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ドジャースタジアムで日本食材プロモーション
—日本産米を使用した“おにぎり”などをサンプリング配布—

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- Up to 30% OFF all kitchenware, dishware, and Japanese Knives
- NEW food and beverage products showcased at Marketing Booths
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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。

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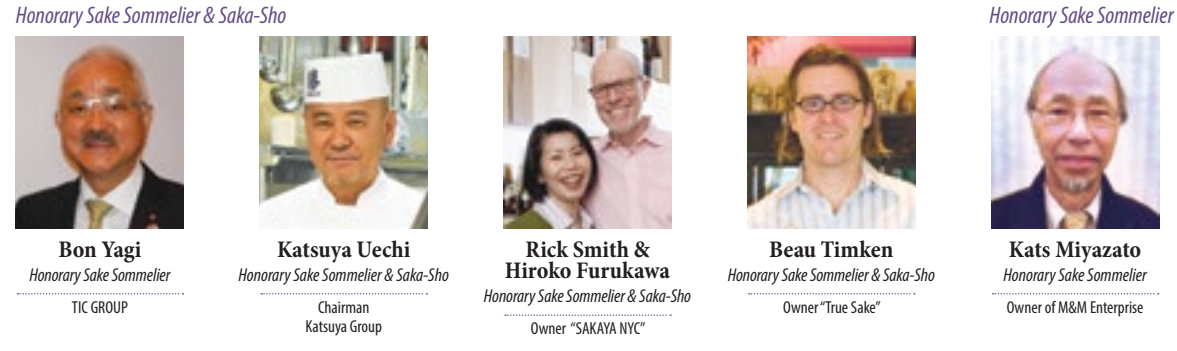
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the latest trends and successful
restaurants along with their operations
to provide hints on how to survive
the competitive restaurant industry.
Further, this magazine introduces the
latest restaurants garnering attention
and popular products, along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



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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.



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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.



Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important because a single

try will not be sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake during the recommendation.

Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices.■

日本酒の魅力を伝えるのは誰か？

いかならずばらしいものでもそれを伝えなければ顧客は試さない。どのようなタイミングで日本酒の魅力を顧客に伝え、販売につなげるかを考えてみたい。

伝える人は誰なのか

シェフ、サーバー、バーテンダーなりに適切なトレーニングをしているか。この酒は美味しいのかまたは試すべきをしっかりと勉強させること。単独で飲んだだけでは、一割もその酒の良さが理解でき

ないので、必ず料理と合わせ試飲をさせること。

タイミング

やはり、サーバーがドリンクオーダーを取る時に顧客に「お飲み物をいかがいたしましょうか？」という一言を、「寒いので美味しい熱燗は、いかがですか」と変えてみる。この一言で大きな違いが生まれる。また、この際、2〜3銘柄お薦めの日本酒も伝えること。

内容

とにかく簡潔に「そうなの!？」と思わせるトークをする。たとえば、ドライですっきりしていてとてもスシに合う新潟のAAA銘柄はいかがでしょうか？または、照り焼きなどに合うボディがある秋田のBBB銘柄はいかがでしょうか？などお客に分かりやすく、トライしてみたいセルストークを考える。値段も手ごろなものと同程度の試しやすさを2〜3銘柄オファーすること。

向顧客傳達日本酒的魅力

不管東西有多好,如果你不說出來,顧客就不會去嘗試。

我在想在什麼樣的時機向顧客傳達日本酒的魅力以促進銷售。

因該告訴誰

你是否接受過成為廚師、服務員,或調酒師的適當培訓?請務必研究這種酒是否美味或是否應該嘗試。單喝100%純度的酒,連酒的10%都體會不到,所以一定要搭配食物一起品嚐。

時機

當服務員接收點酒水時,試著把“你想喝一杯嗎?”改為“天冷了,來杯熱騰騰的日本酒怎麼樣?”這個詞有很大的不同。此時,告訴他們您推薦的2-3個品牌的日本酒。

內容

無論如何,客人簡短地說“是這樣嗎!?”你就有機會了。比如新潟的AAA品牌乾爽而利口和壽司搭配怎麼樣?照燒料理適合秋田的BBB品牌,怎麼樣?等等,思考一個讓客戶容易理解而且願意嘗試的方法。提供2到3個品牌,價格在中間值,這樣客人就容易嘗試。

사케의 매력을 전하는 사람은 누구인가?

아무리 좋은 상품이 있어도 이를 알리지 않으면 고객은 절대 시도해 보려 하지 않는다. 어떤 타이밍에 일본술의 매력을 고객에게 알리고 판매로 연결할 수 있을지 고찰해 보고자 한다.

알리는 사람은 누구인가?

셰프, 종업원, 바텐더에 걸맞은 적절한 트레이닝을 하고 있는가? 이 술은 맛있는지 아니면 시음해 보아야 할지 확실하게 공부할 것. 단독으로 마셔보는 것만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

타이밍

종업원이 드링크 주문을 받을 때 고객에게 “음료는 무엇으로 하시겠습니까?”라는 한 마디를

“날씨가 추운데 맛있는 아츠강(熱燗)은 어떠세요?”로 바꿔볼 것. 이 한마디로 큰 차이가 생긴다. 이때 2~3개의 일본술을 추천할 것.

내용

무엇보다 “그런가요!?” 정도의 이야기를 나눌 것. 예를 들어 “드라이하고 깔끔하여 초밥에 어울리는 니가타의 AAA 상품은 어떠신가요?” 또는 “데리야키 등에 어울리는 보디감이 있는 아키타의 BBB 상품은 어떠신가요?” 등 고객이 알기 쉽고 시도해보고 싶어지는 영업용 대화를 생각한다. 가격도 합리적인 것과 중간 정도로 부담 없이 시도할 수 있는 것을 2~3개 제안한다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 202



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

Young Japanese consumers and Japanese Sake ①

日本の若者と日本酒①

In Japan, young consumers drinking less alcohol and sake is seen as a problem. One explanation, however, is that younger generations worldwide are drinking less alcohol in general. While there are several reasons for this trend, I believe this trend is not likely to change anytime soon.

In such circumstances, Japanese sake breweries have been trying over the past decade to entice young Japanese consumers to learn about sake, sample sake, and enjoy sake through various activities.

日本では若者のアルコール離れ、そして日本酒離れが問題にされて久しいです。しかしこれは世界で見ても、世界の若者はアルコールを飲まなくなっているとの話もあります。理由は様々あると思いますが、この傾向は今後しばらく変わらないと感じています。そんな中で、日本酒の蔵元は、この10数年で日本の若者に日本酒を飲んでもらう、楽しんでもらう、魅力を知ってもらおうと様々な活動をしています。

I would like to introduce several such activities in the next few reports. First, I introduced this activity in a previous column as well. "Wajowaraku" is a private organization that collaborates with Japanese sake specialty shops and sake breweries to promote and popularize the Japanese sake culture, active under their motto, "from 0 cups to 1 cup." "ASAKUSA JACK!" is a sake sampling event organized by Wajowaraku that targeted young customers who visited the Asakusa district, held for two consecutive years since the coronavirus

そんな活動を数回に分けてお話しします。まずは、前にもこのコラムで少しだけ紹介したことがある、「0杯を1杯へ」の理念を掲げ、日本の地酒専門酒販店と蔵元がタッグを組んで活動する「和醸和楽」です。コロナが明けてから2年続けて「浅草ジャック!」と銘打ち、浅草に来る若者に対する試飲会を開催しました。何と、試飲した人は1日だけで1000人を超えました。日本酒をあまり知らない人がとても試飲しやすい価格で、しかも浅草で特に若

pandemic ended. Surprisingly, the number of visitors who sampled sake in one day exceeded 1,000. The price to participate in the sampling event was set economically for guests not familiar with sake, organized in the Asakusa district in an area with especially many young pedestrians, which helped to educate young people about sake. I was excited to welcome our young participants from the event who later visited our shop to let us know they bought a T-shirt of one of the sake breweries that participated in the event from the UNIQLO store, located in the building just behind the event venue; while another participant told us they were on their way to enjoy sake in a restaurant inside the building. This event made me realize the importance of getting young people to taste and enjoy the flavor of sake. ■

者が多いエリアでの試飲会でしたので、多くの若い方に日本酒を知ってもらえるようになりました。うれしかったのは、そのまま会場の後ろのビルにあるユニクロで販売されている酒蔵Tシャツを買ったよ、と店に来てくれたり、ビルの飲食店で日本酒を飲みに行くと言ってくれたり、若者にとって日本酒を飲む経験はとても大事なのだと感じました。

日本酒 百味百題

Sake is produced with no preservatives

日本酒に防腐剤は一切使われていない

Sake is unfortunately perishable, and quick to spoil. The reason why sake is high in alcohol concentration compared to other alcoholic beverages worldwide is the result of accumulated technical renovations in an effort to best preserve sake. However, the greatest obstacle to sake preservation, “hiochi bacteria” (lactic acid that spoils sake) could not be defeated despite high alcohol concentrations. Therefore, since the Edo Period, tradition dictates sake is brewed during the winter season to be “heat treated” in May. Early into the Meiji Era (1868 ~ 1912), the heat treatment timing and technology remained fundamentally unchanged, and by the early Showa Era (1926 ~), sake was poured directly into large kettles and directly heated.

However, the direct application of heat practiced at the time was merely a technique generated from many years of sake brewing experience, and the mechanism of sake spoiling due to the “hiochi bacteria” was not yet scientifically proven. Also, since sterilization was conducted in wooden barrels not fully concealed, then stored, even the heat application was not a thorough countermeasure to eradicate the hiochi bacteria. Scientific research into sake production started in the Meiji Era, bringing a remarkably quick countermeasure to resolve spoilage that materialized as a preservative and became widespread.

Chemist Oskar Korschelt, who arrived in Japan in 1876 and served as a chemistry professor at the University of Tokyo’s Faculty of Medicine, had previously taught at a beer factory in Germany where he had already succeeded in preserving beer by adding

salicylic acid. Korschelt was first to recognize the hiochi phenomenon in Japanese sake production, and announced in 1879 that adding salicylic acid as preservative could prevent spoilage during the sake production process, a breakthrough considering sake breweries nationwide (26,171 breweries across Japan in 1879) were battling the hiochi bacteria at the time.

Afterwards, salicylic acid continued to be used long-term as a preservative to suppress spoilage by hiochi bacteria, unique to Japanese sake. However, as complete sterilization was made possible by heat treatment sterilization device and as disinfection device became widespread, breweries and sake production facilities also became sanitized, repealing the designation of this additive as food preservative in 1975, making this additive obsolete. Full-scale research on the hiochi bacteria presumably started in 1906, however, its propagation discovered to be caused by “hiochic acid” contained in sake was discovered approximately fifty years later in 1956.■

の初期頃までは、直釜と呼ばれる大きな和釜に直接酒を入れ、直火で加熱していた。

ただし、当時の火入れはあくまで永年の酒造りの経験から生まれた知恵であり、「火落菌」による酒の腐敗のメカニズムが科学的に解明されていたわけではなかった。しかも、殺菌が不完全な木桶で仕込み、貯蔵を行っていたわけだから、火入れをしても「火落ち」に対する完全な対策とはいえなかった。日本酒造りに科学のメスが入れられたのは明治時代になってからだが、

この腐敗に対する対策は意外と早く、防腐剤という形で普及することになった。明治9年に来日し、東京医学校（現・東京大学医学部）の化学教師を勤めたオスカー・コルシュルトは、ドイツでビール工場の技師をしていた人だが、すでにサリチル酸の添加によるビールの防腐に成功していた。コルシュルトは日本酒の火落ち現象にもいち早く気づき、サリチル酸を防腐剤として添加すれば腐敗を防げると発表した。明治12年のことである。全国各地の酒造場（9年当時で全国に26,171場あった）で火落ちが頻発していたことを考えれば、まさに画期的なことだった。

サリチル酸はその後も、日本酒特有の腐敗菌である火落菌の生育抑制を目的とする保存料として長く用いられてきた。しかし、完全な殺菌のできる火入れ殺菌機や除菌装置が普及し、酒蔵や製造設備自体も清潔になったことで添加の必要がなくなり、昭和44年以後は業界の自主規制によって使用が自粛された。昭和50年には食品添加物としての指定も取り消されており、現在はまったく使用されていない。ちなみに、火落菌の本格的な研究は明治39年から始まったとされるが、その繁殖が日本酒に含まれる「火落酸」という成分に関わっていたことが解明されたのは、ちょうど50年後の昭和31年のことだった。

◆ ◆ ◆
日本酒は、残念ながら非常に腐りやすい酒である。日本酒のアルコール濃度が世界に例を見ないほど高いのも、なんとか腐りにくい酒を造ろうと技術革新を重ねてきた結果という説もあるほどだ。しかし、日本酒の最大の敵である「火落菌」は、これほどアルコール濃度を高めても撃退できなかった。そのため江戸時代以降、寒造りの酒は八十八夜前後に「火入れ」することになっていた。明治に入ってから火入れの時期や技術は基本的に変わず、昭和

美味しい酒を150種類
日本全国から輸入
全米のネットワークを通じて
皆様に直送中

Yoshihide Murakami
Master Sake Sommelier
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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



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

“Nihonsakari” is a quality sake brand

日本盛は良いお酒

I always felt major sake breweries must become successful first to invigorate the Japanese sake industry. Major sake breweries are always involved in preserving jizake breweries by various means, such as one sake brewery selling sake to another sake brewery to be sold as the purchaser’s sake, through merger & acquisition (M&A), etc.

Nowadays however, many sake fans feel jizake is authentic sake, while sake brewed by major breweries are not. However, recent sake products by major sake breweries are delicious and yet affordable. Therefore, we organized an event titled “Meeting to Learn about Sake.” This is a meeting strictly to learn about sake, not to sell sake. Nihonsakari Junmai Ginjo and Junmai Daiginjo, paper-packed sake, and purine-free sugar-free sake were lined up and introduced by a sales representative. Anyone was allowed to participate. Participants included men and women of all ages. The older generation of participants had a bias towards major sake breweries, such as Nihonsakari, while some young participants never heard of Nihonsakari.

When many sake fans get together, discussions get more interesting. Although the purine-free sugar-free sake was not as popular at first, one participant who used to drink it constantly for weight loss enthusiastically explained its health benefits more passionately than the sales representative and won over other participants. Also, young participants who held no bias towards major sake breweries were surprised to learn such delicious sake products are sold at supermarkets for affordable prices, while one senior jizake fan listened with a grimacing face.

I repeatedly said in this meeting that both jizake and major sake brands should be available in restaurants and in liquor shops to increase options and make the selection more fun for consumers. If food reliability and safety is a concern, then major sake brands are good options to select from. Although



packed sake and cup sake target middle-aged and senior consumers, I believe this event clarified that certain products and events can prove effective to court young consumers as well.

Younger generations will soon increase their alcohol consumption and become regular consumers of alcohol with zero bias towards major sake breweries. Therefore, younger generations may select national sake brands in the same way they select beer sold by major beer manufacturers. Delicious, packed sake products are economically priced for this younger generation, whose earnings will soon increase. If this younger generation in their middle-aged and senior years pass on these delicious flavors to the next generation, major sake brands can lead the Japanese sake industry to also raise the familiarity of jizake breweries and invigorate the entire sake industry. ■

日本酒業界が盛り上がる為には、ナショナルブランドが元気である必要があると昔から考えている。桶売り、桶買い、M&A等々、地酒蔵を維持する過程にナショナルブランドが昔から絡んでいたことは疑う余地はないだろう。しかし、昨今日本酒愛好家は地酒こそ日本酒という考え方をする人が少なくない。ナショナルブランドの日本酒は悪だと思っている人もいる。しかしながら、昨今のナショナルブランドの酒も非常に美味しい。しかも安い。ということで、「日本盛を知る会」というものを開催した。あくまでも知る会で販売会ではない。日本盛の純米大吟醸や純米吟醸は当然ながら、スーパーで販売されているバック酒やプリン体・糖質ゼロなども並べ、営業マンの説明付きで誰でも参加できる会にした。訪れた人達は老若男女、幅広く日本盛等ナショナルブランドに偏見がある年代から、日本盛の存在すら知らない若者もいた。沢山の酒好きが集まると話も面白いもので、プリン体・糖質ゼロは最初のインパクトとしては評判が良くなかったが、以前ダイエットの為に飲み続けていたという人が、その酒の良さを営業マン以上に熱く語り、いつの間にか皆納得してしまう現象が起きていた。そして、ナショナルブランドに何の偏見もな

い若者たちは、安くスーパーでこんな美味しい酒が買えるのは知らなかったとビックリしていたが、その隣で地酒信者の年配者は苦い顔をしていた。私がこの会で言い続けてきたことは、地酒もナショナルブランドも楽しめた方が、飲食店でも酒売り場でも選択肢が増えて酒選びをより一層楽しむ事が出来る。しかも、もし食の安心安全が気になるなら、ナショナルブランドの酒を選ぶべきだと思う。バック酒やカップ酒のターゲットは中高年世代だと思うが、今の若者にもアプローチするアイテムや企画があっても十分効果があることが今回解った気がする。ナショナルブランドに偏見がある年代は、そろそろ酒の消費量が減りつつある。これから飲酒量が増えて飲酒習慣が身につく若者世代は、ナショナルブランドに全く偏見が無いので、大手ビールメーカーを選ぶのと同じように日本酒も選んでもらえるのではないだろうか。稼ぎもこれから増える世代にとって、美味しいバック酒は財布に優しい。その若者達が良い思い出として中高年になった時に次の若者世代にその美味さを伝えていく様になれば日本酒業界をナショナルブランドがけん引し地酒蔵もひっぱり上げ、業界全体が盛り上がるのではないだろうか。

SAKE SOMMELIER CLUB

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

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

The Oldest Sake Breweries in Japan

In Japan, 42,966 long-established companies will celebrate over 100 years in business in 2023. The oldest business in Japan is Kongo Gumi Co., Ltd., a construction company founded in 578 AD that fuses traditional construction methods with the latest technology, celebrating 1,446 years in business this year. The top ten long-established businesses in Japan include sake breweries as well. Although there are 850 Japanese sake breweries with over 100 years in business, this report introduces the top five oldest sake breweries in Japan.

