

Japanese RESTAURANT news

The Magazine for Japanese Food Professionals Worldwide

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Why was October 1 designated as Sake Day?

10月1日が酒の日なのは何故?

U.S. 7-Eleven Stores Now Sell Japanese-style Egg Salad Sandwiches and Onigiri

米国セブンイレブン 日本風玉子サンド、おにぎりの販売などを視野に

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Restaurant job growth stalled in the second quarter

第2四半期、外食産業の雇用は伸び悩む

—最近の雇用の伸びの鈍化は、外食産業の売上が軟調に推移していることを反映—

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November 1st is Honkaku Shochu & Awamori Day

Celebrate with
**Top Shochu & Awamori
Competition Winners**



shochu

awamori



spirits

from top left: Towari Buckwheat Shochu, Miyagi / Hakutake Kaoru Rice Shochu, Kumamoto / Ikkomon Sweet Potato Shochu, Kagoshima / Jakunbaku Barley Shochu, Fukuoka
from bottom left: Sakurayamakawa Ryukyu Awamori, Okinawa / Hanashimauta Ryukyu Awamori, Okinawa / Zanza 1999 Ryukyu Awamori, Okinawa / 30 Do Zanza Premium, Okinawa
Niseko Distillery Ohoro Gin, Hokkaido / Yamazakura Single Malt by Sasakawa, Fukushima

MTC SAKE
mtcsake.com

PAGEANT OF DISTINCTION
Legendary Finesse Award Winning
SAKE SHOCHU WINE CRAFT BEER SPIRITS

product availability may vary by regions



Shochu Cocktails to Celebrate Shochu Day on November 1st

iichiko Okinawa Highball



iichiko Seirin
Baryu Shochu
ABV: 20%
Region: Oita

Sakura Shiranami x Strawberry Jam x Sorbet



Sakura Shiranami
Sweet Potato Shochu
ABV: 24%
Region: Kagoshima

Kinjo Shiro Kin Shiro Honey Lemon



Kinjo Shiro
Rice Shochu
ABV: 24%
Region: Kumamoto

Ikkomon Winter Shochu Mule



Ikkomon
Sweet Potato Shochu
ABV: 24%
Region: Miyazaki

iichiko Okinawa Highball

2oz iichiko Seirin Ice
1.5oz Shikuwasa Juice Sparkling Water
0.5oz Simple Syrup

1. In a glass, combine iichiko Seirin, Shikuwasa Juice and simple syrup.
2. Add ice, then top off with sparkling water. Stir gently and enjoy.

Sakura Shiranami x Strawberry Jam x Sorbet

2oz Sakura Shiranami Strawberry Jam
2oz Water Cherry (for garnish)

1. Combine equal parts Sakura Shiranami and water in a container.
2. Freeze for at least 6 hours, or up to 24 hours.
3. Once semi-frozen, scoop into a glass and top with a spoonful of strawberry jam. Garnish with a cherry and serve.

Kinjo Shiro Kin Shiro Honey Lemon

2oz Kinjo Shiro Honey
2oz Hot Water Lemon

1. In a glass, mix equal parts of Kinjo Shiro and hot water.
2. Add honey and lemon to taste, then stir until well combined. Serve warm.

Ikkomon Winter Shochu Mule

2 oz Ikkomon 1 bar spoon Allspice Dram
1 oz Blood Orange Juice 1 part Ginger Beer

1. Fill a highball glass with ice. Add the shochu, juice, and liqueur and stir to chill. Top with chilled ginger beer and garnish with mint.

MTC SAKE
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秋鮭の
つゆの素
バターソテー

Butter sautéed salmon with Tsuyu no moto

INGREDIENTS / 2 SERVINGS

• 2 Slices	Salmon	• 秋鮭	2切れ
• A pinch of salt		• 塩	ひとつまみ
• 2 tbsps	Sake	• 酒	大さじ2
• 2 tbsps [for soaking salmon]	"NINBEN Tsuyu no moto"	• つゆの素(鮭を漬ける用)	大さじ2
		• 付け合わせ	
• Food of your choice for side dish		(写真は舞茸、さつまいも、ししとう)	
[Maitake mushrooms, sweet potatoes,		• 片栗粉	適量
shishito green pepper, etc.]		• オリーブオイル	大さじ1
• Proper amount of starch		• バター	10g
• 1 tbsp	Olive oil	• つゆの素(ソース用)	小さじ1
• 10g	Butter		
• 1 tsp [for sauce]	"NINBEN Tsuyu no moto"		

METHOD

1. Sprinkle salt on the salmon and let it sit for about 10 minutes to wipe off any moisture that comes out. Put it in a plastic bag, add sake and "NINBEN Tsuyu no moto" and soak for 30 minutes.
秋鮭に塩を振り10分ほど置き、出てきた水分を拭き取る。ポリ袋に入れ酒とつゆの素を加えて30分漬ける。
2. Cut the food of your choice into easy-to-eat pieces.
付け合わせを食べやすいサイズに切る。
3. Heat olive oil in a frying pan, sprinkle a thin layer of starch on both sides of the salmon in 1 and bake over low heat until it gets crispy. Turn it over, put the ingredients for side dish in frying pan, cover with a lid, and steam for 5 minutes.
フライパンにオリーブオイルを熱し、1の秋鮭の両面に片栗粉を薄くまぶして並べ入れ、弱火でカリッとするまで焼く。裏返し、フライパンの隙間に付け合わせの食材を入れ、蓋をして5分間蒸し焼きにする。
4. Remove the lid, put half of the butter on top of the salmon, and add "NINBEN Tsuyu no moto". When the butter melts, shake the entire frying pan to mix. Done!
蓋を取り、バターを半量ずつ秋鮭の上に乗せ、つゆの素を鍋肌から加える。バターが溶けたらフライパン全体を揺すって絡める。出来上がり!



そばサラダ
つゆの素
ジュレ

Buckwheat salad with jelly dressing of Tsuyu no moto

INGREDIENTS / 2 SERVINGS

• 50cc	"NINBEN Tsuyu no moto"	• にんべんつゆの素	50cc
• 1 g	powdered gelatin	• 粉ゼラチン	1g
• 80g	Buckwheat	• そば	80g
• Condiments of your choice		• お好みの薬味	
[Mizuna greens, Myoga radish, Shiso		(水菜、みょうが、大葉、貝割れ菜など)	
leaves, white radish sprouts, etc.]		• 刻み昆布	大さじ1
• 1 tbsp	Chopped kelp	• オリーブオイル	大さじ1
• 1 tbsp	Olive oil	• 塩	少々
• A pinch of salt			

METHOD

1. Put "NINBEN Tsuyu no moto" in a small saucepan and warm it, sprinkle in powdered gelatin and mix well to dissolve. Transfer to a container and cool in ice water to harden.
つゆの素を小鍋に入れ温め、粉ゼラチンを振り入れてよく混ぜて溶かす。容器に移し、氷水で冷やして固める。
2. Boil buckwheat in plenty of hot water for 5 minutes, wash in cold water, cool thoroughly and give in a colander.
そばはたっぷりのお湯で5分茹で、冷水で洗ってしっかりと冷やしてザルにあげる。
3. Cut the condiments of your choice into easy-to-eat length and wash the chopped kelp quickly.
薬味を食べやすい長さに切り、刻み昆布はさっと洗う。
4. Put 2 and 3 in a bowl and add olive oil and salt.
2と3をボウルに合わせオリーブオイルと塩を加えて和える。
5. Place 4 and buckwheat in a bowl and top with the jelly from 1. Done!
4とそばを器に盛り、1のジュレをトッピングする。出来上がり!



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ジャパニーズ・レストランニュース

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

**Mission of Japanese
Restaurant News**

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



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Honorary Sake Sommelier



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Finalist of the 2nd World Sake Sommelier Competition.
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Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors
Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to

any food when the odor is too strong, then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins
Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor
From broiled dishes to soup dishes,

Japanese sake is useful in a variety of dishes, as our readers know. Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking
Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

日本酒と料理

よくアメリカ人から聞かれるのが、「ワインは料理に使うけど日本酒も使えるのか?」ということだ。日本酒には、ワインにない旨み成分がたくさんあるので何でも使用できるのがうれしい。

臭い消し
もちろん、魚介類にも効果があるが、豚肉やラムなどの匂いを消す効果がある。この匂いがあるからこそラム肉かも

しれないが、和風な味つけにするときには、ちょっと匂いが強すぎる時に日本酒をかけ、約2分くらい放置すると臭みも消える。

タンパク質柔軟効果
鶏の胸肉や牛の赤身、シチュー用の肉を下味をする前に日本酒を入れたジップロックバックに入れておくとパサパサ感がとれ美味しくなる。パーベキューや焼肉がもっと美味しくなるのだ。

旨味追加
煮付けからどんな汁物まで日本酒は使えるのは皆さんも周知の事実。意外にも洋食のスープ、特にシーフードの入れるもの日本酒を入れるとさらに美味しくなる。もちろんパスタやその他の料理にも使えるので試していただきたい。実はインスタントラーメンに少し入れても美味しい。

料理に向く日本酒
料理酒や純米酒がよい。吟醸、大吟醸酒は飲むのには良いが、料理としての効果は旨みが多い純米酒がベターである。

料理和日本酒

經常聽到美國人問：“葡萄酒是可以用來做料理的，日本酒可以嗎？”日本酒有很多葡萄酒沒有的鮮味成分，所以我很高興任何料理可以使用日本酒。

消除氣味 當然，日本酒對魚貝類是有效的，對消除豬肉和羊肉的氣味也很有效。有這種氣味的可能是羊肉，當您想添加日本風味時，請在氣味最濃時撒上日本酒，然後放置約2分鐘後就可以消除氣味了。

蛋白質的軟化作用 如果將雞胸肉、牛瘦肉，等嫩肉在調味前放入裝有日本酒的帶拉鍊袋中，味道會變得乾爽可口。烤肉和烤肉會更好吃。
添加鮮味 眾所周知，日本酒可以在任何湯中使用。令人意外的是，可以加入西式湯中，尤其是含有海鮮的湯中加入日本酒會更美味。當然也可以用於意大利面和其他菜餚，請嘗試一下。

其實在方便麵裡放一點點也很好吃。
適合料理的日本酒 料理酒和純米酒都不錯。吟醸，大吟醸酒很好喝，但帶有大量鮮味的純米酒更適合作為料理的基礎。

요리와 일본술자

자주 미국인으로부터 들을 수 있는 것이, 「와인은 요리에 사용하지만 일본술도 사용할 수 있을까?」라는 것이다. 일본술에는 와인에 없는 맛 성분이 많이 있기 때문에 무엇이든 사용할 수 있는 것이 기쁘다.

냄새 지우기 물론 어패류에도 효과가 있지만 돼지고기나 람 등의 냄새를 없애는 효과가 있다. 이 냄새가 있기 때문에 람고기일지도 모르지만, 일본식 맛을 낼 때에는, 조금 냄새가 너무 강할 때에 일본술을 걸어, 약 2분 정도 방치하면 냄새도 사라진다.

단백질 유연 효과 닭 가슴살이나 쇠고기 붉은 목, 스투용 고기를 맛을 내기 전에 일본술을 넣은 지퍼락백에 넣어두면 파사파사감이 잡혀 맛있게 된다. 바베크와 야키니쿠가 더 맛있게 되는 것이다.

맛을 추가 조림에서 어떤 국물까지 일본술은 사용할 수 있는 것은 여러분도 주지의 사실. 의외로 양식의 스프, 특히 해산물이 든 것 일본술을 넣으면 더욱 맛있게 된다. 물론 파스타나 그 외의 요리에도 사용할 수 있으므로 시험해 주셨으면 한다. 실은 인스턴트 라면에 조금 넣어도 맛있다.
요리를 향한 일본술 요리주나 순미술이 좋다. 음양, 대음양주는 마시기에 좋지만, 요리로서의 효능은 맛이 많은 순미술이 베터이다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 204



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.

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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 Sake③

日本の若者と日本酒③

This is the third report on young Japanese consumers and Japanese sake, the last report for this series.

"Sake Jump," a community of young Japanese sake brewers in their twenties to early forties, actively introduce their original sake brands to popularize sake among young consumers.

This group holds sake tasting events twice a year. Their sake tasting events this year were held at the Keyaki Hiroba, a restaurant and shop

inside the Saitama Super Arena, an impressive? venue.

All three organizations introduced in this series organized "outdoor tasting events."

Tasting events held in a hotel conference room can seem intimidating and can increase the registration fee for participants. Therefore, the group organized outdoor tasting events to reduce the intimidation factor and the registration fee for participants, an effective strategy to attract interest.

NTT DOCOMO, INC. is a sponsor

of this tasting event, organized by "Sake Jump," to further reduce the cost to participants. Saitama Super Arena Co., Inc. is also a special collaborator. The National Tax Agency, the supervisory authority of our sake breweries, also supports this tasting event in their powerful line-up of supporters.

I'm confident that all the parties involved desire to introduce the appeal of Japanese sake to young consumers.

I look forward to seeing more events like this held in the future. ■

日本の若者と日本酒のお話しの第3話目です。これがこの章の最後になります。

「若手の夜明け」という活動をしている若手蔵元の集まりがあります。

若いお客さんに日本酒を広めたい、という想いは、若い蔵元ほど強く願っており、20代から40代前半までの蔵元が集まり、若いお客さんに自分たちの日本酒を素晴らしさや魅力を伝え続けています。

毎年2回ほど試飲会を開催しており、今年はなんとあの埼玉スーパーアリーナのけやき広場というすごい場所での開催になりました。

今回の章で話した3つの団体全てに共通するのが「屋外での試飲会」です。

ホテルの部屋での試飲会などではなかなか参加しにくい事もあり、会費も高価になります。若者に出来るだけ負担を減らし、参加しやすくするのは屋外での試飲会、というのが効果的だと感じてい

ます。

今回の若手の夜明けの試飲会は、さらにお客さんの負担を減らすべく、協賛にNTTドコモが付き、特別協力で株式会社さいたまアリーナが参加しています。しかも後援は何と私達酒蔵の監督官庁でもある国税庁が付くという豪華さ。

若者に日本酒の魅力を伝えたい、という想いはおそらくみんな一緒で、これからもこういった活動が増えてくることを強く願っています。

日本酒 百味百題

Typical Sake Production Regions 日本酒の代表的な産地

in general terms. Sake production in this region is said to have started in 1624, however, the name Nada first comes up in documents in 1716.

Ikeda (Ikeda City, Osaka prefecture) was the main production region for sake produced for the Edo market from early to mid-Edo Era, an advanced region of morohaku; while Itami, especially Itamizake, referred to as “Tanjo,” was highly reputable. However, Ikeda and Itami started to decline from the later half of the 18th century, replaced by Nada sake at the forefront, the greatest reason being the premium quality of Nada sake.

The greatest reason why the quality of Nada sake improved drastically is due to the introduction of the water mill for rice milling, utilizing a rapid stream from the Rokko Mountain. During the golden days of Itami, rice was traditionally milled using a pedal-type milling device. However, during the mid-18th century, Nada was the first to switch to water milling to mill rice. Not only did water milling drastically increase the quantity of rice milled, the quality of sake rice significantly improved to levels not comparable to before the water mill, which significantly improved the quality of sake. Although Itami tried to compete with sake from Nada through efforts to improve their quality of sake, the switch to water mills was not possible due to geographical reasons, with Nada sake finally exceeding Itami sake in production volume in 1815. Further, Miyamizu, most suitable for producing sake, was discovered in 1840, cementing Nada’s name and reputation with quality sake.

On the other hand, Fushimi has a long history of sake production that reached its peak during the Muromachi

Era (1336~1573), with 342 sake breweries in the Kyoto region in 1425. However, Fushimi and Saga in the suburbs of Kyoto were both renowned sake regions.

Fushimi prospered as a castle town after Toyotomi Hideyoshi completed the construction of the Momoyama Castle in 1594. Early into the Edo Era, the number of breweries gradually increased as an important region for the Yodogawa water transport. Although approximately 83 sake breweries operated at the time, Nada first emerged as a sake production region in 1657 after the middle of the Edo Period, as Kyoto was monopolized by Itami sake due to the wishes of court nobles and the Konoe Family, who were the feudal lords of Itami. Also, geographical disadvantages caused delays in shipments to Edo, which led to Nada sake further dominating the market, and a drastic decline in Fushimi sake breweries. Furthermore, the battle of Toba and Fushimi added a great blow to Fushimi. However, since the Tokaido Line opened in 1890, the distribution route opened up for Fushimi sake, which miraculously revived the region to become one of the largest sake production regions alongside Nada. ■

◆ ◆ ◆
灘とは六甲連山を背にして大阪湾に臨む東西に長い帯状の地域で、現在は、その中の五つの地域を「灘五郷」と総称しているが、古くはもっと広範囲で、東は武庫川、西は生田川に至る地域の総称だった。この地で酒造りが始まったのは寛永元年（1624）とされるが、灘の名が文献に初めて登場するのは正徳6年（1716）のことである。江戸時代の初期から中期にかけての江

戸向け酒の主産地は、諸白の先進地であった池田（大阪府池田市）と伊丹で、とくに伊丹酒は「伊丹諸白」とか「丹醸」と呼ばれて高い評価を得ていたが、18世紀の後半あたりから池田、伊丹は衰退し始め、代わって新興勢力である灘酒が台頭していくことになる。その最大の理由は灘酒の酒質の優秀さにあった。

灘酒の酒質を飛躍的に向上させたのは、第一に六甲山系からの急流を利用した水車精米の導入だった。伊丹全盛の時代、精米の方法はまだ昔ながらの足踏み精米だったが、18世紀半ば頃、灘ではいち早く水車精米に切り換えられた。水車精米によって大量の精米が可能になったばかりでなく、それまでとは比べ物にならない高精白米が得られ、酒質を著しく向上させたのである。伊丹も酒質の改良に努めて灘酒に対抗したが、地形の関係上、水車精米への転換はかなわず、文化12年（1815）、灘酒の生産量はついに伊丹酒を抜いた。さらに天保11年（1840）にはいわゆる宮水が発見され、灘酒の名前は揺るぎないものとなる。

一方、伏見での酒造りの歴史は古い。室町時代に京の酒造りは隆盛期を迎え、応永32年（1425）には、洛中洛外合わせて342軒の造り酒屋があったが、なかでも伏見と嵯峨とともに洛外の銘醸地として知られた。

伏見は文禄3年（1594）に豊臣秀吉が桃山城築城後は城下町として、江戸時代に入ってから淀川水運の要地として栄え、造り酒屋の数も次第に増加していった。灘が酒の産地として産声を上げた頃の明暦3年（1657）には83軒を数えたが、江戸時代中期以後、伊丹領主だった有力公家・近衛家の意向によって、京の町の酒は伊丹酒で独占されてしまう。また、地の利の悪さから江戸への出荷も遅れをとるうちに灘酒が急激に台頭し、伏見の造り酒屋は激減。さらに明治元年の鳥羽伏見の戦いで大打撃を受けた。しかし、明治22年に東海道線が開通して以後、伏見酒は販路が拡大されて奇跡的な復興を遂げ、ついに灘と並ぶ2大産地になった。

Nada is a long linear region towards the east and west, facing the Osaka Bay with the Rokko Mountain in the background, five of the regions in this area currently referred to as the “Nada Goko.” This region is traditionally wider with the Bukogawa River towards the east, and the Ikutagawa River towards the west

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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.

Shimbashi Koichi Festival

新橋こいち祭り

The “27th Shimbashi Koichi Matsuri (Festival)” was held in the middle of summer near the “Shimbashi Station” in Minato Ward, Tokyo, a popular hangout spot among business professionals, on July 25 and 26. The Koichi Festival was named to invite residents, workers, and visitors to the Shimbashi Station area to stop by and have fun for an hour. Many food stalls were set up in three locations – Karasumori-Dori street, areas surrounding the New Shimbashi Building (“SL Square”), and Sakurada Park – where the Yukata (unlined cotton summer kimono) beauty pageant was held, along with plenty of entertainment and outdoor events over a two-day period.

