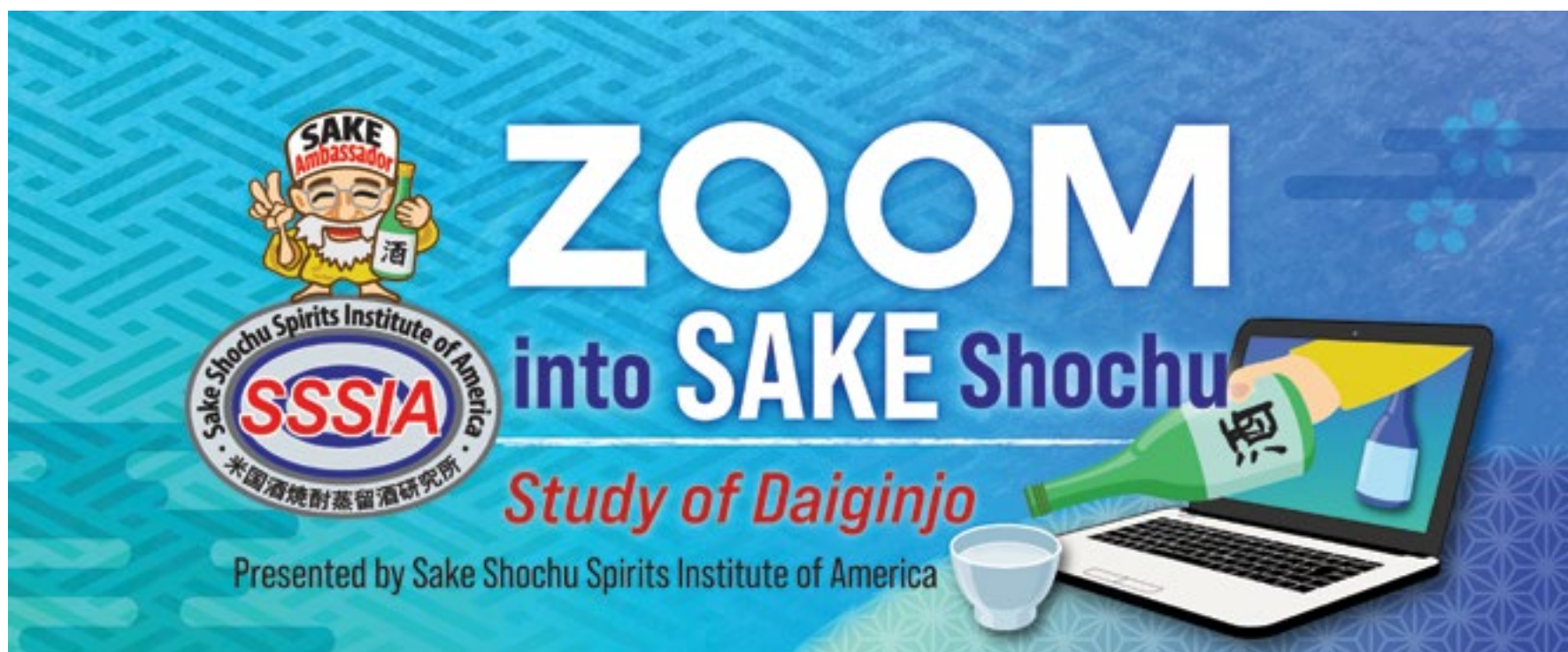
清 酒製造業は100年以上の老舗企業が多い。日本酒の原型となる米を原料する酒の発祥については、神話の時代から平安時代まで諸説があるが、平安時代の後期から鎌倉時代(1185年~)にかけて、商品としての「酒」として流通し始めたといわれている。

日清・日露戦争では日本酒の税金(総税収の3割)で戦ったとも言われている。

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- 7：黄桜株式会社
- 8：オエノグループ
- 9：菊正宗酒造株式会社
- 10：小西酒造株式会社

日本では兵庫県が28%と生産量一番が多く、続いて京都、新潟、秋田、愛知、広島、福島、埼玉、長野、福岡の順。



The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



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



Female business owners series: New era of ramen culture

女性経営者シリーズ 新時代のラーメン文化

Laki Ramen: Niki Nishikawa, Owner

Wilshire Boulevard connects Los Angeles, the largest city in the state of California; and Santa Monica, an oceanside resort town. I heard about a contemporary style of ramen shop opened last year in the halfway point on Fairfax Avenue, in a corner of a business district, and visited with a friend.

The rumored ramen shop stood among other restaurants lined on the side of an intersection and was lively. When I stepped in, the dining space was chic and different from what I imagined compared to typical ramen shops. Simple but stylish tables and seats lined the dining space. The restaurant interior resembled an art gallery with no paintings adorning the walls. I spoke to the owner, Niki Nishikawa. I asked what inspired her to open a ramen shop in this location, her future goals, what the ramen flavors were derived from, her thoughts on Japanese cuisine from the perspective of a contemporary female business owner, etc. The conversation was informative and offered fresh new insights. In the ramen industry currently dominated by Japanese men as business owners, "Laki Ramen" stands out for offering few menu selections that emphasize their specialty ramen flavors. I quickly realized this

interview was suitable to report in this magazine as my long-awaited series on female business owners. I hope that the value of the restaurant will be further enhanced through collaboration with other industries in the near future.

For example, American tourists to Japan traveling from large metropolitan areas to regional cities can play the role of "regional promotional agents" working with regional companies to create samples of a winning product that generates profit for both sides, introduce, and promote regional food and specialty products on Social Networking Sites (SNS), etc. to encourage and promote future female business owners. "Laki Ramen" took on this challenge. I'm currently unraveling the history of Japanese female immigrants, social workers, and business owners in the U.S. (a commemorative tree was planted in their honor in the Little Tokyo District of Los Angeles in 2015). For example, Keiko Ito was 17 when she first stepped foot onto U.S. soil as an immigrant in 1869. Sutematsu Yamakawa first came from Japan to the U.S. as a foreign exchange student to study English, along with Umeko Tsuda and three others (ages 13~15). Iwako Uryu opened the first orphanage in Japan. The world of international cuisine reveals many commonalities,

one of them being the rise of female business owners. The world is currently in turmoil. The indomitable spirit and perseverance of women are the character traits needed to survive this competitive world market. As Japan eventually contemplates appointing their first female prime minister, women have the power to overcome challenges. ■

◆ ◆ ◆

ラキラーメン 西川二姫

カリフォルニア州最大都市ロサンゼルスと海辺のリゾート、サンタモニカを結ぶウィルシャー大通り。その中間にあるフェアファックスアベニューのビジネス街の一角に、昨年新しいスタイルのラーメン店がオープンしたと聞き友人と訪ねてみた。

噂のラーメン店は交差点の側にあり他の飲食店が立ち並び賑やかだ。店に入ると従来のラーメン店のイメージとは、ほど遠い面白い空間。そこに並ぶシンプルでオシャレなテーブルに椅子。まるで絵の飾っていないギャラリーのようだ。オーナーの西川二姫さんに話を聞くことにした。この地での開店の動機や今後の目標、味の由来などの話は現代の女性経営者が考えている食文化に対する思いや対応のすべてが新鮮で参考になる話であった。現在日本人男性経営者現象が続く中、メニューを絞って専門店色を強く打ち出している「ラキラーメン」。今年の初めから私が当誌に掲載している女性経営



©Laki Ramen

者待望論と偶然にも一致を見ることがなった。近い将来異業種とのコラボでさらなる店の価値を高めていただきたい。一例をあげてみたい。訪日する米国の旅行者は都会から地方都市に移行する中、地方企業との提携によるアンテナショップの役割を果たし、特産品のPR、SNSでの発信など出先機関としてウィンウィンの関係の見本を作っていたら、将来の女性経営者促進につなげていただきたい。「ラキラーメン」の挑戦は始まったばかりだ。今米国の日本女性の歴史を紐解いている。1869年、移民としてカリフォルニアの土を踏んだ伊藤けいこ（17歳）、日本から女子語学留学生として初めての山川捨松、津田梅子ほか3名（13～15歳）。日本で最初に児童養護施設を創設した瓜生岩子、社会事業家（2015年リトル東京に記念植樹）など女性進出が目立つ。食文化の世界に目を向ければ共通点が見えてくる。女性経営者の台頭だ。今、世界は激動の真っ最中。生き抜く上で求められるのは、女性の精神力と忍耐なのだろうか。日本初となる女性総理誕生が現実味を帯びる中、女性には対応して乗り越える力がある。

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★ GENERAL
REALTY GROUP, INC.



2024 Sake Expo organized and held by JFC International, Inc.

JFC インターナショナル社主催
酒エキスポ2024開催



Shuhei Kishimoto, Governor, Wakayama Prefecture who was visiting Los Angeles, also participated (Second from right).

JFC International, Inc., a member corporation of the Kikkoman Global Network and a century-long distributor of Asian beverages to the U.S. market, held the "2024 Sake Expo" - a trade show organized to further expand sales channels in North America - at the Japan House Los Angeles on Hollywood Blvd. on May 20.

JFC International was founded in San Francisco in 1912. JFC Japan was founded in Tokyo as an export hub from Japan in 1928. The global network established in various regions worldwide is currently used to deliver Japanese food products, sake, and alcohol products from various vendors to over forty nations on five continents to support the expansion and popularization of Japanese cuisine worldwide.

The 2024 Sake Expo, held for the sixteenth time since its establishment, targets restaurant owners, chefs, grocery stores, food and beverage companies, etc., to introduce the latest sake alcohol products and expand sales channels. Approximately 200

different types of sake, shochu, and other alcoholic beverages were exhibited by approximately thirty-two sake breweries, distilleries, etc., in various regions throughout Japan, including some breweries that traveled from Japan to attend the expo to increase sales in North America.

According to statistics from the Ministry of Finance, the total export value of sake for 2023 (January ~ December) was 41.08 billion JPY (87% compared to last year). The record sake export value was broken for thirteen consecutive years until last year, when the export value declined due to impact from the Chinese market, accounting for approximately half of the sake export value and quantity, and in the U.S. The top sake export destination by quantity was the U.S. at 6,500 kiloliters (71.6% compared to last year), followed by China at No. 2 with 5,800 kiloliters (78.4% compared to last year). On the other hand, the top sake export destination by value is China at 12.46 billion JPY (88% compared to last year), followed by the U.S. at No. 2 with 9.09 billion JPY (83.2% compared



to last year).

Both the export value and exported quantity of sake dropped below the previous year in 2023, yet the sake export value per liter continued to increase and broke records in both 2022 and 2023. The average sake export value in 2013 was 650 JPY, more than doubled to 1,407 JPY in 2023. Sake classified as specially designated sake sells at high prices. For this reason, restaurant affiliates highly interested in sake and shochu paid close attention to presentations by sake breweries and shochu distilleries as they enjoyed samples, for alcohol sales impact restaurant sales overall.

Yoshihide Murakami commented on the future developments of JFC International: "Overall alcohol consumption seems to have slightly declined in addition to sake consumption this past year. This decline in alcohol consumption is not seen only

in restaurants, but also in wine shops and liquor shops for whiskey, beer, and all alcohol products. Sake imports into the U.S. market also declined, the top reason being that less customers are dining in restaurants. The demand for 300 ml bottles is also higher than 720 ml bottles, indicating individual consumption is also declining. Many restaurants are reviewing their menu and switching out high-end sake products to more economically priced products, reducing bottle sizes, and the number of brands served. High-end sake seemed to sell well during the coronavirus pandemic, but as the pandemic subsided, sake products face a tough market today. Producers and distributors must introduce products that appeal to a tough market. General consumers prefer low-alcohol and flavored sake options over unprocessed and full-bodied sake, requiring a variety of products. The next few years will be

trial-and-error, but JFC looks forward to introducing new alcohol products."

Yoshiyuki Ishigaki, President of JFC International, commented on his expectations of the future: "Our main customers for sake are currently Japanese restaurants and grocery stores. However, we'd like to propose sake and shochu to local restaurants and grocery stores as alcoholic beverages to be paired with other cuisines. Sake occupies less than 2 percent of the U.S. market with exciting potential for future growth."

One trend to focus on for sake is the proposed addition of "traditional sake brewing techniques" of sake, shochu, Awamori, etc., as UNESCO's Intangible Cultural Heritage. The decision is to be announced by the end of the year could increase demand for sake, shochu, and Awamori in the U.S. market.■

キッ

コーマン・グローバル・ネットワークの一員であり、北米で100年以上にわたりアジアの食料飲料を提供してきたJFCインターナショナル社は、5月17日カリフォルニア州コスタメサのクラウンプラザにおいて、また、5月20日にはハリウッドのジャパンハウスで北米市場でのさらなる販路拡大を目的とした見本市「酒エキスポ2024」を開催した。

JFCインターナショナル社は、1912年にサンフランシスコに創立。1928年には日本からの輸出拠点として、JFCジャパンを東京に設立。現在は、世界各地に展開されているネットワークを活用し、日本食や日本酒、各酒類のベンダー各社の商品を5大陸40カ国以上に届け、世界各地の日本食の発展と普及を支えている。

今回で16回目を数えるこのエキスポは、レストランオーナーやシェフ、グロッサリーストア、飲食・食品関連企業などを対象にしたもので販売ルートの拡大や



新製品の紹介が主な目的。北米での販売増加を図るために日本から参加した蔵元を含め、日本各地にある蔵元34社からおよそ150種類の日本酒、焼酎などが出品。

財務省統計によると2023年度(1月～12月)の日本酒輸出総額が410.8億円(昨対比:87%)、数量29,000キロリットル(昨対比:81%)だった。昨年まで、13年連続で輸出金額は過去最高額を更新し続けたが、今期のマイナスは、輸出金額・数量の約半数を占める中国とアメリカの影響が大きく響いた結果となった。国別の数量はアメリカが1位で6,500キロリットル(昨年比:71.6%)で2位は中国の5,800キロリットル(昨年比:78.4%)。国別の輸出金額1位は昨年同様中国で、124億6000万円(昨年比:88.0%)。2位はアメリカの90億900万円(昨年比:83.2%)という結果だった。

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倍以上に上昇しており、特定名称酒に分類される価格



の高いものが売れるようになってきている。そんな事情からレストラン関係者達は、アルコール飲料の売り上げが店全体の売上に影響するため、日本酒や焼酎に関心が高く、蔵元からの説明を聞きながら試飲していた。

JFCインターナショナルの村上宣秀氏は、「日本酒に限らずアルコールの消費量が昨年から若干減っている感じがする。これはレストランに限らず、ワインショップとかリカーショップ、すべてにおいてアルコールの消費、ウイスキー、ビールを含めて減っている状況。」

アメリカでも輸入の数量も減っているが、一番の原因はレストランのお客さんが減っていることが大きな原因と思う。また、以前に比べて720mlではなくて300mlの需要があるようなので、一人ひとりの消費量も減っているのではと思う。さらにメニュー自体の見直しをしているレストランの多く、価格の高い日本酒から安価なものに変えたり、サイズを下げたり、銘柄数を減らしているようだ。コロナ渦の時は単価の高い銘柄が売れていたように思うが、最近は落ち着いてきた感じがする。日本酒の市場として

は厳しい状況だが、ディストリビューターさんもメーカーさんも市場に合ったものを投入しなければならないと思う。一般消費者の嗜好が原酒とかフルボディのような酒ではなく低アルコール化、フレーバー化しているのでバラエティ豊かに提供していく必要があると思う。ここ1～2年は試行錯誤になると思うが、JFCとしては新しい提案、新しい試みをしていくつもり。」と今後の展開を語ってくれた。

JFCインターナショナル社の石垣良幸社長は、「現在の日本酒の顧客先は、日本食レストラン、日系グロサリーが主だが、将来的にはローカルのレストラン、グロサリーに和食以外の食事に合う飲み物として提案して行きたい。日本酒の市場占有率は2%にも満たないので今後も伸びると確信している。」と期待を寄せる。

また、日本酒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される予定。これに登録されれば認知度が高まり、アメリカでの需要の拡大に期待が持てる。

NEWS / TRENDS

New York sake brewery “DASSAI BLUE SAKE BREWERY” strives to dominate the global market

ニューヨークの酒蔵「DASSAI BLUE SAKE BREWERY」世界を目指す

Asahi Shuzo Co., Ltd., producer of Dassai sake, is a sake brewery based in Iwakuni city, Yamaguchi prefecture; founded in 1948.

Hiroshi Sakurai, third-generation owner of Asahi Shuzo, enforced a policy to improve sake quality at his sake brewery to brew “sake to be savored, not to get intoxicated or make money.” Asahi Shuzo stopped brewing ordinary sake and specialized in brewing Junmai-Daiginjo.

Dassai sake with a rice polishing ratio of 50 percent and 40 percent was released in 1990. The rice polishing ratio increased to 23 percent for “Dassai,” released in 1992. The most notable characteristics of Asahi Shuzo, producer of Dassai, is their instinct for brewing sake and expertise gained from their chief sake brewer during his tenure, which was thoroughly quantified into data. The temperature and humidity are controlled to brew sake without requiring a chief sake brewer. The amount of water absorbed in the rice is controlled by weighing it often.



