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The Magazine for Japanese Food Professionals Worldwide

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 —選りすぐりの日本酒、焼酎が集結
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 —日本食品の対米輸出を支援—

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from top left: Born Gokuhizo Daiginjo, Fukui / Born Gold, Fukui / Born Tokusen Junmai Daiginjo, Fukui / Ryujin Bull Rider, Gunma / Dewatsuru Awassake Ashitae Sparkling Sake, Akita / Nihon Sakari SAKARI Yuzu, Hyogo / Nihon Sakari SAKARI Daiginjo, Hyogo / Nihon Sakari SAKARI Junmai Ginjo, Hyogo / Nihon Sakari Nama Genshu Daiginjo, Hyogo / from bottom left: Kikusai Kuramitsu Junmai Daiginjo, Niigata / Nanbunsei Shimpaku, Iwate / Nanbubijin Tokubetsu Junmai, Iwate / Born Huroka Nama Genshu, Fukui / Born Wings of Japan, Fukui / Born Dreams Come True, Fukui / Sho Chiku Bai Mio Crisp, California / Takizawa Junmai, Nagano / Kunizakari Nigori, Aichi / Tengumai Yamahai Junmai, Ishikawa

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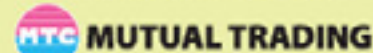
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本誌はこの日本食レストラン業界にスポットをあて、何が流行っているのか、また繁盛店の紹介を通し、繁盛店のオペレーションや時代を生き抜くヒントを紹介し、最新の話題店舗や人気商品などを紹介し、日本食レストランの繁盛を応援します。また、アメリカの最新の食品衛生管理に関する情報なども提供し業界の発展に寄与します。

Mission of Japanese Restaurant News

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



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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.



Get Your Appetite Back with Sake

The other day I had the opportunity to go to Las Vegas due to business, but couldn't believe that the day high was 45 degrees C (113 degF). With hot winds and scorching heat that may seem to melt the asphalt, I lost my appetite and found myself in an unhealthy predicament to spend a whole week in an air-conditioned room. To ease my body from this heat, I decided to join (marriage) miso grill with a summer favorite vegetable nasu

(eggplant) with extremely cold "Junmai Daiginjo". Nasu doesn't contain much of nutrition value, but as you know miso (soybean paste) helps you with fatigue recovery, cancer prevention, cholesterol control, proper bowel movement, beauty improvement, brain activation, age prevention, stimulation of body function etc and the list goes on. Also, soybeans that are the main content contain fine quality protein,

an abundance of necessary amino acids, saponin that is known to prevent increase of peroxide lipids, different vitamins, potassium, and food fibers etc. You couldn't be more than happy that miso goes well with Japanese sake. So why don't we enjoy ourselves by having high nutritional value miso food and Junmai Daiginjo and help our body recover from the summer heat.■

日本酒で食欲を取り戻そう

事で先日、ラスベガスに行く機会があったが、日中気温はなんと摂氏45度。熱風と灼熱でアスファルトも溶けんばかりの暑さに食欲もなくなり、冷房の効いた部屋で一日を過ごす不健康な一週間をおくる羽目になった。さて、そんな体を癒すために今回は夏野菜の定番、ナスを使ったみそ焼きとキンキンに冷えた純米大吟醸でマリアー

ジュしてみた。ナスは、それ自体多くの栄養価を含んでいないが、味噌はご存知のように疲労回復、がん予防、コレステロールの抑制、消化促進、整腸作用、美容効果、脳の活性化、老化防止、基礎代謝の促進など揚げればきりが無い。また、主原料である大豆には、良質のたんぱく質が多く含まれ、必須アミノ酸のほか、過酸化脂質の増加を防ぐといわれているサポニン、ビ

タミン群、カリウム、カルシウム、食物繊維など様々な栄養素が豊富に含まれている。さらに、味噌は日本酒と合うので、これほどうれしいことはない。今回は、栄養価の高い味噌料理と純米大吟醸で気持ちよくなりながら夏バテした体を元気にしてみたいかかだろ

飲用日本酒恢復食慾

前幾天，因為工作我有機會去拉斯維加斯，但白天的溫度是攝氏45度。熱風和灼熱融化了的瀝青，使我失去了胃口，最後在有空調房間裡度過了不健康的一周。因此，為了治愈這樣的身體，這次我嘗試了標準的夏季蔬菜，味噌燒配茄子和冷純麥大吟釀。茄子本身的營養價值並不高，但眾所周知，味噌對緩解疲勞、預防癌

症、抑制膽固醇、促進消化、調節腸道、美容效果、激活大腦、預防衰老，促進基礎代謝等作用無窮無盡。此外，主要原料黃豆含有大量優質蛋白質，除必需的氨基酸外，可以防止過氧化脂質的增加，含有豐富的皂甙、維生素、鉀、鈣，食物纖維等多種營養素。更重要的是，味噌和日本酒很相配，所以沒有什麼能讓我更開心的了。下一次，何不嚐嚐營養豐富的味噌料理和純米大吟釀，會讓您心情舒暢，讓您的身體從夏日的炎熱中恢復活力？

일본술로 식욕을 되찾자

일요일 전날, 라스베가스에 갈 기회가 있었지만, 일중 기온은 무려 섭씨 45도. 열풍과 작열로 아스팔트도 녹기만 한 더위에 식욕도 없어서 냉방이 효과가 있는 방에서 하루를 보내는 건강에 해로운 일주일 보내는 날개가 되었다. 그런데, 그런 몸을 치유하기 위해 이번에는 여름 야채의 정평, 가지를 사용한 된장 구이와 킨에 식힌 순미 대음양으로 마리아주 해 보았다. 가지는 그 자체로 많은 영양가를 포함하지 않지만 된장은 아시다시피 피로 회복, 암 예방, 콜레스테롤 억제, 소화 촉진, 정상 작용, 미용 효과, 뇌 활성화, 노화 방지, 기초대사 촉진 등 튀기면 틀림없다. 또, 주원료인 대두에는, 양질의 단백질이 많이 포함되어, 필수 아미노산 외, 과산화지질의 증가를 막는다고 하는 사포닌, 비타민군, 칼륨, 칼슘, 식이섬유 등 다양한 영양소가 풍부하게 포함되어 있다. 게다가 된장은 일본술과 어울리므로 이렇게 즐거운 일은 없다. 이번에는 영양가가 높은 된장요리와 순미 대음양으로 기분이 좋아지면서 여름 버티한 몸을 건강하게 해 보는 것은 어떨까.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 203



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 ②

日本の若者と日本酒②

This is the second report about young Japanese consumers and Japanese sake.

The previous report was about a social gathering organized in Asakusa district, while this report is about another social gathering organized in Shibuya district.

As you know, Shibuya district is a renowned gathering place for the Japanese youth, a district that represents young consumers. I also frequented the Shibuya district when I was young.

The "Sake Park" event is held at the newly renovated Miyashita Park

as the venue in the Shibuya district. Held this year for the third time, many youths from Shibuya district gather every year.

This event attracts 25 sake breweries and 5 craft sake brewers (unrefined sake producers not licensed to brew sake) from nationwide.

Artists also participate in this event. DJs start performing live at the venue in the afternoon, etc., where sake is enjoyed in a lively environment characteristic of Shibuya district.

Guests dancing to the rhythm of the music with a cup of sake in hand is

an interesting sight unique to Shibuya district, also captured in video footage.

The event is attended by "gyaru" (young "gals" wearing loud, bold, and expressive street fashion, a subculture of Japanese street fashion popularized in the 1990s), young IT professionals, and other guests who enjoyed sake with music, a sight atypical from the usual sake sampling events attended by old men only, which shed a ray of hope into the future of the Japanese sake industry.

Encouraging the consumption of sake served in a sake pub is a difficult way to attract young consumers, who might hesitate to step inside. Therefore, serving sake with live music and performances by DJs in the Shibuya district is a great way to attract young consumers to try sake, a highly promising effort in my opinion. ■

日本の若者と日本酒についての2回目のお話です。前回は浅草での会のお話をしましたが、今回は渋谷です。

ご存じの通り、日本の若者=渋谷、という図式が成り立つほど、渋谷は若者にとって若者を象徴する場所です。私も若いころは良く遊びに行きました。

その渋谷の新しくなったMIYASHITA PARKを会場に、「SAKE PARK」というイベントが開催されています。今年で3回目の開催で、年々たくさんの渋谷の若者が集います。

このイベントは全国から25の酒蔵と、5つのクラフトサケ（日本酒の製造免許は無いがどぶろくなどを製造する）の会社が集まります。

さらに、お酒だけではなく音楽アーティストも参加して、夕暮れからはDJライブなどが会場で開催され、渋谷らしい盛り上がりで日本酒を楽しむことが出来ます。

このような形での開催が出来るのは、まさに渋谷ならでは、ダンスのリズムを取りながら、手には日本酒という、すごい映像を見ることが出来ます。

ギャルもいるし、若いIT系の人や、もういつも見ているおじさんだけの試飲会とは全く違う方々が日本酒と音楽を楽しむ光景は、日本の日本酒の未来に希望を持てる瞬間だと思います。

日本酒だけを飲み屋で飲んで、といっても若い方々には伝わりにくく、行きにくいのも確かです。だからこそ渋谷という地で、音楽やDJライブと日本酒を掛け合わせる事で若者を取り込むこととはとてもすごい試みだと思います。

日本酒 百味百題

What kind of Japanese sake is Junmai?

純米酒とは

Junmai sake is prepared by squeezing mash fermented using rice and rice malt, then adding water to adjust the alcohol-level, adding no additives. Needless to say, Junmai sake is the how sake is primarily made, the basic method for how all sake is produced. However, when rice was lacking during and after World War II, the basic ingredient for sake, sake production was mostly stopped under government regulations to secure the main dietary staple.

Sake returned to the market around 1965. According to the “Standards for Manufacturing Methods and Quality Indication for Sake” published by the National Tax Administration Agency, Junmai sake is regulated to using white rice at a rice polishing ratio of less than 70%, produced using only rice, rice malt, and water; while the aroma and flavor requirements, etc., are stipulated as having “good flavor, color, and gloss.”

Pleasing sake aroma, luster, and color is described as “to have aroma, color, and luster characteristic of Japanese sake without offensive odor and flavor.” While labels such as “Kimoto-Junmai” or “Yamahai-Junmai” is sometimes seen, these sake doesn’t use additives, and produced using the traditional Kimoto yeast starter. Of course, some Junmai sake does use Sokujo-kei yeast starter (a modern method of adding lactic acid artificially in advance), and there is no direct relationship between the type of yeast starter and the definition of junmai sake.

While junmai sake is generally stipulated to have a rice polishing ratio of less than 70%, for rice polishing

ratio of less than 60% or other special production method with “especially good aroma, color or luster” is labeled as “Tokubetsu-Junmai.” Also, “ginjo sake produced” with rice polished to below 60% to with “especially good aroma, color, and luster characteristic of sake” is labeled as “Junmai Ginjo,” while Junmai ginjo using rice polished to 50% can be labeled as “Junmai Daiginjo.”

While junmai sake in one word has various characteristics according to the product, generally speaking, many of them are rich in type that capitalizes on the umami flavors of rice for they don’t use additives such as distilled alcohol. Also, while the acidity-level is relatively high, the flavor is mellow, rich and full-bodied in flavor for this sake, for which the flavor is prioritized over aroma. However, sake appropriately stored and aged would be lighter in flavor, even for junmai sake. Therefore, the term “Kiipton” has been used for sake from Nada, etc., however, according to these same standards, “Kiipton” is stipulated as “junmai sake brewed only at a single brewery,” with limited use. ■

は、昭和40年頃のこととされる。国税庁告示の「清酒の製法品質表示基準」によると、純米酒とは精米歩合70%以下に精白した白米を使用し、米および米麹と水だけを原料として造った日本酒と規定されており、香味等の要件としては、「香味、色沢が良好なもの」となっている。香味、色沢が良好なものとは、「異味異臭がなく清酒固有の香味および色沢を有するもの」である。最近によく「生酛純米」とか「山麩純米」といった表示をしているものを見かけることがあるが、これらはアルコールなどの添加をしていない上に、伝統的な生酛系酒母を使って造っているという意味。もちろん、速醸系酒母を用いて造る純米酒もあり、酒母の種類と純米酒の定義とに直接の関係はない。

純米酒一般の要件は精米歩合70%以下ということだが、60%以下または特別な製造方法（要説明表示）で、「香味、色沢がとくに良好なもの」については「特別純米酒」の表示ができる。また、精米歩合60%以下に精白して「吟醸造り」を行ない、「固有の香味、色沢が良好なもの」は「純米吟醸酒」の表示ができ、さらに50%まで精白した高精白米を用いた純米吟醸酒については「純米大吟醸酒」の表示ができることになっている。

ひと口に純米酒といっても、製品によっていろいろな特徴があるわけだが、一般には、醸造アルコールを添加しないために米の旨みが生かされた濃醇タイプのものが多いとされる。また、酸度は比較的高いものの、まろやかな風味を持っている。つまり、濃厚でこくのある酒ということだが、どちらかという香りよりも味を重視して造られる酒ということもできる。しかし、適度な貯蔵・熟成を経たものならば、純米酒でもさげのよい軽い風味になるという。なお、昔から灘の酒などで生一本という言葉が使われてきたが、同基準では、「生一本」とは「単一の製造場のみで醸造した純米酒」と規定し使用を制限している。

純米酒とは、米と米麹と水で造り発酵させたもろみを搾った後、アルコール度を調整するための水は加えるが、それ以外は何も添加しない日本酒のことである。いうまでもなく純米酒は日本酒本来の姿であり、すべての日本酒の基本形である。しかし、原料の米が極度に不足した戦中戦後の時期に、主食米を確保する官僚統制によってほとんど姿を消した。市場に復帰したの

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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.



Niigata Sake Festival

新潟酒バルの陣

The largest sake event in Japan is the “Niigata Sake Festival,” held annually in Niigata prefecture over two days. True to its name, sake breweries from throughout Niigata prefecture gather in one place to attend this event. The concept of this event is to welcome guests from Tokyo to enjoy the atmosphere of this event. Therefore, the event “Niigata Sake Baru in Meguro” was organized at restaurant “Niigata Sake Baru Fukidamari” in Meguro ward, Tokyo.

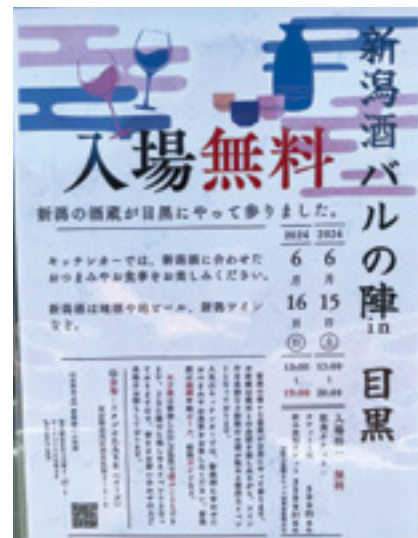
The two-day event held over a weekend was attended by 7 sake breweries - “AOKISHUZO The Sake Brewery Co., LTD.,” “OFUKU SHUZOU Co., Ltd.,” “Kiminoi Shuzou Co., Ltd.,” “Sasaiwai Sake Brewery,” “Taiyo Sake Brewery Co., Ltd.,” “Tamagawa Sake Brewery Co., Ltd.,” and “Minenohakubai Shuzo” - as exhibitors, along with a joint booth between 3 breweries from the sake shop - “Kanemasu Sake Co., Ltd.,” “Hakuro Sake Brewery Co., Ltd.,” and “Shiokawa Sake Brewery Co., Ltd.” - totaling 10 breweries with over 30 different sake selections from Niigata prefecture. Echigo Beer Co., Ltd. and Iwanohara Vineyard Co., Ltd. also exhibited booths on this balmy day to serve chilled beer and white wine.

Rice from Niigata prefecture and pickled vegetables were served at a booth, while pizza and yakisoba were served out of a food truck at the Niigata Sake Festival site. The event venue was studio EASE along the Japan Railways (JR) railroad tracks between Meguro

ward and Gotanda district, a chic outdoor space reminiscent of a European cityscape usually used to take photographs. Admission was free, and a space was available where children played freely with many families that attended. Sake was enjoyed by purchasing several tickets for 500 JPY each. Tickets were submitted at each booth according to the sake classification - ordinary sake required one ticket, while Ginjo required two tickets.

Guests with reservations arrived at the “Niigata Sake Baru Fukidamari” beforehand with all-you-can-drink tickets already purchased for 3,500 JPY each, an economical option that offered all-you-can-drink sake, regardless of the sake classification. Light showers never required an umbrella both days. The evening lights illuminated the venue with metropolitan apartments visible behind the European-style cityscape in an enchantingly beautiful sight that was indescribable.

