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Hokkaido Gastronomy

-A tasting event targeted businesses and restaurant professionals in Los Angeles at Japanese restaurant “KIWAMI,” owned by KATSU-YA Group, Inc.-

北海道の美食

—ロサンゼルスのレストラン関係者に紹介する
 ビジネス向け試食会がKATUYA-YAグループの
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第24回 すし&酒フェスティバル開催
 —米国日系レストラン協会主催
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from top left: Hokuto Kenshiro (Omae Wa Mou Shindeiru) Sweet Potato Shochu, ABV:25%, Saga / Hokuto Rash (Waga Shougain Ippenna Kinashi) Sweet Potato Shochu, ABV:25%, Saga / Sakura Shiranami Sweet Potato Shochu, ABV:24%, Kagoshima / Satuma Shiranami Sweet Potato Shochu, ABV:24%, Kagoshima / Sengetsu Rice Shochu, ABV:24%, Kumamoto / Kawabe Rice Shochu, ABV:24%, Kumamoto / Hakunaka Shiro Rice Shochu, ABV:24%, Kumamoto / Hakunaka Kinjo Shiro Rice Shochu, ABV:24%, Kumamoto / Hakunaka Kaoru Rice Shochu, ABV:25%, Kumamoto / Tawari Buckwheat Shochu ABV:25%, Miyazaki / Ikkanon Sweet Potato Shochu, ABV:24%, Kagoshima / Jakuimboku Barley Shochu, ABV:24%, Fukuoka /
 from bottom left: Sakura Yamakawa Awamori, ABV:43%, Okinawa / Hara Shimauta Awamori, ABV:24%, Okinawa / Zanpa 1999 Awamori, ABV:41%, Okinawa / Zanpa Premium Awamori, ABV:30%, Okinawa / Zanpa Shequrwarer Spirits Awamori, ABV:24%, Okinawa / Niseko Distillery Ohoro Gin, ABV:47%, Hokkaido / Yamazakura Single Malt By Sazakawa, ABV:43%, Fukushima

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介します。最新の話題店舗や人気商品な
どを紹介し、日本食レストランの繁盛を
応援します。また、アメリカの最新の食
品衛生管理に関する情報なども提供し業
界の発展に寄与します。

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This magazine spotlights the Japanese
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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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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.



Sake Tasting

To be able to taste sake, the most important thing to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly assess

sake products. So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience. First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one. Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

日本酒の利き酒

利き酒をするにあたって一番重要なことは自分自身の味覚基準を設定、見つけることである。基準とは自分自身の好みではなく、他の酒を判定するのに必要な味覚の軸となるものを見つけることにある。その軸となる味をしっかりと持つことにより他の酒の違う香り、酸味、ボディ、旨みを感じるようになるのだ。後は知識と情報収集により、他の商品をより公平にしかも的確に評価できるよう

になるのである。ではその軸を見つめる方法だが、今回私自身の経験から一番手取り早く、しかも費用のかからない味覚判断基準の見つけ方をお教えしよう。店頭で安い日本酒を購入し、嫌い、まづい酒でもひたすら同じ酒を15日間毎日飲むこと（人によっては20日間くらいかかる人もいるだろうが）。決して酔うまでは飲まないこと。量はお猪口一杯

でもすすめる程度でもいいから欠かさず飲むことが必要となる。（その間、他の日本酒は飲まない方がよい）2-3日の肝臓休憩後に違う日本酒を利いてみる。おそらく、いままでは分からなかった味が恐ろしく利けることになってるだろう。酸味の違い、ボディの濃淡、香りの違い、旨みのレベル、後味の強弱がはっきりと分かるようになる。

日本酒の鑑定

酒の鑑定最重要的是找到並設定出自己的口味標準。標準不是找到自己的喜歡口味，而是找到判斷其他酒所需的口味基準軸。牢牢抓住該軸的核心味道，感受到其他酒的不同香氣、酸度、酒體，和鮮味。之後，要根據收集的知識和信息，能夠更公平、更準確地評估其他產品。現在如何找到那個軸，根據我自己的經驗，我將教您如何快速以及不花錢

找到口味標準。在商店買便宜的日本酒，討厭它，口味不好也要每天喝同樣的酒堅持15天（有些人可能需要長達20天）。絕對不可以喝酒喝到醉。量可以是一小整杯，一定不要間斷地喝下去。（這期間最好不要喝其他日本酒）在肝臟休息 2-3 天后嘗試不同的日本酒。也許以前未知的味道會非常有效地體會到。您將能夠清楚地感覺到酸度的不同，酒本身的濃淡，香氣的差異，鮮味的水平以及後味的強度。

일본술의 시음

시음 술을 마시기 전에 가장 중요한 것은 자신의 미각 기준을 설정하고 찾아내는 것이다. 기준이란 자신의 기호가 아니라 다른 술을 판정하는 데 필요한 미각의 축이 되는 것을 찾아내는 데 있다. 그 축이 되는 맛을 제대로 가지면 다른 술과 다른 향, 산미, 보디, 감칠맛을 느낄 수 있게 된다. 그 다음은 지식과 정보 수집을 통해 다른 상품을 더욱 공평하고 정확하게 평가할 수 있게 되는 것이다. 그럼 그 축은 어떻게 찾아내는가? 본고에서는 나의 경험을 바탕으로 가장 손쉽고 빠르게, 그리고 더 저렴하게 미각의 판단 기준을 찾아내는 방법을 알려드리고자 한다.

매장에서 가장 저렴한 일본술을 구매한 다음 마음에 안 들고 맛있는 술이라도 같은 술을 15일간 매일 마신다(사람에 따라서는 20일이 걸리는 경우도 있을 것이다). 절대 취할 때까지 마시지 않는다. 양은 딱 한 모금만 마시든 훌쩍훌쩍 마시든 매일 뱉치지 않고 마시는 것이 중요하다(그동안 다른 일본술은 마시지 않는 편이 좋다). 2~3일 동안 지친 간을 쉬게 한 후에 다른 일본술을 시음해 본다. 아마 지금까지 몰랐던 맛을 느끼게 될 것이다. 산미의 차이, 보디의 농도, 향의 차이, 감칠맛의 수준, 뒷맛의 강약을 확실히 알 수 있게 될 것이다.

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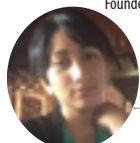
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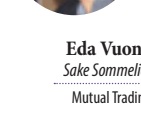
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California
SAKE
CHALLENGE

by Kosuke Kuji 206



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

Super Frozen Sake: Part 1
日本酒のスーパーフローズン その1

Sake is currently stored in two ways: At "room temperature" or "refrigerated."

As most of you know, sake stored at room temperature advances aging that slows when refrigerated.

However, a new way to "freeze," store, and age sake is now introduced.

Unlike "Mizore-zake" (frozen, sherbet-like sake), this new method does not freeze sake to be semi-thawed later for "consumption," but rather, revolutionized how sake is "stored."

History revealed that sake had been

frozen and stored in the past. However, such freezing methods are completely different from the super-freezing method introduced in this report.

Sake frozen using the usual methods can be stored if certain precautions are taken due to the risk of deteriorated flavor and cracked bottles, the same reasons why sake was not typically frozen in the past.

Why is a new method to freeze and store sake now possible?

"Flash-freezing" is a process developed in the last 10 years and used

widely in the food industry to freeze fresh meat, fish, and other perishables. This rapidly developed and evolved new "flash-freezing" technology is now used to flash-freeze sake, sold as "Frozen Sake."