Data from the daily fermentation condition is analyzed by staff to control the brewing process. Asahi Shuzo started exporting sake to New York in 2002, and sales exceeded 10 billion JPY in 2016. Sales for September 2023 were 17.4 billion JPY. Compared to the fiscal year 2023, Asahi Shuzo ranked

second after Hakutsuru Sake Brewing Co., Ltd.'s sales of 27.3 billion JPY, followed by Gekkeikan Sake Company, Ltd. ranked third with 17.3 billion JPY in sales. Also, 7.5 billion JPY - approximately 43 percent of Asahi Shuzo's 2023 sales of 17.4 billion JPY - is from sake exports.

Kazuhiro Sakurai, fourth-generation owner of Asahi Shuzo commented: “Our local U.S. brewery will strive to dominate the global market.” Asahi Shuzo completed the construction of a sake brewery in Hyde Park city in September, approximately two hours from Manhattan, New York. Asahi



Greg's Tasting & Pairing Notes

AGARA CRAFT

Weizenbier



As the spelling and the label suggests: A very traditional wheat beer, with very little bitterness and gentle aroma. Easy to drink, light yellow color, great wheaty aroma and hints of banana and honeysuckle. Perfect level of carbonation and surprisingly clear despite being unfiltered and some yeast visible in the bottle.

ラベルの表示通り、非常に伝統的な小麦ビールで、苦味はほとんどなく、柔らかい口当たりが特徴です。飲みやすく淡黄色で、素晴らしい小麦の香りとバナナやスイカズラのフルーティーな香りが感じられます。炭酸のレベルは完璧で、無濾過でボトルには一部の酵母が見えるにもかかわらず驚くほど透明です。

AGARA CRAFT

Pale Ale



"Bountiful aromatics and fruity flavor" I got tons of honey notes matching the color and hardly any bitterness, but once again, a very to-style and traditional pale ale, not skimping on malt profile. Slightly higher carbonation and just a hint of haze, suggesting this is also unfiltered.

「豊かなアロマとフルーティーな味わい」色にマッチした沢山の蜂蜜の風味を感じ、苦味はほとんどありませんが、非常に伝統的なペールエールであり、麦芽のプロファイルを惜しみなく表現しています。炭酸はやや強めで、かすかに濁りがあり、濾過されていないことを示唆しています。

AGARA CRAFT

Sansho Ale



Agara Sansho Ale is a limited release beer made from grape sansho peppers from Shimizu, Wakayama, a place famous for producing the largest harvest of sansho in Japan. While most sansho peppers are thought as spicy, Wakayama's sanshos are in fact zesty and superbly aromatic. Enjoy this refreshing craft Sansho beer that's perfect for the hot summer months!

山椒収穫量日本一を誇る和歌山県清水のブドウ山椒をふんだんに使用しました。辛いというイメージの山椒ですが、和歌山の山椒は「香り」が想像を超える爽やかさです。山椒の爽快な香りを熟成とともに閉じ込めた暑い夏の季節に合う山椒ビールです。

Spotlight on Ji-Beer: AGARA CRAFT By Greg Beck

和歌山の地ビールに注目：AGARA CRAFT



Crafted with love by the community of Wakayama, AGARA means "ours" in the local dialect. Every sip connects you to the heart and soul of Wakayama.

和歌山のコミュニティが愛情を込めて作った「AGARA」は、地元の方言で「私たちの」という意味です。一口飲むごとに、和歌山の心と魂に繋がります。

As travel to Japan and Japanese pop culture have become more and more common in America, even non-Japanese food and beverage have begun adding Japanese ingredients or names to their menus, such as Koji, Jidori and Wagyu. One profitable segment of the industry that leans heavily on Japan's popularity is Craft Beer.

As American craft beer has become increasingly competitive, they have attempted to incorporate trendy Japanese names and ingredients. The results can be clumsy, lacking the understanding of how to feature these ingredients prominently without being unbalanced. Often even the best attempts may taste good, but would not necessarily pair with Japanese dishes.

Savvy restaurateurs may choose to capitalize on both trends, only to be disappointed by the gastronomic quality or pairability of some American beers. Luckily "Ji-Beer" - the Craft Beer scene in Japan - has progressed rapidly as well. Japanese drinking habits and beer culture have led to Japanese brewers who focus on balance, drinkability, and food pairings. For this reason, Japan's craft beer scene has always been rooted in traditional German and English styles of craft beer. More recently, however, we have seen a mastering of the more modern and popular styles in America, especially IPAs and fruited beers coming from Japan.

To highlight this, let's look at one brewery in Japan that has demonstrated all of these strengths in particular. Based in L.A., we were lucky to achieve a virtual interview by tasting the excellent line up of craft beer from AGARA CRAFT based in Wakayama, Japan. We then shared our tasting notes and questions with president and head brewer of Wakayama Brewery, Mr. Tomoyuki Yoshida, via an email exchange. Here's what we learned.

日本への旅行や日本のポップカルチャーがアメリカでますます普及する中、日本食以外の飲食物でもメニューに麺、地鶏、和牛などの日本の食材や名前を取り入れることが増えています。その日本の人気に大きく依存している業界の中で収益性の高い分野の1つがクラフトビールです。

アメリカのクラフトビールは競争が激化する中、流行の日本の名前や材料を取り入れようとしています。しかし、その結果、バランスを崩すことなくこれらの食材を際立たせる方法を十分に理解していないために往々にしてごちないものになることがあります。たとえ最良の試みでも、美味しいかもしれませんが、日本料理と必ずしも合うわけではありません。

流行に敏感なレストラン経営者は、これらのトレンドを活用しようとするかもしれませんが、一部のアメリカのビールの味や料理との相性に失望することがあります。幸いなことに、日本のクラフトビールシーン、いわゆる「地ビール」も急速に進化しています。日本の飲酒習慣やビール文化は、バランス、飲みやすさ、料理とのペアリングに焦点を当てた日本のビールメーカーを生み出しました。このため、日本のクラフトビールシーンは常にドイツやイギリスの伝統的なクラフトビールスタイルに根ざしています。しかし最近では、アメリカで人気のあるモダンなスタイル、特にIPAやフルーツビールの分野でも日本から優れたものが登場しています。

具体的に、これらの強みを特に発揮している日本の醸造所の一つを紹介しましょう。和歌山に拠点を置くAGARA CRAFTの優れたクラフトビールのラインナップを試飲し、幸運にもバーチャルインタビューを実現することができました。その後、和歌山ブルワリーの代表取締役社長兼醸造責任者である吉田友之氏とメールで試飲ノートや質問を共有し、右ページがその内容です。



Interview

with Mr. Tomoyuki Yoshida of Wakayama Brewery



Yoshida-san
吉田氏

Greg: Many of your beers say "SANDAIME". Is that related to how you started making beer?

Yoshida-san: I was born as the third-generation owner of a liquor store. I started my career in the same liquor store. Later, I expanded into the restaurant business, naming the restaurant "Sandaime." Within this restaurant, we began brewing our own beer. Initially, the beer was only available for purchase at the restaurant, and we did not sell it in bottles or kegs to the general public. Back then, the beer didn't have a specific name; it was simply referred to as "Handmade Beer by the Third Generation Owner." The label "SANDAIME" is a nod to those early days. Today, the Sandaime Restaurant continues to thrive, popular as a 120-seat venue where patrons can enjoy craft beers.

Greg: Is there a company principal or general, guiding principle/theme to their beer?

Yoshida-san: AGARA CRAFT focuses on the theme of "harmony" with cuisine. Our beers are designed to enhance the dishes they accompany, yet are also crafted to be delicious on their own.

Greg: Most of these are more like German and English beers than American craft beer. Is that to pair better with food?

Yoshida-san: Yes, our theme of "harmony" guides us to craft beers that bring out the best in both the ingredients and the accompanying dishes, rather than adopting the robust style of American beers. Our aim is a subtle beer that supports its companion dishes without overpowering them.

Greg: Is that why all of your beers are just 5.5% alcohol?

Yoshida-san: Higher alcohol content can enrich the flavor, but it may not be suitable for drinking in large amounts throughout a session. We believe 5.5% is ideal for gastronomic pairings and maximize the enjoyment of your meal.

Greg: Do you have a favorite beer?

Yoshida-san: Our flagship beer is YUZU ALE, made with yuzu from Ryujin Village in Wakayama Prefecture. We use only yuzu from trees that are over 100 years old, which have never crossbred with other citrus, due to their isolated growth. The beer incorporates this yuzu peel, which we peel by hand to avoid the bitterness that comes from the pith, using a generous amount of yuzu peel to deliver a fresh aroma.

Greg: Do you have a favorite beer and food pairing?

Yoshida-san: Yuzu Ale pairs exceptionally well with tempura and sushi. The acidity of the yuzu complements the vinegar rice, creating a perfect pairing. The citrus cuts through the oil of the tempura, enhancing appetite.

Greg: Where did you learn to brew?

Yoshida-san: I studied at the Comprehensive Institute of Spirits in Japan. Whenever I couldn't achieve the flavor I wanted, I would consult with senior brewers and learn from them.

Greg: What's next? Do you have any challenges, obstacles, or goals they are working on?

Yoshida-san: We are currently exploring isolating yeast from the sea, and we are also experimenting with brewing beer using dashi made from kelp and bonito. We aim to host a Wakayama Fair in the United States, showcasing our beers made with Wakayama's local ingredients like yuzu, oranges, and sansho.

Greg: 多くのビールに「SANDAIME」と書かれていますね。それはビールを作り始めたきっかけと関係があるのですか？

吉田氏: 私はリカーショップの三代目として生まれました。仕事もリカーショップがスタートです。リカーショップからレストラン事業をスタートさせ、「三代目」という名前のレストランを開業しました。このレストラン内で自家製ビールの醸造を始め、当初はレストランでのみ販売しており、瓶や樽での一般販売は行っていませんでした。当時はビールに名前がなく「三代目店主の手作りビール」と言う名前で店内販売していました。その時の名残をラベルに記したのが「SANDAIME」です。現在も三代目レストランは健在で、120席のクラフトビールが飲める人気のレストランとして繁盛しています。

Greg: 同社のビールには、企業理念や一般的な指針、テーマがあるのですか？

吉田氏: AGARA CRAFTは料理との「和」をテーマにしています。合わせる料理を引き立てる脇役でもありますし、ビール単独でも美味しく飲める様に工夫しております。

Greg: アメリカのクラフトビールよりもドイツやイギリスのビールに似ていますが、それは食事との相性を考えてのことですか？

吉田氏: 弊社のテーマは「和」であるように、食材と料理の良さを引き出した上で、食事との相性を考えてビールを作っています。アメリカンスタイルのように力強いガッツのあるスタイルではなく、三歩下がって料理を圧倒せず、その上でしっかりと主人である料理を支えて引き立てる繊細でしなやかなビールを私達は目指しています。

Greg: なぜ全てのビールのアルコール度数が同じ5.5%なのですか？

吉田氏: 料理とのバランスを考えています。アルコール度数が高いと味わいは濃厚になりますが、長時間にわたって大量に飲むには適さない場合があります。私たちは、5.5%が料理とのペアリングに理想的で、食事を最大限に楽しむのに最適だと考えています。

Greg: イチオシのビールは何ですか？

吉田氏: 和歌山県にある龍神村で育った柚子を使用したYUZU ALEです。他の柑橘と自然交配していない、樹齢100年以上の歴史を持つ柚子の木から採れた柚子だけを使用しています。皮の下の苦味を避けるため、1つ1つ丁寧に手作業で柚子の皮を剥き、たっぷりのゆずの皮を使用して、新鮮な爽やかな香りが特徴のビールです。

Greg: ハイライトしたいビールと料理の組み合わせはありますか？

吉田氏: 柚子エールに関しては、天婦羅や寿司との相性は抜群です。柚子の酸味が酢飯の酸味と相まって素晴らしいマリージュを生み出します。苦みを抑え酸味のある柚子が天婦羅の油分をサッパリと洗い流し食欲を増進させます。

Greg: どこで醸造の技術を学びましたか？

吉田氏: 日本にある酒類総合研究所で学びました。その後、自分の作りたい味にならない時には先輩醸造家に質問して教えて頂きました。

Greg: 今後どのような課題や目標に取り組めますか？

吉田氏: 現在、海から酵母を単離できないか試みており、昆布や鰯からとる出汁を使用したビールの醸造に挑戦しています。AGARA CRAFTで使用している柚子、みかんや山椒など和歌山の地元の食材を使った和歌山のビールを紹介する「和歌山ビールフェア」をアメリカで開催したいです。

Greg's Tasting & Pairing Notes



AGARA CRAFT

Mikan Ale

"Fresh Tangerine Aroma"

Just the slightest hint of Mikan citrus aroma and flavor. Similar in color to the Weizen. Gentle, easy drinker. This would go great with pizza.

「フレッシュなみかんの香り」

ほのかにみかんの香りと風味が感じられます。色はヴァイツェンに似ていて、穏やかに飲みやすく、ピザとの相性が抜群です。



AGARA CRAFT

Yuzu Ale

Much more citrus fruit on the aroma, distinct Yuzu (Citron) aroma, flavor and finish of a lemon and honey hybrid. Probably one of the best Yuzu beers ever!

より多くの柑橘系の果物の香りがあり、なかでもハッキリとした柚子の香りが強調され、レモンとハチミツのハイブリッドの風味と余韻があります。恐らく最高の柚子ビールのひとつでしょう。



AGARA CRAFT

IPA

"Refreshing Hop flavor"

Sneaking in at just 5.5% ABV, this easy-drinking, sessionable IPA is much more of a classic, English style. With its copper color previewing the delicious malt character balancing what might otherwise be bitter, but instead is mildly sweet and not piney or citrusy like the IPAs we are used to in the U.S. Crystal clarity and no hint of sediment. This would pair great with everything from Japanese cuisine to spicy, heavier Mexican dishes.

「爽やかなホップの風味」

アルコール度数わずか5.5%の軽く飲みやすいこのIPAは、クラシックなイギリススタイルに近いです。アメリカのIPAで慣れ親しんだ松や柑橘の香りははしませんが、銅色に輝くモルトの風味で、苦味のあるIPAになりがちなモルトの風味を穏やかに甘くマイルドにします。クリスタルのような透明感があり、沈殿物は見られません。日本料理からスパイシーで濃い目の味のメキシコ料理まで、あらゆる料理にぴったり合います。

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to the People of the World

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The Annual Japan Sake Awards announced its winners and the Gold prize winner: Hyogo prefecture won the top Gold Prize for the first time in six years

-828 entries were submitted to the sake contest, organized to improve sake quality and brewing skills-

全国新酒鑑評会の金賞酒と入賞酒発表 兵庫県が6年ぶり金賞数1位

—日本酒の製造技術と品質向上のための鑑評会に828点が出品—

Nineteen brands from Hyogo prefecture garnered the Gold Prize at “The Annual Japan Sake Awards,” held for the 112th time in 2024. The National Research Institute of Brewing (NRIB) and the Japan Sake and Shochu Makers Association jointly organized The Annual Japan Sake Awards, the only national sake contest held since 1911 to improve sake quality and brewing skills.

The national sake contest attracts many Daiginjo and Junmai Daiginjo submitted by sake breweries throughout Japan, garnering attention from sake fans in Japan and worldwide.

2024年で112回目となる「全国新酒鑑評会」。兵庫県が19銘柄で金賞を受賞した。「全国新酒鑑評会」は、広島県東広島市の独立行政法人 酒類総合研究所と日本酒造組合中央会が共催で行う、日本酒の製造技術と品質向上のため明治44年から開催している唯一の全国規模の日本酒鑑評会。

日本中の酒蔵が技術を結集した大吟醸・純米大吟醸などを出品し、日本国内だけに留まらず世界の日本酒愛好家から注目されている。

The Annual Japan Sake Awards announced the preliminary results from judging the sake quality and brewing skills of sake entries brewed during the 2023 sake year (July 2023 ~ June 2024) in May 2022. Hyogo prefecture garnered the top Gold prize for the first time in six years (Hyogo prefecture last won with the same number of Gold Prizes as Fukushima prefecture in 2017). Fukushima prefecture won second place after attempting to win back the top Gold Prize for the first time in two years. Yamagata prefecture won third place after winning first place last year. This year's sake contest received 828 entries with excellent scores, of which 392 entries won prizes, and 195 entries garnered the Gold Prize.

Hyogo prefecture won the most Gold Prizes while boasting the highest sake production volume in Japan as the production region of “Yamadanishiki,” a premium sake rice brand. The weather and climate of Hyogo prefecture is suitable for sake production, where major sake producers gather in the Nadagogo area. This year's Gold Prize winners from Hyogo prefecture are “Hakutsuru,” “Kikumasamune,” “Ozeki,” “Nihonsakari,” etc.

Although Fukushima prefecture

narrowly missed winning back the title of “Top sake producer in Japan” for the first time in two years, Fukushima still produced thirty-one prize winners, the most of all prefectures; demonstrating their high sake brewing skills as the “top production region in Japan.”