Since tickets were accepted instead of cash, customers casually enjoyed sake and food while other participants traded food and beverages with each other in a very friendly atmosphere staffed with volunteers. The venue was filled with a comfortable, wonderful sense of unity. Although various sampling events and sales events are also organized in Tokyo for sake brewed in Niigata prefecture, few opportunities exist to sample and compare various sake brands. Therefore, this is an event that I would love to see continue in the future. ■



新潟で1年に一回2日間にわたって開催される「新潟酒の陣」という国内最大級の日本酒イベントがある。名前通り新潟の酒蔵が一堂に集結して行われるイベントである。東京の人にも、このイベントの雰囲気を楽しんでも味わってほしいというコンセプトで、「新潟酒バル吹溜」という東京目黒の飲食店が「新潟酒バルの陣 in 目黒」というイベントを開催した。土日の二日間で行われたこのイベントは日本酒蔵ブースが7蔵、「青木酒造」「お福正宗酒造」「君の井酒造」「笹祝酒造」「大洋酒造」「玉川酒造」「峰乃白梅酒造」酒販店の酒蔵3蔵合同ブース「金升酒造」「柏露酒造」「塩川酒造」を合わせ10蔵、30種類以上の酒蔵の新潟酒が楽しめ、他にも越後ビールや岩の原ワインなどもブースを出しており、暑い日だったので冷えたビールや白ワインなどを楽しむことが出来た。食事は新潟のお米や漬物が味わえるブースやピザや焼きそばのキッチンカーが出ており、しっかり小さな新潟酒の陣の風景となった。開催場所はJRの線路沿いで目黒と五反田の間にある、スタジオEASEという場所で、ヨーロッパの街並みを模したおしゃれな屋外スペースで普段は写真撮影などで使われる場所とのこ

と。会場には無料で入場出来て、子供たちがフリーに遊べるスペースもあり、家族連れも多い印象だった。まずは1枚500円のチケットを数枚購入し、その後、酒のランクによって普通酒は1枚、吟醸酒は2枚の様に、各ブースにチケットを渡し、酒を飲むシステムである。事前に「新潟酒バル吹溜」に来店して予約済みの人達は飲み放題チケットを3,500円で購入しており、酒のランク関係なく好きなだけ飲み歩けるというお得なシステムだった。少しだけ雨を感じる時間もあつたが2日間通し傘の出番は無く、夕暮れには会場にライトが灯り始め、ヨーロッパの街並みの後ろに、都会的なマンションなどが見える不思議な光景が、何とも言えない素敵な雰囲気だった。チケット制だからなのか、現金を出すよりも、軽い感覚でお酒や料理が頼めるので、参加者同士でご馳走しあつたりしていて、非常に和やかで、スタッフ側も全員ボランティアで会場の一体感心地良く素晴らしい状態だった。新潟の酒蔵に単体で出会える試飲会や販売会などは東京でも色々あるが、様々な新潟の酒蔵に1度に出会えて飲み比べ出来る機会は少ないので、今後も続けてほしいイベントである。

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 Spirits Institute of America - Part 2: The History of Sake- 米国酒焼酎蒸留酒研究所 / その2：日本酒の歴史

The number of sake breweries operating in Japan

The number of sake breweries and shochu distilleries in Japan are declining along with the consumption volume of both sake and shochu. However, approximately 1,600 sake breweries and shochu distilleries still operate in Japan today. This report introduces the regions where many sake breweries concentrate in Japan. Although the general impression that Niigata prefecture might have the most sake breweries, while Kyoto prefecture might boast the highest sake production volume, Kagoshima prefecture on Kyushu island is home to the highest number of sake breweries in Japan.

Top 5 sake and shochu makers associations with the highest number of breweries and distilleries:

- No. 1 Kagoshima Shochu Makers Association: 109
- No. 2 Niigata Sake Brewers Cooperative Association: 90
- No. 3 Nagano Sake Brewery Association: 81
- No. 4 The Federation of Hyogo Prefecture Brewers Associations: 71
- No. 5 Fukuoka Sake Brewers Association: 64

Number of sake breweries by region:

Tohoku region, Hokkaido prefecture: 226 Kanto region, Honshu island: 191
Chubu region, Honshu island: 379 Kinki region, Honshu island: 234
Chugoku region, Honshu island: 155 Shikoku island: 81 Kyushu island: 378

Regionally, Niigata prefecture ranks second while the Chubu region in Nagano prefecture ranks third. As you can see, Kyushu island is home to many sake breweries, 378 in total. The Chubu region is home to many sake breweries, while Kyushu is characteristically home to the most shochu distilleries. ■

日本の酒蔵の数

日本、焼酎の酒蔵の数は消費量の減少とともに減っているが、それでも日本全国に約1600か所ある。どの地域に酒蔵が多いのかを紹介してみたい。日本酒の蔵元が多い印象のある新潟や、生産量の最も多い京都を思い浮かべられるだろうが、実は九州の鹿児島が一番多い。

酒造メーカーの多いトップ5:

- 1位 鹿児島県酒造組合 109
- 2位 新潟県酒造組合 90
- 3位 長野県酒造組合 81
- 4位 兵庫県酒造組合連合会 71
- 5位 福岡県酒造組合 64

地域別の酒造メーカー数:

東北・北海道 226 関東 191 中部 379
近畿 234 中国 155 四国 81 九州 378

地域的には、2位新潟県、3位長野県のある中部地域が1位で379箇所となり、九州は378か所とかなり多いことがわかる。中部では、日本酒メーカーが多いの対して、九州は焼酎メーカーが多いのが特徴。

ZOOM
into SAKE Shochu
Study of Daiginjo
Presented by Sake Shochu Spirits Institute of America

The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



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



Female business owners series: Tohoku region, Japan Edition

女性経営者シリーズ みちのく日本編

Bus Station ekiben (lunch box) "Takino" - Yukiko Baba's Challenge-

I headed to Haneda Airport in search of new cuisine in the Tohoku region and walked through the dining halls in the airport. As expected, all ramen shops had long lines outside the door, many were foreign tourists. Half a century passed since ramen, a nationally beloved Japanese noodle dish, was introduced from the U.S. into the global food scene. I felt touched to see many foreign tourists enjoying ramen as I departed from the airport. The long-cherished Japanese food culture in various regions, passed on for generations by the Agency for Cultural Affairs, are certified as "100-nen foods," or "century-old foods."

Of the century-old foods, Hakata ramen was certified among Japan's "big three" ramen noodle hubs representative of Japan - Sapporo, Kitakata, and Hakata ramen - in April 2024. Kitakata city was the first in Japan to establish their Ramen Division, which I visited. Director Naoki Hayakawa greeted me, from whom I learned the time is now for Kitakata ramen to be popularized not only in local ramen shops, but also through local unified efforts to further popularize the dish. I will continue to

follow how Kitakata ramen culture will trend in the future since their introduction of the "Ramen Burger."

I heard a kiosk serving "ekiben" lunch boxes opened at a bus terminal at the Aizu Bus Station, headed to that bus terminal and purchased 1 ekiben. A staff member shared that travelers on highway buses purchase the ekiben for themselves and as souvenirs. The ekiben are also popular among locals and sell out quickly. The ekiben are packaged in wooden containers made of wooden rings, and contain the local cuisine "Wappameshi," which the bento box is named after. Opening the lid released the fragrant aroma of food ingredients inside. The ekiben manufacturer was said to be nearby, so I headed over.

"Local cuisine Wappameshi Takino" is a locally renowned, long-established Japanese restaurant in a traditional Japanese-style home with tatami matted floors and a garden. This day and age require completely innovative ideas and concepts to improve the Japanese food culture, even in Japan. Women entrepreneurs are highly sought to take on this challenge. I drafted this article on my flight to Los Angeles. I hope the restaurant "Wappameshi Takino" will one day collaborate to open a restaurant in Little Tokyo. The Tohoku region of this series will continue.■

バス駅弁“田季野”馬場由紀子の挑戦

東北みちのくの新しい食の発見を求めて羽田空港へ向かう。空港内の食堂を見て歩く。飲食店の中でも、やっぱりというか当たり前というかラーメン屋さんほどこの店も行列が出来ていた。そんな中、目についたものがある。外国人客が数多く見られたことだ。日本の国民食ラーメン、米国から世界の国々に伝わって半世紀あまり、それが現在日本で見る事が出来感動し空港を後にした。現在日本の文化庁が世代を超えて受け継がれ、長く地域で愛されて来た食文化を100年フードと認定している。その中で、日本を代表する3大グローバルブランドラーメン、札幌、喜多方、博多、その中で喜多方ラーメンが令和3年認定され、喜多方市が全国に先駆けて“ラーメン課”が創設されたと聞き訪ねた。早川直樹副主任が対応してくださった。そんな中見えて来たのが、喜多方のラーメン文化は、単にラーメン屋さんだけで対応するという考えから一般市民が一体となって取り組む時代になったと強く感じた。ラーメンバーガーなどにいち早く取り組んで来た喜多方ラーメン文化の今後の動向に注目したい。

そんな中、バスターミナルにバス駅弁があるという情報をゲット。新しい発見



© Aizuwakamatsu Tourism Bureau

とバスターミナルに向かう。会津バス駅弁1個買う。スタッフに尋ねると高速バスのお客さんが自分用とお土産用に購入したり、地元客にも人気で売り切れると話してくれた。その駅弁は木製で丸い輪で作る器になっており、郷土料理“輪箱飯”が入っている事から名付けられたという蓋を開けると、地元食材で作られた香ばしい香りが漂う。製造会社が近くにあるとのことなので行ってみた。“郷土料理 輪箱飯 田季野”。地元では名の知れた老舗で、お座敷ダイニングを併用した庭付き古民家庭園だ。今米国は元より、日本においても食文化向上に対応するには、まったく新しい発想で対応しなければならない時代に来ているのだろう。女性のさらなる参入に期待がかかる。今この原稿をLAに向かう機上で書いている。いつの日か“田季野”がコラボで東京に店を出す、そんな期待を抱きながら、みちのく東北編はまだまだ続く。

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Yuji Sasa, President
Director of the board/COO/CFO of
Nishimoto Co., Ltd., (left)
Takahisa Suzuki, Senior Vice President
of Wismettac Asian Foods, Inc.,

Wismettac Asian Foods, Inc. held the First SAKE & FOOD EXPO since the Coronavirus pandemic

-The successful celebration was attended by 1,200 affiliates of the food service industry-

Wismettac Asian Foods, Inc がコロナ禍以降初となる “SAKE & FOOD EXPO” を開催

—飲食業界関係者およそ1,200人が集まる大盛況—



Wismettac Asian Foods, Inc., an Asian food importer, wholesaler and distributor specializing in Japanese cuisine, held the “2024 Los Angeles SAKE & FOOD EXPO” in Anaheim, Calif., on July 13. The expo, held for the first time since the coronavirus pandemic, was attended by sake breweries and shochu distilleries from throughout Japan, along with approximately 30 beer breweries and 50 food manufacturers. Over 100 different selections of

sake from various regions throughout Japan, shochu, beer, and a wide variety of Japanese cuisine were served to approximately 1,200 professionals in the food service industry, which filled the venue with excitement. Many non-Japanese guests consisting of Korean Americans and Chinese Americans attended the event, indicative of the popularity of Japanese food culture.

The food section served a wide range of Japanese food products, such as tea products by ITO EN - which

generated headlines when Los Angeles Dodgers Shohei Ohtani signed a contract to serve as their brand Global Ambassador, CALPICO beverages (Calpis in Japan), convenient gyoza and shumai products, chicken karaage, frozen food products such as takoyaki, seafood such as mentaiko, ramen, Japanese condiments such as Mizkan vinegar, soy sauce, and sauces; and desserts. Also, a tuna filleting demonstration was followed by fresh tuna sashimi served as samples, which

guests gazed upon with eyes lit up.

The alcohol section served Asahi beer and Choya umeshu (plum wine), along with sake and shochu, proudly introduced by sake breweries and distilleries from Japan. The booths in this section served “Onikoroshi” from Oomura Shuzoujou based in Shizuoka prefecture, “100-nin no Kikisakeshi” by Sawanotsuru Co., Ltd. in Hyogo prefecture, sweet potato shochu





“Kirishima” from Miyazaki prefecture, etc. Daiichi Shuzou based in Tochigi prefecture introduced “Kaika AWASAKE,” just released in the U.S.; and cup sake “Ramen Cup,” the first cup sake released in Japan to be enjoyed specifically with ramen. The “Ramen Cup,” adorned with a cute illustration of ramen, garnered much attention.

Also, Otokoyama Co., Ltd. based in Hokkaido prefecture, served their Junmai “Sushi Booster,” brewed specifically to be enjoyed with sushi. Released in 2022, “Sushi Booster” was brewed under the guidance of a local sushi chef, a unique, mild, and refreshing flavor that is popular. Further, COEDO from Saitama prefecture exhibited original craft beer products brewed from sweet potato and citrus.

Yuji Sasa, President/Director of the board/COO/CFO of Nishimoto Co., Ltd., and Takahisa Suzuki, Senior Vice President of Wismettac Asian Foods, Inc., were interviewed for this report.

JRN: Today’s event was successful.

Suzuki: This year’s Sake Food Expo was held for the first time in five

years. We didn’t require as many team members this year, so we discussed inviting potential clients rather than general consumers. Our team members worked hard to invite potential customers to have fruitful discussions.

JRN: What was your overall take away from this year’s expo?

Suzuki: Since the last expo was held five years ago, we saw more booths by many new food manufacturers and sake breweries this year. Our request for the introduction of new products was met with many new products not seen in the past that can be served conveniently in restaurants. Due to the high labor costs, our request for sample menu items that weren’t elaborate, but simple and interesting, were met with a lot of creative effort that was evident in each food sample.

Sasa: What’s important is to have each food product remembered, not just today, but in a way that generates sales in the future. The events we attend must produce sales, so we’re working hard to advertise these food products. Since this expo was held for the first time in five years, we welcomed many highly motivated participants from Japan. Prior to this expo in Los Angeles, we

exhibited in New Jersey and Miami, and will head next to San Francisco, then finish in Chicago.

JRN: Robust in-bound tourism to Japan is attracting attention to Japanese cuisine. Does that seem to be the case to you?

Suzuki: Guests who attend this expo feel dissatisfied if they see similar products from previous events. Many are looking for more authentic Japanese cuisine. Our guests are quite familiar with both Japanese and Korean cuisine. Many customers show great interest in Korean cuisine, similar to Japanese cuisine.

Like long-established Japanese restaurants, many local American consumers have visited Japan, and Asian cuisine is becoming more popular in the mainstream food culture. Therefore, we’d like to focus our efforts there too, not only to reach Asian consumers, but also to invite local consumers to pick up, sample and savor Japanese cuisine. We’re also working to popularize Japanese sake and shochu. Since last year, we have the major supermarket chain Ralphs placing Japanese sake and shochu on their shelves, and sales are increasing. We look forward to continuing such efforts in the future.■

日 本食を中心としたアジア食品・食材の輸入・卸販売会社 Wismettac Asian Foods, Inc が、7月13日に米カリフォルニア州アナハイムで「2024 Los Angeles SAKE & FOOD EXPO」を開催した。コロナ禍以降初となるイベントには、日本各地の酒造会社と焼酎並びにビールメーカー約30社と、約50の食品メーカーが参加。飲食業関係者を中心におよそ1,200人が来場し、100種類を超える日本各地の酒・焼酎・ビールと、多種多様な日本食がふるまわれ、会場は熱気に包まれていた。韓国や中国など日系以外の人も多く訪れており、改めて日本食文化の人気の高さが伺えた。

食品コーナーには、ロサンゼルス・ドジャースの大谷翔平選手とグローバルアンバサダー契約を結んで話題を呼んだ「お〜いお茶」の伊藤園やカルピコ（日本ではカルピス）などの飲料系から手軽に味わえる餃子やシューマイ、から揚げ、たこ焼きなどの冷凍食品、明太子などの海鮮、ラーメン、ミツカン酢や醤油、ソースなど調味料、デザートまで幅広い日本食のブースが並んでいた。また、マグロの解体ショーと実食も行われ、新鮮なマグロの刺身に来場者たちは目を輝かせていた。

酒コーナーでは、アサヒビールやチョーヤ梅酒などがブースを出していたほか、静岡県・大村屋酒造場の「鬼ころし」、





兵庫県・沢の鶴の「100人の唎酒師」や宮崎の本格芋焼酎「霧島」など日本から参加した蔵元が自慢の日本酒や焼酎を紹介していた。栃木県・第一酒造はアメリカでの販売を始めたばかりの「開華 AWASAKE」などと共に日本初のラーメンのためのカップ酒「Ramen Cup」を紹介。ラーメンとの相性がバッチリだというかわいいイラスト入りのカップ酒が注目を集めていた。また、北海道の男山株式会社は2022年に発売を開始した地元のすし職人が監修したすしに合うすし専用の純米酒「Sushi Booster（つまみ

つつ）」を振る舞い、ユニークさとクセのないすっきりとした飲み心地で好評を得ていた。さらに、地ビールとしては埼玉県のCOEDO（コエド）が出展し、世界でも類のない薩摩芋を使ったビールや柚子など個性豊かなジャパニーズビールを紹介していた。

東京に本社を置く西本Wismettacホールディングス株式会社 取締役社長執行役員COO兼CFOの佐々祐史氏とWismettac Asian Foods, Inc副社長執行役員の鈴木喬久氏に話を伺った。

JRN：今日はとても盛況でしたね

鈴木：およそ5年ぶりの開催になるため、チームスタッフには人数はそれほど多くなくても良いので一般のお客さんではなく、ビジネスディンションをするお客さんをお呼びしようと話をしました。内容の濃い商談ができるメンバーを集めようということでも頑張ってくれたと思います。

JRN：全体を通してのご感想をお聞かせ下さい

鈴木：新しいフードメーカーさんが増えました。5年のブランクがありましたが、フードメーカーさんもお酒のメーカーさんかなり増えて、ブースの数が増えました。なるべく新しい商品を紹介して欲しいとお願いしたので、以前やっていたようなものではなく、レストランで手軽に出せるようなものが多かったと思います。人件費が高騰している中であまり手の込んだものではなく、アイデアで何か面白いメニューをサンプルとして紹介していただきたいということで、みなさんかなり工夫されていました。

佐々：今日だけでなく、商品を覚えてもらって今後につなげるのが大切です。イベントをやっても売りに結びつかないと意味がないですから、今後につながるよう一生懸命宣伝をやっています。5年ぶりということで、日本からもたく

さん参加していただき、みなさんやる気満々だったと思います。今日のロサンゼルス前はニュージャージー州とマイアミでも行い、この後はサンフランシスコに行き、最後はシカゴとなっています。

JRN：インバウンドの好調でより日本食に注目が集まっていると思いますが、実感はありますか？

鈴木：来られる方みなさん、これまでと同じような商品では物足りなくなっていますし、やはりより日本食に近いものを求めています。日本食はもちろん、韓国食など、みなさん良く知っています。韓国フードも日本食と同じく、かなり興味を持たれている方が多いです。

昔からある日本食レストランもそうですが、ローカルのアメリカの方々もたくさん日本に行っており、メインストリームでもアジアの食がどんどん広がっています。ですからそちらの方にも力を入れて、アジアの人だけでなく、ローカルの人にも我々の日本食を手にとって味わっていただきたいと思っています。もちろん日本酒や焼酎にも力を入れております。昨年頃から、大手スーパーチェーンのラルフスに日本酒や焼酎を入れていただいております。今後もそうした活動を広げていきたいと思っています。



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Economic outlook

経済見通し

-The widely forecasted recession didn't materialize last year, and there is growing optimism that the economy will remain stout in 2024.-

Resilient is the word that best described the economy in 2023. The most widely forecasted recession in history never materialized, despite the Federal Reserve's efforts to stamp down decades-high inflation by slowing the economy. Indeed, most employers looked through the volatility, with payrolls expanding by more than 3 million jobs.