The festival, scheduled to start at 12:00 noon until the day before, was delayed until 3:00 PM due to the scorching heat. On the first day, I couldn’t stop sweating in drizzling rain due to the maximum humidity. Visitors totaled approximately 14,000 in two days. I wiped my sweat as I headed towards the Nihonsakari booth of a close friend. Familiar aluminum can-shaped bottles (“bottle cans”) and raw, unprocessed, undiluted sake lined the Nihonsakari booth, along with chilled sake, perfect to enjoy while strolling the festival sites. I purchased two bottles of raw, unprocessed, undiluted sake and strolled through the food stalls before the rain got heavier. Food stalls sold omuyakisoba (omelet fried noodles), skewer-grilled scallops, sake by the Fukushima Prefecture Sake Brewers Cooperative, and beer, while the stage showcased live taiko performances, Hawaiian Hula, and Bon Odori (traditional Japanese regional folk dance). The festival offered great food, beverages, and live performances.

I couldn’t leave the festival in just short of an hour. I previously helped in food stalls, before the festival was canceled for 4 years due to the coronavirus pandemic. The festival finally resumed last year in 2023. Despite initial concerns over the turnout, many visitors came and enlivened the festival, no different from previous years.



The pandemic popularized work-from-home and remote work, which reduced the number of commuters to the office. Yet, the turnout seemed high at the Koichi Festival, held at a popular hangout spot for business professionals, in fact, even higher than previous years. The rain started to get harder while strolling, so I sought shelter from the rain in the New Shimbashi building.

I visited the “Jinsei Sakaba,” a sake pub and restaurant introduced in a previous report, where I presented the Nihonsakari raw, unprocessed, undiluted sake I purchased earlier as a souvenir. I asked if the building got crowded during the Koichi Festival and was told business was the same as usual. The restaurant inside the building has many repeat patrons, thus customers who come from the festival during peak business hours are sometimes turned away. The owner said, “The weather is often rainy on the day of the Koichi Festival.” Hot weather with heavy rainfall is common during summer festivals. Still, I felt excited to attend a festival that was previously canceled due to the coronavirus pandemic. As the summer festival season soon ends in each region and the Olympics are now over, and once the summer baseball games are over, fall is fast approaching. Next, I’m planning to find and attend a fall festival.■

夏 真っ只中、サラリーマンの聖地「新橋」にて第27回新橋こいち祭りが開催された。

こいち祭りとは、新橋で住む人、働く人、遊ぶ人を対象に、新橋で小一時間遊んで行ってくださいという思いで命名されたお祭りであり、烏森通り会場・SL広場ニュー新橋ビル周辺会場・桜田会場の3か所に沢山の屋台が出店し、浴衣美人コンテストや盆踊りなど催し物盛り沢山の野外イベントが2日間行われる。昨年までは昼12時からスタートだったが、あまりの猛暑の為、今年からは15時スタートとなっていた。私が訪れた初日は小雨が降っていて蒸し暑さもMAXで汗が止まらなかったが、そんな蒸し暑さは何のその。来場者数は2日で約14万人とのこと。汗を拭きながら、仲の良い日本盛のブースへ。お馴染みのボトル缶やサーバーからの生原酒を販売しており、お祭りで飲み歩くにはピッタリの冷たい酒が並んでいた。サーバーの生原酒を2本購入し、雨が強くなる前にまた屋台を散策。オム焼きそば、ホタテの串焼き、福島県酒造組合、もちろんビールの販売ブースもあり、和太鼓の演奏やハワイアンフラなどのステージからの盆踊りと飲んでよし、食べてよし、踊ってよしの楽しいお祭りだった。もちろん小一時間で帰れないのは言うまでもない。私は、

数年前に出店者側でお手伝いをしたことがあるが、その後コロナ禍で4年間中止されていた。昨年2023年にやっと再開が出来、人の流れが心配されたが例年と変わらない多くの来場者で盛り上がったこと。コロナ禍で在宅やテレワークが普及し、以前よりも会社に出社する人が減ったにも関わらず、このこいち祭りに関しては、サラリーマンの聖地ながら以前よりも活気が増しているように感じた。散策中、流石に雨が強くなってきたので、ニュー新橋ビル内で雨宿り。以前ご紹介させていただいた「人生酒場」に先ほど買った日本盛の生原酒をお土産に避難した。こいち祭りの時のビル内の飲食店はどうか聞くと、あまり普段と変わらないとのことだった。ビル内の飲食店は常連様が多く、ピークタイムにお祭りから流れてくる人達が来ても入れなかつたりするらしい。「それにしても、こいち祭りの日は雨が多いねー。」と店主が言っていた。とにかく暑い急な雨が降るのが夏祭りなのだ。それも含めて、コロナ禍で開催されなかった祭りに参加出来るようになったことを嬉しく思う。そろそろ各地の夏祭りも終わりオリンピックも終わり、夏の甲子園も終われば、もうすぐ秋である。次は秋祭りを探して遊びに行こう。

SAKE SOMMELIER CLUB

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

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

Sake Shochu Spirits Institute of America - Acquire the techniques of a sake sommelier with your five senses -

米国酒焼酎麦酒研究所 / きき酒師のテクニックを体得

In Japanese, kikasake - commonly referred to as sake tasting - is to understand the fragrance properties of sake and other beverages using all five senses – “vision,” “taste,” “smell,” etc.

Tasting the sake and verbally expressing the sake fragrance and flavor with one's own five senses is important.

What is sake tasting?

The purpose of sake tasting is different according to each position. For example, the master sake brewer and sake brewery workers taste sake while brewing to determine the quality and shipment time, while sake sommeliers - who sell and serve sake in restaurants and sake shops – taste sake to understand the characteristics of each sake and reflect on how to explain each sake and propose how to best enjoy each sake to customers.

Also, the purpose of tasting sake for general consumers is to determine which sake best suits one's own preferences. ■

日 本語できき酒、近頃はテイスティングと言うようだが「視覚」、「味覚」、「臭覚」などの五感を使って酒をはじめとした飲料の香味特性を把握することを指す。プロのきき酒師の手法を授けよう。

大事なことは、経験を繰り返し、感じたことを言葉で示すことだ。

テイスティングとは

テイスティングは、行う人の立場によって目的が異なる。たとえば、杜氏、蔵人ならば製造中の日本酒をテイスティングし、品質の状態や出荷時期などを見極めることを目的とするが、飲食店や酒販店で日本酒のサービス、セールスをするきき酒師なら、それぞれの日本酒の特徴を把握し、お客様にどう説明するか、またおいしい飲み方の提案を考えることが目的となる。

そして、一般の消費者の場合なら、自身の好みに合うかの判断が目的になる。

Restaurant job growth stalled in the second quarter

-The recent slowdown in job growth mirrored the soft patch in restaurant sales-

第2四半期、外食産業の雇用は伸び悩む

—最近の雇用の伸びの鈍化は、外食産業の売上が軟調に推移していることを反映—

Restaurant employment declined for the second time in the last three months, as the recent softer sales readings appear to be impacting the labor market.

Eating and drinking places* cut a net 3,100 jobs in June on a seasonally-adjusted basis, according to preliminary data from the Bureau of Labor Statistics (BLS). That followed downward-revised readings in both April (-7,200) and May (+11,200).

In total during the 2nd quarter, eating and drinking places added just 900 jobs. That represented the weakest quarterly employment performance since the 4th quarter of 2020, when the industry shed more than 285,000 jobs in the face of the delta variant of COVID-19.

Despite the recent slowdown, the industry workforce remains slightly above pre-pandemic levels. As of June 2024, eating and drinking places were nearly 36,000 jobs (or 0.3%) above their February 2020 employment peak.

Labor market may be normalizing

There were fewer than 800,000 job openings in the combined restaurants and accommodations sector on the last business day of May, according to preliminary data from the Bureau of Labor Statistics' Job Openings and Labor Turnover Survey (JOLTS).

That represented the lowest reading in more than 3 years, and was well below the record highs of more than 1.5 million openings registered several months during 2021 and 2022. It was also slightly below 2019's average monthly level of 875,000 job openings.

One reason for the downward trend in job openings may be a reduction in the churn rate of existing employees.

Only 4.1% of employees in the combined restaurants and accommodations sector quit their jobs in May, according to BLS. That marked the 4th consecutive month below 5%, and was well below 2019's average monthly quit rate of 4.9%.

Fullservice segment still down 233k jobs

The fullservice segment experienced the most job losses during the initial months of the pandemic – and

it still has the longest path to recovery. As of May 2024, fullservice restaurant employment levels were 233,000 jobs (or 4%) below pre-pandemic readings in February 2020.

Employment counts in the cafeterias/grill buffets/buffets segment (-30%) also remained below their February 2020 levels.

Job losses in the limited-service segments were somewhat less severe during the initial months of the pandemic, as these operations were more likely to retain staff to support their existing off-premises business. As of May 2024, employment at snack and nonalcoholic beverage bars – including coffee, donut and ice cream shops – was nearly 125,000 jobs (or 15%) above February 2020 readings.

Staffing levels in the quickservice and fast casual segments were nearly 150,000 jobs (or 3%) above pre-pandemic levels. Headcounts at bars and taverns were 33,000 jobs (or 8%) above the pre-pandemic peak.

Restaurant workforce recovery uneven across states

The extent of the restaurant industry's workforce recovery continues to vary significantly by state. As of May 2024, 20 states and the District of Columbia had fewer eating and drinking place jobs than they did in May 2019.

This group was led by Maryland, North Dakota and Louisiana, which had 7% fewer eating and drinking place jobs in May 2024 than they did in May 2019. Hawaii (-6%), West Virginia (-6%), Illinois (-4%) and Oregon (-4%) were also well below

their pre-pandemic restaurant employment levels.

As of May 2024, eating and drinking place employment in 30 states surpassed their comparable pre-pandemic readings in May 2019. This group was led by South Dakota (+14%), Nevada (+14%), Utah (+14%), Montana (+12%) and Texas (+11%).■

外食産業の雇用は過去3ヵ月で2度目の減少となり、最近の販売不振が労働市場に影響を及ぼしているようだ。

労働統計局 (BLS) の速報データによると、飲食店*では6月に季節調整済みで正味3,100人の雇用が削減された。これは4月 (-7,200人) と5月 (+11,200人) の下方修正値に続くものである。

第2四半期、飲食店は合計で900人しか雇用を増やさなかった。これは、COVID-19のデルタ変種に直面し、同業界が28万5,000人以上の雇用を失った2020年第4四半期以来、四半期ベースで最も弱い雇用実績となった。

最近の減速にもかかわらず、業界の労働人口はパンデミック前の水準をわずかに上回っている。2024年6月現在、飲食店は2020年2月の雇用ピークを36,000人 (0.3%) 近く上回っている。

正常化しつつある労働市場

労働統計局の求人・離職動向調査 (JOLTS) の速報データによると、5月最終営業日の飲食店・宿泊施設部門の求人件数は80万件を下回った。

この数値は過去3年間で最低であり、2021年と2022年の数ヶ月間に記録された過去最高の150万人以上の求人数を大きく下回った。また、2019年の月間平均求人数87.5万人をわずかに下回った。求人数が減少傾向にある理由の

ひとつは、既存従業員の離職率が低下していることだろう。

BLSによると、5月にレストランと宿泊施設を合わせた部門で仕事を辞めた従業員はわずか4.1%だった。これは4ヶ月連続で5%を下回り、2019年の月平均離職率4.9%を大きく下回った。

フルサービス部門は依然23万3000人減

フルサービス部門は、パンデミック初期に最も多くの雇用喪失を経験した。2024年5月現在、フルサービスレストランの雇用レベルは、2020年2月のパンデミック前の数値を233,000人 (4%) 下回っている。

カフェテリア/グリルピュッフェ/ピュッフェ部門の雇用数 (-30%) も2020年2月の水準を下回ったままである。

限定サービス部門の雇用減少は、パンデミック初期の数ヵ月間はやや軽微であったが、これはこれらの事業が既存の店舗外ビジネスをサポートするためにスタッフを維持する傾向が強かったためである。2024年5月時点で、コーヒー、ドーナツ、アイスクリームショップを含むスナックとノンアルコール飲料バーの雇用は、2020年2月の予測を12万5,000人 (15%) 近く上回っている。

クイックサービスとファストカジュアル部門の従業員数は、パンデミック前の水準を15万人近く (または3%) 上回った。バーと居酒屋の従業員数は、パンデミック前のピークを3万3,000人 (または8%) 上回った。

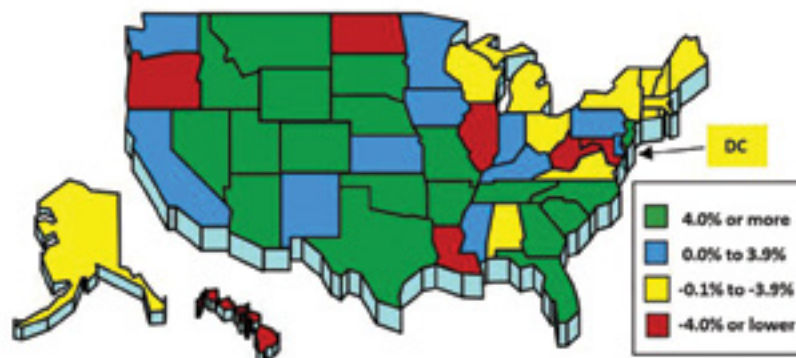
飲食店の労働力回復は州によってばらつき

外食産業の労働力回復の程度は、引き続き州によって大きく異なる。2024年5月時点で、20の州とコロンビア特別区では、飲食店の雇用が2019年5月時点よりも減少している。

このグループを牽引したのはメリーランド州、ノースダコタ州、ルイジアナ州で、2024年5月の飲食店求人数は2019年5月より7%減少した。ハワイ (-6%)、ウェストバージニア (-6%)、イリノイ (-4%)、オレゴン (-4%) も、パンデミック前の飲食店雇用水準を大きく下回った。

2024年5月の時点で、30の州の飲食店雇用は、2019年5月のパンデミック前の比較可能な数値を上回った。このグループを牽引したのは、サウスダコタ州 (14%増)、ネバダ州 (14%増)、ユタ州 (14%増)、モンタナ州 (12%増)、テキサス州 (11%増) であった。

May 2024 restaurant employment compared to May 2019 level



Sources: Bureau of Labor Statistics, National Restaurant Association; figures are preliminary



California Restaurant Show 2024 held カリフォルニア・レストラン・ショー 2024開催

“The Western Foodservice & Hospitality Expo,” a tradeshow for the restaurant industry renamed as the “California Restaurant Show,” and held at the Los Angeles Convention Center over three days from August 25-27.

飲食サービス業界の展示会として知られていた「ウエスタン・フードサービス・ホスピタリティ・エキスポ」は、今年から「カリフォルニア・レストラン・ショー」と改名し、8月25日～27日の3日間、ロサンゼルス・コンベンションセンターにおいて開催した。



The California Restaurant Show, organized by the California Restaurant Association that unifies the restaurant industry within the state of California, grew by more than 33 percent from the previous year, attended by 250 vendors. The “Pizza Tomorrow Summit Pavilion” was installed, and the “Coffee Fest Los Angeles” was also held at the same time.

The tradeshow attracted restaurant owners including fast food restaurants, hotel owners, bars, breweries, carriers, manufacturers, consultants, and industry professionals, and covered a wide range of exhibits such as food products, beverages, allergen-free (wheat, eggs, milk constituents, etc.), vegan food products, kitchen equipment, dinnerware, security services, and technology-related products. This trade show garners attention for introducing the latest industry information, networking with industry professionals, trying food samples, learning the latest

trends, and other advantages.

The North American food service and restaurant market size reached an all-time high of 975.9 billion USD in 2022. The market size is expected to grow in the future, in part due to online food delivery - food orders placed on a website or an app for home delivery. The U.S. is ranked the second largest online food delivery market in the world after China. Users reached 2.85 billion in 2023, of which approximately 85% are American consumers who use online food delivery service. The market size for online food delivery service is valued at approximately 270 billion USD.

Since 2018, users have been growing as the market size grows, with improvements in technology and service expected to expand the market even further.

The “California Restaurant Show” consists of three parts: Vendor booths that introduce new food and beverage products, devices, services, distributors, technology, and new products by innovators; training sessions, and cooking demonstrations.

The education program covered a wide range of subjects - such as



menu development, marketing strategies, personnel management, latest restaurant-related trends, operational management, financial management, food loss and waste reduction, impact of AI on food service, direct mail, lease negotiation, along with sustainable practices, technological innovations, cooking trends, effective business strategies, various sessions, workshops, and panel discussions by approximately thirty industry experts and opinion leaders. One interesting session about the possibilities of plant food, health, and flavors by Chef Nina Curtis, named one of the “Top 25 Women in Foodservice and Hospitality” for 2024, was attended by many. MarySue Milliken held a panel discussion about the future of women in the food and beverage industry.

“I’m excited to offer a comprehensive educational program closely related to the current needs of the restaurant industry. Our goal is to provide knowledge and practical tools to our participants that can be implemented immediately to enhance their operations and generate success,” said Glenn Celentano, Partner & CEO of Restaurant Events, LLC, producer of

this tradeshow. “I’m confident that our industry professionals acquired knowledge and expertise from industry icons, attended cooking demonstrations, and enjoyed delivering new products at the spacious event hall packed with delicious foods and beverages,” said Celentano.

Cooking demonstrations were held by renowned American Chef Rocco DiSpirito, Chef Stephanie IZARD, winner of the James Beard Award; Master Sommelier David Glancy, Glen Cybulski, Founder of Chefs Feeding Kids; and Chef and author Eric Greenspan, who each prepared and served food samples before guests. On stage, Chef and food personality Deanna “Bomb Chica” Colón served as the MC and interviewed chefs during their cooking demonstrations.

In addition to the pizza-related booth at the “Pizza Tomorrow Summit Pavilion,” newly installed this year, the “California Pizza Challenge” – hosted by the “U.S. Pizza Team” founded in 2000 and sponsored by REAL California Milk – was also held over a three-day period. The pizza-making competition is divided into four categories based on the food ingredients. Each

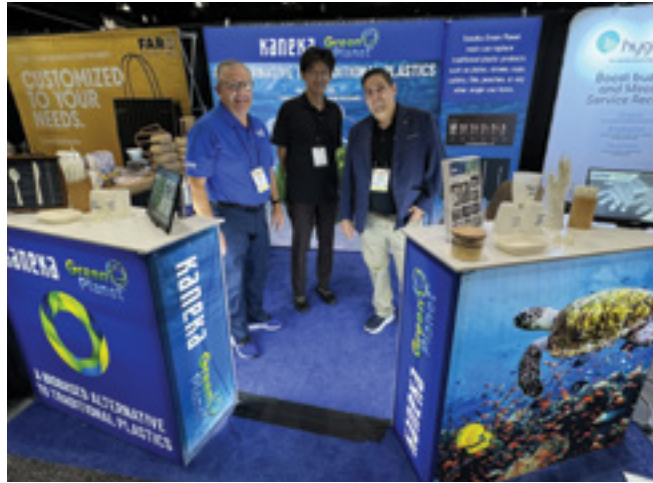
competitor prepared their original pizza. Since its establishment, the “U.S. Pizza Team” participates in various international events annually as a frequent competitor in the World Pizza Championship held in Palermo, Italy, influencing the industry from professional chefs to talented pizza dough tossers.

The “Coffee Fest Los Angeles” targeted coffee and tea-related retailers and restaurant affiliates with demonstrations by worldclass baristas with samples. A coffee robot that poured coffee, etc., garnered attention.