The Annual Japan Sake Awards is a prestigious contest with a long history, first held in 1911, a contest that played a major role in the advancement of sake brewing skills. The Brewing Society of Japan (BSJ) yeast, currently used in many sake breweries, is produced from yeast prepared by a sake brewery and judged to be quality yeast in a contest. For example, BSJ yeast No. 6 was separated and collected from the fermentation mash of “Aramasa,” produced in Akita prefecture in 1935; while BSJ yeast No. 7 was separated and collected from the fermentation mash of “Masumi,” produced in Nagano prefecture in 1946. The names Daiginjo and Ginjo means “to closely examine the sake production process and brew thoroughly” for submission to sake contests. To say the hard work performed and the recognition won by each sake brewery improved the quality of delicious Ginjo enjoyed to date would not be an understatement.



Hakutsuru Sake Brewing Co., Ltd

Sake produced in Hyogo prefecture

Hyogo prefecture is a major sake production region producing 92,000 kl of sake, approximately 30 percent of sake produced in Japan nationwide. Boasting the top share of sake produced in Japan, Hyogo prefecture is home to many distinctive sake production regions – such as the renowned “Nadano-ki-Ippon” produced in Nadagogo, the top sake production region in Japan; Itami, a long-established sake production region since the Edo period (1603-1868); Harima, a renowned production region of premier sake rice “Yamadanishiki,” and mellow sake brewed in abundant nature; Awaji, a highly respected production region for their strict adherence to traditional sake brewing skills; Tamba and Shinoyama regions, abundant in nature, the production region of “Tamba Toji”; and Kitahyogo, also abundant in natural bounties of the Sea of Japan, etc. – home to various regional flavors and aromas.

Seventy-two sake breweries operate in Hyogo prefecture, also home to nine sake brewers associations: Yashiro Brewers Association, Kakogawa

Brewers Association, Awaji Brewers Association, Tamba Sasayama Brewers Association, Himeji Brewers Association, Akashi Brewers Association, Nadagogo Brewers Association, Itami Brewers Association, and Kitahyogo Brewers Association.

“Three sake breweries” from Hakutsuru Sake Brewing Co., Ltd garnered the Gold Prize for four consecutive years

Three sake breweries from Hakutsuru Sake Brewing Co., Ltd. – Honten Nigogura, Honten Sangokoji, and Asahigura sake breweries - garnered the Gold Prize for the 2023 brewing year during The Annual Japan Sake Awards. Hitoshi Mizutani, Director of the Hakutsuru Sake Brewing Co., Ltd, commented on his motivation to continue brewing sake in the future: “We’re elated to learn three of our breweries won the Gold Prize for the fourth consecutive year in the prestigious Annual Japan Sake Awards. To continuously win the Gold Prize every year is not easy. We’re highly motivated to devote our efforts to refine our sake brewing skills to deliver quality sake that brings a smile to our customers.”

Top 3 prefectures for number of gold prize received これまでの金賞受賞数の上位県

Brewing year
酒造年度 金賞数 number of gold prize in parentheses

| | | | | |
|------|-----|----|--------------|---|
| 2023 | 1st | 19 | 兵庫 Hyogo | 🏆 |
| | 2nd | 18 | 福島 Fukushima | 🏆 |
| | 3rd | 14 | 山形 Yamagata | 🏆 |

| | | | | |
|------|-----|----|-------------|---|
| 2022 | 1st | 20 | 山形 Yamagata | 🏆 |
| | 2nd | 19 | 兵庫 Hyogo | 🏆 |
| | 3rd | 17 | 長野 Nagano | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2021 | 1st | 17 | 福島 Fukushima | 🏆 |
| | 2nd | 13 | 秋田 Akita | 🏆 |
| | | 13 | 兵庫 Hyogo | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2020 | 1st | 17 | 福島 Fukushima | 🏆 |
| | | 17 | 長野 Nagano | 🏆 |
| | 2nd | 13 | 秋田 Akita | 🏆 |
| | | 13 | 新潟 Niigata | 🏆 |

2019年酒造年度はコロナ禍で鑑評会中止
Contest canceled due to pandemic

| | | | | |
|------|-----|----|--------------|---|
| 2018 | 1st | 22 | 福島 Fukushima | 🏆 |
| | 2nd | 18 | 秋田 Akita | 🏆 |
| | 3rd | 16 | 兵庫 Hyogo | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2017 | 1st | 19 | 福島 Fukushima | 🏆 |
| | | 19 | 兵庫 Hyogo | 🏆 |
| | 2nd | 14 | 新潟 Niigata | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2016 | 1st | 22 | 福島 Fukushima | 🏆 |
| | 2nd | 20 | 宮城 Miyagi | 🏆 |
| | 3rd | 16 | 秋田 Akita | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2015 | 1st | 18 | 福島 Fukushima | 🏆 |
| | 2nd | 17 | 山形 Yamagata | 🏆 |
| | | 17 | 兵庫 Hyogo | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2014 | 1st | 24 | 福島 Fukushima | 🏆 |
| | 2nd | 15 | 山形 Yamagata | 🏆 |
| | | 15 | 新潟 Niigata | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2013 | 1st | 17 | 福島 Fukushima | 🏆 |
| | | 17 | 山形 Yamagata | 🏆 |
| | 2nd | 16 | 宮城 Miyagi | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2012 | 1st | 26 | 福島 Fukushima | 🏆 |
| | 2nd | 17 | 兵庫 Hyogo | 🏆 |
| | 3rd | 15 | 秋田 Akita | 🏆 |
| | | 15 | 新潟 Niigata | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2011 | 1st | 24 | 新潟 Niigata | 🏆 |
| | 2nd | 22 | 福島 Fukushima | 🏆 |
| | 3rd | 20 | 兵庫 Hyogo | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2010 | 1st | 23 | 新潟 Niigata | 🏆 |
| | 2nd | 19 | 福島 Fukushima | 🏆 |
| | | 19 | 兵庫 Hyogo | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2009 | 1st | 20 | 福島 Fukushima | 🏆 |
| | 2nd | 18 | 新潟 Niigata | 🏆 |
| | 3rd | 17 | 秋田 Akita | 🏆 |
| | | 17 | 山形 Yamagata | 🏆 |
| | | 17 | 長野 Nagano | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2008 | 1st | 22 | 新潟 Niigata | 🏆 |
| | 2nd | 18 | 福島 Fukushima | 🏆 |
| | | 18 | 山形 Yamagata | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2007 | 1st | 25 | 新潟 Niigata | 🏆 |
| | 2nd | 17 | 福島 Fukushima | 🏆 |
| | 3rd | 16 | 秋田 Akita | 🏆 |
| | | 16 | 山形 Yamagata | 🏆 |

| | | | | |
|------|-----|----|--------------|---|
| 2006 | 1st | 24 | 新潟 Niigata | 🏆 |
| | 2nd | 22 | 福島 Fukushima | 🏆 |
| | 3rd | 19 | 山形 Yamagata | 🏆 |

Quality sake from nineteen sake breweries in Hyogo prefecture won the “Gold Prize” at The Annual Japan Sake Awards

HAMAFUKUTSURI

Koyama Honke Shuzo Co., Ltd.
Hamafukutsurugura

KIKUMASAMUNE

Kikumasamune Sake Brewing
Company Limited Kaho Gura Goban

HAKUTSURI

Hakutsuru Sake Brewing Co., Ltd
Asahigura

HAKUTSURI

Hakutsuru Sake Brewing Co., Ltd
Honten Sangokojo

HAKUTSURI

Hakutsuru Sake Brewing Co., Ltd
Honten Nigogura

FUKUJU

Kobe Shushinkan Breweries. Ltd

SENSUKE

Izumi Sake Brewing Inc

HAKUTAKA

Hakutaka Co., Ltd

KUROMATSU HAKUSHIKA

Tatsumma-Honke Brewing Co., Ltd

NIHONSAKARI

Sakura craft Nihonsakari Corporation

NIHONSAKARI

Hongura Nihonsakari Corporation

OZEKI

Ozeki Corporation Kowagura

SHIRAYUKI

Fujiyamagura Konishi Brewing
Company

KIZAKURA

Kizakura Company Limited Tamba
Factory

MIKINOSUKE

Nadagikushuzo Corporation

TATSURIKI KOMENOSASAYAKI

Honda Shoten Co., Ltd

TATSURIKI KOMENOSASAYAKI

Honda Shoten Co., Ltd

BANSHUIKKON

Sanyohaishuzo Corporation

RAIRAKU

Ibarakishuzo General Partnership

Fukushima prefecture narrowly missed winning back first place, ranked second with eighteen sake brands that garnered the “Gold Prize”

Fukushima prefecture boasted the most sake brands in Japan to garner the “Gold Prize” for nine consecutive years until 2022, when the honor was ceded to Yamagata prefecture last year after Fukushima won five Gold Prizes. Fukushima prefecture won eighteen Gold Prizes in 2024, just short of one additional Gold Prize won by Hyogo prefecture, and narrowly missed the top honor in Japan. On the other hand, thirty-one sake brands in Fukushima prefecture beat Hyogo prefecture with the most “Prize winners.”

Kenichi Watanabe, President of the Fukushima Prefecture Sake Brewers Cooperative, commented: “Frankly, we’re disappointed to fall short of only one prize-winning brewery. Fourteen sake breweries from Fukushima won the Gold Prize in 2023, so we’re happy to have four more breweries win this year. I believe the overall quality of our sake improved.”

Kenji Suzuki, affectionately renowned as the “God of Sake,” is Special Advisor for Fukushima Prefecture Sake Brewers Cooperative. Suzuki reflected on the contest results: “We created the flavor we aimed for and were confident in our entry, so we’re disappointed not to win top honors. However, our sake improved significantly since last year, so we’re incredibly happy with the results regardless. The new sake yeast is in development, so we look forward to continuing gathering information this year and continuing brewing sake with a positive outlook. Hyogo prefecture is home to many major sake brewers in the Nada region, so I believe our enhanced sake brewing skills produced this year’s results.”

On the other hand, “Okunomatsu,” anticipated to win the Gold Prize for the fifteenth consecutive year, narrowly missed the recognition this year, but

won as a “Prize winner” instead. Joji Yusa, Director of the Higashinihon-shuzo Productivity Improvement Cooperative, commented: “If we won the Gold Prize, the score would’ve been tied.” Director Keiichi Tonokawa also described his aspirations for the sake contest: “I also feel responsible for the results. However, I believe our sake is delicious, so I’m happy to have our sake sampled. We’ll win back our recognition next year.”

“The Annual Japan Sake Awards”

“The Annual Japan Sake Awards” is an annual sake contest held in May since 1911, organized by the National Research Institute of Brewing (NRIB), a national research institute for sake; and the Japanese Sake & Shochu Makers Association. The national sake contest, the most prestigious in the sake brewing industry, targets Ginjo sake produced with the highest sake brewing skills. Serious dedication by sake breweries that continue to submit entries and technical experts help to improve the quality of sake.

The Annual Japan Sake Awards was held for the 112th year in 2024. The “Gold Prize” is awarded to sake entries of especially notable quality among the new sake brewed and submitted for that year, for which sake breweries nationwide compete for the honor.

-Submission standards and judgment methods

Sake submissions are fresh Ginjo sake brewed according to the manufacturing method quality labeling standards for refined sake with acidity of over 0.8 milliequivalents/L (mEq/L).

The judgment committee performs a sensory evaluation of sake flavor, aroma, etc. The judging committee consists of the National Research Institute of Brewing (NRIB), National Tax Agency, regional and public sake brewing institution coaching staff, sake brewers recommended by the Japan Sake & Shochu Makers Association, sake brewing experts and evaluators.

The judgment details are different between the preliminary judgment and the final judgment. Sake aroma, flavor, quality, and characteristics are evaluated in five phases during the preliminary judgment, while sake aroma, harmony, characteristics, etc., are judged in four stages during the final judgment.

In the preliminary judgment, sake deemed to be quality is recognized with a prize. Further, sake judged as especially of high quality during the final judgment are awarded the Gold Prize.



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-Contributions to improved sake quality

Every year, national sake brewers and producers compete for the prestigious Gold Prize, awarded to especially high-quality sake among the Prize-winning sake brands. As a result, “The Annual Japan Sake Awards” contributed significantly to the improved quality of sake to date.

Prestigious wine contests held worldwide have a sake category, often promoted by the sake industry. However, “The Annual Japan Sake Awards” is held to pass on sake brewing skills and to enhance sake quality, thus sake breweries strive to win a prize at “The Annual Japan Sake Awards.” A long-established sake contest in the sake industry, the prizes awarded are highly prestigious. Half of all entries win a prize, while less than forty percent of all entries are recognized with the Gold Prize. The bar is set high with few entries winning the Gold Prize in a sake contest that is deemed highly credible. Sake breweries are highly motivated to win a prize in this contest because the prize will recognize their high brewing skills and certified sake quality.

In addition, sake breweries receive objective judgment of their entries regardless of whether they won a prize or not, which provides valuable feedback on their hand-brewed sake that either gives the breweries confidence or clarifies challenges that motivates breweries to enhance their sake brewing skills.

To say “The Annual Japan Sake Awards” contributes to significant improvements in the quality of sake, supports the sake industry today, and ultimately popularized sake worldwide, would not be an understatement.■



2023酒造年度(2023年7月～2024年6月)の日本酒の製造技術と酒質を競う全国新酒鑑評会の審査結果が5月22日に発表された。都道府県別の金賞受賞数は兵庫県が6年ぶりに1位となり(前回2017年度は福島県と同数)、2年ぶりの首位奪還を目指した福島県が2位、昨年1位に輝いた山形県が3位と続いた。今年度の鑑評会には828銘柄の出品があり成績優秀な392銘柄が入賞酒、うち特に優秀な195銘柄が金賞酒に選ばれた。

金賞数1位の兵庫県は、日本全国トップの清酒生産量を誇り、酒米の王様と呼ばれる「山田錦」の主産地であり、酒造りに適した気候風土も特徴。なかでも灘五郷エリアは大手メーカーが集中し、今回も「白鶴」「菊正宗」「大関」「日本盛」などが金賞を受賞した。

また、福島県は2年ぶりの「日本一」こそ逃したが、入賞銘柄数は31と全国トップとなり、「日本酒王国」の技術力の高さを示した。

全国新酒鑑評会の第1回の開催は明治44年と歴史は古く、これまでに醸造技術の発展に大きな役割を果たしてきた。現在多くの酒蔵で使用されている協会系酵母は、鑑評会で優秀と認められた酒蔵の酵母から生まれたもの。例えば協会6号は昭和10年に秋田県の「新政」の醗から、協会7号は昭和21年に長野県の“真澄”から、それぞれ分離・採取された。大吟醸や吟醸という呼び名も、鑑評会出品のために「吟味して醸した」という意味。それぞれの酒蔵が威信をかけて切磋琢磨してきた歴史があればこそ、美味しい吟醸酒を飲めることが出来ると言っても過言ではない。

兵庫県の日本酒

兵庫県は日本酒生産量で日本全国で生産される日本酒の30%にあたる92,000klを生産している日本酒の一大生産地。トップのシェアを誇る兵庫県には「灘の生一本」で有名な日本一の酒どころ灘五郷、江戸期から今なおその名声を維持している伊丹、酒米の王者「山田錦」の一大産地で気候風土にも恵まれ芳醇な酒を造り出す播磨、伝統技術を守り続け高い評価を得ている淡路、豊かな自然と「丹波杜氏」のふる里でもある丹波・篠山、日本海の豊富な恵みに育まれた北兵庫など特色ある地域が多く、そこで造られるお酒は、郷土色豊かな香りや味わいのある多様な日本酒となっている。

また、兵庫県には社酒造組合、加古川酒造組合、淡路酒造組合、丹波・篠山酒造組合、姫路酒造組合、明石酒造組合、灘五郷酒造組合、伊丹酒造組合、北兵庫酒造組合の9つの酒造組合があり、蔵元の数72にもものぼる。

**白鶴酒造
4年連続で「全3蔵」が金賞受賞**

白鶴酒造株式会社は、今回の全国新酒鑑評会において、4年連続で本店二号蔵、本店三号工場、旭蔵の全3蔵で金賞を受賞した。白鶴酒造生産本部 水谷 仁本部長は「日本酒のコンテストとして歴史と権威のある全国新酒鑑評会で、毎年金賞を取り続けることは至難とされる中、4年連続で全3蔵が金賞を受賞できたことはこの上ない喜びです。今後も酒造技術の研鑽に励み、お客様を笑顔にする日本酒を造っていききたいとの想いを強くしております。」と今後の酒造りへの意気込みを語る。