No. 1: SUDOHONKE CO., LTD. (Kasama city, Ibaraki prefecture), founded in 1141 883 years since its founding, the family precept of Sudohonke is, "Quality sake is brewed from quality rice, quality rice is harvested from quality soil, quality soil is nourished by quality water, quality water is generated by quality trees, and quality trees ensure the survival of our sake brewery to uphold the highest quality of sake." The sake brand of the oldest sake brewery in Japan is popular worldwide in Asia, North America, and Europe.

No. 2: Hiraizumi Honpo Co., LTD (Nikaho city, Akita prefecture), founded in 1487 Located in the southern region of Akita prefecture, Hiraizumi Honpo brews sake in nutrient rich soil from Mount Chokai. Hiraizumi Honpo is notable for preparing their yeast starter using the "Yamahai" (short for "Yamaoroshi Haishi") brewing technique.

No. 3: Kenbishi Sake Brewing Co., Ltd. (Higashinada ward, Kobe prefecture), founded in 1505

No. 4: Yamaji Shuzo Brewing (Kinohoto town, Shiga prefecture), founded in 1532

No. 5: Yoshinogawa Co., Ltd. (Nagaoka city, Niigata prefecture), founded in 1548 ■

歴史ある日本の酒造メーカー

2023年に創業100年以上を迎える老舗企業は、日本全国で4万2,966社あり、最古の企業は大阪にある社寺建築の金剛組で578年に創業、今年で1446年を迎える。日本の老舗トップ10には、日本酒造メーカーも入っている。創業100年以上の日本酒製造業は850社あるが、上位5社を紹介する。

1位：須藤本家 (茨城県笠間市) 1141年創業
創業から883年。「良い酒は良い米から、良い米は良い土から、良い土は良い水から、良い水は良い木から、良い木は蔵を守り酒を守る」を家訓として酒造りを続けている。日本一古い蔵の銘柄は、アジア、アメリカ、ヨーロッパと世界で親しまれている。

2位：飛良泉本舗 (秋田県にかほ市) 1487年創業
秋田県南部にあり、鳥海山からの恵み豊かな土地で酒造りを続けている。飛良泉の特徴は、酒母を「山廃仕込み」で作ること。

3位：剣菱酒造 (神戸市東灘区) 1505年創業

4位：山路酒造 (滋賀県木ノ本町) 1532年創業

5位：吉乃川酒造 (新潟県長岡市) 1548年創業

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Study of Daiginjo

Presented by Sake Shochu Spirits Institute of America

The 8th “Japan’s Food” Export Fair

Introducing the appeal of Japanese food ingredients worldwide:
20,000 guests attended from 32 nations and regions

第8回“日本の食品”輸出エキスポ開催

—日本産食材の魅力を世界へ 32の国と地域から20,000名が来場—



Japanese agricultural, forestry, fishery and food products increased 2.9% year-on-year and reached 1,454.7 billion JPY in 2023. Since curfews during the novel coronavirus pandemic lifted, demand for beef especially increased – ranked No. 3 - due to demand recovered in Hong Kong and Taiwan. Further, the weakened JPY accelerated price wars over Japanese products in markets overseas, which increased the export value of many products.

Under such circumstances, corporate exhibitors attended the largest trade fair in Japan where they displayed Japanese agricultural and livestock products, seafood products, beverages, condiments, and processed food products for export overseas. Over 900 companies and organizations exhibited products increasing in export volume such as rice, wagyu beef, Matcha, etc., developed using original technology to expand their sales channels.

RX Japan Ltd., Japan’s largest event organizer, organized the international trade show held at the Tokyo International Exhibition Center TOKYO BIG SIGHT in Ariake district, Tokyo, from June 19-21. The “8th ‘JAPAN’S FOOD’ EXPORT FAIR” was organized with full cooperation from the Ministry of Agriculture, Forestry and Fisheries; and Japan External Trade Organization (JETRO), along with Japan Int’l Food Expo (JFEX) – a trade fair displaying international food and beverage products to facilitate business negotiation. The trade fair was held at the TOKYO BIG SIGHT in the west exhibition halls 1~4. The trade fair consists of four expos – “Food,”

“Wine & Spirits,” “Meat & Dairy” and “Premium.”

“Japan’s Food” Export Fair is a trade fair specializing in Japanese food exports consisting of Japanese agricultural and livestock products, seafood products, beverages, condiments, and processed food products that Japan proudly introduces to the world as “Japan’s food,” exhibited to encourage the development of sales channels through negotiations with food buyers and exporters from worldwide.

Over 900 Japanese companies affiliated with the food industry exhibited products to approximately 20,000 guests who attended from 32 nations and regions worldwide. The Japanese government set the target export value of agriculture, forestry, fishery, and food products to 2 trillion JPY by 2025. Finding a stable market and developing various sales channels to strengthen the management base are important to achieve this goal. The major purpose of this trade fair is to support the manufacturing of Japanese agricultural, forestry, fisheries, and food products by matching food products with buyers from overseas to expand the market.

Buyers from worldwide attended to check high-quality food products gathered from throughout Japan to seek ideas and opportunities. Sales pitches made to sell pre-packaged rice drew attention among rice products increasing in export volume. Trading companies selling wholesale rice pitched “Gomoku Gohan” (Japanese Mixed Rice), “Takenoko Gohan” (Bamboo Rice), and other flavored pre-packaged rice products. One representative commented on the popularity

of pre-packaged rice products: “Rice exports are increasing in volume, impacted by the weakening JPY. Also, flavored pre-packaged rice can be enjoyed regularly.”

Lively sales pitches also took place for Wagyu beef. Ito Ham Co., Ltd. proposed their premium sliced Wagyu beef brand “Ito Wagyu” for export only, a product developed in response to the demand to omit cutting the meat to save high labor costs overseas. Therefore, beef is exported sliced instead of in blocks to enable immediate use in restaurants and grocery stores, a representative explained enthusiastically. Also, Matcha exports are selling well as an ingredient to process food products.

Although an increase in exports is desirable, appealing products to consumers are needed to achieve the target export value of 2 trillion JPY. Some attendees said continued collaboration between the Japanese government and businesses are necessary to introduce products with added value to the global market. ■

2023年の農林水産物・食品の輸出額は、前年比から2.9%増加し、過去最高の1兆4,547億円となった。特に牛肉については、新型コロナウイルスに関連した外出規制が撤廃されたことで、香港や台湾で回復した需要が輸出を後押しし、輸出額上位の3位に入っている。さらに、円安により日本製品の価格競争力が海外市場で高まり、多くの品目で輸出額が伸びる結果となっている。

そのような状況の中、海外向けの日本の農畜産物・水産物、飲料・調味料・加工食品・飲料を扱う企業が集まる展示会としては日本国内最大の展示会が開催さ

れた。輸出が増加する米や和牛、抹茶など、900企業・団体が出展し、独自の技術を持って開発した商品を海外向けにPRして販路拡大を図る企業が多く出展した。

国際見本市を運営する団体としては、日本国内最大手のRX Japanは6月19日から21日まで、東京・有明の東京ビッグサイトにて、農林水産省と日本貿易振興機構（JETRO）の全面協力のもとJFEX（国際食品・飲料商談Week）と第8回“日本の食品”輸出エキスポを開催。会場は東京ビッグサイト西1～4。まずJFEXは、JFEX（国際食品・飲料商談Week）とは世界中の食品が一堂に集まる商談展として、「加工食品EXPO」、「ワイン・酒EXPO」、「肉・乳製品EXPO」、「肉・プレミアム食品EXPO」の4つの専門展で構成されている。

日本の食品輸出EXPOは日本の食品の輸出に特化した展示会で、農畜産物・水産物から、飲料・調味料・加工食品まで、世界に誇る“日本の食品”が一堂に出展。世界各国から来場する食品バイヤー・食品輸出商などと商談を行うことが出来る海外の販路開拓のための展示会。

国内の食品関連の企業およそ900社が出展し、32の国と地域から、特別招待バイヤーを含め約20,000名が来場した。日本政府は2025年までに農林水産物・食品の輸出額を2兆円まで伸ばすことを目標としており、そのためには安定した市場を見つけ、様々な販路を持つことは経営基盤の強化のために重要。この展示会は、日本の農林水産業・食品製造業を支えるべく、食品と海外バイヤーのマッチングを行い、市場の拡大につなげることが大きな目的。

日本各地から集められた高品質な食品目当てに、世界各地からバイヤーが訪れ、アイデア、チャンスがどこにあるかを探していた。輸出が増加する米では、パックご飯の売り込みが目立ち、米卸の商社は精米の他に「五目ご飯」や「たけのごはん」など味の付いたパックご飯を提案した。担当者は「円安の影響を受け米の輸出は増加しており、加えて日頃から味の付いた炊き込みご飯を味わえる」としてパックご飯は人気だという。和牛の売り込みも盛んで、伊藤ハムは輸出専用ブランド「ITOWAGYU」のスライスした肉を提案した。海外では人件費が高いため、肉をカットする作業を省きたいという声があったことから、固まり肉ではなくスライスした肉の輸出で、そのままグロスリーやレストランで使えるとして輸出を伸ばすと意欲を示す。また、抹茶は加工用の原料として輸出が好調のようだ。

更なる輸出の拡大の期待は高まっているが、目標達成のためには海外の消費者にとって魅力的な商品が必要不可欠。今後も事業者と政府が連携して付加価値のある商品を世界に発信して行く必要があるという声が聞かれた。

Kosuke Kuji appointed President of the Iwate Prefecture Japan-Sake Makers Association

岩手県酒造組合会長に久慈浩介氏就任

Kosuke Kuji, the fifth-generation owner of sake brewery “Nanbu Bijin,” based in Ninohe city, Iwate prefecture; and long-time columnist of Japan Restaurant News, was recently appointed President of the Iwate Prefecture Japan-Sake Makers Association. Founded in 1902, Nanbu Bijin adheres to their family precept, “commitment to quality,” established by their first owner, and continues striving to brew the ultimate sake with a sincere mindset by applying traditional sake-brewing techniques under the guidance of their Nanbu Toji.

In 1997, Nanbu Bijin invited sake brewers that aspired to export sake overseas and launched “The Japanese Sake Export Association” - a private organization that supports the popularization and internationalization of Japanese sake - to officially start exporting sake overseas as one of the first sake breweries in Japan to expand their sales channels overseas. Helped by the global popularity of Japanese cuisine, Nanbu Bijin currently exports sake to thirty-nine countries worldwide, including North America, Europe, Middle Eastern regions such as the United Arab Emirates, and southeastern Asia.

A highly reputable brand overseas, Nanbu Bijin is recognized as a repeat winner of the “Gold Medal” by the Monde Selection and the U.S. National Sake Appraisal. In 2013, Nanbu Bijin acquired Kosher Certification (compliant with Jewish dietary laws) for both “Japanese sake” and “sugar-free Plum sake” at the same time. As a sake brewery that acquired “Kosher” Certification, one of the highest authorities to guarantee compliance with global food reliability and safety standards, Nanbu Bijin is expected to continue introducing the beauty of traditional Japanese culture worldwide.

In this report, we interviewed Mr. Kosuke Kuji about his future aspirations as the newly appointed President of the Iwate Prefecture Japan-Sake Makers Association.

JRN: Congratulations on your recent appointment. What are your main goals as the President of the Iwate Prefecture Japan-Sake Makers Association?

Kuji: My goals include raising the



bar of quality sake flavor throughout Iwate prefecture, to further strengthen the bond between sake breweries throughout Iwate prefecture and contribute to the Iwate sake brands. I also hope to capitalize on the advantage that Iwate prefecture recently gained from having acquired a national label as a Geographical Indication (GI) to promote sake produced in Iwate prefecture, both domestically and worldwide. One of my major goals is to introduce our sake products to foreign tourists visiting Morioka city, the capital of Iwate prefecture, which garnered attention from an article by the New York Times. Iwate prefecture is also an agricultural prefecture, home to many contract farmers, whom I will help to enhance close alliances with sake breweries.

JRN: Nanbu Bijin is renowned worldwide. How do you plan to capitalize on your brand’s success in the U.S. market?

Kuji: Nanbu Bijin has connections across the U.S. First, I plan to use these connections with help from the Iwate prefectural government and JETRO to negotiate and promote sake products from sake breweries that haven’t yet expanded into the U.S. market.

JRN: What challenges do you expect to face in the U.S. market to enhance the brand awareness of sake from Iwate prefecture? What measures do you have in mind?

Kuji: “Iwate prefecture” is widely unknown to American consumers. The most widely known public figure from “Iwate prefecture” is Dodgers baseball player Shohei Otani, so I plan

to collaborate with him. First, I must promote and familiarize Iwate prefecture to raise the brand awareness of sake produced in Iwate prefecture. Also, Iwate prefecture having acquired a national label as a Geographical Indication (GI) should help to promote sake produced in Iwate prefecture, since GI are more familiar in the U.S. market than Japan.

JRN: Do you have any specific initiatives or collaborative projects in mind to promote sake from Iwate prefecture in the U.S. market?

Kuji: The New York Times published an extensive article on Morioka city, an advantage I’d like to capitalize on by organizing a promotional event in the U.S. with the Iwate prefectural government this year. Japan External Trade Organization (JETRO) and the Japan Sake Brewers Association also held various promotional events in the U.S., from which we’ll select a few events proven to be highly effective to have our entire association participate together.

JRN: How do you envision the future of Japanese sake in the global market? What role do you envision sake from Iwate prefecture playing in the future of Japanese sake in the global market?

Kuji: If everything goes as planned, Japanese sake will be listed as UNESCO’s Intangible Cultural Heritage in November. The significant benefit from this achievement will be like what we saw when Japanese cuisine was registered as UNESCO’s Intangible Cultural Heritage. Once Japanese sake gets registered as UNESCO’s Intangible Cultural Heritage, the path



forward to enhance brand awareness of sake from Iwate prefecture will be a long one that requires consistent effort over time. Renowned as the mecca of “Nanbu Toji,” Iwate prefecture is home to the largest Toji Association boasting the highest sake-brewing skills throughout Japan. Therefore, I hope to see the traditional sake-brewing skills of Nanbu Toji also gain recognition by its registration with UNESCO, which will help to introduce and popularize sake from Iwate prefecture in the U.S. market. I’m confident “Iwate prefecture” can play a major role as the mecca of traditional Japanese sake-brewing skills.

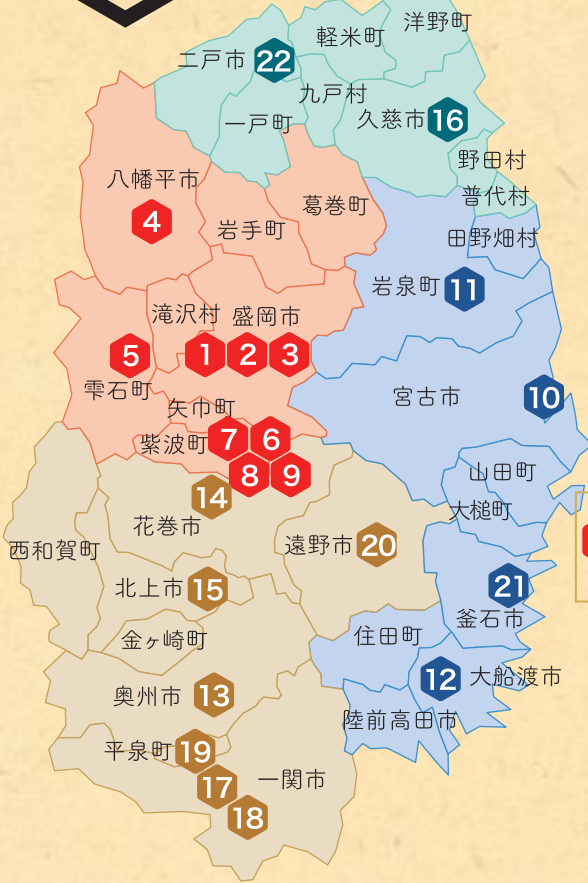
JRN: Thank you very much for your time. We pray for your continued success and wish you all the best in your future endeavors. ■



22 Sake Breweries in Iwate Prefecture



岩手県内の酒蔵を
ご案内します。
Guide to sake breweries
in Iwate Prefecture



1	アカブシヅウ 赤武酒造 株式会社 Akabu Sake Brewery		12	スイセンシヅウ 酔仙酒造 株式会社 Suisen Brewery	
2	アサヒラキ 株式会社 あさ開 Asabiraki Co., Ltd		13	イワテメイジョウ 岩手銘醸 株式会社 IWATE MEIJO CO.,LTD.	
3	サクラガオシヅウ 株式会社 桜顔酒造 Sakuragao shuzo Co., Ltd		14	カワムラシヅウ 合資会社 川村酒造店 Kawamura Shuzoten	
4	ワシノオ 株式会社 わしの尾 Washinoo Co., Ltd.		15	キクザカリシヅウ 喜久盛酒造 株式会社 Kikumori Sake Brewery	
5	キクノツカサシヅウ 菊の司酒造 株式会社 Kikunotsukasa Brewery		16	フクライ 株式会社 福来 FUKURAI Co., LTD.	
6	ツキノワシヅウ 有限会社 月の輪酒造店 TSUKINOWA Co., Ltd		17	セキノイチシヅウ 世嬉の一酒造 株式会社 Sekino-Ichi Brewery	
7	シワシヅウ 株式会社 紫波酒造店 Shiwa Shuzoten		18	イワノイシヅウ 磐乃井酒造 株式会社 Iwanoi Shuzo	
8	アヅマミネシヅウ 合名会社 吾妻嶺酒造店 Azumamine Shuzoten		19	リョウバンシヅウ 両磐酒造 株式会社 平泉工場 Ryouban Shuzo	
9	タカハシシヅウ 高橋酒造店 Takahashi Shuzoten		20	カミヘイシヅウ 上閉伊酒造 株式会社 kamihei-shuzo	
10	ヒシヤシヅウ 株式会社 菱屋酒造店 Hishiya Shuzoten		21	ハマチドリ 株式会社 浜千鳥 Hamachidori	
11	センキンシヅウ 泉金酒造 株式会社 Senkin Shuzo Co., Ltd.		22	ナンブビジン 株式会社 南部美人 NANBU BIJIN Co. LTD.	

