

# Japanese RESTAURANT news

The Magazine for Japanese Food Professionals Worldwide

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## Mutual Trading Co., Inc. held the “Japanese Food & Restaurant Expo”

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日本餐厅新闻 ..... P26  
일식 레스토랑 뉴스..... P36  
Noticias sobre  
restaurantes Japoneses ..... P42

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Born Yume Wa Masayume Junmai Daiginjo, Fukui / Izumibashi Rakufumai Kimoto Junmai Daiginjo, Kanagawa /

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bottom row, L to R: hard liquor license required for purchase - Syasya Rakuraku Red Dragon Grand Cru, Sweet Potato Shochu, ABV: 30%, Kagoshima

Tenshi no Yuwaku, Sweet Potato Shochu, ABV: 40%, Kagoshima / Kurobin Iichiko, Barley Shochu, ABV: 25%, Oita

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#5119 NANBU BIJIN SHINPAKU JUNMAI DAIGINJO



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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、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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<https://www.alljapannews.com>

## SAKE SOMMELIER CLUB

### 06 Taste philosophy and purpose

味の理念や目的

**07** California Sake Challenge 205: Association of Sake Breweries Serious about Cultivating Sake Rice

酒豪大陸 205: 農業を本気でやる蔵元の会

## NEWS / TREND

### 08 What Type of Water is Miyamizu?

宮水とは、どのような水なのか

**09** Tokyo Jizake Strolling "Hegisoba Katsura" serves Niigata specialty soba dish "Hegisoba" in Tokyo

東京地酒散歩 / 東京で“へぎそば”

**10** Sake Shochu Spirits Institute of America - Cautionary Notes to Participate in Tasting Events -

米国酒焼酎蒸留酒研究所

テイスティングの注意点

**12** Hichimikai: 2024 Fall Seminar held

-Contributing to local communities through Japanese cuisine-

七味会 2024年秋のセミナー開催

ー日本食を通して地域社会に貢献ー

### 13 Consumer outlook

消費者の展望

**14** Mutual Trading Co., Inc. held the "Japanese Food & Restaurant Expo"

-Passing the Japanese food culture that continues to garner great interest onto future generations-

共同貿易「日本食&レストランエキスポ」開催  
ー和食文化を未来に伝える、広がりをもせる日本食への関心の高さー

**16** The Essence of WA: Connecting People, Communities, and the Future through Japanese Cuisine

33rd Mutual Trading Japanese Food & Restaurant Expo - Report 1

和心伝心〜日本食でつながる、人・地域・未来〜  
日本食&レストラン エキスポ - レポート 1

**18** Introducing innovative, quality Japanese food products from throughout Japan into the U.S. market

日本各地の優れた革新的な日本食品を  
米国マーケットに紹介

**20** Contest held to identify delicious hot sake

-The Hot Sake Contest was organized for the 16th time -

温めておいしい日本酒を選ぶコンテスト開催  
ー第16回目となる全国燗酒コンテストー

**22** The Challenge to Create a New Japanese Food Culture - Female business owners series

新・日本食文化の挑戦

ードジャース球団と食文化 牛井とカリフォルニアロール

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**Yuji Matsumoto**  
Master Sake Sommelier  
Finalist of the 2nd World Sake Sommelier Competition.  
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**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.

## Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, “This sake goes with any food,” “We use 100% Yamadani-shiki rice,” “This is Junmai Daiginjo,” and “This is a traditional kimoto sake,” etc. However, most people (including myself) don’t understand what those industry jargon means. In other words, “So what are the flavors of sake, and what foods does the sake go well with?” is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that’s the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery’s objective for the particular brand (design objective). Isn’t it most important to accurately communicate to consumers the brewery’s “philosophy and objective towards the brand’s flavor?” For example, the brewery’s benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won’t be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers.■

## 味の理念や目的

よく試飲会で蔵元や問屋業者が自社の酒に対して「どんな料理にも合いますよ」とか「山田錦を100%使ってます」、「純米大吟醸です」、「伝統的なキモト造りです」などと言ってアメリカ人に勧めているのを見る。しかし、多くの人（私自身も）はその意味が分からない。要するに「だから、どういう味がして何に合うのか」を知りたいのだ。

日本酒は加工技術を駆使させて味の変

化を出すことができる製品に対してワインはブドウそのものの味が大きく左右する、いわゆる農業製品に近いのである。言い方を変えれば、日本酒はある程度味の設計を造り（米の選択、精米歩合、醗酵、温度、貯蔵方法など）によって調整できるのに対して、ワインはその年のブドウ品質でほとんど決定するのである。

さて、それならば日本酒を知る、伝えるのに一番の方法は、蔵のその酒に対しての方針（設計目的）を知ることが分かれば話は早いのである。美味しい酒って

どんな味がするのか、手作りの酒ってどんな味がするのか、自然豊かな大地で造った酒ってどんな味がするのか、ということである。蔵の本来目指している“味の理念や目的”を明確に消費者に訴えることがもっと必要であるのではないだろうか。たとえば、当蔵の水質（硬水）のメリットを生かし、肉料理との究極な相性を追及するために米はXX、造りはYYY、ワインや焼酎にも負けない個性を演出した、などもっと絞り込んだ消費者への提言と酒設計造りが必要なのではないだろうか。

## 맛의 이념과 목적

시음회에 가면 양조장이나 도매업자가 자사의 술에 대해 “어떤 요리에도 궁합이 잘 맞아요”라든가 “야마다니시키 100%를 사용했습니다”, “준마이다이진조입니다”, “전통적인 양조법인 기모토(生酛) 주조법으로 만들었습니다” 등을 내세우며 미국인에게 추천하는 모습을 자주 보게 된다. 하지만 대부분(나 자신 포함)은 그 의미를 모른다. 즉, 그들은 “그러니까 어떤 맛이고, 어떤 음식에 어울리는가”를 알고 싶을 뿐이다.

일본술은 가공 기술을 구사하여 맛에 변화를 줄 수 있는 제품이지만, 와인인 포도 그 자체의 맛이 크게 좌우하는 이른바 농업 제품에 가깝다. 바꾸어 말하면, 일본술은 어느 정도 맛의 설계를 제조(쌀의 선택, 정미 비율,

발효, 온도, 저장 방식 등)에 따라 조절할 수 있으나, 와인은 그 해의 포도 품질로 거의 결정된다. 그렇다면 일본술을 알고, 전달하는 데 가장 좋은 방법은 무엇일까? 양조장의 그 술에 대한 방침(설계 목적)을 알게 되면 이야기가 술술 풀린다. 맛있는 술은 어떤 맛인가, 수제 술은 어떤 맛인가, 풍부한 자연에 둘러싸인 대지에서 만든 술은 어떤 맛인가 등을 알리고 전달하면 되는 것이다. 양조장이 원래 지향하는 “맛의 이념과 목적”을 명확하게 소비자에게 전달하는 것이 더욱 필요하지 않을까? 예를 들어 해당 양조장의 수질(경수)의 이점을 살려 고기 요리와 궁극의 궁합을 추구하려면 쌀은 XX, 제조는 YYY, 와인과 소주에도 지지 않는 개성을 연출하는 등 더욱 대상을 좁혀 소비자에 대한 제언과 술 설계 제조가 필요할 것이다.

## 有目的的釀造酒

在品酒會上，酒業經營商家和批發商關於自己的酒經常說“它是適合任何菜餚的”、“我們使用 100% 山田錦”、“純米大吟釀”，和“傳統的本造”等等，我看到他們向美國人這樣推薦。但是很多人（包括我自己）都不明白這意味著什麼。簡而言之，我想知道酒的味道適合什麼菜餚。

日本酒是一種可以充分利用加工技術改變口味的產品，而葡萄酒則被左右於葡萄本身的味道，就是說依賴於所謂的農產品。換句話說，日本酒可以通



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**Kosuke Kuji**  
Nanbu Bijin Inc.  
Fifth Generation  
Brewery Owner



**Timothy Sullivan**  
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**Takao Matsukawa**  
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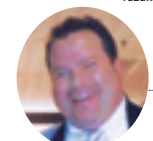
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**Michael Russell**  
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**Patsy Lu**  
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## Info

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## 酒豪大陸

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## Kosuke Kuji

Fifth Generation Brewery Owner  
Nanbu Bijin, Inc.

Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture Young Distinguished Technician Award. In 2006 was selected to be a member of the board of trustees of his local alma mater, Fukuoka High School. Currently is featured in a number of media outlets including magazines, radio, and television.

\*Positions of Public Service:  
Chairperson, Cassiopeia Corporation Youth Conference;  
School Board Member, Fukuoka High School, Iwate Prefecture, Vice-Chairman, Technology Committee, Iwate Prefecture Brewers and Distillers' Association

## Association of Sake Breweries Serious about Cultivating Sake Rice

### 農業を本気でやる蔵元の会

Companies usually grow grapes fermented to produce wine. While this may seem normal in the world, farmers in Japan have long cultivated sake rice used by sake breweries to brew sake.

Japanese laws in the past posed challenges for sake breweries to own rice paddies to cultivate sake rice. However, the laws recently relaxed to allow sake breweries passionately involved in cultivating sake rice to increase their own company-owned rice fields.

ワインではブドウ栽培とワイン醸造が同じ人、会社がやる事が多く、世界では当たり前の感覚ですが、日本では長らく米は農家がつくり、その米で日本酒の蔵元が酒を造る、という流れになっています。

なかなか今までの日本の法律では蔵元自らが田んぼを持つことが難しく、近年緩和され、今までも熱心に農業に関わっていた蔵元達が自社の田んぼを増やしていく傾向になっていました。

そんな農業に強い想いを持つ蔵元が集

Twenty-two sake breweries enthusiastically cultivating their own sake rice gathered and founded "Farming & Brewing," an association that cultivates sake rice and brews sake to introduce original sake products to consumers, in 2023.

The association introduces original farm-to-table sake products to consumers through various activities, such as sampling events held at the Aoyama Farmers Market in Tokyo.

Farming & Brewing is garnering attention in Japan as a Japanese sake

association that also sells original sake products and merchandise on ELEMENIST, a digital platform that sells sustainable products.

I feel more sake breweries will start growing their own rice to produce sake products in the future, as sustainable sake production will soon become the norm worldwide, with more sake breweries expected to join as members. Please continue to support the activities of this association. ■

まり、原料の米作りから酒造りまでを一貫して手掛け、農業と醸造、そして消費者を繋げることを目的に22の酒蔵で構成された「農！と言え酒蔵の会」が2023年に設立されました。

この会では、農業と酒蔵の連携について、広く一般のお客さんに伝えていき、東京・青山ファーマーズマーケットでの試飲販売会などを通して活動を伝え続けています。

また、ELEMENISTのオンラインショップでオリジナル商品等の販売なども行っ

ており、今日本で最も注目されている日本酒の団体となっています。

これからの長い歴史の中で、蔵元が自ら米を栽培して酒にしていこう、という当たり前の流れは強まっていくと感じています。また、そういったサステナブルな酒造りが世界で評価される時代もこれから来ると感じています。加盟蔵はこれからどんどん増えていくと思いますので、この会の活動には注目をしてください。



# 日本酒 百味百題

‘Miyamizu’ refers to groundwater from a certain underground area near the coast of Nishinomiya, Hyogo, considered a factor that makes sake produced in Nada famous worldwide.

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

Yoshihide Murakami  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



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## What Type of Water is Miyamizu? 宮水とは、どのような水なのか

This groundwater was discovered to be superior for sake production in 1840. Sake producer Tayuzaemon Yamamura, who owned a sake brewery in Uosaki, noticed that sake produced in Nishinomiya was far more superior in quality to sake produced in Uosaki. Yamamura experimented by using the same rice and assigning a different Toji (Master Sake Brewer), but realized the sake produced in Nishinomiya was still far more delicious. Therefore, the Nishinomiya ground water was transported to the Uosaki brewery to produce sake, and the sake that resulted was superior in flavor.

Due to this result, Yamamura discovered that water influenced the quality of sake, and started using water from Nishinomiya to produce sake in Nada also since 1840. Since this sake also became famous in Edo, many sake brewers led by Nada-based sake brewers started using the groundwater from Nishinomiya. Initially referred to as “Nishinomiya water,” the name was eventually abbreviated to become known simply as ‘Miyamizu.’

The secret of this water was mostly unraveled from scientific investigation and research that started early into the Showa Era. According to these results, miyamizu consists of water from Shakugawa and Mitarashigawa in the west, flowing into the Mukogawa water flowing from behind the Rokkousan in the north, combining into underground water and coming slightly into contact with ocean water infiltrating from the south side of the miyamizu region. Also, the depth of the well is relatively shallow between four to five meters; however, the layer of shells in the strata immediately below determines

the water characteristics.

Analyzing the water components revealed this water contains a significant amount of phosphorus at 2.7mg per liter, an unprecedented amount in any water used in any sake-brewing region. Aside from phosphorus, the miyamizu also contains high quantities of potassium and calcium, etc., and these mineral elements play an important role in aiding the propagation of koji mold and yeast to stabilize fermentation.

The groundwater seeping through the layer of shells (mainly Japanese egg cockle) dissolves the mineral elements of the shells as the water gushes out, thus the Mukogawa water containing a significant amount of carbonic acid conveniently dissolves these components. Also, a major menace for sake brewing water is iron, which adds a brown color to the water. However, miyamizu contains an insignificant amount of iron because the underground Shakugawa water containing a significant amount of oxygen oxidizes the iron, filtering the water in the layer of shells.■

◆ ◆ ◆  
「宮水」とは、兵庫県西宮市の海岸近くの特定の地下から汲み上げられている地下水のことで、灘酒の名声を全国に広めた第一の要因といわれる。

この水が醸造用水として非常に優れた水であることが発見されたのは、天保11年のことである。魚崎に酒蔵を構えていた酒造家・山邑太左衛門は、西宮で造る酒のほうが常に優れていることに気づいた。そこで、同じ米を使ってみたり、双方の杜氏を交代させてみたりしたが、

どうしても西宮の酒に軍配が上がる。そこで、西宮の梅の木蔵の井戸（梅の木井戸）の水を魚崎の蔵に運んで仕込んでみたところ、優れた酒ができた。このことから山邑は、水が酒の品質を左右していたことをつきとめ、天保11年以降は灘の蔵でも西宮の水を使うようになった。そして、この酒が江戸でも大好評を博したことから、灘をはじめとする多くの酒造家がこの水を求めるようになったという。当初は「西宮の水」と呼ばれていたのが、いつの間にか略されて「宮水」となったとされる。

この水の秘密については、昭和に入ってから科学的な調査・研究が行われ、ほぼ解明されている。それによると宮水は、西のほうの夙川や御手洗川と、北のほうの六甲山の裏側から流れる武庫川の水が伏流水となって合流し、さらに、宮水地帯で南側から浸透してくる海水とわずかに接触して成り立っている。そして、井戸の深さは4～5mと比較的浅いが、その直下の地層に存在する貝殻の層が、この水の性質を決定づけているという。

成分を分析した結果、この水には1リットル当たり2.7mgという多量のリンが含まれているが、これほど多量のリンを含む水は、他のどの酒造地域でも例がないという。リンの他、カリウム、カルシウムの含有量も多いが、これらの無機成分は麹カビと酵母の増殖を助けて安定した発酵を行なう重要な役割を持っている。これは、地下水が貝殻（主としてトリ貝）の層を通過する際に、貝殻の無機成分を溶解しながら湧出してくるため、炭酸を多く含んだ武庫川の水がこれら成分の溶解に好都合となっているようだ。また、酒造用水の大敵は鉄分で、これが含まれていると酒が褐色に着色されてしまうのだが、宮水には鉄分はほとんど含まれていない。これは酸素を多量に含んでいる夙川の伏流水が鉄分を酸化し、貝殻の層で濾過されてしまうためといわれる。







# Tokyo Jizake Strolling

## 東京地酒散歩

by Ryuji Takahashi



**Ryuji Takahashi**

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

## “Hegisoba Katsura” serves Niigata specialty soba dish “Hegisoba” in Tokyo

### 東京でへぎそば

Buckwheat Noodle Restaurant “Hegisoba Katsura” is located near the Shin-Nakano subway station on the Marunouchi Line along the Oume Kaidou Highway, running east and west of Tokyo. “Hegisoba” is a buckwheat noodle (soba) dish, a local favorite in Niigata prefecture and a specialty of the Echigo region, characteristic for using Funori seaweed instead of flour. The chewy soba noodles are renowned for their flavor and go down smoothly. “Hegisoba Katsura” serves this traditional specialty dish of the Echigo region in Tokyo. Owner Michio Katsura trained to prepare Hegisoba in a renowned restaurant in Niigata prefecture before opening his community-based restaurant Katsuraya in 2019.

Menu selections besides soba noodles include other specialties of Niigata prefecture, such as “Fried Tofu from Tochio” and “Nuka Iwashi” (Sardines Marinated in Rice Bran with Plenty of Salt). Despite its location in Tokyo, Hegisoba Katsura serves only Niigata sake selections. Tempura is delicious as expected of a soba noodle restaurant, in addition to fresh and delicious fish selections such as sashimi, rarely served in a soba noodle restaurant in the city. Business hours are from 11:00 to 22:30, open between lunch and dinner without closing in between, also rare but welcome news to sake fans.

My impression is that workers employed near the restaurant come in during peak lunch hours, followed by mothers in the neighborhood, retirees who enjoy a drink in the afternoon, then businessmen who stop in after work. Owner Michio Katsura’s experience managing various restaurants is instrumental in creating this wonderful restaurant, popular among soba noodle fans and sake fans alike.

The restaurant’s monthly event – Full course with monthly sake selections from different sake breweries - is popular among regulars, Hegisoba fans, and sake fans alike. The sake brewery of the day introduces their sake and



converse with guests enjoying a full course meal of soba noodles as the main dish with sake. The menu selections served at Katsuraya complement sake, with most guests getting tipsy on a full stomach. The 2-hour event stretches into 3 hours each time.