**全国新酒鑑評会で
特に優れた「金賞」に選ばれた
兵庫県の19の酒蔵**

浜福鶴 株式会社小山本家酒造
菊正宗 株式会社菊正宗 嘉宝蔵五番
白鶴 白鶴酒造株式会社 旭蔵

白鶴 白鶴酒造株式会社 本店三号工場
白鶴 白鶴酒造株式会社 本店二号蔵
福寿 株式会社神戸酒心館 福寿蔵
仙介 泉酒造株式会社 喜卯蔵
白鷹 白鷹株式会社
黒松白鹿 辰馬本家酒造株式会社 六光蔵
日本盛 日本盛株式会社 SAKURA Craft
日本盛 日本盛株式会社 本蔵
大関 大関株式会社 恒和蔵
白雪 小西酒造株式会社 富士山蔵
黄桜 黄桜株式会社 丹波工場
酒造之助 灘菊酒造株式会社 甲蔵
龍力 米のささやき 株式会社本田商店 尚龍蔵
龍力 米のささやき 株式会社本田商店 親龍蔵
播州一献 山陽盃酒造株式会社
来楽 茨木酒造合名会社

**福島県「金賞」18で2位
日本一奪還す**

福島県は2022年まで、「金賞」を受賞した銘柄の数が9回連続で日本一を誇っていたが、残念ながら去年はその座を山形県に明け渡し金賞受賞数が5番目となっていた。今回は18銘柄が金賞を獲得したが、兵庫県の19銘柄にあと一歩及ばず、日本一返り咲きとはならなかった。しかし、その一方で優秀な日本酒とされる「入賞酒」の数は31銘柄でその数は兵庫を抜いて日本一を獲得した。

福島県酒造組合の渡部謙一会長は、「率直に一銘柄差だったので悔しい。2023年は14銘柄金賞だったので、4銘柄伸ばすことができ、全体的な品質は上がっていると思う」と語る。

「日本酒の神様」こと日本酒アドバイザーの鈴木賢二氏は、「ことしは想定通りの味わいになり、自信もあっただけに、日本一にならなかったことは残念だが、去年よりはずいぶん躍進したので、結果には十分満足。新しい酵母が開発される動きもあるので、今後も情報収集して、前向きに取り組んでいきたい。兵庫県は、灘の大手が非常に多いので、技術力がうまく向上したことで今回の結果になったと思っている」と振り返った。

一方、15回連続の金賞受賞が期待された「奥の松」だったが、今回は惜しくも金賞を逃し「入賞」にとどまった。東日本酒造協業組合の遊佐丈治代表理事は、「うちが入ってたら(一位)タイだった」と肩を落とし、殿川慶一理事も「責任を感じます。でも、美味しいお酒だと思うので多くの方に飲んでいただければありがたい。次回は雪辱を晴らす」と抱負を語る。

「全国新酒鑑評会」とは

「全国新酒鑑評会」とは、明治44年に初めて開催した日本酒に関する国の研究機関である酒類総合研究所と日本酒造組合中央会が、毎年5月に開催している日本酒のコンテスト。全国規模で開催されている新酒鑑評会で、最高の酒造技術を持って製造される吟醸酒を対象とし、酒

造業界では最も信頼性のある鑑評会として有名。出品する蔵元や技術者の酒質向上への真摯な姿勢により支えられ、2024年の開催で112回目を迎える。

その年に造られた新酒のなかで特に優れているとされたものに贈られるのが「金賞」で、全国の酒蔵たちが蔵の威信をかけ、金賞受賞を目指して競い合っている。

一出品基準と審査方法

鑑評会に出品されるお酒は、清酒の製法品質表示基準に定められた吟醸酒の原酒であり、酸度が0.8以上のものと決められている。

審査は審査委員会による、味、香りなどの官能評価によって行われる。審査委員会の構成は、酒類総合研究所、国税庁職員や地方の公的な醸造指導機関職員と、日本酒造組合中央会が推薦した日本酒製造者、また日本酒造りや日本酒の評価の専門家によって構成されている。

審査内容は予審と決勝で異なり、予審では香りや味などの品質や特徴的な味わいを5段階で評価し、決勝では総合評価を香味の調和や特徴などを4段階で審査する。予審で優秀だとされた日本酒を入賞とし、さらにその後の決勝において特に優秀と認められたものに授与されるのが金賞となっている。

一日本酒の品質向上に寄与

毎年、全国の酒造メーカーが威信をかけて競い、入賞した日本酒のうち特に優れているものに金賞が授与される。その結果、日本酒の品質向上に対して大きく成果を上げ、現在の日本酒を支えてきたのはこの「全国新酒鑑評会」だと言えるかも知れない。

世界各地で開催されている著名なワイン品評会などで、日本酒のカテゴリーが設けられているが、どちらかと言うとこれらは産業推進色が強いが、「全国新酒鑑評会」は製造技術の習得と進歩を目的としていたため、酒造メーカーは「全国新酒鑑評会」での入賞を目指す。それは日本酒業界でも歴史が長く、権威ある賞として捉えられており、全出品酒のうち入賞するのは約半数、そして金賞に選ばれるのは4割未満とハードルは高く、金賞は受賞数自体が少なく、選考結果の信頼性も高いため、酒造メーカーは確かな品質とそれを実現する技術力を認められたとしてアピールすることが出来るのが理由だろう。

その上、審査結果は入賞の有無に関わらず酒蔵にフィードバックされるので、自分たちで造った日本酒の客観的な評価を知ることが出来る。それにより自分たちの酒造りに確信を持つことが出来たり、課題などが明らかになったりすることで、今後の酒造技術向上に向けてのモチベーションアップにもつながっていくことが考えられる。

これまで日本酒の品質向上に対して大きく成果を上げ、現在の日本酒を支え、結果的に日本酒を世界に広めたのはこの「全国新酒鑑評会」だと言っても過言ではないのではないだろうか。

Get with the program: Building loyalty grows business

-Operators look to technology to enhance loyalty programs and increase sales.-

リワードポイントがビジネスを成長させる
—リワードポイントで売上を伸ばすための
テクノロジーに注目—

Today, thanks to recent advances in technology, loyalty programs are highly regarded by restaurants and the guests who use them, National Restaurant Association research finds.

According to the Association's new Restaurant Technology Landscape Report 2024, 96% of loyalty and reward program customers say they're a good way to earn more "bang for their buck," and 52% say they already participate in them at restaurants, coffee shops, snack places, or delis offering them.

Often used to capture consumer data, such as meal favorites and ordering preferences, loyalty programs enhance the customer experience by allowing operators to provide more personalized service and incentivize repeat business. Guests, particularly those looking for specials, discounts, or deals, are able to earn points toward menu freebies and swag, and other incentives during their visits and the programs provide the brand with a way to promote upcoming events and deals.

Most customers sign up for more than one restaurant loyalty program—3.6 on average. Leading the groups are Gen Z adults who belong to an average of 4.4 programs, while millennials participate in an average of 3.6, and Gen Xers, 3.9. Baby boomers report belonging to an average of 3.

Align your technology with your specific customer base

Among consumers not currently enrolled in loyalty programs, 81% across all age groups say they'd participate in one if offered at a favorite restaurant. However, some prospective customers seem reticent to embrace the new technology involved.

It might be the lack of a physical card option that keeps them from engaging in the programs, says Hudson Riehle, the Association's SVP of Research & Knowledge.

"Restaurants must carefully align their technologies with current and future customer bases," he says. "While younger patrons may embrace

a totally digital loyalty program, some of their older customers may prefer using the original physical card systems. Ensuring a hospitable restaurant experience in a higher-tech environment is extremely relevant for long-term success. It's also the proverbial challenge for operators."

When asked how they'd like to access loyalty programs, 60% of current users prefer using smartphone apps rather than carrying physical cards, 18% prefer a card and 22% don't have a preference. Among prospective loyalty program members, 39% would rather use a card, and 33% would prefer using an app. Baby Boomers are less likely to commit to preferring a smartphone app, with 51% claiming they'd rather use a card, but they're also most likely to say they don't have a preference.

More investment in loyalty programs ahead in 2024

Intent on building repeat business, 61% of limited-service operators and 52% of full-service operators say they plan to invest more in loyalty programs and rewards systems in 2024.

"It's pretty rare now to find brands that don't have a loyalty program, but if you don't, it's an effective and fast way to enhance marketing efforts, grow frequency, and build loyalists," says Beth Hardy, marketing vice president for Modern Market Eatery. "It's also an excellent tool to help you learn more about your guests' purchasing habits, target potential new guests more effectively, and customize your marketing to fit their interests."

Hardy adds that technology and the digital experience associated with it isn't going away. She says it's only going to grow and advance the way restaurant brands engage and interact with consumers.

"Technology is enabling brands to market to many more customers and more accurately track performance," she says. "The metrics acquired help brands target their core customers even better, reduce waste, and potentially attract more loyal guests."■



全米レストラン協会の調査によると、最近のテクノロジーの進歩のおかげで、リワードポイントはレストランとそれを利用する客から高く評価されている。同協会の新しい「Restaurant Technology Landscape Report 2024」によると、リワードポイントの利用者の96%が、より「お得な」特典を得るための良い方法だと回答しており、52%がサービスを提供しているレストラン、カフェ、デリなどですでに参加していると答えている。

リワードポイントは、食事の好みや注文の好みなどの消費者データを取得するためによく使われるが、顧客の嗜好に合ったサービスを提供し、リピーターに特典を与えることで顧客体験を向上させる。特別メニューや割引、お得な情報を求めて来店する客は、来店時にメニューの景品や粗品、その他の特典につながるポイントを獲得することが出来、今後のイベントやお得な情報を宣伝する手段となる。ほとんどの顧客が複数のリワードポイントに登録しており平均で3.6。ベビーブーマー世代は平均3、Z世代は平均4.4、ミレニアル世代は平均3.6、X世代は平均3.9のリワードポイントプログラムに加入している。

サービス内容を特定の顧客層に合わせる

現在リワードポイントに加入していない消費者のうち、すべての年齢層で81%が、お気に入りのレストランでリワードポイントが提供されれば参加したいと回答している。しかし、一部の見込み客は、新しいテクノロジーを受け入れることに消極的なようだ。

物理的なカードという選択肢がないことが、彼らのプログラムへの参加を妨げているのかもしれない、と同協会のハドソン・リーレ副社長は言う。

「レストランは、現在および将来の顧客層に合わせて、慎重にテクノロジーを調整する必要があります。若い顧客は完全にデジタル化されたリワードポイントプログラムを受け入れるかもしれないが、年配の顧客の中には、もともと物理的な

カード・システムを使用することを好む人もいるかもしれない。ハイテク環境の中で、ホスピタリティあふれるレストラン体験を保証することは、長期的な成功にとって極めて重要である。それはまた、経営する側にとっての挑戦でもある。」

リワードポイントへのアクセス方法を尋ねたところ、現在の利用者の60%が物理的なカードを持ち歩くよりもスマートフォンのアプリを使うことを好み、18%がカードを好み、22%がどちらでもない。これからリワードポイントプログラムに加入する人のうち、39%はカードを使いたいと答え、33%はアプリを使いたいと答えた。ベビーブーマー世代は、スマートフォンアプリを好む傾向が弱く、51%がカードを使いたいと主張しているが、どちらでもないと答える傾向が最も強い。

2024年はリワードポイントプログラムへの投資拡大が進む

「リワードポイントプログラムを導入していないブランドは、今ではかなり珍しいが、もし導入していないのであれば、マーケティング活動を強化し、利用頻度を増やし、ロイヤリストを増やすための効果的で迅速な方法だ」と、モダンマーケット社のマーケティング担当副社長のベス・ハーディ氏は言う。「また、顧客の購買習慣をより詳しく知り、潜在的な新規顧客をより効果的にターゲットにし、顧客の関心に合わせてマーケティングをカスタマイズするのに役立つ優れたツールでもあります」。さらにハーディ氏は、テクノロジーとそれに関連したデジタル体験はなくなると付け加える。レストラン・ブランドが消費者と関わり、交流する方法は、テクノロジーによって成長し、進歩する一方だと続ける。「テクノロジーは、ブランドがより多くの顧客にマーケティングを行い、より正確にパフォーマンスを追跡することを可能にしている。「獲得した指標は、ブランドがより良いコア顧客をターゲットにし、無駄を省いて、サービスの利用回数が多い優良な顧客の満足度を高めることに役立ちます。」



Winners of the 2024 International Wine Challenge (IWC) “Sake Competition” announced

2024 インターナショナル・ワイン・チャレンジ (IWC) 「SAKE 部門」のメダル受賞酒発表

Winners of the 2024 International Wine Challenge (IWC) “Sake Competition” were announced on June 6.

World-renowned wine competition, “International Wine Challenge (IWC)”

The International Wine Challenge is an international wine competition held in London, England since 1984, deemed to be the largest and “most influential” as the world’s most rigorous and impartial wine competition in the world.

The “Sake Competition” was launched by the IWC in 2007 to judge sake in the categories: “Non-premium sake,” “Junmai,” “Junmai Ginjo,” “Junmai Daiginjo,” “Honjozo,” “Ginjo,” “Daiginjo,” “Sparkling Sake,” “Amber Sake,” and “Aged Sake.” Sake brands recognized in the “Sake Competition” garners attention both domestically and abroad, an increasingly important event for sake breweries to expand into the global market. A rigorous tasting conducted by international beverages experts positioned the IWC as the most rigorous competition in the world.

Based on the judgment results, select sake brands are awarded the “Commended Award,” “Bronze,” “Silver,” or “Gold” Medals.

From sakes awarded the Gold Medal, those judged to be especially high-quality are honored with a “Trophy.” From the sakes awarded the “Trophy,” only one exceptional sake is recognized with the most prestigious award of the Sake Competition, “Champion Sake.”

Also, sake with excellent cost performance at a retail price of 1,200 JPY or lower (in 720 ml bottles) without taxes and production volume of over 100,000 bottles (720 ml) are recognized as “Great Value.” Further, one of these selected sakes is further awarded the “Great Value Award.” Due to the international attention this contest attracts, sake brands recognized with Gold Medals, Trophies, and especially the Champion Sake awards sell out quickly.

The Sake Competition received 1,504 entries for 2024. Blind tasting was conducted by a total of sixty-three judges from fourteen nations, of which ninety-three sakes garnered the Gold Medal, and twenty-five sakes were awarded trophies from them recognized with the Gold Award.

Lastly, the sake recognized with the most prestigious award of the Sake Competition, the “Champion Sake” and “Great Value Champion Sake” will be announced on July 9.■

6月6日に、2024 インターナショナル・ワイン・チャレンジのSAKE部門におけるメダル受賞酒が発表された。

世界的なワイン品評会 「インターナショナルワインチャレンジ」とは？

インターナショナルワインチャレンジは、1984年からイギリス・ロンドンで毎年開催されている世界最大規模の酒類コンペティションで“世界でもっとも大きな影響力をもつ”といわれるワインのコンペティション。

そのIWCに「SAKE 部門」が誕生したのは2007年で、「普通酒」「純米酒」「純米吟醸酒」「純米大吟醸酒」「本醸造酒」「吟醸酒」「大吟醸酒」「スパークリング」「古酒」「熟成」の10カテゴリーに分けられ審査が行われており、日本国外で行われる日本酒審査会としては最大かつ最も影響力があると言われている。

SAKE 部門の受賞酒は国内外で注目され、海外進出における重要なイベントとしてその価値を高めてきた。世界的な酒類のエキスパートによる厳正なブラインドテイスティング審査が行われる世界最高峰のコンペティションに位置付けられている。審査結果に応じて与えられる評価は「ゴールドメダル」「シルバーメダル」「ブロンズメダル」「大会推奨酒」の4つ。さらに、ゴールドメダルを獲得した出品酒の中で特に優れたものに「トロフィー」が授与され、その「トロフィー」を獲得した中のひとつの銘柄に、SAKE 部門の最高賞として「チャンピオン・サケ」が授与される。

また、日本での小売価格が税抜で1,200円（四合瓶換算）以下、かつ生産量が四合瓶換算で10万本以上という優れたコストパフォーマンスを持った日本酒に与えられるのが「グレートバリュー」。さらにその中のひとつが「グレートバリュー・アワード」に選出される。注目度が高いためか、ゴールドメダルやトロフィー受賞酒、中でもチャンピオン・サケ受賞酒は早々に売り切れとなることがあるという。

2024年のSAKE 部門は1,504銘柄が出品。14か国・総勢63名の審査員によるブラインド・テイスティングを行い、そのうち、93銘柄がゴールドメダルに輝いたが、その内25銘柄がトロフィーを受賞した。

尚、SAKE 部門の最高賞としての「チャンピオン・サケ」と「グレートバリュー・チャンピオン・サケ」は7月9日に発表する予定。

*さらに本年より“Sake Region of the year”として単独の会社ではなく、秀でた結果を出した都道府県を表彰する賞が新たに創設されます。

*各社ごとの出品酒の評価平均、総合点が最も高かった会社には“Sake Brewer of the year”として表彰が行われます。



Sake Brands awarded the Trophy Award 「SAKE 部門」 トロフィー受賞酒

by the IWC 2024 "Sake Competition"

普通酒 部門 Futsu-Shu

Rich Yamahai Kasumitsuru
KASUMITSURU CO., LTD. (Hyogo)
「RICH 山廃 香住鶴」
香住鶴株式会社 (兵庫県)

Fudoh Keikai Karakuchi
Nabedana Inc (Chiba)
「不動 軽快辛口」
鍋店株式会社 (千葉県)