As the calendar turned to 2024, there was a renewed sense of optimism that consumers will continue to drive growth in the economy. However, the business cycle is not dead, and eventually there will be sand in the gears of this extended economic expansion.

While an economic slowdown during the second half of 2024 is probable, it doesn't mean that a recession is inevitable. Given its underlying strength during the first 4 months of the year, the expectation is for the national economy to continue expanding throughout 2024.

Job growth remains solid

Employers continued to expand payrolls at a healthy pace as the calendar turned to 2024. The national economy added more than 1.2 million jobs during the first 5 months of 2024 – translating to an average increase of 248k jobs each month. That was essentially on par with the average monthly increase of 251k jobs during 2023.

Job growth varies by state

While the national economy is nearly 6 million jobs (or 3.9%) above pre-pandemic employment levels, some states have yet to fully recover from early-pandemic job losses. Employment levels in states like Idaho (+12%), Utah (+11%), Nevada (+10%), Florida (+9%), Texas (+9%) and Arizona (+9%) are well above February 2020 readings. At the other end of the spectrum, the employment base in 6 states and the District of Columbia remains below pre-pandemic readings.

Unemployment rate remains historically low

The jobless rate ticked slightly higher in recent months, but continues to suggest that the economy is at or near full employment. The national unemployment rate stood at 4.0% in May, which followed 27 consecutive months below 4%. That was the longest period of sub-4% unemployment since the late 1960s, when the jobless rate also spent 27 months below 4%.

15 states have jobless rates below 3%

Labor market trends vary significant by state. Fifteen states have unemployment rates below 3% – led by North Dakota (2.0%), South Dakota (2.0%) and Vermont (2.1%). Meanwhile, California (5.3%), Nevada (5.1%) and the District of Columbia (5.2%) have jobless rates above 5%.

Economy will expand at a moderate pace in 2024

Overall, the expectation is that the

U.S. economy will continue to grow at a moderate pace in 2024. Real Gross Domestic Product (GDP) – the value of goods and services produced in the United States – is projected to increase at a 2.4% rate in 2024. Although GDP growth will be similar to 2023 on an average annual basis, there will likely be at least 2 quarters of sub-2% growth in 2024.

— 一大々の予想されていた景気後退は昨年は実現せず、2024年も景気は堅調に推移するとの楽観論が強まっている —

2023年の経済を最もよく表している言葉は「回復力」である。連邦準備制度理事会 (FRB) が景気減速によって数十年来の高インフレを押しとどめようと努力したにもかかわらず、史上最も広く予測された景気後退は実現しなかった。実際、ほとんどの雇用主はこの不安定な状況を見過ごし、雇用者数は300万人以上増加した。

カレンダーが2024年に変わると、消費者が引き続き経済成長を牽引するだろうという楽観的な見方が再び広がった。しかし、景気循環は死んでおらず、いずれはこの景気拡大の歯車に砂が入ることになる。

2024年後半に景気が減速する可能性はあるが、景気後退が避けられないわけではない。年初4ヵ月間の底堅さを考えれば、2024年を通して景気は拡大し続けるだろう。

雇用は引き続き堅調

2024年に向けて、雇用主は健全なペースで雇用を拡大し続けた。2024年最初の5ヵ月間に国内経済は120万人以上の雇用を増加させ、毎月平均24万8,000人の雇用を増加させた。これは

2023年の月平均25.1万人増とほぼ同水準であった。

雇用の伸びは州によって異なる

全米の雇用者数はパンデミック前の水準を600万人 (3.9%) 近く上回っているが、州によっては、パンデミック初期の雇用減少からまだ完全に回復していないところもある。アイダホ州 (12%増)、ユタ州 (11%増)、ネバダ州 (10%増)、フロリダ州 (9%増)、テキサス州 (9%増)、アリゾナ州 (9%増) の雇用水準は、2020年2月時点の水準を大きく上回っている。一方、6つの州とコロンビア特別区では、雇用者数は依然、大流行前の水準を下回っている。

失業率は歴史的な低水準を維持

失業率はここ数ヶ月でわずかに上昇したが、経済は完全雇用またはそれに近い状態にあることを示唆し続けている。5月の全国失業率は4.0%で、27ヵ月連続で4%を下回った。これは、失業率が27ヵ月連続で4%を下回った1960年代後半以来、最も長い4%以下の失業率の期間である。

15の州で失業率が3%を下回る

労働市場の動向は州によって大きく異なる。ノースダコタ州 (2.0%)、サウスダコタ州 (2.0%)、バーモント州 (2.1%) を筆頭に、15州が失業率3%以下である。一方、カリフォルニア州 (5.3%)、ネバダ州 (5.1%)、コロンビア特別区 (5.2%) の失業率は5%を超えている。

2024年の景気は緩やかなペースで拡大

全体として、米国経済は2024年も緩やかな成長を続けると予想されている。2024年の実質国内総生産 (GDP) (米国で生産される財とサービスの価値) は2.4%の伸びを予想する。GDP成長率は年平均ペースでは2023年と同程度だが、2024年には少なくとも2四半期は2%以下の成長が続くだろう。

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Celebrate Sake Day: The Evolution and Trends of Japan's Beloved Beverage

By Atsuko Glick,  SAKE SCHOOL OF AMERICA

日本酒に乾杯！ 日本で愛される日本酒の進化とトレンド

October 1st marks a special occasion in Japan - Sake Day, established by the Japan Sake Brewers Association in 1978. This celebration aligns with the rice harvest season, signaling the start of sake brewing. The Chinese character for sake is 酒 (sake). Deconstructed, the character 酉 (tori) symbolizes a rooster, which coincidentally is the tenth animal in the traditional twelve-year Chinese zodiac calendar cycle. The two characters, 酒 (sake) and 酉 (tori), are therefore associated by the factor of TEN: the tenth zodiac animal and the tenth month of the Gregorian calendar.

Sake has long been a part of our lives, evolving and diversifying in flavors and consumption methods. Particularly, Generation Z, with their distinct cultural values and purchasing power, is driving new trends. Unlike previous generations, Gen Z values collaboration over individual action and prefers multi-modal learning styles. Their purchasing decisions reflect a broader range of values, seeking unique and varied experiences.



10月1日は日本では特別な日、1978年に日本酒造組合中央会が制定した「日本酒の日」です。この日は、米の収穫時期に合わせ、酒造りの始まりを告げる日です。なぜ10月1日が「日本酒の日」になったのか。日本酒を表す漢字の「酒」を分解すると、「酉」は伝統的な十二支の中で10番目の動物である鶏を表します。つまり「酒」と「酉」は、十二支とグレゴリオ暦の10番目の月という「十」の要素で結びついているからです。

日本酒は長い間、日本人の生活の一部であり、味や飲み方を進化させ、多様化してきました。近年では独特の文化的価値観と購買力を持つ、11歳前後から29歳前後のZ世代が新しいトレンドを牽引しています。これまでの世代とは異なり、Z世代は個人的な行動よりもコラボレーションを重視し、複数の方法や感覚を組み合わせる学ぶスタイル「マルチモーダル」な学習スタイルを好みます。彼らの購入決定は、ユニークで多様な体験を求める幅広い価値観を反映しています。

Trends in Sake 日本酒のトレンド

Low-Alcohol Sake 低アルコール酒

Gaining popularity among health-conscious Gen Z and women, low-alcohol sake is easy to drink and has minimal effects the next day. Non-alcoholic bars are also rising, catering to a diverse clientele, and offering inclusive options for all.

健康志向のZ世代や女性の間で人気が高まっている低アルコール酒は、飲みやすく、翌日への影響も最小限です。ノンアルコール・バーも増えてきており、多様な顧客層に対応し、すべての人に包括的な選択肢を提供しています。



From left:
Mimurosugi 'Dio Abita'
Sho Chiku Bai Shirakabegura Mio
Sho Chiku Bai Shirakabegura Mio Crisp

Sparkling Sake スパークリング日本酒

Rapidly growing in popularity, sparkling sake includes varieties that undergo secondary fermentation in bottles, similar to champagne, and those that use gas for a refreshing fizz. Perfect for summer brunches, sparkling sake offers a delightful alternative to traditional chilled wines and cocktails.

人気急上昇中のスパークリング日本酒には、シャンパンのように瓶内で二次発酵を行うものや、ガスを注入して爽快な泡を楽しめるものがあります。夏のランチにぴったりのスパークリング日本酒は、従来の冷えたワインやカクテルに代わる楽しい選択肢を提供します。



From left:
Nanbu Bijin Awa Sparkling Junmai Ginjo
Kikuizumi Hitosuji Rosé

Floral Yeast Sake 花酵母で作られた日本酒

Developed by the Tokyo University of Agriculture, sake made with flower yeast brings unique aromas from flowers like sunflowers, marigolds, and strawberries. Each region's Jizake (localized sake) captures the essence of local climates, natural features, and cuisine, offering a true taste of the place.

東京農業大学が開発した花酵母で醸された日本酒は、ヒマワリ、マリーゴールド、イチゴなどの花から得られる独特の甘く美しい香りをもたらします。各地の地酒(地元の日本酒)は、その土地の気候、風土、食べ物のエッセンスを取り込み、その土地の特徴を含んだ味を提供します。



From left:
Amabuki Himawari Sun flower Junmai Ginjo
Amabuki Ichigo Strawberry Junmai Ginjo Cup

Banana Yeast Sake バナナ酵母酒

Among the innovative types, banana yeast sake stands out with its sweet, fruity aroma reminiscent of banana bread. Its high acidity balances the sweetness, creating a refreshing and memorable aftertaste. It's a delightful surprise for anyone trying it for the first time or those seeking a new type of sake.

革新的なタイプの中でも、バナナ酵母酒は、バナナブレッドを思わせる甘くフルーティーな香りで際立っています。強い酸味と甘さとのバランスが取れており、後味もすっきりとしていて、日本酒を初めて飲む人や新しいタイプのお酒を求めている人には嬉しい驚きです。



Amabuki Banana Kobo Nama Junmai Daiginjo



Rediscovering Doburoku: A Journey Through Time

While new trends are exciting, it's also essential to honor the nostalgic aspects of sake. Doburoku is a true unfiltered sake. While Nigori sake is coarsely filtered, Doburoku is made completely without straining the mash, which is rich in beneficial compounds including fiber and vitamins. With its creamy, thick texture and fizzy mouthfeel, Doburoku offers a unique tasting experience. Despite its historical significance, Doburoku was overshadowed by filtered sake until recent initiatives, like the "Doburoku Special Zone System" and the annual "National Doburoku Research Competition," helped revive its popularity. With this revival, the generation that first discovered doburoku is adding new values to it, and a variety of flavors are now on sale.

Today, sake transcends borders, enjoyed worldwide thanks to the resilience and innovation of sake brewers. As we celebrate Sake Day, let's raise a glass to the rich history, evolving trends, and the global joy that sake brings. Here's to enjoying sake more than ever and appreciating its cultural and historical significance.



Niwa No Uguisu Doburoku

どぶろくの再発見: 時空を越えた旅

新しいトレンドが興奮を呼ぶ一方で、日本酒のノスタルジックな側面に敬意を払うことも大切です。どぶろくは無濾過の日本酒です。あらごしをするにがり酒と違い、どぶろくは全くもろみをこさないで作られます。そのため食物繊維やビタミンなどの有益な成分が豊富に含まれています。クリーミーで濃厚な質感と発泡性の口当たりで、ユニークなテイasting体験を提供します。歴史的に重要な意味を持つにもかかわらず、どぶ

ろくは濾過酒の影に長い間隠れていましたが、「どぶろく特区制度」や毎年開催される「全国どぶろく研究大会」などの最近の取り組みにより、その人気が見事復活しました。今回の復活により初めてどぶろくを知った世代がさらに新しい価値観を追加して、様々なフレーバーが販売されています。

今日、日本酒は国境を越え、酒蔵の粘り強さと革新のおかげで世界中の人々に親しまれています。日本酒の日を祝うにあたり、これまでの長い豊かな歴史、進化するトレンド、日本酒がもたらす世界的な喜びに乾杯し、そして、これまで以上に日本酒は、多くの人に愛され、その文化的・歴史的意義に感謝されていく存在となっていきます。



Niwa No Uguisu Doburoku pink

Promotional Strategies for Restaurants to Celebrate Sake Day 日本酒の日を祝う飲食店のプロモーション戦略

By implementing these strategies, restaurants can effectively engage with their customers, celebrate the rich heritage of sake, and the growing interest in this beloved Japanese beverage will spread further around the world.

下記の戦略を実行することで、レストランは効果的に顧客と関わり、豊かな日本酒の伝統を祝うことができ、この愛されている日本の飲み物への関心の高まりは、さらに世界中へひろがって行くでしょう。

<h1>K</h1>	<p>Kickoff Social Media Campaigns and Influencer Collaborations</p> <ul style="list-style-type: none"> • Launch a social media campaign leading up to Sake Day, sharing educational content, behind-the-scenes brewery tours, and customer testimonials. • Partner with food and beverage influencers to promote your Sake Day events and share their experiences with their followers. • Create engaging content such as recipe videos for sake cocktails or food pairings to attract a broader audience. <p>効果的なインフルエンサー戦略</p> <ul style="list-style-type: none"> • 「日本酒の日」に向けてソーシャルメディアキャンペーンを開始し、教育コンテンツ、醸造所の舞台裏ツアー、顧客の声を共有 • 食品や飲料のインフルエンサーと提携して「日本酒の日」のイベントを宣伝し、彼らの体験をフォロワーと共有 • 日本酒カクテルや料理の組み合わせのレシピ動画など、魅力的なコンテンツを作成し、より幅広い視聴者を引き付ける
<h1>A</h1>	<p>Arrange Sake Tasting Events</p> <ul style="list-style-type: none"> • Organize a Sake Day tasting event featuring the latest trends. • Offer tasting flights with pairing options to enhance the dining experience. <p>新しい日本酒の試飲イベント</p> <ul style="list-style-type: none"> • 最新のトレンドを取り入れた日本酒の日の試飲イベントを開催 • 食事体験を充実させるために、ペアリングオプション付きの試飲フライトを提供
<h1>N</h1>	<p>Next-Gen Gamified Experiences</p> <ul style="list-style-type: none"> • Introduce gamified elements such as sake trivia nights, tasting competitions, or scavenger hunts related to sake history and facts. • Create a sake loyalty program where customers can earn points for every sake purchase and redeem them for exclusive offers or experiences. <p>ネクストジェネレーションのゲーム化体験</p> <ul style="list-style-type: none"> • 日本酒に関するクイズナイト、テイastingコンテスト、日本酒の歴史や事実に関する宝探しゲームなどのゲーム化された要素を導入 • 日本酒を購入するごとにポイントを獲得し、限定特典や体験と交換できる日本酒ロイヤルティプログラムを作成
<h1>P</h1>	<p>Pop-Up Sake Bar</p> <ul style="list-style-type: none"> • Feature a rotating selection of sakes and offer tasting flights to attract curious passersby. • Create limited-edition Sake Day merchandise that commemorate the event. <p>ポップアップ日本酒バー</p> <ul style="list-style-type: none"> • 好奇心旺盛な通行人を惹きつけるために、日本酒のセレクションを入れ替えたり、テイastingフライトを提供 • 日本酒の日を記念した限定グッズを作成
<h1>A</h1>	<p>Artful Dining Experiences</p> <ul style="list-style-type: none"> • Develop a multi-course tasting menu that highlights the versatility of sake, pairing each course with a different type of sake. • Develop special menus that pair sake with different dishes, highlighting how various sake types complement different flavors and cuisines. <p>アートなダイニング体験</p> <ul style="list-style-type: none"> • 日本酒の多様性を強調した、コースごとに異なるタイプの日本酒を組み合わせたマルチコースのテイastingメニューを開発 • 日本酒をさまざまな料理と組み合わせた特別メニューを開発し、さまざまなタイプの日本酒が異なる味や料理をいかに引き立てるかを強調
<h1>I</h1>	<p>Innovative Workshops and Seminars</p> <ul style="list-style-type: none"> • Host workshops or seminars on the history and evolution of sake, featuring guest speakers such as sake sommeliers or brewers. • Offer guided pairing dinners where a sake expert explains the reasoning behind each pairing and provides tasting notes. <p>活かされる革新的なワークショップとセミナー</p> <ul style="list-style-type: none"> • 日本酒のソムリエや醸造家などのゲスト講師を招き、日本酒の歴史と進化に関するワークショップやセミナーを開催 • 日本酒の専門家それぞれのペアリングの理由を説明し、テイastingノートを提供するガイド付きペアリング・ディナーを開催

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



“SAKE IN THE PARK 2024” -Choice Japanese sake and shochu selections enjoyed by 1,000 guests- “SAKE IN THE PARK 2024” 開催 —選りすぐりの日本酒、焼酎が集結 1,000人が楽しむ—

Little Tokyo Service Center (LTSC; Executive Director: Erich Nakano) held a sake sampling event, “SAKE IN THE PARK 2024,” to raise operational funds at the Gloria Grand Park in Downtown Los Angeles on July 26.