Sake brewery staff and guests who long enjoyed Hegisoba are not always familiar with how soba noodles are prepared. Many guests marveled that they never enjoyed such delicious Hegisoba, even in Niigata prefecture. The gourmet website “Hitosara” also ranked Hegisoba Katsura as the Number 1 soba noodle restaurant in Tokyo in 2023. With such delicious Hegisoba readily available in Tokyo, Hegisoba might be a welcome choice of toshikoshi soba (soba noodle dish traditionally enjoyed on New Year’s Eve) to ring in the new year?■

東京を東西に走る青梅街道沿い丸の内線の新中野駅傍に「越後へぎそば桂屋」がある。新潟では一般的に親しまれているこの「へぎそば」だが、正式には越後地方の名産で、小麦粉を使用せず布海苔と呼ばれる海藻をつなぎに使用するのが特徴である。喉越しが良くコシが有り、風味の良さが売りの蕎麦である。そんな越後地方伝統のへぎそばを東京で食べられるのが「越後へぎそば桂屋」である。店主の桂 三智夫氏は新潟の有名店でへぎそばを修行し東京に2019年、地元密着型の桂屋をオープンさせた。「栃尾の油揚げ」や「ぬかいわし」など蕎麦以外の料理も新潟にこだわり、日本酒ラインナップも新潟の酒だけと東京にしながら新潟を堪能出来る店だ。もちろん蕎麦屋なので天麩羅も美味いし、街の蕎麦やとしては珍しいが鮮魚の刺身も美味い。営業時間も酒呑みとしては嬉しいアイドルタイム休憩が無く、午前11時に開店してから午後10時

30分まで、これまた町の蕎麦屋としては珍しい通し営業なのである。私の感覚では昼のピークタイムはお店の近くで働いている方々が来店し、それが落ち着くと近所のママさん達が集まり、夕方からは近くのご隠居さんが呑み始め、次第に仕事終わりのサラリーマンが呑みに来るといった感じである。店主の桂 三智夫氏は多数の飲食店の立ち上げや統括を経験していることから、この素晴らしい蕎麦好きにも酒好きにも愛される店を作れたのだと思う。そして、常連様やへぎそば愛好家や日本酒愛好家を喜ばせているイベントが、月に一回行われるお店のフルコースと月替わりの酒蔵の日本酒が飲み放題の酒蔵イベントである。その日は酒蔵の蔵元が酒の説明をしながら、参加者皆で語らいながら酒と蕎麦をメインとしたフルコースを楽しむことが出来る。桂屋の料理で酒が進まない訳がないので、皆酔っ払い、腹いっぱいになって、本来2時間くらいを予定しているイベントが3時間になるのは毎回のことである。参加者だけでなく、新潟の蔵元達もへぎそばを昔から食べているが、どのように蕎麦が打たれているかなどは知らなかったし、新潟でもここまで美味しいへぎそばは食べたことがないと皆口を揃えて言うのである。グルメサイトの「ヒトサラ」でも2023年の東京の蕎麦屋で1位になった名店である。それほど美味しいへぎそばが東京にあるのだから、いつもと違い、年越しそばはへぎそばという選択も今年は有りではないだろうか。



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## Sake Shochu Spirits Institute of America - Cautionary Notes to Participate in Tasting Events- 米国酒焼酎麦酒研究所 / テイスティングの注意点

**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.

**F**irst, participate in tasting events when in optimal health because the flavor cannot be tasted accurately while suffering a cold or a hangover.

Smoking and consuming foods with strong flavor, such as garlic, is also prohibited before participating in tasting events.

Also, refrain from wearing cosmetics, colognes, and perfumes with strong fragrances when tasting sake with others.

To sample different alcoholic beverages, drink water to prevent the senses from dulling due to intoxication. (Toji (master sake brewer) and sake sommeliers spit out the sake they tasted during tasting events.)

Exercise caution as alcohol from whiffing sake aromas and tasting different selections of sake over a prolonged period can numb one's sense of smell and taste.■

**テ**イスティングを行うにあたっては、まず万全の体調で臨むことが大切です。

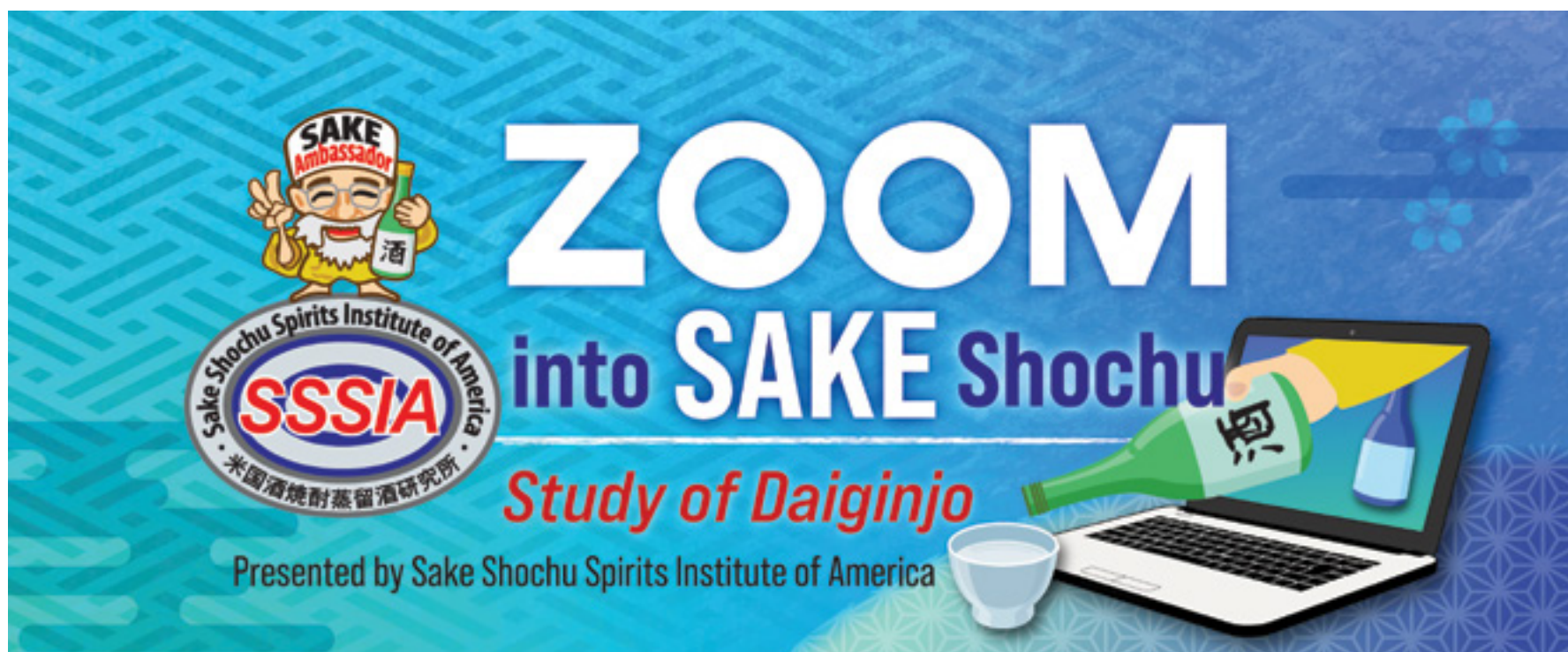
風や二日酔いなどの状態では、的確に香味を掌握することができません。

テイスティングの前にたばこや匂いの強いものの摂取は厳禁です。

また、一緒に行く人がいる場合には、迷惑にならないように、香りの強い化粧品や香水の使用も控えましょう。

数種類のテイスティングを行う場合、酔って感覚が鈍らないように、水を飲みながら行います。(ちなみに、杜氏や聞き酒師などはテイスティングの際、必ず吐き出して行います。)

香りをかぎ続けたり、過剰な数をテイスティングすると、アルコールの刺激で臭覚や味覚がマヒするので注意が必要。





# Sushi & Sake Festival



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# Hichimikai: 2024 Fall Seminar held

## -Contributing to local communities through Japanese cuisine-

### 七味会 2024年秋のセミナー開催

#### —日本食を通して地域社会に貢献—



**H**ichimikai, or the Japan Food Manufacture Association - consisting of 60 Japanese food companies that expanded into the U.S. market (founded in 1980, President: Kei Noguchi of Takaokaya USA) - held their fall seminar in Torrance, Calif., on September 6. Akira Kajita, Executive Director of Japan External Trade Organization (JETRO) of Los Angeles, was invited to speak as a guest.

During the first half of the seminar that followed President Noguchi's opening remarks, a lecture was presented by Toshihide Kato of Yusen Logistics Co., Ltd. on the trends in air and ocean freights, themed "Advancing into Rapidly Changing Markets at the Front Lines of Global Transportation." The current labor agreement for the East Coast United States was reached on September 30, 2024. Kato explained the progress on labor negotiations between the International Longshoremen's Association (ILA) and the United States Maritime Alliance, Ltd. (USMX) to reach a collective labor agreement.

To combat inflation, Kato emphasized that increased rent and employee benefits, reduced manpower due to automation, improvements in the work environment, and other major subjects necessitated the direction of the negotiations to be ascertained. During the second half of the seminar, Hidehito Kanai of Takenaka Partners, long involved in corporate merger & acquisition (M&A) in the U.S., presented the fundamentals of M&A and issues following acquisitions with past case

examples for reference.

David Kudo of All Japan News, Inc., Publisher of Japan Restaurant News, is based in the Little Tokyo district of Los Angeles, where Japanese cuisine was first introduced in the U.S. market. Charles Kane Shigeta opened a Japanese restaurant in Little Tokyo in 1884. The restaurant celebrates 140 years in business this year. The importance of passing on the Japanese food culture to future generations cannot be overstated. To ensure this, constructing a stone tablet to commemorate the Little Tokyo district as the birthplace of Japanese food culture is meaningful, thus the support of Hichimikai was sought for the construction.

During the get-together, Akira Kajita, Executive Director of Japan External Trade Organization (JETRO) of Los Angeles, stood to greet his guests. Japanese cuisine continues to evolve. Kajita expressed his gratitude for the essential contributions of Hichimikai members, who provide various Japanese food ingredients. Afterwards, Mr. Chuman of Hichimikai led a toast to start the get-together harmoniously, and the members deepened their friendships.

Kei Noguchi, President of Hichimikai, commented on his goals for the association: "I wish to express my gratitude to our members for their daily cooperation as I request their continued cooperation to organize future seminars and events. I look forward to continuing educating the public about Japanese food culture." ■

**米**国に進出する日系食品会社60社で構成する七味会（1980年設立／野口 啓会長、高岡屋 USA）の秋のセミナーがカリフォルニア州トーレンス市で9月6日に、ジェトロ・ロサンゼルス事務所 梶田 朗所長を来賓として迎え開催した。

野口 啓会長の開会の挨拶に続くセミナー1部では、郵船ロジスティクス株式会社の加藤俊英氏による、「グローバル輸送最前線、急変するマーケットを突き進む」というテーマで、海上・航空貨物輸送の動向について講演があった。北米東岸の現行協約は2024年9月30日となっており、国際港湾労働者協会と米国海洋連合との労働協約に向けた労使交渉の成り行きなどを解説した。

インフレに対応するため、賃金や福利厚生アップ、自動化によりマンパワーの削減、労働環境の改善など、あまりに大きな協議内容が横たわっており、交渉の行方を見極める必要があると強調した。

セミナー2部では、米国において長年に渡り企業のM&Aに携わって来た、竹中パートナーズの金井秀仁氏が、M&A

の基礎知識と買収後の課題について過去の事例などを参考に講演した。

続いて弊誌ジャパニーズレストランニュースを発行するオールジャパンニュース社のデビット工藤氏は、「1884年にリトル東京に米国初となる日本食レストランをチャールズ・カメ・重田が開店し、今年で140年目の節目を迎えた。日本食文化を後世に伝えることは非常に大切で、それを残すためにも“日本食文化発祥の地”の石碑をリトル東京に建立することは重要で意義がある」と述べ、建設に際して七味会の協力を仰いだ。

懇親会では、ジェトロ・ロサンゼルス事務所 梶田 朗所長が挨拶に立ち、現在も日本食の発展は続いている。これは様々な日本食材を提供している七味会加盟企業皆様の尽力によるところが大きいと感謝を述べた後、七味会の中馬氏の乾杯で会は和やかに始まり会員は互いに親睦を深めた。

七味会 野口 啓会長は「日頃の会員の協力に感謝するとともに今後もセミナー、イベントなどへ更なる協力をお願いし今後も日本食文化の啓蒙に勤めて尽力したい」と抱負を語った。





# Consumer outlook

## 消費者の展望

A healthy labor market, coupled with excess savings that households accumulated during the pandemic, allowed consumers to continue spending at a robust pace last year. Now that those savings are largely depleted, the resiliency of households is being tested in 2024.

The first half of 2024 saw moderating growth in both employment and wages, which are two key catalysts for household spending. Despite some recent signs of weakness, a continuation of the labor market expansion would make it likely that consumers will bend but not break during the second half of the year.

### Labor market starting to cool

Job growth is the primary driver of consumer spending, and there are signs that the labor market is beginning to cool. The national economy added just 114,000 jobs in July, which was down from the average monthly gains of 217,500 jobs during the first half of 2024. Although a deceleration in job growth is likely during the second half of 2024, the expectation is that employers will continue to expand payrolls through the end of the year.

### Wage growth is slowing

Along with slower job growth, wage gains are also down from their robust pandemic-era growth rates. Average hourly earnings of private sector employees increased 3.6% between July 2023 and July 2024. That was more than 2 percentage points below the strong gains posted during 2022, but it was still slightly above the 3.3% average gain during 2019.

### Savings rate dipped below pre-pandemic levels

Household savings soared during the first year and a half of the pandemic, driven primarily by reduced consumer activity as well as income-supporting fiscal stimulus packages. Many households used these excess savings to support elevated spending levels in 2022, which blunted the impact of soaring inflation. Savings rates are now below pre-pandemic levels, which means the financial cushion that many households established during the pandemic is being depleted.

### Household wealth at a record high

Household wealth rose to record highs during the pandemic, driven by a surging stock market and accelerating home values. These two indicators reversed trend in 2022, which resulted in a decline in total household net worth. By the first quarter of 2024, total household net worth had rebounded to reach a new record high of more than \$160 trillion. While household wealth doesn't directly determine the amount that most consumers can spend on a daily basis, its impact on confidence influences current and future financial decisions.

### Household debt continues to rise

Household debt trended steadily higher during the pandemic, with aggregate balances reaching \$17.8 trillion by 2024:Q2. That was \$3.7 trillion higher than the 2019:Q4 level. Mortgages represent the bulk of household debt at 70%, followed by auto loans (9%) and student loans (9%).

### Revolving credit rising sharply

Consumer credit balances fell to a 4-year low during the early months of the pandemic – primarily because households had fewer places to spend their money. That trend quickly reversed as restrictions eased and the economy reopened. Revolving consumer credit rose sharply in 2022 and 2023, wiping out all of the balance reductions posted during the early months of the pandemic. By June 2024, total revolving credit balances topped \$1.3 trillion – more than \$225 billion (or 20%) above their pre-pandemic peak.

### Overall delinquency rates are low

With debt service at manageable levels, overall delinquency rates remain in check. As of 2024:Q2, only 3.2% of outstanding household debt was in some stage of delinquency. While this was up 0.6 percentage points from the 2023:Q2 level, it remained well below the 2019 average of 4.6%.

### Credit card delinquencies rising sharply

Overall delinquency rates remain low, but the percent of credit cards that were severely delinquent rose sharply in recent quarters. As of 2024:Q2, 10.9% of credit card debt was at least



90 days delinquent. That was up from a recent low of 7.6% in 2022:Q3 and represented the highest level in more than 12 years.■

◆ ◆ ◆

**健全な労働市場と、パンデミック時に家計が蓄えた余剰貯蓄が相まって、消費者は昨年より堅調なペースで支出を続けることができた。こうした貯蓄がほぼ底をついた今、2024年には家計の回復力が試される。**

2024年前半は、家計消費の2つの重要な起爆剤である雇用と賃金の伸びが緩やかになった。最近、弱気の兆しが見られるものの、労働市場の拡大が続けば、消費者は下半期に曲がり角はしても折れることはないだろう。

### 労働市場の冷え込みが始まる

雇用の増加は個人消費の主な原動力だが、労働市場が冷え込み始めている兆候がある。7月の全国雇用者数は11万4,000人とどまり、2024年上半期の月平均雇用者数21万7,500人から減少した。2024年後半は雇用の伸びが減速する可能性が高いが、雇用者数は年末まで拡大が続くと予想される。

### 賃金の伸びが鈍化

雇用増加率の鈍化に伴い、賃金上昇率もパンデミック時代の力強い伸び率から低下している。民間部門従業員の平均時給は2023年7月から2024年7月の間に3.6%上昇した。これは2022年に記録された力強い伸びを2ポイント以上下回ったが、それでも2019年の平均伸び3.3%をわずかに上回った。

### 貯蓄率はパンデミック前の水準を下回る

パンデミックの最初の1年半の間に家計貯蓄は急増したが、これは主に消費活動の低下と所得を支える財政刺激策によるものであった。多くの家計はこうした余剰貯蓄で2022年の支出水準の上昇を支え、インフレ高騰の影響を鈍らせた。貯蓄率は現在、パンデミック前の水準を下回っており、これは多くの家計がパンデミック時に築いた資金的余裕を失いつつあることを意味する。

### 家計資産は過去最高

家計の富は、株式市場の急騰と住宅

価値の上昇に牽引され、パンデミックの間に記録的な高水準まで上昇した。これら2つの指標は2022年にトレンドが逆転し、家計の純資産総額は減少した。2024年の第1四半期までには、家計の純資産総額は160兆ドルを超え、過去最高を記録するまでに回復した。家計純資産は、ほとんどの消費者が日常的に使える金額を直接決定するものではないが、その信頼感への影響は、現在および将来の金融上の意思決定に影響を与える。

### 家計負債は増加の一途

家計負債はパンデミックの間に着実に増加し、2024年第2四半期には17.8兆ドルに達した。これは2019年第4四半期の水準より3.7兆ドル高い。家計債務の大部分は住宅ローンで70%を占め、自動車ローン(9%)、学生ローン(9%)がこれに続く。

### リボ払いが急増

消費者信用残高は、パンデミック初期の数ヶ月間に4年ぶりの低水準に落ち込んだ。この傾向は、規制が緩和され経済が再開すると急速に逆転した。2022年と2023年に消費者回転信用は急増し、パンデミック初期の数ヶ月間に計上された残高減少をすべて帳消しにした。2024年6月までに、回転信用残高は1兆3,000億ドルを超え、パンデミック前のピークを2,250億ドル(20%)以上上回った。

### 全体的に延滞率は低い

債務返済が管理可能な水準にあるため、全体的な延滞率は抑制されている。2024年第2四半期時点では、家計債務残高の3.2%のみが何らかの延滞状態にあった。これは2023年第2四半期の水準から0.6ポイント上昇したものの、2019年平均の4.6%を大きく下回っている。

### クレジットカードの延滞が急増

全体的な延滞率は依然として低水準だが、クレジットカードの深刻な延滞率はここ数四半期で急上昇した。2024年第2四半期時点では、クレジットカード債務の10.9%が90日以上延滞していた。これは最近の最低値であった2022年第3四半期の7.6%から上昇し、過去12年以上で最も高い水準となった。



# Mutual Trading Co., Inc. held the “Japanese Food & Restaurant Expo”

-Passing the Japanese food culture that continues to garner great interest onto future generations-

共同貿易「日本食&レストランエキスポ」開催  
—和食文化を未来に伝える、広がりを見せる  
日本食への関心の高さ—

Eleven years have passed since “Japanese cuisine” was registered as a UNESCO Intangible Cultural Heritage. Japanese cuisine is rapidly improving in status undoubtedly, thanks to the foundation built by Mutual Trading Co., Inc., which cultivated the Japanese food market with the belief in the “unlimited potential of Japanese cuisine to become popular worldwide” according to the company motto, “Bringing the Flavors of Japan to the People of the World.” Mutual Trading held the 33rd “Japanese Food & Restaurant Expo” at the Pasadena Convention Center in Pasadena, Calif., on September 28.