Over thirty Japanese sake breweries currently use this technology for sake products such as "Dassai" and "Dewazakura," garnering attention for new possibilities this technology offers to preserve the quality of sake.

Mizore-zake: Sake which is frozen in a freezer until it becomes sherbet-like. ■

日本酒の貯蔵方法は現在「常温」もしくは「冷蔵」の2種類しかありません。

常温貯蔵は熟成も早く進み、冷蔵貯蔵は熟成はゆっくり進むのはご存じの通りですが、今、新しい日本酒の貯蔵方法がスタートしています。

それが「冷凍」での熟成です。

「みぞれ酒」などとは違い、冷凍を半解凍して飲む、という「飲み方」ではなく、あくまで「貯蔵」の方法になります。今まで冷凍貯蔵されたお酒も歴史の中

ではあったのですが、それらの冷凍は「冷凍方法」が今回紹介するスーパーフローズンとは全く違います。

普通に冷凍したお酒を冷凍貯蔵するのなら、ちょっと工夫すれば出来るのですが、味の面や、瓶が割れたりするリスクなどがあり、日本酒の歴史の中でほとんど冷凍貯蔵はされてきませんでした。

ではなぜ今、新しい冷凍貯蔵が可能になったのか。

その答えが「瞬間冷凍」による冷凍で、この10年で食品業界や魚や肉などの生

鮮食品の世界で「瞬間冷凍」が大きく普及してきました。

この大きく発展・進化した新しい「瞬間冷凍」の技術を使い、日本酒を瞬間冷凍したものが「スーパーフローズン」というお酒になります。

現在、30社を超える日本酒の蔵元が取り組んでいます。有名な「獺祭」さんや「出羽桜」さんも取り組んでおり、日本酒の新たな可能性として注目されています。

日本酒 百味百題

Originally, Japanese sake varies greatly in regional characteristics, along with sake quality. Although Japan is a small island nation, the land stretches great distances towards the north and south, surrounded by the ocean and many mountains. Therefore, various climates and natural features make up cold to

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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Is Locality A Factor in Japanese Sake Quality? 日本酒の地域性

warm regions, generating significant differences in water quality and geological features by region, also reflected in the differences in sake rice. Also, the traditional art of sake production differs not only by climate and natural features and the brewery master's brewing method, but also according to the region - influenced by regional history and culture, local produce, and dietary customs, etc. - which of course produces the differences in flavors.

For example, sake from Nada city, where sake is produced using water with high degree of hardness since ancient times, is known as the pure and dry "Otoko-zake" ("Male Sake"). On the other hand, sake from Fushimi - a region with soft water - is soft and sweet to the palate, referred to as "Onna-zake" ("Female Sake").

Also, many of the sake brands produced in the Hiroshima region are sweet, while sake from Kochi and Niigata prefectures are known to be dry.

In that case, does the difference in sake quality in these regions since ancient times still exist today? A sake quality survey of commercially sold sake brands conducted every other year by Japan's National Tax Agency Liquor Administration revealed that the overall sake trend tends to be dry and clean, while the general sweet, dry, rich, and clean flavors for which each prefecture is known still remains consistent to this day. However, this finding is not consistent when reviewing individual sake producers, for current sake brewing technologies can mostly control the degree of sweet, dry, rich, and clean flavors freely.

One factor for the reduced regional differences among Japanese sake brands is due to the recent popularity of Ginjo sake. Previously, it was said in

the sake brewing industry to "Apply the formula YK-35 to produce your sake to garner a Gold Award at The Annual Japan Sake Awards." Y-35 refers to combining Yamadanishiki rice (Y) from Hyogo prefecture with Kumamoto yeast (K) at a rice-polishing ratio of 35 percent. Following this formula will produce high-quality ginjo sake while diminishing regional characteristics.

This trend is not limited to Ginjo sake. Rice, the main ingredient of Japanese sake, is easily shipped compared to the grapes used to produce wine, thus the demand for high-quality ingredients often results in the use of rice from renowned production regions. The choice of yeast that significantly impacts the sake aroma is mostly the "association yeast" with the same property. Other important factors are the high degree of milling, processed water quality, frequently activated carbon filtration, distilled alcohol added, etc., that further diminish the individual sake flavor.

However, new yeast is being developed recently by prefecture, with many breweries using local rice brands to produce their regional sake, thus increasing the likelihood of new regional flavors emerging. ■

◆ ◆ ◆
本来、日本酒は地方色が豊かで、酒質も多様な酒である。わが国は狭い国土ながら南北に長く、海に囲まれていて山も多い。そのため、寒冷地から温暖地に至るさまざまな気候風土が形成されており、地域による水質や地質の違いが大きく、米も違う。また、日本酒造りの伝統技術は、気候風土や杜氏の流派ばかりでなく、それぞれの地方、地域の歴史や文化、産物、食習慣などと密接に関わっているから、味の違いがあって当然といえる。

たとえば、昔から硬度の高い宮水で仕込まれる灘の酒は濃醇辛口の「男酒」として知られ、反対に、軟水地域である伏見の酒は柔らかな甘口の「女酒」といわれてきた。

また、広島に代表される瀬戸内海沿岸地域の酒は甘口が多く、高知や新潟の酒は辛口が多いともよくいわれる。

では、このような地域による酒質の違いが、現在も昔と同じようにあるのだろうか。全国の国税局鑑定官室が1年おきに行なっている市販酒の酒質調査によると、全体に辛口・淡麗化が進んでいる中で、昔からいわれているような地方による甘辛の傾向はある程度残っていることが分かる。しかし、これは都道府県単位での平均的な甘辛・濃淡度の話であって、個々のメーカーとして見ると必ずしもそうではない。現在の酒造技術をもってすれば、酒の甘辛・濃淡はほとんど自在にコントロールできるからだ。

日本酒の地方色が薄れている要因として、よく昨今の吟醸酒ブームが挙げられる。ひと頃、酒造業界では「YK-35で造れば全国新酒鑑評会で金賞が取れる」といわれたが、YK-35とは、兵庫県産の山田錦 (Y) と熊本酵母 (K) を使用し、35%の精米歩合にするという意味。この公式通りに造れば高品質の吟醸酒ができるが、地域による差異はないに等しい。

この傾向は吟醸酒に限らない。日本酒の主原料である米はワインのブドウと違って輸送が容易であるため、高品質の原料米を求めるとどうしても、有名産地のものが使用されることになる。酒の香味に大きく関わる酵母にしても、大半が同一性質の「きょうかい酵母」である。その他、米の高度精白の重視、水質の加工、濾過での活性炭の多用、醸造アルコールの添加など、酒の香味を没個性化させる要因が多いことが指摘されている。

しかし、最近は県単位で新酵母を開発したり、地元産の米で地の酒を醸すという方針の酒蔵が目立ってきていることもあり、昔とは違った新たな地方色が生まれる可能性も期待されている。





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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



National Sake Day

日本酒の日

National Sake Day is October 1. Since the brewing year used to start in October, the Japan Sake and Shochu Makers Association designated October 1 as the National Sake Day in 1978. Events are held nationwide with participants toasting with sake to celebrate this day. The weekday of this event was Tuesday this year, thus the toasting event was held on a weekend in many cases. I attended the event held at the izakaya restaurant “Daidokoro Soma” in the Yoyogi area of Tokyo.