リトル東京サービスセンター（LTSC、エーリッヒ・ナカノ所長）は7月26日ロサンゼルスダウンタウンにある、グロリア・グランド・パークで、活動資金集めを目的とした酒試飲イベント「SAKE IN THE PARK 2024」を開催した。

This long-established sake tasting event in California was jointly organized by the LTSC and Mutual Trading Co., Inc., and held this year for the 16th time. The event attracted sake fans and supporters of the cause (LTSC) that totaled 1,000 participants. Guests savored choice selections from over 90 varied brands of Japanese sake, shochu, craft beer, spirits, etc. from 39 breweries and distilleries throughout Japan.

In the past, the event was held at Union Station in Downtown Los Angeles, the California Science Center, etc., until the venue was moved to Little Tokyo 3 years ago. Until the last event, the event was titled “SAKE ON THE ROCKS” due to the venue located adjacent to the rock sculpture by the renowned American artist

and architect Isamu Noguchi, located in the Noguchi Plaza of the Japanese American Cultural & Community Center (JACCC). After its relocation to the Gloria Grand park in the Civic Center of Los Angeles, the event was renamed “SAKE IN THE PARK.”

Erich Nakano, Executive Director of LTSC, commented on his aspirations for the tasting event: “I hope we gain many supporters of LTSC activities. LTSC is a community-based provider of affordable housing and social welfare services. Many Americans enjoy sake, a part of the Japanese food culture. I hope this event serves as an opportunity to introduce sake breweries and shochu distilleries throughout Japan to local American consumers, the latest efforts in various regions to popularize sake and shochu, an opportunity for





Erich Nakano, Executive Director of LTSC

Little Tokyo Service Center (LTSC)

Founded in 1979 and incorporated in 1980 by a group of Japanese Americans activists who wanted to form a multipurpose social service center, Little Tokyo Service Center aimed to provide linguistically and culturally sensitive social services to the Little Tokyo community and the broader Japanese American community in Southern California.

リトル東京サービスセンター

リトル東京サービスセンターは、多目的社会福祉センターの設立を希望する日系アメリカ人活動家グループによって1979年に設立され、1980年に法人化された。リトル東京コミュニティと南カリフォルニアのより広範な日系アメリカ人コミュニティに、言語的および文化的に配慮した社会福祉サービスを提供することを目的としている。



locals to savor sake and shochu, learn how sake flavor is influenced by local climate, and the role of sake in Japanese culture, etc.”

Masatoshi Ohata, President of Mutual Trading Co., Inc., also commented: “Mutual Trading was founded in Little Tokyo in 1926 with the goal to contribute to the Little Tokyo community. We’ve participated in this event for a long time, and it’s great to see so many guests enjoy themselves. As LTSC’s activities expanded, Japanese cuisine became more popular, which makes this event very meaningful. The popularity of Japanese cuisine is expanding beyond sushi to various cuisines I hope our guests will enjoy. I hope our guests will also enjoy not only sake and shochu, but our unique original cocktails

as well.”

The sake booths served over 90 selections of sake, shochu, craft beer, and malt beverages from various sake breweries and distilleries from Akita prefecture to Kagoshima prefecture. The event offered a rare opportunity for skilled and enthusiastic sake breweries and distilleries to gather in one place. Guests tasted sake as they listened intently to a presentation by certified sake professionals from the Sake School of America. Restaurants from in and around the outskirts of Little Tokyo served yakitori, chicken karaage, tebasaki chicken wings, carpaccio, and other izakaya-style menu items that complement sake, in addition to sushi, ramen, curry rice, pizza, and desserts. Guests smacked their lips as they enjoyed samples of sake.

On the main stage, the Shochu Cocktail Contest for amateurs was held this year for the third time. This contest judges the idea, concept, presentation, and flavor of shochu cocktails to recognize the best shochu cocktail. The shochu used this year was Sweet Potato Shochu “Ikkomon” by Kurokabe Gura (Miyazaki prefecture), distilled 100% from sweet potato Kogane-sengan, a premium shochu that garnered many awards.

Five contestants selected by community organizations beforehand used syrup and fruits such as oranges prepared on the stage, like “Iron Chef,” and prepared cocktails in 7 minutes. The winner, Vanessa Gonzalez, Director of Fideicomiso Comunitario Tierra Libre (FTCL), was awarded the Sweet Potato Shochu “Ikkomon.”■

このイベントは、カリフォルニアでも長い歴史を持つ日本酒テイastingイベントで、今回で16回目の開催を数え、リトル東京サービスセンターと共同貿易のコラボによる酒と食の祭典。日本酒愛好家のみならず趣旨に賛同する参加者などおよそ1,000人が来場し、日本酒、焼酎、地ビール、スピリッツなど90種類以上の、日本全国39の酒蔵から集結した選りすぐりの銘酒を楽しんだ。

これまで、ロサンゼルス・ダウンタウンにあるユニオン駅や、カリフォルニア・サイエンス・センターなどを会場に行われ、3年前からリトル東京に会場を移した。前回までは日米文化会館のノグチ・プラザにある有名なイサム・ノグチの岩の彫刻に隣接していることから「SAKE ON THE ROCKS」と名付けて開催していたが、今回より会場をロサンゼルス・シビックセンターにあるグラント・パー



クに移したことから「SAKE IN THE PARK」と改名し開催した。

LTSCのナカノ所長は、「住宅を含めた社会福祉サービスの活動をするLTSCの活動を多くの方に支援して欲しいという思いと、今では多くの米国人が酒を飲むようになったが、酒は日本の食文化のひとつ。このイベントをきっかけに日本全国の酒蔵や地域の取り組み、文化、風土など日本酒にかかわる魅力に触れていただきたい。」とアピールした。

また、共同貿易の大畑正敏社長は「リトル東京で1926年に創業した弊社は、リトル東京のコミュニティに貢献することを目指している。長年このイベントに

は協力させていただいているが、これだけ多くの方が楽しむ姿を見られることは素晴らしいことだと思う。LTSCの活動と共に日本食人気も高まっていると思うので非常に意義のあるイベント。日本食も寿司だけでなくいろいろな料理に広がっているのが楽しんでもほしい。また、日本酒、焼酎だけでなくカクテルなどのユニークなものも味わってほしい。」と語る。

試飲ブースでは、秋田県から鹿児島県まで様々な酒蔵から90種類以上の日本酒、焼酎、クラフトビール、モルト飲料を提供する酒ブースが並んだ。酒蔵が技術と情熱を注いだ銘酒が一堂に会する数

少ない機会であり、サケ・スクール・オブ・アメリカ公認の日本酒プロフェッショナルの説明に来場者は熱心にテイastingをしていた。また、リトル東京やその近郊のレストランが、焼き鳥、から揚げ、手羽先、カルパッチョなど酒に合う居酒屋料理をはじめ、寿司、ラーメン、カレーライス、ピザ、デザートなどを提供。来場者は舌鼓を打ちながら、酒の試飲を楽しんでいた。

メインステージでは、今回で3回目を迎えたアマチュアによる焼酎カクテル・ミキシング・コンテストを開催。このコンテストは、焼酎カクテルのアイデアとコンセプト、見た目、味を審査し最高の

焼酎カクテルを作るというもの。今年の焼酎は、宮崎の黒壁蔵が醸造する芋焼酎「一刻者」。黄金千貫を100%使用し単式蒸留で造られたこの焼酎は、数々の賞を受賞したプレミアム焼酎。地域団体から事前選ばれた5人の出場者は、「料理の鉄人」スタイルでステージ上に用意されたオレンジなどの果物やシロップなどを使って7分間のカクテル・チャレンジに挑んだ。バトルの末に見事1位に輝いたのは、FCTLで理事を務めているパネッサ・ゴンザレスさん。パネッサさんには優勝の証として「一刻者」が贈られた。

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

-Sake brewery from Hyogo prefecture garnered the “Champion Sake” award, the most prestigious award in the sake category-

2024 インターナショナル・ワイン・チャレンジ「日本酒部門」の受賞酒発表
—日本酒部門の最高賞としての「チャンピオン・サケ」に兵庫県の酒蔵が受賞—

2024 International Wine Challenge (IWC) sake category winners of the “Champion Sake,” “Great Value Award,” and “Sake Brewery of the Year” were announced from London on July 10. “Miyakobijin Taiyou, 2023/2024” by Miyakobijin Shuzo Co Ltd (Awaji city, Hyogo prefecture) garnered the “Champion Sake” award, the most prestigious prize awarded in the sake category.

The sake category received 1,504 entries from 392 breweries in eight nations, including Japan. Also, This is the first time a sake brewery from Hyogo Prefecture has won this award at the IWC since the sake category was created in 2007.

“Champion Sake” is the most prestigious prize awarded in the overall competition, while the “Great Value Award” is awarded to sake recognized for excellent cost performance. One sake brewery that garnered high scores with all entries submitted were recognized as the “Sake Brewer of the Year” award. In addition, starting in 2024, the “Region of the year” will be awarded to the prefecture with the best overall performance by multiple sake breweries that entered the competition. This year, five prefectures were announced as candidates for the award. The Region of the Year award will be announced in November 2024.■

インターナショナル・ワイン・チャレンジ2024 (IWC 2024)の日本酒部門の「チャンピオン・サケ」、「グレートバリュー・アワード」、「サケ・ブリュワリー・オブ・ザ・イヤー」が開催地のロンドンで7月10日に発表された。日本酒部門の最優秀賞「チャンピオン・サケ」は、都美人酒造株式会社（兵庫県）の「都美人 太陽」が選ばれた。

日本酒部門には日本と海外の392の酒蔵から1504銘柄がエントリーした。また、兵庫県の酒蔵が同賞を受賞するのはIWCにおいて日本酒部門が誕生した2007年以来初の受賞。

「チャンピオン・サケ」は大会全体を通しての最高賞、「グレートバリュー・アワード」は優れたコストパフォーマンスを發揮した酒に授けられる称号、そしてさらに日本酒部門の中で、エントリーした複数の日本酒すべてで高評価を得た酒蔵には「サケ・ブリュワリー・オブ・ザ・イヤー」が贈られた。

さらに、2024年から、エントリーした複数の酒蔵が優れた総合成績を収めた都道府県に対して「Region of the year（リージョン・オブ・ザ・イヤー）」が授与され、今回は、受賞候補として5県が発表された。「リージョン・オブ・ザ・イヤー」は、2024年11月に発表される予定。

歴代チャンピオン酒 Champion Sake Chronicles

◎ 2007年チャンピオン Champion

銘柄：鶴乃里 酒蔵元 菊姫 石川県白山市
www.kikuhime.co.jp
Tsurunosato / Kikuhime Co., Ltd. (Hakusan, Ishikawa)

◎ 008年チャンピオン Champion

銘柄：出羽桜 一路 酒蔵元 出羽桜酒造 山形県天童市
www.dewazakura.co.jp
Dewazakura Ichiro / Dewazakura Sake Brewery Co., Ltd. (Tendo, Yamagata)

◎ 2009年チャンピオン Champion

銘柄：山吹1995 酒蔵元 金紋秋田酒造 秋田県大仙市
www.kinmon-kosyu.com
Yamabuki 1995 / Kinmon Akita Sake Brewery (Daisen, Akita)

◎ 2011年チャンピオン Champion

銘柄：鍋島 大吟醸 酒蔵元 富久千代酒造 佐賀県鹿島市
nabeshima.biz
Nabeshima Daiginjo / Fukuchiyo Shuzo Co., Ltd. (Kashima, Saga)

◎ 2012年チャンピオン Champion

銘柄：福小町 大吟醸 酒蔵元 木村酒造 秋田県湯沢市田町
www.fukukomachi.com
Fukukomachi Daiginjo / Kimura Brewery Co., Ltd. (Yuzawa, Akita)

◎ 2013年チャンピオン Champion

銘柄：大吟醸 極喜 喜多屋 酒蔵元 喜多屋 福岡県八女市
www.kitaya.co.jp
Kitaya Daiginjo Gokujo / Kitaya Co., Ltd. (Yame, Fukuoka)

◎ 2014年チャンピオン Champion

銘柄：酔翁 酒蔵元 平田酒造所 岐阜県高山市
hidanohana.com
Suiou / Hirata Sake Brewery (Takayama, Gifu)

◎ 2015年チャンピオン Champion

銘柄：純米大吟醸 会津ほまれ 酒蔵元 ほまれ酒造 福島県喜多方市
aizuhomare.jp
Junmai Daiginjo Aisu Homare / Homare Sake Brewery Co., Ltd. (Kitakata, Fukushima)

◎ 2016年チャンピオン Champion

銘柄：出羽桜純米 酒蔵元 出羽桜酒造 山形県天童市
www.dewazakura.co.jp/
Dewazakura Junmai / Dewazakura Sake Brewery Co., Ltd. (Tendo, Yamagata)

◎ 2017年チャンピオン Champion

銘柄：南部美人 特別純米 酒蔵元 南部美人 岩手県二戸市
www.nanbubijin.co.jp
Nanbu Bijin Tokubetsu Junmai / Nanbu Bijin Co., Ltd. (Ninohe, Iwate)

◎ 2018年チャンピオン Champion

銘柄：奥の松 吟醸 酒蔵元 奥の松酒造 福島県二本松市
okunomatsu.co.jp
Okunomatsu Ginjo / Okunomatsu Sake Brewery (Nihonmatsu, Fukushima)

◎ 2019年チャンピオン Champion

銘柄：勝山 純米吟醸 酒蔵元 仙台伊達家勝山酒造 宮城県仙台市
www.katsu-yama.com
Katsuyama Junmai Ginjo / Katsuyama Supreme SAKE Co., Ltd. (Sendai, Miyagi)

◎ 2020年チャンピオン Champion

銘柄：紀土 無量山 純米吟醸 酒蔵元 平和酒造 和歌山県海南市
heiwashuzou.co.jp
Kid Muryozan Junmai Ginjo, 2020/2021 / Heiwa Shuzo Co., Ltd. (Kainan, Wakayama)

◎ 2021年チャンピオン Champion

銘柄：御湖鶴 純米吟醸 酒蔵元 諏訪御湖鶴酒造場 長野県諏訪郡下諏訪
www.mikotsuru.com
Mikotsuru Junmai Ginjo / Suwamikotsuru Sakebrewery (Suwa, Nagano)

◎ 2022年チャンピオン Champion

銘柄：澤姫 吟醸酒 真・地酒宣言 酒蔵元 井上清吉商店 栃木県宇都宮市
sawahime.co.jp
Sawahime Ginjo, 2021/2022 / Inoue Seikichi Co., Ltd (Utsunomiya, Tochigi)

◎ 2023年チャンピオン Champion

銘柄：十六代九郎右衛門 純米吟醸 美山錦 株式会社湯川酒造店 長野県木曾市
www.yukawabrewery.com/
16th Kuroemon Junmai Ginjo Miyamanishiki, 2022/2023
Yukawa Sake Brewery Co., Ltd. (Kiso, Nagano)



「チャンピオン・サケ」受賞酒 Winner of the “Champion Sake” award

Miyakobijin Taiyou, 2023/2024
Miyakobijin Shuzo Co Ltd
(Awaji city, Hyogo prefecture)

「都美人 太陽」
都美人酒造株式会社（兵庫県）



Osamu Ie, Brewing Master

「グレートバリュー・サケ」受賞酒 Winner of the “Great Value Award” award

Fudoh Keikai Karakuchi, 2023/2024
Nabedana Inc. (Chiba, Japan)

「不動 軽快辛口」
鍋店株式会社（千葉県）

「サケ・ブリュワリー・オブ・ザ・イヤー」受賞蔵 Sake brewery recognized as “Sake Brewer of the Year”

Niizawa Sake Brewery Co., Ltd
(Miyagi)

株式会社新澤醸造店（宮城県）

「リージョン・オブ・ザ・イヤー」の候補地 Candidates for “Region of the Year”

*Yamagata prefecture *山形県 *Nagano prefecture *長野県
*Miyagi prefecture *宮城県 *Niigata prefecture *新潟県
*Hyogo prefecture *兵庫県

2024 Japan Food Export Platform 1st meeting held

-Organized to support Japanese food exports to the U.S. market-

2024 米国輸出支援プラットフォーム第1回協議会開催

—日本食品の対米輸出を支援—



Shunichiro Kitagawa, Consul of the Consulate-General of Japan in Los Angeles



Kota Kimura of JETRO Los Angeles



Taiki Sawabe, Director of Japan Food Product Overseas Promotion Center

The Japanese government had set a goal to increase their export value to 5 trillion JPY by 2030. Both the Japanese government and the private sector are working to further increase exports. As the Japanese domestic food market shrinks, exploring foreign markets is essential to increase the export value of Japanese agricultural, forestry, fishery, and food products. The annual export value of Japanese agricultural, forestry, fishery and food products exceeded 1 trillion JPY for the first time in 2021 and reached a record-breaking 1.45 trillion JPY in 2023, a 2.9% increase of 40.7 billion JPY from 2022. To accelerate the increase of agricultural, forestry, fishery and food exports, the entire value chain from production to local sales must be converted from “product out” to “market in.”

Specialized products must be continuously produced and exported to maintain a system that opens various distribution channels. Based on the “strategy to increase agricultural, forestry, fishery and food exports,” the first Japan Food Export Platform in the U.S. was founded in April 2022 to support exporters in their respective export destinations and regions in a comprehensive, specialized, and ongoing manner; with bases currently established in 9 nations and 15 regions.

The “Japan Food Export Platform” held their first meeting this year at Japan House Los Angeles on July 31.

The Japanese Restaurant Association of America (JRA), Japanese Food Culture Association (JFCA), The Japan Food Product Overseas Promotion Center (JFOODO), and Hichimikai – an organization of Japanese food manufacturers and affiliates with bases in the U.S. – attended the meeting, along with Japanese food trading companies, food manufacturers, and other affiliates of the Japan Food Export Platform.