本醸造酒 部門 Honjozo

Atagonomatsu Kennai Honjozo
Niizawa Sake Brewery Co., Ltd
(Miyagi)
「愛宕の松 県内本醸造」
株式会社新澤醸造店 (宮城県)

Uonuma TamaFumi
Tamagawa Sake Brewery Co., Ltd.
(Niigata)
「魚沼玉風味」
玉川酒造株式会社 (新潟県)



純米酒 部門 Junmai

Enasan Junmai
Hazama Shuzo Co., Ltd. (Gifu)
「恵那山 純米」
はざま酒造株式会社 (岐阜県)



16th Kurouemon
Junmai Hitogokochi
Yukawa Sake Brewery Co., Ltd.
(Nagano)
「十六代九郎右衛門
純米 ひとつこち」
株式会社湯川酒造店 (長野県)



純米吟醸酒 部門 Junmai Ginjo

Tenmei Junmai Ginjo
Hiire Black Label
 Akebono Shuzo Co., Ltd.
 (Fukushima)
 「天明 純米吟醸火入 黒ラベル」
 曙酒造株式会社 (福島県)



Matsuwo Junmai Ginjo
Kamiminochi
 Matsuwo Sake Corporation
 (Nagano)
 「松尾 純米吟醸 上水内」
 株式会社 高橋助作酒造店 (長野県)



Miyakobijin Taiyou
 Miyakobijin Shuzo Co Ltd (Hyogo)
 「都美人 太陽」
 都美人酒造株式会社 (兵庫県)



純米大吟醸酒 部門 Junmai Daiginjo

Wakamusume Kakitsubata
 Shintani Sake Brewery Co., Ltd.
 (Yamaguchi)
 「わかむすめ 燕子花」
 新谷酒造株式会社 (山口県)



Amabuki Junmai Daiginjo
Aiyama
 Amabuki Shuzo Co.,Ltd (Saga)
 「天吹 純米大吟醸 愛山」
 天吹酒造合資会社 (佐賀県)



Junmai Daiginjo
Ugonotsuki Ray
 Aihara Shuzo Co., Ltd. (Hiroshima)
 「純米大吟醸 雨後の月 れい」
 相原酒造株式会社 (広島県)



Toko Junmai Daiginjo
Fukurotsuri Juhachi
 Kojima Sohonten Co.,Ltd.
 (Yamagata)
 「東光 純米大吟醸袋吊り 十八」
 株式会社小嶋総本店 (山形県)

吟醸酒 部門 Ginjo

Keiryu 150 Shunen Ginjo
 Endo Brewery Inc. (Nagano)
 「溪流 150周年吟醸」
 株式会社遠藤酒造場 (長野県)



大吟醸酒 部門 Daiginjo

Daiginjo-Yamatozakura Gold Label
 SATO SAJIEMON UNLIMITED COMPANY
 (Yamagata)
 「大吟醸やまと桜 金ラベル」
 合名会社佐藤佐右衛門 (山形県)



Miyanoyuki Daiginjo
 Miyazaki Honten Co Ltd (Mie)
 「宮の雪 大吟醸」
 株式会社宮崎本店 (三重県)

Yoakemae Daiginjo
 Ono Shuzouten Co Ltd (Nagano)
 「夜明け前 大吟醸」
 株式会社小野酒造店 (長野県)

古酒部門 Amber Style

Hanahato Kijoshu Aged for 8 years
 Enoki Shuzo Co., Ltd. (Hiroshima)
 「華鳩 貴醸酒 8年貯蔵」
 榎酒造株式会社 (広島県)



Tanzan Kijoshu Ruijoshu
 Nishiuchi Shuzo (Nara)
 「談山 貴醸酒 累醸酒」
 西内酒造 (奈良県)

Yumenokanbai Koshu 2000
 Tsurumi Shuzo Co.,Ltd (Aichi)
 「夢乃寒梅 古酒 2000年」
 鶴見酒造株式会社 (愛知県)

熟成部門 Aged Style

NIIZAWA KIZASHI
 Niizawa Sake Brewery Co., Ltd (Miyagi)
 「NIIZAWA KIZASHI 2019」
 株式会社新澤醸造店 (宮城県)

Vintagience Heki
 Morimoto Senuemon Shoten Co., Ltd. (Mie)
 「VINTAGIENCE 碧雨」
 株式会社キャリアカーサービス
 森本仙右衛門商店株式会社 (三重県)

Junmai Ginjo Tatsu Label No.3
 Tatsuizumi-shuzo Limited Partnership (Fukushima)
 「純米吟醸 辰ラベル No.3」
 合資会社辰泉酒造 (福島県)

スパークリング部門 Sparkling

Dewazakura Awa Sake
 Dewazakura Sake Brewery Co., Ltd.
 (Yamagata)
 「出羽桜 AWA SAKE」
 出羽桜酒造株式会社 (山形県)



Gangi Sparkling Junmai Daiginjo
 Yaoshin Shuzo Co.,Ltd. (Yamaguchi)
 「雁木 スパークリング 純米大吟醸」
 八百新酒造株式会社 (山口県)

グレートバリューサケ受賞酒

Sakes awarded the Great Value Sake Award

日本での小売価格が税抜で1,200円 (四合瓶換算) 以下、かつ生産量が四合瓶換算で10万本以上という優れたコストパフォーマンスを持った日本酒に与えられる賞。

Sakes with excellent cost performance at a retail price of 1,200 JPY or lower (in 720 ml bottles) without taxes and production volume of over 100,000 bottles (720 ml) are recognized as "Great Value."

Ichinokura Tokubetsu Junmai Sake Dry
 ICHINOKURA Co.,Ltd.
 「一ノ蔵 特別純米酒 辛口」
 株式会社一ノ蔵 (宮城県)



Fudoh Keikai Karakuchi
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| | Entries | Gold | Silver | Bronze | Total Awarded Sake | Commended |
|-----------------|--------------|-----------|------------|------------|--------------------|------------|
| Junmai | 280 | 10 | 49 | 80 | 139 | 100 |
| Junmai Ginjo | 319 | 11 | 58 | 75 | 144 | 134 |
| Junmai Daiginjo | 454 | 31 | 98 | 110 | 239 | 186 |
| Honjozo | 40 | 3 | 10 | 12 | 25 | 8 |
| Ginjo | 30 | 3 | 3 | 7 | 13 | 12 |
| Daiginjo | 152 | 11 | 34 | 45 | 90 | 50 |
| Amber | 38 | 8 | 12 | 11 | 31 | 5 |
| Aged | 50 | 10 | 11 | 12 | 33 | 14 |
| Non Premium | 56 | 2 | 12 | 16 | 30 | 20 |
| Sparkling | 85 | 4 | 14 | 22 | 40 | 31 |
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練習問題

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

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

回答: 1)d 2)b

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Customers are desiring to enjoy sake

顧客想喝酒

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Spotlight on Hi-Beer: AGARA CRAFT

瞩目的 Ji-Beer: 和歌山精釀啤酒

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California Sake Challenge 201:

Noto Peninsula Earthquake and Sake Breweries 4

酒豪大陸: 能登半島地震與酒藏④

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How various sake is classified

日本酒有哪些種類?

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Tokyo Jizake Strolling

A collaborative sake pairing event held in an Italian restaurant

東京地酒散步 / 義大利合作專案

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Sake Shochu Spirits Institute of America - Part 2: The History of Sake

第2部分: 清酒的歷史

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Japanese Food & Restaurant Expo 2024

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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.



Customers are desiring to enjoy sake

American customers who come to Japanese restaurants anticipate enjoying cuisine and beverages not available in general American restaurants or supermarkets. According to a previously publicized survey, 70 American customers asked what they most look forward to at a Japanese restaurant said they "wanted to enjoy Japanese sake." In reality however, most American customers end up ordering Japanese beer or house sake.

Here, we explain how to sell Japanese sake without the presence

of staff knowledgeable about sake or sake sommelier.

<Restaurant's approach>

• Does the name of the sake brand, regardless of it's price, characteristics of the flavor, and pairing recommendations with menu items (sales points) listed in the menu?

Example) XXsake Junmai Ginjo
 Nagano prefecture

An exquisite sake presented by a sake brewer with over 300 years of traditions. A fruity aroma very unique

for a Japanese sake and balanced acidity greatly enhances the delicious flavors of richly flavored meat dishes. Pairing recommendations are the Duck marinated with miso, Cod marinated with kasuzuke.

• Are sample portions offered in small quantities for tasting? The purpose is to review sales by the glass at reasonable prices for customers to try the sake. If sake is sold by the bottle at approximately \$50 to 70, customers won't feel like sampling it, so offering glasses at \$5~8 or sampler sets is recommended.■

顧客想喝酒

來到日本餐館的美國顧客，他們通常希望能品嚐到在美國餐館和超市無法體驗的美食和日本酒。一項對70名美國人的問卷調查顯示，來日本餐館最期待的五項之一是“想喝日本酒”。然而，現實是大多數美國人只訂購日本啤酒和家庭飲料。我想解釋如何銷售更多的日本酒，即使沒有員工或酒師所掌握的日本酒知識。

<餐廳側需要做的>

(1) 菜單上不僅要有日本酒的名字和價格，還要寫出酒的味道特徵和與之相配的食物(賣點)?

例) XX酒 純米吟釀 長野縣

擁有300年釀造歷史的絕品。不像日本酒的水果香氣，擁有平衡度很好的酸味可以帶出肉菜等濃郁的美味。推薦的菜是味噌醃製的鴨，酒糟醃金達拉魚。

(2) 是否可以提供客戶嘗試?底線是玻璃杯裝的酒的銷售和價格範圍是否使客戶很容易嘗試。因為瓶裝酒的價格約50-70美元，客人不想買。而玻璃杯裝的酒樣品在5-8美元，我建議去嘗試一下玻璃杯裝的樣品。

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品酒與配對筆記

AGARA CRAFT

小麥啤酒



As the spelling and the label suggests: A very traditional wheat beer, with very little bitterness and gentle aroma. Easy to drink, light yellow color, great wheaty aroma and hints of banana and honeysuckle. Perfect level of carbonation and surprisingly clear despite being unfiltered and some yeast visible in the bottle.

正如其拼寫和標籤所示：這是一款非常傳統的小麥啤酒，帶有極少的苦味和溫和的香氣。易於飲用，呈淡黃色，具有濃郁的麥香以及香蕉和金銀花的味道。儘管未經過濾，瓶中還能看到一些酵母，但它的碳酸化程度恰到好處，清澈得令人吃驚。

AGARA CRAFT

淡色艾爾啤酒



"Bountiful aromatics and fruity flavor" I got tons of honey notes matching the color and hardly any bitterness, but once again, a very to-style and traditional pale ale, not skimping on malt profile. Slightly higher carbonation and just a hint of haze, suggesting this is also unfiltered.

「豐富的香氣和果味」

我感受到大量的蜂蜜味，與啤酒的顏色相得益彰，幾乎沒有苦味，但再次強調，這是一款非常符合風格和傳統的淡色啤酒，麥芽風味十足。稍高的碳酸化程度和微細的混濁感，表明這款啤酒也是未經過濾的。

AGARA CRAFT

山椒艾爾啤酒



Agara Sansho Ale is a limited release beer made from grape sansho peppers from Shimizu, Wakayama, a place famous for producing the largest harvest of sansho in Japan. While most sansho peppers are thought as spicy, Wakayama's sanshos are in fact zesty and superbly aromatic. Enjoy this refreshing craft Sansho beer that's perfect for the hot summer months!

Agara Sansho Ale 是一款限量版啤酒，採用產自和歌山縣清水町的山椒釀造，這裡是日本產量最多的山椒產地。儘管大多數山椒都被認為是辛辣的，但和歌山的山椒實際上是香氣撲鼻的。這款清爽的手工山椒啤酒非常適合炎熱的夏季飲用！

Spotlight on Ji-Beer: AGARA CRAFT By Greg Beck

矚目的 Ji-Beer：和歌山精釀啤酒

作者：格雷格·貝克



Crafted with love by the community of Wakayama, AGARA means "ours" in the local dialect. Every sip connects you to the heart and soul of Wakayama.

趣聞：AGARA 是由和歌山社區的愛意精心釀造，在當地方言中意為「我們的」。每一口都將您與和歌山的心和靈聯繫起來。

As travel to Japan and Japanese pop culture have become more and more common in America, even non-Japanese food and beverage have begun adding Japanese ingredients or names to their menus, such as Koji, Jidori and Wagyu. One profitable segment of the industry that leans heavily on Japan's popularity is Craft Beer.

As American craft beer has become increasingly competitive, they have attempted to incorporate trendy Japanese names and ingredients. The results can be clumsy, lacking the understanding of how to feature these ingredients prominently without being unbalanced. Often even the best attempts may taste good, but would not necessarily pair with Japanese dishes.

Savvy restaurateurs may choose to capitalize on both trends, only to be disappointed by the gastronomic quality or pairability of some American beers. Luckily "Ji-Beer" - the Craft Beer scene in Japan - has progressed rapidly as well. Japanese drinking habits and beer culture have led to Japanese brewers who focus on balance, drinkability, and food pairings. For this reason, Japan's craft beer scene has always been rooted in traditional German and English styles of craft beer. More recently, however, we have seen a mastering of the more modern and popular styles in America, especially IPAs and fruited beers coming from Japan.

To highlight this, let's look at one brewery in Japan that has demonstrated all of these strengths in particular. Based in L.A., we were lucky to achieve a virtual interview by tasting the excellent line up of craft beer from AGARA CRAFT based in Wakayama, Japan. We then shared our tasting notes and questions with president and head brewer of Wakayama Brewery, Mr. Tomoyuki Yoshida, via an email exchange. Here's what we learned.

隨 隨着赴日旅遊和日本流行文化在美國越來越普遍，即使是非日本食品和飲料也開始在菜單上加入日本食材或名稱，例如麴(Koji)、地雞(Jidori)和和牛(Wagyu)。精釀啤酒(Craft Beer) 是業界一個相當有利可圖的領域，而它在很大程度上受到了日本的歡迎。

由於美國精釀啤酒市場競爭日益激烈，一些品牌試圖加入時尚的日本名稱和成分。然而，這樣做可能會帶來一些笨拙的結果，因為他們可能不知道如何突出這些成分而又不失平衡。儘管這些啤酒可能具有不錯的味道，但卻不一定適合與日本料理搭配。

精明的餐廳老闆可能會選擇利用這兩種趨勢，但有時會對一些美國啤酒在美食品質或搭配性方面的不足而感到失望。幸運的是，「Ji-Beer」——日本的精釀啤酒界——也在迅速發展。日本人的飲酒習慣和啤酒文化促使日本釀酒師注重平衡性、易飲性和食物搭配。因此，日本的精釀啤酒一直以傳統的德國和英國精釀啤酒風格為根基。然而，最近我們看到日本釀酒師掌握了美國更現代和流行的風格，尤其是來自日本的 IPA 和果味啤酒。

為了突顯這一點，讓我們來看看日本的一家啤酒廠，他們特別展示了所有這些優勢。我們有幸在洛杉磯進行虛擬訪談，通過品嚐源自日本和歌山的AGARA CRAFT出色的精釀啤酒系列。隨後，我們透過電子郵件與和歌山啤酒廠總裁兼首席釀酒師吉田友之先生分享了我們的品酒筆記和問題。以下是我們所學到的：



訪談：

with Mr. Tomoyuki Yoshida of Wakayama Brewery



Yoshida-san
吉田先生

Greg: Many of your beers say "SANDAIME". Is that related to how you started making beer?

Yoshida-san: I was born as the third-generation owner of a liquor store. I started my career in the same liquor store. Later, I expanded into the restaurant business, naming the restaurant "Sandaime." Within this restaurant, we began brewing our own beer. Initially, the beer was only available for purchase at the restaurant, and we did not sell it in bottles or kegs to the general public. Back then, the beer didn't have a specific name; it was simply referred to as "Handmade Beer by the Third Generation Owner." The label "SANDAIME" is a nod to those early days. Today, the Sandaime Restaurant continues to thrive, popular as a 120-seat venue where patrons can enjoy craft beers.

Greg: Is there a company principal or general, guiding principle/theme to their beer?

Yoshida-san: AGARA CRAFT focuses on the theme of "harmony" with cuisine. Our beers are designed to enhance the dishes they accompany, yet are also crafted to be delicious on their own.

Greg: Most of these are more like German and English beers than American craft beer. Is that to pair better with food?

Yoshida-san: Yes, our theme of "harmony" guides us to craft beers that bring out the best in both the ingredients and the accompanying dishes, rather than adopting the robust style of American beers. Our aim is a subtle beer that supports its companion dishes without overpowering them.

Greg: Is that why all of your beers are just 5.5% alcohol?

Yoshida-san: Higher alcohol content can enrich the flavor, but it may not be suitable for drinking in large amounts throughout a session. We believe 5.5% is ideal for gastronomic pairings and maximize the enjoyment of your meal.

Greg: Do you have a favorite beer?

Yoshida-san: Our flagship beer is YUZU ALE, made with yuzu from Ryujin Village in Wakayama Prefecture. We use only yuzu from trees that are over 100 years old, which have never crossbred with other citrus, due to their isolated growth. The beer incorporates this yuzu peel, which we peel by hand to avoid the bitterness that comes from the pith, using a generous amount of yuzu peel to deliver a fresh aroma.