弊誌に長年にわたりコラムを執筆している久慈浩介氏が岩手県酒造組合の会長に就任した。久慈氏は岩手県二戸市に蔵を置く「南部美人」の5代目当主である。「南部美人」の創業は1902年。初代の残した家訓「品質一筋」を守り抜き、南部杜氏の伝統の技と心で美しさの究極を目指した酒を造り続けている。また、1997年、日本酒の海外輸出を志す酒蔵を集め、海外での日本酒の普及と日本酒の国際化を支援する任意団体「日本酒輸出協会」を立ち上げ、海外輸出を本格的にスタートし、日本国内の酒蔵でもいち早く世界に向けて販路を拡大に尽力して来た。現在、世界的な日本食ブームも追い風となり南部美人は、北米、ヨーロッパはもとよりアラブ首長国連邦などの中東地域、東南アジアなど世界39カ国への輸出を行っている。海外での評価も高く、モンドセレクションや全米日本酒飲評会では「ゴールドメダル」を多数受賞している。2013年には、ユダヤ教の教義に厳格に従った安全な食品であるという「コーシャ (kosher)」の認定を「日本酒」と「糖類無添加梅酒」を同時に取得。世界基準の安心安全の証明である「コーシャ (kosher)」の認定を日本酒とリキユ

ルで受けた会社として、これからも世界へ日本の伝統文化の素晴らしさを伝えて行くことを期待されている。

岩手県酒造組合の会長に就任した久慈浩介氏に今後の抱負などを伺った。

JRN：会長就任おめでとうございます。岩手県酒造組合の新会長としての主要な目標は何ですか？

久慈：岩手県全体の日本酒の味のレベルの底上げと、岩手県の蔵元の横の繋がりをさらに強化し、岩手ブランドへ貢献していく事。さらには昨年GI岩手の国際認定を受けた強みを生かし、日本国内だけではなく世界へ岩手の日本酒の啓蒙普及活動にも力を入れながら、ニューヨークタイムスで注目を集めた岩手の県都盛岡市などへのインパウンドにも岩手の日本酒を飲んで知っていただく事も大きな目標としています。岩手県は農業県でもあり、契約栽培する農家も多く、そういった農家と蔵元との連携の強化も強くしていきます。

JRN：南部美人はすでに国際的に名を馳せていますが、その成功をアメリカ市場でどのように活かす予定ですか？

久慈：南部美人の持つコネクションは全

米にあり、まずはそのコネクションを利用しながらまだアメリカに輸出をしていない蔵元の酒を県庁やジェトロと組んでプロモーションや商談会などをしていきたいと考えています。

JRN：アメリカ市場で岩手の酒の存在感を高める上で、どのような課題を予想していますか？ その課題にどう対処しますか？

久慈：「岩手県」という知名度がアメリカでは低く、最も「岩手県」で知名度があるのがドジャースの大谷翔平選手ですので、こことコラボレーションできないか考えています。まずは岩手の知名度を上げない事には岩手の酒の知名度を上げるのは難しいです。さらにGI岩手の取得は追い風で、アメリカでもGI認証の知名度は日本以上にあるので、そこでのPRも強めていきたいです。

JRN：アメリカで岩手の酒を促進するために計画している具体的なイニシアチブやコラボレーションはありますか？

久慈：ニューヨークタイムスで盛岡市が大きく取り上げられたメリットを生かし、県庁のプロモーションもアメリカで今年行われる予定です。またジェトロ

や酒造組合中央会でもアメリカでのプロモーションは多数行われており、そういった中から効果の高いものを選び、参加できるように組合全体で取り組んでいきたいと考えています。

JRN：グローバル市場における日本酒の未来をどのように見えていますか？岩手の酒がその中でどのような役割を果たすと考えていますか？

久慈：日本酒は予定通りいけば今年の11月から12月にユネスコの無形文化遺産登録されます。そうなる事での効果の絶大なる大きさは、和食が同じくユネスコに登録されたことで証明されています。日本酒全体が世界に誇るユネスコの文化遺産になり、その中で岩手の知名度を高めていく長い努力が必要で、岩手は特に「南部杜氏」の聖地でもあり、日本の日本酒の最高の技術と最大の杜氏集団を持っている県でもあるので、そういった南部杜氏の技、という面もユネスコ登録によって日本酒の知名度が上がれば、伝えやすくなると考えています。日本酒の伝統技術の聖地「岩手」として大きな役割を果たしていけると信じています。
JRN：ありがとうございました。今後のご活躍をお祈りしております。

New California law went into effect on July 1, 2024

-Senate Bill (SB) No. 478 Consumer Legal Remedies Act prohibits hidden fees-

カリフォルニア州で7月1日から新法案制定

—隠れた手数料の上乗せを禁止する法案SB478—

The newly enacted Senate Bill No. 478 (SB 478) that went into effect in California bans “drip pricing” – the addition of “hidden fees” such as service fee, living wage surcharge, employee health insurance fees, etc., added onto the advertised fee in a sales transaction.

Although the federal government targeted specific industries in the past and enacted measures to increase price transparency, SB 478 targets various products and services. Since SB 478 went into effect on July 1, businesses in violation of clarifying all fees from the start can be subject to a hefty penalty. Although the restaurant industry was initially targeted in this senate bill, California Governor Gavin Newsom signed an emergency legislation to exempt restaurants and the food and

beverage industry at the last minute on the condition that menus show the fees “clearly and conspicuously.”

On the other hand, California Assembly Bill (CA AB) 1013 also went into effect on the same day, which requires bars and night clubs, etc. (type 48 liquor license holders) to purchase date-rape drug testing kits, and display signs to notify customers that the date-rape drug testing kits are for sale or provide them for free.

Date-rape drug testing kit: A “simple drug testing kit” to determine if any controlled substances were mixed into your beverage, now required to be made available due to many reported incidents of sexual assaults involving the use of date rape drugs.■

カリフォルニア州で新たに制定されたSenate Bill No.478 (SB478)は、「ドリッププライシング」(購入取引において、見出し価格で商品やサービスを宣伝するものの、その後、支払が必要な賃金手数料や生活費割増金、従業員保険料のような“隠れた手数料”を上乗せする手法)を対象としている。これまで連邦政府は特定の業界のみを対象として価格の透明性を向上させる取り組みを進めてきたが、SB478は、様々な商品やサービスに広く適用されることになった。2024年7月1日のSB478施行後は、企業が最初から価格全体を明らかにしない場合、多額の罰金を科される可能性がある。当初、レストラン業界もこの法案の対象に含まれていたが、ニューサム知事が土壇場で緊急免除に署名した。

また、AB1013も同日発効された。これは店内で飲酒を目的にアルコールを販



売する事業者は、デートレイプ検査キットを顧客に販売または無料で提供することが義務付けられるもの。バーやナイトクラブでは、薬物検査キットが利用可能であることを顧客に知らせる看板を店内に掲示することも義務付けられた。事業者は独自のキットを入手する必要がある。

デートレイプ検査キット：酒などに薬物を混ぜ、意識をもうろうとさせて性暴力に及ぶ事件の多発を受け、薬物を飲まれたかどうかをすぐに調べられる「簡易検査キット」のこと。

Summer Fancy Food Show 2024 held in New York City

-The largest premier food show in the East Coast-



東海岸最大級の高級食品見本市開催

—サマー・ファンシー・フード・ショー 2024—

In addition to the Winter Fancy Food Show - the largest premier food trade show in the west coast of the United States - held every April in Las Vegas, the Summer Fancy Food Show – held every June in New York - is one of the most influential trade shows in North America. The “Summer Fancy Food Show 2024” was held at the Jacob Javits Convention Center in New York City from June 23~25.

This year, 2,523 corporations and

organizations exhibited food products. The exhibition hall displayed various food products such as sweets, snacks, beverages, ham and cheese, vegan and vegetarian food products at booths, where samples were made available and brand representatives introduced the products. The long-established trade show started in the 1950s, said to generate several billion dollars annually. Over 30,000 visitors attended the trade show this year, a terrific opportunity to catch the latest trends in

the food industry.

Japan External Trade Organization (JETRO) installed the “Japan Pavilion,” where 38 Japanese companies exhibited Japanese food products such as Japanese sweets, tea, condiments, processed seafood products, Japanese beef, rice, etc.

The U.S. food service market size was valued at 905.13 billion USD (141.9 trillion JPY) as of 2023 and projected to grow to 1,767.54 billion USD (approximately 277.11 trillion JPY) by 2030.■

◆ ◆ ◆

4月にラスベガスで開催された北米西海岸最大規模の高級食材見本市のウィンター・ファンシー・フードショーと並び、毎年6月にニューヨークで開催されるサマー・ファンシー・フードショーは米国で有力な見本市の1つである。6月23～25日、その「サマー・ファ

ンシー・フード・ショー 2024」がニューヨーク市内のジェイコブ・ジャビッツ・コンベンション・センターで開催された。

今年は2,523の企業・団体が出展した。会場では、菓子・スナック、飲料、ハムやチーズやビーガンやベジタリアン食品など、多種多様な食品が出展され、実際に試食したり、ブランド関係者から直接話を聞くことが出来る。1950年代から続く歴史ある展示会で、毎年、数十億ドルの経済効果を生み出しているとも言われている。今回はのべ3万人を超える来場者があった。食品業界のトレンドを先取りできる絶好の機会となっている。

ジェトロは「ジャパン・パビリオン」を設置し、日本企業38社が菓子類、茶、調味料類、水産加工品、日本産和牛、米などの日本産食品を出品した。

米国のフードサービス業界の市場規模は、2023年時点で9051億3000万ドル(約141兆9017億 円)、2030年に1兆7675億4000万ドル(約277兆1060億 円)と見込まれている。

USA Trade Tasting (USATT) held in Chicago

-USATT is an annual trade-only and networking event held to promote the sales of wine, craft beers, and craft spirits from around the world, where spirits producers negotiate with importers and distributors, etc.-

酒類専門の商談会シカゴで開催
—輸入業者やディストリビューターなど
酒類関係事業者の商談会—

“USA Trade Tasting” (USATT), an annual event to negotiate the sales of spirits, was held at Morgan Manufacturing in Chicago from May 22~23, 2024. Beverage Trade Network, specializing in promoting, distributing, and marketing alcoholic beverages for over 80 years as an operator of various business-to-business platforms that connect the beverage industry worldwide, organized the event.

Approximately 80 corporate exhibitors participated in the event, attended by suppliers, distributors, and many buyers. From Japan, “SAKE-CONSO,” led by the National Tax Agency, exhibited Japanese spirits from 11 producers. SAKE-CONSO is a consortium operated by the National Tax Agency and affiliate organizations to introduce spirits producers and the Japan Sake and Shochu Makers Association (JSS) to exporters, wholesalers, and trading companies; and collaborates with affiliate organizations to provide information and advice to export products, arranges experts for individual consultations, and provides various support as needed.

Toshio Ueno, Founder of Sake School of America (based in Los Angeles), also led a seminar that introduced the fundamentals of Japanese sake and shochu.■



Toshio Ueno
Founder of Sake School of America

80年にわたり、飲料用アルコール製品のプロモーション、流通、マーケティングコミュニケーション・システムに専念し、世界中の飲料業界を結ぶ有数のB to Bプラットフォームを運営する米国のビバレッジ・トレード・ネットワークは5月22~23日、シカゴ市内のモーガンMFGで酒類専門の展示会「USA・トレード・テイスティング」を開催した。

およそ80社が出展し、サプライヤー、ディストリビューターなどバイヤーが数多くが参加した。日本からは、国税庁が主幹する「日本産酒類輸出促進コンソーシアム」が11社による日本産酒類の出品をした。「日本産酒類輸出促進コンソーシアム」は、国税庁及び関係機関を運営主体とするコンソーシアム（共同事業体）で、酒類製造者・酒造組合と輸出商社・卸売事業者のマッチング支援を行うほか、関係機関と連携をして、輸出に関する助言や情報提供、専門家による個別相談など、皆様のニーズに合った支援メニューを提供している。

また、会場ではロサンゼルスの本拠とするサケ・スクール・オブ・アメリカの上野俊男氏による日本酒や焼酎の基本的な知識に関するセミナーも行われた。



©USA Trade Tasting

2024 FOOD EVENT CALENDAR

August

2024 UNFI Holiday and Winter Show

8/5-7

Minneapolis, MN

The specialty food market can be incredibly competitive and gaining shelf space or distribution requires you to be on the ball. Luckily, no matter what stage of growth your brand is in, we have the data and expert insights and product-level attribute tracking to help you get the sweetest results.

World Brewing Congress 2024

8/17-20

Minneapolis, MN

The brewing industry is a dynamic and ever-evolving landscape faced with various complex issues, such as sustainability, supply chain resilience, market trends, and regulatory shifts. WBC 2024 aims to provide a compass for the brewing community to chart its course through the challenges that brewers and brewing professionals encounter on a global scale.

Newtopia Now

8/25-28

Denver, CO

Colorado Convention Center

At New Hope Network, we are working to cultivate a prosperous high-integrity CPG and retail ecosystem that creates health, joy and justice for all people while regenerating the planet. We strive to create an environment of mutual respect, free from harassment and unprofessional behavior. We promote equal opportunities, regardless of race, gender, religion, political opinion, ability, sexual orientation, marital status, or age. Join us in honoring the values upon which Natural Products Expo is built: equity, integrity and transparency. Join us in modeling the changes we want to see in the world when the industry gathers all of our events.

SEPTEMBER

Plant Based World Expo

9/11-12

Javits Center, NY

plantbasedworldexpo.com

Plant-based food and beverages have entered a new era of resilient growth. Healthier, tastier, low-carb, soy-free and other options are contributing to projection that the market will reach \$77.8 billion by 2025 (and double just five years later). Plant Based World Expo is the only 100% plant-based event in the U.S. designed exclusively for food service professionals, retailers, distributors, buyers, brokers and

non-profits. Plant Based World Expo connects and empowers businesses within the global supply network to successfully develop, source and distribute plant-based products.

Americas Food & Beverage Show 9/16-18

Miami Beach Convention Center

www.americasfoodandbeverage.com/

The Americas Food & Beverage Show & Conference is only open to the industry, making this an exclusively B2B (business to business) event. Attendees of the Show are there looking for new and innovative products to source, add to their store shelves, menus, and to wow their clients. The World Trade Center Miami and Informa Markets LATAM announce a collaboration through an event co-location and co-promotion agreement, to redefine the culinary landscape for the years 2024 through 2026. This strategic partnership marries two distinct yet complementary visions: the Americas Food & Beverage Show & Conference, presented by the World Trade Center Miami, and Food Hospitality Latam, produced by Informa Markets.

CHFA NOW

9/19-22

Toronto, Canada

www.chfanow.ca/

CHFA NOW is the number one source for new products and education for retailers who are doing business in Canada. If your store sells natural health products, organics, specialty foods, health & beauty, sports nutrition and/or nutraceuticals, this is your one-stop shopping experience. Everyone working in retail — from owners to managers to buyers — will benefit from the opportunity to see, touch, taste and compare thousands of products. Take advantage of discounted show pricing on your favourite products, receive special incentive programs from the exhibitors and make connections you won't find anywhere else.

October

Groceryshop

10/7-9

Mandalay Bay, Las Vegas

groceryshop.com

Groceryshop is where the global grocery and CPG ecosystem unites to explore bleeding-edge trends and technologies. Learn from over 165 industry luminaries and find your next game-changing solution at Meetup, the largest meetings program ever in grocery and CPG. At Groceryshop, we deliver insights fresh from the top shelves—every speaker is VP level or higher, ensuring you get actionable tips straight from the decision-makers. And don't worry, our stage is always organic with no pay-to-play fillers—ever.



/KAMPAI! A SAKE TASTING TOUR OF JAPAN: TEXAS – JAPAN SISTER CITY MATCH UP

/KAMPAI 日本酒テイastingツアー 日本—テキサス姉妹都市イベント



On the final day of the Asian Pacific American Heritage Month on May 31, Asia Society Texas in Houston held a unique Sake tasting event featuring a line-up of twelve Sake and three craft beers. Selections included those to match ten Texan cities with their sister city counterpart affiliations in Japan, represented by eight prefectures including Chiba, Kumamoto, Miyagi, Niigata, Kanagawa, Gunma, Hyogo, and Iwate.

The program began with U.S.-Japan Council introducing the Japanese Counsel-General of Japan in Houston, the Honorable Zentaro Naganuma, followed by a quick edu-presentation to empower guests with tips on how to best select their Sake on the next trip to a retailer or a sushi bar. The guests then flowed through the Sake and beer stations attended by Sake industry experts who further provided tasting and food pairing guidance.