Japanese food manufacturers, importers, wholesalers, grocery store owners, restaurant chefs and owners, etc., attended the “Japanese Food & Restaurant Expo,” the largest business-to-business (B2B) restaurant tradeshow held by a single Japanese food wholesaler in the U.S. market.

Masatoshi Ohata, President of Mutual Trading Co., Ltd., commented, “We’re happy to organize this year’s expo for the thirty-third time. We have 125 companies participating this year, thanks to the cooperation of everyone, for which we’re deeply grateful. The theme of this year’s expo is “The Essence of WA” – connecting “people,” “communities,” and the “future” through Japanese cuisine – containing our desire to warm hearts worldwide through various elements of Japanese culture contained in Japanese cuisine, and the spirit of Japanese hospitality, to achieve harmony with various cultures and values.”

Ohata commented further on the Japanese restaurant industry: “The U.S. restaurant industry is impacted by inflated costs and faces many challenges. The Japanese food companies also continue to face sluggish sales. Even in this situation however, Japanese restaurants are still increasing in numbers. From casual to high-end

and specialty restaurants, companies expanded from Japan, widened their range of services, and developed into a diversified market. As the economy recovers, I’m certain that a dramatic expansion is possible. I’m excited to propose ideas at this expo that meet the demands of our customers.”

Inside the venue, a showroom exhibited restaurant appliances sold by Mutual Trading, the popular annual Ceramic Fair, and a booth by premiere knifemaker Aoki-Hamono Seisakusho Co., Ltd., representative of Japan; while food booths exhibited semi-processed and easy to prepare food and soup products, condiments, noodles, Miyazaki Wagyu Beef, frozen food products, gluten-free tofu, and fresh fish frozen at -60 degrees Celsius, etc. In the alcoholic beverage hall, exhibitors from Japan included sake breweries expanding into the U.S. market, who displayed over 100 alcoholic beverage selections that included Junami Daiginjo, Ginjo, Junmai, Barley Shochu, Sweet Potato Shochu, Buckwheat Shochu, beer, and premium wine from Japan, and distributed samples. On stage, seminars and workshops were held in the center of the venue, along with demonstrations of chef’s appliances and sake tasting workshops using sake cups and bottles, which attracted attention.

Kenko Sone, Consul General of Japan in Los Angeles, commented: “I’m grateful to Mutual Trading and Japanese food companies for your efforts to popularize Japanese cuisine in the U.S. market. The late Noritoshi Kanai, Founder of Mutual Trading, was a pioneer who contributed to popularizing sushi in the U.S. since the 1960s; while Mutual Trading imported sushi ingredients and kitchen appliances used to prepare sushi. Such efforts by entrepreneurs in the Japanese food industry paved the way and created the foundation for Japanese cuisine to flourish in the U.S. market today. Over 23,000



from left: Akira Kajita, Executive Director of JETRO of Los Angeles  
Masatoshi Ohata, President of Mutual Trading Co., Inc.  
Kenko Sone, Consul General of Japan in Los Angeles / Shinji Kugita,  
President of the Japanese Restaurant Association of America



Japanese restaurants currently operate in the U.S. and concentrate in Los Angeles. Ten Japanese restaurants won the Michelin Star, heightening the anticipation that Japanese cuisine will further influence the U.S. market. Japanese alcoholic beverages such as Awamori, shochu, and whiskey are also increasingly popular. The Consul General of Japan in Los Angeles looks forward to working actively with the public to promote Japanese cuisine together.”

As the food market shrinks in Japan, the Japanese government is expanding their efforts to export Japanese agricultural, forestry, fishery and food products. A method to introduce Japanese cuisine and food culture together, correctly and effectively, is important to increase the demand for and accelerate the popularity of Japanese products. With the current challenges the market faces, events like this expo are essential to promote Japanese cuisine in the large, latent U.S. market.

Akira Kajita, Executive Director of Japan External Trade Organization (JETRO) of Los Angeles, shared his aspirations: “The Japanese government had set a goal to increase the

export value of Japanese agricultural, forestry, fishery and food products to 2 trillion JPY by 2025, and 5 trillion JPY by 2030. The current export value of these products is 1.3 trillion JPY, so the set target is high. However, the Japanese government is working with local governments and Japanese food entrepreneurs to exceed these goals. Two years ago, the Japan Food Export Platform was launched with Mutual Trading fulfilling important roles as a council member, for which we are grateful. The export value of Japanese agricultural, forestry, fishery and food products from Japan to the U.S. reached 206.2 billion JPY in 2023. This year, the export value from January to July reached 133.9 billion JPY, an increase of 16.4% compared to the same month of the previous year. By nation, export sales from Japan to the U.S. exceeded Hong Kong and China. JETRO looks forward to playing an active role as the top runner in helping to locally popularize Japanese food products exported from Japan, as we continue to support Mutual Trading lead the expansion of Japanese food products.”

Shinji Kugita, President of the Japanese Restaurant Association of





America, commented: “Over ten years have passed since Japanese cuisine was registered as a UNESCO Intangible Cultural Heritage. The demand for Japanese cuisine is continuing to increase worldwide. This is true especially in the U.S., thanks to Mutual Trading and various Japanese food companies that provide carefully selected, high-quality food ingredients for which we’re grateful. Since the pandemic, the restaurant industry has recovered with more diverse customers interested in Japanese cuisine. I look forward to seeing high-quality food ingredients used and fused with the local food culture to have more consumers enjoy Japanese cuisine.”

Japanese cuisine proudly offers to the world a diverse food culture consisting of fresh food ingredients and flavors harvested from the sea and mountains for each season. Preparing this wide range of food ingredients produces a diverse range of dishes, the joy and beauty of Japanese cuisine. I’m sure Mutual Trading will continue to deliver diverse Japanese flavors worldwide according to their motto, “Bringing the Flavors of Japan to the People of the World.”■

「和食」がユネスコの無形文化遺産に登録されて11年。今や米国では日本食の地位が大変な勢いで向上しているのはまぎれもない事実であり、共同貿易はこの礎を長年に渡り構築してきた。

『日本の味を世界の人々に』をモットーに「日本食は無限に広がる可能性を持っている」を信念に日本食市場を開拓して来た共同貿易は、9月28日カリフォルニア州パサデナ市のパサデナ・コンベンションセンターにおいて、33回目となる「日本食&レストランエキスポ」を開催した。

「日本食&レストランエキスポ」は、日本食メーカー、輸入業者、ホールセラー、グロッサリー、レストランのシェフ、オーナーなど参加し、米国内で行われている日系食料品卸売会社単体で開催するB to Bのレストランショーとしては全米最大規模を誇る。

共同貿易大畑正敏社長は「このエキスポも33回を迎えることが出来た。今回も125社の参加があり、皆様のご協力に心より感謝申し上げます。今回のエキスポのテーマは“和心伝心”日本食でつながる“人”、“地域”、“未来”としており、日本食に込められた様々な文化的なもの、和のおもてなしの精神で世界中の心を和やかにし、多様な文化と価値観の調和を未来につなげる、このような思い

が込められている。」と語る。また、レストラン業界について「米国のレストラン業界では物価高の影響を受けてやや厳しい状況にあると思う。日本食企業などスローな状況が続いている。しかし、このような状況の中でも日本食レストランの数は増加を続けている。カジュアルなレストランからハイエンドなレストラン、また専門店、そして日本からの企業の進出もあり、裾野はますます広がり、多様化に富んだ市場へと発展している。経済が回復すると飛躍的な拡大が出来る」と確信している。このエキスポでは、お客様のニーズを捉え、期待いただける提案をして行きたいと考えている。」と続けた。

会場内には、共同貿易の扱うレストラン什器を展示したショールーム、毎年人気の和食器販売会場、日本を代表する包丁メーカー青木刃物ブース、食品ブースに並ぶ製品はレストランで簡単に調理が出来る半加工食品やスープ、調味料、麺類、宮崎和牛、冷凍食品、グルテンフリーの豆腐や、摂氏マイナス60度の超低温冷凍保存の鮮魚などのブースが並んだ。アルコール飲料会場には日本から参加した蔵元を含め米国に進出している酒蔵が純米大吟醸、吟醸酒、純米酒、麦焼酎、芋焼酎、蕎麦焼酎、ビール、日本産プレミアムワインなど100種類以上を紹介し試飲を行った。また会場中央の設置したセミナーとワークショップステージでは、シェフツールのデモンストレーションや酒器による日本酒飲み比べテイスティング・ワークショップなどが開催され注目を集めていた。

オープニングセレモニーで挨拶に立った曾根健孝在ロサンゼルス日本国総領事は「共同貿易をはじめとして、日系食品企業の方々の尽力で、日本食を米国に広めることに取り組んでいると認識している。共同貿易の故金井紀年社長は、1960年代から米国に寿司を広めたパイオニアで、共同貿易はそういった寿司の材料や造る道具の輸入に貢献した。こうした取り組みが多く日本食に携わる事業者が活躍する道を切り開いた、そのための大きな礎になったと思っている。現在米国には23000軒以上の日本食レストランがあり、中でもロサンゼルスは日本食の中心地であると思う。ミシュラン

のスターを獲得した日本食レストランも10軒あり、日本食が米国にもたらす影響がさらに広がると考えている。さらに、泡盛、焼酎、ウイスキーなど日本のアルコール飲料の人気も高まっており、ロサンゼルス領事館としても日本食の推進地として、更なる普及に向けて積極的にプロモーション活動を行い官民一体となり取り組んで行きたいと考えている。」と語る。

日本政府は国内の食の市場が縮小する中、日本産農林水産物・食品等の輸出を拡大する取組をしている。日本産品だけでなく、世界で高く評価されている日本食・食文化と併せて幅広く発信し、効果的に、かつ、正しく伝えることで、日本産品の需要を高めて普及を加速する仕組みが必要である。こうした現状を踏まえ、潜在市場の大きい米国において、このような日本食に特化した催しは不可欠である。

ジェトロ・ロサンゼルス支店の梶田 朗所長は「日本政府が目標として掲げている農林水産物・食品の輸出額の2025年の目標額が2兆円、2030年には5兆円を掲げている。現在は1.3兆円くらいなのでハードルは高いが、これを乗り越えることを目標に日本政府、地方自治体、日本食関連の事業者と日本食の普及に励んでいるところ。共同貿易とは2年前に始まった輸出支援プラットフォームの協議会メンバーとして重要な役割をしてもらい感謝している。日本から米国への農林水産物・食品の輸出が2023年度が2062億円、今年の1月から7月までが1339億円で前年同月比の16.4%増ということで、国別だと日本から米国への輸出高は香港、中国を抜いてトップ。我々はトップランナーとして、誇りを持って日本食の輸出、現地での普及に励んでいただけあればありがたいし、ジェトロとしても誠心誠意協力したい。今後も共同貿易が牽引して日本食の拡大をしていく事を願っている。」と期待を寄せる。

米国日系レストラン協会の釘田慎二会長は「和食がユネスコの無形文化遺産に登録されてから10年以上が経つが、日本食ニーズは世界中でますます高まっている。特に米国での発展は、共同貿易はじめ、日系食品企業の方々が厳選した高品質な食材を安定して届けているお陰なので尽力に深く感謝している。パンデミックを乗り越えてレストラン業界も力よく復活し、今まで以上に多様なお客様に日本食に興味を持っていただいている。皆様から提供されている高品質な食材を使って、地元の食文化と融合させながら、さらに多くの皆様に日本食の魅力を届けて行きたいと考えている。」と述べた。

日本食は、海、山で採れる四季折々の多様で新鮮な食材と素材の味わいを活かす世界に誇れる文化である。この豊富な食材を調理することで、日本食のさまざまな多様性が生み出され、それが食の楽しさ、美味しさにつながっている。

共同貿易は、『日本の味を世界の人々に』をモットーに食文化を通じてこれからも世界に貢献していこう。





Mostly from the foodservice profession, 2,600 guests attended JFRE '24 in pursuit of new products, ideas, and bargain deals, browsing through the 140 exhibitor booths.

## The Essence of WA: Connecting People, Communities, and the Future through Japanese Cuisine

### 33rd Mutual Trading Japanese Food & Restaurant Expo – Report 1

和心伝心 ～日本食でつながる、人・地域・未来～ 日本食 & レストラン エキスポ – レポート 1

The 33rd Mutual Trading Japanese Food & Restaurant Expo (JFRE) held at the Pasadena Convention Center on September 28th, drew in Japanese food industry professionals seeking new products and ideas. In line with the theme, “和心伝心 Washin Denshin”, translated as “Mindfulness for Harmony & Connections”, JFRE '24 cultivated a base toward “Connecting People, Communities, and the Future through Japanese Cuisine”.

JFRE '24 broke previously set records, welcoming 2,600 guests with an overwhelming share of foodservice professionals at 70%. Suppliers from Japan and elsewhere filled the 140 booths, out of which the Liquor Pavilion alone housed 52. At Expo center stage, uniquely curated seminars and workshop programs to benefit foodservice operators drew in guests to a mostly full seating capacity. Among the main floor food exhibition, the buzz was over “surf and turf” – Ootoro Maguro and Wagyu – two of the highly prized ingredients for restaurateurs to capture consumer appeal. Specialist suppliers in the now-trendy Ramen industry showcased their forte in noodles, soups, flavorings, and toppings. Chefs searched for prepared/quick-prep foods for solutions to address their kitchen staff shortage situations. Premium, bottled

non-alcoholic beverages hit the mark on trend, targeting non-drinkers at fine dining restaurants.

The non-food exhibits were a strong allure with over hundreds of factory-direct Expo bargain ceramicware. Aoki Hamono metalwork artisan, Michiko Kubota, demonstrated her craft as guests leaned over to watch their names being etched onto their newly purchased Sakai Takayuki knives. Newcomers, FSX Inc. introduced their luxurious cedar scented Oshibori towels with Yuica essential oil, as Olica Sangyo showcased their foldable, moisture resistant bento boxes made of ecology-minded soft wood and paper.

Mutual Trading's Restaurant Expo has its roots to a small-scale chinaware fair from back in the 1980's. Now, JFRE events are held every year in New York, Los Angeles, and in Honolulu. It's a culmination of collaborative teamwork with suppliers and growers spanning over 33 years, to what's now become the largest and longest running Japanese food expo of its kind outside of Japan. JFRE is based on a fundamental platform, “Home to Authentic Japanese Culinary Culture”, encompassing traditions, advancements, and trends that are impacting foodservice industries towards further growth around the world.

9月28日、パサデナ・コンベンション・センターで開催された第33回 Mutual Trading Japanese Food & Restaurant Expo (JFRE)は、“和心伝心”をテーマに、“和食を通じて人と人、地域と未来をつなぐ”ことを目的として開催され、このイベントに日本食品業界関係者が、新製品やアイデアを求めて多数来場しました。

JFRE'24は、過去最高となる2,600名の来場者を迎え、外食産業関係者が70%という圧倒的なシェアを占めました。国内外のサプライヤーが140のブースを出展し、そのうち酒類パビリオンには52のブースが並びました。エキスポ特設ステージでは、外食産業に役立つセミナーやワークショップが開催され、ほぼ満席となる盛況ぶりでした。

メインフロアの食品展示では、海の幸である大トロ・マグロと山の幸である和牛が話題となり、これら二つは、レストラン経営者にとって消費者の注目を集める重要な食材となりました。流行のラーメン業界では、専門業者が麺、スープ、調味料、トッピングのそれぞれの強みを披露しました。調理済み/簡単に調理できる食品は、厨房スタッフ不足に悩むシェフへの有効な対策として注目されました。また、高級ボトル入りノンアルコール飲料は、高級レストランでの非飲酒客に対応するというトレンドを的確に捉えていました。食品以外の展示では、工場直販の掘り出し物として数百点以上の陶磁器が展示され、来場者の大きな関心を集めました。青木刃

物製作所の彫金師、久保田美智子さんは名入れの技を披露し、新しく購入した堺孝行の包丁に自分の名前が刻まれる様子をゲストは身を乗り出して見守っていました。新規参入のFSX株式会社は、杉の香りが漂うユイカエッセンシャルオイル入りのおしぼりを紹介し、オリカ産業は環境に配慮した柔らかい木と紙で作られた折りたたみ式の防湿弁当箱を展示しました。

Mutual Tradingのレストランエキスポは、1980年代に開催された小規模な陶磁器見本市から始まりました。現在、JFREのイベントは毎年ニューヨーク、ロサンゼルス、ホノルルで開催されています。これは、33年以上にわたるサプライヤーや生産者との強固なパートナーシップによるもので、現在では日本国外で最大規模かつ最長の歴史を誇る日本食の展示会となっています。JFREは、「伝統的な和食文化の本質の拠点」というプラットフォームを掲げ、世界の外食業界のさらなる成長に影響を与える伝統、進歩、トレンドを網羅しています。



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## WAGYU 和牛

### YONEZAWA WAGYU 米沢和牛

From Yamagata comes this top quality Wagyu, with an yield of only 2,000 pe year. Grown in the frigid -10C degrees or 14F degrees, the harsh winters transform fats to permeate into the meaty potions, carrying with it, the rich Umami. When cooked, the fats render out quickly resulting in reduced-fatty servings, yet leaving the full Umami which have penetrated into the red meat. Yonezawa Wagyu are all female, grown to 33 months versus the industry average of 28 months. Highly recommended for Sukiyaki and Shabu-Shabu.

Mindful of the Environment – growers apply waste management practices with companies which convert organic waste into usable natural fertilizer. They in turn, are used by farmers to grow Sake rice for brewing some of the most famous Sake from the Yamagata region.

山形県産の最高級和牛で、年間生産量はわずか2,000頭です。摂氏マイナス10度、(華氏14度)という極寒の冬に育ったこの和牛は、脂肪分が肉にしっかりと浸透し、濃厚な旨味をもたらします。加熱すると脂肪がすぐに溶け出し、脂身の量は減少しますが、赤身にしみ込んだ旨味はしっかりと残ります。米沢牛はすべて雌で、業界平均の28ヶ月に対して33ヶ月まで丹念に育てられます。すき焼きやししゃぶししゃぶに最適な和牛です。

環境への配慮 –生産者は、有機廃棄物を天然肥料として再利用する企業と連携し、廃棄物管理を行っています。その後、農家はその肥料を用いて、山形地方で最も有名な日本酒の醸造に使われる酒米を栽培しています。

YONEZAWA WAGYU:  
best for Shabu Shabu and Sukiyaki



### MIYAZAKI WAGYU

The indisputable Four-Time Champion at the Wagyu Olympics, Miyazaki Wagyu delivers consistent quality and stable supply. Mutual's Miyazaki Wagyu come with traceability certifications.