Izakaya restaurant “Daidokoro Soma” (“Soma’s Kitchen”) is in the Yoyogi area of Tokyo, a restaurant district where many new restaurants opened in the last few years due to redevelopment. Many young customers frequent the area. The izakaya restaurant consists of eight counter seats, where older customers can sit comfortably and enjoy a drink, and a table that seats four guests. The event started on a Sunday at noon. The restaurant was filled by a wide range of solo guests between the ages of 20 to 60.

The six seasonal fall sake selections served are “Akagisan Hiyaoroshi Honjozo” by Kondo Shuzo Co., Ltd., “Iwamiginzan Tokubetsu Junmai” by Ichinomiya Sake Brewing, “Nagatorogura Junmai Ginjo” by Fujisaki Sobei Shoten, “Takizawa Junmai Ginjo” by Shinsyu-Meijyo Co., Ltd, “Sanzui Junmai Ginjo” by Hakuro Shuzo, and “Honshu-ichi Junmai” by Umeda Shuzojo.

The difference between each sake specification and the brewery that

produced the sake can be savored with each sake that exuded a mellow fall flavor. The meal consisted of twelve courses, each devised by the restaurant owner Soma-san specifically for this event. Several appetizers prepared from vegetables kicked off the meal, followed by the chef’s original Char-siu (Chinese BBQ Pork), smoked duck, sausages, grilled shrimp, etc. Both young and elderly guests expressed satisfaction with the menu selections served.

The bottles of sake prepared for the event gradually disappeared. The restaurant consisted of counter seats, where I watched the guests pour sake from each of the six bottles of seasonal fall sake for each other as they enjoyed the delicious food and lively conversations, exchanged contact information, and promised to meet up at “Daidokoro Soma” (“Soma’s Kitchen”) to drink together. I was reassured in my belief that sake is a communication tool.

Three hours quickly passed as the guests enjoyed lively conversations, and the drinking event where adults toasted with sake ended. Every guest seemed full, slightly tipsy, and quite satisfied. I have no doubt that some guests who had not consumed enough sake went on to another restaurant afterwards. I often hear that guests who don’t usually drink sake are invited to drink sake on National Sake Day. I invite consumers who regularly enjoy sake to toast with sake not only on National Sake Day, but in everyday life with delicious food and great company.■



10月1日は日本酒の日である。以前は酒造年度が10月から始まっていた為、1978年に日本酒造組合中央会が日本酒の日と定めた。近年、全国各地で日本酒で乾杯するというイベントが行われている。今年は曜日が火曜日だったこともあり、乾杯イベントを週末に行う場合も多く、その中で、東京代々木の居酒屋「台所そうま」で行われたイベントに行ってきた。台所そうまは、この数年、再開発などで新しい飲食店街が出来、若者が多く飲み歩くなった代々木の中で、年齢が少し高めの人々にもゆっくり酒を飲んでもらえるカウンター8席、4人テーブル1卓の落ち着いた店である。日曜日の昼12時からスタートした会は満席で一人での来店が多く、20代から60代まで幅広い年齢層の人が集まっていた。並んだ日本酒は全て秋の季節酒で、群馬県近藤酒造の赤城山本醸造ひやおろし、鳥根県一宮酒造の石見銀山特別純米ひやおろし、埼玉県藤崎惣兵衛商店の長瀬蔵純米吟醸ひやおろし、長野県信州銘醸の瀧澤純米吟醸ひやおろし、新潟県柏露酒造のさんずい純米大吟醸生詰め、広島県梅田酒造場の本洲一純米秋あがりの6種類。それぞれ、スペックと蔵の違いを楽しめ、まるやかで秋を感じる事が出来る酒

だった。料理は全12品と盛りだくさんで、店主の相馬さんがこの日の為に用意した日本酒に合う最高に気のきいた料理が出てきた。野菜が中心の前菜数種から始まり、自家製チャーシュー、鴨スモーク、ソーセージ、エビのグリルなど若者も年配者も満足出来るコースだった。当然、酒が進み用意されていた日本酒の減りも早い。カウンター中心の店なので、参加者同士6種類の酒を回し注ぎあいながら、秋の酒と美味しい料理で話が盛り上がり、連絡先を交換し、普段も台所そうまで酒を飲む約束をしている姿を見て、やはり酒はコミュニケーションツールなのだかと再度実感した。盛り上がっているうちに、あっという間に予定の3時間が過ぎ、大人の日本酒乾杯イベントは終了した。皆、腹も膨れほろ酔い状態で大満足といった感じであった。その後、飲み足りないメンバーが次の店に消えたことは言うまでもない。普段は日本酒を飲まない人達も10月1日は日本酒のイベントに誘われ参加して日本酒を飲むという話をよく聞くので、飲めるのであれば、日本酒の日だけではなく、普段から日本酒で乾杯し美味しい肴と酒で交流を深め楽しい日本酒ライフを送ってほしいと思う。

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Sake Shochu Spirits Institute of America -Cautionary Notes for Tasting Sake- 米国酒焼酎蒸留酒研究所 / 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.

The best environment to taste sake is at room temperature – not too hot, not too cold, approximately 68 degrees F.

The best temperature to taste sake is between 59 degrees F ~ 64.4 degrees F to easily detect the fragrance of sake.

A tasting cup with a double-circle on the interior bottom is often used to taste sake.

However, a wine glass is recommended if your focus is on sake aroma.

Tasting skills are best honed by practice.

Verbally express your impressions and get into a habit of documenting your impressions. Exchanging ideas with others is critical to be aware of what others are taking away from sake. ■

次に テイスティングにふさわしい環境だが、暑すぎず、寒すぎず20度前後、いわゆる室温がベスト。

日本酒自体の温度は香味の特徴が一番わかりやすい15～18度で行う。

使用する器は底に青い二重丸の入った蛇の目の利きお猪口がよく使われるが、香りを重視するならば、湾曲性の高いワイングラスを選ぶと良い。

テイスティング能力を向上させるためには、数をこなして覚えることが重要。

自分の感じたことを口に出したり、書き留める癖をつけるとともに、周りの人との意見交換をおこなうなど、人がどう感じているかを意識することが肝要。

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

Restaurants added nearly 70k jobs in September

-Restaurant job growth regained momentum in recent months, with September representing the largest monthly increase in more than two years-

9月の外食産業は約7万人の雇用増

—飲食店の雇用はここ数カ月で勢いを取り戻し、9月は過去2年以上で最大の伸びとなった—

Job growth in the restaurant industry regained momentum in recent months, with September's payroll expansion representing the largest monthly increase in more than two years.

Eating and drinking places* added a net 69,400 jobs in September on a seasonally-adjusted basis, according to preliminary data from the Bureau of Labor Statistics (BLS). That followed upward-revised gains of 29,900 jobs in July and 37,500 jobs in August.

In total for the third quarter, eating and drinking places added a net 136,800 jobs. That represented the largest quarterly employment growth since the third quarter of 2022 (+196,900 jobs). The third quarter's resurgence was also a solid improvement over the second quarter, when employers added fewer than 8,000 positions.

It's important to note that preliminary employment reports have been volatile and subject to sizable revisions in recent months. However, the latest readings suggest that restaurant operators continue to have a healthy demand for employees, and that the second quarter's softness was not the beginning of a broader downturn.