The participants were especially happy to discover their own Japanese sister city and

brewery connections. Others expressed the joy experiencing the wide variety of Sake, served, all in one place: Junmai type, Honjozo type, Kimoto, Nigori, Taru, Sparkling, Nama, Genshu, Muroka, and even Mirin as a dessert Sake. True to the home of the Texan BBQ, Ryujin Bull Rider Junmai Daiginjo was a crowd pleaser, as was the Houston match-up with the Chiba brewed Kinoene Ripe Apple Junmai Ginjo and Kinoene Akiagari Junmai Ginjo brewed by linuma Honke.

Other standouts were Nanbu Bijin Shinpaku Junmai Daiginjo and Kiku-Masamune Junmai Taru Sake. Over at the beer stations, all three offered unique flavors from Japan, with the Premium Red Ale Echigo Beer running out by halfway point of the event, a true testament of its popularity.

This B to C event, the first major Sake tasting in Houston, was sponsored by the Asia Society Texas, U.S.-Japan Council, Genji Sake, and Mutual Trading.

アジア太平洋系アメリカ人文化遺産月間の最終日である5月31日、ヒューストンのアジア協会テキサス支部は、12種類の日本酒と3種類のクラフトビールを紹介するユニークな日本酒テイastingイベントを開催しました。そのセレクションは、テキサスの10都市と姉妹都市提携をする千葉、熊本、宮城、新潟、神奈川、群馬、兵庫、岩手の8県からのものでした。

プログラムはU.S.-Japan Councilによる在ヒューストン日本国総領事の長沼善太郎氏の紹介から始まり、次に小売店や寿司バーに行く際の日本酒の選び方のコツについてプレゼンテーションが行われました。その後、ゲストは日本酒とビールのブースを回り、酒スペシャリストからテイastingや料理との組み合わせについてのアドバイスを受けました。

テキサスの参加者は、特に自分たちの日本の姉妹都市や醸造所とのつながりを発見できたことに喜びを感じ、また一か所で様々な

種類の日本酒を体験できたことに感動していました。提供された日本酒には、純米酒、本醸造酒、生酛、にごり酒、樽酒、スパークリング、生酒、原酒、無濾過、さらにはデザート酒としてみりんも含まれていました。テキサスBBQの本場にふさわしく、龍神ブルライダー純米大吟醸が人気を博し、同様にイベント会場でもあるヒューストンと姉妹都市の千葉で醸造された飯沼本家の純米吟醸完熟きのえねアプルと純米吟醸甲子秋あがりも注目されました。ビールコーナーでは、3種類とも全て日本独特の味わいを提供し、プレミアムレッドエールエチゴビールはイベントの中盤で終了するほどの人気ぶりでした。

ヒューストンで今回初めての大規模な日本酒試飲会となったこのB to Cイベントは、Asia Society Texas U.S.-Japan Council Genji Sake、およびMutual Tradingの協賛で開催され、北は岩手、南は熊本まで姉妹都市のテイastingツアーイベントは大盛況のうちに終了しました。

/ KAMPAI! A SAKE TASTING TOUR OF JAPAN: TEXAS – JAPAN SISTER CITY MATCH UP

TEXAS CITY	JAPAN CITY & PREFECTURE	SAKE & BEER
FINE JIZAKE		
Houston	Chiba, Chiba	Kinoene Ripe Apple Junmai Ginjo
Tyler	Yachiyo, Chiba	Kinoene Akiagari Junmai Ginjo
San Antonio	Kumamoto, Kumamoto	Akazake Mirin
Dallas	Sendai, Miyagi	Michinoku Onikoroshi Honjozo
Fort Worth	Nagaoka, Niigata	Hakkaisan Junmai Daiginjo 45 Kubota Senjyu Junmai Ginjo
Galveston	Niigata, Niigata	Kikusui Funaguchi Sparkling Nama Genshu
Corpus Cristi	Yokosuka, Kanagawa	Izumibashi Kuro Tombo Kimoto Junmai
Pasadena	Hadano, Kanagawa	
Huntsville	Niiharu, Gunma	Ryujin Bull Rider Junmai Daiginjo
Canyon City	Minakami, Gunma	Akagisan Junmai Sparkling Shalala
none	Iwate	Nanbu Bijin Shinpaku Junmai Ginjo
none	Hyogo	Kiku-Masamune Junmai Taru Sake

PREMIUM CRAFT BEER

Fort Worth	Nagaoka, Niigata	Premium Red Ale Echigo Beer
Galveston	Niigata, Niigata	
none	Kyoto	Lucky Dragon Pale Ale
none	Kyoto	Kyoto Matcha IPA



Ode to a cowboy taming a bull in a harmonious dance: Houston guests took a special liking to Ryujin Shuzo Bull Rider Junmai Daiginjo, full aroma of gorgeous tropical fruits, rounded flavor, and a cool-dry finish. Great compatibility with Texan meaty dishes.



Cool Down with Kuramoto Ice: Japanese Kakigori Becomes the Hottest Trend in America

アメリカ上陸！この夏注目
高品質のクラモトアイスで作る日本のかき氷



photo credit @kolibarsd

When was the last time you had shaved ice? For those who moved to the United States many years ago, it might have been at a childhood summer festival. Interestingly, in Japan, the cost of a single serving of shaved ice can now be around 1,500 yen, and at some places, nearly 3,000 yen. Despite these high prices, long lines and reservations are still common.

Although all shaved ice is generally referred to as "kakigori" in Japan, there are many diverse styles, and modern Japanese shaved ice has evolved into a dish distinct from those in other countries. The origins of shaved ice in Japan are said to date back over 1,000 years, but before the development of refrigeration technology, ice was a precious commodity. It wasn't until around 1900, when ice-making technology advanced, that shaved ice became popular among the general public. At the same time, shaved ice machines began to evolve, and over the course of about 100 years, the current trend of light, fluffy, melt-in-your-mouth shaved ice was established.

So, what sets Japanese shaved ice apart from those in other countries? First, the ice itself. Popular shaved ice stores in Japan consistently focus on the quality of the ice, with most using pure ice that has been slowly frozen over more than 48 hours. The typical style involves thinly shaving block ice with an ice shaving machine and topping it with homemade syrups, creams, and seasonal fruits. The flavors

are diverse: spring brings strawberry and cherry blossom, summer features mango and white peach, autumn offers chestnut and sweet potato, and winter includes chocolate, allowing for a year-round seasonal experience. Even non-shaved ice stores, like ramen restaurants looking to boost sales during the summer, find it a good match for their dessert menus, and pastry shops, whose peak seasons are winter holidays like Christmas and Valentine's Day, sometimes introduce shaved ice as a summer specialty to attract customers.

A successful example in the U.S. is KoLi Bar, part of the USA Yakyudori group in San Diego. They use pure ice blocks from Kuramoto Ice in Kanazawa, Japan, offering shaved ice of the same quality as in Japan. In July 2023, they were featured on Fox News, resulting in long lines every day and selling over 400 servings in a day. In other regions, food events often see long lines for shaved ice priced between \$12 and \$16, and more shops and restaurants are starting to offer it on weekends.

Since 2020, Kuramoto Ice has been distributed in many major cities across the U.S., making high-quality pure ice blocks, crucial for shaved ice, more affordable and accessible. It will be interesting to see whether kakigori will become as established in America as ramen, or evolve differently like the California roll did from its Japanese origins. We look forward to seeing how it develops.

皆さんはかき氷を最後に食べたのはいつでしょうか？アメリカ生活が長くなると子供の頃の夏祭り以来という方も少なくないかもしれません。そういった方々は日本で1杯のかき氷に1500円、店舗によっては3000円近い値段でも行列ができる事や、予約待ちになっている状況に驚かれるかもしれません。

一言にかき氷と言っても実は多種多様なスタイルがあり、現在の日本のかき氷は他国のそれとは一線を画すカテゴリーに成長しています。日本でかき氷の起源は1000年以上も前と言われていますが、冷凍技術が発達する前の氷は貴重品であり、一般庶民にかき氷が普及し始めたのは製氷技術が発達した1900年頃。同時にかき氷機も進化し始め、約100年の時を経て現在流行りのふわふわした口溶けの良いかき氷のスタイルが確立されました。

では実際に他国のかき氷と何が違うのでしょうか？まずは使用する材料の氷。日本で流行っているかき氷専門店では例外なく氷に拘っており、48時間以上かけてゆっくり凍らせた「純氷」を使用している店舗が殆どです。ブロック氷を専用の氷削機で薄く削り、自家製のシロップ、クリームや季節の果物などでトッピングするスタイルが定番。フレ

ーバーは多岐に渡り、春はイチゴや桜、夏はマンゴーや白桃、秋は栗やさつまいも、冬はチョコレートなど年中季節感を感じさせる提供ができます。専門店ではなくとも、夏場に売上の下がるラーメン店のデザートとしても相性が良く、洋菓子店も繁忙期はクリスマスやバレンタインなど記念日が集中する冬なので、夏の集客源として導入するケースも見られます。

アメリカの成功例としてはサンディエゴにあるUSA YakyudoriグループのKoLi Bar。石川県金沢市にあるクラモト氷業の純氷ブロックを使用し、日本と同じクオリティのかき氷を提供しています。2023年7月Fox Newsで放映されて以降連日行列ができ、最も忙しい週末は一日で400杯以上も売り上げました。他地域でもフードイベントで12~16ドルのかき氷に長蛇の列ができたり、週末限定で提供する店舗も増えてきました。

2020年からクラモトアイスが全米の多くの主要都市で流通される様になり、かき氷にとって最も重要な高品質な純氷ブロックが手頃な価格で手に入りやすくなりました。今後アメリカで「Kakigori」がラーメンの様に定着していくのか、カリフォルニアロールの様に日本の原型とは違った進化を遂げていくのか、これからの展開に目が離せません。

Testimonial Spotlight: Why Our Customers Love Shaved Ice

- Q: What is the merit of adding Shaved Ice to the Menu?
Ebata-san: Adding Kakigori to the menu has increased the number of customers visiting the restaurant.
- Q: What was the reason for choosing Kuramoto Ice?
Ebata-san: Price, quality, and ease of use.
- Q: Ramen shops are often seen as time-sensitive and focused on turnover rates. What prompted you to add shaved ice to the menu?
Ebata-san: Ramen Boys has a large capacity, so we never had to worry about that.
It might not be suitable for smaller, busier establishments.
- Q: How well-known is "Kakigori" in the US?
Ebata-san: Honestly, the recognition of "Kakigori" is quite low! On our menu, we list it as Kakigori (Japanese Shaved Ice).
- Yosuke Ebata
Executive Chef, Ramen Boys IG: ramenboysl



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Restaurant employment growth was uneven in recent months

-Restaurant job growth slowed in recent months, but the recent uptick in job openings suggests the demand for employees remains solid-

ここ数ヶ月の飲食店雇用の伸びにはばらつきがあった

-飲食店の求人数はここ数カ月で伸びが鈍化した、最近の求人数の増加は、従業員に対する需要が堅調に推移していることを示唆している-

Restaurant employment registered a modest gain in April, according to preliminary data from the Bureau of Labor Statistics (BLS). Eating and drinking places* added a net 6,600 jobs in April on a seasonally-adjusted basis. That came on the heels of stronger gains in February (25,100) and March (28,500).

Although April represented the third consecutive increase in restaurant jobs, growth was uneven in recent months. On average during the last 6 months, eating and drinking places added less than 8,000 jobs each month. That compares to an average monthly gain of more than 27,000 jobs during the previous 6 months (May 2023 to October 2023).

Despite the recent slowdown, the trendline remains modestly positive, which means the industry workforce continues to expand beyond pre-pandemic levels. As of April 2024, eating and drinking places were 40,000 jobs (or 0.3%) above their February 2020 employment peak.

Demand for employees remains solid

Restaurant job growth slowed somewhat in recent months, but the recent uptick in job openings suggests

the demand for employees remains solid. There were just over 1 million job openings in the combined restaurants and accommodations sector on the last business day of March, according to data from the Bureau of Labor Statistics' Job Openings and Labor Turnover Survey (JOLTS).

That represented the 3rd consecutive monthly increase and the first time since September 2023 that job openings topped 1 million. Despite the recent increase, openings remained well below the record highs of more than 1.5 million openings registered in several months during 2021 and 2022. Another recent labor market development is that restaurant operators appear to be having more success keeping the employees that they have.

During the last 6 months, an average of 4.7% of employees in the combined restaurants and accommodations sector quit their jobs, according to BLS. That was more than a full percentage point below the average monthly quit rate of 5.8% during 2021 and 2022.

It was also slightly below 2019's average monthly quit rate of 4.9%, which is an indication that the industry's labor market may be normalizing. Note: The job openings and quits data presented above are for the

broadly-defined Accommodations and Food Services sector (NAICS 72), because the Bureau of Labor Statistics does not report data for restaurants alone. Eating and drinking places account for nearly 90% of jobs in the combined sector.■

*Eating and drinking places are the primary component of the total restaurant and foodservice industry, providing jobs for roughly 80% of the total restaurant and foodservice workforce of 15.5 million.

◆ ◆ ◆
労働統計局 (BLS) の速報データによると、4月の飲食店雇用は小幅な増加を記録した。飲食店*の4月の雇用者数は、季節調整済みベースで6,600人増加した。2月(25,100人)、3月(28,500人)に続いての増加である。

4月の外食産業雇用者数は3ヶ月連続の増加となったが、ここ数ヶ月の伸びはバラバラであった。過去6ヶ月の平均では、飲食店は毎月8,000人弱の雇用を増加させた。これは、過去6ヶ月間(2023年5月から2023年10月まで)の月平均雇用増加数が27,000人以上であったことと比較している。

最近の減速にもかかわらず、トレンドラインは緩やかなプラスを維持しており、これは業界の労働力がパンデミック前のレベルを超えて拡大し続けていることを意味する。2024年4月現在、飲食

店は2020年2月の雇用ピークを4万人(0.3%)上回っている。

従業員の需要は引き続き堅調

ここ数ヶ月、飲食店の求人数の伸びはやや鈍化した、最近の求人数の増加は、従業員に対する需要が引き続き堅調であることを示唆している。労働統計局の求人・離職動向調査 (JOLTS) のデータによると、3月の最終営業日にはレストランと宿泊施設を合わせたセクターで100万人強の求人があった。これは3ヶ月連続の増加であり、求人数が100万人を超えたのは2023年9月以来のことである。最近の増加にもかかわらず、求人数は2021年と2022年の数ヶ月間に記録された過去最高の150万人を大きく下回っている。もう一つの最近の労働市場の動向は、レストラン経営者が今いる従業員の雇用維持に成功しているように見えることである。

BLSによると、過去6ヶ月間、レストランと宿泊施設を合わせたセクターの従業員の平均4.7%が仕事を辞めている。これは、2021年と2022年の月平均離職率5.8%を1ポイント以上下回っている。また、2019年の月平均離職率4.9%をわずかに下回っており、この業界の労働市場が正常化しつつあることを示している。

注：労働統計局はレストラン単独のデータを報告していないため、上記の求人と退職のデータは、広義の宿泊施設・飲食サービス部門 (NAICS 72) のものである。飲食店はこのセクターの雇用の90%近くを占める。

*飲食店は外食・フードサービス産業全体の主要構成要素であり、外食・フードサービス労働人口1,550万人の約80%に仕事を提供している。

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Japanese Restaurant Association 24th Annual Golf Tournament held

米国日系レストラン協会 ゴルフ大会を開催

Japanese Restaurant Association of America (JRA) (President: Shinji Kugita) held their annual golf tournament at the Angel National Golf Club in Sunland city, Calif., on July 8 to raise funds for various activities organized to popularize Japanese cuisine. JRA represents the Japanese food industry in the U.S., established to advance training and promote understanding of Japanese cuisine. The association organizes seminars on hygiene management and labor, and annual events such as the Sushi & Sake Festival and this golf tournament, scheduled year-round to support the JRA.

Held for the 24th time this year, the annual golf tournament was attended by approximately 144 participants consisting of restaurant affiliates, food manufacturers, business partners, Japanese food importers, and other Japanese food industry related professionals. In addition, approximately 60 companies including food manufacturers and corporate partners who support the cause provided original products to sponsor the event.

The winner of this golf tournament held in the Double Peoria System was Yuki Nishimura, works for a fresh fish company in Los Angeles.

This golf tournament organized by the JRA is characteristic for installing food and beverage booths in the middle of the teeing ground and course, serving hand-rolled sushi prepared by sushi chefs, beer, chilled green tea, okonomiyaki, yakisoba, ramen, yakitori, etc. Since the golf tournament is held in the hot summer heat, beer and chilled green tea were very popular among the players who feasted on hand-rolled sushi, yakitori, takoyaki, etc.