宮崎和牛-和牛オリンピックで4連覇を達成した宮崎和牛は、安定した品質と供給を誇ります。Mutual Tradingの宮崎和牛はトレーサビリティ認証が付いており、信頼性があります。

### MTC WAGYU

A line of Kagoshima Wagyu, packed specifically to deliver quality at value prices.

MTC和牛-品質を保ちながらお得な価格で届けるために特別にパッケージされている鹿児島和牛のラインナップ

## JFRE '24 HOT TRENDS

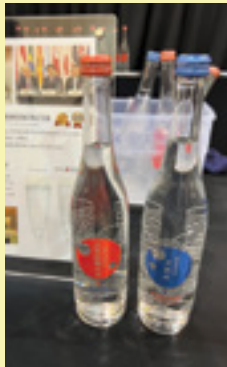
### NON-ALCOHOL PROPOSITIONS

Premium non-alcohol beverages elevate a fine drinking experience for the alcohol averse and designated drivers.

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アルコールを控える方や運転手のために、プレミアムドリンクで上質な飲酒体験を提供します。

- #12195 CBT Mt. Fuji Green Tea 6/720 ml
- #12193 CBT Gyokuro Goko 6/500ml
- #12194 CBT Hojicha Yabukita 6/500ml
- #12196 CBT Tokyo Wakocha Black Tea 6/720 ml
- #11012 Okuaizu Sparkling Water Red 12/16.7 fl oz
- #11013 Okuaizu Mineral Water Blue 12/16.7 fl oz



### AROMA PREMIUM OSHIBORI HAND WIPES

FSX. Inc. features AROMA® Premium with Yuica, wrapped Oshibori towel with 100% Yuica essential oil sourced from Hinoki cedars forests of Hida Takayama in Gifu Prefecture. Also available in citrus and non-scented.

FSX. AROMA® Premium with Yuicaは、岐阜県飛騨高山のひのき杉から抽出した100%ユイカ精油を使用したおしぼり。柑橘系と無香料



- #80585 Cotton Oshibori Hand Wipes 10/50 pcs
- #35524 Aroma Premium Citral Wipes 6/100 pcs
- #42377 Aroma Premium Yuica Wipes 12/50 pcs

### AOKI HAMONO

Metalwork artisan Michiko Kubota etches in beautiful carvings and personalized names onto Sakai Takayuki blades.

堺孝行の包丁に美しい彫刻と名入れを施す彫金師の久保田美智子さん

### ENVIRONMENTALLY FRIENDLY, COMPACT BENTO BOXES

Olica Sangyo brings the fully collapsable, space saving Bento boxes made of natural soft wood and paper. The liquid resistant coating helps repel leaks.

天然の柔らかいファルカタ木材とグラシン紙で作られた完全に折りたたみ可能な弁当箱は、扱いやすく、場所をとりません。軽いファルカタ木材に耐液体コーティング作用のあるグラシン紙が施され、液漏れを防ぎます。



Wood Food Containers:

- #82234 8/25 pcs (23.5x15x4cm)
- #82235 8/50 pcs (20x12x4cm)

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## Introducing innovative, quality Japanese food products from throughout Japan into the U.S. market

-A trade show introduces food brands that fuse “delicious” flavors with innovative freezing technology, created by master chefs and craftsmen rooted in Japanese traditions-

日本各地の優れた革新的な日本食品を米国マーケットに紹介

—日本の伝統に根ざした名人や職人が作る知られざる「おいしい」と革新的な冷凍技術を融合させた食品ブランドを紹介する品評会がハリウッドで開催—

“JAPAN & O JAPANESE FOOD SHOWCASE 2024,” a trade show that introduces innovative and quality Japanese food products from throughout Japan, not yet released in the U.S. market, was held at the Japan House Los Angeles on September 25. The trade show was attended by approximately 40 affiliates of American supermarkets and restaurants. Traditional cuisine and condiments from less known regions throughout Japan were introduced with a visual presentation, 15 Home Meal Replacement samples that can be defrosted and consumed right away, and 2 types of alcoholic beverages.

Food products that used to be difficult to export in the past are now exported overseas in fresh, excellent quality due to advancements in food freezing technology, such as rapid liquid freezing. Fresh sushi, kamaboko (Japanese fish cake), farmed oysters, and ramen using this freezing technology were introduced during this trade show. One surprised participant commented: “It’s hard to believe frozen food products produce this flavor and quality,” while another participant exclaimed: “Delicious!” Participants also asked questions about freezing technology, defrosting technology, and the expiration date.

Samples from appetizers to desserts were served in four stages. Processed seafood products were introduced first. Farmed “Frozen Steamed Oysters” (Marusan Suisan Co., Ltd.) from Mie prefecture with each shell carefully removed by hand, followed by “Skewered Dried Fish (Yellowtail and Mackerel) Jerky” (Yamatou Co., Ltd.) that can be enjoyed as snacks, “Ise-Shima Sea Lettuce with Soy Sauce,” prepared from the renowned specialty “Fish Paste” (Wakamatsuya) - enjoyed among high-ranking officials of the Ise-Shrine for over 100 years - served with specialty sea lettuce from Ise-Shima and “Salt

Ponzu Sauce” (Mieman); and lastly, fresh fish prosciutto and smoked fish (En Koubou) from Iwate prefecture were introduced. Further, lemons from Hiroshima prefecture were served with food and used to prepare samples of lemon liqueur “LEMONIQ” (HIDACRAFT), distilled using the spring water from Higa city, Gifu prefecture.

Three food items were introduced as the main course during the second stage. “Hamburger Steaks Stuffed with Veggies and Cheese” (Fujiya Corporation) is prepared from grains from Tokushima prefecture,



nutritious and flavorful beyond meat, despite not using any meat, eggs, or milk. A long-established bento shop “Japanese Vegan Bento” (Touchuken, Inc.), based in Shizuoka prefecture and in business for over 130 years, also provided samples. The yogurt sauce “Yogurt Mayo Dip Sauce” (Ooyade Daily Farm) is used like mayonnaise, prepared from specially chosen milk from Kumamoto prefecture.

Mainly rice products were served during the third stage. Frozen sushi “Omakase At Home” (Ajikyoku Co., Ltd.) is fresh, authentic scallop and salmon sushi to be enjoyed conveniently at home. “Vegetable Sushi” (Tosayamada Shopping Center) is a local cuisine in Kochi prefecture not widely known even in Japan, prepared from long cherished Japanese ginger, bamboo shoots, shiitake mushroom, and other vegetables. “Surimi Sushi” (Kawachiya Co., Ltd.) from Toyama prefecture is kamaboko (Japanese fish cake) topped with fresh seafood like sushi. Lastly, frozen onigiri (rice balls) “Frozen Octopus Rice Okowa Onigiri” and “Rice Ball with Frozen Salmon and Hiroshima Greens with Brown Rice” (Mitsuhashi Corporation) prepared by rice professionals were served.

During the final stage, participants savored Sea Bream Ramen (Gankoya) prepared with seafood stock from Niigata prefecture, “Crazy Cider” (Tag Boat, Inc.) from Aomori prefecture, a renowned production region of fruits; “Japanese Pancakes” (Wakamatsuya) prepared using rice flour with generous portions of red beans and cream, and rice flour dumpling “Baby Mochi Cake” (Sanrei Foods Corporation), long cherished in Shimane prefecture.

Toru Kajitani, President of Fujiya

Co., Ltd., attended from Japan to promote his vegan food products: “I developed our products because I heard foreign vegan tourists face difficulties selecting meals. I think we’re the only company (in Japan) currently manufacturing plant-based food products using grains as the main ingredient and no beans. Our products are highly flavorful and nutritious superfoods, highly recommended to vegans and health-conscious consumers.”

Hidehiko Uno, President and CEO of Touchuken, Inc., introduced his vegan bento box – a specialty bento box (ekiben) of Shizuoka prefecture, sold at railway stations - packaged fresh in a round wooden bento box and frozen: “No animal products are used in this bento box of Buddhist cuisine, prepared mainly from vegetables, grains, and abundant food ingredients from Shizuoka prefecture that includes matcha. This bento box can be heated and enjoyed as is. I hope to place this bento box in supermarkets.”■

\*Home Meal Replacements are commercial food products prepared for purchase, brought home, or delivered to residences to be enjoyed at home.

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まだ米国で販売されていない日本各地の優れた革新的な日本食品を米国マーケットに紹介する品評会「JAPAN・O JAPANESE FOOD SHOWCASE 2024」が、9月25日にハリウッドのジャパンハウスで開催され、米系スーパーやレストラン関係者ら約40名が参加。ビジュアルプレゼンテーションと試食を通じて隠れた各地の伝統料理と調味料などが紹介され、解凍してそのまま食べられる15の中食とアルコール

2種が振舞われた。

液体急速凍結など食品の冷凍技術の発達により、これまで輸出が難しかった食品も品質や鮮度を保ったまま海外に輸出できるようになってきた。今回、そうした冷凍技術を用いた生寿司やかまぼこ、養殖カキ、ラーメンなどが紹介され、参加者からは「冷凍とは思えない味と質」「おいしい」と驚きの声が上がると共に、冷凍技術や解凍方法、賞味期限などに関する質問が飛び交った。

前菜からデザートまで4つのステージに分けて試食が行われ、最初に魚介類の加工食品が紹介された。三重県からは、一つ一つ丁寧に手作業で殻を外した養殖「蒸し牡蠣」(丸善水産)とスナック感覚で食べられるふりとさばの「焼き串ひもの」(山藤)、伊勢神宮のお膝元で100年以上親しまれてきた名物「棒かまぼこ」(若松屋)に伊勢志摩の名産あおさを使用した「伊勢志摩あおさ醤油」と「塩ぼん酢」(ミエマン)が、また岩手県からは三陸の海の幸で作った魚の生ハムや燻製(ゑん工房)が紹介された。さらに料理に合わせて広島産レモンを使い、岐阜県飛騨の湧き水で仕上げたレモンリキュール「LEMONIQ」(飛騨クラフト)の試飲も行われた。

第2ステージでは、メインの食事になる肉・卵・乳不使用ながら肉を超えた栄養と美味しさを実現した徳島県産の雑穀「たかびき」を使った「Vege Cheese Stuffed Hamburg」(株式会社ふじや)と静岡で130年以上続く老舗弁当店の「ヴィーガン弁当」(株式会社桃中軒)、こだわり抜いた熊本産ミルクを材料にした食事にあうマヨネーズ感覚で使えるヨーグルトソース「ヨーグルトディッププラスワン」(株式会社オオヤデ・デイリーファーム)の3品が紹介され、壇上でプレゼンテーションも行われた。

米を中心とした第3ステージでは、新鮮なほたてやサーモンなどの本格握り寿司を家庭で手軽に楽しめる冷凍おまかせ寿司「OMAKASE AT HOME」(株式会社味京)と日本でもあまり知られていな

い高知県の郷土料理として昔から愛されてきたみょうがやたけのこ、しいたけなどの野菜を使った「ベジタブル寿司」(土佐山田ショッピングセンター)、まるでお寿司のような見た目の新鮮な魚介類がかまぼこの上にのった富山県の「鮭蒲(すしかま)」(河内屋)、米のプロが作った冷凍おにぎり「たこ飯」と「鮭と広島菜のおにぎり」(ミツハシライス)が振舞われた。

最終ステージは、メにぴったりな新潟の魚介出しを使ったこだわりラーメン(がんこ屋)と果実大国・青森生まれのハードサイダー「CRAZY CIDER」(タブポート株式会社)、小豆やクリームがたっぷり入った米粉を使用した大判焼(有限会社若松屋)、島根県で古くから愛されてきた白玉「Baby Mochi Cake」(株式会社さんれいフーズ)を参加者たちは楽しんだ。

日本から参加した株式会社ふじや穀谷徹社長は、「海外から観光で来られたヴィーガンの方が食事に困っていると聞き、商品開発をしました。大豆を使わない雑穀を主原料としたプラントベースフードを製造しているのは、現時点でおそらく当社だけだと思います。おいさとスーパーフードとしての栄養価の両方を兼ね備えた商品になっておりますので、ヴィーガンの方だけでなく、健康を気にしている方にもぜひ試してほしいです」とアピール。

静岡の名物駅弁をそのまま冷凍した丸い木の入れ物に入ったヴィーガン弁当を紹介した桃中軒の宇野秀彦代表取締役社長は、「抹茶など静岡産の食材も取り入れた動物性食品を使用せず、野菜や穀物を中心とした精進料理のお弁当です。このまま温めて食べていただけますのでスーパーマーケットなどで販売していけたら」と話した。

\*なかしよく  
\*中食とは、家庭外で調理された食品を、購入して持ち帰るあるいは配達等によって、家庭内で食べる食事の形態。





# Contest held to identify delicious hot sake

-The Hot Sake Contest was organized for the 16th time -

温めておいしい日本酒を選ぶコンテスト開催

—第16回目となる全国燗酒コンテスト—

部門別入賞数 Number of prizes by category

| 部門名 Category                                     | 出品数<br>Number of items | 最高金賞<br>Top Gold Award | 金賞<br>Gold Award | 合計<br>Total | 入賞率<br>Prize Percentage |
|--|------------------------|------------------------|------------------|-------------|-------------------------|
| お値打ちぬる燗部門<br>Value-priced Lukewarm Sake Category | 237                    | 12                     | 62               | 74          | 31.20%                  |
| プレミアムぬる燗部門<br>Premium Lukewarm Sake Category     | 224                    | 11                     | 62               | 73          | 32.60%                  |
| お値打ち熱燗部門<br>Value-priced Hot Sake Category       | 242                    | 13                     | 58               | 71          | 29.30%                  |
| プレミアム熱燗部門<br>Premium Hot Sake Category           | 158                    | 8                      | 40               | 48          | 30.40%                  |
| 特殊ぬる燗部門<br>Special Lukewarm Sake Category        | 78                     | 4                      | 19               | 23          | 29.50%                  |
|  | 939                    | 48                     | 241              | 289         | 30.80%                  |



The most important characteristic of Japanese sake is its delicious flavor, heated or chilled. Various alcoholic beverages such as beer, wine, whiskey, and vodka are sold worldwide, yet sake exceeds them all in the wide range of temperatures at which sake is enjoyed. Ancient records indicate sake was already enjoyed heated during the Heian period (794-1185), and “hot” sake became mainstream after the Edo period (1603-1868).

Hot sake refers to sake heated to enhance its flavor, poured into a sake bottle and heated in hot water. Heating the sake draws out the aroma and subtle flavors not easily detected when chilled or at room temperature. The unique richness and umami flavor is savored in hot sake that washes away the oils

on the palate and enhances the flavors of food. For this reason, hot sake is referred to as the ultimate alcoholic beverage to enjoy during meals. Sake cups, bottles, and vessels used to enjoy hot sake developed and fostered a rich culture of drinking sake.

Unpasteurized sake and Ginjo sake, delicious when chilled, became popular approximately 45 years ago around 1980. The fresh aroma, subtle and elegant flavor of Ginjo sake captivated consumers, but a false rumor that “quality sake is not heated” had also spread. As if to dispel such misinformation, specialized organizations started to judge the quality of sake. The National Hot Sake Contest continues this mission to date, a strict contest judged by experts to educate the public about “delicious hot sake” to popularize

“hot” sake.

The 16th Hot Sake Contest organized this year (Organizer: National Hot Sake Contest Executive Committee, Supporting Organization: Japan Sake and Shochu Makers Association) was held in Tokyo on August 7. This year, 251 sake breweries throughout Japan submitted 939 brands as entries, of which 48 brands garnered the Top Gold Medal and 241 brands garnered the Gold Medal, a total of 289 brands garnered awards.

Judges consisted of sake brewery workers, distributors, beverage industry and media professionals who blindly tasted each category of hot sake, heated in a sake bottle in hot water – The “Value-priced Lukewarm Sake Category,” “Premium Lukewarm Sake Category,” and “Special Lukewarm Sake Category” heated between 107.6~113F, the “Value-priced Hot Sake Category” and the “Premium Hot Sake Category” heated between 122~131F – in five stages. Based on the judges’ average value of the evaluated scores, the top 30% of sake entries garnered the Gold Medal, of which the top 5% was certified with the Top Gold Medal.■

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日本酒のもっとも重要な特徴は温めても冷やしてもおいしく飲めること。世界にはビール、ワイン、ウイスキー、ウォッカなどさまざまな酒があるが、飲用適温の幅広さは日本酒が群を抜く。すでに平安期には温めて飲んだ記録があり、江戸期以降は「燗」で飲

むことが主流になった。

燗酒とは、より美味しく飲めるように温めたお酒のことを言い、一般的には湯煎した日本酒を指す。日本酒を温めることによって、常温や冷やでは感じにくい繊細な味わいと香りが引き立つため、日本酒の旨みやコクなどの個性を堪能できることが燗酒の魅力。油脂を溶かしてさらりと流し、料理を引き立てる。燗酒が究極の食中酒と呼ばれる所以で燗酒は徳利や盃などの酒器を発達させ、豊かな酒文化を育くんだ。

冷やしておいしい吟醸酒や生酒が普及しはじめたのは、今からおよそ45年前の1980年ごろのこと。フレッシュで華やか、繊細な味わいは人々を魅了したが、「上質な酒は燗をしない」と誤解も広がった。そして、こうした誤解を解こうとするかのように、一部の専門機関が燗酒での酒質審査に着手した。全国燗酒コンテストはこれを引き継ぐ、専門家による厳正な審査会で、「温めておいしい酒」を周知することによって、「燗」という日本酒ならではの魅力をアピールすることを目的としている。

今回で16回目の開催となる全国燗酒コンテスト（主催：全国燗酒コンテスト実行委員会 後援：日本酒造組合中央会）は8月7日に東京で審査会を行った。今年は日本全国251の蔵元から939銘柄の出品があり48銘柄が最高金賞、金賞241銘柄、合計289銘柄が受賞した。

審査方法は、酒造技術者や流通・料飲業・メディア関係者からなる審査員が“お値打ちぬる燗部門”、“プレミアムぬる燗部門”、“特殊ぬる燗部門”では42～45℃、“お値打ち熱燗部門”、“プレミアム熱燗部門”では50～55℃に湯煎で加温しブラインド審査を行い5段階で評価。審査員の評価スコアの平均値で上位30%を金賞、その中の最上位5%を最高金賞と認定するというもの。

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

## Female business owners series

# The Los Angeles Dodgers and Japanese food culture: Tracing the history and background of the beef bowl and California roll

女性経営者シリーズ ドジャース球団と食文化  
 牛丼とカリフォルニアロール その歴史と背景を追った

**M**y food culture journey is nearing the end. Japanese beef bowl restaurant Yoshinoya opened its first U.S. restaurant in the suburbs of Denver, Colorado in 1970. Afterwards, Yoshinoya started preparing to open their fast food restaurant in the U.S. in Los Angeles to expand as a chain restaurant. The restaurant did not focus on sales, and workers hired based on interviews were trained and learned the manual before their initial placement.