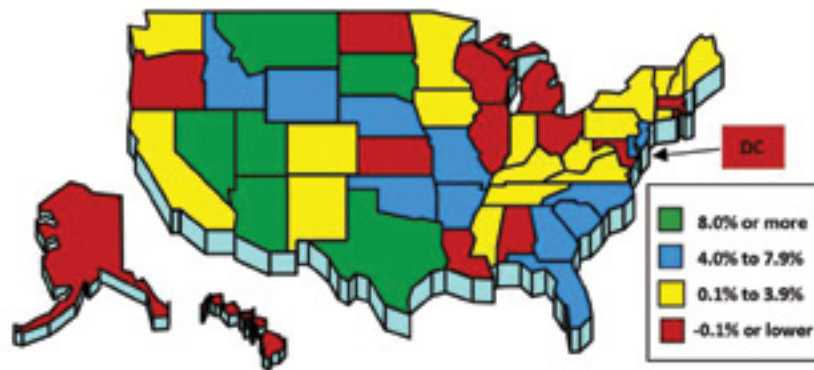
As a result of the solid gains in recent months, the gap between the industry's current staffing counts and pre-pandemic levels continues to widen. As of September 2024, eating and drinking places were 179,000 jobs (or 1.5%) above their February 2020 employment peak.

Fullservice segment still down 234k jobs

While the overall restaurant industry surpassed pre-pandemic employment levels, significant differences still exist by segment.

The fullservice segment experienced the most job losses during the initial months of the pandemic – and it still has the longest path to recovery. As of August 2024, fullservice restaurant employment levels were 234,000 jobs (or 4%) below pre-pandemic readings in February 2020.

August 2024 restaurant employment compared to August 2019 level



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

Employment counts in the cafeterias/grill buffets/buffets segment (-32%) also remained below their February 2020 levels.

Job losses in the limited-service segments were somewhat less severe during the initial months of the pandemic, as these operations were more likely to retain staff to support their existing off-premises business. As of August 2024, employment at snack and nonalcoholic beverage bars – including coffee, donut and ice cream shops – was nearly 135,000 jobs (or 17%) above February 2020 readings.

Staffing levels in the quickservice and fast casual segments were nearly 164,000 jobs (or 4%) above pre-pandemic levels. Headcounts at bars and taverns were 32,000 jobs (or 7%) above the pre-pandemic peak.

Restaurant job growth varies across the states

Restaurant employment trended higher in recent months, but the extent of the industry's workforce recovery varies significantly by state. As of August 2024, 14 states and the District of Columbia had fewer eating and drinking place jobs than they did in August 2019.

This group was led by Maryland and Louisiana, which had 7% fewer eating and drinking place jobs in August 2024 than they did in August 2019. Oregon (-5%), North Dakota (-5%) and the District of Columbia (-5%) were

also well below their pre-pandemic restaurant employment levels.

As of August 2024, eating and drinking place employment in 36 states surpassed their comparable pre-pandemic readings in August 2019. This group was led by South Dakota (+15%), Montana (+13%), Nevada (+13%) and Utah (+12%).

外食産業の雇用はここ数カ月で再び勢いを取り戻し、9月の雇用者数は過去2年間で最大の伸びを記録した。

労働統計局 (BLS) の速報データによると、飲食店*の9月の雇用者数は季節調整後で6万9400人増加した。これは、7月の29,900人、8月の37,500人に続く上方修正値である。

第3四半期の飲食店の雇用は13万6,800人増加した。これは、2022年第3四半期 (19万6,900人増) 以来、四半期ベースで最大の雇用増加となった。

第3四半期の復活は、雇用者の雇用増加が8,000人未満であった第2四半期と比較しても堅実な改善であった。

ここ数ヶ月、雇用統計の速報値は不安定で、大幅な修正が行われていることに留意する必要がある。しかし、最新の数値は、レストラン経営者の従業員に対する需要が引き続き健全であること、そして第2四半期の軟調さがより広範な景気後退の始まりではなかったことを示唆している。

ここ数ヶ月の堅調な増加の結果、業界の現在の人員数とパンデミック前のレベルとの差は拡大し続けている。2024年

9月現在、飲食店は2020年2月の雇用ピークを17万9,000人 (1.5%) 上回っている。

フルサービス部門は依然として23万4,000人の雇用減

外食産業全体では、パンデミック前の雇用レベルを上回ったが、セグメント別ではまだ大きな差がある。

フルサービス部門は、パンデミック初期の数ヶ月間、最も多くの雇用を失った。2024年8月現在、フルサービス・レストランの雇用レベルは、2020年2月のパンデミック前の数値を234,000人 (4%) 下回っている。

カフェテリア/グリルビュッフェ/ビュッフェ部門の雇用数 (-32%) も2020年2月の水準を下回っている。

限定サービス部門の雇用減少は、パンデミック初期の数ヶ月間は幾分緩やかであった。2024年8月時点で、コーヒー、ドーナツ、アイスクリームショップを含むスナックとノンアルコール飲料バーの雇用は、2020年2月の予測を13万5,000人 (17%) 近く上回っている。

クイックサービスとファストカジュアル部門の従業員数は、パンデミック前の水準を約16万4,000人 (4%) 上回った。バーと居酒屋の従業員数は、パンデミック前のピークを32,000人 (または7%) 上回った。

州によって異なる飲食店の雇用増加

飲食店の雇用はここ数カ月で増加傾向にあるが、同業界の労働力回復の程度は州によって大きく異なる。2024年8月現在、14の州とコロンビア特別区では、飲食店の雇用が2019年8月よりも減少している。

このグループを牽引したのはメリーランド州とルイジアナ州で、2024年8月の飲食店求人数は2019年8月より7%減少した。オレゴン州 (-5%)、ノースダコタ州 (-5%)、コロンビア特別区 (-5%) も、パンデミック前の飲食店雇用水準を大きく下回った。

2024年8月の時点で、36州の飲食店雇用は、2019年8月のパンデミック前の比較可能な数値を上回った。このグループをリードしたのは、サウスダコタ州 (15%増)、モンタナ州 (13%増)、ネバダ州 (13%増)、ユタ州 (12%増) であった。

Japanese culinary certification test held

日本料理の調理師技能認定試験開催

A Japanese culinary certification test based on the “Certification of Cooking Skills for Japanese Cuisine in Foreign Countries,” established by the Japanese Ministry of Agriculture, Forestry and Fisheries was held in Los Angeles with five local chefs awarded the Bronze certification.

農林水産省が定める「海外における日本料理の調理師技能認定制度」に基づく認定試験がロサンゼルスで開催、地元のシェフ5名が参加してブロンズ認定を取得

The certification test is held to test and certify the knowledge and skills of examinees in the preparation of Japanese cuisine based on the qualification “Certification of Cooking Skills for Japanese Cuisine in Foreign Countries,” established by the Japanese Ministry of Agriculture, Forestry and Fisheries, to train and certify foreign Japanese chefs with sufficient knowledge and experience in the preparation of Japanese cuisine and introduce the appeal of Japanese food culture to the world. The Japanese culinary certification test was held in Los Angeles on October 8.

Jointly organized by “The Association for the Advancement of the Japanese Culinary Arts” (Head office: Tokyo), led by Uechi Katsuya, Owner and CEO of “Katsu-Ya Group, Inc.” and the Los Angeles Branch Manager of the association, the second certification test was held in Los Angeles this year. Five chefs from the Katsu-Ya Group each gave a presentation on Japanese cuisine, took a written test consisting of fifteen questions, a practical test that demonstrated their culinary skills and a technical test. All five chefs obtained their certificate and a pure silver bronze certification medal.