Shinji Kugita, President of the JRA, commented on the association's aspirations, "We thank the 144 participants for coming despite the very hot weather. Thank you to all the participants involved in the operation. For future events, we're planning the Sushi and Sake Festival at the Doubletree Hilton Hotel in Little Tokyo in November 3rd. We plan to organize various events to popularize Japanese cuisines and to bring joy to our consumers." ■



Yuki Nishimura, Winner (Center)
Shinji Kugita, President of JRA (Left)
Seia Watanabe Ms. JRA (Right)

日本食の普及に努める米国日系レストラン協会（JRA、釘田 慎二会長）は同協会の運営資金集めのためのゴルフ大会を7月8日、カリフォルニア州サンランド市のエンジェル・ナショナル・ゴルフコースで開催した。

JRAは、米国の日本食業界を代表し、食についての教育と理解を促進することを目的としており、衛生管理・労働セミナー、食の祭典などを開催しており、このゴルフ大会もJRAの重要な年中行事となっている。

24回目となる今回の開催には、レストラン関係者、メーカー、取引先業者、日本食輸出商社などの日本食業界関係者約144名が参加し、開催趣旨に賛同するメーカー、取引先業者など約60社が自社製品を協賛した。

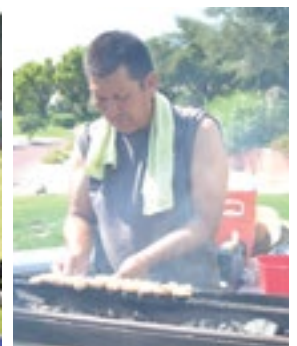
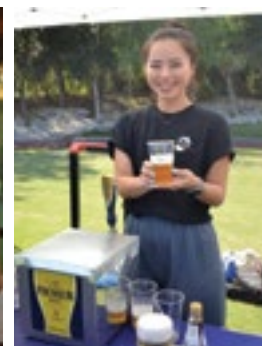
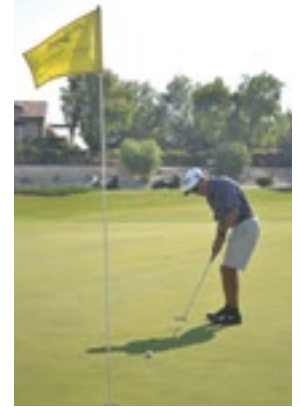
ダブルペリア方式で開催したこの大会の優勝を飾ったのは、鮮魚卸に勤務するユウキ西村さんが栄冠を掴んだ。

JRAが主催するこの大会の特徴は、ティーランドやコース途中に設置されたブースで、すし職人が作る手巻きずしや、ビール、冷たい緑茶、お好み焼き、焼きそば、ラーメン、焼き鳥などが振る舞われること。暑さの中での開催なので、ビールや冷茶などプレーヤーには大変好評で、手巻きずしや焼き鳥、たこ焼きなど賑わっていた。

JRAの釘田会長は、「とても暑い中での開催となりましたが、144名の参加があったことに感謝します。参加された方、運営に携わった方々の協力に感謝したい。今後の活動としては、11月3日にリトル東京のダブルツリーヒルトンで“Sushi and Sake Festival”の開催します。これからは日本食普及に繋がるイベントをたくさん企画して皆さんに喜んでもらえたらと思います。」と抱負を語ってくれた。

24th JRA Golf Tournament Results 第24回 JRAゴルフトーナメント成績

1st 優勝	Yuki Nishimura	91 (67.2)
	Bluefin	
2nd 2位	Chitomo Katoh	97 (67.6)
	Kagura Restaurant	
3rd 3位	Ryu Kato	89 (68)
	JCC Foundation	





KIKUSUI SAKE CO., LTD. to further develop the U.S. market 米国マーケットのさらなる開拓にチャレンジする菊水酒造

Founded in Shibata city, Niigata prefecture in 1881, Sake brewery KIKUSUI SAKE CO., LTD. successfully commercialized “Kikusui Funaguchi Nama Genshu,” the first unpasteurized sake packaged in cans in Japan. The long-established sake brewery celebrates over 140 years in business this year.

Sake brand “Kikusui” was first exported in the mid-1990s and expanded worldwide. The top sake exports (by value) are “Junmai Ginjo,” unpasteurized sake “Funaguchi” packaged in aluminum cans, and nigori sake “Perfect Snow,” which accounts for approximately 80 percent of Kikusui Brewery’s sales. “Junmai Ginjo” was first sold in Japan and exported in 2008, now exported only, currently “the most popular Junmai Ginjo in the U.S.” according to the brewery. Although “Funaguchi” is a top seller in the East Coast, the aluminum can was initially seen as cheap and didn’t sell well when first exported.

When first released in Japan in 1972, a system was not established yet in the sake industry to sell and distribute raw sake. During that time, Kikusui Brewery developed a new way to successfully maintain the fresh quality of their unpasteurized sake year-round by packaging them in aluminum cans. The sales of raw



sake, considered then to be a risk, was resolved by thinking outside the box with a resourceful mindset.

Sales of raw sake was made possible in the market by none other than the “customer’s voice,” reflected Manager Shuichi Kikuchi. “How can we satisfy our customers? The culture at Kikusui Brewery is constantly focused on answering this one question.” Kikusui Brewery continues efforts to further enhance the quality of their sake to encounter the satisfied smiles of their customers.

Next, the sales staff thoroughly and passionately promoted the “reasons and advantages of packaging sake in aluminum cans.” “If you try Funaguchi only once, you’ll taste the fresh and fruity flavors of raw sake.” Over time, “Funaguchi” became popular as “sake packaged in aluminum cans to preserve

freshness” and “cool and stylish,” and became a hit. Izakaya restaurants in New York City and ramen shops served Funaguchi in cans as is, a style that survived the test of time.

BEST CUP SAKE awarded to “RED CAN” Kikusui Funaguchi Ginjo Nama Genshu in the 2024 Rolling Stone Spirits Awards

The Rolling Stone is a monthly magazine with a focus on music, politics, and pop culture with over 400,000 readers, founded in 1967. The magazine overcame cultural and language barriers through their digital channel and became well-established worldwide. The Rolling Stone announced winners of the 2024 Rolling Stone Best Spirits Awards, carefully selected over a year by

the magazine’s alcoholic beverage industry experts who served as judges to evaluate the flavor, taking especially refined brewing methods into consideration. The Best list includes a section for Japanese sake, in which the “Red Can” of “Kikusui Funaguchi Ginjo Nama Genshu” was selected as “The Best Cup.”

The award-winning “Red Can” is a premium unpasteurized sake with a Ginjo aroma, one of four types in the Funaguchi series, along with Gold, Green, and Silver/Black Cans. The alcohol content of the sake aged inside the can is 19 percent. The Funaguchi Red Can is aged at low temperature over a year and is characteristic for its deep, rich flavor and velvety palate. If stored in a refrigerator, the Red Can can be further aged for another three to four years.

**The origin of the name
“Funaguchi”**

During the sake brewing process, the fermented mash is placed in a bag and pressed to separate sake from sake lees. These bags are lined side-by-side and stacked up in a rectangular tool called “sake tun,” and the sake flowing out of the sake tun is referred to as “Funaguchi.” The flavor of this freshly pressed, unpasteurized, raw sake with no water added was bottled and named “Funaguchi.”■



©KIKUSUI SAKE CO., LTD

日本で初めて缶入り生原酒「ふなぐち菊水一番しぼり」の商品化に成功した菊水酒造株式会社は、新潟県新発田市にあり、創業は1881年と今年で140年を超える老舗酒蔵である。

1990年代半ばに輸出を開始して以来、“菊水”ブランドを世界に展開している。海外での輸出上位は、「純米吟醸」、アルミ缶入り生原酒「ふなぐち」、にごり酒「パーフェクトスノー」が売り上げの8割を占めるという。「純米吟醸」は2008年に日本国内と輸出販売だったが、

それを輸出専用切り替え、今では「アメリカで最もポピュラーな純米吟醸酒」に育った、と同社は語る。「ふなぐち」は東海岸地域に限ると同社の売上上位の商品だが、輸出当初はアルミ缶入りがチープな印象を与えたためほとんど売れなかったという。

日本で発売された1972年当時、業界では生酒を市販する体制や流通システムが確立されていなかった。そんな中、菊水酒造は容器をアルミ缶にすることで品質保持を実現し、生原酒の通年流通という新たな風を市場に吹き込んだ。当時はリスクでしかなかった生酒の販売を、柔軟な発想と進取の精神で解決。市場での販売を可能にしたのは、ほかでもない

「お客様の声」だと菊地秀一統括マネージャーは当時を振り返る。「どうすればお客様が喜んでくださるか。その一点を常に考えるのが、菊水酒造のカルチャーなのです」。「旨い」という飲み手の笑顔に出会うため、より良い酒を求めてチャレンジし続ける姿勢は、今も今後も変わることはない。

それからは営業スタッフらで「缶に入っている理由・効果」などを熱心に丁寧な啓もうして回る日々が続いた。「一度飲めばフレッシュかつフルーティーな生原酒のおいしさを分かっていただけ」。いつしか「ふなぐち」は「アルミ缶だから品質が保持されている」「クールでスタイリッシュ」というイメージが浸透しブレイク。ニューヨークの居酒屋やラーメン店では缶でそのまま楽しむスタイルが定着していった。

**ふなぐち 吟醸生原酒「赤缶」
ローリングストーン誌
ベストスピリッツアワード受賞**

ローリングストーン誌は、1967年に創刊された月刊誌で、主にロックンロール音楽の芸術シーン、政治、大衆文化の領域を取り上げており40万人以上の読者があり、さらにデジタルチャンネルを通じて文化や言語の壁を越えて世界中で定評がある月刊誌である。そのローリング

ストーン誌が、2024年ローリングストーン ベスト・スピリッツ・アワードの受賞酒を発表した。これは同誌の酒類専門家の審査員によって1年以上かけて厳選され、主に風味が評価され、特に優れた醸造方法など考慮された。ザ・ベストのリストには日本酒部門も含まれており、「菊水 ふなぐち吟醸生原酒」の「赤缶」が“ベストカップ酒”に選出された。受賞酒は蔵の搾りたてをそのまま缶詰めした、吟醸香のするプレミアムな生原酒で、金缶、緑缶、銀/黒缶のふなぐちシリーズ4種類の中の赤缶で、缶内熟成のアルコール度数19%にもかかわらず、1年をかけて低温熟成させた赤のふなぐちは、深みのある芳醇な風味とベルベットのような口当たりが特徴。冷蔵庫に保管すれば、更に3年、4年の熟成を楽しむ事が出来る。

「ふなぐち」という名前の由来

酒造りの工程では、発行を終えた醪は布の袋に入れてしぼり、酒と酒粕に分離する。この袋を並べて重ねて入れる、大きな長方形の道具を酒槽と言ひ、酒槽の口から流れ出てくる酒を菊水では「ふなぐち」と呼んだ。しぼりたての、火入れも割水もしていない、しぼったままの生原酒。この酒本来の味わいを詰めたことから、「ふなぐち」と名付けた。



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Japanese food ingredients promoted at the Los Angeles Dodger Stadium

Samples of “Onigiri” (rice balls) prepared from Japanese rice, etc., distributed

ドジャースタジアムで日本食材プロモーション
—日本産米を使用した“おにぎり”などをサンプリング配布—

“Japanese Heritage Night,” an event to popularize Japanese culture and socialize, was held at the Dodger Stadium on July 2. This event is an opportunity for the Japanese and Japanese American community to strengthen their bond with the Dodgers and their fans, a popular annual event held before the game.

Since this season opened, the concession stand “Tsukiji Gindaco” opened to sell takoyaki (dough balls filled with pieces of octopus) to a long line of customers. When the takoyaki stand opened at the Dodger Stadium, “Tsukiji Gindaco” was recognized by the Ministry of Agriculture, Forestry and Fisheries for introducing Japanese agricultural, forestry, fisheries, and food products overseas, and was certified as a Japanese Food and Ingredient Supporter Store. Japan External Trade Organization (JETRO) and Japan Food Product Overseas Promotion Center (JFOODO) collaborated with “Tsukiji Gindaco” to distribute free samples of three different kinds of “Onigiri” prepared from Japanese rice and nori, etc., and custard buns in the Dodgers Stadium event space.

Akira Kajita, Executive Director of Japan External Trade Organization Los Angeles, commented on his aspirations to promote Japanese foods “We



From left: Shunichiro Kitagawa, Consulate General of Japan LA / Morio Sase, President of HOTLAND Co., Ltd. / Akira Kajita, Executive Director of Japan External Trade Organization Los Angeles

selected ‘onigiri’ because the Dodger Stadium already had a plan to sell onigiri prepared from Japanese food ingredients. We have planned four different events total including this event to promote Japanese foods at the Dodger Stadium.”

Morio Sase, President of HOTLAND Co., Ltd. that operates “Tsukiji Gindaco,” commented: “The onigiri we prepared were all made from Japanese food ingredients. We prepared 3,000 onigiris total consisting of three different kinds – tuna mixed with slightly spicy mayonnaise to suit the local palate, bonito flakes, and a veggie

version – along with 1,800 custard buns from Hattendo Co., Ltd., introduced as a Japanese sweet bun, as samples. We received wonderful support from our corporate sponsors such as Shirako Co., Ltd., AUTECH North America, California Rice Center, Inc., Takaokaya USA, Inc., and Tsukiji Gindaco.”

A long line of customers formed in front of the food booth to try samples as soon as the stadium opened. “Onigiri” was so popular, they were gone within the hour. Joseph Johnson, a spectator who visited the Dodger Stadium with his family, commented: “I learned of onigiri from a Japanese anime show my

kid was watching. I’ve also seen it at a Japanese supermarket. The onigiri I had today was delicious because it wasn’t cold.” Johnson further commented on the Japanese custard bun: “This is bread? Japanese sweets are delicious! I’m a fan.” The Dodgers Stadium also has dessert stands that sell slices of cake, chocolate, etc., where “Mochi Ice Cream” (ice cream wrapped in sweet, pounded rice dough) is popular. To say “mochi” is a term commonly used by Americans is not an exaggeration.

“Japanese Heritage Night” is an event held to popularize Japanese culture and socialize. A live taiko drum





performance, live music, and Japanese guitarist and actor MIYAVI known for his charity work performed before the game. Also, the oldest Japanese American Dodgers fan Yoshiko Miwa, a supercentenarian at 110 years old, was presented with the uniform number 110 by Dodgers pitcher Yoshinobu Yamamoto. George Takei, Japanese American actor renowned for his role in the popular science fiction TV series “Star Trek,” threw the first pitch and enlivened the event.

Shohei Ohtani was the first designated hitter (DH) in the starting lineup during the Los Angeles Dodgers vs. Arizona Diamondbacks game on this day. Ohtani successfully hit to the right and a two-run home run (27) during the 7th inning, totaling 5 hits, 3 RBIs, and 2 hits. The Dodgers won against the Diamondbacks with the score 6-5. After the game, Ohtani commented: “Although many Japanese guests come often, the game today was special. I’m glad I was able to make some hits and home runs today, and I’m happy that our team won.”■

ドジャースタジアムで日本の文化を広め交流を広げるイベント「ジャパニーズ・ヘリテージ・ナイト」が7月2日に開催された。このイベントは、日本・日系コミュニティがドジャースやドジャース・ファンとの絆を強める機会となっており、試合開始前に行われている毎年恒例の人気イベント。

ドジャースには今シーズン開幕から“築地銀だこ”が出店し、試合開催日には、たこ焼きを求めて多くの客が列をなしている。また、“築地銀だこ”はドジャース出店と同時期に農林水産省から日本産農林水産物・食品の海外発信に寄与していることが認められ“日本産食材サポーター店”として認定されている。ジェットロと日本食品海外プロモーションセンター（JFOODO）はその“築地銀だこ”と連携して、ドジャースタジアム・イベントスペースで日本産米、海苔などを使った“おにぎり”3種類とカスタードクリームパンを無料配布した。

ジェットロ・ロサンゼルスのかい田 朗所長は、「今回“おにぎり”を選んだのは球場内で日本産食材を使用したおにぎりを今後販売予定であるから」と語り、「今回を含めて4回の日本産食材プロモーションをドジャースタジアムで行う予定」と

日本産食材プロモーションへの抱負を述べた。

“築地銀だこ”を運営する株式会社ホットランドの佐瀬守男社長、「用意したおにぎりはすべて日本産食材を使用しており、アメリカの皆さんの嗜好に合う様にちょっとピリ辛のツナマヨ、カツオのふりかけと野菜テイストがベースとなっている3種類のおにぎりを3000個、日本産スイーツということで八天堂のクリームパン1800個をサプリングとして用意した。今回は白子のり、オーテック、カルフォルニアライスセンター、高岡屋、築地銀だこの各社が協力して提供した。」と語る。

サプリングブースには開場と同時に長蛇の列が出来、用意された“おにぎり”は1時間ほどでなくなるほどの人気だった。野球観戦に家族で訪れたジョセフ・ジョンソンさんは、「子供が見ていたアニメでおにぎりを知った。以来日系マーケットで買っているけど、今日のおにぎりは冷たくないのでもとても美味しいね。」と話し、クリームパンは「これはパン？日本のスイーツは最高だね。ファンになっちゃうよ。」と感想を述べた。

ドジャースタジアムにはカットしたケーキやチョコレートなど、スイーツだけを販

売する売り場もあり、その中でも餅でアイスクリームを包んだ「餅アイスクリーム」に人気がある。「Mochi」とい言葉はすでに多くのアメリカ人には市民権を得たと言える。

「ジャパニーズ・ヘリテージ・ナイト」は日本の文化を広め交流を広げるイベントで、試合前には太鼓演奏やミュージシャン、俳優、慈善活動家で知られるギタリストのMIYAVIがパフォーマンスを行った。試合前には、日系米国人では最高齢という110歳のドジャースファンのヨシコ・ミワさんへ背番号110のユニフォームを山本由伸投手が贈呈した。人気SFドラマ「スター・トレック」シリーズで知られる日系米国人俳優ジョージ・タケイ氏が始球式を務めイベントを盛り上げた。この日開催されたドジャース対ダイヤモンドバックス戦には大谷翔平選手が1番DHで先発出場。大谷選手は7回にライトへ27号2ランホームランを放つなど5打数3安打2打点の活躍。試合は6対5でドジャースが勝った。試合後の大谷選手は、「多くの日本人の方がいつも来てもらっているがきょうは特別だと思うので、そこでホームランを打ってヒットも打って、勝てたことが良かった。」とコメントした。





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練習問題

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

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

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



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



Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product.

Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important

because a single try will not be sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake during the recommendation.

Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices. ■

向顧客傳達日本酒的魅力

不管東西有多好，如果你不說出來，顧客就不會去嘗試。我在想在什麼樣的時機向顧客傳達日本酒的魅力以促進銷售。

因該告訴誰

你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應該嘗試。單喝100%純度的酒，連酒的10%都

體會不到，所以一定要搭配食物一起品嚐。

時機

當服務員接收點酒水時，試著把“你想喝一杯嗎？”改為“天冷了，來杯熱騰騰的日本酒怎麼樣？”這個詞有很大的不同。此時，告訴他們您推薦的2-3個品牌的日本酒。

內容

無論如何，客人簡短地說“是這樣嗎！？”你就有機會了。比如新潟的AAA品牌乾爽而利口和壽司搭配怎麼樣？照燒料理適合秋田的BBB品牌，怎麼樣？等等，思考一個讓客戶容易理解而且願意嘗試的方法。提供2到3個品牌，價格在中間值，這樣客人就容易嘗試。

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/KAMPAI! A SAKE TASTING TOUR OF JAPAN: TEXAS – JAPAN SISTER CITY MATCH UP

乾杯！日本清酒品鑑之旅：關注德州與日本姐妹城市的配對



On the final day of the Asian Pacific American Heritage Month on May 31, Asia Society Texas in Houston held a unique Sake tasting event featuring a line-up of twelve Sake and three craft beers. Selections included those to match ten Texan cities with their sister city counterpart affiliations in Japan, represented by eight prefectures including Chiba, Kumamoto, Miyagi, Niigata, Kanagawa, Gunma, Hyogo, and Iwate.

The program began with U.S.-Japan Council introducing the Japanese Counsel-General of Japan in Houston, the Honorable Zentaro Naganuma, followed by a quick edu-presentation to empower guests with tips on how to best select their Sake on the next trip to a retailer or a sushi bar. The guests then flowed through the Sake and beer stations attended by Sake industry experts who further provided tasting and food pairing guidance.

The participants were especially happy to discover their own Japanese sister city and

brewery connections. Others expressed the joy experiencing the wide variety of Sake, served, all in one place: Junmai type, Honjozo type, Kimoto, Nigori, Taru, Sparkling, Nama, Genshu, Muroka, and even Mirin as a dessert Sake. True to the home of the Texan BBQ, Ryujin Bull Rider Junmai Daiginjo was a crowd pleaser, as was the Houston match-up with the Chiba brewed Kinoene Ripe Apple Junmai Ginjo and Kinoene Akiagari Junmai Ginjo brewed by Iinuma Honke.

Other standouts were Nanbu Bijin Shinpaku Junmai Daiginjo and Kiku-Masamune Junmai Taru Sake. Over at the beer stations, all three offered unique flavors from Japan, with the Premium Red Ale Echigo Beer running out by halfway point of the event, a true testament of its popularity.

This B to C event, the first major Sake tasting in Houston, was sponsored by the Asia Society Texas, U.S.-Japan Council, Genji Sake, and Mutual Trading.

五月三十一日，亞太裔美國人傳統月 (Asian Pacific American Heritage Month) 的最後一天，德州休斯頓的亞洲協會 (Asia Society Texas) 舉辦了一場特別的清酒品嚐活動，展示了十二款清酒和三款精釀啤酒。他們選擇了十個德州的都市，並將它們與它們在日本的姐妹城市進行了配對，代表日本的八個縣，包括千葉、熊本、宮城、新潟、神奈川、群馬、兵庫和岩手。

這活動由美日協會 (U.S. - Japan Council) 介紹日本駐德州休斯頓總領事 Zentaro Naganuma 先生開始，隨後是一個簡短的教育性講解，向來賓們分享如何在下次造訪酒類零售店或壽司酒吧時，能選擇最佳清酒的技巧。接著，來賓們參觀由清酒行業專家主持的清酒和啤酒區，專家們進一步提供品鑑和食物搭配的指導。

參與者對於發現他們與日本姐妹城市 and 釀酒廠的聯繫感到非常高興。有些人則表達了在同一地點品嚐多樣清酒所帶來的喜悅，純米酒 (Junmai)、本釀造

(Honjozo)、生酛 (Kimoto)、濁酒 (Nigori)、樽酒 (Taru)、氣泡清酒 (Sparkling)、生酒 (Nama)、原酒 (Genshu)、無濾過清酒 (Muroka)，甚至用於甜點的味醂 (Mirin)。符合德州燒烤的風格，龍神Ryujin Bull Rider 純米大吟釀深受來賓喜愛。同樣受歡迎的還有休斯頓與千葉縣配對的Kinoene Ripe Apple純米吟釀，以及由飯沼本家 (Iinuma Honke) 釀造的Kinoene Akiagari純米吟釀。

其他引人注目的還有南部美人心白純米大吟釀 (Nanbu Bijin Shinpaku Junmai Daiginjo) 和菊正宗純米樽酒 (Kiku-Masamune Junmai Taru Sake)。在啤酒攤位上，來自日本的三款啤酒各有特色，特別是越後啤酒 (Premium Red Ale Echigo Beer)，活動進行到一半時就已經賣光了。

這場活動是由亞洲協會德州分會、美日協會、Genji清酒和共同貿易公司 (Mutual Trading) 贊助的，是休斯敦首次的大型清酒品鑑會，針對消費者舉辦。



歌頌牛仔馴服公牛的和諧舞曲：休斯頓的賓客特別喜愛龍神酒造 Ryujin Shuzo Bull Rider 純米大吟釀，這款酒充滿濃郁的熱帶水果香氣，口感圓潤，收結清涼乾爽。與德州的肉類菜餚非常搭配。

乾杯！日本清酒品鑑之旅：關注德州與日本姐妹城市的配對

TEXAS CITY	JAPAN CITY & PREFECTURE	SAKE & BEER
FINE JIZAKE		
Houston	Chiba, Chiba	Kinoene Ripe Apple Junmai Ginjo
Tyler	Yachiyo, Chiba	Kinoene Akiagari Junmai Ginjo
San Antonio	Kumamoto, Kumamoto	Akazake Mirin
Dallas	Sendai, Miyagi	Michinoku Onikoroshi Honjozo
Fort Worth	Nagaoka, Niigata	Hakkaisan Junmai Daiginjo 45 Kubota Senjyu Junmai Ginjo
Galveston	Niigata, Niigata	Kikusui Funaguchi Sparkling Nama Genshu
Corpus Cristi	Yokosuka, Kanagawa	Izumibashi Kuro Tombo Kimoto Junmai
Pasadena	Hadano, Kanagawa	
Huntsville	Niiharu, Gunma	Ryujin Bull Rider Junmai Daiginjo
Canyon City	Minakami, Gunma	Akagisan Junmai Sparkling Shalala
none	Iwate	Nanbu Bijin Shinpaku Junmai Ginjo
none	Hyogo	Kiku-Masamune Junmai Taru Sake
PREMIUM CRAFT BEER		
Fort Worth	Nagaoka, Niigata	Premium Red Ale Echigo Beer
Galveston	Niigata, Niigata	
none	Kyoto	Lucky Dragon Pale Ale
none	Kyoto	Kyoto Matcha IPA

Cool Down with Kuramoto Ice: Japanese Kakigori Becomes the Hottest Trend in America

用 Kuramoto 冰降溫：日式刨冰成為美國最熱潮流

When was the last time you had shaved ice? For those who moved to the United States many years ago, it might have been at a childhood summer festival. Interestingly, in Japan, the cost of a single serving of shaved ice can now be around 1,500 yen, and at some places, nearly 3,000 yen. Despite these high prices, long lines and reservations are still common.

Although all shaved ice is generally referred to as “kakigori” in Japan, there are many diverse styles, and modern Japanese shaved ice has evolved into a dish distinct from those in other countries. The origins of shaved ice in Japan are said to date back over 1,000 years, but before the development of refrigeration technology, ice was a precious commodity. It wasn't until around 1900, when ice-making technology advanced, that shaved ice became popular among the general public. At the same time, shaved ice machines began to evolve, and over the course of about 100 years, the current trend of light, fluffy, melt-in-your-mouth shaved ice was established.

So, what sets Japanese shaved ice apart from those in other countries? First, the ice itself. Popular shaved ice stores in Japan consistently focus on the quality of the ice, with most using pure ice that has been slowly frozen over more than 48 hours. The typical style involves thinly shaving block ice with an ice shaving machine and topping it with homemade syrups, creams, and seasonal fruits. The flavors are diverse: spring brings strawberry and cherry blossom, summer features mango and white peach, autumn offers chestnut and sweet potato, and winter includes chocolate, allowing for a year-round seasonal experience. Even non-shaved ice stores, like ramen restaurants looking to boost sales during the summer, find it a good match for their dessert menus, and pastry shops, whose peak seasons are winter holidays like Christmas and Valentine's Day, sometimes introduce shaved ice as a summer specialty to attract customers.

A successful example in the U.S. is KoLi Bar, part of the USA Yakyudori group in San Diego. They use pure ice blocks from Kuramoto Ice in Kanazawa, Japan, offering shaved ice of the same quality as in Japan. In July 2023, they were featured on Fox News, resulting in long lines every day and selling over 400 servings in a day. In other regions, food events often see long lines for shaved ice priced between \$12 and \$16, and more shops and restaurants are starting to offer it on weekends.

Since 2020, Kuramoto Ice has been distributed in many major cities across the U.S., making high-quality pure ice blocks, crucial for shaved ice, more affordable and accessible. It will be interesting to see whether kakigori will become as established in America as ramen, or evolve differently like the California roll did from its Japanese origins. We look forward to seeing how it develops.

見證焦點：為什麼我們的顧客喜歡刨冰

Q: 在菜單中加入刨冰有什麼好處?
Ebata-san: 將刨冰加入菜單後，造訪餐廳的顧客人數增加了。

Q: 選擇Kuramoto Ice的原因是什麼?
Ebata-san: 價格、質量和使用方便。

Q: 拉麵店通常注重時間效率和翻台率。是什麼促使您將刨冰加入菜單的?
Ebata-san: Ramen Boys擁有較大的容量，所以我們從來不必擔心這個問題。這對於那些較小且繁忙的店鋪可能不太適合

Q: "kakigori" 在美國的知名度如何?
Ebata-san: 老實說，"Kakigori" 的知名度很低！在我們的菜單上，我們將其列為“Kakigori (日式刨冰)”。

Yosuke Ebata
Executive Chef, Ramen Boys
IG: ramenboysl



photo credit @kolibarsd

您上一次吃刨冰是什麼時候呢？對於許多早年移居美國的人來說，可能是在童年的夏季節日上。您或許會驚訝地發現，如今在日本，一份刨冰的價格大約是1,500日元，有些地方甚至接近3,000日元，而且仍然需要排長隊或提前預訂。

雖然所有的刨冰在日本一般都被稱為「kakigori」，但它們其實有許多不同的風格。現代日本的刨冰已經發展成一道獨特的美食，與其他國家的刨冰截然不同。據說，日本的刨冰起源可以追溯到一千多年前，那時在冷藏技術尚未發展之前，冰是一種珍貴的商品。直到大約1900年，隨著製冰技術的進步，刨冰才開始在普通民眾中普及起來。同時，刨冰機也經歷了約100年的演變，使得現今的刨冰具有輕盈、鬆軟、入口即化的特色。

那麼，日本的刨冰與其他國家的刨冰有什麼不同呢？首先，是冰的品質。日本受歡迎的刨冰店特別重視冰的質量，通常使用經過48小時以上緩慢冷凍的純冰。典型的做法是用刨冰機將冰塊刨成薄片，然後在上面撒上自製的糖漿、奶

油和時令水果。刨冰的口味非常多樣：春天有草莓和櫻花，夏天有芒果和白桃，秋天有栗子和紅薯，冬天有巧克力，讓您全年都能享受到不同的季節體驗。即使是非專門的刨冰店，比如希望在夏天增加銷售的拉麵店，也認為刨冰非常適合作為甜點菜單。而糕點店的旺季在聖誕節和情人節等冬季節日，有時也會將刨冰作為夏季特色來吸引顧客。

美國的一個成功例子是位於聖地亞哥的美國Yakyudori集團旗下的KoLi酒吧。他們使用來自日本Kuramoto Ice的純冰塊，提供與日本同等品質的刨冰。2023年7月，福克斯新聞對他們進行了報道，導致每天都大排長龍，單日售出超過400份刨冰。在其他地區的美食活動中，價格在12美元到16美元之間的刨冰經常引來排隊，越來越多的商店和餐館也開始在週末提供刨冰服務。

自2020年以來，Kuramoto Ice已在美國許多主要城市銷售，使高品質的純冰塊更經濟實惠且更易取得。究竟「kakigori」是否會像拉麵一樣在美國扎根，或者會像加州卷一樣從日本起源中發展出來，我們期待著它的未來發展。



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by Kosuke Kuji 202

**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

Young Japanese consumers
and Japanese Sake ①

日本青年人與日本酒①

In Japan, young consumers drinking less alcohol and sake is seen as a problem. One explanation, however, is that younger generations worldwide are drinking less alcohol in general. While there are several reasons for this trend, I believe this trend is not likely to change anytime soon.

In such circumstances, Japanese sake breweries have been trying over the past decade to entice young Japanese consumers to learn about sake, sample sake, and enjoy sake through various activities.

在日本，年輕人遠離酒精和日本酒的問題已經存在很久了。有報道稱世界各地的年輕人已不再飲酒。

造成這種情況的原因是多方面的，我覺得這種趨勢在未來一段時間內是不會改變的。

在此背景下，過去十年來，日本酒釀造商一直在進行各種活動，鼓勵日本年輕人飲用、享受和了解日本酒的魅力。

I would like to introduce several such activities in the next few reports.

First, I introduced this activity in a previous column as well. "Wajowaraku" is a private organization that collaborates with Japanese sake specialty shops and sake breweries to promote and popularize the Japanese sake culture, active under their motto, "from 0 cups to 1 cup." "ASAKUSA JACK!" is a sake sampling event organized by Wajowaraku that targeted young customers who visited the Asakusa district, held for two consecutive years since the coronavirus

我將分成幾個部分來談論這些活動。

首先是我之前在專欄中簡單介紹過的“和釀和樂”，是一家日本地酒專賣店與酒廠合作的活動，其理念是“從0杯到1杯”。自新冠病毒大流行結束以來，連續第二年我們以“Asakusa Jack!”的名義為訪問淺草的年輕人舉辦品嚐活動。

令人驚訝的是，短短一天內就有超過1,000人品嚐。

pandemic ended. Surprisingly, the number of visitors who sampled sake in one day exceeded 1,000.

The price to participate in the sampling event was set economically for guests not familiar with sake, organized in the Asakusa district in an area with especially many young pedestrians, which helped to educate young people about sake. I was excited to welcome our young participants from the event who later visited our shop to let us know they bought a T-shirt of one of the sake breweries that participated in the event from the UNIQLO store, located in the building just behind the event venue; while another participant told us they were on their way to enjoy sake in a restaurant inside the building. This event made me realize the importance of getting young people to taste and enjoy the flavor of sake. ■

對於不太了解日本酒的人來說，價格非常便宜，而且由於品嚐活動是在年輕人較多的淺草地區舉行，所以我們能夠向許多年輕人介紹日本酒。

令我高興的是，有人來到店裡告訴我，他們品嚐後直接去了位於會場後面大樓的優衣庫買了酒藏造T卹，還有人主動提出以後會去料理店裡喝日本酒。我覺得喝日本酒的經驗對年輕人來說非常重要。

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Sake is unfortunately perishable, and quick to spoil. The reason why sake is high in alcohol concentration compared to other alcoholic beverages worldwide is the result of accumulated technical renovations in an effort to best preserve sake. However, the greatest obstacle to sake preservation, “hiochi bacteria” (lactic acid that spoils sake) could not be defeated despite high alcohol concentrations. Therefore, since the Edo Period, tradition dictates sake is brewed during the winter season to be “heat treated” in May. Early into the Meiji Era (1868 ~ 1912), the heat treatment timing and technology remained fundamentally unchanged, and by the early Showa Era (1926 ~), sake was poured directly into large kettles and directly heated.

However, the direct application of heat practiced at the time was merely a technique generated from many years of sake brewing experience, and the mechanism of sake spoiling due to the “hiochi bacteria” was not yet scientifically proven. Also, since sterilization was conducted in wooden barrels not fully concealed, then stored, even the heat application was not a thorough countermeasure to eradicate the hiochi bacteria. Scientific research into sake production started in the Meiji Era, bringing a remarkably quick countermeasure to resolve spoilage that materialized as a preservative and became widespread.

Chemist Oskar Korschelt, who arrived in Japan in 1876 and served as a chemistry professor at the University of Tokyo’s Faculty of Medicine, had previously taught at a beer factory in

Germany where he had already succeeded in preserving beer by adding salicylic acid. Korschelt was first to recognize the hiochi phenomenon in Japanese sake production, and announced in 1879 that adding salicylic acid as preservative could prevent spoilage during the sake production process, a breakthrough considering sake breweries nationwide (26,171 breweries across Japan in 1879) were battling the hiochi bacteria at the time.