Before I traveled to Japan, I stopped in at a Yoshinoya restaurant. Yoshinoya served beef bowls in the past, but gradually expanded their menu to meet the demands of a wide age range of customers. The restaurant logo changed with the phrase “Japanese Kitchen” added below its store name in English. Yoshinoya’s menu also evolved to include the beverage “Boba,” popular among young Asian customers, and Japanese fast-food menu items such as gyoza and spring rolls. I ordered and paid at the self-service counter to the left of the entrance. Four workers – male and female – working the restaurant never spoke to a customer. Yoshinoya’s U.S. chain restaurants offer the same service. After LA, I headed to Tokyo. I stopped in at a Yoshinoya restaurant near Ueno station, where I was staying. The dining area layout was simple with round counters where customers sit, and tables for two placed on the side. One male staff member ran the restaurant. I purchased my meal ticket at an automatic vending machine. The customers were all men. I never saw a female customer, nor did I hear any conversation take place between the staff and the customers. Fast food restaurants in major cities work frantically. I imagined Yoshinoya’s competitors – Matsuya, Sukiya, etc.



– all operating the same way as I left the restaurant.

Tomorrow, I will visit the last destination for my food culture series: Aizuwakamatsu city, Fukushima prefecture. I stopped in at a Yoshinoya restaurant in Aizuwakamatsu city at noon and ordered at the counter. Two female staff worked the restaurant. I asked what the popular menu items were when I placed my order and was told that beef bowls with miso soup sell well. A standing sign inside read that the restaurant now offers Oyakodon (chicken and egg rice bowl). I looked around inside the restaurant and noticed foreign nationals, I didn’t see any in Tokyo. The restaurant dining area was spacious with many seats occupied by customers enjoying their meals.

The female staff working at the counter greeted customers entering and exiting the restaurant, calling out “Welcome!” “Thank you very much!”

Yoshinoya restaurants in LA, Tokyo, and Aizuwakamatsu each reflected their own regional culture not detailed in the manual. On my way out, I decided to ask a few questions to a female manager. Although she did not answer my questions about the economical beef bowls priced at 530 JPY, and how workers at Yoshinoya are trained in hospitality, her beautiful smile that carries the Yoshinoya brand with confidence left an impression.

## The Los Angeles Dodgers and Yoshinoya

Japanese baseball pitcher Hideo Nomo joined the Los Angeles Dodgers in 1995 and kicked off a historic opening game. However, an issue that surfaced between Nomo’s baseball club and the Dodgers evolved into a bigger problem. Negotiations between Nomo’s U.S. agent and the Los Angeles Dodgers seemed bleak when Hiromori Kawashima, Chairman of the Central

League, Nippon Professional Baseball, volunteered as the arbitrator. The path to reach a resolution was difficult. However, the trust that Nomo’s baseball club had in Kawashima and his personal connection to Peter O’Malley, Owner and President of the Los Angeles Dodgers at the time, were critical to reach an amicable resolution. The said issue behind-the-scenes was never made public. Mid-June, when Nomo took the mound at Dodgers Stadium and garnered his first victory, customers lined up in front of Yoshinoya to purchase beef bowls. A link was established between Japanese food culture and baseball at the Dodgers Stadium on this historic day.

Next, the California Roll emerged at the Dodgers Stadium. This fusion sushi roll was invented by Japanese restaurant Tokyo Kaikan in the Little Tokyo district of Los Angeles in 1970, enjoyed over 50 years since. In the 1950s, “Akabeko” company – owner



of clubs and restaurants in the Shinjuku district of Tokyo – opened the restaurant Tokyo Kaikan in Little Tokyo in 1964. The restaurant name “Akabeko” (“red cow”) is a renowned folk craft from the Aizu region of Fukushima prefecture. Female executives played a key role in the company’s expansion into the U.S. market. Many know that California Roll contributed to popularizing Japanese food culture worldwide. To quote Yuko Kaifu, President of Japan House LA, I also wish consumers who enjoy ramen and sushi also take interest in learning the history and background of the Japanese foods they enjoy.

The unprecedented popularity of Japanese baseball pitcher Shohei Ohtani reached a fever pitch among Japanese nationals in Japan and the U.S. However, we must also understand the history of resilience endured by Japanese pioneers and Japanese Americans in the U.S. paved the way for the excitement we witness and enjoy today.■

みちのく食文化の旅も終盤を迎えた。1970年吉野家はデンバー郊外に米国1号店を開店した。その後、チェーン店展開を視野にロサンゼルスでの米国初のファストフードチェーン作りに着手。最初に手掛けたものに実習研修を行う。施設作りだ。それは営業を目的としない店舗作りから始まり、面接で採用された人だけが研修を受け、その後実戦配置する本格的マニュアルから始まる。

訪日を前にその吉野家へ言って来た。これまでの吉野家は、牛丼をメインに展開して来たが、年代と客、そのニーズに合わせるかのように変化していく。ロゴも変わり横文字の屋号の下にジャパニーズキッチンが文字が入り、今アジアの若い人に人気のドリンク“ボバ”をはじめ、メニューも餃子や春巻が加わり、日本食ファストフードに変わってきた。入口

左側のカウンターで注文と支払いで終わり、セルフサービスだ。スタッフを見る男女4人で対応、客との対話を聞くことは無かった。米国のチェーン店は吉野家に限らずサービスは同じだろう。

LAの次は東京だ。宿にしている上野の近くに吉野家がある。円形のカウンターが客席になっており、サイドに2人用テーブルが置かれシンプルだ。スタッフは男性一人で対応している。自動券売機でチケットを買う。客層を見ると男性客だけで女性の姿は見ることが無かった。客とスタッフの会話も聞くことは無かった。忙しく動き回る大都市のファストフード店。同業者の松屋、すき家、すべてにおいて同じであろうと店を出た。

明日は食文化最後の訪問地、福島県会津若松だ。会津若松市内南町店の吉野家に入る。ランチタイム12時、注文はカウンターで受け付ける。女性スタッフ2名で対応している。注文した時に人気のメニューを尋ねた。牛丼の味噌汁付きが良く売れますと教えてくれた。店内に立て看板があり、親子丼始めました、と書かれていた。店内を見ると東京で見ることが無かった外国人客の姿があった。店内は客席も多くて広く、食事を楽しんでいる様子うかがえた。

カウンターで働く女性スタッフは、客の出入りに際し、“いらしゃいませ、ありがとうございます”の声をかけている。LA、東京、会津若松の同じ吉野家であっても、マニュアルで対応しない土地の文化があることが分かった。帰りにはマネージャーであろう女性に一言聞く事にした。530円という牛丼の安さ、スタッフのサービス精神など、どのように教育しているのかという問いに答えてくれなかったが、吉野家というブランドを背負い、自信に満ちた爽やかな笑顔が印象的だった。

#### ドジャースと吉野家

1995年野茂英雄投手がドジャースに入団し歴史的幕開けが始まった。しかし、野茂の所属する球団とのトラブルが表面化し大きな問題となる。米国代理人、ド



ジャース球団との交渉の先行きは暗礁に乗り上げた。そんな難題を抱える中、仲裁を買って出た人がいた。日本プロ野球機構、セントラル・リーグ川島 廣守会長だ。解決までの道のりは困難を極めたが、川島氏に対する所属球団の信頼関係、ドジャースのピーター・オマリー氏との個人的つながりで円満に解決に至った。この秘話は一切公になることは無かった。6月中旬に野茂投手はドジャースのマウンドに上がり初勝利を上げると、吉野家の牛丼を買い求める人達が列をなした。日本の食文化と野球がドジャース球場から始まる記念すべき日となった。

ドジャース球場に次に登場したのがカリフォルニアロールだ。この創作ロールは、1970年にリトル東京の東京会館で考案され生誕50周年余を迎えた。1950

年代、新宿でクラブや飲食店を経営する企業の“郷土料理赤ベコ”が1964年リトル東京に出店したのが東京会館であった。屋号の“赤ベコ”とは会津地方の民芸品で知られ、女性役員が米国進出に大きな役割を果たした。このカリフォルニアロールが日本の食文化を世界に広め貢献したことを知る人は多い。海部優子ジャパンハウス館長の言葉を借りれば、ラーメンや寿司を食べるに当たって、その歴史や背景も知ってほしいと語っている。

日本をはじめ、邦人の間では空前の大谷翔平フィーバーで盛り上がっているが、これまで難を乗り越えて来た過去の歴史の上に、今が有ることを私達は知らなければならない。

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

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

回答: 1)d 2)b



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2013年“日本料理”  
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Taste philosophy and purpose  
有目的的釀造酒 .....

P28

The Essence of WA: Connecting People, Communities, and the Future  
through Japanese Cuisine

33rd Mutual Trading Japanese Food & Restaurant Expo – Report 1

和心傳心：透過日本料理連結人們、社區與未來

第33屆共同貿易日本食品與餐廳博覽會 - 報告1 ..... P30

California Sake Challenge 205:

Association of Sake Breweries Serious about Cultivating Sake Rice

酒豪大陸：專注農業的酒藏協會 ..... P32

What Type of Water is Miyamizu? 宮水是什麼樣的水 ..... P33

Tokyo Jizake Strolling

“Hegisoba Katsura” serves Niigata specialty soba dish “Hegisoba” in Tokyo

東京地酒散步 / 東京的HEGISOBA蕎麥面 ..... P34

Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

品鑒時的注意事項 ..... P35



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Gangji Musuhi, Yamaguchi / Kubota Junmai Daiginjo, Niigata / Shimeharitsuru Junmai Ginjo, Niigata / Senkin Immortal Wing Urara Junmai Daiginjo, Tochigi

bottom row, L to R: hard liquor license required for purchase - Syasya Rakuraku Red Dragon Grand Cru, Sweet Potato Shochu, ABV: 30%, Kagoshima

Tenshi no Yuwaku, Sweet Potato Shochu, ABV: 40%, Kagoshima / Kurobin Iichiko, Barley Shochu, ABV: 25%, Oita

Frasco Iichiko Shochu, Barley Shochu, ABV: 30%, Oita / Iichiko Special, Barley Shochu, ABV: 30%, Oita

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#### Yuji Matsumoto

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



#### David Kudo

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



## Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, "This sake goes with any food," "We use 100% Yamadani-shiki rice," "This is Junmai Daiginjo," and "This is a traditional kimoto sake," etc. However, most people (including myself) don't understand what those industry jargon means. In other words, "So what are the flavors of sake, and what foods does the sake go well with?" is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that's the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery's objective for the particular brand (design objective). Isn't it most important to accurately communicate to consumers the brewery's "philosophy and objective towards the brand's flavor?" For example, the brewery's benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won't be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers. ■

## 有目的的釀造酒

在品酒會上，酒業經營商家和批發商關於自己的酒經常說"它是適合任何菜餚的"、"我們使用100% 山田錦"、"純米大吟釀"，和"傳統的木本造"等等，我看到他們向美國人這樣推薦。但是很多人(包括我自己)都不明白這意味著什麼。簡而言之，我想知道酒的味道適合什麼菜餚。

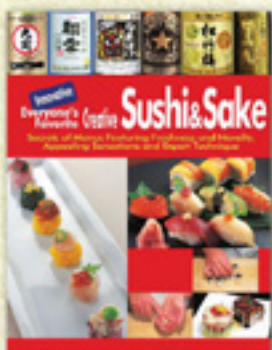
日本酒是一種可以充分利用加工技術改變口味的產品，而葡萄酒則

被左右於葡萄本身的味，就是說依賴於所謂的農產品。換句話說，日本酒可以通過口味設計(選米、精米比例、發酵、溫度、儲存方式等)等進行一定程度的調整，而葡萄酒則主要由當年產的葡萄的品質決定。

如果是這樣的話，理解和傳達日本酒的最好方法是了解酒廠為該酒制定的方針(設計目的)。美味的酒有什麼樣的味，手工釀造的酒有什麼樣的味，在自然豐富的土地上釀造

的酒有什麼樣的味，這就是我們要知道的。我認為需要明確地向消費者傳達酒廠最初的目標"味道的理念和目的"。比如利用水質(硬水)的優勢，為了追求與肉類菜餚的極致的兼容而使用了XX米，釀造的YYY酒的個性是不輸於葡萄酒和燒酒的。我認為這些東西有必要向消費者提及而且告知釀造酒時的設計。

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## The Essence of WA: Connecting People, Communities, and the Future through Japanese Cuisine

### 33rd Mutual Trading Japanese Food & Restaurant Expo – Report 1

#### 和心傳心：透過日本料理連結人們、社區與未來 第33屆共同貿易日本食品與餐廳博覽會 - 報告1

The 33rd Mutual Trading Japanese Food & Restaurant Expo (JFRE) held at the Pasadena Convention Center on September 28th, drew in Japanese food industry professionals seeking new products and ideas. In line with the theme, “和心伝心 Washin Denshin”, translated as “Mindfulness for Harmony & Connections”, JFRE '24 cultivated a base toward “Connecting People, Communities, and the Future through Japanese Cuisine”.

JFRE '24 broke previously set records, welcoming 2,600 guests with an overwhelming share of foodservice professionals at 70%. Suppliers from Japan and elsewhere filled the 140 booths, out of which the Liquor Pavilion alone housed 52. At Expo center stage, uniquely curated seminars and workshop programs to benefit foodservice operators drew in guests to a mostly full seating capacity. Among the main floor food exhibition, the buzz was over “surf and turf” – Ootoro Maguro and Wagyu – two of the highly prized ingredients for restaurateurs to capture consumer appeal. Specialist suppliers in the now-trendy Ramen industry showcased their forte in noodles, soups, flavorings, and toppings. Chefs searched for prepared/quick-prep foods for solutions to address their kitchen staff shortage situations. Premium, bottled

non-alcoholic beverages hit the mark on trend, targeting non-drinkers at fine dining restaurants.

The non-food exhibits were a strong allure with over hundreds of factory-direct Expo bargain ceramicware. Aoki Hamono metalwork artisan, Michiko Kubota, demonstrated her craft as guests leaned over to watch their names being etched onto their newly purchased Sakai Takayuki knives. Newcomers, FSX Inc. introduced their luxurious cedar scented Oshibori towels with Yuica essential oil, as Olica Sangyo showcased their foldable, moisture resistant bento boxes made of ecology-minded soft wood and paper.

Mutual Trading's Restaurant Expo has its roots to a small-scale chinaware fair from back in the 1980's. Now, JFRE events are held every year in New York, Los Angeles, and in Honolulu. It's a culmination of collaborative teamwork with suppliers and growers spanning over 33 years, to what's now become the largest and longest running Japanese food expo of its kind outside of Japan. JFRE is based on a fundamental platform, “Home to Authentic Japanese Culinary Culture”, encompassing traditions, advancements, and trends that are impacting foodservice industries towards further growth around the world.

第33屆共同貿易日本食品與餐廳博覽會 (JFRE) 於9月28日在帕薩迪納會議中心盛大舉行，吸引了眾多對日本食品與新理念充滿熱情的專業人士。今年的博覽會以「和心傳心 Washin Denshin」為主題，象徵著「和諧與連結的心靈交流」。JFRE'24致力於透過日本料理促進人與人之間、社區與未來的連結。

今年的博覽會規模再創新高，吸引了2,600位來賓，其中70%為食品服務領域的專業人士。參展商來自日本及世界各地，共設置了140個展位，酒類展區佔據了其中的52個展位。博覽會的中心舞台上，精心策劃的研討會和工作坊座無虛席，讓餐飲服務業者受益良多。

食品展區中，最引人注目的當屬「海陸雙拼」(surf and turf)，以大腹鮪魚 (Ootoro Maguro) 和和牛這兩大頂級食材為主打，吸引了不少餐廳業者的目光。此外，專業供應商在展示拉麵行業的各項創新，包括麵條、湯底、調味料與配料。面對廚房人手不足的挑戰，許多廚師也特別關注預製或快速準備的食品。而針對高級餐廳中的不喝酒顧客，展出的高端非酒精飲料系列也符合當前趨勢。

非食品展區也同樣備受關注，展示了數百種工廠直銷的陶瓷器。青木刃物 (Aoki Hamono) 的工藝師 Michiko Kubota 在現場展示了她的精湛刀具雕刻技藝，許多來賓熱衷於觀看自己的名字被刻在堺貴行 (Sakai Takayuki) 刀具上。新參展商 FSX Inc. 推

出了帶有Yuica精油的奢華檜木香氛濕毛巾 (Oshibori)，而 Olica Sangyo 則展示了由環保材料軟木和紙製成的可摺疊、防潮便當盒，展現了日本傳統與現代創新的結合。

共同貿易 (Mutual Trading) 的餐廳博覽會最早起源於1980年代的小型瓷器展覽會，隨著時間推移，JFRE已發展成為全球最大、歷史最悠久的日本食品博覽會之一，每年在紐約、洛杉磯和檀香山舉行。通過與供應商和種植者的長期合作，JFRE 33年的成就不僅展示了日本烹飪文化的深厚傳統，也引領了食品服務行業的創新和趨勢發展，推動著全球市場的成長。



#### SAKE SCHOOL OF AMERICA 清酒顧問認證課程 (現場講座)

透過美國酒學院的清酒顧問認證課程，為自己在餐飲或食品行業的職涯做好專業準備。本課程將提供清酒的生產、歷史及分類的基本背景知識。認證後的學員們將能夠自信地談論基本的清酒種類，包括當今的流行清酒品牌。注意：成功完成清酒顧問認證課程的學生將有資格繼續參加我們的高級清酒認證課程——清酒侍酒師認證課程。

課程日期和時間：2024年11月18日星期一，上午9點至下午5點 (太平洋標準時間)  
地點：Mutual Trading Company, 4200 Shirley Ave, El Monte, CA 91731  
網上考試日期和時間：2024年11月25日星期一，上午10點至11點 (太平洋標準時間)  
費用：\$475.00





## WAGYU 和牛

### YONEZAWA WAGYU 米澤和牛

From Yamagata comes this top quality Wagyu, with an yield of only 2,000 pe year. Grown in the frigid -10C degrees or 14F degrees, the harsh winters transform fats to permeate into the meaty potions, carrying with it, the rich Umami. When cooked, the fats render out quickly resulting in reduced-fatty servings, yet leaving the full Umami which have penetrated into the red meat. Yonezawa Wagyu are all female, grown to 33 months versus the industry average of 28 months. Highly recommended for Sukiyaki and Shabu-Shabu.

Mindful of the Environment – growers apply waste management practices with companies which convert organic waste into usable natural fertilizer. They in turn, are used by farmers to grow Sake rice for brewing some of the most famous Sake from the Yamagata region.