Greg: Do you have a favorite beer and food pairing?

Yoshida-san: Yuzu Ale pairs exceptionally well with tempura and sushi. The acidity of the yuzu complements the vinegar rice, creating a perfect pairing. The citrus cuts through the oil of the tempura, enhancing appetite.

Greg: Where did you learn to brew?

Yoshida-san: I studied at the Comprehensive Institute of Spirits in Japan. Whenever I couldn't achieve the flavor I wanted, I would consult with senior brewers and learn from them.

Greg: What's next? Do you have any challenges, obstacles, or goals they are working on?

Yoshida-san: We are currently exploring isolating yeast from the sea, and we are also experimenting with brewing beer using dashi made from kelp and bonito. We aim to host a Wakayama Fair in the United States, showcasing our beers made with Wakayama's local ingredients like yuzu, oranges, and sansho.

格雷格: 你們許多啤酒都寫著「SANDAIME」。這與您開始釀造啤酒的方式有關嗎?

吉田先生: 我是酒舖的第三代店主。我的職業生涯就是從這家酒舖開始的。後來，我進軍餐飲業，將餐廳命名為「SANDAIME」。在這家餐廳裡，我們開始釀造自己的啤酒。起初，啤酒只能在餐廳購買，我們不向公眾出售瓶裝或桶裝啤酒。那時，啤酒沒有特定的名稱，只是簡單地稱為「第三代店主手工啤酒」。「SANDAIME」這個標籤是對早期時代的致敬。如今，Sandaime餐廳繼續蓬勃發展，一家擁有120個座位的場所，顧客可以在這裡享受精釀啤酒。

格雷格: 公司是否有任何主要或一般指導原則或主題來製作他們的啤酒?

吉田先生: AGARA CRAFT以與美食「和諧」為主題。我們的啤酒旨在提升搭配菜餚的風味，同時也要保持啤酒本身的美味。

格雷格: 與美國精釀啤酒相比，這些啤酒大多更像德國和英國啤酒。這是為了更好地搭配食物嗎?

吉田先生: 是的，我們的主題是「和諧」，因此我們釀造的啤酒要能將食材和佐餐菜餚的優點發揮得淋漓盡致，而不是採用美國啤酒的濃烈風格。我們的目標是釀造出一種微妙的啤酒，既能支持配菜，又不會喧賓奪主。

格雷格: 這就是你們所有啤酒酒精度都只有5.5%的原因嗎?

吉田先生: 較高的酒精含量可以豐富風味，但可能不適合大量飲用。我們認為5.5%是搭配美食的理想酒精度，能够大大增添用餐的享受。

格雷格: 您有最喜歡的啤酒嗎?

吉田先生: 我們的主打啤酒是YUZU ALE，採用和歌山縣龍神村的柚子釀造。我們只使用樹齡超過100年的柚子，由於其孤立生長，從未與其他柑橘雜交。啤酒加入了我們手工剝皮的柚子皮，避免了來自果皮內層的苦味，並使用大量柚子皮來提供新鮮的香氣。

格雷格: 您有最喜歡的啤酒和食物搭配嗎?

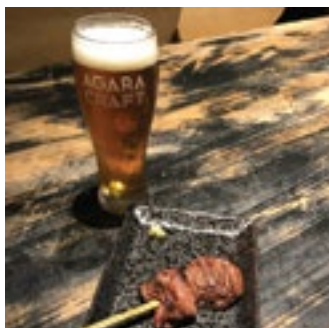
吉田先生: 柚子艾爾啤酒(YUZU ELE)非常適合搭配天婦羅和壽司。柚子的酸味與醋飯相得益彰，形成完美的搭配。柑橘削減了天婦羅的油膩感，增強了食慾。

格雷格: 您在哪裡學會釀酒的?

吉田先生: 我在日本Comprehensive Institute of Spirits學習。每當我達不到自己想要的口味時，我就會向資深釀酒師請教並向他們學習。

格雷格: 接下來呢? 您有任何正在努力克服的挑戰、障礙或目標嗎?

吉田先生: 我們目前正在探索從海洋中分離酵母，並且正在嘗試使用昆布和鰹魚製成的高湯釀造啤酒。我們的目標是在美國舉辦一個和歌山展覽會，展示用和歌山當地食材如柚子、橙子和山椒製作的啤酒。



品酒與配對筆記

AGARA CRAFT

蜜柑艾爾啤酒

"Fresh Tangerine Aroma"

Just the slightest hint of Mikan citrus aroma and flavor. Similar in color to the Weizen. Gentle, easy drinker. This would go great with pizza.

「清新的橘子香氣」

淡淡的橘子香氣和風味。顏色與小麥啤酒相似。溫和易飲。這款啤酒非常適合搭配披薩。



AGARA CRAFT

柚子艾爾啤酒

Much more citrus fruit on the aroma, distinct Yuzu (Citron) aroma, flavor and finish of a lemon and honey hybrid. Probably one of the best Yuzu beers ever!

柑橘類水果的味道更濃郁，獨特的柚子(香櫞)香氣、檸檬和蜂蜜混合風味。可能是有史以來最好的柚子啤酒之一!



AGARA CRAFT

印度淡色艾爾 (IPA)

"Refreshing Hop flavor"

Sneaking in at just 5.5% ABV, this easy-drinking, sessionable IPA is much more of a classic, English style. With its copper color previewing the delicious malt character balancing what might otherwise be bitter, but instead is mildly sweet and not piney or citrusy like the IPAs we are used to in the U.S. Crystal clarity and no hint of sediment. This would pair great with everything from Japanese cuisine to spicy, heavier Mexican dishes.

「清新的啤酒花風味」

這款酒精含量僅為5.5%，容易入口，是典型的英式風格。其銅色預示著美味的麥芽特徵，平衡了原本可能是苦澀的口感，但實際上帶有些許甜味，不像我們在美國所習慣的IPA那樣帶有松香或柑橘味。晶瑩剔透，沒有一絲沉澱物。這款啤酒與從日本料理到辛辣、重口味的墨西哥菜，搭配起來都非常出色。



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Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Sake Sommelier and Others



Teruyuki Kobayashi
Taruhei Brewing Co Ltd.



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



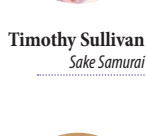
Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



Alice Hama
Certified Wine &
Sake Sommelier



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



Timothy Sullivan
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Akira Yuhara
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California

SAKE CHALLENGE

by Kosuke Kuji 201



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 ④

能登半島地震與酒藏④

The Noto Peninsula Earthquake occurred in the "Noto Peninsula," home to one of the three most renowned Toji (Master sake brewers) representative of Japan, and many Noto Toji (Master sake brewers of the Noto Toji Guild) to date.

The Noto Peninsula Earthquake occurred on January 1, 2024. Breweries preparing to brew sake since September or October customarily take the New Year Day off and send their Toji home for the holiday. Toji take only the New Year Day off and return to their breweries to continue brewing sake until March or April. Many Toji were

home this year to celebrate the New Year day.

Then, the earthquake struck. The damage was so extensive that every Noto Toji was hurt and couldn't return to their breweries to continue brewing sake.

The disaster left some sake breweries that sustained no damage without their Toji who could not return. Therefore, their scheduled sake production took a drastic hit in production value or was halted altogether.

Although the earthquake was unfortunate, sake breweries in the Hokuriku region that sustained light

damage did not hesitate to take on the added hardship of providing support to other major breweries that sustained significant damages. The road to recovery stretches far ahead.

To our customers in North America, please continue to enjoy sake brewed in the Hokuriku region. Sake in the Noto region is not completed yet, but please enjoy large volumes of sake brewed in other Hokuriku regions and Niigata prefecture. The best way to provide the strongest support to the afflicted sake breweries is to enjoy their sake.

Thank you very much in advance for your much-needed support.■

能登半島地震發生的地點「能登」是日本三大杜氏之一的「能登杜氏」的誕生地，也是許多能登杜氏至今仍居住的地方。

這場災難發生在1月1日。按照慣例，酒藏從九月或十月開始準備，為迎接新年，元旦杜氏有返回家鄉的習慣。他們在新年休息一下，然後回到酒藏繼續工作到三月和四月。

此次，不少能登杜氏回到能登家鄉過年。

就在這時災難發生了。當然如果能登杜氏沒有一個沒有受到這次災難的影響。如果發生這種情況，將無法再回到酒藏釀酒。

由於這場災難，許多酒藏雖然沒有受到損壞，杜氏無法按計劃回來，無法按預定生產酒，或者產量大減，這種酒藏是很多的。

這是不可避免的，但是他們沒有表現出任何困難的跡象。北陸地區受損較輕的酒藏卻持續支持受損較嚴重的酒藏，復甦之路還會持續很長一段時間。

請美國的客人喝北陸的酒來支持我們。能登的酒還沒釀出，請多喝其他北陸的酒和新潟的酒來支援我們。這是支持酒藏的最佳方式。請多關照。

日本酒 百味百題

How various sake is classified 日本酒有哪些種類？

Due to the implementation of the Liquor Tax Law revised in April 1, 1992, the long-standing Japanese sake "Classification System" was abolished.

The Sake Classification System refers to the classification of sake according to a set of regulations applying different tax rates, with the classification (as Super-high Grade, First Grade, and Second Grade) certified based on the inspection results by the Regional Liquor Tax Council per National Tax Agency. The regulations per classification is broken down to Super-high Grade: "Excellent quality," First Grade: "Good Quality," and Second Grade: "Special Grade, not equivalent to First Grade."

However, there is a major defect in the Classification System. This is because Japanese sake not submitted to the National Tax Agency for inspection is all automatically classified as Second Grade. This Classification System generated a contradiction where the sake quality of Second Grade sake produced by small and medium-sized regional sake breweries are competitive with Super-high Grade and First Grade sake by major sake breweries when actually sampled. The Super-high Grade sake was abolished early as a special measure during a transitional period on April 1, 1989.

Since the regional sake boom around 1975, consumers became familiar with Ginjo, Junmai, and special sake brands. However, independent rules partially exist within the sake industry over the differences between each sake (such as labels indicating the terminology used for production method, quality, and food ingredients, etc.), however, there are no organized regulations to govern these differences. Therefore, according to the revised Liquor Tax Law, the notification

"Standards for Manufacturing Methods and Quality Indication for Sake" was issued by the National Tax Agency as a guideline for quality pertaining to the Classification System on April 1, 1990.

This set of standards classifies Japanese sake into "specific class name of sake" and sake other than the specific class name of sake (ordinary sake) based on differences in food ingredients and production methods. All sake sold commercially is classified into one of these two categories.

The specific class name of sake refers to Ginjo, Junmai, and Honjozo, further classified into eight types according to differences in production method, quality, etc.: Ginjo, Daiginjo, Junmai, Junmai-Ginjo, Junmai-Daiginjo, Tokubetsu-Junmai, Honjozo, and Tokubetsu-Honjozo. Based on objective standards such as food ingredients and production methods, consumers can now determine differences in sake quality and characteristics.

The points of production method and quality regulating the specific class name of sake are ① Rice-polishing Ratio, ② The use of distilled alcohol, and ③ whether the Ginjo method was used or not during the production process.■

的製度。等級制度是以當地酒類委員會進行的性能評估結果為基礎，並經過國稅局認證（特級、一級、二級）。各等級的標準如下：特級為「品質優良」，一級為「品質良好」，二級為「特級或一級以外的東西」。

但是這個評分系統有一個重大缺陷。這是因為，所有未經國稅局審查的酒都自動歸類為二級酒。這就產生了一個矛盾，例如，地方上中小型酒廠的二級酒的品質與大公司生產的特級或一級酒的品質相當。因此，作為過渡措施，特級自平成元年（1989）年4月1日起廢除。

另外，在昭和50年（1975年）左右地酒繁榮之後，吟釀酒和純米酒等特殊名稱開始為消費者所熟知。但是，每種日本酒都有內部差異（製造方法、表示品質的術語、成分及其顯示等），一些酒釀造行業內部自定了規則並且尚未制定相關法律標準。因此，配合本次酒稅法的修改，國稅局公佈了《清酒製造方法品質表示標準》，作為取代分級制度的品質指南，並於平成2年（1990年）4月1日起施行。

該標準根據原料和製造方法的不同，將日本酒分為「特定名稱酒」和特定名稱酒以外的日本酒（普通酒），所有在市場上販賣的日本酒或屬於特定名稱酒或普通酒。特定名稱酒是指吟釀酒、大吟釀酒，本釀造酒。此外，由於製造方法和品質的差異，分為吟釀酒，大吟釀酒，純米酒、純米吟釀酒，純米大吟釀酒，特製純米酒，本釀造酒、特製本釀造酒共8種類。這樣消費者就能夠根據原料和製造方法等客觀標準來判斷日本酒品質差異和特性。

每種特定名稱酒的製造方法和品質由三點決定：（1）精米比例，（2）是否使用釀造酒精，（3）是否由吟釀製成。

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Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
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隨著著改正的酒稅法的實施，長期以來的日本酒「等級制度」從平成4年（1992年）4月1日起被廢除。

等級制度是依照一定的標準對酒進行分類，並對每種類型採用不同的稅率（依等級實行差別課稅方法）





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.

A collaborative sake pairing event held in an Italian restaurant

義大利合作專案

I've authored several articles on collaborative projects that served sake with Italian cuisine in an Italian restaurant. The theme of this project was to determine if sake pairs well with Italian cuisine.

Our venue was the usual restaurant “Karibe-Tei” in the Shimokitazawa area. The menu selections to be paired with sake took time to select. Thanks to the many helpful suggestions from Chef Karibe, Italian menu items with a Japanese twist were selected for pairing with sake. The restaurant was filled by word-of-mouth only without any promotion on social networking sites, indicative of the high satisfaction among guests who attended past events. For sake, seasonal selections from spring to early summer were selected along with traditional sake selections. In total, eighteen bottles of nine different sake selections were prepared for the event.

The menu items served were: “Amaou Strawberries and High-sugar Tomato Caprese,” “Sicilian Potato Salad topped with Salted Cuttlefish,” “Smoked Firefly Squid from Toyama Prefecture and Clams,” “The Season's First Bonito Carpaccio,” “White Asparagus with Grilled Anchovy Garlic Sauce,” “Thawed Oysters from Iwate Prefecture sauteed with Bamboo Shoots,” “Sakura Shrimp and Mustard Flowers Spaghetti topped with Herb Breadcrumbs,” and “Beef Hind Shank alla Romana with Saffron Risotto.”

It's difficult to determine from the menu names alone if some menu items have a Japanese flavor. Japanese seasonings such as soy sauce were used in sauces to add Japanese flavor. For this reason, sake bottles emptied the fastest during this event out of all past events. I heard that recently, many restaurants in Italy serve Japanese-style Italian cuisine, an encouraging trend that also inspires a novel approach to serve sake.

Japanese sake industry professionals can propose pairing sake with various cuisines worldwide to



encourage various world cuisines to be prepared with a Japanese flavor for better pairing with sake as an innovative approach to introduce Japanese cuisine overseas. This collaboration concluded successfully with no incidents - all participants were full, tipsy, and quite satisfied. Someone said that loneliness and an empty stomach was not good for people. Delicious food and alcoholic beverages are sought in every country worldwide. It may not be too far in the future that Japanese culture becomes even more popular worldwide, sake enjoys the same popularity as wine worldwide, and sake appears on dinner tables worldwide.■

以前，我寫過幾篇關於義大利餐廳和日本酒之間合作專案的文章。基本上活動的主題是日本酒與義大利菜是否相配，這次是義大利方面邀請日本酒方，舉辦了義大利菜與日本酒是否相配的會議。地點是下北澤的“KARIBE-TEI”。我們花了很長一段時間才決定菜單，是在主廚 KARIBE 的大力幫助下，我們創建了一份不太日式的日本菜單，也不打算在社交媒體上看起來很棒，而是日式義大利菜。不需要在社群媒體上發佈公告，口耳相傳就座無虛席，可見客人對過去多次參加的活動的滿意度很高。我們準備了春季到初夏的季節酒以及老牌酒等共9種18瓶。菜色包



括「草莓和水果番茄卡普雷塞」、「西西里風味馬鈴薯沙拉配鹹魷魚」、「富山縣產煙燻魷魚和蛤蜊」、「幼小鰹魚生肉片」、「烤白蘆筍配鱈魚蒜泥醬」、「岩手縣產的炒牡蠣和竹筍」、「櫻桃蝦和油菜花義大利麵，上面撒上香草麵包屑」、「羅馬風格燉牛腿，配藏紅花燴飯」。有些菜品，從菜名上看不出是否受日本酒的啟發，但透過在醬汁中使用醬油等日本調味料，無形中就受到了日本酒的影響。也許這就是為什麼如此多的日本酒瓶在最快的時間內就空了。最近，我聽說義大利人都在融合日本義大利烹飪技術的菜餚，作為重新進口。我認為這種趨勢讓被視為一種新的日本酒接觸方法可能是個好主意。將來，如果日本酒業界繼續提出將海外各種美食與日本酒相結合的專案，如果我們能想出很多計劃，讓各國的美食準備出與日本酒相匹配的菜餚，那麼不僅是日本酒，還有日本料理也將擴展到海外，也許這是一種新的接觸方式。這次活動沒有出現任何問題，所有參與者都表示吃飽了，喝醉了，非常滿意。有人說，孤獨和飢餓對人類沒有好處。我認為世界各地的人們都想要美食和美酒。我相信，日本的飲食文化與世界分享的那一天已經不遠了，日本酒也將與世界各地的葡萄酒一樣處於同一水平，出現在世界各地的餐桌上。

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米国酒焼酎蒸留酒研究所

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

Sake Shochu Beer Institute of America - Part 2: The History of Sake- 第2部分:清酒の歴史

Many sake breweries are long-established companies with over 100 years of history. Sake brewed from rice, the prototype of sake, is said to have originated in the time of legends until the Heian Period (794-1185). "Sake" started to be distributed as a product from the late Heian Period to the Kamakura Period (1185~1333). The Sino-Japanese Wars (1894-95) and the Russo-Japanese War (1904-5) are said to have been fought using taxes raised from sake (30 percent of the total tax revenue).