Yuko Kaifu, President of Japan House LA; Kenko Sone, Consul General of Japan in Los Angeles; and Akira Kajita, Executive Director of JETRO Los Angeles; each gave a speech as co-organizers of the event.

Shunichiro Kitagawa, Consul of the Consulate-General of Japan in Los Angeles, reported the latest efforts utilizing the “Japan Food Export

Platform”: (1) Export performance to the U.S. and global market, (2) System to support Japanese agricultural, forestry, fishery and food exports, (3) Detailed activities of the Consulate-General of Japan in Los Angeles using the Japan Food Export Platform, and (4) Future activities to popularize Japanese agricultural, forestry, fishery, food exports, and Japanese cuisine. The Consulate-General of Japan in Los Angeles vowed to continue inquiring with the U.S. government about regulations and to introduce Japanese products utilizing the Consul General’s residence to help popularize Japanese food culture in a way that integrates Japanese culture with diplomacy.

Kota Kimura of JETRO Los Angeles, representative of the “Japan Food Export Platform,” explained the

overview of the Japanese agricultural, forestry, fishery, and food business in North America. Kimura elaborated on JETRO’s support in providing market information, how to arrange and conduct business meetings, support skill enhancement to provide information, etc., to increase businesses that provide various support according to the needs of each company.

Also, 2023 reported record-breaking export values of scallops at 11.9 billion JPY (+52.5%), Japanese amberjack at 24.3 billion JPY (+9.5%), green tea with various commercially use at 15.7 billion JPY (+49.6%), and Japanese rice at 1.8 billion JPY (+51.3%). The plan for 2024 is to provide comprehensive support to businesses by organizing export seminars, arranging for various experts and consultations to support exporters, exhibiting at trade shows overseas, referring businesses to each other to negotiate by organizing meetings domestically and abroad, etc.

Taiki Sawabe, Director of Japan Food Product Overseas Promotion Center (JFOODO), shared plans to coordinate with organizations of various commodities to strategically advertise widely in newspapers and magazines, outdoors, digital ads, promotional events, and local multi-faceted sales promotions and campaigns to consumers at restaurants and retail stores, etc.

Participants commented that providing support from Japan might be difficult since various regulations pertaining to food imports into the U.S. are applicable domestically in the U.S.





from left: Yuko Kaifu, President of Japan House LA / Shinji Kugita, President of Japanese Restaurant Association of America
Naohisa Nakada, President of Japanese Food Culture Association / Kenko Sone, Consul General of Japan in Los Angeles
Tomofumi Suzuki of Hichimikai / Akira Kajita, Executive Director of JETRO Los Angeles

market, and instruction is required to standardize Japanese domestic food labels to meet the global standard, etc. Shinji Kugita, President of Japanese Restaurant Association of America, Tomofumi Suzuki of Hichimikai, and Naohisa Nakada, President of Japanese Food Culture Association - all Memorandum Of Understanding (MOU) organizations of the “Japan Food Export Platform” - explained their respective organization’s business and collaborative system for the future.

The Japan Food Export Platform cooperates with meetings established between entrepreneurs expanding locally and local Japanese restaurants, etc., to (1) Create a report for the target nation, (2) Arrange led locally promotions, (3) Support entrepreneurs establishing a local base, or entrepreneurs to expand locally, (4) Popularize Japanese cuisine through collaborations with Japanese restaurants, etc. Since Japanese staff assigned to local government offices and JETRO offices overseas are reassigned every three years, securing government contacts in the target nation and ongoing negotiations are key challenges.

Therefore, staff knowledgeable about the local food industry, etc., must be trained as local staff to ensure local specialization and ongoing local support, while full-time staff must be assigned to increase agricultural, forestry, fishery and food exports and enhance coordination between organizations, local food businesses, and Japanese restaurants to enhance locally led efforts.

The Japan Food Export Platform plans to hold regular meetings to report updates on their activities to affiliates. ■

日本政府は2030年までに輸出5兆円の目標を掲げ、官民挙げてさらなる輸出拡大に取り組んでいる。日本国内の食の市場が縮小するなかで、農林水産物・食品の成長を実現するには、海外市場を取り込むことが不可欠である。2021年には日本産農林水産物・食品の年間輸出額が初めて1兆円を突破し、2023年の農林水産物・食品の輸出額は、過去最高の1兆4,547億円となり、2022年比では2.9%の増加、額では407億円の増加となった。農林水産物・食品の輸出拡大を加速するためには、生産から現地販売までのバリューチェーン全体を、「プロダクトアウト」から「マーケットイン」に転換する必要がある。それには、産品を専門的・継続的に生産・輸出し、あらゆる形で商流を開拓する体制を整備することが必要である。「農林水産物・食品の輸出拡大実行戦略」に基づき、輸出先国・地域において輸出事業者を包括的・専門的・継続的に支援するため2022年4月に米国で最初の輸出支援プラットフォームは設立され、現在では9か国15の地域に拠点を設立している。

その「米国輸出支援プラットフォーム」は7月31日、ロサンゼルス

の普及等を通じた支援を実施して行くという抱負を述べた。ジェトロ・ロサンゼルス木村恒太氏からは、ジェトロは企業の取り組み状況に応じて様々な支援と輸出に取り組む事業者を増やすべく、市場情報や商談の進め方などを初期段階から支援する、情報提供スキルアップ支援と商談会提供など商談の場をアレンジする北米地域における農林水産・食品事業の概要の説明などがあつた。また、2023年度のレビューでは、ホタテ貝が119億円(+52.5%)、ブリが243億円(+9.5%)、業務用として使われること多い緑茶も157億円(+49.6%)と過去最高を記録し、日本産米が18億円(+51.3%)と報告があつた。2024年度は輸出セミナーの開催、各種専門家の設置、相談対応等の輸出事業者サポート、海外見本市への出展、国内・海外での商談会開催等によるビジネスマッチング支援等、輸出に取り組む事業者への総合的な支援を実施を予定している。

ハウスの2024年度第1回の協議会を開催した。協議会には、日本食の普及活動を行う米国日系レストラン協会(JRA)、日本食文化振興協会(JFCA)、日本食海外プロモーションセンター(JFOODO)や米国に拠点のある日系食品関連メーカーの団体である七味会、日系食品商社・食品メーカー、その他米国輸出支援プラットフォーム協議会関係者などが出席して行われた。冒頭、主催者挨拶としてジャパンハウス・ロサンゼルス海部優子館長、在ロサンゼルス日本国総領事館曾根健孝総領事、ジェトロ・ロサンゼルス梶田 朗所長がそれぞれ挨拶した。「米国輸出支援プラットフォーム」の取り組みについて、在ロサンゼルス日本国総領事館 北川俊一郎領事から(1)世界及び米国の輸出実績(2)農林水産物の輸出に向けた支援制度について(3)ロサンゼルス総領事館としての輸出支援プラットフォームの活動内容(4)今後の農林水産物・食品輸出及び日本食普及に向けた取り組みについての報告があつた。今後も引き続き在外公館として規制に関する米国政府への照会や働きかけ、公邸を活用した日本産品の紹介、文化外交と一体となった日本食文化

の普及等を通じた支援を実施して行くという抱負を述べた。

ジェトロ・ロサンゼルス木村恒太氏からは、ジェトロは企業の取り組み状況に応じて様々な支援と輸出に取り組む事業者を増やすべく、市場情報や商談の進め方などを初期段階から支援する、情報提供スキルアップ支援と商談会提供など商談の場をアレンジする北米地域における農林水産・食品事業の概要の説明などがあつた。また、2023年度のレビューでは、ホタテ貝が119億円(+52.5%)、ブリが243億円(+9.5%)、業務用として使われること多い緑茶も157億円(+49.6%)と過去最高を記録し、日本産米が18億円(+51.3%)と報告があつた。2024年度は輸出セミナーの開催、各種専門家の設置、相談対応等の輸出事業者サポート、海外見本市への出展、国内・海外での商談会開催等によるビジネスマッチング支援等、輸出に取り組む事業者への総合的な支援を実施を予定している。

JFOODOの澤部大輝氏は、現地の需要・市場を作り出すため、品目団体とも連携の上、戦略的に新聞・雑誌、屋外、デジタルでの広告展開、PRイベントの開催、飲食店・小売店での販促キャンペーン等現地での消費者向けプロモーションを多面的に実施していくと述べた。

出席者からは、米国への食品輸入に関して様々な法制度が米国内向けなので日本からでは対応が難しい、という意見や日本国内のメーカーの食品ラベルがグローバルスタンダードになっていないので今後は指導する必要があるのでは、という意見が寄せられた。

「米国輸出支援プラットフォーム」のMOU団体である米国日系レストラン協会、七味会、日本食文化振興協会が団体の事業説明と今後の協力体制について意見を述べた。

輸出支援プラットフォームでは、現地展開している事業者や現地の日本食レストランなどと設ける協議会と協力して、(1)カントリーレポートの作成、(2)現地主導でのプロモーションの推進、(3)現地拠点を設ける事業者またこれから現地に進出される事業者への支援、(4)日本食レストラン等と連携した日本食の普及等を実施などがある。今後の課題としては、在外公館やJETRO海外事務所から日本から派遣される人材は限られた年数で交代してしまうため、相手国政府との人脈や交渉の継続性の確保が重要な課題と思われる。そのためには、現地で食品産業等に精通した人材をローカルスタッフとして育成することにより、現地支援の専門性・継続性を確保し、農林水産物・食品の輸出拡大の専任職員を配置して、組織間の連携を強化しつつ、現地の食品事業者や日本食レストランなどとも連携しながら現地主体の活動を強化することが必要である。

米国輸出支援プラットフォームは、活動状況を関係者で共有するため、今後も定期的に協議会を開催する予定としている。





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または、電話、メールでお問合せください。

お問い合わせ：Japanese Restaurant Academy
(213) 680-0011 restaurantacademy@alljapannews.com

練習問題

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

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

回答: 1)d 2)b

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The Evolution and Trends of Japan's Beloved Beverage

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Honorary Sake Sommelier



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.



Get Your Appetite Back with Sake

The other day I had the opportunity to go to Las Vegas due to business, but couldn't believe that the day high was 45 degrees C (113 degF). With hot winds and scorching heat that may seem to melt the asphalt, I lost my appetite and found myself in an unhealthy predicament to spend a whole week in an air-conditioned room.

To ease my body from this heat, I decided to join (mariage) miso grill

with a summer favorite vegetable nasu (eggplant) with extremely cold "Junmai Daiginjo".

Nasu doesn't contain much of nutrition value, but as you know miso (soybean paste) helps you with fatigue recovery, cancer prevention, cholesterol control, proper bowel movement, beauty improvement, brain activation, age prevention, stimulation of body function etc and the list goes on. Also, soybeans that are the main

content contain fine quality protein, an abundance of necessary amino acids, saponin that is known to prevent increase of peroxide lipids, different vitamins, potassium, and food fibers etc. You couldn't be more than happy that miso goes well with Japanese sake.

So why don't we enjoy ourselves by having high nutritional value miso food and Junmai Daiginjo and help our body recover from the summer heat. ■

飲用日本酒恢復食慾

前幾天，因為工作我有機會去拉斯維加斯，但白天的溫度是攝氏45度。熱風和灼熱融化了的瀝青，使我失去了胃口，最後在有空調房間裡度過了不健康的一周。

因此，為了治愈這樣的身體，這次我嘗試了標準的夏季蔬菜，味噌燒

配茄子和冷純麥大吟釀。

茄子本身的營養價值並不高，但眾所周知，味噌對緩解疲勞、預防癌症、抑制膽固醇、促進消化、調節腸道、美容效果、激活大腦、預防衰老，促進基礎代謝等作用無窮無盡。此外，主要原料黃豆含有大量優質蛋白質，除必需的氨基酸外，可以防止過

氧化脂質的增加，含有豐富的皂甙、維生素、鉀、鈣，食物纖維等多種營養素。更重要的是，味噌和日本酒很相配，所以沒有什麼能讓我更開心的了。

下一次，何不嚐嚐營養豐富的味噌料理和純米大吟釀，會讓您心情舒暢，讓您的身體從夏日的炎熱中恢復活力？

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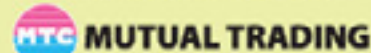
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Celebrate Sake Day: The Evolution and Trends of Japan's Beloved Beverage

By Atsuko Glick, SAKE SCHOOL OF AMERICA

慶祝清酒日：日本受愛戴飲品的演變與趨勢

October 1st marks a special occasion in Japan - Sake Day, established by the Japan Sake Brewers Association in 1978. This celebration aligns with the rice harvest season, signaling the start of sake brewing. The Chinese character for sake is 酒 (sake). Deconstructed, the character 酉 (tori) symbolizes a rooster, which coincidentally is the tenth animal in the traditional twelve-year Chinese zodiac calendar cycle. The two characters, 酒 (sake) and 酉 (tori), are therefore associated by the factor of TEN: the tenth zodiac animal and the tenth month of the Gregorian calendar.

Sake has long been a part of our lives, evolving and diversifying in flavors and consumption methods. Particularly, Generation Z, with their distinct cultural values and purchasing power, is driving new trends. Unlike previous generations, Gen Z values collaboration over individual action and prefers multi-modal learning styles. Their purchasing decisions reflect a broader range of values, seeking unique and varied experiences.



10月1日是日本的一個特別日子 - 清酒日 (Sake Day)，這個節日由日本清酒釀造協會 (Japan Sake Brewers Association) 於1978年設立。這一慶祝活動恰逢稻米收穫季節，標誌著清酒釀造的開始。清酒的漢字為「酒」，在字形的拆解中，「酉」字 (tori) 象徵公雞，恰巧在中國傳統十二生肖中為第十個動物。因此，「酒」和「酉」這兩個字在文化上通過「十」這一因素相互聯繫，分別代表了第十生肖動物和公曆的第十個月份。

清酒早已融入我們的日常生活，其味道和飲用方式也在不斷演變和多樣化。尤其是Z世代，他們擁有獨特的文化價值觀和購買力，正在推動新的趨勢。與以往的世代不同，Z世代更加重視合作而非個人行動，並偏好多樣化的學習方式。他們的購買決策反映了更廣泛的價值觀，追求獨特且多元的體驗。

Trends in Sake 清酒趨勢：

Low-Alcohol Sake 低酒精清酒

Gaining popularity among health-conscious Gen Z and women, low-alcohol sake is easy to drink and has minimal effects the next day. Non-alcoholic bars are also rising, catering to a diverse clientele, and offering inclusive options for all.

低酒精清酒：在健康意識較高的Z世代和女性中，低酒精清酒越來越受歡迎，因為它容易入口，且對第二天的影響較小。隨著非酒精酒吧的興起，市場上也出現了更多滿足各類客戶需求的多樣化選擇。



From left:
Mimurosugi 'Dio Abita'
Sho Chiku Bai Shirakabegura Mio
Sho Chiku Bai Shirakabegura Mio Crisp

Sparkling Sake 氣泡清酒

Rapidly growing in popularity, sparkling sake includes varieties that undergo secondary fermentation in bottles, similar to champagne, and those that use gas for a refreshing fizz. Perfect for summer brunches, sparkling sake offers a delightful alternative to traditional chilled wines and cocktails.

氣泡清酒：迅速在人氣中增長，其中包括在瓶中進行二次發酵的品種，類似於香檳，以及那些使用氣體來產生清新泡沫的品種。氣泡清酒非常適合夏季的早午餐，為傳統冰鎮葡萄酒提供了令人愉悅的替代選擇。



From left:
Nanbu Bijin Awa Sparkling Junmai Ginjo
Kikuizumi Hitosuji Rosé

Floral Yeast Sake 花香酵母清酒

Developed by the Tokyo University of Agriculture, sake made with flower yeast brings unique aromas from flowers like sunflowers, marigolds, and strawberries. Each region's Jizake (localized sake) captures the essence of local climates, natural features, and cuisine, offering a true taste of the place.

花香酵母清酒：由東京農業大學研發，這種清酒使用花香酵母釀造，帶有向日葵、金盞花和草莓等花朵的獨特香氣。每個地區的「地方清酒」(Jizake) 都能充分捕捉當地的氣候、自然特色和飲食文化，呈現出地方獨有的風味。



From left:
Amabuki Himawari Sun flower Junmai Ginjo
Amabuki Ichigo Strawberry Junmai Ginjo Cup

Banana Yeast Sake 香蕉酵母清酒

Among the innovative types, banana yeast sake stands out with its sweet, fruity aroma reminiscent of banana bread. Its high acidity balances the sweetness, creating a refreshing and memorable aftertaste. It's a delightful surprise for anyone trying it for the first time or those seeking a new type of sake.

香蕉酵母清酒：在眾多創新酒款中，香蕉酵母清酒以其甜美果香尤其突出，讓人聯想到香蕉麵包。其高酸度平衡了甜味，創造出清爽且令人難忘的餘味。對於第一次品嚐或正在尋求新型清酒的人來說，這是一個令人愉快的驚喜。



Amabuki Banana Kobo Nama Junmai Daiginjo



Rediscovering Doburoku: A Journey Through Time

While new trends are exciting, it's also essential to honor the nostalgic aspects of sake. Doburoku is a true unfiltered sake. While Nigori sake is coarsely filtered, Doburoku is made completely without straining the mash, which is rich in beneficial compounds including fiber and vitamins. With its creamy, thick texture and fizzy mouthfeel, Doburoku offers a unique tasting experience. Despite its historical significance, Doburoku was overshadowed by filtered sake until recent initiatives, like the "Doburoku Special Zone System" and the annual "National Doburoku Research Competition," helped revive its popularity. With this revival, the generation that first discovered doburoku is adding new values to it, and a variety of flavors are now on sale.