Afterwards, salicylic acid continued to be used long-term as a preservative to suppress spoilage by hiochi bacteria, unique to Japanese sake. However, as complete sterilization was made possible by heat treatment sterilization device and as disinfection device became widespread, breweries and sake production facilities also became sanitized, repealing the designation of this additive as food preservative in 1975, making this additive obsolete. Full-scale research on the hiochi bacteria presumably started in 1906, however, its propagation discovered to be caused by “hiochic acid” contained in sake was discovered approximately fifty years later in 1956. ■



不幸的是日本酒是非常容易腐爛的酒。甚至有一種說話，日本酒的酒精濃度在世界上是前所未有的高，這是由於不斷的創新技術使酒不易腐爛。日本酒最大的敵人是「火落菌」，即使酒精濃度增加如此之多也無法擊退它。因此，自江戶時代以來，冷釀酒是一直

在第八十八夜前後被“加火”。即使在明治時代之後，加火的時間和技術也基本保持不變，直到昭和初期，酒被直接放入一個稱為直釜的大日本釜中，然後明火加熱。

在當時加火只是從多年的釀造酒經驗中產生的智慧，而由於「火落菌」導致的酒變質的機制尚未得到科學的解明。並且由於它是被放在殺菌不完全的木桶中製備和儲存的，因此即使被加熱，也不能說它是“火落”的完全對策。直到明治時代，科學的方法才被引入日本酒的釀造，防止這種腐爛的措施出乎意料地得以迅速發展，以防腐劑的形式被廣泛使用。奧斯卡·科爾舒爾特 (Oskar Korschult) 於明治9年來日本，在東京醫科學校 (現為東京大學醫學院) 擔任化學教師，是德國的一名啤酒廠工程師，已經成功地通過添加水楊酸來防腐啤酒。科爾舒爾特是最早注意到日本酒“火落”現象的人，並發表了通過添加水楊酸作為防腐劑可以防止酒變質。這是在明治12年。考慮到全國各地的日本酒釀造廠經常發生「火落」(明治9年日本全國有26,171起) 現象，這確實是一個突破。

水楊酸長期以來一直被用作防腐劑，以抑制日本酒特有的腐敗細菌火落菌的生長。然而，隨著可以完全滅菌的燃燒器殺菌機和滅菌設備的普及，以及酒藏和製造設施本身的清潔度的提高，不再需要添加劑。在昭和44年之後，酒行業的自我監管防腐劑被禁止使用。在昭和50年，食品添加劑的指定也被撤銷，並且不再使用添加劑。順便說一句，據說明治39年就開始了對火落菌的全面研究，但直到整整50年後的昭和31年，才解明其繁殖與日本酒中含有的一種稱為“火落酸”的成分有關。





Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

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

“Nihonsakari” is a quality sake brand 日本盛是好酒

I always felt major sake breweries must become successful first to invigorate the Japanese sake industry. Major sake breweries are always involved in preserving jizake breweries by various means, such as one sake brewery selling sake to another sake brewery to be sold as the purchaser's sake, through merger & acquisition (M&A), etc.

Nowadays however, many sake fans feel jizake is authentic sake, while sake brewed by major breweries are not. However, recent sake products by major sake breweries are delicious and yet affordable. Therefore, we organized an event titled “Meeting to Learn about Sake.” This is a meeting strictly to learn about sake, not to sell sake. Nihonsakari Junmai Ginjo and Junmai Daiginjo, paper-packed sake, and purine-free sugar-free sake were lined up and introduced by a sales representative. Anyone was allowed to participate. Participants included men and women of all ages. The older generation of participants had a bias towards major sake breweries, such as Nihonsakari, while some young participants never heard of Nihonsakari.

When many sake fans get together, discussions get more interesting. Although the purine-free sugar-free sake was not as popular at first, one participant who used to drink it constantly for weight loss enthusiastically explained its health benefits more passionately than the sales representative and won over other participants. Also, young participants who held no bias towards major sake breweries were surprised to learn such delicious sake products are sold at supermarkets for affordable prices, while one senior jizake fan listened with a grimacing face.

I repeatedly said in this meeting that both jizake and major sake brands should be available in restaurants and in liquor shops to increase options and make the selection more fun for consumers. If food reliability and safety is a concern, then major sake brands are good options to select from. Although



packed sake and cup sake target middle-aged and senior consumers, I believe this event clarified that certain products and events can prove effective to court young consumers as well.

Younger generations will soon increase their alcohol consumption and become regular consumers of alcohol with zero bias towards major sake breweries. Therefore, younger generations may select national sake brands in the same way they select beer sold by major beer manufacturers. Delicious, packed sake products are economically priced for this younger generation, whose earnings will soon increase. If this younger generation in their middle-aged and senior years pass on these delicious flavors to the next generation, major sake brands can lead the Japanese sake industry to also raise the familiarity of jizake breweries and invigorate the entire sake industry. ■

日本長期以來一直認為，要使日本酒行業蓬勃發展，民族品牌必須健康。毫無疑問，民族品牌長期以來一直參與維護地酒，例如銷售桶、購買桶、併購等。然而，近年來，許多日本酒愛好者認為地酒就是日本酒。有些人認為日本民族品牌的酒是不好的。事實是多年來民族品牌的酒也非常好喝，而且很便宜。因此我們召開了一次名為「日本盛學習會」的會議。這隻是一次瞭解日本盛的會議，而不是一次銷售活動。當然有來自日本盛的純米大吟釀和純米吟釀，以及超市出售的包裝酒和布丁及無糖產品，該活動有銷售人員的解釋，對任何人開放。參觀者中有各個年齡段的男性和女性，對日本盛等民族品牌有偏見的，也有甚至不知道日本盛存在的年輕人。當很多喜歡酒精的人聚在一起時，就變得很有趣了。布丁及無糖產品的產品在最初的並沒有受到好評，但為了減肥而一直喝它的人比推銷員更熱情地談

論該酒的好處，在不知不覺中每個人都被說服了。而那些對民族品牌沒有偏見的年輕人，他們驚訝於他們不知道自己可以在超市以低價買到如此美味的酒，而在他們旁邊，一個信奉地酒的老人卻一臉苦澀。我在這次會議上說的是，如果你能同時享受到地酒和民族品牌，那麼你在餐館和酒類商店將有更多的選擇，你將能夠更多地享受你的選擇。此外，如果你擔心食品的安全和保障，我認為你應該選擇民族品牌的酒。包裝酒和杯酒的目標是中老年人，但這次我發現讓當今的年輕人接近的專案和計劃足夠有效。對於那些對民族品牌有偏見的年齡代的人來說，他們的酒精消費量將持續減少。年輕一代對民族品牌沒有任何偏見，他們會喝得更多，會養成飲酒習慣，因此他們可能會像選擇大型酒製造商的同时選擇日本酒。對於未來會賺更多錢的一代人來說，買美味的包裝酒很便宜。如果這些年輕人在成為中老年人時將美味作為美好的回憶傳遞給下一代，那麼民族品牌將引領日本酒行業，地酒釀造廠也將被攜帶，整個行業都會被提升。

SAKE SOMMELIER CLUB

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

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

Sake Shochu Beer Institute of America - Part 2: The History of Sake- 第2部分:清酒的歷史

The Oldest Sake Breweries in Japan

In Japan, 42,966 long-established companies will celebrate over 100 years in business in 2023. The oldest business in Japan is Kongo Gumi Co., Ltd., a construction company founded in 578 AD that fuses traditional construction methods with the latest technology, celebrating 1,446 years in business this year. The top ten long-established businesses in Japan include sake breweries as well. Although there are 850 Japanese sake breweries with over 100 years in business, this report introduces the top five oldest sake breweries in Japan.

No. 1: SUDOHONKE CO., LTD. (Kasama city, Ibaraki prefecture), founded in 1141 883 years since its founding, the family precept of Sudohonke is, "Quality sake is brewed from quality rice, quality rice is harvested from quality soil, quality soil is nourished by quality water, quality water is generated by quality trees, and quality trees ensure the survival of our sake brewery to uphold the highest quality of sake." The sake brand of the oldest sake brewery in Japan is popular worldwide in Asia, North America, and Europe.

No. 2: Hiraizumi Honpo Co., LTD (Nikaho city, Akita prefecture), founded in 1487 Located in the southern region of Akita prefecture, Hiraizumi Honpo brews sake in nutrient rich soil from Mount Chokai. Hiraizumi Honpo is notable for preparing their yeast starter using the "Yamahai" (short for "Yamaoroshi Haishi") brewing technique.

No. 3: Kenbishi Sake Brewing Co., Ltd. (Higashinada ward, Kobe prefecture), founded in 1505

No. 4: Yamaji Shuzo Brewing (Kinohoto town, Shiga prefecture), founded in 1532

No. 5: Yoshinogawa Co., Ltd. (Nagaoka city, Niigata prefecture), founded in 1548 ■

歷史悠久的日本酒釀造商

到2023年有100歲以上的歷史的老鋪企業，日本全國有4萬2966家。最古老的公司是大阪的社寺建築的金剛組，成立於578年，今年將迎來成立1446周年。日本酒釀造廠也躋身日本十大老鋪。創業時間超過100年的日本酒製造企業有850家，以下介紹前5名。

第1名: 須藤本家 (茨城縣笠間市)
創業於1141年

他們以“好酒源於好米，好米源於好土，好土源於好水，好水源於好樹，好樹保護酒藏釀保護酒”為家訓持續釀造酒。日本最古老的酒藏的品牌在亞洲、美洲和歐洲等世界各地都很受歡迎。

第2名: 飛良泉本鋪 (秋田縣仁賀保市)
創立於1487年

酒藏位於秋田縣南部，在飽受鳥海山恩惠的土地上持續釀造酒。飛良泉的一大特點是使用「山灰仕」酒母來釀酒。

第3名: 劍菱酒造 (神戶市東灘區)
創建於1505年

第4名: 山路酒造 (滋賀縣木之本町)
創建於1532年

第5名: 吉乃川酒造 (新潟縣長岡市)
創業於1548年

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Who will convey the appeal of sake?

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"Nihonsakari" is a quality sake brand

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Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



Katsuya Uechi
Honorary Sake Sommelier & Saka-Sho
Chairman
Katsuya Group



Rick Smith & Hiroko Furukawa
Honorary Sake Sommelier & Saka-Sho
Owner "SAKAYA NYC"



Beau Timken
Honorary Sake Sommelier & Saka-Sho
Owner "True Sake"

Honorary Sake Sommelier



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise



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.



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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.

Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important because a single

try will not be sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake during the recommendation.

Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices. ■

사케의 매력을 전하는 사람은 누구인가?

아무리 좋은 상품이 있어도 이를 알리지 않으면 고객은 절대 시도해 보려 하지 않는다. 어떤 타이밍에 일본술의 매력을 고객에게 알리고 판매로 연결할 수 있을지 고찰해 보고자 한다.

알리는 사람은 누구인가?

셰프, 종업원, 바텐더에 걸맞은 적절한 트레이닝을 하고 있는가? 이 술은 맛있는지 아니면 시음해 보아야 할지 확실하게 공부할 것. 단독으로 마셔보는 것

만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

타이밍

종업원이 드링크 주문을 받을 때 고객에게 "음료는 무엇으로 하시겠습니까?"라는 한 마디를 "날씨가 추운데 맛있는 아츠칸(熱燗)은 어떠세요?"로 바꿔볼 것. 이 한마디로 큰 차이가 생긴다. 이때 2~3개의 일본술을 추천할 것.

내용

무엇보다 "그런가요?" 정도의 이야기를 나눌 것. 예를 들어 "드라이하고 깔끔하여 초밥에 어울리는 니가타의 AAA 상품은 어떠신가요?" 또는 "데리야키 등에 어울리는 보디감이 있는 아키타의 BBB 상품은 어떠신가요?" 등 고객이 알기 쉽고 시도해보고 싶어지는 영업용 대화를 생각한다. 가격도 합리적인 것과 중간 정도로 부담 없이 시도할 수 있는 것을 2~3개 제안한다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 202



Kosuke Kuji
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Young Japanese consumers and Japanese Sake ①

일본의 젊은이와 일본술 ①

In Japan, young consumers drinking less alcohol and sake is seen as a problem. One explanation, however, is that younger generations worldwide are drinking less alcohol in general. While there are several reasons for this trend, I believe this trend is not likely to change anytime soon.

In such circumstances, Japanese sake breweries have been trying over the past decade to entice young Japanese consumers to learn about sake, sample sake, and enjoy sake through various activities.

I would like to introduce several such activities in the next few reports.

First, I introduced this activity in a previous column as well. "Wajowaraku" is a private organization that collaborates with Japanese sake specialty shops and sake breweries to promote and popularize the Japanese sake culture, active under their motto, "from 0 cups to 1 cup." "ASAKUSA JACK!" is a sake sampling event organized by Wajowaraku that targeted young customers who visited the Asakusa district, held for two consecutive years since the coronavirus

pandemic ended. Surprisingly, the number of visitors who sampled sake in one day exceeded 1,000.

The price to participate in the sampling event was set economically for guests not familiar with sake, organized in the Asakusa district in an area with especially many young pedestrians, which helped to educate young people about sake. I was excited to welcome our young participants from the event who later visited our shop to let us know they bought a T-shirt of one of the sake breweries that participated in the event from the UNIQLO store, located in the building just behind the event venue; while another participant told us they were on their way to enjoy sake in a restaurant inside the building. This event made me realize the importance of getting young people to taste and enjoy the flavor of sake. ■

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우선은 전에도 이 컬럼에서 조금 소개한 적이 있는 「0잔을 1잔으로」라는 이념을 들어서, 일본의 토속주 전문 판매점과 양조장이 힘을 합쳐 활동하는 「화양화락」입니다. 코로나가 끝나고 2년 연속 「아사쿠사재!」이라고 이름 붙여, 아사쿠사에 오는 젊은이를 대상으로 시음회를 개최했습니다.

무려, 시음한 사람은 하루에 1000

명이 넘었습니다.

일본술을 잘 모르는 사람이 시음하기 쉬운 가격으로, 게다가 아사쿠사에서 특히 젊은사람이 많은 지역에서의 시음회였기 때문에 많은 사람이 일본술을 알게 되었습니다.

기뻐던 일은 행사장에서 그대로 뒤에 있는 유니크로에서 팔고 있는 술창고 티셔츠를 구매해서 하고 가게에 방문하거나, 맥주 음식점에서 일본술을 마시로 간다고 하거나, 젊은 사람으로서 일본술을 마시는 경험은 매우 중요하다고 느껴졌습니다.

日本酒 百味百題

Sake is produced with no preservatives 일본술에 방부제는 일체 쓰이지 않는다

Sake is unfortunately perishable, and quick to spoil. The reason why sake is high in alcohol concentration compared to other alcoholic beverages worldwide is the result of accumulated technical renovations in an effort to best preserve sake. However, the greatest obstacle to sake preservation, “hiochi bacteria” (lactic acid that spoils sake) could not be defeated despite high alcohol concentrations. Therefore, since the Edo Period, tradition dictates sake is brewed during the winter season to be “heat treated” in May. Early into the Meiji Era (1868 ~ 1912), the heat treatment timing and technology remained fundamentally unchanged, and by the early Showa Era (1926 ~), sake was poured directly into large kettles and directly heated.

However, the direct application of heat practiced at the time was merely a technique generated from many years of sake brewing experience, and the mechanism of sake spoiling due to the “hiochi bacteria” was not yet scientifically proven. Also, since sterilization was conducted in wooden barrels not fully concealed, then stored, even the heat application was not a thorough countermeasure to eradicate the hiochi bacteria. Scientific research into sake production started in the Meiji Era, bringing a remarkably quick countermeasure to resolve spoilage that materialized as a preservative and became widespread.

Chemist Oskar Korschelt, who arrived in Japan in 1876 and served as a chemistry professor at the University of Tokyo’s Faculty of Medicine, had previously taught at a beer factory in Germany where he had already succeeded in preserving beer by adding

salicylic acid. Korschelt was first to recognize the hiochi phenomenon in Japanese sake production, and announced in 1879 that adding salicylic acid as preservative could prevent spoilage during the sake production process, a breakthrough considering sake breweries nationwide (26,171 breweries across Japan in 1879) were battling the hiochi bacteria at the time.

Afterwards, salicylic acid continued to be used long-term as a preservative to suppress spoilage by hiochi bacteria, unique to Japanese sake. However, as complete sterilization was made possible by heat treatment sterilization device and as disinfection device became widespread, breweries and sake production facilities also became sanitized, repealing the designation of this additive as food preservative in 1975, making this additive obsolete. Full-scale research on the hiochi bacteria presumably started in 1906, however, its propagation discovered to be caused by “hiochic acid” contained in sake was discovered approximately fifty years later in 1956.■

갑게 만든 술은 88일 전후에 「불넣기」 작업을 하기로 되어있다. 명치에 들어서서도 불넣기 과정의 시기나 기술은 기본적으로 변하지 않았으며, 소화 초기무렵까지는 직술이라 불리는 큰 가마솥에 직접술을 넣고 직화로 가열했다.

다만, 당시의 불넣기는 어디까지나 오랜기간 술담그기의 경험에서 생긴 지혜였지, 「화락균」에 의한 술의 부패 메카니즘을 과학적으로 해명했던 것은 아니었다. 더구나 살균이 불완전한 나무통에 넣고 저장을 했기 때문에 불넣기를 해도 「균없애기」에 대한 완전한 대책이라 할 수 없었다. 일본술 빛기에 과학의 메스가 들어간 것은 명치시대가 된 후인데,

이런 부패에 대한 대책은 의외로 일찍, 방부제라고 하는 형태로 보급하게 되었다. 명치9년 일본에 와서 동경의학교(현재 동경대학 의학부)의 화학교수로 근무한 오스카 콜슈르트는 독일에서 맥주 공장 기사로 일을 한 사람으로, 아마 살리실산 첨가로 맥주의 부패에 성공했다. 콜슈르트는 일본술의 균없애기 현상도 빠르게 알아 차리고 살리실산을 방부제로 첨가하면 부패를 막을 수 있다고 발표했다. 명치12년의 일이다. 전국 각지의 양조장(9년 당시 전국에 26171개가 있었다)에서 균없애는 작업이 빈발한 것을 생각하면 분명히 획기적이었다.

살리실산은 그후에도, 일본술 특유의 부패균인 화락균의 생육억제를 목적으로한 보존료로서 오래 쓰이게 된다. 하지만 완전한 살균이 가능한 불넣기 살균기 혹은 제균장치가 보급되고, 양조장이나 제조설비자체도 청결하니까 첨가할 필요가 없어서, 소화44년 이후에는 업계의 자주규제로 사용이 자숙되었다. 소화50년에는 식품첨가물로서의 지정도 취소되었으며, 현재에는 전혀 사용되지 않는다. 덧붙여서, 화락균의 본격적인 연구는 명치39년부터 시작되었는데, 그 번식이 일본술안에 포함되어 있는 「화락균」이라는 성분과 연관이 있음을 해명한 것은 딱 50년 후인 소화31년의 일이다.