Many exhibitors were American companies. For example, “NIPPON CALIFORNIA INC.,” a Japanese seller of commercial food ingredients, processed food, and a major flour-milling company based in North America, along with Japanese chemical manufacturing company KANEKA CORPORATION, producer of polymer resin straws, cutlery, food containers and packaging materials (made from biomass such as vegetable oil as ingredients, and polymer, produced from a microbial fermentation process - microorganisms in sea water and soil breaks down and converts materials

into carbon dioxide and water), a corporation working to ensure global environmental conservation. Other booths served matcha, etc. While many nations are urgently implementing efforts to reduce carbon dioxide emissions to promote global environmental conservation, bio polymers developed by Kaneka are anticipated to replace plastic to be used for various purposes. Japanese sweets are recently popular in the U.S. Taz Tanaka of GOSHIKI USA - provider of pudding, tiramisu, and panna cotta served in restaurants – was interviewed for this report. Tanaka commented enthusiastically: “We’re a printing company that entered the dessert industry in April to serve pudding and other desserts. We currently wholesale 2,500 servings of pudding monthly to Japanese restaurants. Over 4,000 Japanese restaurants operate in California, so our goal is to wholesale to 400~800 restaurants.”

The well-attended “California Restaurant Show” will be held at the Anaheim Convention Center in the suburbs of Los Angeles in September 2025. ■



カリフォルニア・レストラン・ショーは、カリフォルニア州内のレストラン業界を束ねるカリフォルニア・レストラン・アソシエーションの主催で、前回より33%以上規模を拡大し250のベンダーが参加した。また、「ピザ・トゥモロー・サミット・パビリオン」が設置され、「コーヒー・フェスト・ロサンゼルス」も併催された。

このイベントはファストフードを含めたレストランの経営者、ホテルオーナー、バー、醸造所、配送業者、メーカー、コンサルタントなど、業界関係者が一堂に会し、出展品目も食品や飲料にとどまらず、アレルゲンフリー（小麦・卵・乳成分など）やヴィーガン食品、厨房機器、食器、内装設備、セキュリティサービスやテクノロジー関連など多岐に渡る。業界最新情報の収集や業界関係者とのネットワーキング、試食からトレンドなどの把握など様々なメリットを得られるため注目されているイベントである。また、米国のフードサービス及び飲食店の市場規模は2022年に過去最高の9,759億ドル(約149兆9216億円)に達した。今後も市場規模は成長すると見込まれており、その理由の一つにオンラインフードデリバリーがある。オンラインフードデリバリーとは、顧客がウェブサイトやアプリを通じて食べ物を注文し、自宅に配達してもらうサービスで、米国は中国に次いで世界第2位のオンラインフードデリバリー市場を持っている。2023年のユーザー数は2億8,850万人、つまりアメリカ人の約85%がこのサービスを使用しており、市場規模は約2,700億ドル

(約41兆4784億円)と推定されている。2018年以降、ユーザー数の拡大と市場規模の成長が続いており、今後もテクノロジーやサービスの改善により発展していくと見込まれている。

「カリフォルニア・レストラン・ショー」の特徴は、食品・飲料、機器、サービス、ディストリビューター、テクノロジー、イノベーションによる新製品などを紹介するベンダーブース、教育セッションと料理デモンストレーションの3構成となっている。

教育セッションでは、メニュー開発、マーケティング戦略、人材管理、飲食関連の最新トレンド、運営管理、財務管理、食品ロスと廃棄物の削減、フードサービスにおけるAIの影響、ダイレクトメール、リース交渉など、およそ30の業界の専門家やオピニオンリーダーによる持続可能な実践、技術革新、料理のトレンド、効果的なビジネス戦略など多様なセッション、ワークショップ、パネルディスカッションが行われた。2024年の「フードサービス&ホスピタリティ業界のトップ女性25人」に選ばれた、ニナ・カーティス・シェフのプラント・フードの可能性と健康と味覚についての興味深いセッションには多くが参加した。また、メアリー・スー・ミリケン(MarySue Milliken)が食品・飲料業界における女性の将来についてパネルディスカッションを行った。

「包括的であるだけでなく、レストラン業界の現在のニーズと密接に関連した教育プログラムを提供できることを嬉しく思う。私たちのゴールは、参加者の

皆様がすぐに実行できる見識と実践的なツールを提供し、オペレーションを強化し、成功を導くこと」と、このイベントのプロデューサーであるRestaurant Events LLCのパートナー兼CEO、グレン・チェレンターノ氏は語る。「業界のプロフェッショナルの皆様には、業界のアイコン的存在から知識や見識を得たり、素晴らしい料理のデモンストレーションを見たり、美味しい食べ物や飲み物でいっぱい広大なイベント会場で新製品を調達したりする時間を堪能出来たと確信する。」と語っている。

料理デモンストレーションでは、アメリカの著名シェフ、ロッコ・ディスピリト氏、飲食業界のオスカーと呼ばれるジェームス・ピアード賞受賞シェフ、ステファニー氏・イザード、マスター・ソムリエのデイヴィッド・グランシー氏、シェフズ・フィーディング・キッズの創設者グレン・サイプルススキー氏、シェフで作家のエリック・グリーンズパン氏などの有名シェフが目の前で料理のサンプルを作り、それらを試食したりと盛り沢山の内容だった。ステージでは、シェフでフードパーソナリティのディアナ・コロン氏が司会を務め、料理のデモンストレーション中にシェフたちにインタビューを行った。

また、今年新設された「ピザ・トゥモロー・サミット・パビリオン」では、ピザ関連のブースに加え、2000年に設立された「USピザチーム」主催、REALカリフォルニア・ミルク協賛の「カリフォルニア・ピザ・チャレンジ」が3日間に渡り開催された。このコンペティションは

4つの材料別に分かれたカテゴリーでピザ作りを競うもので、コンペ参加者それぞれが考案したオリジナルのピザを披露した。

「USピザチーム」は結成以来、毎年国際的なイベントに参加しており、特にイタリアのパルマで開催されるワールド・ピザ・チャレンジには頻りに参加しており、料理の達人から生地投げの天才まで、ピザ・チームは毎年業界に影響を与えている。

「コーヒー・フェスト・ロサンゼルス」は、コーヒー、紅茶、関連製品の小売関係者、レストラン関係者を対象に、ワールドクラスのバリスタによるデモンストレーションや試飲を提供していた。中でもコーヒーなどを自動で入れるコーヒーロボットに注目が集まっていた。

出展社の多くは米国系が多いが、米国では業務用食材・加工食品の販売を手掛ける、製粉会社大手の「株式会社ニッポン」(旧社名日本製粉)、プラスチックに代わるポリマー樹脂を使ったストロー・カトラリー・食品容器包装材(植物油などのバイオマスを原料とし、微生物発酵プロセスによって生産されるポリマー。自然界の海水や土壌に存在する微生物により分解され、最終的には炭酸ガスと水になる)など地球環境保全に貢献している株式会社カネカ。その他抹茶など扱うブースが目立った。二酸化炭素の排出量削減や地球環境保全の取り組みを各国が急いでいるが、カネカの開発したバイオポリマーは、プラスチックに代わる幅広い用途への利用が期待される。

最近日本のスイーツは米国でも人気だが、レストランのデザート用にプリン、ティラミス、パンナコッタを提供していたGOSHIKI USAの田仲達郎氏に話を伺った。「弊社は印刷会社だが、プリンなどのスイーツの事業には今年4月から参入し、現在は月間ペースで2500個のプリンを日系レストランに卸している。日本食レストランがカリフォルニアには4000軒以上あるので、まず400~800店舗を目標に商品を卸したい。」と意気込みを語ってくれた。

多くの参加者があった「カリフォルニア・レストラン・ショー」の2025年の開催はロサンゼルス郊外のアナハイム・コンベンションセンターで9月に開催を予定している。



Why was October 1 designated as Sake Day?

10月1日が酒の日なのは何故？

October 1 is “Sake Day,” well known today not only in Japan, but also among sake fans worldwide. Sake flavor is delicious as autumn deepens in October, but the question still lingers as to why October 1 was designated as Sake Day.

Although the stories vary, this report delves deeper into two theories on how October 1 was designated as Sake Day.

Japanese sake breweries start brewing new sake in October

October is the “harvest season.” New rice is harvested in the fall when sake breweries nationwide start brewing sake. Rice and water significantly influence sake flavor. Since the umami flavor, aroma, and sake flavor changes depending on the sake rice (the ingredient of sake), sake breweries pay careful attention since growing their rice to ensure a delicious sake flavor. Breweries may celebrate their newly harvested rice and pray for a successful season of brewing delicious sake again this year.

The sake industry adopted the “Brewing Year,” different from the calendar year. Every year, July to June of the following year is counted as one year. Originally, October to September of the following year was counted as one year.

This is why October 1 was designated as the “First Day of Sake Production” and the beginning of a new sake production year for sake breweries.

Because of the relationship between sake and “Tori” (“Rooster”) of the Chinese zodiac sign

The Chinese zodiac originated in ancient China; each Chinese zodiac sign represents its corresponding month. The tenth Chinese zodiac sign corresponds to October, the month of the “Rooster” (read “Tori” in Japanese), originally a hieroglyph that indicates the shape of a pot that means sake. For this reason, the Japan Sake and Shochu Makers Association (JSS) designated “October 1 as Sake Day” to “correctly pass on sake - a cultural heritage of Japan - to future generations and to foster deeper love and understanding of sake.”

How is “Sake Day” celebrated?

“Sake Day” celebrates the beginning of a great season to enjoy delicious sake, celebrated by toasting with sake. Why not gather some sake fans and toast with sake?

The current custom is to toast with sake on October 1 at 7 p.m., celebrated with sake fans worldwide by attending events of various scales, big and small.■



Image of “Streaming Water”

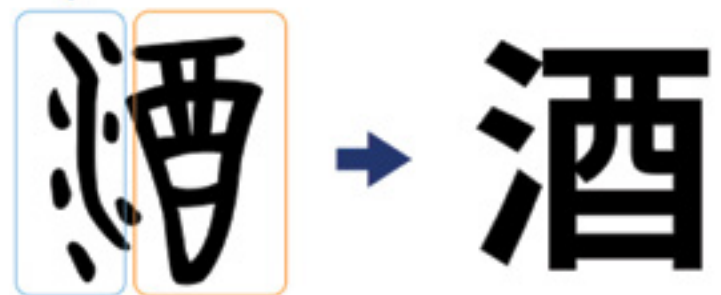


Image of “Jar of Sake”

現在では10月1日は「日本酒の日」であるということは、日本だけでなく広く世界の日本酒愛好家に浸透している。秋も深まってくる10月は日本酒が美味しくなる季節でもあるが、なぜ10月1日が日本酒の日なのか気になる。所説はあるが日本酒の日が10月1日に制定された2つの由来を探してみたい。

日本酒造りが始まるタイミングだから

10月といえば「実りの秋」。秋には新米の収穫も開始され、日本各地の酒蔵が日本酒造りを始める時期でもある。米と水は、日本酒の味わいを大きく左右するポイントで、原材料の米の違いによって日本酒の旨味や香り、味わいにも変化が表れるため、酒蔵は美味しい日本酒に仕上がるよう米づくりからこだわっている。新しく出来たお米で今年もまた美味しい日本酒を造ることが出来る、そんな年明けを祝う気持ちがこもっているのかもしれない。

日本酒業界では、一般的な年度とは異なる「酒造年度(BY)」という暦が採用されており、毎年7月から翌6月までを1年と数えているが、もともとは10月から翌年9月までを1年としていた。そのため、10月1日は「酒造の元旦」で日本酒にとっての年明けとも言える日だから。

十二支の「酉」が酒と関係しているから
古代中国で誕生した十二支は、その月

を表す記号として使われていた。十二支の10番目に当たる10月は「酉」の月、日本では「トリ」と読むが、元来、壺の形を表す象形文字で、酒を意味している。このようなことから、日本の文化遺産ともいえる日本酒を、「後世に正しく伝え愛情と理解を得るために」という願いを込めて、日本酒造組合中央会が「10月1日は日本酒の日」と制定したと述べている。

「日本酒の日」は何をする日？

「日本酒の日」はお酒の美味しい季節が始まることを祝い、乾杯して日本酒を楽しむ日。

日本酒愛好家が集まって好きな日本酒で乾杯してはいかがだろうか。

現在では、10月1日の午後7時に日本酒で乾杯するのが通例となっているようで、世界に散らばる日本酒ファンの間では様々な規模のイベントが開催されている。





Kabuto Pot Still made of wood, were used for distillation in old Japan, from the Edo to Meiji Periods. The same wooden types are still used today in Southeast Asia.



Modern day Moromi making.

SHOCHU: Evolving & Advancing in the Worldwide Market

世界市場で進化と進歩を続ける焼酎

The world of spirits—of the imbibing kind—is vast and fascinating. From Aquavit to Whisky, a plethora of world gins, to Asian spirits and many more, one commonality binds them: distillation. Enter Shochu.

What is Shochu?

Shochu (焼酎) is the national spirit of Japan. On April 14, 2012, the Japanese government officially declared that Sake and Shochu are Japan's national alcoholic drinks. Shochu is crafted from selected grains and intriguing Japanese fruits and vegetables, specifically starchy ones. The process, as with everything Japanese, is intricate. The "rule of thumb" involves using Shochu-specific Koji to saccharify the starch in the main ingredient. The Moromi (mash) is then fermented with Shochu-specific yeast before being distilled in either a pot still or continuous still. Japan boasts 372 Shochu distilleries, with a handful located outside the country. While Korea has a similar spirit known as Soju, it is not to be confused with Japanese Shochu.

A Little History

Shochu's origins trace back to the mid-16th century. The earliest record dates to 1546 by Portuguese merchant and sea captain Jorge Alvarez, who, while staying in the Satsuma region (now Kagoshima, Kyushu), noted in his diaries, "To drink, there is an Orraqua (distilled liquor in Arabic) made from rice." In 1559, a wooden plaque by

two carpenters at the Koriyama Hachiman Shrine in Kagoshima claimed that the monks never offered them Shochu while they worked on the shrine, indicating that Shochu was likely reserved for important guests.

The Evolution of Shochu

Japan, an isolated island with closed doors during the Edo period (1603-1868), traded only with the Kingdom of Ryukyu (now Okinawa). Thus, Japan's distilling industry began in Okinawa with Awamori, a type of Shochu made from Thai rice. This quickly spread to Kyushu, where various agricultural products, including sweet potato and barley, were used. Within years, Japan had a national spirit that was both delicious and versatile.

The Japanese government quickly implemented rules and regulations to harness alcohol taxes as a revenue source.



By Marie Cheong-Thong,



International Sake School

蒸 留酒の世界は広大で魅力的です。アクアビットからウイスキー、世界中のジン、アジアの蒸留酒など、多くの酒類がありますが、それらに共通する点は「蒸留」というプロセスです。そこで焼酎が登場します。

焼酎とは？

焼酎は日本の国酒です。2012年4月14日、日本政府は正式に日本酒と焼酎を日本の国酒と宣言しました。焼酎は厳選された穀物や日本の果物や野菜、特にでんぷん質のものから作られています。その製法は、日本のあらゆるものと同様に複雑です。一言でいうと、焼酎専用の麴を使用して主原料のでんぷんを糖化します。その後、もろみを焼酎専用の酵母で発酵させ、単式蒸留器または連続式蒸留器で蒸留します。日本には372の焼酎蒸留所があり、そのうちのほんの一握りが国外にあります。韓国には「焼酒(そじゅ)」と呼ばれる類似の酒がありますが、日本の焼酎とは異なるもので、混同してはいけません。

起源にまつわる小さな歴史

焼酎の起源は16世紀半ばに遡ります。最も古い記録は、1546年にポルトガルの商人で船長のホルヘ・アルバレスが、薩摩地方(現在の九州・鹿児島)に滞在していた際に日記に記した「米で作ったオラカという飲み物がある」というものです。1559年に鹿児島島の郡山八幡宮の2人の大工が立てた木札には、「神社の作業中に僧侶が彼らに焼酎を勧めたことが一度もなかった」と記されています。これはおそらく焼酎が重要な客人のために取っておかれていたことを示唆しています。

焼酎の進化

江戸時代(1603-1868年)鎖国状態だった日本は、琉球王国(現在の沖縄)とのみ貿易を行っていました。そのため、日本の蒸留産業は沖縄で始まり、タイ米を原料とする泡盛が作られました。これはすぐに九州に広がり、さつまいもや大麦などさまざまな農産物が使われるようになりました。数年も経たないうちに、日本は美味しくして万能な焼酎という国民酒を作り上げたのです。

From a 1559 wooden plaque with notes by two carpenters, found at Koriyama Hachiman Shrine in Kagoshima.

日本政府は、酒税を歳入源として活用するための規則や規制を迅速に導入しました。現在、焼酎は最大55種類の「許可された」原料から作ることができ、アルコール度数は45%以下でなければなりません。興味深いことに、英国のマギー・サッチャー元首相は日本への貿易訪問時に、スコットランドのウイスキー産業を保護するために、「大麦焼酎はウイスキーよりも色の濃さが薄く、分光光度計の数値が0.08未満でなければならない」という規則の制定に貢献しました。



Today, Shochu can be made from up to 55 "allowed" ingredients and must have an alcohol content of 45% ABV or less. Interestingly, during a trade visit to Japan, UK Prime Minister Maggie Thatcher helped establish a rule to protect Scotland's whisky industry: barley Shochu must have a lighter color intensity than whisky, with a spectrometer reading of less than 0.08. This rule underscores the technical kinship between barley Shochu and whisky.

Imo (sweet potato) Shochu is currently the most popular variety. Surprisingly, more Shochu is consumed in Japan than Sake.

Shochu's Global Rise

Globally, Shochu is less known but has gained significant exposure in the last five years, thanks to efforts by the Japan Sake and Shochu Makers Association (JSS). The JSS has organized competitions worldwide, encouraging mixologists to showcase their skills. In London, Shochu bars have opened within Japanese restaurants like

ROKA, and many small bars are sprouting in the trendy East End. Major hotel chains like Mandarin Oriental, The Dorchester, and The Raffles have also embraced Asian spirits in their bar offerings. Cities like Birmingham and Manchester are seeing new Shochu bars emerge, with distributors rapidly expanding their selections of Shochu and Awamori. In the UK, Mugi (barley) Shochu, which resembles whisky, is favored, while Kokuto (brown sugar) Shochu, with its rum-like nuances, is also gaining recognition.

Shochu in Competitions

Shochu is making its mark in international drinks competitions, with increasing numbers of awards from the International Wine and Spirit Competition (IWSC), the International Spirits Challenge (ISC), Concours Mondial de Bruxelles Spirit Selection, and various U.S. competitions. These accolades highlight the rising quality of Shochu available today.

この規則は、麦焼酎とウイスキーの技術的な類似性を強調しています。

現在、日本で最も人気のある種類は芋焼酎です。驚くべきことに、日本では焼酎の消費量が日本酒よりも多いのです。

焼酎の世界的台頭

焼酎は世界的にはあまり知られていませんが、日本酒造組合中央会 (JSS) の努力のおかげで、ここ5年間でかなり認知度が高まっています。JSSは世界中でコンテストを開催し、ミクソロジストが腕を振るうよう奨励しています。ロンドンでは、ROKAなどの日本食レストラン内に焼酎バーがオープンし、流行のイーストエンドには小さなバーが数多く誕生しています。マンダリン オリエンタル、ザドーチェスター、ザラッフルズなどの大手ホテルチェーンも、バーのメニューにアジアのスピリッツを取り入れています。バーミンガムやマンチェスターなどの都市では、新しい焼酎バーが出現し、販売業者は焼酎や泡盛の品揃えを急速に拡大しています。英国では、ウイスキーに似た麦焼酎が好まれ、ラム酒のようなニュアンスを持つ黒糖焼酎も認知度が高まっています。

コンテストにおける焼酎

焼酎は国際的な酒類競技会で注目を集めており、インターナショナル・ワイン・アンド・スピリッツ・コンペティション (IWSC)、インターナショナル・スピリッツ・チャレンジ (ISC)、コンクール・モンドリアル・ド・ブリュッセル・スピリッツ・セレクション、および米国の様々なコンテストで受賞数が増えています。これらの賞賛は、現在入手可能な焼酎の品質が向上していることを示しています。

Rare & Competition Winners



from left
 • Jakuunbaku Barley Shochu
 • Tenshi No Yuwaku Sweet Potato Shochu
 • Syasya Rakuraku Red Dragon Grand Cru Sweet Potato Shochu
 • iichiko Special Barley Shochu

Shochu Success: Strategies for Bars and Restaurants

By embracing Shochu and implementing these practical strategies, business owners can tap into a growing market, offering their customers a unique and memorable drinking experience.