Today, sake transcends borders, enjoyed worldwide thanks to the resilience and innovation of sake brewers. As we celebrate Sake Day, let's raise a glass to the rich history, evolving trends, and the global joy that sake brings. Here's to enjoying sake more than ever and appreciating its cultural and historical significance.



Niwa No Uguisu Doburoku

重新發現濁酒 (Doburoku): 穿越時空之旅

重新發現濁酒 (Doburoku): 穿越時空之旅雖然新趨勢令人興奮, 但尊重清酒的懷舊價值同樣重要。濁酒 (Doburoku) 是真正的未經過濾的清酒。與粗略過濾的濁酒 (Nigori sake) 不同, Doburoku 完全不經過濾, 保留了豐富的有益成分, 包括纖維和維生素。濁酒 (Doburoku) 擁有綿密酥軟的質地和微微起泡的口感, 提供了獨特的品嘗體驗。儘管濁酒有歷史意義,

但長期以來卻被過濾清酒所掩蓋, 直到近年來, 一些推動濁酒復興的活動, 如「濁酒特區制度」(Doburoku Special Zone System) 和「全國濁酒研究競賽」(National Doburoku Research Competition), 幫助重振其人氣。

隨著這個復興, 首次接觸濁酒的一代人正為它增添新的價值, 市面上也出現了各種創新的濁酒風味, 滿足了不同消費者的喜好。

如今, 清酒已經跨越國界, 在世界各地都能享受到, 這要歸功於清酒釀造者的堅韌和創新。在慶祝「清酒日」之際, 讓我們為清酒悠久的歷史、不斷變化的趨勢以及它給全世界帶來的歡樂而舉杯祝酒。讓我們更加熱愛清酒, 並珍視它的文化價值和歷史意義。



Niwa No Uguisu Doburoku pink

Promotional Strategies for Restaurants to Celebrate Sake Day 餐廳慶祝清酒日的宣傳策略

By implementing these strategies, restaurants can effectively engage with their customers, celebrate the rich heritage of sake, and the growing interest in this beloved Japanese beverage will spread further around the world.

透過實施這些策略, 餐廳不僅能有效地與顧客互動, 還能慶祝日本清酒的悠久傳統, 並將對這種深受喜愛的日本飲料的興趣擴展到全球。

<h1>K</h1>	<p>Kickoff Social Media Campaigns and Influencer Collaborations</p> <ul style="list-style-type: none"> • Launch a social media campaign leading up to Sake Day, sharing educational content, behind-the-scenes brewery tours, and customer testimonials. • Partner with food and beverage influencers to promote your Sake Day events and share their experiences with their followers. • Create engaging content such as recipe videos for sake cocktails or food pairings to attract a broader audience. <p>啟動社交媒體活動和網紅合作</p> <ul style="list-style-type: none"> • 在清酒日前推出社交媒體活動, 分享教育內容、酒廠幕後導覽和客戶評價。 • 與飲食網紅合作, 宣傳清酒日活動, 並與他們的粉絲分享體驗。 • 創作引人入勝的內容, 如清酒雞尾酒或食物搭配的食譜影片, 吸引更多觀眾。
<h1>A</h1>	<p>Arrange Sake Tasting Events</p> <ul style="list-style-type: none"> • Organize a Sake Day tasting event featuring the latest trends. • Offer tasting flights with pairing options to enhance the dining experience. <p>安排清酒品鑑活動</p> <ul style="list-style-type: none"> • 組織一個以最新潮流為主題的清酒日品酒活動。 • 提供具有搭配選擇的品酒套餐, 以提升用餐體驗。
<h1>N</h1>	<p>Next-Gen Gamified Experiences</p> <ul style="list-style-type: none"> • Introduce gamified elements such as sake trivia nights, tasting competitions, or scavenger hunts related to sake history and facts. • Create a sake loyalty program where customers can earn points for every sake purchase and redeem them for exclusive offers or experiences. <p>下一代遊戲化體驗</p> <ul style="list-style-type: none"> • 引入遊戲化元素, 如清酒知識之夜、品酒比賽或與清酒歷史和事實相關的尋寶遊戲。 • 建立清酒忠誠度計畫, 顧客每次購買清酒都可賺取積分, 並用積分兌換獨家優惠或體驗。
<h1>P</h1>	<p>Pop-Up Sake Bar</p> <ul style="list-style-type: none"> • Feature a rotating selection of sakes and offer tasting flights to attract curious passersby. • Create limited-edition Sake Day merchandise that commemorate the event. <p>快閃清酒吧</p> <ul style="list-style-type: none"> • 輪流展示不同的清酒選擇, 並提供品酒套餐來吸引好奇的過路人。 • 推出限量版清酒日商品, 以紀念這活動。
<h1>A</h1>	<p>Artful Dining Experiences</p> <ul style="list-style-type: none"> • Develop a multi-course tasting menu that highlights the versatility of sake, pairing each course with a different type of sake. • Develop special menus that pair sake with different dishes, highlighting how various sake types complement different flavors and cuisines. <p>藝術餐飲體驗</p> <ul style="list-style-type: none"> • 設計多道菜色的品酒菜單, 突顯清酒的多樣性, 並為每道菜配對合適的清酒。 • 開發清酒搭配不同菜餚的特別菜單, 展示各種清酒如何與不同風味和料理完美融合。
<h1>I</h1>	<p>Innovative Workshops and Seminars</p> <ul style="list-style-type: none"> • Host workshops or seminars on the history and evolution of sake, featuring guest speakers such as sake sommeliers or brewers. • Offer guided pairing dinners where a sake expert explains the reasoning behind each pairing and provides tasting notes. <p>創新工作坊和研討會</p> <ul style="list-style-type: none"> • 舉辦有關清酒歷史與演變的工作坊或研討會, 並邀請清酒侍酒師或釀酒師等擔任嘉賓講師。 • 提供由清酒專家主持的配餐晚宴, 由專家解釋每種搭配的原因並提供品酒筆記。

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Kosuke Kuji
Fifth Generation Brewery Owner
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Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television. *Positions of Public Service: Chairperson, Cassiopeia Corporation Youth Conference; School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Young Japanese consumers and Japanese Sake ②

日本青年和日本酒②

This is the second report about young Japanese consumers and Japanese sake. The previous report was about a social gathering organized in Asakusa district, while this report is about another social gathering organized in Shibuya district. As you know, Shibuya district is a renowned gathering place for the Japanese youth, a district that represents young consumers. I also frequented the Shibuya district when I was young. The "Sake Park" event is held at the newly renovated Miyashita Park

as the venue in the Shibuya district. Held this year for the third time, many youths from Shibuya district gather every year. This event attracts 25 sake breweries and 5 craft sake brewers (unrefined sake producers not licensed to brew sake) from nationwide. Artists also participate in this event. DJs start performing live at the venue in the afternoon, etc., where sake is enjoyed in a lively environment characteristic of Shibuya district. Guests dancing to the rhythm of the music with a cup of sake in hand is

an interesting sight unique to Shibuya district, also captured in video footage. The event is attended by "gyaru" (young "gals" wearing loud, bold, and expressive street fashion, a subculture of Japanese street fashion popularized in the 1990s), young IT professionals, and other guests who enjoyed sake with music, a sight atypical from the usual sake sampling events attended by old men only, which shed a ray of hope into the future of the Japanese sake industry. Encouraging the consumption of sake served in a sake pub is a difficult way to attract young consumers, who might hesitate to step inside. Therefore, serving sake with live music and performances by DJs in the Shibuya district is a great way to attract young consumers to try sake, a highly promising effort in my opinion. ■

關 於日本青年和日本酒的故事，這是第二次。上一次，我們談到了在淺草的會議，但這次是在澀谷舉行。眾所周知，澀谷是一個象徵著年輕人青春的地方，以至於有日本年輕人=澀谷的模式。當我年輕的時候經常去那裡。在澀谷的新MIYASHITA PARK正在舉辦名為"SAKE PARK"的活動。這是今年第三次舉辦該活動，澀谷聚集了很多年輕人。

這次活動彙集了來自日本各地的25家酒藏和5家濁酒公司(這些公司沒有生產日本酒的許可證，但可以生產濁酒等)。此外，不僅有酒，還有音樂藝術家參加，從黃昏開始在會場舉行DJ現場表演，人們可以享受澀谷般的興奮和日本酒。能夠以這種方式舉辦活動對澀谷來說確實是獨一無二的，在跟隨舞蹈節奏的同時，可以看到手中的日本酒的精彩映射。

有女孩子們，年輕的IT人員，與我通常看到只有日本大叔享受的品酒會完全不同，是年輕人享受日本酒和音樂的光景，這是一個讓我們對日本酒的未來充滿希望的時刻。即使只在酒吧喝日本酒，年輕人就很難理解，當然他們很難去酒吧。這就是為什麼我認為這是通過結合音樂、DJ現場表演和日本酒來吸引澀谷年輕人的一次很好的嘗試。

日本酒 百味百題

What kind of Japanese sake is Junmai? 什麼是純米酒？

Junmai sake is prepared by squeezing mash fermented using rice and rice malt, then adding water to adjust the alcohol-level, adding no additives. Needless to say, Junmai sake is the how sake is primarily made, the basic method for how all sake is produced. However, when rice was lacking during and after World War II, the basic ingredient for sake, sake production was mostly stopped under government regulations to secure the main dietary staple.

Sake returned to the market around 1965. According to the “Standards for Manufacturing Methods and Quality Indication for Sake” published by the National Tax Administration Agency, Junmai sake is regulated to using white rice at a rice polishing ratio of less than 70%, produced using only rice, rice malt, and water; while the aroma and flavor requirements, etc., are stipulated as having “good flavor, color, and gloss.”

Pleasing sake aroma, luster, and color is described as “to have aroma, color, and luster characteristic of Japanese sake without offensive odor and flavor.” While labels such as “Kimoto-Junmai” or “Yamahai-Junmai” is sometimes seen, these sake doesn’t use additives, and produced using the traditional Kimoto yeast starter. Of course, some Junmai sake does use Sokujo-kei yeast starter (a modern method of adding lactic acid artificially in advance), and there is no direct relationship between the type of yeast starter and the definition of junmai sake.

While junmai sake is generally

stipulated to have a rice polishing ratio of less than 70%, for rice polishing ratio of less than 60% or other special production method with “especially good aroma, color or luster” is labeled as “Tokubetsu-Junmai.” Also, “ginjo sake produced” with rice polished to below 60% to with “especially good aroma, color, and luster characteristic of sake” is labeled as “Junmai Ginjo,” while Junmai ginjo using rice polished to 50% can be labeled as “Junmai Daiginjo.”

While junmai sake in one word has various characteristics according to the product, generally speaking, many of them are rich in type that capitalizes on the umami flavors of rice for they don’t use additives such as distilled alcohol. Also, while the acidity-level is relatively high, the flavor is mellow, rich and full-bodied in flavor for this sake, for which the flavor is prioritized over aroma. However, sake appropriately stored and aged would be lighter in flavor, even for junmai sake. Therefore, the term “Kiipton” has been used for sake from Nada, etc., however, according to these same standards, “Kiipton” is stipulated as “junmai sake brewed only at a single brewery,” with limited use. ■



純米酒是一種日本酒，由大米，米曲子，和水製成，發酵後壓榨膠，再加入水以調節酒精含量，但不添加其他任何東西。毋庸置疑，純米酒是日本酒的原

始形式，也是所有日本酒的基本形式。然而，在第二次世界大戰期間，大米作為原料極度短缺，由於官僚控制以確保主食大米，原料米幾乎消失了。據說它是在昭和40年左右重返市場的。根據國稅廳發佈的“清酒製造方法品質標籤標準”，純米酒被定義為由使用拋光至70%或更低的白米、大米、米曲子、和水製成的日本酒，香味要求是“香味色澤良好”。具有良好香味和顏色的產品是“沒有異味和異臭，具有清酒獨特的香味和顏色的產品”。最近經常可以看到標有「生酛純米酒」或「山廢純米」的產品，這是沒有添加酒精，它們是使用傳統的生酛系酒母製成的。當然，也有使用速釀系酒母製成的純米酒，酒母的類型與純米酒的定義之間沒有直接關係。

純米酒的一般要求是大米拋光率為70%以下，但如果是60%或更低或採用特殊生產方法（需要解釋）並且“具有特別好的風味和顏色”，則可以標記為“特別純米酒”。此外，大米拋光率60%以下生產的「吟釀造」，如果「具有良好獨特風味和顏色」，可以標記為「純米吟釀酒」。進而，對於使用已拋光率至50%的高拋光白米的純米吟釀酒可以標記為“純米大吟釀酒”。

純米酒因產品而異，但總的來說，因為沒有添加酒精，充分利用米的味道，濃縮類型比較多。此外，酸度相對較高的，具有醇厚的味道。也就是說，它是一種濃厚而香鬱的酒，但它也可以是強調一種調味道香氣的酒。但是，如果經過適當的儲存和陳釀，據說即使是純米酒也會變成清淡的味道。以前灘酒可以稱為「生一本」，同樣的標準，「生一本」定義為「僅在單一產地釀造的純米酒」，並限制其使用。

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Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

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



Niigata Sake Festival 新潟酒吧之陣

The largest sake event in Japan is the "Niigata Sake Festival," held annually in Niigata prefecture over two days. True to its name, sake breweries from throughout Niigata prefecture gather in one place to attend this event. The concept of this event is to welcome guests from Tokyo to enjoy the atmosphere of this event. Therefore, the event "Niigata Sake Baru in Meguro" was organized at restaurant "Niigata Sake Baru Fukidamari" in Meguro ward, Tokyo.

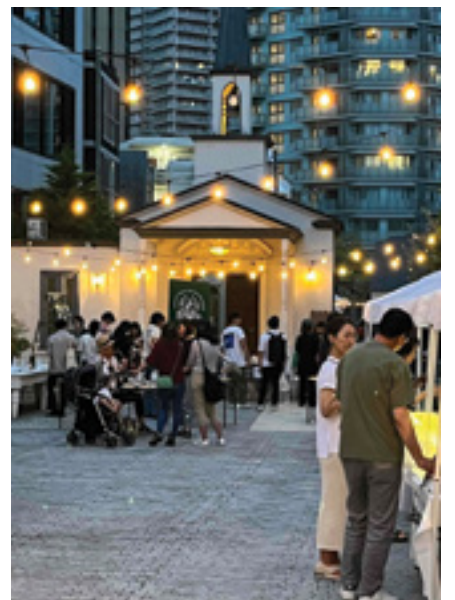
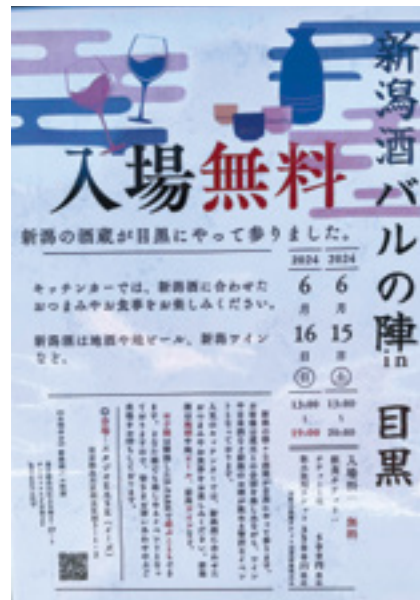
The two-day event held over a weekend was attended by 7 sake breweries - "AOKISHUZO The Sake Brewery Co., LTD.," "OFUKU SHUZOU Co., Ltd.," "Kiminoi Shuzou Co., Ltd.," "Sasaiwai Sake Brewery," "Taiyo Sake Brewery Co., Ltd.," "Tamagawa Sake Brewery Co., Ltd.," and "Minenohakubai Shuzo" - as exhibitors, along with a joint booth between 3 breweries from the sake shop - "Kanemasu Sake Co., Ltd.," "Hakuro Sake Brewery Co., Ltd.," and "Shiokawa Sake Brewery Co., Ltd." - totaling 10 breweries with over 30 different sake selections from Niigata prefecture. Echigo Beer Co., Ltd. and Iwanohara Vineyard Co., Ltd. also exhibited booths on this balmy day to serve chilled beer and white wine.

Rice from Niigata prefecture and pickled vegetables were served at a booth, while pizza and yakisoba were served out of a food truck at the Niigata Sake Festival site. The event venue was studio EASE along the Japan Railways (JR) railroad tracks between Meguro

ward and Gotanda district, a chic outdoor space reminiscent of a European cityscape usually used to take photographs. Admission was free, and a space was available where children played freely with many families that attended. Sake was enjoyed by purchasing several tickets for 500 JPY each. Tickets were submitted at each booth according to the sake classification - ordinary sake required one ticket, while Ginjo required two tickets.

Guests with reservations arrived at the "Niigata Sake Baru Fukidamari" beforehand with all-you-can-drink tickets already purchased for 3,500 JPY each, an economical option that offered all-you-can-drink sake, regardless of the sake classification. Light showers never required an umbrella both days. The evening lights illuminated the venue with metropolitan apartments visible behind the European-style cityscape in an enchantingly beautiful sight that was indescribable.