米澤和牛 (YONEZAWA WAGYU) 來自山形 (Yamagata), 屬於頂級和牛, 每年產量僅為2,000頭。這種和牛在嚴寒的攝氏零下10度 (華氏14度) 環境中生長, 嚴冬使脂肪滲透進肉質, 帶來豐富的鮮味。烹煮時, 脂肪迅速融化, 減少了油脂份量, 但仍保留了滲透進紅肉中的完整鮮味。米澤和牛均為雌性, 生長時間為33個月, 而業界平均生長時間為28個月。非常推薦用於壽喜燒和涮涮鍋。

關注環境-種植者與公司合作進行廢棄物管理, 將有機廢物轉化為可用的天然肥料。農民則利用這些肥料種植清酒米, 以釀造山形地區最著名的清酒。

YONEZAWA WAGYU:  
best for Shabu Shabu and Sukiyaki



### MIYAZAKI WAGYU

The indisputable Four-Time Champion at the Wagyu Olympics, Miyazaki Wagyu delivers consistent quality and stable supply. Mutual's Miyazaki Wagyu come with traceability certifications.

宮崎和牛-作為無可爭議的四屆和牛奧運會冠軍, 宮崎和牛提供始終如一的品質和穩定的供應。共同貿易 (Mutual) 的宮崎和牛附有可追溯性認證。

### MTC WAGYU

A line of Kagoshima Wagyu, packed specifically to deliver quality at value prices.

MTC和牛-鹿兒島和牛系列經過專門包裝, 旨在以物超所值的價格提供優質產品。

## JFRE '24 熱門趨勢

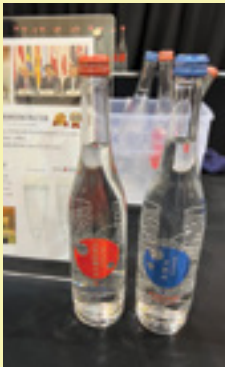
### NON-ALCOHOL PROPOSITIONS

Premium non-alcohol beverages elevate a fine drinking experience for the alcohol averse and designated drivers.

非酒精飲料建議

高品質的非酒精飲品為不喝酒的人士和指定駕駛者提供了更佳的飲用體驗。

- #12195 CBT Mt. Fuji Green Tea 6/720 ml
- #12193 CBT Gyokuro Goko 6/500ml
- #12194 CBT Hojicha Yabukita 6/500ml
- #12196 CBT Tokyo Wakocha Black Tea 6/720 ml
- #11012 Okuazu Sparkling Water Red 12/16.7 fl oz
- #11013 Okuazu Mineral Water Blue 12/16.7 fl oz



### AROMA PREMIUM OSHIBORI HAND WIPES

FSX, Inc. features AROMA® Premium with Yuica, wrapped Oshibori towel with 100% Yuica essential oil sourced from Hinoki cedars forests of Hida Takayama in Gifu Prefecture. Also available in citrus and non-scented.

高級芳香濕手紙巾

FSX Inc.推出的AROMA®高級濕手巾 (Oshibori) 含有100% Yuica精油, 精油取自岐阜縣飛驒高山的檜木森林。還有柑橘味和無香味型可供選擇。



- #80585 Cotton Oshibori Hand Wipes 10/50 pcs
- #35524 Aroma Premium Citral Wipes 6/100 pcs
- #42377 Aroma Premium Yuica Wipes 12/50 pcs

### AOKI HAMONO

Metalwork artisan Michiko Kubota etches in beautiful carvings and personalized names onto Sakai Takayuki blades.

青木刃物 (AOKI HAMONO)

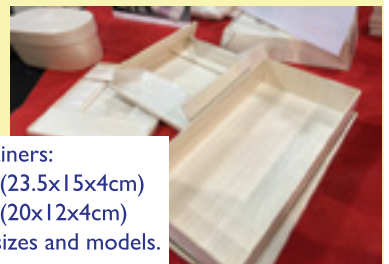
金屬工藝師 Michiko Kubota 在堺貴行刀 (Sakai Takayuki) 上雕刻美麗的圖案和個性化的名字。

### ENVIRONMENTALLY FRIENDLY, COMPACT BENTO BOXES

Olica Sangyo brings the fully collapsable, space saving Bento boxes made of natural soft wood and paper. The liquid resistant coating helps repel leaks.

環保、輕巧的便當盒

Olica Sangyo推出了可完全摺疊、節省空間的便當盒, 採用天然軟木和紙製成。防液塗層有助於防止滲漏。



Wood Food Containers:

- #82234 8/25 pcs (23.5x15x4cm)
  - #82235 8/50 pcs (20x12x4cm)
- Available in other sizes and models.



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

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Bringing the Flavors of Japan  
to the People of the World

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## Brewery Owner



**Kosuke Kuji**  
Nanbu Bijin Inc.  
Fifth Generation  
Brewery Owner



**Timothy Sullivan**  
Sake Samurai



**Takao Matsukawa**  
Sake Sommelier  
Latin Region Specialist  
Mutual Trading



**Keita Akaboshi**  
Sake Sommelier  
Kuramoto US Inc.



**Michael John Simkin**  
MJS Sake Selection  
Owner



**Shigeto Terasaka**  
Sake Sommelier  
President  
Japan Hollywood Network



**Sara Guterbock**  
International  
Sake Sommelier  
New York Mutual Trading

## Sake Sommelier and Others



**Teruyuki Kobayashi**  
Taruei Brewing Co Ltd.



**Masato Kato**  
Sake Sommelier  
Wismettac Asian Foods



**Philip Harper**  
Tamagawa Hand Made  
Japanese Sake  
Master Sake Brewer



**Mei HO**  
Sake Sommelier  
True Sake



**Mai Segawa**  
Advanced Sake  
Sommelier  
Tako Grill



**Isao Kiyota**  
International  
Kikisake-Shi  
Academia de Sake Mexico  
Founder



**Rachel Fiekowsky**  
International  
Sake Sommelier  
New York Mutual Trading



**Joe Mizuno**  
Head of the "Regional  
Sake Tasting Club"



**Akira Yuhara**  
Sake Sommelier  
Miyako Hybrid Hotel



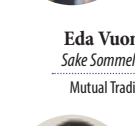
**Rachel Macalisang**  
Sake and Wine  
Sommelier



**Miyuki Yoshida**  
Sake Sommelier



**Don Lee**  
Sake Sommelier  
Yama Sushi  
Owner Chef



**Eda Vuong**  
Sake Sommelier  
Mutual Trading



**Masae Kusada**  
International  
Sake Sommelier  
New York Mutual Trading



**Chizuko Niikawa-Helto**  
Sake Sommelier  
Sake Samurai



**Hirohisa Kikuchi**  
Sake Sommelier



**Koji Wong**  
Owner  
Japon Bistro



**Kaz Tokuhara**  
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Manager  
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**Gary Imada**  
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**Shino Okita**  
Certified Sake Sommelier  
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Hanbai Solutions LLC.



**Jonathan Cortez**  
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**Alice Hama**  
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**Eduardo Dangler**  
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Mixologist



**Koji Aoto**  
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Distributing Co. Inc.



**Eiji Mori**  
Sake Sommelier  
Katana Restaurant



**Patsy Lu**  
International  
Master Sake Sommelier  
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**Liloa Papa**  
Certified Sake Professional  
Level LL  
Young's Market Company



**Yoshihiro Sako**  
Sake Sommelier  
Yuzuki



**Stuart Morris**  
Sake Sommelier  
Hana Japanese Restaurant



**Toshiyuki Koizumi**  
Sake Sommelier  
Owner "WASAN"



**Michael Russell**  
Certified Sake Sommelier  
Pacific International  
Liquor Inc



**Patsy Lu**  
International  
Master Sake Sommelier  
Mutual Trading

## Info

**Sake Shochu Spirits Institute of America**  
(213) 680-0011, AllJapanNews@gmail.com

## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 205



## 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

## Association of Sake Breweries Serious about Cultivating Sake Rice

### 專注農業的酒藏協會

Companies usually grow grapes fermented to produce wine. While this may seem normal in the world, farmers in Japan have long cultivated sake rice used by sake breweries to brew sake.

Japanese laws in the past posed challenges for sake breweries to own rice paddies to cultivate sake rice. However, the laws recently relaxed to allow sake breweries passionately involved in cultivating sake rice to increase their own company-owned rice fields.

在葡萄酒行業中，種植葡萄和釀葡萄酒通常是由同一個人或公司來做的，這在世界各地都很普遍。然而在日本，長期以來，稻米由農民種植，藏元則使用這些稻米來釀造日本酒。

至今為止在日本的法律下藏元自身擁有稻田的情況很難，近年來法律有所放寬，之前一直積極參與農業的藏元開始逐漸增加自家的稻田。

Twenty-two sake breweries enthusiastically cultivating their own sake rice gathered and founded "Farming & Brewing," an association that cultivates sake rice and brews sake to introduce original sake products to consumers, in 2023.

The association introduces original farm-to-table sake products to consumers through various activities, such as sampling events held at the Aoyama Farmers Market in Tokyo.

Farming & Brewing is garnering attention in Japan as a Japanese sake

association that also sells original sake products and merchandise on ELEMENIST, a digital platform that sells sustainable products.

I feel more sake breweries will start growing their own rice to produce sake products in the future, as sustainable sake production will soon become the norm worldwide, with more sake breweries expected to join as members. Please continue to support the activities of this association. ■

這些抱有強烈農業理念的藏元聚集在一起，2023年成立了由22家酒藏組成的可稱之為「農！」的酒藏協會，旨在從原料稻米的種植到釀酒全過程進行一體化管理，連接了農業、釀造和消費者。

該酒藏協會積極向公眾傳播農業與酒藏的合作，通過在東京青山農貿市場的試飲銷售會等活動持續日本酒的宣傳。

此外，協會還在ELEMENIST的在線商店銷售原產酒，現已成為日本最受關注的日本酒團體之一。

在歷史的長河中隨著時間的推移，我有一種強烈的感覺，酒藏自主種植稻米並釀酒的模式將會越來越普遍。未來世界會有更多人認可這種可持續的釀酒方式。加盟的酒藏將不斷增加，請大家關注這個酒藏協會的活動。



# 日本酒 百味百題

## What Type of Water is Miyamizu? 宮水是什麼樣的水

‘Miyamizu’ refers to groundwater from a certain underground area near the coast of Nishinomiya, Hyogo, considered a factor that makes sake produced in Nada famous worldwide.

This groundwater was discovered to be superior for sake production in 1840. Sake producer Tayuzaemon Yamamura, who owned a sake brewery in Uosaki, noticed that sake produced in Nishinomiya was far more superior in quality to sake produced in Uosaki. Yamamura experimented by using the same rice and assigning a different Toji (Master Sake Brewer), but realized the sake produced in Nishinomiya was still far more delicious. Therefore, the Nishinomiya ground water was transported to the Uosaki brewery to produce sake, and the sake that resulted was superior in flavor.

Due to this result, Yamamura discovered that water influenced the quality of sake, and started using water from Nishinomiya to produce sake in Nada also since 1840. Since this sake also became famous in Edo, many sake brewers led by Nada-based sake brewers started using the groundwater from Nishinomiya. Initially referred to as “Nishinomiya water,” the name was eventually abbreviated to become known simply as ‘Miyamizu.’

The secret of this water was mostly unraveled from scientific investigation and research that started early into the Showa Era. According to these results, miyamizu consists of water from Shakugawa and Mitarashigawa in the west, flowing into the Mukogawa water

flowing from behind the Rokkousan in the north, combining into underground water and coming slightly into contact with ocean water infiltrating from the south side of the miyamizu region. Also, the depth of the well is relatively shallow between four to five meters; however, the layer of shells in the strata immediately below determines the water characteristics.

Analyzing the water components revealed this water contains a significant amount of phosphorus at 2.7mg per liter, an unprecedented amount in any water used in any sake-brewing region. Aside from phosphorus, the miyamizu also contains high quantities of potassium and calcium, etc., and these mineral elements play an important role in aiding the propagation of koji mold and yeast to stabilize fermentation.

The groundwater seeping through the layer of shells (mainly Japanese egg cockle) dissolves the mineral elements of the shells as the water gushes out, thus the Mukogawa water containing a significant amount of carbonic acid conveniently dissolves these components. Also, a major menace for sake brewing water is iron, which adds a brown color to the water. However, miyamizu contains an insignificant amount of iron because the underground Shakugawa water containing a significant amount of oxygen oxidizes the iron, filtering the water in the layer of shells.■

“宮水”是指從兵庫縣西宮市海岸附近特定地下汲取的地下水，據信是灘酒聲譽全國的主要原因之一。

這種水作為釀造用水的優越性是在天保11年(1840年)被發現的。據說酒造家山邑太左衛門在魚崎建立酒藏時，注意到西宮所釀的酒始終優於其他地方。於是，他嘗試使用相同的米、調換雙方的杜氏，但西宮的酒始終更勝一籌。最後，他將西宮梅樹井的水運到魚崎的酒藏進行釀造，結果釀出了優質的酒。這使山邑意識到水對酒的品質有著決定性影響，從此之後，灘的酒藏也開始使用西宮的水。由於這種酒在江戶也獲得了極大的好評，許多酒造家，包括灘的酒造家，開始紛紛尋找這種水。最初被稱為「西宮的水」，後來逐漸簡化為「宮水」。

關於這種水的秘密，昭和時期以後進行了科學調查和研究，基本上得到了答案。研究表明，宮水是來自西方的夙川和御手洗川，以及北邊的六甲山後方流來的武庫川的水，經過滲透與南側海水略微接觸后形成的。井水深度為4-5米，相對較淺，而且其下方的貝殼層決定了這種水的特性。

成分分析顯示，這種水每升含有2.7毫克的磷，而在其他任何酒造地區都沒有如此高的磷含量。除了磷，鉀和鈣的含量也很高，這些無機成分對麴菌和酵母的繁殖及穩定發酵具有重要作用。這是因為地下水在通過貝殼層(主要是螺貝)時，溶解了貝殼中的無機成分，同時富含二氧化碳的武庫川水有利於這些成分的溶解。此外，酒造用水的大敵是鐵分，如果水中含有鐵分，酒會變成褐色，但宮水幾乎不含鐵分。這被認為是因為含氧量高的夙川伏流水使鐵分氧化，並在貝殼層中被過濾掉。

150種美味清酒  
從日本全國進口  
通過我們的全國網絡  
直接寄給你

Yoshihide Murakami  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



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# Tokyo Jizake Strolling

## 東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

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

## “Hegisoba Katsura” serves Niigata specialty soba dish “Hegisoba” in Tokyo

### 東京的HEGISOBA蕎麥面

Buckwheat Noodle Restaurant “Hegisoba Katsura” is located near the Shin-Nakano subway station on the Marunouchi Line along the Oume Kaidou Highway, running east and west of Tokyo. “Hegisoba” is a buckwheat noodle (soba) dish, a local favorite in Niigata prefecture and a specialty of the Echigo region, characteristic for using Funori seaweed instead of flour. The chewy soba noodles are renowned for their flavor and go down smoothly. “Hegisoba Katsura” serves this traditional specialty dish of the Echigo region in Tokyo. Owner Michio Katsura trained to prepare Hegisoba in a renowned restaurant in Niigata prefecture before opening his community-based restaurant Katsuraya in 2019.

Menu selections besides soba noodles include other specialties of Niigata prefecture, such as “Fried Tofu from Tochio” and “Nuka Iwashi” (Sardines Marinated in Rice Bran with Plenty of Salt). Despite its location in Tokyo, Hegisoba Katsura serves only Niigata sake selections. Tempura is delicious as expected of a soba noodle restaurant, in addition to fresh and delicious fish selections such as sashimi, rarely served in a soba noodle restaurant in the city. Business hours are from 11:00 to 22:30, open between lunch and dinner without closing in between, also rare but welcome news to sake fans.

My impression is that workers employed near the restaurant come in during peak lunch hours, followed by mothers in the neighborhood, retirees who enjoy a drink in the afternoon, then businessmen who stop in after work. Owner Michio Katsura’s experience managing various restaurants is instrumental in creating this wonderful restaurant, popular among soba noodle fans and sake fans alike.

The restaurant’s monthly event – Full course with monthly sake selections from different sake breweries – is popular among regulars, Hegisoba fans, and sake fans alike. The sake brewery of the day introduces their sake and



converse with guests enjoying a full course meal of soba noodles as the main dish with sake. The menu selections served at Katsuraya complement sake, with most guests getting tipsy on a full stomach. The 2-hour event stretches into 3 hours each time.

Sake brewery staff and guests who long enjoyed Hegisoba are not always familiar with how soba noodles are prepared. Many guests marveled that they never enjoyed such delicious Hegisoba, even in Niigata prefecture. The gourmet website “Hitosara” also ranked Hegisoba Katsura as the Number 1 soba noodle restaurant in Tokyo in 2023. With such delicious Hegisoba readily available in Tokyo, Hegisoba might be a welcome choice of toshikoshi soba (soba noodle dish traditionally enjoyed on New Year’s Eve) to ring in the new year?■

在東京東西貫穿的青梅街道旁，丸之內線的新中野站附近有一家名為“越後HEGISOBA桂屋”的餐廳。儘管“HEGISOBA”在新潟地區非常受歡迎，但它其實是越後地區的特產，其特點是不使用小麥粉，而是以名為布海苔的海藻作為混合的。這種蕎麥面口感滑爽，風味獨特，受人歡迎。要想能夠在東京品嚐到這種越後地方傳統的HEGISOBA，就是“越後HEGISOBA桂屋”。店主桂三智夫先生曾在新潟的著名HEGISOBA餐廳學習製作蕎麥面，並於2019年在東京開設了以當地特色為主的桂屋。除了蕎麥面，這裡還提供“栃尾的油炸豆腐”和“糠魚”等新潟特色菜肴，酒水方面更是專注於新潟的日本酒，讓人們即使身處東京，也能盡情享受新潟的風味。作為一家蕎麥店，當然天婦羅也十分美味，另外，這裡的新鮮刺身更是少見的美味。餐廳的上班

時間對酒客來說非常貼心，沒有休息時間，從上午11點開門，一直營業到晚上10點30分，這在普通的蕎麥店中也是少見的營業時間。根據我的觀察和感覺，午餐高峰期主要是附近工作的客人，等到人少時，周圍的媽媽們會聚集過來，傍晚時分則是附近的在家裡過居的客人開始過來喝酒，接著下班的上班族們也會陸續到來。桂三智夫先生有著豐富的餐飲店開設和管理經驗，因此才能創造出這樣一間深受蕎麥和酒愛好者喜愛的餐廳。此外，每月舉辦一次的酒藏活動也深受常客和日本酒愛好者的喜愛。在活動中，酒藏的藏元會為大家介紹酒的製作過程，參與者們可以邊交流邊享用以酒和蕎麥為主的全套餐。桂屋的美食讓人無法拒絕，大家總是喝得酩酊大醉，滿腹而歸，原本計劃兩個小時的活動總是變成三個小時。參與者們不僅是常客，就連新潟的藏元們也曾吃過HEGISOBA蕎麥面，但他們對蕎麥的製作過程卻並不知情。大家紛紛表示，在新潟也沒吃過如此美味的HEGISOBA蕎麥面。根據美食網站「HEGISOBA」的評選，桂屋在2023年被評為東京最佳蕎麥面店。因此，在東京擁有如此美味的HEGISOBA蕎麥面，今年的年越蕎麥面或許可以考慮嘗試HEGISOBA作為選擇。



# SAKE SOMMELIER CLUB

Master Sake Sommelier

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## Sake Shochu Spirits Institute of America - Cautionary Notes to Participate in Tasting Events- 品鑑時の注意事項

**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.

**F**irst, participate in tasting events when in optimal health because the flavor cannot be tasted accurately while suffering a cold or a hangover.