1. Expand and Enhance the Menu

Integrate Shochu into bar or restaurant's menu by offering a range of Shochu-based cocktails. Highlight its versatility by creating both traditional and innovative cocktails that appeal to different customer preferences. Create an engaging Shochu menu section that educates customers about the different types of Shochu, their origins, and flavor profiles. Use descriptive language and visual aids to make the menu appealing and informative.

2. Staff Training

Invest in comprehensive staff training. The Sake School of America's Shochu Adviser course is an excellent option that equips staff with the knowledge and confidence to recommend and serve Shochu. Educated staff can enhance the customer experience

by providing insightful recommendations and stories about Shochu.

3. Marketing and Promotion

Leverage the growing interest in Shochu by organizing tasting events and pairing dinners. Collaborate with local influencers and mixologists to create buzz.

4. Customer Engagement

Encourage customers to try Shochu by offering tasting flights or sampler options. Provide a brief educational session about Shochu's history and production process, enhancing their appreciation for this unique spirit.

Bar managers and mixologists are constantly innovating with Shochu, creating new cocktails using local foraged flowers, herbs, berries, fruit, and even essences. The versatility of Shochu, whether sipped neat or in a variety of cocktail styles, makes it a fascinating addition to any beverage program.

成功の鍵となる焼酎 バーとレストランの戦略

焼酎を受け入れ、下記の実践的な戦略を実行することで、経営者は成長市場を開拓し、ユニークで思い出に残る飲酒体験を顧客に提供することができます。

1. メニューの拡大と強化

焼酎ベースの幅広いカクテルを創作して、バーやレストランのメニューに焼酎を取り入れます。さまざまな顧客の好みに合う伝統的なカクテルと革新的なカクテルの両方を作り、焼酎の多様性を強調します。焼酎の種類、産地、味の特徴などを紹介する魅力的な焼酎メニューのコーナーを設けます。説明的な言葉や視覚的な要素を用いて、魅力的で情報に富んだ有益なメニューを作成します。

2. スタッフ研修

包括的なスタッフトレーニングに投資します。Sake School of America の焼酎アドバイザーコースは、スタッフに焼酎を勧めたり提供したりするための知識と自信を身につけさせる優れたオプションです。教育を受けたスタッフは、焼酎に関する洞察力のある勧めや話を提供することで、顧客体験を向上させることができます。

3. マーケティングとプロモーション
 テイスティングイベントやペアリングディナーを企画して、焼酎への関心の高まりを活用します。地元のインフルエンサーやミクソロジストと協力して話題を作ります。

4. 顧客エンゲージメント

テイスティングフライトやサンプラー・オプションを提供して、顧客に焼酎を試飲してもらいます。焼酎の歴史と製造工程に関する簡単な説明会を行い、このユニークな蒸留酒への理解を深めてもらいます。

バーの経営者やミクソロジストは、地元で採れた花、ハーブ、ベリー、フルーツ、さらにはエッセンスまで使って新しいカクテルを作り、焼酎を常に革新しています。焼酎は、そのまま飲むか、あるいは様々なカクテルスタイルで飲むかにかかわらず、その多様性により、あらゆる飲料プログラムを魅力的なものにしています。

For Further Shochu Education:



Sake School of America

USA Based



International Sake School

Europe Based:



Marie Cheong-Thong

Owner, The Larder At 36 / Chairman British Sake Association, Committee Guild of Food Writers / Council Assoc of Wine Educators, Rectifier, the Gin Guild
 Mousquetaire d'Armagnac, Member Circle of Wine Writers
 Spirit Judging Committee IWSC, Asian Spirits Director CINVE (Spain)

Panel Chair:

Mondial Strasbourg (France), International Spirits Challenge, ADI (USA), CMB spirit Selection, Global Spirit Awards, World Drinks Awards



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A5 Striploin

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鹿児島工場ではA5サーロインを加工しています。このサーロインは中心部のみで歩留まりが良い部位です。サーロインは牛肉の部位の王様と呼ばれています。筋肉面積が大きく、肉質的に和牛寿司に最も適した部位です。牛肉の表面の脂身を取り除いて柵状に切り分けて寿司にしています。寿司、しゃぶしゃぶ、焼肉、たたきもおすすです。



Mutual Trading Co., Inc. held the “Japanese Sake and Wagyu Beef Tasting Event” at their main office in El Monte, Los Angeles County, where a Wagyu sommelier served top-grade Japanese Black from Kagoshima prefecture on August 19.

Many guests such as restaurant staff, chefs, and buyers from wine and retail shops packed the lively venue.

A sake specialist carefully selected and served choice sake selections, while the Wagyu beef specialist introduced the Japanese Wagyu Kagoshima A5 Sirloin, renowned as the “King of Beef.” As sake and Wagyu beef recently gained popularity, more opportunities are available to introduce Wagyu beef in restaurant menus, which brings new and long-awaited business opportunities for food business vendors.

Why Sake Pairs Better with Wagyu Beef than Red Wine

Savoring Wagyu beef is more about savoring the rich fat rather than the meat itself. When grilled, fatty Wagyu beef releases a delicious aroma and a flavor that lasts longer than many other foods. American beef is typically paired with red wine, while sake in comparison pairs better with Wagyu beef than red wine.

*Sake contains abundant amino acids, an umami component. The same type of amino acids is also found in the umami

flavor of Wagyu beef. The umami flavor of Wagyu beef bonds with the same type of amino acids in sake and amplifies to generate an explosive umami flavor. Also, glutamate in kelp, inosinate in dried bonito flakes, and guanylate in shiitake mushrooms all overlap with concentrated umami flavors and amino acids that bond, mutually enhance, and complement each flavor.

*In the case of red wine, strong acidity refreshes the palate, yet the type of amino acids is different from that of Wagyu beef. Therefore, the synergistic effect of the umami flavors is weaker. Red wine usually complements the flavors of foods that require chewing. Meat - especially American beef - is hard, requires more chewing, and pairs well with red wine in that sense. During the digestive process, enzymes are released in the mouth that help enhance the umami flavor overall.

On the other hand, Wagyu beef is very soft with a texture that melts in your mouth. Therefore, the chewing process is mostly omitted, and the red wine cannot draw out the umami flavor as easily. The main flavor of Wagyu beef diffuses quickly from the fat, rather than the meat. Therefore, sake is more suitable than red wine to produce instantaneous intensity in umami flavor.

*The umami flavor of Wagyu beef is most enhanced when savored just after



it's prepared and piping hot.

Once the meat cools, the amino acids change and the umami flavor drops. Overheated Wagyu beef also heats the fat and loses the amino acids.

Pairing with sake is best recommended with freshly grilled, thinly cut A5 Wagyu Beef, sprinkled lightly with salt.

Many guests such as restaurant owners, chefs, and local retailers attended the event.

Japanese Wagyu Kagoshima A5 Sirloin was cooked on the spot, and the appeal of the product was introduced to guests. The beef garnered much interest, which led to business discussions. Guests commented: "To actually see the raw beef first before sampling clarified the good quality of the beef" and "I'd like to attend the next sampling event."

Mutual Trading sells Wagyu beef parts in packs. I look forward to actively attending the next tasting event and to providing opportunities for business negotiations.■

8月19日、共同貿易はロサンゼルス・エルモント市本社において、和牛ソムリエによる特上の鹿児島黒毛和牛を使った「日本酒と和牛のテイasting・イベント」を開催した。会場には、レストラン関係者、シェフ、ワインショップや小売店のバイヤー等、多くの参加者で賑わいをみせた。

日本酒のスペシャリストが厳選した日本酒を提供し、和牛のスペシャリストは「牛肉の王様」と称される鹿児島産A5サーロインを紹介した。最近では日本酒と和牛の人気は高まり、レストランのメニューに登場する機会が増えており、それに伴い、フードサービス業者にとって待望の新たなビジネスチャンスが生まれている。

日本酒が赤ワインより和牛と相性が良い理由

和牛を味わうということは、肉そのものを味わうというよりも、濃厚な脂を味わうことにある。和牛の脂身は焼くと香りが高く、他の多くの食品と比べて味が長持ちする。米産の牛肉には赤ワインが一般的だが、それに比べると和牛には日本酒が合う。

*日本酒にはうま味成分であるアミノ酸が豊富に含まれている。これは和牛のうま味と同じタイプで、和牛のうま味と同じ種類の日本酒のアミノ酸が運動して爆発的なうま味を増幅させるからである。またこれは、昆布のグルタミン酸、かつお節のイノシン酸、しいたけのグアニル酸が重なり合い、うま味を濃縮していることと同じで、アミノ酸同士が結合し、お互いを高め、補い合っている。

*赤ワインの場合、酸味の強さで口直しになる反面、アミノ酸の種類が和牛のとは異なるため、うま味の相乗効果が弱くなる。赤ワインは通常、よく噛む必要がある食べ物を引き立てる。肉類、特に米産の牛肉は硬いので、より咀嚼を必要とし、その点で赤ワインは相性抜群。咀嚼の過程で酵素が口の中で放出され、それが全体のうま味を高めるのに役立つ。

一方で、和牛は非常に柔らかく口の中でとろけるような食感のため、噛むプロセスがほとんど省かれてしまい、赤ワインが旨味を引き出すのが難しくなる。和牛の主な風味は、肉よりもむしろ脂肪から素早く拡散されるため、その瞬間的なうま味の増強には、赤ワインよりも日本酒が適している。

*和牛のうま味は、まだ温かくジューシーな調理したての和牛で味わうのが一番引き立つ。

冷めてしまうとアミノ酸が変化し、うま味が減少してしまう。加熱しすぎた和牛も、脂肪分が加熱されてアミノ酸が失われる。

日本酒とのお勧めのペアリングは、焼きたてのA5ランクの和牛を薄くカットし、軽く塩を振っただけのものがベストである。

同イベントには、レストランオーナーやシェフ、現地の小売店など多くの関係者が参加した。

鹿児島産黒毛和牛をその場で調理して参加者に商品の魅力をアピール。高い関心が寄せられ活発な商談につながった。参加者からは、「実際に生の肉を見てから試食することで、商品の良さが伝わってきた」「試食イベントを開催する際には、ぜひ参加したい」などのコメントが聞かれた。

共同貿易では和牛の部位ごとのパック販売をしているが、今後も積極的に試食イベントなどを通して商談の機会を提供して行く予定。

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U.S. 7-Eleven Stores Now Sell Japanese-style Egg Salad Sandwiches and Onigiri

米国セブンイレブン
日本風玉子サンド、おにぎりの販売
などを視野に

Popular food menu items and snacks sold in 7-Eleven and convenience stores in Japan are expanding into the U.S. market.

The Wall Street Journal summarized the efforts of U.S. 7-Eleven stores to revamp their brand to popularize renowned food products served in their convenience stores overseas in their video report, “The Economics of 7-Eleven.”

The report featured a 7-Eleven store in Japan that sells ramen and onigiri (rice balls), rather than hot dogs and pizzas. U.S. 7-Eleven stores are coordinating closely with their Japanese counterparts to purchase food production lines and food ingredients. Further, U.S. 7-Eleven stores shared their strategy for the U.S. market is to “introduce popular food products from their stores in Japan and other nations in their U.S. stores.” As for new food products to be introduced, “U.S. subsidiaries are collaborating closely with vendors in Japan and the U.S. to introduce chicken teriyaki onigiri, miso ramen, sweet chili crispy wings, and other new food products. Other food products to be introduced in the U.S. from subsidiaries overseas are Mangonada donuts with Tajin, barbecue pork sliders, and chicken curry bowls.”

Japanese-style Egg Salad Sandwiches Now Available in Los Angeles

One 7-Eleven store clerk commented that more customers are visiting the store to inquire about “Japanese-style sandwiches” they had heard about. Male customers asked for the egg salad sandwich. U.S. 7-Eleven stores changed their food production line to milk bread, popular in Japan, for their sandwiches in July. A rumor spread in LA that the “improved Japanese-style sandwiches” went on sale ahead of schedule. Consumers who saw a TikTok video visited various 7-Eleven stores in search of the sandwich. Many consumers who

purchased the sandwich in Japan reported the sandwich was “fluffy,” one factor that led to this product selection. Foreign customers who visited Japan and stopped by convenience stores before checking into their hotels must’ve played a role as well. The egg salad sandwich weighs 193 grams and is priced at \$5.99. The product description on the wrapper reads: “Made from light boiled eggs blended with low-fat mayonnaise and Dijon mustard in fluffy milk bread.”

The newly improved Japanese-style egg salad sandwich does not cut the bread crust off like their Japanese counterparts. The bread is thick, yet soft; a stark contrast to the overall dry and firm American bread that often lacks moisture and fluffiness. Maybe the Japanese have a different preference for their bread texture. However, one TikTok user who tried a sandwich from a convenience store in Japan had long awaited the same sandwich to be sold in the U.S. A public relations officer of 7-Eleven explained: “Switching from water to milk makes the bread moist, fluffy, and enhances the flavors of food ingredients.” Changing the bread recipe is only the beginning. “We also plan to introduce new food products, such as grilled chicken teriyaki onigiri and miso ramen to U.S. consumers.” 7-Eleven plans to cooperate with their parent company in Japan to introduce “Japanese-style” operations and menu items.

7-Eleven to revamp by introducing Japanese-style marketing system

7-Eleven, a North American convenience store chain, was founded in Dallas, Texas in 1927. Initially an icehouse storefront, other products such as eggs, milk, bread, and other daily necessities were later introduced. The store was named after their business hours, 7 a.m. to 11 p.m. at the time. The store first expanded into Japan in the 1970s. Ito-Yokado, a Japanese supermarket chain, entered into a licensing



agreement with Southland Company, the North American operator of U.S. 7-Eleven stores; and opened the first 7-Eleven convenience store in Japan at Toyosu, an artificial island in Tokyo, in 1974.

The convenience store chain grew rapidly throughout Japan. Business hours were extended to 24 hours and expanded nationwide. On the other hand, sales were stagnant in U.S. convenience stores. Therefore, Ito-Yokado and 7-Eleven Japan acquired the U.S. 7-Eleven stocks in 1991 and made the U.S. 7-Eleven stores into fully owned subsidiaries in 2005. Business structures for 7-Eleven are different between stores in the U.S. and Japan. Stores in Japan sell snacks, sweets, and daily household necessities, while most of the sales generated in U.S. stores consist of gas and cigarettes.

However, the demand for gas and cigarettes is declining and sales are stagnant. Ryuichi Isaka, President and Representative Director of Seven & i Holdings Co., Ltd., commented: “We must evolve past our business model reliant on gas and cigarettes, and switch to a business model selected by customers based on our product selections. The key to this transition is delicious, casual food products.” The introduction of Japanese-style egg salad sandwiches could indicate Seven & i Holdings Co., Ltd. is transitioning the business model for U.S. 7-Eleven stores to one that values fresh food products like the 7-Eleven stores in Japan.

The video report “The Economics of 7-Eleven” by Wall Street Journal introduced in the beginning of this article reported U.S. 7-Eleven stores had set a target to increase food sales – currently approximately 25% of their total sales, by one-third. To achieve this goal, the convenience store chain

invested 10 billion JPY into “Warabeya North America, Inc.,” a supplier to 7-Eleven Japan, and constructed food plants in Hawaii, Texas, and Virginia.

7-Eleven stores in Japan are thorough in their data-based product selections to ensure a wide variety in their product line-up. Consumer consumption is analyzed to stock only products that will sell right away. In this aspect, U.S. 7-Eleven stores used to be way behind. Products were shipped only twice a week, while 40% of the products were not purchased and left on the store shelves. However, this was in the past, as U.S. 7-Eleven stores are currently building a purchasing system based more on advanced data.

Since shifting to fresh food products, 7-Eleven is trying to rebuild the business in North America. The introduction of Japanese-style egg salad sandwiches made with fluffy Japanese-style bread in a 7-Eleven store in LA indicates the emergence of a Japanese-style 7-Eleven store in the U.S. market.

Japanese-style convenience stores operated in the U.S. market in the past. Family Market’s first “Famima!!” store opened in the suburbs of Los Angeles in 2005, then opened in Hollywood and Santa Monica. The plan was to open 100 store locations in the U.S. by 2009. However, the revenue prospect remained uncertain. Despite their good reputation among consumers, the store completely withdrew from the U.S. market in 2015. Jeff Lenard, VP of Strategic Industry Initiatives at NielsenIQ Convenience Industry Store Count, reflected: “Famima!! was too far ahead of their time.” At the time, the logistics system in the U.S. was deficient with shipments made one to two times a week. “Daily shipments are now mainstream with new products always available.” Lenard also pointed

out the rapid and widespread use of Social Networking Sites (SNS) and changes in consumer preferences and changes of the time.