During the technical test, examinees observed a demonstration, peeled vegetables (daikon radish peeled “katsuramuki” into thin sheets in a rotary motion and cucumbers cut “kazarigiri,” or decoratively, into “matsu” (pine)), and filleted horse mackerel. Each examinee completed the plating and scored on ten assessment points.

Some chefs who obtained the bronze certification strive higher as Japanese chefs. Rene Hernandez, a worker of Katsu-Ya Group who obtained the Bronze Certification last year, competed in the American

regional competition of the “11th Washoku World Challenge,” organized by the Japanese Ministry of Agriculture, Forestry and Fisheries; and won. According to Uechi, the certification is awarded to the individual and not the employer, which motivates each chef to get certified.

Uechi explained, “In the past, Japanese cuisine was thought to include sushi and ramen, everything. I’m glad each chef learned the difference between Japanese cuisine vs. food. Not only does their certification enhance their career, but it also raises the standards for the entire Japanese food industry overall. I visit store to store to present lectures and demonstrations on how to prepare sushi rolls, nigiri sushi, and how to slice fish to prepare sashimi. I think the topics we covered today must also be presented in lectures from now on. Therefore, it was a learning opportunity for me as well.” Uechi commented on his aspirations to organize demonstrations two to three times a year.

Kensuke Niyake, CEO of The Association for the Advancement of the Japanese Culinary Arts, shared his thoughts after the certification test was complete.

“The certified chefs work in restaurants and demonstrate careful attention to sanitation and hold their knives correctly, both indicative of the impressive training administered by the Katsu-Ya Group. We have certified approximately 300 chefs overseas, mostly in Asia, and thought their basic proficiency level is high. The standards set by the Katsu-Ya Group (in assessing the practical demonstration) were quite high, occasionally with harsh comments. Still, each chef demonstrated sufficient skills that satisfied the standards of the Bronze medal.”



What is Certification of Cooking Skills for Japanese Cuisine in Foreign Countries?

As the number of Japanese restaurants are increasing overseas in recent years, many restaurants do not use Japanese food ingredients and are locally funded with low technical standards. Based on this reality, the Japanese Ministry of Agriculture, Forestry and Fisheries established the “Guidelines for the Certification of Cooking Skills for Japanese Cuisine” in 2016 to allow private organizations to voluntarily certify foreign chefs who possess a certain level of knowledge and skills in the preparation of Japanese cuisine to enhance efforts to introduce Japanese cuisine and food culture overseas.

Knowledge and skills regarding Japanese cuisine specified in the Bronze certification are as follows:

1. Knowledge regarding Japanese dietary culture

2. Knowledge about hygiene management

Prevention of food poisoning, clothing, handling of food ingredients, cleaning and sterilization of cooking utensils and equipment, food ingredients and foods that require heating treatment.

3. Cooking techniques

How to use Japanese cooking utensils and equipment, how to select food ingredients, how to cut and peel food ingredients, blending ratios of seasonings, procedures and hours required for cooking, presentation, preservation method.

4. Omotenashi (Japanese hospitality and service) Manners



海外において日本料理の適切な知識・経験を有する日本食料理人を育成し、日本食文化の魅力を世界に発信するため農林水産省が定めた「海外における日本料理の調理師技能認定制度」に基づく日本料理に関する知識と技能の認定試験が10月8日、ロサンゼルスで行われた。

公益社団法人「日本料理研究会」(本社：東京)が主催し、同研究会のロサンゼルス支部長を務める上地勝也氏が率いる「KATU-YAグループ」が共催で実施された認定試験がロサンゼルスで行われるのは、昨年に続き今年が2回目。今年もKATU-YAグループで働くシェフ5名が参加し、日本料理に関する講義と15問の筆記試験、実技のデモンストレーションと技能試験を経て、認定証と純銀製のブロンズ認定メダルが授与された。

技能試験では、参加者はデモンストレーションを見学後に実際に野菜のむきもの(大根の桂むきときゅうりの“松”飾り切り)とアジの3枚おろしに挑戦。盛り付けまで完成させ、10項目のチェックポイントを基に採点が行われた。

ブロンズ認定取得をきっかけに日本食料理人としてさらに上を目指すシェフも現れており、昨年の受賞者の一人でKATU-YAグループで働くシェフ、レネ・ヘルナンデス氏は、農林水産省が昨年主催した日本料理コンテスト「第11回和食ワールドチャレンジ」の米州大会に出場して優勝している。

上地氏によると、認定書は会社ではなく、あくまで個人に対して贈られるものであり、参加したシェフたちにとってモチベーションになっているという。

「今まで和食と言ったら寿司もラーメンもすべて含めて日本料理と感じていたらしいですが、今日は日本料理と日本食の違いなども勉強できて良かったと思います。彼らのキャリアアップになるのももちろん、日本食業界全体の底上げにもなっていると思います。私も店舗、店舗で巻物や握りの練習、刺身の切り方などの講習を行っています。これからはこういうことも教えなければいけないと今日は勉強になりました」と話し、今後も

年2〜3回のペースで開催していきたいと抱負を述べた。

主催した日本料理研究会の会長、三宅健介氏に試験を終えた感想を伺った。「現場でお仕事されている方々なので、衛生面や包丁の持ち方などすごくしっかりしており、カツヤグループはさすがだなと思いました。これまでアジアを中心に海外で300人くらいを認定してきましたが、基本レベルが高い印象を受けました。(実技の審査を行った)勝也さんのスタンダードは高く、厳しいコメントもありましたが、ブロンズメダルの基準としては皆さん十分だと思います」

海外における日本料理の調理師技能認定制度とは

海外で日本料理を扱う飲食店が近年増えている一方、日本食材を使用せず、料理人の技術水準も低い現地資本の日本食店も少なくない。そうした現状を踏まえ、農林水産省は日本食・食文化の海外発信を強化する観点から2016年に海外の外国人日本食料理人のうち日本料理に関する知識並びに調理技能が一定レベルを達した者を民間団体などが自主的に認定できる「日本料理の調理師技能の認定に関するガイドライン」を制定した。

ブロンズ認定で定める日本料理に関する知識・技能は以下の通り：

- 1. 日本の食文化に関する知識**
- 2. 衛生管理に関する知識**
食中毒の予防、衣服、食材の取り扱い、調理器具・機材、食材、加熱処理が必要な食品の洗浄・殺菌。
- 3. 調理技術**
和食調理器具の使い方、食材の選び方、食材の切り方、皮のむき方、調味料の配合比率、調理に必要な手順と時間、盛り付け、保存方法。
- 4. おもてなし作法**



Yuji Masunaga
President of Global Ocean Works Co., Ltd.,(left)
Ichiro Miyamoto, COO of Global Ocean Works Co., Ltd.,

Global Ocean Works Co., Ltd. celebrates 15 years in business -Conserving marine environments and resources to deliver sustainable, high-quality seafood worldwide-

グローバル・オーシャン・ワークス株式会社創立15周年

—海洋環境や水産資源を守り、高品質なサステナブル・シーフードを世界へ届ける—

Global Ocean Works Co., Ltd. is an aquaculture producer of Japanese amberjack and other marine products and a manufacturer/processor/seller/exporter of frozen seafood, based in Kagoshima prefecture, Japan. Data is documented and managed in each process - from the aquaculture producer until shipment to the processing plant - to ensure traceability that allows for opportunities to accommodate requests. Most of the seafood products are exported overseas, mainly to North America.