일 본술은 유감스럽게도 매우 썩기 쉬운 술이다. 일본술은 알코올 농도가 세계에서 예를 찾기 힘들 정도로 높은 것도, 어떻게든 잘 썩지 않는 술을 만들려고 기술 혁신을 거듭한 결과라는 설도 있을 정도이다. 하지만 일본술의 최대의 적인 「화락균」은 이 정도로 알코올 농도를 높여도 격퇴할 수 없었다. 그래서 에도시대 이래 차

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Yoshihide Murakami
Master Sake Sommelier
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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.

“Nihonsakari” is a quality sake brand 니혼모리는 좋은 술

I always felt major sake breweries must become successful first to invigorate the Japanese sake industry. Major sake breweries are always involved in preserving jizake breweries by various means, such as one sake brewery selling sake to another sake brewery to be sold as the purchaser's sake, through merger & acquisition (M&A), etc.

Nowadays however, many sake fans feel jizake is authentic sake, while sake brewed by major breweries are not. However, recent sake products by major sake breweries are delicious and yet affordable. Therefore, we organized an event titled “Meeting to Learn about Sake.” This is a meeting strictly to learn about sake, not to sell sake. Nihonsakari Junmai Ginjo and Junmai Daiginjo, paper-packed sake, and purine-free sugar-free sake were lined up and introduced by a sales representative. Anyone was allowed to participate. Participants included men and women of all ages. The older generation of participants had a bias towards major sake breweries, such as Nihonsakari, while some young participants never heard of Nihonsakari.

When many sake fans get together, discussions get more interesting. Although the purine-free sugar-free sake was not as popular at first, one participant who used to drink it constantly for weight loss enthusiastically explained its health benefits more passionately than the sales representative and won over other participants. Also, young participants who held no bias towards major sake breweries were surprised to learn such delicious sake products are sold at supermarkets for affordable prices, while one senior jizake fan listened with a grimacing face.

I repeatedly said in this meeting that both jizake and major sake brands should be available in restaurants and in liquor shops to increase options and make the selection more fun for consumers. If food reliability and safety is a concern, then major sake brands are good options to select from. Although



packed sake and cup sake target middle-aged and senior consumers, I believe this event clarified that certain products and events can prove effective to court young consumers as well.

Younger generations will soon increase their alcohol consumption and become regular consumers of alcohol with zero bias towards major sake breweries. Therefore, younger generations may select national sake brands in the same way they select beer sold by major beer manufacturers. Delicious, packed sake products are economically priced for this younger generation, whose earnings will soon increase. If this younger generation in their middle-aged and senior years pass on these delicious flavors to the next generation, major sake brands can lead the Japanese sake industry to also raise the familiarity of jizake breweries and invigorate the entire sake industry.■

일 본주 업계가 흥행 되기 위해서는 내셔널 브랜드가 굳건할 필요가 있다고 오래전 부터 생각해 왔다. 통팔기, 통사기, M&A등등, 지역 주장을 유지하는 과정에 내셔널 브랜드가 예전부터 연관되어 있음은 의심할 여지가 없을 것이다. 하지만 요즘 일본주 애호가들은 토속주야말로 일본주라라고 생각하는 사람이 적지않다. 내셔널 브랜드 일본주는 나쁘다고 여기는 사람도 있다. 하지만 요즘 내셔널 브랜드 술도 굉장히 맛있다. 게다가 값이 싸다. 그런 점에서 「니혼모리를 알리는 모임」이라는 것을 개최했다. 어디까지나 알리는 모임이라 판매회는 아니다. 니혼모리는 순쌀 대음양 또는 순쌀음양은 당연하게 나와 마트에서 판매되는 팩주나 푸린형태·당질제로등도 준비되어있으며, 영업사원의 설명을 들으면서, 누구라도 참가할 수있는 모임으로 정했다. 참여한 사람들은 남녀노소, 폭넓게 니혼모리등 내셔널 브랜드에 편견을 가진 세대 부터 니혼모리 존재조차 모르는 젊은 사람도 있었다. 많은 애주가가 모이면 이야기도 재미있는데, 푸린형태·당질제로는 처음의 임팩트로서 평가가 좋지 않았지만 전에 다이어트를 위해 계속 마신 사람이 그술의 장점을 영업사원 이상으로 열심히 말하여서, 어느샌가 모두 납득해

버리는 현상이 일어났다. 또한 내셔널 브랜드에 아무런 편견도 없는 젊은 사람들은 값싸게 마트에서 이런 맛있는 술을 살수 있다는 것은 몰랐다고 놀라워했는데, 그 옆에 있는 토속주 신봉자인 노인들은 쓸쓸한 표정을 하고 있었다. 내가 이 모임에서 계속 말해 온 것은 토속주도 내셔널 브랜드도 모두 즐길 수 있는 것이 음식에서나 술매장에서나 선택지가 증가하여 술 선택을 한층 즐길 수 있게 된다. 게다가 만약 먹거리의 안심안전이 걱정되면 내셔널 브랜드 술을 선택해야 된다고 생각한다. 팩주나 컵주의 타겟은 중고년세대라고 생각되고, 지금의 젊은 사람들에게도 접근할 아이템이나 기획이 있다면 충분히 효과있을 것이라고 이번에 알게되었다. 내셔널 브랜드에 편견이 있는 세대는 점차 술 소비량이 줄어든다. 이제부터 음주량이 늘어나 음주습관이 몸에 붙는 젊은 세대는 내셔널 브랜드에 전혀 편견이 없기 때문에 유명 맥주 메이커를 고르는 것과 마찬가지로 일본주도 고를 수 있지 않을까. 돈벌이도 이제부터 늘어나는 세대에게 있어서 팩주는 지갑에 부담이 적다. 그런 젊은사람들이 좋은 추억으로 중고년이 되었을 때 다음 세대에게 이 좋은 맛을 전달하는 모습이 된다면 일본주 업계를 내셔널 브랜드가 견인하고 토속주도 끌려가서 업계전체가 성공하게 되지 않을까.

SAKE SOMMELIER CLUB

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

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

Sake Shochu Beer Institute of America - Part 2: The History of Sake- 2편:사케의 역사

역사있는 일본 주조 메이커

2023년에 창업 100년 이상을 맞이하는 노포기업은 일본전국에서 4만2966개 이고, 가장 오래된 기업은 오사카에 있는 사찰건축의 금강조로, 578년에 창업하여, 올해로 1446년을 맞는다. 일본의 노포 탑10에는 일본주조 메이커도 들어있다. 창업100년이상의 일본주 제조업은 850개 인데 상위5개 곳을 소개하겠다.

- 1위: 스도혼케** (이바라키현 카사마시) 1141년 창업
창업한지 883년. 「좋은 술은 좋은 쌀에서, 좋은 쌀은 좋은 땅에서, 좋은 땅은 좋은 물에서, 좋은 물은 좋은 나무에서, 좋은 나무는 공간을 지키고 술을 지킨다」를 가훈으로 술을 계속 만들고 있다. 일본에서 가장 오래된 브랜드는 아시아, 아메리카, 유럽등 세계에서 친숙하다.
- 2위: 히라이즈미 본점** (아키타현 니카호시) 1487년 창업
아키타현 남부에 있으며, 초카이산에서 은혜많은 토지에서 술을 만들어 오고 있다. 히라이즈미의 특징은 주모는 「산폐시코미」로 만든다는 점.
- 3위: 켄비시주조** (코베시 히가시나다구) 1505년 창업
- 4위: 야마지 주조** (시가현 키노모초) 1532년 창업
- 5위: 요시노가와 주조** (니이카타현 나가오카시) 1548년 창업

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EL AÑO 2013

La Cocina Tradicional Japonesa a sido declarada Patrimonio Cultural Inmaterial por la UNESCO



Sake tradicional

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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

Los jóvenes consumidores japoneses y el sake japonés ①

En Japón, los consumidores jóvenes que beben menos alcohol y sake, se consideran un problema. Sin embargo, una explicación es que las generaciones más jóvenes de todo el mundo beben menos alcohol en general. Si bien hay varias razones para esta tendencia, creo que no es probable que cambie pronto.

En tales circunstancias, las destilerías japonesas de sake han intentado durante la última década atraer a los jóvenes consumidores japoneses para que aprendan sobre el sake, lo prueben y lo disfruten a través de diversas actividades.

Me gustaría presentar varias de esas actividades en los próximos informes.

Primero, también presenté esta actividad en una columna anterior. "Wajowaraku" es una organización privada que colabora con tiendas especializadas en sake y destilerías japonesas para promover y popularizar la cultura japonesa del sake, activa bajo su lema, "de 0 tazas a 1 taza". "¡ASAKUSA JACK!" es un evento de degustación de sake organizado

por Wajowaraku dirigido a clientes jóvenes que visitaron el distrito de Asakusa y que se llevó a cabo durante dos años consecutivos desde que terminó la pandemia de coronavirus. Sorprendentemente, el número de visitantes que probaron sake en un día superó los 1.000.

La participación al evento de degustación se fijó a un precio económico para los invitados que no estaban familiarizados con el sake, organizado en el distrito de Asakusa en una zona con una gran cantidad de peatones jóvenes, lo que ayudó a educarlos sobre el sake. Me emocionó dar la bienvenida a nuestros jóvenes participantes del evento, quienes luego visitaron nuestra tienda para contarnos que compraron una camiseta de una de las destilerías de sake que participaron en el acontecimiento en la tienda UNIQLO, ubicada en el edificio justo atrás de nosotros; mientras que otro participante nos dijo que se dirigía a disfrutar del sake en un restaurante dentro del edificio. Esta experiencia me hizo comprender la importancia de lograr que los jóvenes prueben y disfruten el sabor del sake.

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Desafortunadamente, el sake es perecedero y se echa a perder rápidamente. La razón por la cual el sake tiene una alta concentración de alcohol en comparación con otras bebidas alcohólicas en todo el mundo es el resultado de renovaciones técnicas acumuladas en un esfuerzo por preservarlo mejor. Sin embargo, el mayor obstáculo para la conservación del sake, la "bacteria hiochi" (ácido láctico que estropea el sake), no pudo vencerse a pesar de las altas concentraciones de alcohol. Por lo tanto, desde el período Edo, la tradición dicta que el sake se elabora durante la temporada de invierno para ser "tratado térmicamente" en mayo. A principios de la era Meiji (1868 ~ 1912), el tiempo y la tecnología del tratamiento térmico se mantuvieron fundamentalmente sin cambios, y a principios de la era Showa (1926 ~), el sake se vertía directamente en grandes teteras y se calentaba directamente.

Sin embargo, la aplicación directa de calor practicada en ese momento era simplemente una técnica generada a partir de muchos años de experiencia

en la elaboración de sake, y el mecanismo de deterioro debido a la "bacteria hiochi" aún no estaba científicamente probado. Además, dado que la esterilización se realizó en barriles de madera que no estaban completamente ocultos y luego se almacenaron, ni siquiera la aplicación de calor fue una contramedida completa para erradicar la bacteria hiochi. La investigación científica sobre la producción de sake comenzó en la era Meiji, aportando una contramedida notablemente rápida para resolver el deterioro que se materializó como conservante y se generalizó.

El químico Oskar Korschelt, que llegó a Japón en 1876 y trabajó como profesor de química en la Facultad de Medicina de la Universidad de Tokio, había enseñado anteriormente en una fábrica de cerveza en Alemania, donde ya había logrado conservar la cerveza añadiendo ácido salicílico. Korschelt fue el primero en reconocer el fenómeno hiochi en la producción japonesa de sake y anunció en 1879 que agregar ácido salicílico como conservante podría evitar el

deterioro durante el proceso de producción, un gran avance teniendo en cuenta que las destilerías de sake en todo el país (26.171 destilerías en todo Japón en 1879) estaban luchando contra el hiochi (bacterias) en ese momento.

Posteriormente, el ácido salicílico continuó utilizándose a largo plazo como conservante para suprimir el deterioro causado por la bacteria hiochi, exclusiva del sake japonés. Sin embargo, la esterilización completa que fue posible gracias a un dispositivo de esterilización por tratamiento térmico y a medida que estos instrumentos de desinfección se generalizaron, las destilerías y las instalaciones de producción de sake también se desinfectaron; derogando la designación de este aditivo como conservante de alimentos en 1975, dejando este aditivo obsoleto. La investigación a gran escala sobre la bacteria hiochi probablemente comenzó en 1906; no obstante, se descubrió que su propagación era causada por el "ácido hiochi" contenido en el sake aproximadamente cincuenta años después, en 1956.





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.

“Nihonsakari” es una marca de sake de calidad

Siempre sentí que las principales destilerías de sake debían tener éxito primero para revitalizar la industria japonesa del sake. Las principales destilerías de sake siempre participan en la preservación de las destilerías de jizake por diversos medios, como por ejemplo, una destilería que vende sake a otra para que lo venda como sake del comprador, mediante fusiones y adquisiciones (M&A), etc.

Sin embargo, hoy en día, muchos fanáticos del sake sienten que el jizake es auténtico, mientras que el elaborado por las principales destilerías no lo es. Sin embargo, los productos de sake recientes de las principales destilerías son deliciosos y asequibles. Por eso, organizamos un evento titulado “Encuentro para aprender sobre el sake”. Esta es una reunión estrictamente para aprender no para vender. Un representante de ventas presentó y alineó el Nihonsakari Junmai Ginjo y el Junmai Daiginjo, el sake envasado en papel y el sake sin purinas y sin azúcar. Cualquiera podía participar. Incluyendo hombres y mujeres de todas las edades. La generación mayor de participantes tenía una preferencia por las principales destilerías de sake, como Nihonsakari, mientras que algunos participantes jóvenes nunca habían oído hablar de él.

Cuando muchos fanáticos del sake se reúnen, las discusiones se vuelven más interesantes. Aunque al principio el sake sin purinas y sin azúcar no fue tan popular, un participante que lo bebía constantemente para bajar de peso explicó con entusiasmo sus beneficios para la salud con más pasión que el representante de ventas y se ganó a los demás participantes. Además, los jóvenes que no tenían prejuicios hacia



las principales destilerías, se sorprendieron al saber que productos de sake tan deliciosos se venden en los supermercados a precios asequibles, mientras un fanático del jizake escuchaba haciendo una mueca.

En esta reunión dije repetidamente que tanto el jizake como las principales marcas de sake deberían estar disponibles en restaurantes y licorerías para aumentar las opciones y hacer que la selección sea más divertida para los consumidores. Si le preocupa la confiabilidad y seguridad de los alimentos, las principales marcas son buenas opciones para elegir. Aunque el sake envasado y el sake en taza están dirigidos a consumidores de mediana edad y mayores, creo que este evento aclaró que ciertos productos y eventos

pueden resultar eficaces para cortejar también a los consumidores jóvenes.

Las generaciones más jóvenes pronto aumentarán su consumo de alcohol y se convertirán en consumidores habituales, sin prejuicios hacia las principales destilerías de sake. Por lo tanto, pueden seleccionar marcas nacionales de sake de la misma manera que seleccionan la cerveza vendida por los principales fabricantes de cerveza. Los deliciosos productos de sake envasados tienen un precio económico para esta generación más joven, cuyos ingresos pronto aumentarán. Si esta generación más joven, de mediana y tercera edad, transmite estos deliciosos sabores a la próxima generación, las principales marcas



pueden llevar a la industria japonesa del sake a aumentar la familiaridad con las destilerías de jizake y revitalizar toda la industria.

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

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

Las destilerías de sake más antiguas de Japón

En Japón, 42,966 empresas de larga trayectoria celebrarán más de 100 años de actividad en 2023. La empresa más antigua de Japón es Kongo Gumi Co., Ltd., una empresa de construcción fundada en el año 578 d.C. que fusiona métodos de construcción tradicionales con la última tecnología, celebrando 1,446 años en el negocio este año. Las diez empresas más antiguas de Japón incluyen también las destilerías de sake. Aunque hay 850 destilerías de sake japonesas con más de 100 años en el negocio, este informe presenta las cinco más antiguas de Japón.

No 1: SUDOHONKE CO., LTD. (Ciudad de Kasama, prefectura de Ibaraki)

Fundada en 1141. El precepto familiar de Sudohonke es: "El sake de calidad se elabora a partir de arroz de calidad, el arroz de calidad se cosecha en suelos de calidad, el suelo de calidad se nutre de agua de calidad, el agua de calidad se genera a partir de árboles de calidad y los árboles de calidad garantizan la supervivencia de nuestra destilería de sake para mantener la más alta calidad del sake".

La marca de sake de la destilería más antigua de Japón es popular en todo el mundo, en Asia, América del Norte y Europa.

No. 2: Hiraizumi Honpo Co., LTD (ciudad de Nikaho, prefectura de Akita)

Ubicada en la región sur de la prefectura de Akita, Hiraizumi Honpo elabora sake en un suelo rico en nutrientes del monte Chokai. Hiraizumi Honpo se destaca por preparar su iniciador de levadura utilizando la técnica de elaboración de sake "Yamahai" (abreviatura de "Yamaoroshi Haishi").

No. 3: Kenbishi Sake Brewing Co., Ltd. (distrito de Higashinada, prefectura de Kobe), fundada en 1505.

No. 4: Destilería Yamaji Shuzo (ciudad de Kinohoto, prefectura de Shiga), fundada en 1532.

No. 5: Yoshinogawa Co., Ltd. (ciudad de Nagaoka, prefectura de Niigata), fundada en 1548.

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