Until recently, common food products sold in U.S. 7-Eleven stores consisted of hot dogs heated in the roller grill all day long, Slurpees, and nachos. I'm sure many consumers can't wait for the release of high-quality Japanese food products from 7-Eleven Japan. ■



日本のセブンイレブンなどコンビニで人気のフードメニューやスナックが米国進出しつつある。

ウォール・ストリート・ジャーナル紙では、コンビニのチェーン店が海外の店舗で提供している有名な食品を米国に広げる様子をまとめたビデオ・レポート『The Economics of 7-Eleven』を発表し生まれ変わろうとする米国セブンイレブンの取り組みを伝えている。

そのレポートの中では日本のセブンイレブンも取り上げられ、ホットドッグやピザよりも、ラーメンやおにぎりといった食べ物を提供していると報告。米国セブンイレブンは、セブンイレブン・ジャパンと緊密に連携し、ラインや材料仕入れなども検討中だという。米国での戦略について「日本やその他の世界の人気商品を米国の店舗に導入する計画がある」と話しており、さらに、導入予定の商品についても「米国支社は、チキン照り焼きおにぎり、味噌ラーメン、スイート・チリ・クリスピー・ウィングなどの新商品を米国の店舗に導入するために、日本や米国内の取引業者と緊密に協力している。海外市場から米国に導入されるその他の商品には、マンゴナグドーナツ、バーベキューポークスライダー、チキンカレーポウルなどがある」と述べている。

日本風玉子サンドがロサンゼルスに登場

「日本風のサンドイッチがあると聞いたのですが」そう言って店を訪れる客が増えたとダウンタウンのセブンイレブンの店員は語ってくれた。男性の目当ては玉子サンドイッチだった。米国セブンイレブンは7月にサンドイッチのパンのレシピを日本で人気のミルクブレッドに一新するべく、製造工程の切り替えを進めている。この地域では「日本風改良版」がいち早く発売されたとの噂が広がり、ティックトックに投稿された食レポを見た人たちがセブンイレブンの店舗を探し回る現象が起きていた。日本の店舗で実際に購入した人たちが「ふわふわになった」との評価が多かったのも理由の一つのようだ。インバウンド効果で日本を訪れた観光客がホテルにチェックインする前にセブンイレブンのようなコンビニに立ち寄るのがトレンドになっているのも影響しているのだろう。玉子サンドの価

格は\$5.99でパッケージには、「フワフワのミルクパンで、低脂肪のマヨネーズとデijョンマスタードをブレンドした薄味のゆでタマゴ」と説明されており重さは193グラム。

日本風に改良されたセブンイレブンの玉子サンドイッチは、日本のサンドイッチのようにパンの耳はカットされておらず、パンは厚めだが、確かに、パン自体はソフト感を漂わせている。全体的にパサパサしており、固めで、日本のパンが持っているようなしっとり感やフワフワ感に欠けているアメリカのパンとは一線を画している。日米ではパンのテクスチャーに対する好みには違いがあるのかもしれないが、日本のコンビニ・サンドイッチを食べたことがあるティックトッカーは米国でも同じサンドイッチが食べられる日が来るのを待っていたようだ。同社の広報担当者は「水を牛乳に変えることで、しっとりとうふわふわになり、具材の味も引き立つようになった」と説明する。もっとも、パンの変更は始まりにすぎない。「チキン照り焼きおにぎり、味噌ラーメンなどの新商品を米国の顧客に紹介していく」。日本の親会社と協力し、「日本式」の運営手法やメニューを導入する計画を掲げる。

日本式の販売方法を導入して生まれ変わるセブンイレブン

米国で誕生したセブンイレブンは、テキサス州ダラスで1927年創業した。当時の冷蔵庫を冷やすための氷を売る専門店として生まれ、その後、卵やミルク、パンなどの日常必需品も売り始めた。当時の営業時間が午前7時から午後11時だったことに、その名前の由来がある。それが日本に初上陸したのは1970年代のことだ。イトーヨーカドーが米国セブンイレブンを運営するサウスランド・カンパニーとライセンス契約を交わし記念すべき日本一号店を豊洲に開店した。その後の日本での勢いは周知の通りで、24時間営業となり日本各地へ進出。一方でアメリカのセブンイレブンは業績が振るわず、1991年にイトーヨーカ堂とセブンイレブン・ジャパンが米国セブンイレブンの株式を取得し2005年完全子会社化した。日本と米国ではセブンイレブンのビジネス形態が違う。日本では店に入れば軽食やスイーツ、生活日用雑貨などが並んでいるが、米国のセブンイレブンで売り上げの大半はガソリンとタバコ。しかし、ガソリンとタバコの需要は低下し売り上げが低迷している。セブン&アイ・ホールディングス代表取締役社長 井原隆一氏は、「ガソリンやタバコに依存するビジネスモデルから脱却し、製品に基づいて顧客に選ばれるモデルに変える必要があると考えています。この変化の鍵を握るのが、おいしくて手軽な食べ物です」と語っている。日本風のエッグサンドイッチの登場は、まさに、同社が米国のセブンイレブンを日本のセブンイレブンのようにフレッシュフード重視のビジネスモデルへと転換させようとしていることの表れと言えそうだ。



冒頭紹介したウォール・ストリート・ジャーナル紙のビデオ・レポート『The Economics of 7-Eleven』では、例えば、米国セブンイレブンは現在およそ25%を占める食品の売上を、3分の1にまで拡大することを目指していることと、それを実現するためにセブンイレブン・ジャパンのサプライヤーである「北米わらべや」は100億円を投じてハワイ、テキサスについてバージニアに食品工場を建設したことを紹介した。

日本セブンイレブンは、バラエティ豊かな食品ラインナップを展開するために、データに基づいた仕入れを徹底して行っている。顧客の消費行動を分析し、すぐに売れる商品だけを毎日棚に並べている。この点かつての米国セブンイレブンはずっと遅れていた。商品の配送があるのは週にたったの2回だけ。しかも4割の商品が1ヶ月の間、誰にも買われず、そのまま棚に放置される有様だったという。これはすでに過去の話で、米国セブンイレブンはもっと高度なデータに基づく仕入れシステムを構築している。

フレッシュフードにシフトして米国の事業の再構築を図ろうとしているセブンイレブン。日本風のフワフワなパンが使われた玉子サンドイッチがロサンゼルス

のセブンイレブンでデビューしたことは、まさに、日本型セブンイレブンが米国に誕生する予感がする。

米国に日本式のコンビニは過去にもあった。ファミリーマートは2005年にロサンゼルス市近郊に「Famima!!」の1号店を開き、ハリウッド、サンタモニカなどに相次いで開店し、2009年までに米国内で100店舗まで増やす計画だったが、収益の見通しなどが立たず、一部の顧客には評判は良かったが残念ながら2015年に米国から完全撤退をした。全米コンビニエンスストア協会のジェフ・レナード副社長は「Famima!!は時代を先取りしすぎていたかもしれない」と振り返る。当時の米国は物流システムが貧弱で、週1~2回の配送が一般的だった。「今では毎日の配送が主流になり、新鮮な商品を常に扱えるようになったのだが」と語る。また、レナード氏は、急速なSNSの普及や消費者の好みや時代の変化も指摘している。

これまで、米国のセブンイレブンの食べ物と言えば、ローラーグリルに一日中置かれているホットドッグ、スラッピー、ナチョスぐらいいだったので、質の高い日本のセブンイレブンの食べ物を味わいたい人達にとっては待ち遠しいに違いない。

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Geographical Indication for Japanese Sake

地理的表示制度

Geographical Indication (GI) for Japanese sake is a system that guarantees the production region and quality of sake. Production regions apply for designation, and once the designation is received by the Commissioner of the National Tax Agency, production regions can be named exclusively. GI is authenticated after a production region passes the following strict assessment by the Japanese government.

① Characteristics by production region

- Human factors such as special production method and traditional feeding method
- Natural factors such as climate

② Characteristics of specialty products

- Quality such as “High ○○ ingredients,” “○○flavor,” etc.
- Social evaluation such as historical and cultural evaluations, past awards from sake competitions

Once registered, the registered production organizations must control the quality, thus agricultural products and food products with GI designations are produced in their respective production region, deemed to sustain many characteristics in addition to high-quality unique to the respective production region.

Advantages to consumers are as follows:

- Geographical indications enable specialty products to be easily identified.
- Ingredients are harder to disguise and enhance the reliability of products.
- Japan indicates clear standards of “Geographical indication,” thus safe products that meet these standards are available for purchase.

“Japanese sake” is sake brewed in Japan from domestic rice used to prepare malted rice. As more sake is brewed overseas, sake brewed outside of Japan and sake brewed from rice harvested overseas and imported into Japan cannot be labeled as “Japanese sake.” Also, the GI system is adopted not only in Japan, but in over a hundred nations with various renowned GIs for champagne, scotch, whiskey, etc., worldwide.

The background that led to the GI



designation of Japanese sake – a special beverage closely related to the four seasons in Japan and evolved over time – is traditionally and deeply rooted in the lives of Japanese nationals and the Japanese culture to protect and preserve the value of long-established sake. Further, the improved value of Japanese sake brands contributes significantly to increased exports to markets overseas. As of September 1, 2024, seventeen Japanese sake brands have GI designations, of which “Japanese sake” itself was designated as a GI as of December 25, 2015. Sixteen production regions are designated as GIs.

Characteristics by Place of Origin

Hakusan Hakusan, Ishikawa : Abundantly rich sake quality due to the umami flavor from rice. Ginjo sake and Junmai Daiginjo sake especially exude a gentle fruity aroma with the right amount of acidity, a sake quality abundantly rich flavor with a dignified feel.

Yamagata, Yamagata Prefecture: Mild and clear sake quality. Junmai sake and Honjozo sake are well-balanced in acidity and umami flavors. Deep, crisp, and subtle in flavor.

Nadagogo, Nagano Prefecture: Ginjo sake and Junmai Ginjo sake both emit a fruity and elegant aroma with a wide range of flavors. The fragrance is well-balanced with good sake quality and a crisp aftertaste.

Harima, Hyogo Prefecture 22 areas: Sake low in bitterness and astringency

with a subtle richness and abundant fragrance that spreads. Yamadanishiki Rice, produced in Hyogo prefecture, is used to prepare the koji (malted rice), which adds the right acidity and a refreshing aftertaste.

Mie, Mie Prefecture: Savory sake quality with a smooth palate and notable umami flavor from the first sip. This mellow, savory, sweet and dry sake is recommended during meals.

Tone-Numata Numata, Gunma Prefecture: Characteristic of its clear umami flavor. Bitterness releases richness with refreshing acidity, sweet and mellow umami flavor that spreads.

Hagi, Yamaguchi Prefecture: Characteristic for its deep, refined umami flavor along with refreshing and lively acidity. The aroma is like fresh green bamboo, of which Ginjo sake especially exudes a refreshing fruity aroma, such as apples and pineapples, etc.

Yamanashi, Yamanashi Prefecture: A gentle fruity aroma balanced with umami flavor and grain-like richness. Mild, clear, clean flavor.

Saga, Saga Prefecture: A fragrant aftertaste gradually passes from the throat to the nasal passage, well-balanced with savory aroma that releases a sweet rice flavor with an unmistakable, savory umami flavor that is characteristic of this sake.

Nagano, Nagano Prefecture: In Nagano prefecture, sake is brewed from pure water flowing from one of the tallest mountains in Japan that produces

a rich sake quality with hardly any unpleasant flavor and a well-balanced, clean, and gentle aroma.

Niigata, Niigata Prefecture: Sake brewed in Niigata prefecture is overall characteristic for its “light and dry” flavor. Water flowing in Niigata prefecture is ultra-soft water with low mineral content. Because fermentation advances slowly at low temperatures, the clean sake flavor is unique to Niigata prefecture.

Shiga Saga Prefecture: The flavor of sake brewed in the abundant nature of Shiga prefecture is characteristic for its mild taste, delicate but rich aroma, and umami flavor from rice.

Shinano-Omachi Omachi, Nagano Prefecture: The subtle sweet flavor of underground spring water from the Northern Alps is well-balanced with gentle acidity and a clean taste.

Iwate Iwate Prefecture: Sake brewed in Iwate prefecture is recognized as “clean and pure.” Many sake brewed in Iwate prefecture are clean, rich, “light, dry, and sweetly fragrant” in flavor, easy to pair with any cuisine.

Shizuoka Shizuoka Prefecture: Sake brewed from yeast prepared in Shizuoka prefecture is referred to as “Shizuoka-type Ginjo Sake,” recognized as “fresh sake that never tires,” “sake with fruity aroma and no unpleasant taste,” and “gentle taste and aroma, best to enjoy during meals.”

Minami-Aizu Aizu, Fukushima Prefecture: Robust richness with the right amount of acidity, crisp and refreshing, elegant sake quality. Recommended chilled or hot as preferred. ■

Geographical Indications by Place of Origin

産地名別の地理的表示

	地域 region 白山 Hajusan 産地 producing area 石川県白山市 Hakusan, Ishikawa 認定日 GI certification date 12/22/2005
	地域 region 日本酒 Japanese Sake 産地 producing area 日本国 Japan 認定日 GI certification date 12/25/2015
	地域 region 山形 Yamagata 産地 producing area 山形県 Yamagata 認定日 GI certification date 12/16/2016
	地域 region 灘五郷 Nadagogo 産地 producing area 兵庫県神戸市 Kobe, Hyogo 認定日 GI certification date 06/28/2018
	地域 region はりま Harima 産地 producing area 兵庫県 22地域 Hyogo 22 areas 認定日 GI certification date 03/16/2020
	地域 region 三重 Mie 産地 producing area 三重県 Mie 認定日 GI certification date 06/19/2020
	地域 region 利根沼田 Tone-Numata 産地 producing area 群馬県沼田市 Numata, Gunma 認定日 GI certification date 01/22/2021
	地域 region 萩 Hagi 産地 producing area 山口県 Yamaguchi 認定日 GI certification date 03/30/2021

	地域 region 山梨 Yamanashi 産地 producing area 山梨県 Yamanashi 認定日 GI certification date 04/28/2021
	地域 region 佐賀 Saga 産地 producing area 佐賀県 Saga 認定日 GI certification date 06/14/2021
	地域 region 長野 Nagano 産地 producing area 長野県 Nagano 認定日 GI certification date 06/30/2021
	地域 region 新潟 Niigata 産地 producing area 新潟県 Niigata 認定日 GI certification date 02/07/2022
	地域 region 滋賀 Shiga 産地 producing area 滋賀県 Shiga 認定日 GI certification date 04/13/2022
	地域 region 信濃大町 Shiano-Omachi 産地 producing area 長野県大町市 Omachi, Nagano 認定日 GI certification date 06/30/2023
	地域 region 岩手 Iwate 産地 producing area 岩手県 Iwate 認定日 GI certification date 09/25/2023
	地域 region 静岡 Shizuoka 産地 producing area 静岡県 Shizuoka 認定日 GI certification date 11/30/2023
	地域 region 南会津 Minami-Aizu 産地 producing area 会津、福島県 Aizu, Fukushima 認定日 GI certification date 08/30/2024

日 本酒の地理的表示 (GI= Geographical Indication) とは、日本酒の産地や品質を保証するものであり、産地が申請し国税庁長官の指定を受けると産地名を独占的に名乗ることが出来る制度。次に挙げる国による厳正な審査があり通過するとGIが認定される。

①生産地による特性

- ・特別な生産方法や伝統的な飼育方法などの人的要因
- ・気候や風土といった自然的要因

②産品の特性

- ・「〇〇な成分が多く含まれる」「〇〇な風味である」といった品質
- ・歴史的、文化的な評価、品評会での受賞歴などの社会的評価

登録後も、登録生産者団体は品質の管理を実施する必要があるため、GIのある農産品や食品は、その産地で生産されて、その産地ならではの特徴と高い品質が保たれていると言える。

- 消費者側のメリットとしては、以下の点を挙げることが出来る。
- ・地理的表示があることで、特産品であると認識しやすい。
 - ・原材料などを偽装しにくくなり、商品を信頼することができる。
 - ・国が「地理的表示」の明確な基準を示しているため、その基準に則った、安心な商品を買うことができる。

「日本酒」とは、原料である米、米麴に日本国内産米のみを使用し、日本国内で醸造したものを指す。海外で造られた日本酒も増えつつあるが、そういった日本以外で製造されたものや、海外産の米を使用したものは日本国内に輸入されたとしても、「日本酒」と表示することは出来ない。また、GIは日本だけでなく、100以上の国々で導入されており、酒類にはシャンパンの他にスコッチウイスキーなどGIとして有名なものが世界の各地にある。

GIに指定した背景として、日本酒は日本の明確な四季と結びつき発展してきた特別な飲料であり、伝統的に国民生活・文化に深く根付いてきたことから、日本が長年育ててきた日本酒の価値を保全していくためという狙いがある。さらに、日本酒のブランド価値向上を図り、海外への輸出促進にも大きく貢献している。

2024年9月1日現在、日本酒は17がGI認定されているが、そのうちの1つは、2015年12月25日に、「日本酒」という呼称自体がGIとして認定を受けているので、産地としては16がGI認定されている。

産地別特徴

- 白山 石川県白山市**：米の旨みを活かした豊かなコクのある酒質であり、特に純米吟醸酒や吟醸酒は、穏やかな果実の様な香りと程よい酸味があるので、豊かな味わいとコクと相まって品格を感じさせる酒質。
- 山形県**：やわらかくて透明感のある酒質

であり、中でも純米酒や本醸造酒は酸味や旨味が調和した、ふくよかで中のあるやわらかな味わい

灘五郷 兵庫県神戸市：純米吟醸酒・吟醸酒は、華やかな果実のような香りや幅のある味わい。香味の調和が整うとともに、さらに後味の切れが良い酒質となります。

はりま 兵庫県22地域：苦み渋みが少ない繊細なコクと豊かな香味のふくらみを有し、兵庫県産山田錦を麴に用いることにより、心地良い酸味が付与され、後味が軽快な日本酒。

三重県：芳醇な酒質で、口に含んだ瞬間から旨味を感じさせる滑らかな舌触りにより芳醇さを感じさせる反面、甘味や辛味はいずれも穏やかで食中酒として楽しむことが出来る。

利根沼田 群馬県沼田市：透明感のある味わいの中に、適度な旨味を感じる味わいが特徴。爽やかな酸味や旨味を伴ったコクを与える苦みを感じるが、まろやかな旨味や甘みが膨らむ。

萩 山口県：ふくよかで上品な旨味と爽やかな酸味を主体とした、はつらつとした味わいが特徴。青竹のような新緑のものをを感じる香りや、中では吟醸酒は、さらにリンゴやパイナップルなどの果物の爽やかな香りを感じる。

山梨県：果実を連想させる優しい香と、穀物を想起させるうま味やコクがほどよく柔らかく透明感のある清らかな味わい。

佐賀県：ゆっくりと喉から鼻に抜けていく香りの余韻が芳醇な香味と調和することにより、米特有の甘味の広がりのおかげで、確かな旨みを感じることが出来る芳醇旨口なのが特徴。

長野 長野県大町市：日本屈指の高い山々から流れる清冽な水により醸造される長野の酒は、雑味が少ない濃厚な味わいときれいで穏やかな香りが調和した酒質を生み出す。

新潟県：新潟の日本酒は全体的に「淡麗辛口」が特徴。新潟の水がミネラル分の少ない超軟水であることと、低い気温の中でゆっくりと発酵が進んでいくため、すっきりとした味わいの新潟ならではの日本酒となる。

滋賀県：滋賀県の豊かな自然から生まれる酒の味わいは、柔らかな口当たり、繊細ながらも豊かな香り、米本来の旨みなどが特徴。

信濃大町 長野県：北アルプス伏流水の湧き水で仕込まれた心地よい甘みと穏やかな酸味が調和して軽快な飲み口。

岩手県：岩手の酒は、「雑味のない、きれいな味わい」と評されている。すっきりとしながらもコクのある「淡麗旨口」のものが多く、どんな料理にも合わせやすいのが魅力。

静岡県：静岡酵母で醸造した酒は「静岡型吟醸」と呼ばれ、「フレッシュで飲みあきしない酒」「フルーティな香りや、雑味のない酒」「優しい味と香りや、食中酒として最適」と評価が高い。

南会津 福島県会津：しつかりとしたコクと程よい酸味で、キレが良くさっぱりとした華やかな酒質。冷酒から熱燗まで好みに合わせ楽しめる。



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練習問題

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

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

回答: 1)d 2)b

日本餐厅新闻

October 2024 www.alljapannews.com



2013年“日本料理”
联合国教科文组织非物质文化遗产注册



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Celebrate with
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Competition Winners**



shochu

awamori



spirits

from top left: Towari Buckwheat Shochu, Miyagi / Hakutake Kaoru Rice Shochu, Kumamoto / Ikkomon Sweet Potato Shochu, Kagoshima / Jakunbaku Barley Shochu, Fukuoka
from bottom left: Sakurayamakawa Ryukyu Awamori, Okinawa / Hanashimauta Ryukyu Awamori, Okinawa / Zanza 1999 Ryukyu Awamori, Okinawa / 30 Do Zanza Premium, Okinawa
Niseko Distillery Ohoro Gin, Hokkaido / Yamazakura Single Malt by Sasakawa, Fukushima

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Owner of M&M Enterprise

Honorary Sake Sommelier



Yuji Matsumoto
Master Sake Sommelier
Finalist of the 2nd
World Sake Som-
melier Competition.
Graduated from



Keio University Faculty of Law, Depart-
ment 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 Exec-
utive Officer of the
Japanese Food Trend News founded
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assigned back to Japan. Currently
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Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors

Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to any food when the odor is too strong,

then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins

Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor

From broiled dishes to soup dishes, Japanese sake is useful in a variety of dishes, as our readers

know. Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking

Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

料理和日本酒

經常聽到美國人問：“葡萄酒是可以用來做料理的，日本酒可以嗎？”日本酒有很多葡萄酒沒有的鮮味成分，所以我很高興任何料理可以使用日本酒。

消除氣味

當然，日本酒對魚貝類是有效的，對消除豬肉和羊肉的氣味也很有效。有這種氣味的可能是羊肉，當您想添加日本風味時，請在氣味最濃時撒上日

本酒，然後放置約2分鐘後就可以消除氣味了。

蛋白質的軟化作用

如果將雞胸肉、牛瘦肉，等嫩肉在調味前放入裝有日本酒的帶拉鍊袋中，味道會變得乾爽可口。烤肉和烤肉會更好吃。

添加鮮味

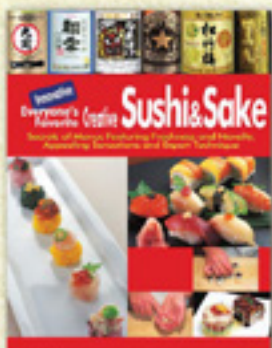
眾所周知，日本酒可以在任何湯中

使用。令人意外的是，可以加入西式湯中，尤其是含有海鮮的湯中加入日本酒會更美味。當然也可以用於意大利面和其他菜餚，請嘗試一下。

其實在方便麵裡放一點點也很好吃。

適合料理的日本酒 料理酒和純米酒都不錯。吟釀，大吟釀酒很好喝，但帶有大量鮮味的純米酒更適合作為料理的基礎。

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



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Shochu Cocktails to Celebrate Shochu Day on November 1st

iichiko Okinawa Highball



iichiko Seirin
Baryu Shochu
ABV: 20%
Region: Oita

Sakura Shiranami x Strawberry Jam x Sorbet



Sakura Shiranami
Sweet Potato Shochu
ABV: 24%
Region: Kagoshima

Kinjo Shiro Kin Shiro Honey Lemon



Kinjo Shiro
Rice Shochu
ABV: 24%
Region: Kumamoto

Ikkomon Winter Shochu Mule



Ikkomon
Sweet Potato Shochu
ABV: 24%
Region: Miyazaki

iichiko Okinawa Highball

2oz iichiko Seirin Ice
1.5oz Shikuwasa Juice Sparkling Water
0.5oz Simple Syrup

1. In a glass, combine iichiko Seirin, Shikuwasa Juice and simple syrup.
2. Add ice, then top off with sparkling water. Stir gently and enjoy.