Since tickets were accepted instead of cash, customers casually enjoyed sake and food while other participants traded food and beverages with each other in a very friendly atmosphere staffed with volunteers. The venue was filled with a comfortable, wonderful sense of unity. Although various sampling events and sales events are also organized in Tokyo for sake brewed in Niigata prefecture, few opportunities exist to sample and compare various sake brands. Therefore, this is an event that I would love to see continue in the future. ■



日本最大的日本酒活動之一，稱為「新潟酒之陣」，每年在新潟舉行一次，為期兩天。顧名思義，這是一個將新潟的酒藏酒聚集在一起的活動。本著希望東京的人們盡可能多地體驗這次活動氣氛的概念，東京目黑的一家名為「新潟酒吧吹溜」的餐廳舉辦了一場名為「新潟酒吧之陣在目黑」的活動。該活動於週六和周日舉行，酒商店攤位有7個日本酒藏，有「青木酒造」，「福正宗酒造」，「君之井酒造」，「笹祝酒造」，「大洋酒造」，「玉川酒造」，「峰乃白梅酒造」；3家酒藏的攤位有「金升酒造」，「柏露酒造」，「鹽川酒造」，一共是10家酒藏的聯合展位，展示了30多種新潟酒。另外越后啤酒和岩之原葡萄酒也出了攤位，那天很熱，所以人們可以享用冰鎮啤酒和葡萄酒。食物攤位可以品嚐到新潟的大米飯和泡菜、披薩、和廚房車的炒麵，這是一個小型的新潟酒的陣營。該場地是一個名為STUDIO EASE的地方，位於JR軌道沿線的目黑和五反田之間，是一個模仿歐洲城市景觀的時尚戶外空間，通常是用於攝影

的。會場免費入場，有一個孩子們可以自由玩耍的空間，我的印象是有很多家庭來到這裡。首先，人們可以買幾張帳面 500 日元的價格購票，然後將票送到每個攤位並飲用它們，例如普通酒為一張和吟釀酒為兩張，具體取決於酒的等級。已經通過提前來店在「新潟酒吧吹溜」進行預訂的人們購買了3,500日元的無制限暢飲票，這是一個很棒的系統，無論酒的等級如何，都可以隨心所欲地飲酒。曾經有一段時間，我感覺到下了一場小雨，但整整兩天都不需要帶傘，黃昏時分燈火開始亮起，歐洲城市景觀後面還可以看到城市公寓是一個奇異的景象，營造出一種難以形容的美妙氣氛。也許是因為是票務系統，和現金系統相比可以輕鬆地點酒和點餐，所以參與者們互相宴請，非常友好，所有的工作人員都是志願者，會場是團結舒適而美妙的。東京有各種各樣的品嚐和銷售活動，但是一次能夠見到和比較各種新潟酒藏的機會卻很少，所以這是一個希望將來能繼續下去的活動。

SAKE SOMMELIER CLUB

Master Sake Sommelier

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

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

The number of sake breweries operating in Japan

The number of sake breweries and shochu distilleries in Japan are declining along with the consumption volume of both sake and shochu. However, approximately 1,600 sake breweries and shochu distilleries still operate in Japan today. This report introduces the regions where many sake breweries concentrate in Japan. Although the general impression that Niigata prefecture might have the most sake breweries, while Kyoto prefecture might boast the highest sake production volume, Kagoshima prefecture on Kyushu island is home to the highest number of sake breweries in Japan.

Top 5 sake and shochu makers associations with the highest number of breweries and distilleries:

- No. 1 Kagoshima Shochu Makers Association: 109
- No. 2 Niigata Sake Brewers Cooperative Association: 90
- No. 3 Nagano Sake Brewery Association: 81
- No. 4 The Federation of Hyogo Prefecture Brewers Associations: 71
- No. 5 Fukuoka Sake Brewers Association: 64

Number of sake breweries by region:

- Tohoku region, Hokkaido prefecture: 226
- Kanto region, Honshu island: 191
- Chubu region, Honshu island: 379
- Kinki region, Honshu island: 234
- Chugoku region, Honshu island: 155
- Shikoku island: 81
- Kyushu island: 378

Regionally, Niigata prefecture ranks second while the Chubu region in Nagano prefecture ranks third. As you can see, Kyushu island is home to many sake breweries, 378 in total. The Chubu region is home to many sake breweries, while Kyushu is characteristically home to the most shochu distilleries. ■

日本の酒蔵數量

在日本，燒酒酒藏隨著消費量的下降，廠的數量正在減少，日本全國仍有約1,600家酒廠。我想介紹一下哪些地區的酒藏比較多。您可能會想到藏元多的新瀉，產量大的京都，但實際上九州的鹿兒島是最多的。

排名前5位的釀酒廠：

- No.1 鹿兒島縣酒釀造組合 109
- No.2 新潟縣酒釀造組合 90
- No.3 長野縣酒釀造組合 81
- No.4 兵庫縣酒釀造組合聯合會 71
- No.5 福岡酒釀造組合 64

按地區劃分的釀酒廠數量：

- 東北和北海道 226
- 關東 191
- 中部 379
- 近畿 234
- 中國 155
- 四國 81
- 九州 378

就地區而言，包括排名第二的新瀉縣，排名第三的長野縣的中部地區以379個位居第一，九州有378個。在中部有許多日本酒製造廠，而九州則以許多燒酒製造廠為特徵。

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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.



Get Your Appetite Back with Sake

The other day I had the opportunity to go to Las Vegas due to business, but couldn't believe that the day high was 45 degrees C (113 degF). With hot winds and scorching heat that may seem to melt the asphalt, I lost my appetite and found myself in an unhealthy predicament to spend a whole week in an air-conditioned room. To ease my body from this heat, I decided to join (marriage) miso grill with a summer favorite vegetable nasu

(eggplant) with extremely cold "Junmai Daiginjo". Nasu doesn't contain much of nutrition value, but as you know miso (soybean paste) helps you with fatigue recovery, cancer prevention, cholesterol control, proper bowel movement, beauty improvement, brain activation, age prevention, stimulation of body function etc and the list goes on. Also, soybeans that are the main content contain fine quality protein,

an abundance of necessary amino acids, saponin that is known to prevent increase of peroxide lipids, different vitamins, potassium, and food fibers etc. You couldn't be more than happy that miso goes well with Japanese sake. So why don't we enjoy ourselves by having high nutritional value miso food and Junmai Daiginjo and help our body recover from the summer heat.■

일본술로 식욕을 되찾자

일로 요전날, 라스베가스에 갈 기회가 있었지만, 일중 기온은 무려 섭씨 45도. 열풍과 작열로 아스팔트도 녹기만 한 더위에 식욕도 없어져 냉방이 효과적인 방에서 하루를 보내는 건강에 해로운 일주일을 보내는 날개가 되었다. 그런데, 그런 몸을 치유하기 위해 이번에는 여름 야채의 정평, 가지를 사용한 된장 구이와 킨킨에 식힌 순미 대음양

으로 마리아주 해 보았다. 가지는 그 자체로 많은 영양가를 포함하지 않지만 된장은 아시다시피 피로 회복, 암 예방, 콜레스테롤 억제, 소화 촉진, 정장 작용, 미용 효과, 뇌 활성화, 노화 방지, 기초대사 촉진 등 튀기면 틀림 없다. 또, 주원료인 대두에는, 양질의 단백질이 많이 포함되어, 필수 아미노산 외, 과산화지질의 증가를 막는다고 하는

사포닌, 비타민군, 칼륨, 칼슘, 식이섬유 등 다양한 영양소가 풍부하게 포함되어 있다. 게다가 된장은 일본술과 어울리므로 이렇게 즐거운 일은 없다. 이번에는 영양가가 높은 된장요리와 순미 대음양으로 기분이 좋아지면서 여름 버티한 몸을 건강하게 해 보는 것은 어떨까.

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CHALLENGE
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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

Young Japanese consumers and Japanese Sake ②

일본 젊은이와 일본주 ②

This is the second report about young Japanese consumers and Japanese sake. The previous report was about a social gathering organized in Asakusa district, while this report is about another social gathering organized in Shibuya district. As you know, Shibuya district is a renowned gathering place for the Japanese youth, a district that represents young consumers. I also frequented the Shibuya district when I was young. The "Sake Park" event is held at the newly renovated Miyashita Park

as the venue in the Shibuya district. Held this year for the third time, many youths from Shibuya district gather every year. This event attracts 25 sake breweries and 5 craft sake brewers (unrefined sake producers not licensed to brew sake) from nationwide. Artists also participate in this event. DJs start performing live at the venue in the afternoon, etc., where sake is enjoyed in a lively environment characteristic of Shibuya district. Guests dancing to the rhythm of the music with a cup of sake in hand is

an interesting sight unique to Shibuya district, also captured in video footage. The event is attended by "gyaru" (young "gals" wearing loud, bold, and expressive street fashion, a subculture of Japanese street fashion popularized in the 1990s), young IT professionals, and other guests who enjoyed sake with music, a sight atypical from the usual sake sampling events attended by old men only, which shed a ray of hope into the future of the Japanese sake industry. Encouraging the consumption of sake served in a sake pub is a difficult way to attract young consumers, who might hesitate to step inside. Therefore, serving sake with live music and performances by DJs in the Shibuya district is a great way to attract young consumers to try sake, a highly promising effort in my opinion. ■

일본 젊은이와 일본주에 대해 2 번째로 말씀드립니다. 이번에는 아사쿠사에서 열린 모임을 말씀드렸는데, 이번에는 시부야입니다. 아시다시피, 일본 젊은이=시부야, 라는 도식이 성립될만큼, 시부야는 젊은이에게 있어서 젊은이를 상징하는 장소입니다. 저도 젊을 때는 자주 놀러 갔습니다. 그 시부야의 새로워진 MIYASHITA PARK를 행사장으로, 「SAKE PARK」이라는 이벤트가 개최되고 있습니다. 올해

3번째 개최이고 해마다 많은 시부야 젊은이가 모입니다. 이 이벤트는 전국에서 25곳의 술창고와, 5개의 크래프트 사케(일본주의 제조면허는 없지만 막걸리등을 제조한다) 회사가 모였습니다. 또한 술 뿐만 아니라 음악 아티스트도 참가하여 해질녘 부터는 DJ라이브등이 행사장에서 개최되어, 시부야다운 분위기로 일본주를 즐길 수 있습니다. 이런 형태의 개최가 가능한 것은 분명히 시부야만이 아니라 춤의 리듬을 잡으면서 손에는 일본주라고 하는, 대단

한 영상을 볼 수 있습니다. 젊은 여성도 있고 젊은 IT업계의 사람이나, 항상 보는 아저씨 만의 시음회와는 전혀 다른 분들이 일본주와 음악을 즐기는 광경은 일본의 일본술 미래에 희망을 가질 수 있는 순간이라고 여겨집니다. 일본술만을 술집에서 마시고, 라는 젊은 사람에게는 전달하기 힘들고 그 곳에 가기도 어려운 것이 분명합니다. 그렇기에 시부야라는 곳에서 음악이나 DJ라이브와 일본술을 함께 어울림으로써 젊은 사람을 끌어들이는 것은 아주 대단한 시도라고 생각합니다.

日本酒 百味百題

What kind of Japanese sake is Junmai? 준마이슈란?

Junmai sake is prepared by squeezing mash fermented using rice and rice malt, then adding water to adjust the alcohol-level, adding no additives. Needless to say,

Junmai sake is the how sake is primarily made, the basic method for how all sake is produced. However, when rice was lacking during and after World War II, the basic ingredient for sake, sake production was mostly stopped under government regulations to secure the main dietary staple.

Sake returned to the market around 1965. According to the “Standards for Manufacturing Methods and Quality indication for Sake” published by the National Tax Administration Agency, Junmai sake is regulated to using white rice at a rice polishing ratio of less than 70%, produced using only rice, rice malt, and water; while the aroma and flavor requirements, etc., are stipulated as having “good flavor, color, and gloss.”

Pleasing sake aroma, luster, and color is described as “to have aroma, color, and luster characteristic of Japanese sake without offensive odor and flavor.” While labels such as “Kimoto-Junmai” or “Yamahai-Junmai” is sometimes seen, these sake doesn’t use additives, and produced using the traditional Kimoto yeast starter. Of course, some Junmai sake does use Sokujo-kei yeast starter (a modern method of adding lactic acid artificially in advance), and there is no direct relationship between the type of yeast starter and the definition of junmai sake.

While junmai sake is generally stipulated to have a rice polishing ratio of less than 70%, for rice polishing ratio of less than 60% or other special production method with “especially good aroma, color or luster” is labeled as “Tokubetsu-Junmai.” Also, “ginjo sake produced” with rice polished to

below 60% to with “especially good aroma, color, and luster characteristic of sake” is labeled as “Junmai Ginjo,” while Junmai ginjo using rice polished to 50% can be labeled as “Junmai Daiginjo.”

While junmai sake in one word has various characteristics according to the product, generally speaking, many of them are rich in type that capitalizes on the umami flavors of rice for they don’t use additives such as distilled alcohol. Also, while the acidity-level is relatively high, the flavor is mellow, rich and full-bodied in flavor for this sake, for which the flavor is prioritized over aroma. However, sake appropriately stored and aged would be lighter in flavor, even for junmai sake. Therefore, the term “Kiippon” has been used for sake from Nada, etc., however, according to these same standards, “Kiippon” is stipulated as “junmai sake brewed only at a single brewery,” with limited use. ■

사용하여, 쌀과 누룩과 물만을 원료로 만든 일본주라고 규정되고, 향미등의 요건으로는, 「향미, 색채광택이 좋은 것」으로 되어있다. 향미, 색채광택이 좋은 것이란, 「이상한 맛과 냄새가 없이 청주 고유의 향미와 색채 광택을 지닌 것」이다. 최근에는 자주 「생원순미」 또는 「산폐순미」라고하는 표시를 한 것을 발견할 수 있는데 이것들은 알코올등의 첨가를 하지 않은 상태로 전통적인 생원계주모를 사용하여 만들었다는 의미. 물론, 속양계주모를 이용해서 만든 준마이슈도 있고, 주모 종류와 준마이슈의 정의와 관계는 없다.

준마이슈의 일반적인 요건은 정미 비율 70% 이하로 되어있지만, 60% 이하 또는 특별한 제조방법 (설명 표시 요구됨)으로, 「향미, 색채광택이 특히 좋은 것」에 대한 「특별준마이슈」 표시가 가능하다. 또한 정미 비율 60% 이하로 정백한 「긴조즈쿠리」를 만들거나, 「고유 향미, 색채광택이 좋은 것」은 「준마이 긴조슈」 표시가 가능하고, 더욱이 50%까지 정백하여 높은 정백미를 사용한 준마이긴조슈에 대해서는 「준마이 다이긴조슈」라고 표시할 수 있게 되어있다.

한마디로 준마이슈라고 해도 제품에 따라서 여러가지 특징이 있는 셈인데, 일반적으로는 양조알코올을 첨가하지 않기 위해 쌀의 맛을 살린 농순타입의 것이 많다고 할수있다. 또한 산도는 비교적 높으나, 부드러운 풍미를 지니고 있다. 결국 진하고 감칠맛 나는 술이라 할 수 있는데, 굳이 고른다면, 향기 보다는 맛을 중시해서 만든 술이라고 할 수 있다. 하지만 적당한 저장온도·숙성을 거친 것이라면, 준마이슈라도 맛이 좋고 가벼운 풍미가 된다고 한다. 또, 예로부터 탄의 술등에서 생한병이라는 말이 사용되어 왔는데, 같은 기준으로 「생한병」이란 「같은 제조장에서만 양조한 준마이슈」라고 규정하여 사용을 제한하고 있다.

훌륭한 사케 150종류를 일본 전국에서 수입
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Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
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준마이슈란, 쌀과 누룩과 물로써 빻어 발효시킨 모로미를 짜낸 후, 알코올정도를 조정하기 위해 물을 첨가하는데, 그 이외엔 무엇도 첨가하지 않은 일본주를 말한다. 말할 것도 없이 준마이슈는 일본주 본래의 모습이고, 모든 일본주의 기본형이다. 하지만 원료인 쌀이 극도로 부족했던 전쟁중 또는 전후 시기에, 주식쌀을 확보하는 관료통제로 인해 거의 자취를 감췄다. 시장에 복귀한 것은 쇼와40년 무렵으로 되어있다. 국제청 고시 「청주의 제법품질표시기준」에 따르면, 준마이슈란 정미비율 70% 이하로 정백한 백미를





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.



Niigata Sake Festival

니이가타슈바루노진新潟酒

The largest sake event in Japan is the "Niigata Sake Festival," held annually in Niigata prefecture over two days. True to its name, sake breweries from throughout Niigata prefecture gather in one place to attend this event. The concept of this event is to welcome guests from Tokyo to enjoy the atmosphere of this event. Therefore, the event "Niigata Sake Baru in Meguro" was organized at restaurant "Niigata Sake Baru Fukidamari" in Meguro ward, Tokyo.

The two-day event held over a weekend was attended by 7 sake breweries - "AOKISHUZO The Sake Brewery Co., LTD.," "OFUKU SHUZOU Co., Ltd.," "Kiminoi Shuzou Co., Ltd.," "Sasaiwai Sake Brewery," "Taiyo Sake Brewery Co., Ltd.," "Tamagawa Sake Brewery Co., Ltd.," and "Minenohakubai Shuzo" - as exhibitors, along with a joint booth between 3 breweries from the sake shop - "Kanemasu Sake Co., Ltd.," "Hakuro Sake Brewery Co., Ltd.," and "Shiokawa Sake Brewery Co., Ltd." - totaling 10 breweries with over 30 different sake selections from Niigata prefecture. Echigo Beer Co., Ltd. and Iwanohara Vineyard Co., Ltd. also exhibited booths on this balmy day to serve chilled beer and white wine.

Rice from Niigata prefecture and pickled vegetables were served at a booth, while pizza and yakisoba were served out of a food truck at the Niigata Sake Festival site. The event venue was studio EASE along the Japan Railways (JR) railroad tracks between Meguro

ward and Gotanda district, a chic outdoor space reminiscent of a European cityscape usually used to take photographs. Admission was free, and a space was available where children played freely with many families that attended. Sake was enjoyed by purchasing several tickets for 500 JPY each. Tickets were submitted at each booth according to the sake classification - ordinary sake required one ticket, while Ginjo required two tickets.

Guests with reservations arrived at the "Niigata Sake Baru Fukidamari" beforehand with all-you-can-drink tickets already purchased for 3,500 JPY each, an economical option that offered all-you-can-drink sake, regardless of the sake classification. Light showers never required an umbrella both days. The evening lights illuminated the venue with metropolitan apartments visible behind the European-style cityscape in an enchantingly beautiful sight that was indescribable.