Smoking and consuming foods with strong flavor, such as garlic, is also prohibited before participating in tasting events.

Also, refrain from wearing cosmetics, colognes, and perfumes with strong fragrances when tasting sake with others.

To sample different alcoholic beverages, drink water to prevent the senses from dulling due to intoxication. (Toji (master sake brewer) and sake sommeliers spit out the sake they tasted during tasting events.)

Exercise caution as alcohol from whiffing sake aromas and tasting different selections of sake over a prolonged period can numb one's sense of smell and taste.■

# 進

行品鑑時，首先要確保自己的身體處於最佳狀態。

感冒或二日醉酒等狀態會影響準確把握香氣和味道。

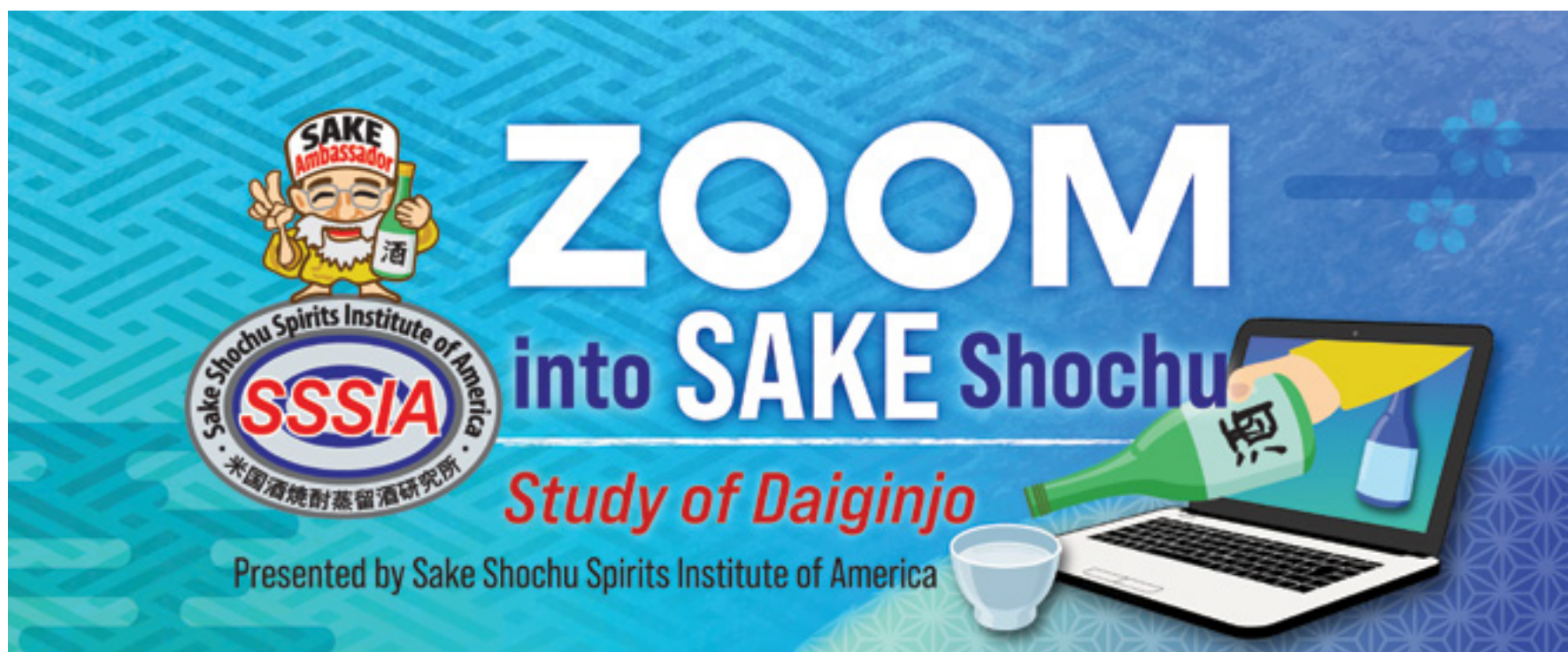
在品鑑前，禁止吸煙或攝入氣味強烈的食物。

同時，如果有其他人一起進行品鑑，為了不打擾他人的品鑑，盡量避免使用香氣濃烈的化妝品或香水。

如果要進行多種酒類的品鑑，為了避免因醉酒感覺而影響感官，建議在品鑑過程中適量飲水。

（順便提一下，杜氏或品酒師在品鑑時通常會吐出酒液。）

需要注意的是，持續嗅聞或品嚐過多種酒類可能會導致因酒精刺激而使嗅覺和味覺麻痹。





# 일식 레스토랑 뉴스

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Taste philosophy and purpose

맛의 이념과 목적.....

P37

California Sake Challenge 205 :

Association of Sake Breweries Serious about Cultivating Sake Rice

주호대륙 : 농업에 진심인 주조원의 모임 .....

P38

What Type of Water is Miyamizu?

궁수란, 어떤 물인가? .....

P39

Tokyo Jizake Strolling

"Hegisoba Katsura" serves Niigata specialty soba dish "Hegisoba" in Tokyo

도쿄지주산책 / 도쿄에서 헤기소바 .....

P40

Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

미국 사케 소주 증류주 테이스팅의 주의점 .....

P41



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



**David Kudo**

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



## Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, "This sake goes with any food," "We use 100% Yamadani-shiki rice," "This is Junmai Daiginjo," and "This is a traditional kimoto sake," etc. However, most people (including myself) don't understand what those industry jargon means. In other words, "So what are the flavors of sake, and what foods does the sake go well with?" is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that's the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery's objective for the particular brand (design objective). Isn't it most important to accurately communicate to consumers the brewery's "philosophy and objective towards the brand's flavor?" For example, the brewery's benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won't be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers. ■

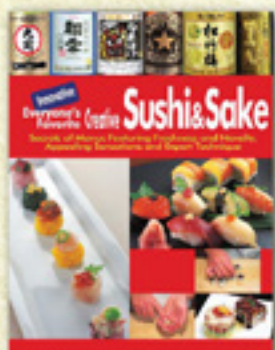
## 맛의 이념과 목적

시음회에 가면 양조장이나 도매업자가 자사의 술에 대해 "어떤 요리에도 궁합이 잘 맞아요"라든가 "야마다니시키 100%를 사용했습니다", "준마이 다이긴조입니다", "전통적인 양조법인 기모토(生酀) 주조법으로 만들었습니다" 등을 내세우며 미국인에게 추천하는 모습을 자주 보게 된다. 하지만 대부분(나 자신 포함)은 그 의미를 모른다. 즉, 그들은 "그러니까 어떤 맛이고, 어떤 음식에 어울리는가"를 알고 싶을 뿐이다. 일본술은 가공 기술을 구사하여 맛

에 변화를 줄 수 있는 제품이지만, 와인은 포도 그 자체의 맛이 크게 좌우하는 이른바 농업 제품에 가깝다. 바꾸어 말하면, 일본술은 어느 정도 맛의 설계를 제조(쌀의 선택, 정미 비율, 발효, 온도, 저장 방식 등)에 따라 조정할 수 있으나, 와인은 그 해의 포도 품질로 거의 결정된다. 그렇다면 일본술을 알고, 전달하는데 가장 좋은 방법은 무엇일까? 양조장의 그 술에 대한 방침(설계 목적)을 알게 되면 이야기가 술술 풀린다. 맛있는 술은 어떤 맛인가, 수제 술은 어떤 맛인가, 풍

부한 자연에 둘러싸인 대지에서 만든 술은 어떤 맛인가 등을 알리고 전달하면 되는 것이다. 양조장이 원래 지향하는 "맛의 이념과 목적"을 명확하게 소비자에게 전달하는 것이 더욱 필요하지 않을까? 예를 들어 해당 양조장의 수질(경수)의 이점을 살려 고기 요리와 궁극의 궁합을 추구하려면 쌀은 XX, 제조는 YYY, 와인과 소주에도 지지 않는 개성을 연출하는 등 더욱 대상을 좁혀 소비자에 대한 제언과 술 설계 제조가 필요할 것이다.

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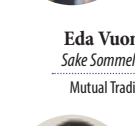
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## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 205



## 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

Association of Sake Breweries Serious  
about Cultivating Sake Rice  
농업에 진심인 주조원의 모임

Companies usually grow grapes fermented to produce wine. While this may seem normal in the world, farmers in Japan have long cultivated sake rice used by sake breweries to brew sake.

Japanese laws in the past posed challenges for sake breweries to own rice paddies to cultivate sake rice. However, the laws recently relaxed to allow sake breweries passionately involved in cultivating sake rice to increase their own company-owned rice fields.

인인 경우, 포도 재배와 와인 양조가 같은 사람, 회사에서 이루어지는 경우가 많아, 세계적으로 당연하다고 여기지만, 일본에서는 오랫동안 쌀은 농가가 만들고, 그 쌀로 일본주는 주조원에서 빚는다는 식으로 되어 있습니다.

지금까지의 일본 법률로는 주조원 스스로 논을 가지는 것이 상당히 어려웠는데, 최근 완화되어서, 지금껏 열심히 종사해온 주조원이 자사의 논을 늘려가는 경향이 있습니다.

Twenty-two sake breweries enthusiastically cultivating their own sake rice gathered and founded "Farming & Brewing," an association that cultivates sake rice and brews sake to introduce original sake products to consumers, in 2023.

The association introduces original farm-to-table sake products to consumers through various activities, such as sampling events held at the Aoyama Farmers Market in Tokyo.

Farming & Brewing is garnering attention in Japan as a Japanese sake

association that also sells original sake products and merchandise on ELEMENIST, a digital platform that sells sustainable products.

I feel more sake breweries will start growing their own rice to produce sake products in the future, as sustainable sake production will soon become the norm worldwide, with more sake breweries expected to join as members. Please continue to support the activities of this association. ■

또한, ELEMENIST 온라인 쇼핑을 통해 오리지널상품등의 판매등도 실시해, 지금 일본에서 가장 주목받는 일본주 단체가 되고 있습니다.

앞으로의 긴 역사 속에서, 장원이 자신들의 쌀을 재배하여 술로 만들어 간다, 고 하는 당연한 흐름은 강력해 질 것으로 생각됩니다. 또한 그러한 지속가능한 술제조가 세계에서 평가되는 시대도 앞으로 올거라고 생각합니다. 가맹점은 앞으로 점차 늘어날테니, 이 모임의 활동에 주목해 주시기 바랍니다.





## What Type of Water is Miyamizu? 궁수란, 어떤 물인가?

‘Miyamizu’ refers to groundwater from a certain underground area near the coast of Nishinomiya, Hyogo, considered a factor that makes sake produced in Nada famous worldwide.

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

Yoshihide Murakami  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



JFC INTERNATIONAL INC

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This groundwater was discovered to be superior for sake production in 1840. Sake producer Tayuzaemon Yamamura, who owned a sake brewery in Uosaki, noticed that sake produced in Nishinomiya was far more superior in quality to sake produced in Uosaki. Yamamura experimented by using the same rice and assigning a different Toji (Master Sake Brewer), but realized the sake produced in Nishinomiya was still far more delicious. Therefore, the Nishinomiya ground water was transported to the Uosaki brewery to produce sake, and the sake that resulted was superior in flavor.

Due to this result, Yamamura discovered that water influenced the quality of sake, and started using water from Nishinomiya to produce sake in Nada also since 1840. Since this sake also became famous in Edo, many sake brewers led by Nada-based sake brewers started using the groundwater from Nishinomiya. Initially referred to as “Nishinomiya water,” the name was eventually abbreviated to become known simply as ‘Miyamizu.’

The secret of this water was mostly unraveled from scientific investigation and research that started early into the Showa Era. According to these results, miyamizu consists of water from Shakugawa and Mitarashigawa in the west, flowing into the Mukogawa water flowing from behind the Rokkousan in the north, combining into underground water and coming slightly into contact with ocean water infiltrating from the south side of the miyamizu region. Also, the depth of the well is relatively shallow between four to five meters; however, the layer of shells in the strata immediately below determines

the water characteristics.

Analyzing the water components revealed this water contains a significant amount of phosphorus at 2.7mg per liter, an unprecedented amount in any water used in any sake-brewing region. Aside from phosphorus, the miyamizu also contains high quantities of potassium and calcium, etc., and these mineral elements play an important role in aiding the propagation of koji mold and yeast to stabilize fermentation.

The groundwater seeping through the layer of shells (mainly Japanese egg cockle) dissolves the mineral elements of the shells as the water gushes out, thus the Mukogawa water containing a significant amount of carbonic acid conveniently dissolves these components. Also, a major menace for sake brewing water is iron, which adds a brown color to the water. However, miyamizu contains an insignificant amount of iron because the underground Shakugawa water containing a significant amount of oxygen oxidizes the iron, filtering the water in the layer of shells.■

「궁수」(미야미즈)란, 효고 현니시노미야시의 해안 주변의 특정 지하에서 끌어올린 지하수로, 탄주의 명성을 전국에 알린 제일의 요인이 된다.

이 물이 양조용수로서 매우 뛰어난 물이라는 것을 발견 한 것은 천보11년의 일이다. 우오사키에술창고를 두었던 주조가·산음태자에몬은, 니시노미야에서 만든 술이 항상 뛰어나다는 것을알아챘다. 그래서 같은 쌀을 사용해 보거나, 쌍방의 기술자를 교대로 해보거나 했지만 아무래도니시노미야의 술이 이기고

있었다. 그래서 니시노미야의 매화 목장 우물 (매화목우물)의 물을우오사키 창고에 가져와 담아모았더니, 훌륭한 술이 만들어졌다. 이렇게 하여 산음은, 물이 술의품질을 좌우한다는 것을 알게되고, 천보11년이후 탄의 창고에서도 니시노미야 물을 쓰게 되었다.

그리하여, 이 술이 에도에서도 호평을 받게되어 탄을 시작으로 주조가가 이 물을 찾게 되었다.

당시에는「니시노미야의 물」라고 불리어졌지만, 어느샌가 줄여서「미야미즈」가 되어버린다.

이 물의 비밀에 대하여는, 소화에 들어서 과학적인 조사·연구가 행해져 거의 해명되었다. 그것에따르면 미야미즈는 서쪽의 샤쿠가와나 미타라이가와와, 북쪽의 롯코산의 뒷편에서 흐르는무코가와와 물이 복류수가 되어서 합류하여, 게다가 미야미즈 지대에서 남쪽에서 침투해오는바닷물과 약간 접촉되어만 들어 진다. 따라서 우물의 깊이는 4~5m로 비교적 얕지만, 그바로아래 지층에 존재하는 패각층이 이 물의 성질을 결정한다고 한다.

성분을 분석한 결과, 이 물에는 1리터당 2.7mg의 다량의 인이 포함되어 있는데, 이 정도 다량의인을 함유한 물은 다른 어느 주조지역에서도 유례가 없다고 한다. 인 이외에, 칼륨, 칼슘의 함유량도 많은데, 이러한 무기성분은 누룩과 효모의 증식을 도와 안정된 발효를 만드는 중요한 역할을지니고 있다. 이것은 지하수가 패각(주로 새조개)층을 통과할 때 패각의 무기성분을용해하면서 용출하기 때문에 탄산을 많이 품은 무고천의 물이 이러한 성분의 용해에 적합하다고한다. 또한 주조용수의 대적은 철분인데, 이것이 포함된 술이 갈색으로 착색되어 버리지만,미야미즈에는 철분은 거의 포함되어있지 않다. 이것은 산소를 다량 함유한 숙천의 복류수가철분을 산화시켜, 패각층에서 여과되어지기 때문이라고 한다







**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.

## “Hegisoba Katsura” serves Niigata specialty soba dish “Hegisoba” in Tokyo

### 도쿄에서 헤기소바

Buckwheat Noodle Restaurant “Hegisoba Katsura” is located near the Shin-Nakano subway station on the Marunouchi Line along the Oume Kaidou Highway, running east and west of Tokyo. “Hegisoba” is a buckwheat noodle (soba) dish, a local favorite in Niigata prefecture and a specialty of the Echigo region, characteristic for using Funori seaweed instead of flour. The chewy soba noodles are renowned for their flavor and go down smoothly. “Hegisoba Katsura” serves this traditional specialty dish of the Echigo region in Tokyo. Owner Michio Katsura trained to prepare Hegisoba in a renowned restaurant in Niigata prefecture before opening his community-based restaurant Katsuraya in 2019.

Menu selections besides soba noodles include other specialties of Niigata prefecture, such as “Fried Tofu from Tochio” and “Nuka Iwashi” (Sardines Marinated in Rice Bran with Plenty of Salt). Despite its location in Tokyo, Hegisoba Katsura serves only Niigata sake selections. Tempura is delicious as expected of a soba noodle restaurant, in addition to fresh and delicious fish selections such as sashimi, rarely served in a soba noodle restaurant in the city. Business hours are from 11:00 to 22:30, open between lunch and dinner without closing in between, also rare but welcome news to sake fans.

My impression is that workers employed near the restaurant come in during peak lunch hours, followed by mothers in the neighborhood, retirees who enjoy a drink in the afternoon, then businessmen who stop in after work. Owner Michio Katsura’s experience managing various restaurants is instrumental in creating this wonderful restaurant, popular among soba noodle fans and sake fans alike.

The restaurant’s monthly event – Full course with monthly sake selections from different sake breweries - is popular among regulars, Hegisoba fans, and sake fans alike. The sake brewery of the day introduces their sake and



converse with guests enjoying a full course meal of soba noodles as the main dish with sake. The menu selections served at Katsuraya complement sake, with most guests getting tipsy on a full stomach. The 2-hour event stretches into 3 hours each time.