Sakura Shiranami x Strawberry Jam x Sorbet

2oz Sakura Shiranami Strawberry Jam
2oz Water Cherry (for garnish)

1. Combine equal parts Sakura Shiranami and water in a container.
2. Freeze for at least 6 hours, or up to 24 hours.
3. Once semi-frozen, scoop into a glass and top with a spoonful of strawberry jam. Garnish with a cherry and serve.

Kinjo Shiro Kin Shiro Honey Lemon

2oz Kinjo Shiro Honey
2oz Hot Water Lemon

1. In a glass, mix equal parts of Kinjo Shiro and hot water.
2. Add honey and lemon to taste, then stir until well combined. Serve warm.

Ikkomon Winter Shochu Mule

2 oz Ikkomon 1 bar spoon Allspice Dram
1 oz Blood Orange Juice 1 part Ginger Beer

1. Fill a highball glass with ice. Add the shochu, juice, and liqueur and stir to chill. Top with chilled ginger beer and garnish with mint.

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從江戶時代到明治時代，日本一直使用木製的 Kabuto Pot Still 蒸餾器進行蒸餾。至今，這種木製蒸餾器仍在東南亞地區被廣泛使用。



現代的酒醪 (Moromi) 的製作過程。

SHOCHU: Evolving & Advancing in the Worldwide Market

燒酒：在全球市場中的演變與進步

By Marie Cheong-Thong,  International Sake School

The world of spirits—of the imbibing kind—is vast and fascinating. From Aquavit to Whisky, a plethora of world gins, to Asian spirits and many more, one commonality binds them: distillation. Enter Shochu.

in Arabic) made from rice.” In 1559, a wooden plaque by two carpenters at the Koriyama Hachiman Shrine in Kagoshima claimed that the monks never offered them Shochu while they worked on the shrine, indicating that Shochu was likely reserved for important guests.

What is Shochu?

Shochu (燒酎) is the national spirit of Japan. On April 14, 2012, the Japanese government officially declared that Sake and Shochu are Japan's national alcoholic drinks. Shochu is crafted from selected grains and intriguing Japanese fruits and vegetables, specifically starchy ones. The process, as with everything Japanese, is intricate. The "rule of thumb" involves using Shochu-specific Koji to saccharify the starch in the main ingredient. The Moromi (mash) is then fermented with Shochu-specific yeast before being distilled in either a pot still or continuous still. Japan boasts 372 Shochu distilleries, with a handful located outside the country. While Korea has a similar spirit known as Soju, it is not to be confused with Japanese Shochu.

The Evolution of Shochu

Japan, an isolated island with closed doors during the Edo period (1603-1868), traded only with the Kingdom of Ryukyu (now Okinawa). Thus, Japan's distilling industry began in Okinawa with Awamori, a type of Shochu made from Thai rice. This quickly spread to Kyushu, where various agricultural products, including sweet potato and barley, were used. Within years, Japan had a national spirit that was both delicious and versatile.

The Japanese government quickly implemented rules and regulations to

烈酒的世界廣闊而迷人，從阿誇維特 (Aquavit) 到威士忌 (Whisky)，再到世界各地的杜松子酒、亞洲烈酒等，它們有一個共通點：蒸餾。接下來，讓我們來聊聊燒酒。

什麼是燒酒？

燒酒 (Shochu) 是日本的國酒之一。2012年4月14日，日本政府正式宣布清酒和燒酒為日本的國酒。燒酒是以精選穀物以及各種日本獨特的水果和蔬菜 (主要是澱粉類) 釀製而成，其製作工藝如同其他日本產品般精密複雜。燒酒的製作「基本原則」是使用專門的麴將原料中的澱粉轉化為糖分，接著將酒醪 (Moromi) 與專用酵母進行發酵，之後使用銅壺蒸餾器或連續蒸餾器進行蒸餾。日本境內共有372家燒酒蒸餾廠，且少數位於國外。值得注意的是，韓國也有一種類似的酒，稱為韓國燒酒 (Soju)，但兩者不應混淆。

簡單歷史

日本燒酒的歷史可以追溯到16世紀中期。最早的記錄出現在1546年，當時葡萄牙商人兼船長 Jorge Alvarez 在他的日記中提到，在薩摩地區 (即現在的九州鹿兒島) 停留時，曾飲用一種由米製作的蒸餾酒，稱作 "Orraqua" (源自阿拉伯語的蒸餾酒)。此外，1559年，在鹿兒島的櫻山八幡神社，兩位木匠留下的木牌記載了他們在神社工作期間，從未被僧侶提供燒酒，這可能表明燒酒當時只為重要賓客準備。

燒酒的演變

在江戶時代 (1603-1868年)，日本是一個封閉的孤立島國，僅與琉球王國 (現今的沖繩) 進行貿易。因此，日本的蒸餾技術正是源自沖繩，當時的燒酒被稱為泡盛 (Awamori)，主要以泰國米製作。這項技術迅速傳入九州，並逐漸開始使用多種農產品，包括甘薯和大麥來製作燒酒。短短數年內，日本便發展出了一種既美味又多用途的國酒，成為日本文化的一部分。

A Little History

Shochu's origins trace back to the mid-16th century. The earliest record dates to 1546 by Portuguese merchant and sea captain Jorge Alvarez, who, while staying in the Satsuma region (now Kagoshima, Kyushu), noted in his diaries, "To drink, there is an Orraqua (distilled liquor



這塊1559年的木牌上記載了兩位木匠的筆記，發現於鹿兒島的郡山八幡神社。

日本政府迅速制定了規則和法規，將酒精稅作為重要的收入來源。如今，燒酒可以由多達55種「被允許」的成分製成，且酒精濃度必須在45%ABV或以下。有趣的是，英國前首相戴卓爾夫人在一次訪日貿易考察中，協助制定了一項保護蘇格蘭威士忌產業的規定：大麥燒酒的顏色必須比威士忌淺，且經光譜儀檢測的顏色強度讀數不得超過0.08。這項規定突顯了大麥燒酒與威士忌在技術上的相似性，但也強調了兩者的區別。

目前，甜薯 (Imo) 燒酒是最受歡迎的燒酒種類之一。令人驚訝的是，在日本，燒酒的



harness alcohol taxes as a revenue source. Today, Shochu can be made from up to 55 "allowed" ingredients and must have an alcohol content of 45% ABV or less. Interestingly, during a trade visit to Japan, UK Prime Minister Maggie Thatcher helped establish a rule to protect Scotland's whisky industry: barley Shochu must have a lighter color intensity than whisky, with a spectrometer reading of less than 0.08. This rule underscores the technical kinship between barley Shochu and whisky.

Imo (sweet potato) Shochu is currently the most popular variety. Surprisingly, more Shochu is consumed in Japan than Sake.

Shochu's Global Rise

Globally, Shochu is less known but has gained significant exposure in the last five years, thanks to efforts by the Japan Sake and Shochu Makers Association (JSS). The JSS has organized competitions worldwide, encouraging mixologists to showcase their skills. In London, Shochu bars have

opened within Japanese restaurants like ROKA, and many small bars are sprouting in the trendy East End. Major hotel chains like Mandarin Oriental, The Dorchester, and The Raffles have also embraced Asian spirits in their bar offerings. Cities like Birmingham and Manchester are seeing new Shochu bars emerge, with distributors rapidly expanding their selections of Shochu and Awamori. In the UK, Mugi (barley) Shochu, which resembles whisky, is favored, while Kokuto (brown sugar) Shochu, with its rum-like nuances, is also gaining recognition.

Shochu in Competitions

Shochu is making its mark in international drinks competitions, with increasing numbers of awards from the International Wine and Spirit Competition (IWSC), the International Spirits Challenge (ISC), Concours Mondial de Bruxelles Spirit Selection, and various U.S. competitions. These accolades highlight the rising quality of Shochu available today.

消費量已超過了清酒，成為國內酒精飲品中的重要選擇。

燒酒在全球的崛起

儘管燒酒的知名度相對較低，但在日本清酒和燒酒製造商協會（JSS）的推動下，過去五年來這一情況得到了顯著改善。JSS組織了國際比賽，鼓勵調酒師以燒酒展示他們的創意。在倫敦，像ROKA這樣的高級日本餐廳開設了專門的燒酒酒吧，而許多小型酒吧也在東區迅速崛起，迎合時尚人群的需求。大型酒店連鎖如文華東方酒店、多徹斯特酒店和萊佛士酒店也將亞洲酒類納入其酒吧菜單。伯明翰和曼徹斯特等城市的新興燒酒酒吧進一步推動了其普及，分銷商也迅速擴展了燒酒和泡盛的選擇。在英國，類似威士忌的麥芽燒酒（Mugi Shochu）特別受歡迎，而具有朗姆酒風味的黑糖燒酒（Kokuto Shochu）也逐漸獲得認可，顯示了燒酒在國際市場中的多樣性和吸引力。

競賽中的燒酒

燒酒在國際飲品比賽中的表現越來越突出，逐漸贏得了全球的認可。在國際葡萄酒及烈酒大賽（IWSC）、國際烈酒挑戰賽（ISC）、布魯塞爾國際烈酒大賽（Concours Mondial de Bruxelles Spirit

Selection）等知名賽事中，燒酒屢獲殊榮。此外，燒酒也在美國的各類比賽中獲得了許多獎項，這些榮譽不僅突顯了其製作工藝的精湛，還反映了當今燒酒品質的顯著提升與國際市場的接受度。

稀有酒品及競賽獲獎酒 Rare & Competition Winners



from left:

Jakuunbaku Barley Shochu

Tenshi No Yuwaku Sweet Potato Shochu

Syasya Rakuraku Red Dragon

Grand Cru Sweet Potato Shochu

iichiko Special Barley Shochu

Shochu Success: Strategies for Bars and Restaurants

By embracing Shochu and implementing these practical strategies, business owners can tap into a growing market, offering their customers a unique and memorable drinking experience.

1. Expand and Enhance the Menu

Integrate Shochu into bar or restaurant's menu by offering a range of Shochu-based cocktails. Highlight its versatility by creating both traditional and innovative cocktails that appeal to different customer preferences. Create an engaging Shochu menu section that educates customers about the different types of Shochu, their origins, and flavor profiles. Use descriptive language and visual aids to make the menu appealing and informative.

2. Staff Training

Invest in comprehensive staff training. The Sake School of America's Shochu Adviser course is an excellent option that equips staff with the knowledge and confidence to recommend and serve Shochu. Educated staff can enhance the customer experience

by providing insightful recommendations and stories about Shochu.

3. Marketing and Promotion

Leverage the growing interest in Shochu by organizing tasting events and pairing dinners. Collaborate with local influencers and mixologists to create buzz.

4. Customer Engagement

Encourage customers to try Shochu by offering tasting flights or sampler options. Provide a brief educational session about Shochu's history and production process, enhancing their appreciation for this unique spirit.

Bar managers and mixologists are constantly innovating with Shochu, creating new cocktails using local foraged flowers, herbs, berries, fruit, and even essences. The versatility of Shochu, whether sipped neat or in a variety of cocktail styles, makes it a fascinating addition to any beverage program.

燒酒的成功之道：酒吧和餐廳的策略

透過擁抱燒酒並實施這些實用策略，企業主可以進軍一個不斷增長的市場，為顧客提供獨特而難忘的飲酒體驗。

1. 擴展和提升菜單

將燒酒融入酒吧或餐廳的菜單中，可以通過提供多款以燒酒為基礎的雞尾酒來吸引顧客。結合傳統與創新，打造能展現燒酒多樣性的雞尾酒，滿足不同客戶的口味偏好。同時，設立一個專門的燒酒菜單區域，介紹燒酒的不同種類、起源及風味特徵，讓顧客更深入地了解這種酒的魅力。通過生動的描述和視覺輔助材料，使菜單既具有吸引力又富有資訊性，從而提升顧客的飲酒體驗和餐廳的品牌形象。

2. 員工培訓

投資於全面的員工培訓是成功推廣燒酒的關鍵。美國清酒學校的燒酒顧問課程是理想選擇，能讓員工深入了解燒酒，增強推介燒酒的信心。受過專業培訓的員工不僅能夠根據顧客的口味偏好提供個性化的燒酒推薦，還能分享燒酒的歷史和製作工藝等背景故事，從而提升顧客的飲酒體驗，增強他們對燒酒的興趣與好感，進而促進銷售。

3. 市場營銷與推廣

透過舉辦品嚐活動和搭配晚宴，充分利用人們對燒酒日漸濃厚的興趣。與當地有影響力的人士和調酒師合作，製造話題和迴響。透過舉辦燒酒品嚐活動和搭配晚宴，可以充分利用人們對燒酒日益增長的興趣。這些活動不僅能讓顧客深入了解燒酒的多樣風味，還能提供與美食的絕佳搭配體驗。與當地有影響力的人士和知名調酒師合作，能進一步提升活動的曝光度，製造話題和社交媒體上的迴響，從而吸引更多消費者參與並增加燒酒的市場影響力。

4. 顧客互動

透過提供燒酒品酒飛行或樣品選擇，鼓勵顧客探索和嘗試不同類型的燒酒。簡要介紹燒酒的歷史和生產過程，能夠增強顧客對這種獨特烈酒的理解和欣賞。同時，酒吧經理和調酒師可以利用當地採集的花卉、草藥、漿果、水果甚至精華來創造創新雞尾酒，將燒酒的多樣性充分發揮。無論是純飲還是作為雞尾酒的基酒，燒酒的獨特風味都能成為飲品菜單中的亮點，吸引顧客的目光並提升他們的飲酒體驗。

如需更多關於燒酒教育顧問課程的信息，請參閱相關機構或網站。



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Owner, The Larder At 36 / Chairman British Sake Association,
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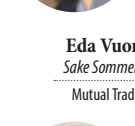
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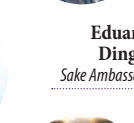
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Kosuke Kuji

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 Sake③
日本の年輕人和日本酒③

This is the third report on young Japanese consumers and Japanese sake, the last report for this series.

"Sake Jump," a community of young Japanese sake brewers in their twenties to early forties, actively introduce their original sake brands to popularize sake among young consumers.

This group holds sake tasting events twice a year. Their sake tasting events this year were held at the Keyaki Hiroba, a restaurant and shop

inside the Saitama Super Arena, an impressive? venue.

All three organizations introduced in this series organized "outdoor tasting events."

Tasting events held in a hotel conference room can seem intimidating and can increase the registration fee for participants. Therefore, the group organized outdoor tasting events to reduce the intimidation factor and the registration fee for participants, an effective strategy to attract interest.

NTT DOCOMO, INC. is a sponsor

of this tasting event, organized by "Sake Jump," to further reduce the cost to participants. Saitama Super Arena Co., Inc. is also a special collaborator. The National Tax Agency, the supervisory authority of our sake breweries, also supports this tasting event in their powerful line-up of supporters.

I'm confident that all the parties involved desire to introduce the appeal of Japanese sake to young consumers.

I look forward to seeing more events like this held in the future. ■

這是關於日本年輕人和日本酒的故事的第三回。這將是本章的結尾。

有一個年輕釀酒師的聚會，他們正在參與一項名為「年輕人的黎明」的活動。

向年輕的顧客傳播日本酒，年輕的藏元的願望更強烈，20多歲到40歲出頭的藏元聚集在一起，持續向年輕顧客傳達自己的日本酒的輝煌和

魅力。

我們每年舉辦兩次品酒活動，今年在埼玉體育場的櫛廣場舉行。

本章討論的三個組織的共同點是在戶外舉行品酒活動。

在酒店房間參加品酒活動，年輕人可能不想參加，而且會員費會很貴。盡可能減輕年輕人的負擔，讓他們更容易參加戶外品酒會，我覺得這是有效的。

這次的年輕人黎明品酒會，為了進一步減輕客戶的負擔，NTT DoCoMo 贊助了品酒活動，株式會社埼玉體育場參加特別合作。此外，還獲得了國家稅務廳的豪華贊助，該機構也是我們清酒酒藏的監管機構。所有這些都是向年輕人傳達日本酒魅力的願望，我強烈希望這樣的活動在未來能夠增加。

日本酒 百味百題

Typical Sake Production Regions 日本酒的代表產地

Bukogawa River towards the east, and the Ikutagawa River towards the west in general terms. Sake production in this region is said to have started in 1624, however, the name Nada first comes up in documents in 1716.

Ikeda (Ikeda City, Osaka prefecture) was the main production region for sake produced for the Edo market from early to mid-Edo Era, an advanced region of morohaku; while Itami, especially Itamizake, referred to as “Tanjo,” was highly reputable. However, Ikeda and Itami started to decline from the later half of the 18th century, replaced by Nada sake at the forefront, the greatest reason being the premium quality of Nada sake.

The greatest reason why the quality of Nada sake improved drastically is due to the introduction of the water mill for rice milling, utilizing a rapid stream from the Rokko Mountain. During the golden days of Itami, rice was traditionally milled using a pedal-type milling device. However, during the mid-18th century, Nada was the first to switch to water milling to mill rice. Not only did water milling drastically increase the quantity of rice milled, the quality of sake rice significantly improved to levels not comparable to before the water mill, which significantly improved the quality of sake. Although Itami tried to compete with sake from Nada through efforts to improve their quality of sake, the switch to water mills was not possible due to geographical reasons, with Nada sake finally exceeding Itami sake in production volume in 1815. Further, Miyamizu, most suitable for producing sake, was discovered in 1840, cementing Nada’s name and reputation with quality sake.