Since tickets were accepted instead of cash, customers casually enjoyed sake and food while other participants traded food and beverages with each other in a very friendly atmosphere staffed with volunteers. The venue was filled with a comfortable, wonderful sense of unity. Although various sampling events and sales events are also organized in Tokyo for sake brewed in Niigata prefecture, few opportunities exist to sample and compare various sake brands. Therefore, this is an event that I would love to see continue in the future. ■



니이가타에서 1년에 한번 이틀간에 걸쳐 개최되는 「니이가타슈바루노진」이라는 국내최대급의 일 본주 이벤트가 있다. 이름그대로 니이가타의 주장이 한자리에 결집해서 행해지는 이벤트이다. 도쿄에 사는 사람에게도 이 이벤트의 분위기를 조금이라도 맛보고 싶은 컨셉으로, 「니이가타슈바 루후키타메」라고하는 도쿄메구로의 음식점이 「니이가타슈바루노진 in메구로」라는 이벤트를 개최하였다. 토요일 이틀간 있었던 이 이벤트는 일본주장 부스가 7곳, 「아오키주조」「오오후쿠 마사무네 주조」「키미노이주조」「사사노리유키주조」「타이요주조」「타마가와주조」「미네노시 라메주조」술판매점의 주장 3곳 합동 부스 「킨쇼주조」「카시와로주조」「시오가와주조」를 합해서 10곳, 30종 이상의 주장의 니이가타술을 즐길수 있고, 그 외에도 에치고 맥주와 니와노와라 와인등도 부스에 나와서, 더운 날이었는데 시원한 맥주나 화이트와인등을 즐길 수 있었다. 식사로는 니아가타 쌀과 절임음식을 맛볼 수 있는 부스라든지, 피자나 야키소바 키친트럭이 등장하여, 완전히 축소형 니이가타슈바루노진의 풍경이었다. 개최장소는 JR 선로를 따라 메구노와 고탄다 사이였다. 스튜디오EASE라고하는 장소로, 유럽의 거리를 모방한

멋진 옥외 장소로, 보통은 사진촬영등으로 사용되는 장소인 점. 행사장에는 무료입장이 가능하고, 아이들이 자유롭게 놀 수 있는 공간도 있어, 가족단위가 많아 보였다. 우선은 1장에 500엔 티켓을 여러장 구매하여, 그 후에 술의 랭크에 따라 보통주는 1장 음양주는 2장으로, 각 부스에 티켓을 건네고, 술을 마시는 시스템이다. 사전에 「니이가타슈바루후키타메」에 들러서 예약완료한 사람들은 무제한 마시는 티켓을 3500엔으로 구입했고, 술의 인기기도 관계없이 좋은대로 걸으면서 마실 수 있는 멋진 시스템이었다. 약간 비가 내리는 때도 있었지만 이틀간 내내 우산은 필요 없었고, 저녁무렵에는 행사장에 라이트가 켜져서, 유럽의 거리뒤로 도시적인 맨션등이 보이는 신기한 광경이 뭐라고 표현하기 힘든 멋진 분위기였다. 티켓제였기 때문인지, 현금을 내기보다, 가볍게 술이나 요리를 주문할 수 있어서, 참가자끼리 서로 대접하기도 하여서 매우 화목하고, 스태프들도 전원 봉사자로 행사장의 일체감은 기분 좋게 훌륭한 상태였다. 니이가타의 주장에 단체로 나온 시음회나 판매회등은 도쿄에도 여러곳 있지만, 다양한 니이가타 주장에 한번 만나서 비교하면서 마시는 기회는 적기때문에 다음에도 계속해서 바라는 이벤트이다.

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米国酒焼酎蒸留酒研究所

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

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

The number of sake breweries operating in Japan

The number of sake breweries and shochu distilleries in Japan are declining along with the consumption volume of both sake and shochu. However, approximately 1,600 sake breweries and shochu distilleries still operate in Japan today. This report introduces the regions where many sake breweries concentrate in Japan. Although the general impression that Niigata prefecture might have the most sake breweries, while Kyoto prefecture might boast the highest sake production volume, Kagoshima prefecture on Kyushu island is home to the highest number of sake breweries in Japan.

Top 5 sake and shochu makers associations with the highest number of breweries and distilleries:

- No. 1 Kagoshima Shochu Makers Association: 109
- No. 2 Niigata Sake Brewers Cooperative Association: 109
- No. 3 Nagano Sake Brewery Association: 81
- No. 4 The Federation of Hyogo Prefecture Brewers Associations: 71
- No. 5 Fukuoka Sake Brewers Association: 64

Number of sake breweries by region:

Tohoku region, Hokkaido prefecture: 226 Kanto region, Honshu island: 191
Chubu region, Honshu island: 379 Kinki region, Honshu island: 234
Chugoku region, Honshu island: 155 Shikoku island: 81 Kyushu island: 378

Regionally, Niigata prefecture ranks second while the Chubu region in Nagano prefecture ranks third. As you can see, Kyushu island is home to many sake breweries, 378 in total. The Chubu region is home to many sake breweries, while Kyushu is characteristically home to the most shochu distilleries. ■

일본 양조장의 수

일본, 소주의 양조장 수는 소비량 감소에 따라 줄어들고 있지만, 그래도 일본 전국에 약1600개 곳이 있다. 어느지역에 양조장이 많은지 소개해 보고싶다. 일본주의 주장이 많을 것 같은 니이가타 라든지, 생산량이 가장 많은 교토를 떠올리겠지만, 실제로는 큐슈의 카고시마가 제일 많다.

주조 메이커 많은 톱5:

- 1위 카고시마현주조조합 109
- 2위 니이가타현주조조합 90
- 3위 나가노현주조조합 81
- 4위 효고현주조조합연합회 71
- 5위 후쿠오카현주조조합 64

지역별 주조 메이커 수:

동북·북해도 226 관동 191
중부 379 긴키 234 중국 155
시코쿠 81 큐슈 378

지역적으로는, 2위 니이가타현, 3위 나가노현이 있는 중부지역이 1위로 379 곳이 되고, 큐슈는 378곳으로 상당히 많다는 것을 알수있다. 중부에서는 일본주 메이커가 많은데 비해 큐슈는 소주메이커가 많은게 특징.

ZOOM
into **SAKE Shochu**
Study of Daiginjo
Presented by Sake Shochu Spirits Institute of America

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 203



Kosuke Kuji
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Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.
*Positions of Public Service: Chairperson, Cassiopeia Corporation Youth Conference; School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

Los jóvenes consumidores japoneses y el sake japonés ②

Este es el segundo informe sobre los jóvenes consumidores japoneses y el sake japonés.

El informe anterior trataba sobre una reunión social organizada en el distrito de Asakusa, mientras que este informe trata sobre otra reunión social organizada en el distrito de Shibuya.

Como se sabe, el distrito de Shibuya es un conocido lugar de reunión para la juventud japonesa, un distrito que representa a los jóvenes consumidores. Yo también frecuentaba el distrito de Shibuya cuando era joven.

El evento "Sake Park" se celebra en el recientemente renovado parque Miyashita como sede del distrito de Shibuya. Este año se celebra por tercera vez y cada año se reúnen muchos jóvenes del distrito.

Este evento atrae a 25 destilerías de sake y 5 destiladores de sake artesanal (productores de sake sin refinar que no tienen licencia para elaborar sake) de todo el país.

En este evento también participan artistas. Los DJ comienzan a actuar en directo en el lugar por la tarde, etc., donde se disfruta del sake en un ambiente animado característico

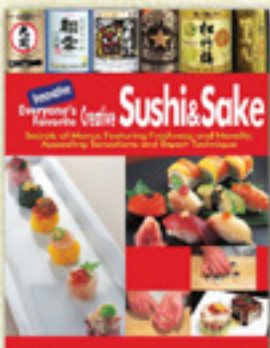
del distrito de Shibuya.

Los invitados bailando al ritmo de la música con una copa de sake en la mano son una imagen interesante y única del distrito de Shibuya, también captada en video.

Al evento asisten las "gyaru" (jóvenes "chicas" que visten moda callejera llamativa, atrevida y expresiva, una subcultura de la moda callejera japonesa popularizada en los años 90), jóvenes profesionales de TI y otros invitados que disfrutaron del sake con música, una imagen atípica de los eventos habituales de degustación de sake a los que asisten solo hombres mayores, lo que arroja un rayo de esperanza sobre el futuro de la industria japonesa del sake.

Fomentar el consumo de sake servido en un bar de sake es una forma difícil de atraer a los consumidores jóvenes, que podrían dudar en entrar. Por lo tanto, servir sake con música en vivo y actuaciones de DJ en el distrito de Shibuya es una excelente manera de atraer a los consumidores jóvenes para que prueben el sake, un esfuerzo muy prometedor en mi opinión.

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



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¿Qué tipo de sake japonés es Junmai?

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El sake Junmai se prepara exprimiendo el puré fermentado con arroz y malta de arroz, luego se le agrega agua para ajustar el nivel de alcohol, sin agregar aditivos. No hace falta decir que el sake Junmai es la forma original de hacer sake y es el método básico para producirlo. Sin embargo, cuando el arroz, el ingrediente básico del sake, comenzó a escasear durante y después de la Segunda Guerra Mundial, la producción se detuvo en gran medida debido a las regulaciones gubernamentales para asegurar el alimento principal.

El sake volvió al mercado alrededor de 1965. Según las “Normas para los métodos de fabricación e indicación de calidad del sake” publicadas por la Agencia Nacional de Administración Tributaria, el sake Junmai está regulado para usar arroz blanco con una proporción de pulido de arroz de menos del 70%, producido usando solo arroz, malta de arroz y agua; mientras que los requisitos de aroma y sabor, etc., se estipulan

como que tenga “buen sabor, color y brillo”.

Un buen sake se describe como “que tenga el aroma, el color y el brillo característicos del sake japonés sin olor ni sabor desagradables”. Si bien a veces se ven etiquetas como “Kimoto-Junmai” o “Yamahai-Junmai”, estos sakes no utilizan aditivos y se producen utilizando la levadura Kimoto tradicional. Por supuesto, algunos sakes Junmai utilizan levadura Sokujo-kei (un método moderno de agregar ácido láctico artificialmente por adelantado), y no existe una relación directa entre el tipo de levadura y la definición de sake junmai.

Si bien generalmente se estipula que el sake junmai tiene una proporción de pulido de arroz de menos del 70 %, para una proporción de pulido de arroz de menos del 60 % u otro método de producción especial con “aroma, color o brillo especialmente buenos” se etiqueta como “Tokubetsu-Junmai”. Además, el “sake ginjo elaborado” con arroz pulido a menos del 60 % con “un aroma, color

y brillo especialmente buenos característicos del sake” se etiqueta como “Junmai Ginjo”, mientras que el ginjo Junmai que utiliza arroz pulido al 50 % se puede etiquetar como “Junmai Daiginjo”.

Si bien el sake junmai, en una palabra tiene varias características según el producto, en términos generales, muchos de ellos son ricos en un tipo que aprovecha los sabores umami del arroz, porque no utilizan aditivos como el alcohol destilado. Además, si bien el nivel de acidez es relativamente alto, el sabor es suave, rico y con cuerpo en este sake, en el que se prioriza el sabor sobre el aroma. Sin embargo, el sake almacenado y añejado adecuadamente tendrá un sabor más ligero, incluso para el sake junmai. Por lo tanto, el término “Kiippon” se ha utilizado para el sake de Nada, etc., sin embargo, según estos mismos estándares, “Kiippon” se estipula como “sake junmai elaborado solo en una sola destilería”, con un uso limitado.





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.



Festival del Sake de Niigata

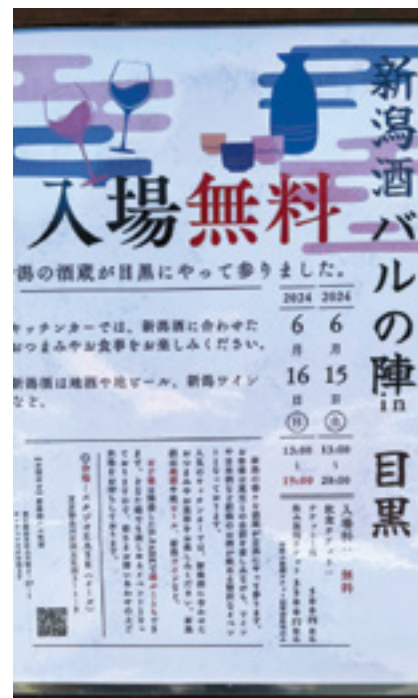
El mayor evento de sake en Japón es el "Festival del Sake de Niigata", que se celebra anualmente en la prefectura de Niigata durante dos días. Fiel a su nombre, las destilerías de sake de toda la prefectura de Niigata se reúnen en un solo lugar para asistir a este evento. El concepto es dar la bienvenida a los invitados de Tokio para que disfruten del ambiente. Por lo tanto, el evento "Niigata Sake Baru in Meguro" se organizó en el restaurante "Niigata Sake Baru Fukidamari" en el barrio de Meguro, Tokio.

El evento de dos días, que se celebró durante un fin de semana, contó con la presencia de siete destilerías de sake: "AOKISHUZO The Sake Brewery Co., LTD.", "OFUKU SHUZOU Co., Ltd.", "Kiminoi Shuzou Co., Ltd.", "Sasaiwai Sake Brewery", "Taiyo Sake Brewery Co., Ltd.", "Tamagawa Sake Brewery Co., Ltd." y "Minenohakubai Shuzo", como expositores, junto con un stand conjunto de tres destilerías de la tienda de sake: "Kanemasu Sake Co., Ltd.", "Hakuro Sake Brewery Co., Ltd." y "Shiokawa Sake Brewery Co., Ltd.", lo que suma un total de 10

destilerías con más de 30 selecciones de sake diferentes de la prefectura de Niigata. Echigo Beer Co., Ltd. e Iwanohara Vineyard Co., Ltd. también exhibieron stands en este cálido día para servir cerveza fría y vino blanco.

En un puesto se sirvió arroz de la prefectura de Niigata y verduras encurtidas, mientras que en un camión de comida se sirvieron pizza y yakisoba en el recinto del Festival del Sake de Niigata. El lugar del evento fue el estudio EASE, junto a las vías del ferrocarril Japan Railways (JR), entre el barrio de Meguro y el distrito de Gotanda, un elegante espacio al aire libre que recuerda a un paisaje urbano europeo que se suele utilizar para hacer fotografías. La entrada era gratuita y había un espacio disponible donde los niños jugaban libremente con muchas familias que asistieron. Se disfrutó del sake comprando varios billetes por 500 JPY cada uno. Los billetes se entregaron en cada puesto de acuerdo con la clasificación del sake: el sake normal requería un billete, mientras que el Ginjo requería dos.

Los invitados con reservas llegaron al "Niigata Sake



Baru Fukidamari" de antemano con billetes de todo lo que pueda beber ya comprados por 3.500 JPY cada uno, una opción económica que ofrecía todo lo que pueda beber, independientemente de la clasificación del sake. Las ligeras lluvias nunca requirieron un paraguas en ninguno de los dos días. Las luces de la tarde iluminaban el lugar, con apartamentos metropolitanos visibles detrás del paisaje urbano de estilo europeo en una vista encantadoramente hermosa que era indescriptible.

Como se aceptaban boletos en lugar de efectivo, los clientes



disfrutaron de sake y comida de manera informal mientras otros participantes intercambiaban comida y bebida entre sí, en un ambiente muy agradable atendido por voluntarios. El lugar estaba lleno de una sensación de unidad maravillosa y cómoda. Aunque en Tokio también se organizan varios eventos de degustación y venta de sake elaborado en la prefectura de Niigata, existen pocas oportunidades para probar y comparar varias marcas de sake como en esta ocasión. Por lo tanto, este es un evento que me encantaría que continuara en el futuro.

SAKE SOMMELIER CLUB

Master Sake Sommelier

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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 Espiritu Sake Shochu de América Parte 2: La historia del sake

Número de fábricas de sake que operan en Japón

El número de fábricas de sake y destilerías de shochu en Japón está disminuyendo junto con el volumen de consumo tanto de sake como de shochu. Sin embargo, aproximadamente 1.600 fábricas de sake y destilerías de shochu todavía operan en Japón en la actualidad. Este informe presenta las regiones donde se concentran muchas fábricas. Aunque la impresión general es que la prefectura de Niigata puede tener la mayor cantidad de fábricas de sake, mientras que la prefectura de Kioto puede ostentar el mayor volumen de producción de sake y la prefectura de Kagoshima en la isla de Kyushu alberga el mayor número de fábricas de sake en Japón.

Las 5 principales asociaciones de productores de sake y shochu con el mayor número de cervecerías y destilerías:

- N.º 1 Asociación de productores de shochu de Kagoshima: 109
- N.º 2 Asociación cooperativa de productores de sake de Niigata: 90

- N.º 3 Asociación de productores de sake de Nagano: 81
- N.º 4 Federación de asociaciones de productores de sake de la prefectura de Hyogo: 71
- N.º 5 Asociación de productores de sake de Fukuoka: 64

Número de destilerías de sake por región:

- Región de Tohoku, prefectura de Hokkaido: 226
- Región de Kanto, isla de Honshu: 191
- Región de Chubu, isla de Honshu: 379
- Región de Kinki, isla de Honshu: 234
- Región de Chugoku, isla de Honshu: 155
- Isla de Shikoku: 81
- Kyushu Isla: 378

A nivel regional, la prefectura de Niigata ocupa el segundo lugar, mientras que la región de Chubu en la prefectura de Nagano ocupa el tercer lugar. Como puede ver, la isla de Kyushu alberga muchas destilerías de sake, 378 en total. La región de Chubu alberga muchas destilerías de sake, mientras que Kyushu se caracteriza por albergar la mayor cantidad de destilerías de shochu.

ZOOM
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Study of Daiginjo
Presented by Sake Shochu Spirits Institute of America