Celebrating 15 years since its foundation, Global Ocean Works Co.,

Ltd. is one of four corporate partners that merged to form the Global Ocean Works Group – a global distributor of high-quality seafood products in Japan and worldwide.

Aqua Blue Co., Ltd. manufactures/processes/sells refrigerated seafood products, International Marine Products, Inc. imports and sells seafood products in five regions across North America, and Kagoshima Fishery Co., Ltd. aquacultures Hamachi (yellowtail) and oversees business management and marketing, etc.

To celebrate this milestone, an event was jointly organized with

International Marine Products, Inc. – a North American seafood wholesaler and one of the corporate partners - at a suite at the SoFi Stadium in Inglewood on September 29.

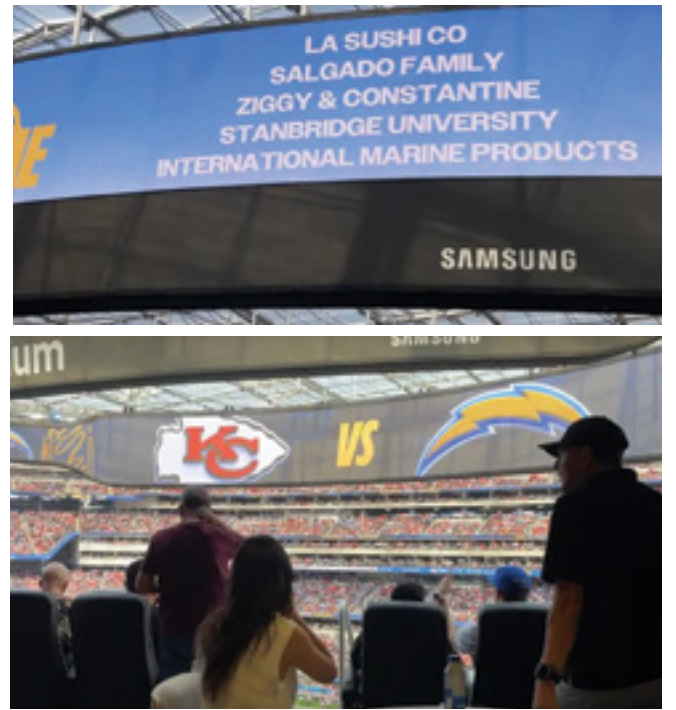
The event titled “Sushi for the Earth” invited clients of International Marine Products and food companies as guests to savor the most prized and eco-friendly seafood products, carefully selected by International Marine Products, as they enjoyed an NFL game between the Los Angeles Chargers vs. Kansas City Chiefs.

International Marine Products commenced business with the opening

of Japanese restaurant “Tokyo Kaikan” in the Little Tokyo District of Los Angeles in 1963. “Tokyo Kaikan” is renowned for inventing the California Roll. However, International Marine Products soon realized the many challenges faced by local suppliers to secure a stable supply of fresh fish suitable to prepare sushi and started to import seafood directly from Japan.

Based on the vision to serve sushi to all American consumers, International Marine Products attained success serving fresh, high-quality seafood products through Japanese-style customer service that rapidly expanded





the business to open branch offices in San Francisco, Phoenix, Salt Lake City, and Houston, complete with a delivery system built to ensure smooth and timely shipments.

Passionate about their mission to preserve Japanese culture through the Japanese food industry, International Marine Products became an innovative leader and pioneer in the seafood industry before joining Global Ocean Works Co., Ltd. as a corporate partner in 2018.

Yuji Masunaga, President of Global Ocean Works Co., Ltd., attended the event and greeted guests: "International Marine Products since its foundation in 1968 contributed to the widespread popularity of the sushi culture in North America, and continues to deliver fresh seafood to Japanese restaurants and supermarkets to date."

Kenko Sone, Consul General of Japan in Los Angeles, represented the guests in his congratulatory speech: "I'd like to express my gratitude to International Marine Products, Inc.

for distributing eco-friendly seafood products as more Japanese restaurants open in North America."■



グローバル・オーシャン・ワークス株式会社は、鹿児島県を拠点にブリを中心とした水産物の養殖や冷凍品の製造加工・販売・輸出を手掛けており、生産者から加工工場出荷までの各工程の情報を記録・管理することにより追跡と訴求を可能にするトレーサビリティシステムを運用。商品の多くは、北米を中心とした海外へ輸出している。

同社は、主に冷蔵品の製造加工・販売を行なうアクアブルー株式会社、米国5拠点で輸入・販売を行うインターナショナル・マリン・プロダクツ株式会社、ハマチの養殖、マネージメント、マーケティング等を管理監督する鹿児島水産株式会社の4社を統合した高品質な水産物を日本、世界に届ける水産業のリーディングカンパニーであるグローバル・オーシャン・ワークス・グループの一員で今年で

創立15周年を迎えた。

これを記念し、グループ会社のひとつで米国内で海産物の輸入卸売販売を行うインターナショナル・マリン・プロダクツ株式会社と共に、9月29日にイングルウッドのSoFi スタジアムのスイートルームで15周年記念イベントを開催した。

「Sushi for the Earth」と名付けられたこのイベントには、インターナショナル・マリン・プロダクツ社の顧客や食品関連会社を招待し、最高級で環境に優しい養殖ブリを含む同社が厳選した海産物のテイスティングを楽しみながら、ロサンゼルス・チャージャーズ対カンザスシティ・チーフスのNFLの試合を観戦した。

インターナショナル・マリン・プロダクツ社は、ロサンゼルスのリトル東京に1963年に開店した日本食レストラン「東京會館」からビジネスをスタート。東京會館は、カリフォルニアロール発祥の店として知られている。しかし、当時地元シーフード・サプライヤーが寿司に適した品質の魚を安定して入手できないことに気づき、日本から独自に魚介類を輸入することに。

すべての米国人が楽しめる寿司を作

りたいというビジョンで、新鮮で高品質な商品だけでなく、日本のビジネスの価値観に根ざした顧客サービスも好評を博し、米国で海産物の卸売業者として事業を拡大し急成長を遂げた。やがてサンフランシスコ、フェニックス、ソルトレイクシティ、ヒューストンに支店を開設し、円滑に商品を発送できる合理的な配送システムを構築した。

日本食事業を通して日本文化を守るという使命のもと、水産業界の革新的な先駆者、リーダーとしての歴史を築いており、2018年にグローバル・オーシャン・ワークス社のグループ会社となった。

イベントにはグローバル・オーシャン・ワークス株式会社の代表取締役社長増永勇二氏が出席し、

「インターナショナル・マリン・プロダクツ社は1968年の創業以来、米国に寿司文化の浸透に尽力し、日本食レストランやスーパーマーケットに新鮮な海産物を届けて来た」と挨拶した。

曾根健孝在ロサンゼルス総領事は、「米国には日本食レストランが急増しているが、同社のエコフレンドリーな海産物の提供に敬意を表します」と来賓を代表して祝辞を述べた。





SEMINARS: Driving Innovation And Success In The Restaurant Industry Highlights From The Japanese Food & Restaurant Expo Seminar

33rd Mutual Trading Japanese Food & Restaurant Expo – Report 2

セミナー：レストラン業界におけるイノベーションと成功の推進
ジャパニーズ フード&レストラン エキスポ セミナーのハイライト

The seminars at Mutual Trading's 33rd Japanese Food & Restaurant Expo (JFRE) provided business owners, chefs, and foodservice professionals with cutting-edge insights into the latest tools, trends, and business strategies to thrive in a competitive market. From precision food prep in the kitchen to creative beverage offerings, and digital marketing mastery, these sessions were designed to arm attendees with the knowledge they need to stay ahead in the fast-evolving foodservice landscape.