On the other hand, Fushimi has

a long history of sake production that reached its peak during the Muromachi Era (1336–1573), with 342 sake breweries in the Kyoto region in 1425. However, Fushimi and Saga in the suburbs of Kyoto were both renowned sake regions.

Fushimi prospered as a castle town after Toyotomi Hideyoshi completed the construction of the Momoyama Castle in 1594. Early into the Edo Era, the number of breweries gradually increased as an important region for the Yodogawa water transport. Although approximately 83 sake breweries operated at the time, Nada first emerged as a sake production region in 1657 after the middle of the Edo Period, as Kyoto was monopolized by Itami sake due to the wishes of court nobles and the Konoe Family, who were the feudal lords of Itami. Also, geographical disadvantages caused delays in shipments to Edo, which led to Nada sake further dominating the market, and a drastic decline in Fushimi sake breweries. Furthermore, the battle of Toba and Fushimi added a great blow to Fushimi. However, since the Tokaido Line opened in 1890, the distribution route opened up for Fushimi sake, which miraculously revived the region to become one of the largest sake production regions alongside Nada. ■

6年(1716年)。

從江戶時代初期到中期，江戶清酒的主要產地是池田(大阪府池田市)和伊丹，它們是諸白的先進地區，特別是伊丹酒被稱為“伊丹諸白”或“丹釀”，受到了高度評價，但從18世紀下半葉開始，池田和伊丹開始衰落，新興的灘酒開始崛起。最大的原因是灘酒的卓越品質。

顯著提高灘酒品質的第一件事是引入了使用六甲山脈急流的水輪碾米。在伊丹的鼎盛時期，碾米的方法仍然是老式的腳踏碾磨方法，但在18世紀中葉左右，灘是最早改用水輪碾磨的之一。通過水車碾米，不僅可以碾磨大量精米，還可以生產出比以前無與倫比的高精白米，酒的品質得到了顯著提高。伊丹也試圖提高酒的品質以與灘酒競爭，但由於地形的原因，無法改用水車碾米，文化12年(1815年)，灘酒的產量終於超過了伊丹酒。此外，在天方保11年(1840年)，發現了所謂的宮水，灘酒的名聲變得不可動搖。

另一方面，伏見的酒釀造歷史悠久。在室町時代，京的清酒釀造蓬勃發展，在應永32年(1425年)，洛中洛外共有342家清酒酒藏，其中伏見和嵯峨都是洛外的著名的釀酒地。

豐臣秀吉於文祿3年(1594年)建造桃山城後，伏見作為城下町繁榮起來，進入江戶時代澱川水運成為要地，清酒酒藏的數量也逐漸增加。明歷3年(1657年)時，當時灘作為清酒產地有83家，但在江戶時代中期之後，由於強大的貴族家族伊丹的領主近衛家的意願，京的清酒被伊丹酒壟斷。此外，由於地理位置的不佳而延遲了向江戶發貨，灘酒急劇上升，伏見的清酒酒藏數量急劇減少。進而，在明治元年的鳥羽伏見之戰中受到嚴重破壞。但是在明治22年東海道線開通後，由於銷售渠道的擴大，伏見酒實現了奇跡般的復甦，最終與灘一起成為兩大產地。

◆ ◆ ◆
灘 是以背對六甲山脈面向大阪灣的東西向長地帶，其中的五個區域現在統稱為“灘五鄉”，但在古代它是更廣闊的地區的統稱，從東邊的武庫川延伸到西邊的生田川。該地區的清酒釀造始於寬永元年(1624年)，但灘這個名字最早出現在文獻中是在正德

Nada is a long linear region towards the east and west, facing the Osaka Bay with the Rokko Mountain in the background, five of the regions in this area currently referred to as the “Nada Goko.” This region is traditionally wider with the

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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.

Shimbashi Koichi Festival

新橋古市節

The “27th Shimbashi Koichi Matsuri (Festival)” was held in the middle of summer near the “Shimbashi Station” in Minato Ward, Tokyo, a popular hangout spot among business professionals, on July 25 and 26. The Koichi Festival was named to invite residents, workers, and visitors to the Shimbashi Station area to stop by and have fun for an hour. Many food stalls were set up in three locations – Karasumori-Dori street, areas surrounding the New Shimbashi Building (“SL Square”), and Sakurada Park – where the Yukata (unlined cotton summer kimono) beauty pageant was held, along with plenty of entertainment and outdoor events over a two-day period.

The festival, scheduled to start at 12:00 noon until the day before, was delayed until 3:00 PM due to the scorching heat. On the first day, I couldn’t stop sweating in drizzling rain due to the maximum humidity. Visitors totaled approximately 14,000 in two days. I wiped my sweat as I headed towards the Nihonsakari booth of a close friend. Familiar aluminum can-shaped bottles (“bottle cans”) and raw, unprocessed, undiluted sake lined the Nihonsakari booth, along with chilled sake, perfect to enjoy while strolling the festival sites. I purchased two bottles of raw, unprocessed, undiluted sake and strolled through the food stalls before the rain got heavier. Food stalls sold omuyakisoba (omelet fried noodles), skewer-grilled scallops, sake by the Fukushima Prefecture Sake Brewers Cooperative, and beer, while the stage showcased live taiko performances, Hawaiian Hula, and Bon Odori (traditional Japanese regional folk dance). The festival offered great food, beverages, and live performances.

I couldn’t leave the festival in just short of an hour. I previously helped in food stalls, before the festival was canceled for 4 years due to the coronavirus pandemic. The festival finally resumed last year in 2023. Despite initial concerns over the turnout, many visitors came and enlivened the festival, no different from previous years.



The pandemic popularized work-from-home and remote work, which reduced the number of commuters to the office. Yet, the turnout seemed high at the Koichi Festival, held at a popular hangout spot for business professionals, in fact, even higher than previous years. The rain started to get harder while strolling, so I sought shelter from the rain in the New Shimbashi building.

I visited the “Jinsei Sakaba,” a sake pub and restaurant introduced in a previous report, where I presented the Nihonsakari raw, unprocessed, undiluted sake I purchased earlier as a souvenir. I asked if the building got crowded during the Koichi Festival and was told business was the same as usual. The restaurant inside the building has many repeat patrons, thus customers who come from the festival during peak business hours are sometimes turned away. The owner said, “The weather is often rainy on the day of the Koichi Festival.” Hot weather with heavy rainfall is common during summer festivals. Still, I felt excited to attend a festival that was previously canceled due to the coronavirus pandemic. As the summer festival season soon ends in each region and the Olympics are now over, and once the summer baseball games are over, fall is fast approaching. Next, I’m planning to find and attend a fall festival.■

盛

夏時節，第27屆新橋古市節在上班族的聖地新橋舉行。

新橋古市節是一個以在新橋生活、工作、和娛樂的人們為物件命名的節日，想法是讓他們在新橋玩一個小時，將在三個地方設置許多小吃攤位：有烏森街會場、SL 廣場 新新橋大樓區域，和櫻田會場，並將舉辦為期兩天的浴衣選美比賽和盂蘭盆舞等戶外活動。直到去年，都在中午12點開始，但由於酷熱，今年在下午3點開始。我來的第一天，下著小雨，又熱又濕，汗流浹背，這麼炎熱潮濕的天氣又是什麼呢？兩天內來場人數約為14萬人。我一邊擦汗，一邊去了一個日本盛的展位。他們出售熟悉的瓶裝酒和生原酒，還有一系列非常適合在節日裡喝酒的冷酒。我從服務員那裡買了兩瓶生原酒，在雨下得更大之前在各攤位前閒逛了一圈。有出售煎蛋捲炒麵、烤扇貝串的攤位，福島縣酒釀造組合，當然還有啤酒。還有在舞臺上表演的日本鼓，夏威夷草裙舞和盂蘭盆舞，這是一個有趣的節日，人們可以喝酒、吃飯、跳舞。當

然，不用說人們不可能只在一個小時內回家。幾年前我在一家幫忙出店，但後來由於新冠大流行而被取消了四年。去年2023年終於能夠重新開放，雖然對人流感到擔憂，但像往常一樣有很多遊客，這很令人興奮。由於新冠災難導致遠端辦公的普及，儘管來辦公室的人比以前少了，但我覺得這個上班族的聖地的古市節比以前更有活力。在散步的過程中，流石樣的雨越來越大，所以我在新新橋大廈避雨。我在之前介紹的“人生酒場”中避難，之前購買的日本盛和生原酒作為紀念品。當我問起古市節期間大樓裡的餐廳怎麼樣時，他們說與平時沒有太大區別。大樓裡的餐廳有很多常客，似乎高峰期從古市節過來的人即使來了也進不去。“即便如此，古市節那天還是下了很多雨。”店主說。總之，夏天的古市節很熱，而且突然下了雨。包括這一點，我很高興能夠參加因新冠災難而沒有舉行的節日。隨著各地夏季祭典的結束、奧運會也將要結束，夏季甲子園結束後，秋天就要到了。接下來，我們將在秋季去遊玩。

SAKE SOMMELIER CLUB

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Sake Shochu Spirits Institute of America - Acquire the techniques of a sake sommelier with your five senses - 掌握利酒師的技術

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.

In Japanese, kikasake - commonly referred to as sake tasting - is to understand the fragrance properties of sake and other beverages using all five senses – “vision,” “taste,” “smell,” etc.

Tasting the sake and verbally expressing the sake fragrance and flavor with one's own five senses is important.

What is sake tasting?

The purpose of sake tasting is different according to each position. For example, the master sake brewer and sake brewery workers taste sake while brewing to determine the quality and shipment time, while sake sommeliers - who sell and serve sake in restaurants and sake shops – taste sake to understand the characteristics of each sake and reflect on how to explain each sake and propose how to best enjoy each sake to customers.

Also, the purpose of tasting sake for general consumers is to determine which sake best suits one's own preferences. ■

日本の利酒，現在似乎被稱為品嘗，是指使用“視覺”、“味覺”和“嗅覺”等五種感官來瞭解酒和其他飲料的香味特徵。讓我們傳授給你一個專業的利酒師的方法。

重要的是重複體驗並用語言表達出你的感受。

品嘗是什麼？

品嘗的目的因執行者的位置而異。例如，如果您是一名杜氏，藏人，您的目標是在生產過程中品嘗日本酒並確定品質狀況和運輸時間，但是如果您是在餐館和酒類商店服務和銷售日本酒的利酒師，則目的是瞭解每種日本酒的特點，如何向客戶解釋，並考慮如何提出一種美味的飲用方式。

而對於普通消費者來說，目的就是判斷是否適合自己的口味。

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Sake/Shochu Spirits Institute of America

Acquire the techniques of a sake sommelier with your five senses -

미국 사케 소주 증류주 연구소 시음주사의 기술체득... P41



Honorary Sake Sommelier & Saka-Sho

Bon Yagi
Honorary Sake Sommelier
TIC GROUP

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Honorary Sake Sommelier & Saka-Sho
Chairman
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Honorary Sake Sommelier & Saka-Sho
Owner "True Sake"

Honorary Sake Sommelier

Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise



Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors

Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to any food when the odor is too strong,

then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins

Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor

From broiled dishes to soup dishes, Japanese sake is useful in a variety of dishes, as our readers

know. Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking

Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

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



요리와 일본술자

자주 미국인으로부터 들을 수 있는 것이, 「와인은 요리에 사용하지만 일본술도 사용할 수 있을까?」 라는 것이다. 일본술에는 와인에 없는 맛 성분이 많이 있기 때문에 무엇이든 사용할 수 있는 것이 기쁘다.

냄새 지우기 물론 어패류에도 효과가 있지만 돼지고기나 럼 등의 냄새를 없애는 효과가 있다. 이 냄새가 있기 때문에 럼고기일지도 모르지만, 일본식 맛을 낼

때에는, 조금 냄새가 너무 강할 때에 일본술을 걸어, 약 2분 정도 방치하면 냄새도 사라진다.

단백질 유연 효과 닭 가슴살이나 쇠고기 붉은 몸, 스테용 고기를 맛을 내기 전에 일본술을 넣은 지퍼락백에 넣어두면 파사파사감이 잡혀 맛있게 된다. 바베크와 야키니쿠가 더 맛있게 되는 것이다.

맛을 추가 조림에서 어떤 국물까지 일본술은 사용할 수 있는 것은 여러분도 주

지의 사실. 의외로 양식의 스프, 특히 해산물에 든 것 일본술을 넣으면 더욱 맛있게 된다. 물론 파스타나 그 외의 요리에도 사용할 수 있으므로 시험해 주셨으면 한다. 실은 인스턴트 라면에 조금 넣어도 맛있다.

요리를 향한 일본술 요리주나 순미술이 좋다. 음양, 대음양주는 마시기에 좋지만, 요리로서의 효능은 맛이 많은 순미술이 베테이다.

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




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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 204



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 ③

일본 젊은이와 일본주 ③

This is the third report on young Japanese consumers and Japanese sake, the last report for this series.

"Sake Jump," a community of young Japanese sake brewers in their twenties to early forties, actively introduce their original sake brands to popularize sake among young consumers.

This group holds sake tasting events twice a year. Their sake tasting events this year were held at the Keyaki Hiroba, a restaurant and shop

inside the Saitama Super Arena, an impressive? venue.

All three organizations introduced in this series organized "outdoor tasting events."

Tasting events held in a hotel conference room can seem intimidating and can increase the registration fee for participants. Therefore, the group organized outdoor tasting events to reduce the intimidation factor and the registration fee for participants, an effective strategy to attract interest.

NTT DOCOMO, INC. is a sponsor

of this tasting event, organized by "Sake Jump," to further reduce the cost to participants. Saitama Super Arena Co., Inc. is also a special collaborator. The National Tax Agency, the supervisory authority of our sake breweries, also supports this tasting event in their powerful line-up of supporters.

I'm confident that all the parties involved desire to introduce the appeal of Japanese sake to young consumers.

I look forward to seeing more events like this held in the future. ■

일 본 젊은이와 일본주의 이야기 제3회차입니다. 이번이 이 주제의 마지막이 됩니다.

「젊은 날의 새벽」이라는 활동을 하는 젊은 장원들의 모임이 있습니다.

젊은 손님들에게 일본주를 널리 알리고 싶다, 라고 하는 생각은 젊은 장원일수록 강하게바라고 있어서, 20대부터 40대전반까지의 장원이 모여, 젊은 손님들에게 자신들 일본주의홍합과 매력을 계속 전하고 있습니다.

매년 2회정도 시음회를 개최하고

있고, 올해는 그 유명한 사이타마 슈퍼 아레나의 케이키광장이라는 대단한 장소에서 개최되었습니다. 이번 장에서 이야기 한 3개의 단체 모두 공동된 것이 「야외 시음회」입니다.

호텔 안에서의 시음회 등에는 좀처럼 참가하기 힘든 경우도 있고, 회비도 비쌉니다. 젊은사람들에게 가능하면 부담을 줄여주어, 참가하기 쉽게 하는 것은 야외 시음회, 라는 것이효과적이라고 생각됩니다.

이번 젊은 날의 새벽이라는 시음회

는 한층 손님들의 부담을 줄이도록, 협찬으로 NTT도코모가 함께하고, 특별협력으로 주식회사 사이타마 아리나가 참가하고 있습니다. 게다가후원은 우리 주장의 감독관청이기도 한 국제청이 함께 하는 대단한 행사.

젊은이들에게 일본주의 매력을 전하고 싶은 생각은 아마도 모두 함께이고, 앞으로도 이런활동이 늘어나기를 강하게 희망하고 있습니다.

日本酒 百味百題

Typical Sake Production Regions 일본주의 대표적인 원산지

Nada is a long linear region towards the east and west, facing the Osaka Bay with the Rokko Mountain in the background, five of the regions in this area currently referred to as the "Nada Goko." This region is traditionally wider with the Bukogawa River towards the east, and the Ikutagawa River towards the west

훌륭한 사케 150종류를 일본 전국에서 수입
전 미국 네트워크를 통해서 여러분에게 직송하고 있음

Yoshihide Murakami
Master Sake Sommelier
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in general terms. Sake production in this region is said to have started in 1624, however, the name Nada first comes up in documents in 1716.

Ikeda (Ikeda City, Osaka prefecture) was the main production region for sake produced for the Edo market from early to mid-Edo Era, an advanced region of morohaku; while Itami, especially Itamizake, referred to as "Tanjo," was highly reputable. However, Ikeda and Itami started to decline from the later half of the 18th century, replaced by Nada sake at the forefront, the greatest reason being the premium quality of Nada sake.

The greatest reason why the quality of Nada sake improved drastically is due to the introduction of the water mill for rice milling, utilizing a rapid stream from the Rokko Mountain. During the golden days of Itami, rice was traditionally milled using a pedal-type milling device. However, during the mid-18th century, Nada was the first to switch to water milling to mill rice. Not only did water milling drastically increase the quantity of rice milled, the quality of sake rice significantly improved to levels not comparable to before the water mill, which significantly improved the quality of sake. Although Itami tried to compete with sake from Nada through efforts to improve their quality of sake, the switch to water mills was not possible due to geographical reasons, with Nada sake finally exceeding Itami sake in production volume in 1815. Further, Miyamizu, most suitable for producing sake, was discovered in 1840, cementing Nada's name and reputation with quality sake.

On the other hand, Fushimi has a long history of sake production that reached its peak during the Muromachi

Era (1336~1573), with 342 sake breweries in the Kyoto region in 1425. However, Fushimi and Saga in the suburbs of Kyoto were both renowned sake regions.

Fushimi prospered as a castle town after Toyotomi Hideyoshi completed the construction of the Momoyama Castle in 1594. Early into the Edo Era, the number of breweries gradually increased as an important region for the Yodogawa water transport. Although approximately 83 sake breweries operated at the time, Nada first emerged as a sake production region in 1657 after the middle of the Edo Period, as Kyoto was monopolized by Itami sake due to the wishes of court nobles and the Konoe Family, who were the feudal lords of Itami. Also, geographical disadvantages caused delays in shipments to Edo, which led to Nada sake further dominating the market, and a drastic decline in Fushimi sake breweries. Furthermore, the battle of Toba and Fushimi added a great blow to Fushimi. However, since the Tokaido Line opened in 1890, the distribution route opened up for Fushimi sake, which miraculously revived the region to become one of the largest sake production regions alongside Nada. ■

나 다라고 하는 것은 육갑련산을 등지고 오사카 만에 이르는 동서로 긴 띠모양의 지역으로, 현재는 그 중 5곳의 지역을 「나다이사토」라고 총칭하고 있는데, 예전에는 더욱 광범위해서, 동쪽으로는 무고천, 서쪽으로는 생전천에 이르는 지역을 총칭했다. 이 지역에서 술담그기가시작한 것은 간에이 원년(1624)이지만,나다의 이름이 문헌에 처음 등장한 것은 쇼토쿠 6년(1716)의 일이다.

에도시대 초기 부터 중기에 걸쳐 에도 무케슈의 주생산지인 제백의 선진지였던 이케다 (오사카부 이케다시)와 이타미로, 특히 이타미슈는 「이타미제백」또는 「탄요」라고 불리며 높이 평가 받았는데, 18세기 후반 경 부터 이케다, 이타미는 쇠퇴하기 시작하고, 대신신흥세력인 나다슈가 대두되게 된다. 가장 큰 이유는 나다슈의 품질 우수함 때문이다.

나다슈의 품질을 비약적으로 향상시킨것은, 첫째 육갑산계로 부터의 급류를 이용한 수차정미도입이었다. 이타미 전성시대, 정미 방법은 여전히 예로부터 이어온 아시부미정미였지만, 18세기 중반경, 나다에서는 재빨리 수차정미로 전환되었다. 수차 정미로 대량의 정미가 가능했을 뿐만 아니라 그때까지는 비교할 수 없는 고정백미를 얻게 되어 품질을 현저히향상시키게 된다. 이타미도 품질 개량에 노력하여 나다슈에 대항하였으나지형관계상,수차정미에로의 전환은 이루어지지 않았고, 문화12년(1815), 나다슈 생산량은결국 이타미슈를 제쳤다. 또한 덴포 11년(1840)에는 소위 궁수가 발견되어, 나다슈의 명성은흔들리지 않게 된다.