Sake brewery staff and guests who long enjoyed Hegisoba are not always familiar with how soba noodles are prepared. Many guests marveled that they never enjoyed such delicious Hegisoba, even in Niigata prefecture. The gourmet website “Hitosara” also ranked Hegisoba Katsura as the Number 1 soba noodle restaurant in Tokyo in 2023. With such delicious Hegisoba readily available in Tokyo, Hegisoba might be a welcome choice of toshikoshi soba (soba noodle dish traditionally enjoyed on New Year’s Eve) to ring in the new year?■

도쿄를 동서로 달리는 오메가도를 따라 마루노우치선의 신나가노역 옆에 「에치고헤기소바 가츠라야」가 있다. 니이가타에서는 일반적으로 친숙한 이「헤기소바」이지만 정식으로는 에치고 지방의 유명품으로 밀가루를 쓰지 않고 후노리라고 하는 해초를 연결해서 사용하는 것이 특징이다. 묵념감이 좋고 쫄깃하고 풍미가 좋은 메밀이다. 그런 에치고지방전통의 헤기소바를 도쿄에서 먹을 수 있다는 것이 「에치고헤기소바가츠라야」이다. 점주인 가츠라 산치오씨는 니이가타의 유명 가게에서 헤기소바를 수행하여 도쿄에 2019년, 현지밀착형 가츠라야를 오픈하였다. 「토치오의 유부」나 「누카이와시」 등 소바이외의 요리도 니이가타에 엄선하여 일본주라인업도 니이가타산로만 으로, 도쿄에 있지만 니이가타를 즐길수 있는 가게이다. 물론소바가게라서 튀김도 맛있고, 거리의 소바가게로서는 드물지만 생선회도 맛있다. 영업시간도술꾼

으로서는 기쁜 아이돌타임 휴식이 없이 오전 11시에 개점하여 오후 10시30분까지, 이것또한 도시의 소바가게로서는 드문 이어지는 영업이다. 나의 감각으로는 낮의 피크타임은 가게근처에서 근무하는 사람들이 찾고, 그것이 안정되면 근처의 엄마들이 모이고, 저녁부터는 근처의 노인들이 마시기 시작하여, 차례로 일을 마친 샐러리맨이 마시러 온다고 여겨진다. 주인인 가츠라 산치오씨는 다수의 음식점 수련과 통찰을 경험하였기 때문에, 이 멋진 소바를 좋아하는 사람에게도 술을 좋아하는 사람에게도 사랑받는 가게를 만들었다고 생각된다. 그리고단골손님이나 헤기소바애호가나 일본주애호가를 기쁘게 하는 이벤트가, 매월 1회 실시된다는가게 풀코스과 매달 다른 주조의 일본주를 무제한 마시는 이벤트가 있다. 그 날은 주장의 장원이술 설명을 하면서, 참가자 모두가 이야기 하면서 술과 소바를 메인이로한 풀코스를 즐길 수 있다. 가츠라야의 요리에서 술이 진행되지 않을 수 없으니, 모두 술에 취하고 배부르게 되어원래 2시간정도를 예정한 이벤트가 3시간이 되는 것은 매번 있는 일이다. 참가자 뿐만 아니라니이가타의 장원들도 헤기소바를 예전부터 즐기고 있었지만, 어느정도 메밀을 반죽해야 하는 지몰랐고, 니이가타에서도 여기처럼 맛있는 헤기소바는 먹어본 적이 없다고 모두들 입을 모아말한다. 맛집 사이트인 「히토사라」에서도 2023년의 도쿄 소바가게 1위가 된 명소이다. 그만큼 맛있는 헤기소바가 도쿄에 있으니 어느 때와 달리 도시코시소바는 헤기소바라는 선택지도올해는 없지 않을가.



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JAPAN



## Sake Shochu Spirits Institute of America - Cautionary Notes to Participate in Tasting Events- 테이스팅의 주의점

**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.

**F**irst, participate in tasting events when in optimal health because the flavor cannot be tasted accurately while suffering a cold or a hangover.

Smoking and consuming foods with strong flavor, such as garlic, is also prohibited before participating in tasting events.

Also, refrain from wearing cosmetics, colognes, and perfumes with strong fragrances when tasting sake with others.

To sample different alcoholic beverages, drink water to prevent the senses from dulling due to intoxication. (Toji (master sake brewer) and sake sommeliers spit out the sake they tasted during tasting events.)

Exercise caution as alcohol from whiffing sake aromas and tasting different selections of sake over a prolonged period can numb one's sense of smell and taste.■

**테**이스팅을 실시할 때는, 우선 만전의 몸상태로 임하는 것이 중요합니다.

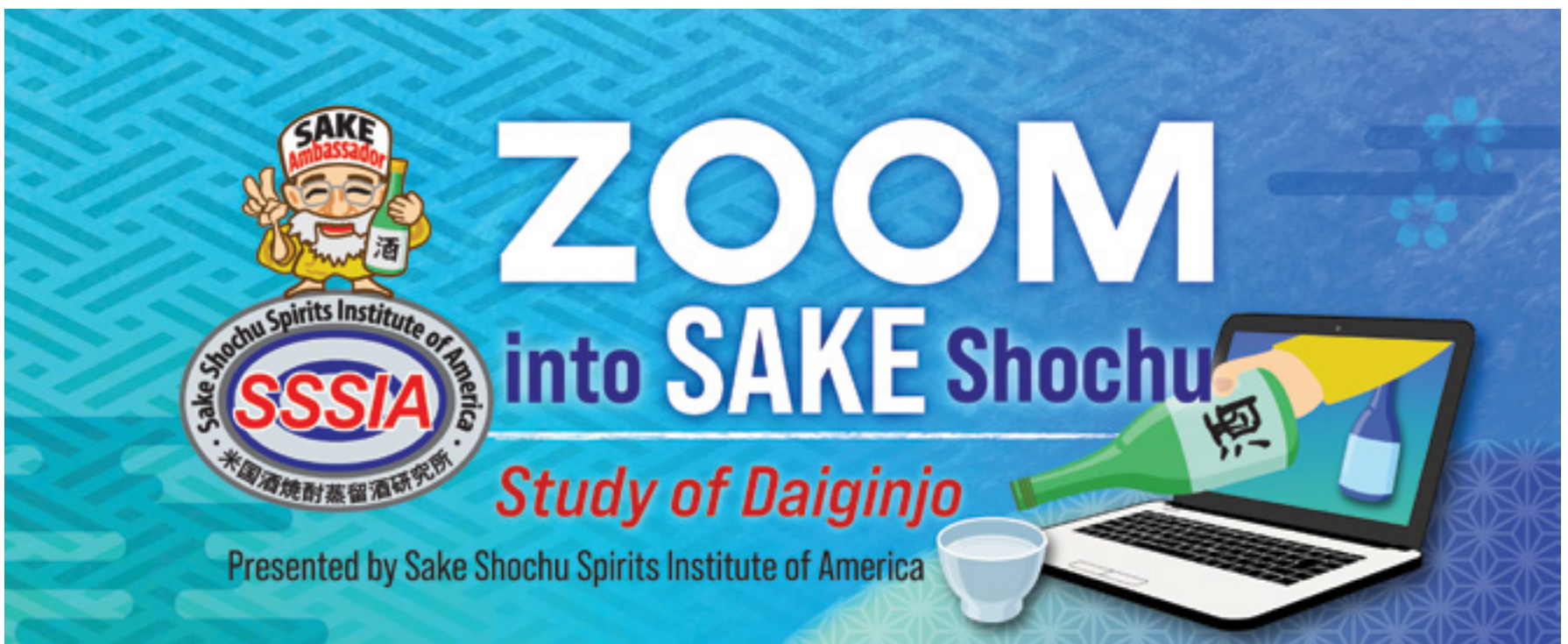
감기나 숙취등의 상태로는 제대로 향미를 파악할 수 없습니다.

테이스팅 전에 담배나 냄새가 강한 것의 섭취는 금합니다.

또한, 함께 실시하는 사람이 있는 경우, 실례가 되지 않도록 향이 강한 화장품이나 향수의 사용을삼가합니다.

여러 종류의 테이스팅을 실시할 경우, 술에 취해서 감각이 둔해지지 않도록, 물을 마시면서 실시합니다.(참고로, 술 짓는 기술자나 술꾼등은 테이스팅 할때, 반드시 토해내고 실시합니다.)

향을 계속 맡거나, 너무 많은 갯수를 테이스팅하면, 알코올 자극으로 후각이나 미각이 마비되므로주의가 필요합니다.





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EL AÑO 2013

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**Sake tradicional**  
**Asociación de destilerías de sake que se toman**  
**en serio el cultivo de arroz para sake..... P43**

**¿Qué tipo de agua es Miyamizu?..... P44**

**Paseando por Tokyo Jizake**  
**Heigsoba Katsura” sirve el plato de soba**  
**“Hegisoba” de Niigata en Tokio ..... P45**

**Instituto de la Espiritu Sake Shochu de América**  
**Notas de precaución para participar en**  
**eventos de cata ..... P46**



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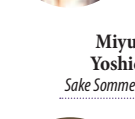
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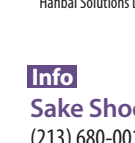
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Sake Advisor



**Shino Okita**  
Certified Sake Sommelier  
Shochu Advisor  
Hanbai Solutions LLC.



**Alice Hama**  
Certified Wine & Sake  
Sommelier



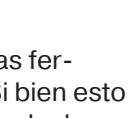
**Eduardo Dingler**  
Sake Ambassador



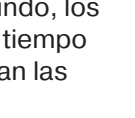
**Koji Aoto**  
Sake Sommelier  
Savannah  
Distributing Co. Inc.



**Eiji Mori**  
Sake Sommelier  
Katana Restaurant



**Jonathan Cortez**  
International  
Sake Sommelier  
Latin Region Specialist  
Mutual Trading



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



**Yoshihiro Sako**  
Sake Sommelier  
Yuzuki



**Stuart Morris**  
Sake Sommelier  
Hana Japanese Restaurant



**Toshiyuki Koizumi**  
Sake Sommelier  
Owner "WASAN"



**Michael Russell**  
Certified Sake Sommelier  
Pacific International  
Liquor Inc



**Patsy Lu**  
International  
Master Sake Sommelier  
Mutual Trading

## Info

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(213) 680-0011, AllJapanNews@gmail.com

## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 205

**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

## Asociación de destilerías de sake que se toman en serio el cultivo de arroz para sake

Las empresas suelen cultivar uvas fermentadas para producir vino. Si bien esto puede parecer normal en el mundo, los agricultores de Japón llevan mucho tiempo cultivando arroz para sake que utilizan las destilerías para elaborar sake.

En el pasado, las leyes japonesas ponían obstáculos para que las destilerías de sake no poseyeran tierras para cultivar su propio arroz. Sin embargo, las leyes se relajaron recientemente para permitir que las destilerías que se dedican apasionadamente al cultivo de arroz para sake, aumenten sus propios campos de arroz.

Veintidós destilerías que siembran con entusiasmo su propio arroz, se reunieron y fundaron "Farming & Brewing", una asociación que cultiva arroz crudo y elabora sake para presentar productos originales a los

consumidores en el 2023.

La asociación presenta productos de sake originales de la granja a la mesa a los consumidores a través de diversas actividades, como eventos de degustación celebrados en el mercado de agricultores de Aoyama en Tokio.

Farming & Brewing está ganando atención como una asociación japonesa que también vende productos y artículos originales de sake en ELEMIST, una plataforma digital que vende productos sostenibles.

Creo que más destilerías comenzarán a cultivar su propio arroz para elaborar productos de sake en el futuro, ya que la producción sustentable de sake pronto será apreciada en todo el mundo y se espera que más destilerías se unan como miembros. Continúe apoyando las actividades de esta asociación.





## ¿Qué tipo de agua es Miyamizu?

**150 tipos de sake delicioso  
Importado de todo Japón  
a través de una red nacional  
enviado directamente a usted**

**Yoshihide Murakami**  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



**JFC INTERNATIONAL INC**

### BRANCHES & SALES OFFICES

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(800) 633-1004, (323) 721-6100

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DENVER Sales Office

#### SAN FRANCISCO Branch

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#### JFC GROUP OFFICE

HAPI PRODUCTS, INC.

JES INC.

Interbranch Distribution Center (IDC)

"Miyamizu" se refiere al agua de una determinada zona subterránea cerca de la costa de Nishinomiya, Hyogo, considerada un factor que hace que el sake producido en Nada sea famoso en todo el mundo.

Se descubrió que esta agua subterránea era superior para la producción de sake en 1840. El productor de sake Tayuzaemon Yamamura, que poseía una fábrica en Uosaki, notó que el que se producía en Nishinomiya era de una calidad muy superior al producido en Uosaki. Yamamura experimentó utilizando el mismo arroz y asignando un Toji (Maestro destilero de sake) diferente, pero se dio cuenta de que el sake producido en Nishinomiya era mucho más delicioso. Por lo tanto, el agua subterránea de Nishinomiya se transportó a la fábrica de Uosaki para producir sake, con resultado de un sabor superior.

Debido a esto, Yamamura descubrió que el agua influía en la calidad del sake y comenzó a utilizar agua de Nishinomiya para producirlo también en Nada desde 1840. Dado que

este sake también se hizo famoso en Edo, muchos fabricantes de Nada, comenzaron a utilizar el agua subterránea. Inicialmente denominada "agua de Nishinomiya", el nombre se abrevió con el tiempo para convertirse en "Miyamizu".

El secreto de esta agua se desveló en gran parte a partir de la investigación científica que comenzó a principios de la era Showa. Según estos resultados, Miyamizu consiste en agua de Shakugawa y Mitarashigawa en el oeste, que fluye hacia Mukogawa desde Rokkousan en el norte; se combina con agua subterránea y entra ligeramente en contacto con el agua del océano que se infiltra desde el lado sur de la región de Miyamizu. Además, la profundidad del pozo es relativamente baja, entre cuatro y cinco metros; sin embargo, la capa de conchas en los estratos inmediatamente inferiores determina las características del agua.

El análisis de los componentes del agua reveló que contiene una cantidad significativa de fósforo, 2,7 mg por litro, una cantidad sin precedentes

en cualquier agua utilizada en cualquier región de elaboración de sake. Aparte del fósforo, el miyamizu también contiene grandes cantidades de potasio, calcio, etc., y estos elementos minerales desempeñan un papel importante en la ayuda a la propagación del moho koji y la levadura para estabilizar la fermentación.

El agua subterránea que se filtra a través de la capa de cáscaras (principalmente cáscaras de huevo japoneses) disuelve los elementos minerales a medida que el agua brota, por lo que el agua Mukogawa que contiene una cantidad significativa de ácido carbónico disuelve convenientemente estos componentes. Además, una de las principales amenazas para el agua de elaboración de sake es el hierro, que le da un color marrón. Sin embargo, el miyamizu contiene una cantidad insignificante de hierro porque el agua subterránea Shakugawa que contiene una cantidad significativa de oxígeno oxida el hierro, filtrando el agua en la capa de cáscaras.







**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.

## Heigsoba Katsura" sirve el plato de soba "Hegisoba" de Niigata en Tokio

El restaurante de fideos de trigo sarraceno "Hegisoba Katsura" está ubicado cerca de la estación del metro Shin-Nakano, en la línea Marunouchi a lo largo de la autopista Oume Kaidou, que corre de este a oeste de Tokio. "Hegisoba" es un plato de fideos de trigo sarraceno (soba), un favorito local en la prefectura de Niigata y una especialidad de la región de Echigo, caracterizada por usar algas Funori en lugar de harina. Los fideos soba masticables, son famosos por su sabor y se ingiere suavemente. "Hegisoba Katsura" sirve este plato tradicional en Tokio. El propietario Michio Katsura se formó para preparar Hegisoba en un conocido restaurante de la prefectura de Niigata antes de abrir su restaurante comunitario Katsuraya en 2019.

Las selecciones del menú, además de los fideos soba, incluyen otras especialidades de la prefectura de Niigata, como el "tofu frito de Tochio" y el "Nuka Iwashi" (sardinas marinadas en salvado de arroz con mucha sal). A pesar de su ubicación en Tokio, Hegisoba Katsura sirve solo selecciones de sake de Niigata. La tempura es deliciosa, como se espera de un restaurante de fideos soba, además de selecciones de pescado fresco y delicioso, como el sashimi, que rara vez se sirve en un restaurante de fideos soba de la ciudad. El horario de atención es de 11:00 a 22:30, abierto entre el almuerzo y la cena sin cerrar entre medias, una noticia poco común pero bienvenida para los fanáticos del sake.

Mi impresión es que los trabajadores que laboran cerca del restaurante vienen durante las horas pico del almuerzo, seguidos por las madres del vecindario, los jubilados que



disfrutan de una bebida por la tarde y luego los hombres de negocios que pasan por allí después del trabajo. La experiencia del propietario Michio Katsura en la gestión de varios negocios, es fundamental para crear este maravilloso restaurante, popular entre los fanáticos de los fideos soba y los fanáticos del sake por igual.

El evento mensual del restaurante, un menú completo con selecciones mensuales de sake de diferentes destilerías, es popular entre los clientes habituales, los fanáticos de Hegisoba y

los fanáticos del sake por igual. La destilería del día presenta su sake y conversa con los invitados que disfrutan de un menú completo de fideos soba como plato principal con sake. Las selecciones del menú que se sirven en Katsuraya complementan el sake, y la mayoría de los invitados se embriagan con el estómago satisfecho. El evento de 2 horas se extiende a 3 horas cada vez.

El personal de la destilería de sake y los invitados que disfrutaron durante mucho tiempo de Hegisoba, no siempre están

familiarizados con la preparación de los fideos soba. Muchos se sorprendieron de no haber disfrutado nunca de un Hegisoba tan delicioso, ni siquiera en la prefectura de Niigata. El sitio web gourmet "Hitosara" también clasificó a Hegisoba Katsura como el restaurante de fideos soba número 1 en Tokio en el 2023. Con un Hegisoba tan delicioso disponible en Tokio, podría ser una opción bienvenida de toshikoshi soba (un plato de fideos soba que tradicionalmente se disfruta en Nochevieja) para celebrar el año nuevo?



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Honorary Sake Sommelier & Saka-Sho



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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 -Notas de precaución para participar en eventos de cata

**E**n primer lugar, participe en eventos de cata cuando se encuentre en óptimas condiciones de salud, ya que el sabor no se puede percibir con precisión si sufre un resfriado o una resaca.

También está prohibido fumar y consumir alimentos con un sabor fuerte, como el ajo, antes de participar en eventos de cata.

Además, absténgase de usar cosméticos, colonias y perfumes con fragancias fuertes cuando pruebe sake con otras personas.

Para probar diferentes bebidas

alcohólicas, beba agua para evitar que los sentidos se emboten debido a la intoxicación.

(Los toji (maestros destiladores de sake) y los sommeliers de sake escupen el sake que prueban durante los eventos de cata).

Tenga cuidado, ya que el alcohol que se absorbe al oler los aromas del sake y al probar diferentes selecciones durante un período prolongado puede adormecer el sentido del olfato y el gusto.

**SAKE Ambassador**  
Sake Shochu Spirits Institute of America  
SSSIA  
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**ZOOM**  
into **SAKE Shochu**  
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