第 33回 Mutual Trading日本食&レストランエキスポ(JFRE)のセミナーでは、ビジネスオーナー、シェフ、フードサービスのプロフェッショナルに、競争の激しい市場で成功するための最新のツール、トレンド、ビジネス戦略について最先端の知見を提供しました。厨房での正確な食材の下ごしらえから、クリエイティブなドリンクの提供、デジタルマーケティングの習得など、これらのセッションは、変化の激しい外食産業において参加者が一歩先を行くために必要な知識を提供することを目的に企画されました。



SEMINAR 2 PERFECTLY BUBBLY CELEBRATE SPECIAL MOMENTS WITH SPARKLING SAKE

スパークリング日本酒で特別な瞬間を祝う

The effervescent rise of sparkling sake was the focus of this seminar, where three distinctive sparkling sake brands—Haneya Sparkling, Shichiken Yama no Kasumi, and Mori no Kanade—were presented. Each sparkling sake brought a unique flavor profile and an air of elegance, making them perfect for special occasions in fine dining establishments. The seminar highlighted how sparkling sake can rival champagne and prosecco as a premium beverage option for celebrations.

このセミナーでは、スパークリング日本酒に焦点を当て、参加者に3つの特徴的なスパークリング日本酒ブランド(羽根屋スパークリング、七賢山の霞、森の奏)を紹介しました。どのスパークリング日本酒もユニークな風味を持ち、優雅な雰囲気を醸し出しているため、高級レストランでの特別な日に最適です。このセミナーでは、スパークリング日本酒がシャンパンやプロセッコに匹敵する、お祝いの席にふさわしい高級飲料オプションとして注目を集めました。参加者は、洗練されたお祝いの飲み物を求めるゲストにスパークリング日本酒をどのように売り込むかについて貴重な洞察を得るとともに、ダイニング体験全体を高める実践的なベアリングのヒントを得ました。

PREMIUM SPARKLING SAKE



item#: 75042
Haneya Sparkling
Region: Toyama



item#: 65284
Shichiken Yama no Kasumi
Region: Yamanashi



item#: 63260
Shichiken Mori no Kanade
Region: Yamanashi



SEMINAR 1 PRECISION IN THE KITCHEN LIVE DEMONSTRATION OF CHEF'S TOOLS 厨房での精密さ-シェフ道具のライブ・デモンストレーション

JFRE '24 kicked off with a live demonstration highlighting the power of precision food prep in the kitchen. Mutual Trading showcased the Tsuma Tarou, a manually operated vegetable slicer that streamlines food preparation, dependable at a steady and high quality performance. The slicer's versatility impressed chefs looking for a reliable tool to produce perfectly sliced vegetables consistently, which is crucial in professional kitchens where presentation and efficiency go hand-in-hand.

This seminar demonstrated how adopting innovative culinary tools can reduce prep time, improve food consistency, and ultimately elevate customers' dining experiences, making it a must-attend for chefs looking to modernize their operations.

JFRE'24は、厨房における精密さを強調するライブデモンストレーションで開幕しました。Mutual Tradingは、調理を効率化し、安定した高品質のパフォーマンスを提供する手動式野菜スライサー「Tsuma Tarou」を紹介。このスライサーの多用途性は、完璧なスライス野菜を一貫して提供するための信頼性の高いツールを求めるシェフたちに強い印象を与えました。このセミナーでは、革新的な調理ツールの導入によって、調理時間の短縮、料理の一貫性の向上、そして最終的には顧客の食事体験の向上が可能であることが示され、オペレーションの近代化を目指すシェフにとって必見の内容となりました。



item#: 90550
Tsuma Tarou

For more info,
please visit MTC showroom.



SEMINAR 3

PCRAFTING SHOCHU COCKTAILS - EASY PREP FOR BEER AND WINE LICENSED RESTAURANTS

焼酎カクテルの作り方

ビール＆ワインライセンスのレストラン向けへの提案



One of the highlights of the Expo was the seminar on crafting shochu-based cocktails, offering a creative solution for restaurants limited by beer and wine licenses. Shochu, with its distinct flavor profile at a lower alcohol content compared to Western spirits, provides an excellent base for innovative cocktails.

The session covered the use of seasonal ingredients, streamlining prep time and maximizing flavor combinations, to create simple yet delicious cocktails. These drinks can easily be added to any menu, offering guests fresh alternatives while keeping operations within regulatory guidelines. For restaurant owners looking to expand their beverage offerings without acquiring a hard liquor license, this seminar was an eye-opener.

エキスポのハイライトの一つは、ビールとワインのライセンスしか持たないレストラン向けに、創造的な焼酎ベースのカクテルを提案したセミナーでした。焼酎は、西洋のスピリッツに比べてアルコール度数が低く、独特の風味を持つため、革新的なカクテルのベースとして優れた選択肢です。

このセッションでは、季節の食材を活用し、下ごしらえにかかる時間を短縮し、味の組み合わせを最大限に生かすことで、シンプルでありながらおいしいカクテルを作る方法について説明しました。これらのカクテルはどのようなメニューにも簡単に追加でき、ゲストに新鮮な選択肢を提供する一方で、規制ガイドラインの範囲内で運営することができ、ハード・リカー・ライセンスを取得することなく飲料メニューを増やしたいと考えているレストラン・オーナーにとって、この時短焼酎カクテルの提案は目から鱗の内容でした。

Peaches & Cream

- 3oz Sudachi Chu
- 1.5oz Matcha White Peach Calpico
- 0.5oz Simple Syrup
- Salted White Peach Cold Foam
- Garnish: matcha dusting, frozen raspberry

1. Prebatch - Mix Sudachi Chu, Matcha White Peach Calpico, and Simple Syrup
2. Pour 4.5oz - 5oz of mixture into 6oz glass
3. Top with about half inch of cold foam
4. Dust with matcha powder & crumbled frozen raspberries

item#: 9080
Sudachi Chu Shochu
Sudachi Citrus Shochu
ABV: 20%



Houjicha Old Fashioned

- 2oz Houjicha-Infused Kakushigura
- 1.5oz Simple Syrup
- 0.5oz Angostura Bitters
- Garnish: orange peel

1. Prebatch - Mix Houjicha-Infused Kakushigura, Simple Syrup, and Bitters
2. Place ice into an old fashioned glass (10oz used)
3. Rotate ice to dilute
4. Cut & express orange peel, garnish

item#: 13942
Kakushigura
Barley Shochu
ABV: 24%



SEMINAR 4

ENGAGE & GROW - SOCIAL MEDIA STRATEGIES FOR SUCCESS

成功のためのソーシャルメディア戦略 - コネクションと成長

In today's digital age, having a strong social media presence is essential for restaurants. With 62% of consumers discovering restaurants on Google, mastering digital platforms is no longer an option—it's a necessity. Led by Tinger Hsieh, a seasoned digital marketing specialist, this seminar offered essential tips on how business operators can leverage social media to increase visibility and attract new customers.