한편, 후시미에서의 술담그기 역사는 오래되었다. 무로마치시대 교토의 술빛기는 융성기를 맞게되어, 오에이 32년(1425)에는 낙중낙의 총 342곳의술집이 있었는데, 그 중에서도 후시미와시가는 모두 낙외의 명양지로 알려졌다.

후시미는 임진왜란 3년(1594)에 도요토미 히데요시가 모모야마성 축성 후에는 시가지로, 에도시대에 들어서는 요도가와 수운의 요지로서 번창하여, 주조주념의 숫자도 점차 증가해갔다. 나다가 술의 원산지로서 이름을 날린 무렵인 메이랴쿠3년(1657)에는 83곳을 점했으나에도시대 중기이후, 이타미 영주였던 유력공가·근위가의 의향에 따라, 교토의 술은 이타미슈가독점하게 된다. 또 지리가 나빠서 에도로의 출하도 늦어지는 바람에 나다슈가 급격히 대두되고, 후시미 빛는 곳은 급감. 게다가 명치 원년의 토바 후시미의 전투로 대타격을 받았다. 하지만 명치22년에 동해도선이 개통한 뒤, 후시미는 판로가 확대되어 기적적인 부흥을 이루고 결국 나다와견줄만한 2대 생산지가 되었다.





Tokyo by Ryuji Takahashi Jizake Strolling 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.

Shimbashi Koichi Festival

신바시코이치축제

The “27th Shimbashi Koichi Matsuri (Festival)” was held in the middle of summer near the “Shimbashi Station” in Minato Ward, Tokyo, a popular hangout spot among business professionals, on July 25 and 26. The Koichi Festival was named to invite residents, workers, and visitors to the Shimbashi Station area to stop by and have fun for an hour. Many food stalls were set up in three locations – Karasumori-Dori street, areas surrounding the New Shimbashi Building (“SL Square”), and Sakurada Park – where the Yukata (unlined cotton summer kimono) beauty pageant was held, along with plenty of entertainment and outdoor events over a two-day period.

The festival, scheduled to start at 12:00 noon until the day before, was delayed until 3:00 PM due to the scorching heat. On the first day, I couldn’t stop sweating in drizzling rain due to the maximum humidity. Visitors totaled approximately 14,000 in two days. I wiped my sweat as I headed towards the Nihonsakari booth of a close friend. Familiar aluminum can-shaped bottles (“bottle cans”) and raw, unprocessed, undiluted sake lined the Nihonsakari booth, along with chilled sake, perfect to enjoy while strolling the festival sites. I purchased two bottles of raw, unprocessed, undiluted sake and strolled through the food stalls before the rain got heavier. Food stalls sold omuyakisoba (omelet fried noodles), skewer-grilled scallops, sake by the Fukushima Prefecture Sake Brewers Cooperative, and beer, while the stage showcased live taiko performances, Hawaiian Hula, and Bon Odori (traditional Japanese regional folk dance). The festival offered great food, beverages, and live performances.

I couldn’t leave the festival in just short of an hour. I previously helped in food stalls, before the festival was canceled for 4 years due to the coronavirus pandemic. The festival finally resumed last year in 2023. Despite initial concerns over the turnout, many visitors came and enlivened the festival, no different from previous years.



The pandemic popularized work-from-home and remote work, which reduced the number of commuters to the office. Yet, the turnout seemed high at the Koichi Festival, held at a popular hangout spot for business professionals, in fact, even higher than previous years. The rain started to get harder while strolling, so I sought shelter from the rain in the New Shimbashi building.

I visited the “Jinsei Sakaba,” a sake pub and restaurant introduced in a previous report, where I presented the Nihonsakari raw, unprocessed, undiluted sake I purchased earlier as a souvenir. I asked if the building got crowded during the Koichi Festival and was told business was the same as usual. The restaurant inside the building has many repeat patrons, thus customers who come from the festival during peak business hours are sometimes turned away. The owner said, “The weather is often rainy on the day of the Koichi Festival.” Hot weather with heavy rainfall is common during summer festivals. Still, I felt excited to attend a festival that was previously canceled due to the coronavirus pandemic. As the summer festival season soon ends in each region and the Olympics are now over, and once the summer baseball games are over, fall is fast approaching. Next, I’m planning to find and attend a fall festival.■

여름이 한창일때, 샐러리맨의 성지「신바시」에서 제27회 신바시 코이치축제가 개최되었다.

코이치 축제는 신바시에 살고 있는 사람, 일하는 사람, 노는 사람을 대상으로 신바시에서 1시간놀고 가세요 라는 생각에 이름을 붙인 축제로, 가라스모리 회장·SL광장 뉴신바시빌딩주변회장·사쿠라다회장 3에 많은 포장마차가 나와서,유카타 미인콘테스트와 본오리 등다양한 행사가 이틀간 펼쳐진다. 작년까지는 낮 12시부터 시작했지만 날씨가 너무 더워서올해부터는 15시에 시작하게 되었다. 내가 방문한 첫째날은 가랑비가 내리고 있어 무더위가심해서 땀이 멈추지 않았지만, 그런 무더위에도 불구하고 방문자수는 이틀에 14만명이라는 사실. 땀을 닦으면서 사이좋은 니혼모리부스로. 익숙한 병칸과 서버에서 나오는 생원주를판매하고 있어서, 축제장에서 마시고 걸어다니는데는 딱 어울리는 차가운 술이 즐비했다.

서버의 생원주를 2병 구입하고, 비가 강해지기 전에 또 포장마차를 산책. 움므 야끼소바, 가리비산적, 후쿠시마현주조조합, 물론 맥주 판매부스도 있고, 일본복 연주나 하와이안 홀라등의무대로 부터의 본오리와 함께 마시는 것도 좋고, 식사와 춤추기도 좋은 즐거운

축제였다. 물론한시간안에 돌아볼 수 없는 것은 당연하다. 나는 몇년전에 출점자측에서 도운적이 있는데데, 그후 코로나로 4년간 중지되었다. 작년2023년에 겨우 개최가 가능해져서, 인파가 걱정되는 예년과 같은 많은 방문객으로 성황을 이룬 것. 코로나 사태로 재택이나 텔레워크가 보급되어, 전보다 회사에 출근하는 사람이 줄어든 것도 상관없이, 이 코이치 축제에 관해서는 샐러리 맨의성지이면서 이전보다도 활기넘치는 느낌이었다. 산책중, 결국 비가 강해져서, 뉴신바시 빌딩안에서 비를 피했다. 이전에 소개해 드린 「인생술집」에 조금전 산 일본성의 생원주를오미야게로 피난했다.코이치축제 할때 빌딩안의 음식점은 어떤지 물으니, 평소와 크게 다르지않다고 한다. 빌딩안의 음식점은 단골손님이 많아서, 피크타임에 축제에서 흘러나오는 사람들과도 들일수 없는 듯하다.「그렇다고 해도, 코이치축제날은 비가 많네요」라고 점주가 말한다.

아뭏든 덥고 갑작스런 비가 내리는 것이 여름 축제이다. 그것을 포함해서, 코로나로 개최못한축제에 참가할수 있게 된것이 기쁘다. 술술 각지역의 여름축제도 끝나고 올림픽도 마치고,여름의 코시엔도 끝나면, 머지않아 가을이다. 다음에는 가을축제를 찾아서 가보자.

SAKE SOMMELIER CLUB

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Sake Shochu Spirits Institute of America - Acquire the techniques of a sake sommelier with your five senses - 시음주사의 기술체득

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.

In Japanese, kikasake - commonly referred to as sake tasting - is to understand the fragrance properties of sake and other beverages using all five senses – “vision,” “taste,” “smell,” etc.

Tasting the sake and verbally expressing the sake fragrance and flavor with one's own five senses is important.

What is sake tasting?

The purpose of sake tasting is different according to each position. For example, the master sake brewer and sake brewery workers taste sake while brewing to determine the quality and shipment time, while sake sommeliers - who sell and serve sake in restaurants and sake shops – taste sake to understand the characteristics of each sake and reflect on how to explain each sake and propose how to best enjoy each sake to customers.

Also, the purpose of tasting sake for general consumers is to determine which sake best suits one's own preferences. ■

일 본어로 시음주, 요즘에는 테이스팅이라고 부르는데 「시각」、「미각」、「후각」 등 오감을 통해서 술을 비롯한 음료의 향미특성을 파악하는 것을 일컫는다. 전문적인 시음주사의 기술을 배워보자. 중요한 것은 경험을 반복하여, 느낌을 말로 표현하는 것이다.

테이스팅이란

테이스팅은 행하는 사람의 입장에 따라 목적이 달라진다. 예를 들면, 술짓는 기술자, 장인이거나 제조중인 일본주를 테이스팅하여, 품질 상태나 출하시기를 정하는 것을 목적으로 두지만, 음식점이나 판매점에서 일본주를 서비스또는 판매 하는 시음주사라면, 각각의 일본주 특성을 파악하고, 손님에게 어떻게 설명할지, 또는 맛있게 즐기는 방법의 제안을 생각하는 것이 목적이 된다.

그리고, 일반 소비자의 경우라면, 자신의 취향에 맞는지 판단하는 것이 목적이 된다.

ZOOM
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NOTICIAS SOBRE La revista para profesionales de la comida Japonesa en todo el mundo

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Sake tradicional

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Fifth Generation
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Timothy Sullivan
Sake Samurai



Takao Matsukawa
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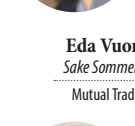
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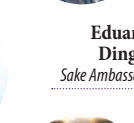
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California
SAKE
CHALLENGE

by Kosuke Kuji 204



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

Los jóvenes consumidores japoneses y el sake japonés ③

Este es el tercer informe sobre los jóvenes consumidores japoneses y el sake japonés, el último de esta serie.

"Sake Jump", una comunidad de jóvenes japoneses fabricantes de sake, de entre veinte y cuarenta años, presentan activamente sus marcas originales de sake para popularizarlo entre los consumidores jóvenes.

Este grupo organiza eventos de cata de sake dos veces al año. Sus eventos de este año se llevaron a cabo en Keyaki Hiroba, un restaurante y tienda dentro del Saitama Super Arena, un lugar impresionante.

Las tres organizaciones presentadas en esta serie realizaron "eventos de cata al aire libre".

Los eventos de cata celebrados en una sala de conferencias de un hotel pueden parecer intimidantes y pueden aumentar la tarifa de inscripción para los participantes. Por lo tanto, el grupo organizó eventos de cata al aire libre para reducir el factor de intimidación

y la tarifa de inscripción para los participantes, una estrategia eficaz para atraer el interés.

NTT DOCOMO, INC. es un patrocinador de este evento de cata, organizado por "Sake Jump", para reducir aún más el costo para los participantes. Saitama Super Arena Co., Inc. también es un colaborador especial. La Agencia Tributaria Nacional, la autoridad supervisora de nuestras fábricas de sake, también apoya este evento de degustación con su poderosa lista de patrocinadores.

Estoy seguro de que todas las partes involucradas desean presentar el atractivo del sake japonés a los consumidores jóvenes.

Espero que se celebren más eventos como este en el futuro.

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BATON ROUGE Sales Office
CHICAGO Branch
TOLEDO Sales Office
NEW YORK Branch
BOSTON Sales Office
BALTIMORE Branch
ATLANTA Branch
ORLAND Sales Office
MIAMI Branch
HAWAII Branch
JFC GROUP OFFICE
HAPI PRODUCTS, INC.
JES INC.
Interbranch Distribution Center (IDC)

Nada es una región lineal larga hacia el este y el oeste, frente a la bahía de Osaka con la montaña Rokko al fondo. Cinco de las regiones de esta zona se conocen actualmente como "Nada Goko". Esta región es tradicionalmente más amplia, con el río Bukogawa hacia el este y el río Ikutagawa hacia el oeste en términos generales. Se dice que la producción de sake en esta región comenzó en 1624, sin embargo, el nombre Nada aparece por primera vez en documentos en 1716.

Ikeda (ciudad de Ikeda, prefectura de Osaka) fue la principal región de producción de sake elaborado para el mercado Edo desde principios hasta mediados de la era Edo, una región avanzada de morohaku; mientras que Itami, especialmente Itamizake, conocida como "Tanjo", tenía una gran reputación. Sin embargo, Ikeda e Itami comenzaron a declinar a partir de la segunda mitad del siglo XVIII, reemplazados por el sake Nada a la vanguardia, la principal razón fue la calidad superior del sake Nada.

La principal razón por la que la calidad del sake Nada mejoró drásticamente se debe a la introducción del molino de agua para moler arroz, que utilizaba

un rápido arroyo de la montaña Rokko. Durante los días dorados de Itami, el arroz se molía tradicionalmente utilizando un dispositivo de molienda de tipo pedal. Sin embargo, a mediados del siglo XVIII, Nada fue el primero en cambiar a la molienda de agua para moler arroz. La molienda de agua no solo aumentó drásticamente la cantidad de arroz molido, sino que la calidad del arroz para sake mejoró significativamente a niveles no comparables a los anteriores al molino de agua, lo que mejoró significativamente la calidad del sake. Aunque Itami intentó competir con el sake de Nada mediante esfuerzos para mejorar su calidad, el cambio a los molinos de agua no fue posible debido a razones geográficas, y el sake Nada finalmente superó al sake de Itami en volumen de producción en 1815. Además, Miyamizu, el más adecuado para producir sake, fue descubierto en 1840, consolidando el nombre y la reputación de Nada con sake de calidad.

Por otro lado, Fushimi tiene una larga historia de producción de sake que alcanzó su apogeo durante la Era Muromachi (1336~1573), con 342 destilerías de sake en la región de Kioto en 1425. Sin embargo, Fushimi y Saga, en los suburbios de Kioto,

eran dos regiones de sake de renombre.

Fushimi prosperó como ciudad castillo después de que Toyotomi Hideyoshi completara la construcción del Castillo Momoyama en 1594. A principios de la Era Edo, el número de destilerías aumentó gradualmente como región importante para el transporte acuático de Yodogawa. Aunque aproximadamente 83 destilerías de sake operaban en ese momento, Nada surgió por primera vez como una región de producción de sake en 1657 después de la mitad del Período Edo, ya que Kioto estaba monopolizado por el sake de Itami debido a los deseos de los nobles de la corte y la Familia Konoe, que eran los señores feudales de Itami. Además, las desventajas geográficas provocaron retrasos en los envíos a Edo, lo que llevó a que el sake Nada dominara aún más el mercado y a una drástica caída de las destilerías de sake de Fushimi. Además, la batalla de Toba y Fushimi supuso un gran golpe para Fushimi. Sin embargo, desde que se inauguró la línea Tokaido en 1890, la ruta de distribución se abrió para el sake de Fushimi, lo que milagrosamente revivió a la región para convertirse en una de las mayores regiones de producción de sake junto con Nada.





Tokyo by Ryuji Takahashi Jizake Strolling 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 Shimbashi Koichi

El 25 y 26 de julio se celebró el "27º Shimbashi Koichi Matsuri (Festival)" en pleno verano cerca de la "estación Shimbashi" en el barrio Minato de Tokio, un lugar de reunión popular entre los profesionales de negocios. El Festival Koichi llamado así para invitar a los residentes, trabajadores y visitantes a la zona de la estación Shimbashi a pasar y divertirse durante una hora. Se instalaron muchos puestos de comida en tres lugares: la calle Karasumori-Dori, las zonas que rodean el nuevo edificio Shimbashi ("Plaza SL") y el parque Sakurada, donde se celebró el concurso de belleza Yukata (kimono de verano de algodón sin forro), junto con una gran cantidad de entretenimientos y eventos al aire libre durante un período de dos días.

El festival que se programó un día antes para comenzar a las 12 del medio día, se retrasó hasta las 3:00 p. m. debido al calor abrasador. El primer día llovía ligeramente y el calor era tan húmedo que no podía dejar de sudar.

Recibimos aproximadamente 14.000 visitantes. Me sequé el sudor mientras me dirigía al puesto de Nihonsakari

de un amigo cercano.

En el puesto de Nihonsakari había botellas con forma de lata de aluminio ("latas de botella") y sake crudo, sin procesar y sin diluir, junto con sake frío, perfecto para disfrutar mientras paseaba por los lugares del festival. Compré dos botellas de sake crudo, sin procesar y sin diluir y caminé por los puestos de comida antes de que la lluvia se hiciera más intensa. Los puestos de comida vendían omuyakisoba (fideos fritos con tortilla), ostras a la parrilla, sake de la Cooperativa de productores de la prefectura de Fukushima y cerveza, mientras que en el escenario se presentaban actuaciones en vivo de taiko, hula hawaiano y Bon Odori (danza folclórica tradicional japonesa regional). El festival ofrecía excelente comida, bebidas y actuaciones en directo.

No pude irme en menos de una hora. Anteriormente, ayudaba en puestos de comida, antes de que el festival se cancelara durante cuatro años debido a la pandemia del coronavirus, finalmente se reanudó el año pasado en el 2023. A pesar de las preocupaciones iniciales sobre la participación, muchos visitantes vinieron y animaron



el festival, al igual que en años anteriores. La pandemia popularizó el trabajo desde casa y el trabajo remoto, lo que redujo el número de personas que se desplazaban a las oficinas. Sin embargo, la participación parecía alta en el Festival Koichi, celebrado en un lugar de reunión popular para profesionales de negocios; de hecho, incluso más que en años anteriores. La lluvia empezó a arrear mientras paseaba, así que me refugié de la lluvia en el edificio New Shimbashi.

Visité el "Jinsei Sakaba", un bar y restaurante de sake presentado en un informe anterior, donde ofrecí como regalo el sake Nihonsakari crudo, sin procesar y sin diluir que compré antes. Pregunté si el edificio se llenaba de gente durante el Festival Koichi y me dijeron que el negocio era el mismo de siempre. El restaurante dentro del edificio tiene muchos clientes habituales, por lo que a los que vienen del festival durante las horas pico de actividad a veces



se les niega la entrada. El propietario dijo: "El clima suele ser lluvioso el día del Festival Koichi".

El clima cálido con fuertes lluvias es común durante los festivales de verano. Aun así, me sentí emocionado por asistir a un festival que anteriormente se canceló debido a la pandemia del coronavirus. Como la temporada de festivales de verano pronto terminará en cada región y los Juegos Olímpicos también, una vez que finalicen los juegos de béisbol de verano, el otoño se acercará rápidamente. Y yo a continuación estoy planeando encontrar y asistir a un festival de otoño.



Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



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



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



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



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



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.

Instituto de la Espiritu Sake Shochu de América Adquiera las técnicas de un sumiller de sake con sus cinco sentidos

En japonés, kikisake (comúnmente conocido como cata de sake) consiste en comprender las propiedades aromáticas del sake y otras bebidas utilizando los cinco sentidos: "vista", "gusto", "olfato", etc. Es importante probar el sake y expresar verbalmente su fragancia y sabor con los cinco sentidos.

¿Qué es la cata de sake?

El propósito de la cata de sake es diferente según el puesto. Por ejemplo, el maestro destilero y los trabajadores de las

destilerías de sake lo catan mientras lo elaboran para determinar la calidad y el tiempo de envío, mientras que los sumilleres de sake (que venden y sirven sake en restaurantes y tiendas de sake) catan el sake para comprender las características de cada uno y reflexionar sobre cómo explicarlo y proponer cómo disfrutarlo mejor a los clientes.

Asimismo, el propósito de la cata de sake para los consumidores en general, es determinar qué sake se adapta mejor a las preferencias de cada uno.