The top ten breweries with the highest total sake production output are as follows:

- Hakutsuru Sake Brewing Co., Ltd. (approximately 60,000 kiloliters)
- Gekkeikan Sake Co., Ltd.
- Takara Shuzo Co., Ltd.
- Ozeki Co., Ltd.
- Nihonsakari Co., Ltd.
- Koyama Honke Syuzo Co., Ltd.
- Kizakura Co., Ltd.
- Oenon Holdings, Inc.
- Kiku-Masamune Sake Brewing Co., Ltd.
- Konishi Brewing Co., Ltd.

Hyogo prefecture produced the highest sake production volume in Japan at 28 percent of the total national output, followed by Kyoto, Niigata, Akita, Aichi, Hiroshima, Fukushima, Saitama, Nagano, and Fukushima prefectures, in that order. ■

日本酒製造業有許多已經成立了 100 多年的老鋪企業。

關於日本酒的起源是米，有多種傳說，據說是從神話時代到平安時代就開始了，平安時代後期到鎌倉時代(1185年~)，酒就作為商品開始流通了。

據說中日、日俄戰爭都是靠日本酒稅(佔稅收總額的30%)來打的。

產量前 10 名的酒廠分別是：

- 1: 白鶴酒釀造株式會社
- 2: 月桂冠株式會社
- 3: 寶酒造株式會社
- 4: 大關株式會社
- 5: 日本盛株式會社
- 6: 世界鷹小山家
- 7: 黃櫻株式會社
- 8: 歐能集團
- 9: 菊正宗酒造株式會社
- 10: 小西酒造株式會社

在日本，兵庫縣的產量最高，為28%，其次是京都、新潟、秋田、愛知、廣島、福島、埼玉、長野，和福岡。

Zoom into Sake Shochu
Study of Daiginjo
Presented by Sake Shochu Spirits Institute of America

일식 레스토랑 뉴스

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Owner of M&M Enterprise

Honorary Sake Sommelier



Yuji Matsumoto

Master Sake Sommelier
Finalist of the 2nd
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melier Competition.
Graduated from
Keio University Faculty of Law, Depart-
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Former president of California Sushi
Academy Former chief of planning
dept. at Mutual Trading.



David Kudo

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



Customers are desiring to enjoy sake

American customers who come to Japanese restaurants anticipate enjoying cuisine and beverages not available in general American restaurants or supermarkets. According to a previously publicized survey, 70 American customers asked what they most look forward to at a Japanese restaurant said they "wanted to enjoy Japanese sake." In reality however, most American customers end up ordering Japanese beer or house sake.

Here, we explain how to sell Japanese sake without the presence

of staff knowledgeable about sake or sake sommelier.

<Restaurant's approach>

- Does the name of the sake brand, regardless of it's price, characteristics of the flavor, and pairing recommendations with menu items (sales points) listed in the menu?

Example) XXsake Junmai Ginjo
Nagano prefecture

An exquisite sake presented by a sake brewer with over 300 years of traditions. A fruity aroma very unique

for a Japanese sake and balanced acidity greatly enhances the delicious flavors of richly flavored meat dishes. Pairing recommendations are the Duck marinated with miso, Cod marinated with kasuzuke.

- Are sample portions offered in small quantities for tasting? The purpose is to review sales by the glass at reasonable prices for customers to try the sake. If sake is sold by the bottle at approximately \$50 to 70, customers won't feel like sampling it, so offering glasses at \$5~8 or sampler sets is recommended.■

고객은 사케를 마시고 싶다

일식 레스토랑에 오는 미국인 고객은 평소 미국의 레스토랑이나 슈퍼에서 체험할 수 없는 요리와 음료를 기대하며 내점한다. 이전에 미국인 70명을 대상으로 실시한 설문 조사에 따르면 일식 레스토랑에 기대하는 점 베스트 5에는 '사케를 마시고 싶다'는 대답이 있다. 하지만 현실을 보면 대부분의 미국인은 일본의 맥주나 하우스 사케를 주문하기에 그치고 만다. 사케를 잘 아는 직원이나 사케 소믈리에가 없어도 사케를 더 많이

팔 수 있는 방법을 설명하고 싶다.

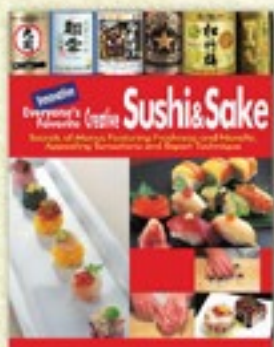
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①메뉴에 사케의 이름, 가격뿐만 아니라 맛의 특징, 식사와의 조합(세일즈 포인트)이 적혀 있는가?
예) XX 술, 준마이긴조, 나가노현 300년의 역사를 가진 양조장이 선물하는 일품. 사케라고는 생각되지 않는 과일 같은 향기와 균형 잡힌 신맛이 고기 요리 등의 무게감 있는 요리의 맛을 끌어내 준

다. 추천 요리는 오리 된장 절임, 은대구 술지게미 절임.

②고객이 시음하기 좋은 양으로 제공되는가? 요점은 고객이 도전하기 쉽도록 잔으로 판매하는지와 가격대인지를 살펴본다. 병으로만 판매하는 데다 단가 50달러~ 70달러 전후의 상품만 있어서는 조금만 시험 삼아 마셔 보자는 생각이 들지 않으므로 5~8달러의 잔 판매 또는 샘플러 세트를 추천한다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 201



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 ④

노토반도 해역지진과 술창고④

The Noto Peninsula Earthquake occurred in the "Noto Peninsula," home to one of the three most renowned Toji (Master sake brewers) representative of Japan, and many Noto Toji (Master sake brewers of the Noto Toji Guild) to date.

The Noto Peninsula Earthquake occurred on January 1, 2024. Breweries preparing to brew sake since September or October customarily take the New Year Day off and send their Toji home for the holiday. Toji take only the New Year Day off and return to their breweries to continue brewing sake until March or April. Many Toji were

home this year to celebrate the New Year day.

Then, the earthquake struck. The damage was so extensive that every Noto Toji was hurt and couldn't return to their breweries to continue brewing sake.

The disaster left some sake breweries that sustained no damage without their Toji who could not return. Therefore, their scheduled sake production took a drastic hit in production value or was halted altogether.

Although the earthquake was unfortunate, sake breweries in the Hokuriku region that sustained light

damage did not hesitate to take on the added hardship of providing support to other major breweries that sustained significant damages. The road to recovery stretches far ahead.

To our customers in North America, please continue to enjoy sake brewed in the Hokuriku region. Sake in the Noto region is not completed yet, but please enjoy large volumes of sake brewed in other Hokuriku regions and Niigata prefecture. The best way to provide the strongest support to the afflicted sake breweries is to enjoy their sake.

Thank you very much in advance for your much-needed support.■

노토반도 해역 지진이 발생한 「노토」라는 곳은 일본 3대 술생산지중의 한곳인 「노토토지」의 발상지로, 또한 현재에도 많은 노토토지가 살고있는 장소이다.

이번 지진은 1월1일, 9월, 10월부터 술을 담는 곳간은 정월에 휴가로 기술자를 고향에 보내는 풍습이 있습니다. 정월만 쉬고 또 창고로 복귀하여, 3월 4월까지 술을 계속 담급니다. 이번에는 이 정월의 귀향으로 많은 기술가가 노토에

돌아와 있었습니다.

거기서 재난이 발생. 당연히 노토의 기술자들은 피해입지 않은 사람이 없을 정도로 피해를 입고, 그렇게 되면 다시 술공장으로 돌아가 술을 빚기는 힘듭니다.

이번 재해로 술공장에는 피해가 없지만 기술자가 돌아올 수 없어서 예정했던 술담그기가 불가능해지거나, 또는 크게 생산을 줄이거나 하는 곳이 많습니다.

이는 할 수 없지만, 그런 고생을 조금

도 하지않고, 호쿠리쿠의 피해가 가벼웠던 곳은 피해가 큰 곳에 대한 지원을 지금도 이어가고 있습니다. 아직도 길게 이어지는 부흥으로의 길.

부디 미국에 계신 여러분도 호쿠리쿠의 술을 마시고 지원해 주시길 바랍니다. 노토의 술은 아직이지만, 다른 호쿠리쿠의 술과 니이가타의 술을 많이 마셔서 지원을 해 주십시오. 그것이 최고의 술공장으로의 지원이 됩니다. 아무쪼록 잘 부탁드립니다.

日本酒 百味百題

How various sake is classified 일본술 종류는 어떤것이 있을까?

Due to the implementation of the Liquor Tax Law revised in April 1, 1992, the long-standing Japanese sake "Classification System" was abolished.

The Sake Classification System refers to the classification of sake according to a set of regulations applying different tax rates, with the classification (as Super-high Grade, First Grade, and Second Grade) certified based on the inspection results by the Regional Liquor Tax Council per National Tax Agency. The regulations per classification is broken down to Super-high Grade: "Excellent quality," First Grade: "Good Quality," and Second Grade: "Special Grade, not equivalent to First Grade."

However, there is a major defect in the Classification System. This is because Japanese sake not submitted to the National Tax Agency for inspection is all automatically classified as Second Grade. This Classification System generated a contradiction where the sake quality of Second Grade sake produced by small and medium-sized regional sake breweries are competitive with Super-high Grade and First Grade sake by major sake breweries when actually sampled. The Super-high Grade sake was abolished early as a special measure during a transitional period on April 1, 1989.

Since the regional sake boom around 1975, consumers became familiar with Ginjo, Junmai, and special sake brands. However, independent rules partially exist within the sake industry over the differences between each sake (such as labels indicating the terminology used for production method, quality, and food ingredients, etc.), however, there are no organized regulations to govern these differences. Therefore, according to the revised Liquor Tax Law, the notification "Standards for Manufacturing

Methods and Quality Indication for Sake" was issued by the National Tax Agency as a guideline for quality pertaining to the Classification System on April 1, 1990.

This set of standards classifies Japanese sake into "specific class name of sake" and sake other than the specific class name of sake (ordinary sake) based on differences in food ingredients and production methods. All sake sold commercially is classified into one of these two categories.

The specific class name of sake refers to Ginjo, Junmai, and Honjozo, further classified into eight types according to differences in production method, quality, etc.: Ginjo, Daiginjo, Junmai, Junmai-Ginjo, Junmai-Daiginjo, Tokubetsu-Junmai, Honjozo, and Tokubetsu-Honjozo. Based on objective standards such as food ingredients and production methods, consumers can now determine differences in sake quality and characteristics.

The points of production method and quality regulating the specific class name of sake are ① Rice-polishing Ratio, ② The use of distilled alcohol, and ③ whether the Ginjo method was used or not during the production process.■

개 정주세법 시행에 따라, 오랫동안 이어온 일본술의 「급별제도」가平成 4년 4월 1일부터 폐지되었다.

급별제도란 술을 일정 규격으로 구분하여 각각 다른 세율을 적용하는 것 (급별차등과세방식)으로, 국제국별로 행해지는 지방주류심의회의 관능심사 결과를 기초로 등급 (특급, 일급, 2급)이 인

정되어진다. 각 등급의 규격은 특급의 경우「품질이 우수한 것」, 일급은「품질이 좋은 것」,이급은「특급, 일급에 해당하지 않는 것」이다.

하지만 이 급별제도에는 큰 결함이 있었다. 왜냐하면 국제국 심사에 출품하지 않은 일본술은 모두 자동으로 2급주에 분류되기 때문이다. 때문에 가령 지방의 중소 업체의 2급주 품질이 실제 마셔보면 대형기업의 특급주나 일급주에 필적하는 것 같은 모순을 만들기도 한다. 덧붙여서, 특급에 대해서는 이항조치 한발 앞서,平成 원년 4월 1일부터 폐지되었다.

그런데, 소화50년 전후의 지역주 붐 이후, 음양주라든지, 준마이주라는 특별한 명칭은 폭넓게 소비자에게 알려졌다. 하지만 이러한 일본술 각각의 내용물의 차이점 (제조법과 품질을 표시하는 용어, 원재료 및 표시 등)에 관한, 일부제조업체 내의 자주적 룰이 있을 뿐, 법적인 기준은 정비안 된 상태였다. 그래서 이 주세법 개정에서, 특별제도를 대신하는품질가이드로서 「청주의 제조법 품질표시기준」이 국제청에서 고시되어平成 2년 4월 1일부터 시행되었다.

이 기준은 원료나 제조방법등의 차이에 의해, 일본술을 「특정명칭주」와 특정명칭주 이외의 일본술 (보통주)로 구분함으로써, 시판되고 있는 일본술은 모두 특정명칭주나 보통주 중 하나에 속하게 된다. 특정명칭주란 음양주, 준마이주, 본양조주를 이르고, 이것들은 제조방법이나 품질등의 차이로, 음양주, 대음양주, 준마이주, 준마이음양주, 준마이대음양주, 특별준마이주, 본양조주, 특별본양조주의 8종류로 분류된다. 이에 따라 소비자는 원료나 제조방법의 객관적 기준을 근거로 일본술의 품질 차이나 특징을 판별할 수 있게 된다.

또한, 각특정명칭주를 규정하는 제조방법, 품질의 포인트는, ①정미배율 ②양조 알코올 사용 유무 ③음양제조여부이 세가지 이다.

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Yoshihide Murakami
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Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

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

A collaborative sake pairing event held in an Italian restaurant

아탈리안콜라보기획

I've authored several articles on collaborative projects that served sake with Italian cuisine in an Italian restaurant. The theme of this project was to determine if sake pairs well with Italian cuisine.

Our venue was the usual restaurant "Karibe-Tei" in the Shimokitazawa area. The menu selections to be paired with sake took time to select. Thanks to the many helpful suggestions from Chef Karibe, Italian menu items with a Japanese twist were selected for pairing with sake. The restaurant was filled by word-of-mouth only without any promotion on social networking sites, indicative of the high satisfaction among guests who attended past events. For sake, seasonal selections from spring to early summer were selected along with traditional sake selections. In total, eighteen bottles of nine different sake selections were prepared for the event.

The menu items served were: "Amaou Strawberries and High-sugar Tomato Caprese," "Sicilian Potato Salad topped with Salted Cuttlefish," "Smoked Firefly Squid from Toyama Prefecture and Clams," "The Season's First Bonito Carpaccio," "White Asparagus with Grilled Anchovy Garlic Sauce," "Thawed Oysters from Iwate Prefecture sauteed with Bamboo Shoots," "Sakura Shrimp and Mustard Flowers Spaghetti topped with Herb Breadcrumbs," and "Beef Hind Shank alla Romana with Saffron Risotto."

It's difficult to determine from the menu names alone if some menu items have a Japanese flavor. Japanese seasonings such as soy sauce were used in sauces to add Japanese flavor. For this reason, sake bottles emptied the fastest during this event out of all past events. I heard that recently, many restaurants in Italy serve Japanese-style Italian cuisine, an encouraging trend that also inspires a novel approach to serve sake.

Japanese sake industry professionals can propose pairing sake with various cuisines worldwide to



에서 초여름에 걸친 계절주와 완전히 올드 스타일의 일본주도 이번에는 함께 9종류 18병을 준비. 요리는 「딸기 (莓)와 과일 토마토 카프레제」「시실리아 풍의 감자 샐러드・오징어 절임」「후지현에서 난 꿀뚜기 와 바지락 훈제」「만물 카르파초」「화이트 아스파라가스 구이・멸치 마늘 소스」「이와테현 산 녹인 굴과 죽순 버터구이」「벚꽃새우와 유채 스파게티・향신초 빵가루 없기」「소 정강이 à la 로마식 조림・사프란 리조토 곁들임」. 요리만큼으로는 일본주에 어울릴지 모를 요리도 있지만 소스에 간장등의 일식 조미료를 사용해서 눈에 안 띄게 일본주와 어울린다. 그래서 많은 일본주가 빠르게 비워졌다. 최근 이탈리아 본국에서도 역수입되는 일본의 이탈리아 요리 방법을 접목한 요리가 인기라는 말들은 적지 않다. 이것은 일본주에 대비되는 새로운 방법으로 고려해도 좋다는 평가이다. 앞으로도 해외의 다양한 요리와 일본주를 매치시키는 기획을 일본주업계측에서 제안하여 각국 요리측에 일본주와 어울리게 조리하는 기획을 많이 하면 일본주 만이 아니라 일본요리의 해외 진출면에서 새로운 방법이 되지않을까. 이번 기획도 문제없이 참가자 모두 배불리 술에 취해 대만족이었다고 말해 주었다. 누군가 말하기를 고독과 공복은 인간에게 좋지않은 것 같다. 맛있는 요리와 술, 이것을 요구하는 것은 만국공통이라고 생각한다. 일본의 식문화 세계에, 또한 일본주가 세계 와인등과 같은 경쟁자로 올라서서, 각국의 테이블에 등장하는 날도 멀지 않을 것이다.

encourage various world cuisines to be prepared with a Japanese flavor for better pairing with sake as an innovative approach to introduce Japanese cuisine overseas. This collaboration concluded successfully with no incidents - all participants were full, tipsy, and quite satisfied. Someone said that loneliness and an empty stomach was not good for people. Delicious food and alcoholic beverages are sought in every country worldwide. It may not be too far in the future that Japanese culture becomes even more popular worldwide, sake enjoys the same popularity as wine worldwide, and sake appears on dinner tables worldwide.■

과거 몇 번인가 이탈리아 요리점과 일본주의 콜라보기획 기사를 써 왔다. 기본은 이탈리아에 대해 일본주가 어울리는가 하는 테마로 행해진 이벤트였지만, 이번회는 이탈리아측에서 일본주 쪽에 틀러 주어서 일본주에 맞춰 이탈리아 회를 개최했다. 장소는 언제나처럼 시모키타자와에 있는 「카리베테이」. 요리 메뉴 정하는데 꽤 시간이 걸렸지만 카리베 셰프의 아이디어에 상당히 도움을 받아 일식에 너무 치우치지 않는 SNS영상을 목표로 하지 않고, 어디까지나 일식 맛의 이탈리아식의 일본주 곁들임 메뉴를 완성했다. SNS에 고지를 낼것도 없이, 입소문만으로 자리가 만석이 된 과거 몇회 행해진 이벤트의 높은 만족도의 엿보였다. 술은 봄

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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: The History of Sake- 2편:사케의 역사

Many sake breweries are long-established companies with over 100 years of history. Sake brewed from rice, the prototype of sake, is said to have originated in the time of legends until the Heian Period (794-1185). "Sake" started to be distributed as a product from the late Heian Period to the Kamakura Period (1185~1333). The Sino-Japanese Wars (1894-95) and the Russo-Japanese War (1904-5) are said to have been fought using taxes raised from sake (30 percent of the total tax revenue).

The top ten breweries with the highest total sake production output are as follows:

- Hakutsuru Sake Brewing Co., Ltd. (approximately 60,000 kiloliters)
- Gekkeikan Sake Co., Ltd.
- Takara Shuzo Co., Ltd.
- Ozeki Co., Ltd.
- Nihonsakari Co., Ltd.
- Koyama Honke Syuzo Co., Ltd.
- Kizakura Co., Ltd.
- Oenon Holdings, Inc.
- Kiku-Masamune Sake Brewing Co., Ltd.
- Konishi Brewing Co., Ltd.

Hyogo prefecture produced the highest sake production volume in Japan at 28 percent of the total national output, followed by Kyoto, Niigata, Akita, Aichi, Hiroshima, Fukushima, Saitama, Nagano, and Fukushima prefectures, in that order. ■

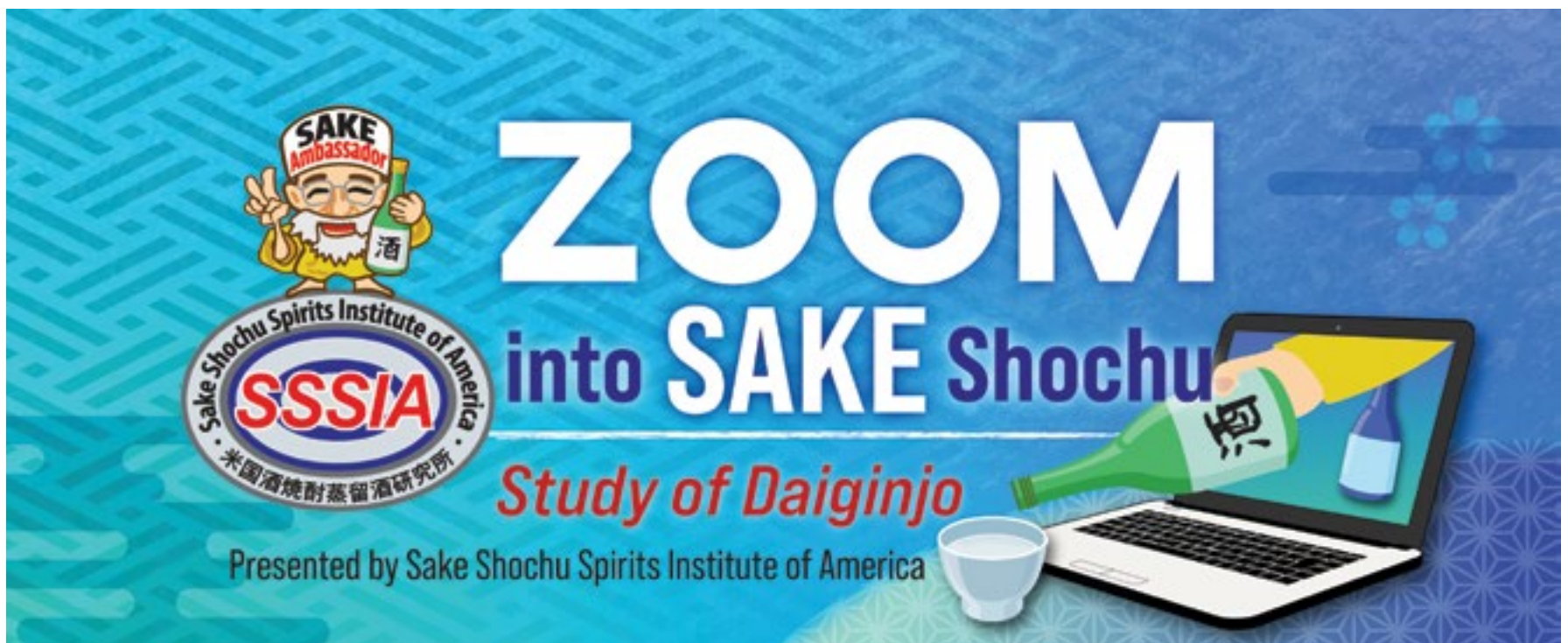
청 주제조업은 100년 이상 된 노포기업이 많다. 일본술의 원형이 된 쌀을 원료로 한 술의 발상에 대해서는 신화 시대부터 평안시대 까지 여러 설이 있지만 평안시대 후기부터 가마쿠라 시대 (1185 年~)에 걸쳐서, 상품으로서의 「술」로 통용되기 시작되었다고 한다.

일청·일러전쟁에서는 일본술 세금 (총세수의 3할)으로 싸웠다고 한다.

제조원생산고 상위10개사는

- 1:하쿠쓰루주조주식회사
- 2:겻케이칸주식회사
- 3:타카라주조주식회사
- 4:오제키주식회사
- 5:니혼사카리주식회사
- 6:코야마혼케주조주식회사
- 7:카자쿠라 주식회사
- 8:오에노그룹
- 9:키쿠마사무네주조주식회사
- 10:코니시주조주식회사

일본에서는 효고현이 28%로 생산량이 많고, 이어서 교토, 니이가타, 아키타, 아이치, 히로시마, 사이타마, 나가노, 후쿠오카 순이다.



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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 en la península de Noto y destilerías de sake ④

El terremoto en la península de Noto ocurrió en la "península de Noto", hogar de uno de los tres Toji (Maestros destileros de sake) más famosos de Japón, y de muchos Noto Toji (Maestros destileros de sake del Gremio Noto Toji) hasta la fecha.

El terremoto en la península de Noto ocurrió el 1 de enero de 2024. Las destilerías que se preparan para elaborar sake desde septiembre u octubre suelen tomarse el día de Año Nuevo libre y enviar a sus Toji a casa para las vacaciones. Los Toji solo se toman el día de Año Nuevo libre y regresan a sus destilerías para continuar elaborando sake hasta marzo o abril. Muchos Toji estaban en casa este año para celebrar el día de Año Nuevo.

Luego, se produjo el terremoto. El daño fue tan extenso que todos los Noto Toji resultaron heridos y no pudieron regresar a sus destilerías para continuar elaborando sake.

Algunas destilerías de sake no sufrieron daños, pero se quedaron sin sus Toji porque

no pudieron regresar a casa. Por lo tanto, su producción programada de sake sufrió un drástico impacto en el valor de producción o se detuvo por completo.

A pesar de que el terremoto fue desafortunado, las destilerías de sake en la región de Hokuriku que sufrieron daños leves no dudaron en asumir la dificultad adicional de brindar apoyo a otras destilerías importantes que sufrieron daños significativos. El camino hacia la recuperación está muy lejos.

A nuestros clientes en América del Norte, por favor sigan disfrutando del sake elaborado en la región de Hokuriku. La producción de sake en la región de Noto aún no está terminada, pero por favor disfruten de grandes volúmenes de sake elaborado en otras regiones de Hokuriku y la prefectura de Niigata. La mejor manera de brindar el mayor apoyo a las destilerías de sake afectadas es disfrutar de su sake.

Muchas gracias de antemano por su tan necesario apoyo.



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Cómo se clasifican los distintos tipos de sake

Debido a la implementación de la Ley de Impuestos a las Bebidas Alcohólicas revisada el 1 de abril de 1992, se abolió el antiguo "Sistema de Clasificación" del sake japonés.

El Sistema de Clasificación del Sake se refiere a la ordenación de acuerdo con un conjunto de regulaciones que aplican diferentes tasas impositivas, con la clasificación (como Grado Súper Alto, Primer Grado y Segundo Grado) certificada en base a los resultados de la inspección del Consejo Regional de Impuestos sobre Bebidas Alcohólicas por la Agencia Tributaria Nacional. Las regulaciones por clasificación se desglosan en Grado Súper Alto: "Excelente calidad", Primer Grado: "Buena calidad" y Segundo Grado: "Grado especial, no equivalente al Primer Grado".

Sin embargo, existe un defecto importante en el Sistema de Clasificación. Esto se debe a que el sake japonés que no se presenta a la Agencia Tributaria Nacional para su inspección se clasifica automáticamente como Segundo Grado. Este Sistema de Clasificación generó una contradicción donde la calidad del sake de Segundo Grado producido por pequeñas

y medianas cervecerías regionales de sake es competitiva con el sake de Grado Súper Alto y Primer Grado de las principales destilerías de sake cuando se prueban. El sake de grado superalto se abolió tempranamente como medida especial durante un período de transición el 1 de abril de 1989.

Desde el auge regional del sake alrededor de 1975, los consumidores se familiarizaron con Ginjo, Junmai y marcas especiales de sake. Sin embargo, existen parcialmente reglas independientes dentro de la industria del sake sobre las diferencias entre cada uno (como etiquetas que indican la terminología utilizada para el método de producción, la calidad y los ingredientes de los alimentos, etc.), sin embargo, no hay regulaciones organizadas que ordenen estas diferencias. Por lo tanto, de acuerdo con la Ley de Impuestos sobre Bebidas Alcohólicas revisada, la notificación "Estándares para los métodos de fabricación e indicación de calidad para el sake" fue emitida por la Agencia Tributaria Nacional como una guía para la calidad, perteneciente al Sistema de Clasificación el 1 de abril de 1990.

Este conjunto de estándares

clasifica el sake japonés en: "nombre de clase específico de sake" y "sake que no es el nombre de clase específico (sake común)" en función de las diferencias en los ingredientes de los alimentos y los métodos de producción. Todo el sake que se vende comercialmente se clasifica en una de estas dos categorías.

El nombre específico de la clase de sake se refiere a Ginjo, Junmai y Honjozo, que se clasifican a su vez en ocho tipos según las diferencias en el método de producción, la calidad, etc.: Ginjo, Daiginjo, Junmai, Junmai-Ginjo, Junmai-Daiginjo, Tokubetsu-Junmai, Honjozo y Tokubetsu-Honjozo. Basándose en estándares objetivos como los ingredientes de los alimentos y los métodos de producción, los consumidores ahora pueden determinar las diferencias en la calidad y las características del sake.

Los puntos del método de producción y la calidad que regulan el nombre específico de la clase de sake son ① Relación de pulido del arroz, ② El uso de alcohol destilado y ③ Si se utilizó o no el método Ginjo durante el proceso de producción.

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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.

un evento colaborativo de maridaje de sake celebrado en un restaurante italiano



He escrito varios artículos sobre proyectos colaborativos en los que se sirvió sake con cocina italiana en un restaurante italiano. El tema de este proyecto era determinar si el sake combina bien con la cocina italiana.

Nuestro lugar de celebración fue el restaurante habitual "Karibe-Tei" en el área de Shimokitazawa. Nos llevó tiempo escoger las selecciones del menú para maridar con sake. Gracias a las muchas sugerencias útiles del Chef Karibe, se seleccionaron elementos del menú italiano con un toque japonés. El restaurante se llenó sin ninguna promoción en los sitios de redes sociales, solo de boca en boca, lo que indica la alta satisfacción entre los invitados que asistieron a eventos anteriores. Para el sake, se escogieron selecciones de temporada desde la primavera hasta principios del verano junto con de sakes tradicionales. En total, se prepararon dieciocho botellas de nueve selecciones de sake diferentes para el evento.



Los platos del menú que se sirvieron fueron: "Fresas Amaou y Caprese de tomates con alto contenido de azúcar", "Ensalada de papas sicilianas con sepia salada", "Calamares ahumados de la prefectura de Toyama y almejas", "El primer carpaccio de bonito de la temporada", "Espárragos blancos con salsa de ajo y anchoas a la parrilla", "Ostras descongeladas de la prefectura de Iwate salteadas con brotes de bambú", "Espaguetis con camarones sakura y flores de mostaza cubiertos con pan rallado con hierbas" y "Codillo de ternera a la Romana con risotto de azafrán".

Es difícil determinar solo por

los nombres del menú si algunos platillos tienen un sabor japonés. Se utilizaron condimentos como la salsa de soja en las salsas para agregar sabor japonés. Por esta razón, las botellas de sake se vaciaron más rápido durante este evento que en todos los anteriores. Escuché que recientemente, muchos restaurantes en Italia sirven cocina italiana de estilo japonés, una tendencia alentadora que también inspira un enfoque novedoso para servir sake.

Los profesionales de la industria japonesa del sake pueden proponer maridar el sake con diversas cocinas del mundo para fomentar su preparación como

un enfoque innovador para introducir la cocina japonesa en el extranjero. Esta colaboración concluyó con éxito y sin incidentes: todos los participantes estaban llenos, achispados y bastante satisfechos. Alguien dijo que la soledad y el estómago vacío no son buenos para la gente. En todos los países del mundo se buscan comidas y bebidas alcohólicas deliciosas. Puede que no pase mucho tiempo antes de que la cultura japonesa se vuelva aún más conocida y que el sake se disfrute con la misma popularidad que el vino y aparezca en las mesas de todo el mundo.

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Instituto de la Cerveza Sake Shochu de América Parte 2: La historia del sake

Muchas destilerías de sake son empresas con una larga trayectoria y más de 100 años de historia.

Se dice que el sake elaborado a partir de arroz, el prototipo del sake, se originó en la época de las leyendas hasta el período Heian (794-1185). El "sake" comenzó a distribuirse como producto desde finales del período Heian hasta el período Kamakura (1185~1333).

Se dice que las guerras chino-japonesas (1894-95) y la guerra ruso-japonesa (1904-5) se libraron utilizando impuestos recaudados del sake (el 30 por ciento de los ingresos fiscales totales).

Las diez destilerías con mayor producción total de sake son las siguientes:

1. Hakutsuru Sake Brewing Co., Ltd. (aproximadamente 60.000 kilolitros)
2. Gekkeikan Sake Co., Ltd.
3. Takara Shuzo Co., Ltd.
4. Ozeki Co., Ltd.
5. Nihonsakari Co., Ltd.
6. Koyama Honke Syuzo Co., Ltd.
7. Kizakura Co., Ltd.
8. Oenon Holdings, Inc.
9. Kiku-Masamune Sake Brewing Co., Ltd.
10. Konishi Brewing Co., Ltd.

La prefectura de Hyogo produjo el mayor volumen de sake en Japón, con un 28 por ciento de la producción nacional total, seguida de las prefecturas de Kioto, Niigata, Akita, Aichi, Hiroshima, Fukushima, Saitama, Nagano y Fukushima, en ese orden.