現代のデジタル時代において、強力なソーシャルメディアの存在感はレストランにとって欠かせないものです。62%の消費者がレストランサーチをGoogleで行っているため、デジタルプラットフォームを使いこなすことはもはやオプションではなく、必須となっています。このセミナーでは、経験豊富なデジタルマーケティングスペシャリスト、Tinger Hsieh氏を講師に迎え、事業者がソーシャルメディアを活用して認知度を高め、新規顧客を獲得するための重要なヒントが紹介されました。

KEY SOCIAL MEDIA RECOMMENDATIONS FOR RESTAURANTS BY TINGER HSEIH

レストラン向けの主要なソーシャルメディア戦略

By implementing these strategies, restaurants can increase their online presence, foster stronger customer relationships, and drive more foot traffic to their establishments.

下記の戦略を実施することで、レストランはオンライン上での存在感を高め、顧客との関係を強化し、店舗への来店者数を増やすことができます。

1. Optimize Google Business Profile: Most consumers use Google to find restaurants, making an updated and accurate Google Business profile crucial. Regularly update photos, ensure information is correct, and encourage customers to leave reviews. Responding to reviews improves credibility and search engine visibility.

1. Googleビジネスプロフィールの最適化: ほとんどの消費者はレストランを探す際にGoogleを利用するため、Googleビジネスプロフィールの更新と正確さは非常に重要です。写真を定期的に更新し、情報が正確であることを確認し、顧客にレビューを残すよう促します。レビューに返信することで、信頼性と検索エンジンでの認知度が向上します。

2. Engage on Instagram: Instagram is perfect for showcasing menus, behind-the-scenes moments, and customer experiences. Use Instagram Stories and Reels to engage with audiences in real-time. Highlight seasonal dishes, introduce new items, or share chef interviews to keep content engaging.

2. インスタグラムの活用: Instagramは、メニューや舞台裏の様子、顧客の体験を紹介するのに最適です。Instagramストーリーやリールを使うと、リアルタイムで視聴者と交流が生まれ、季節の料理を特集したり、新商品を紹介したり、シェフのインタビューを共有するなど、魅力的なコンテンツが提供可能です。

3. Leverage User-Generated Content (UGC): Encourage diners to post photos of their meals and tag the restaurant. Sharing this content strengthens the restaurant brand and builds community engagement. Offering incentives like discounts or meal giveaways for the best posts can encourage more diners to participate.

3. ユーザー生成コンテンツ(UGC)の活用: 食事をした人に料理の写真を投稿し、レストランをタグ付けしてもらうように促します。このコンテンツを共有することで、レストランのブランド力を高め、コミュニティとの関わりを築くことができます。優れた投稿には、割引や食事のプレゼントなどの特典を提供して、より多くの参加を促します。

4. Emphasize Google Reviews: Positive Google reviews are essential for attracting new customers. Encourage satisfied diners to post reviews, then respond to build credibility and improve restaurant's ranking in search results.

4. Googleレビューの重視: ポジティブなGoogleレビューは、新規顧客の獲得に不可欠です。満足した顧客にレビューを投稿してもらい、それに応答することで信頼性を高め、検索結果でのレストランのランキングを向上させます。

5. Use Paid Advertising: Consider using paid ads on Instagram and Google to boost visibility, especially during promotions. Target ads based on demographics, location, and dining preferences to effectively reach potential customers.

5. 有料広告の活用: 特にプロモーション期間中は、InstagramやGoogleで有料広告を活用して認知度を高めることを検討します。広告は、人口統計、場所、食事の嗜好に基づいてターゲットを選定し、潜在顧客へ効果的にリーチするようにします。

Hokkaido Gastronomy 北海道の美食

-A tasting event targeted businesses and restaurant professionals in Los Angeles at Japanese restaurant “KIWAMI,” owned by KATSU-YA Group, Inc.-
—ロサンゼルスのレストラン関係者に紹介するビジネス向け試食会がKATUYA-YAグループの日本料理店「極」で開催—



“Hokkaido Gastronomy Tasting Business Meeting,” a business meeting to introduce seafood, wine, and Japanese sake from Hokkaido prefecture to restaurant industry professionals and affiliates, was held in Studio City at Restaurant “KIWAMI” on October 7. The business meeting was jointly organized by “The Association for the Advancement of the Japanese Culinary Arts,” an association of top chefs in Japanese cuisine; and Katsu-Ya Group, Inc., a restaurant group and operator of 10 restaurants - such as sushi and izakaya restaurants - in Seattle and Los Angeles.

The business meeting was attended by 23 guests consisting of local restaurant owners, chefs, and buyers of distribution companies, who tasted fresh new food ingredients from Hokkaido prefecture not yet imported, sake and juice not released in North America.

During the business meeting, Kato Suisan Co., Ltd. (Teshikaga Town)

introduced dried scallops and dried sea cucumber, HAKKO GINGER LAB (Kutchan Town) introduced original ginger beer, the first ginger beer released in Japan; Kinteki Shuzou Co., Ltd. (Shintotsukawa Town) introduced local sake “Kinteki,” brewed from over 95% locally grown sake rice; NISEKO SHUZO, Ltd. introduced sake “Niseko,” brewed from clear snowmelt from the Niseko Weiss Mountain Range and gushing spring water from Mt. Yotei; sparkling wine by NISEKO WINERY near Mt. Yotei, wine and apple juice introduced by LOOP STYLE in Yoichi city, one of the top production regions of fruits in Hokkaido prefecture; and Rishiri Kombu Kelp introduced by YAMAJO of Rebun Island, the most northwestern tip of Hokkaido prefecture, etc.

Autumn salmon, Atka mackerel, sea urchin, and other seafoods representative of Hokkaido prefecture were used to prepare 10 special courses designed by chef Katsuya Uechi, owner of KATSU-YA Group.

Guests feasted on fresh, visually appealing courses such as “Mahokke

Bou (Stick) Sushi,” “Steamed Sea Urchin with Peach,” “Kiwi & Scallop,” “Autum Salmon and Beets Pressed Sushi,” “Dried Scallops Stew,” “Scallop and Rishiri Kelp Soup with Green Tea Flavor,” “Komai Potato Salad Wrap? with Salsa,” “Vinegared Dried Sea Cucumber and Beet Stems,” etc.

Chef Uechi introduced each dish, followed by a demonstration on the preparation of pressed sushi, which guests observed intently. Guests also picked up dried scallops and sea cucumber, interested in food ingredients they’ve seen for the first time.

“Each sake, wine, and seafood from Hokkaido prefecture has a story,” said Kensuke Niyake, CEO of The Association for the Advancement of the Japanese Culinary Arts. “We’d like to introduce not only the quality and delicious flavor, but also the story of each food ingredient,” explained Niyake as the purpose of this business meeting. “In addition to the recipes we provide, food ingredients are especially important to introduce authentic Japanese cuisine

in North America. I observed in the recent market that Asian, European, and North American consumers are quite receptive to food products from Hokkaido prefecture, to whom we introduced interesting products for both consumers and end users. I’m told the sparkling wine was popular. Based on the feedback received today, I hope to increase sales here in North America,” explained Niyake about the feedback from the event.

Chef Uechi, who designed the special menu for the business meeting, commented: “The exhibitors brought food ingredients that were challenging to prepare. Fresh food ingredients from Hokkaido prefecture are popular, but how can I prepare dried Japanese food ingredients in a way that appeals to American consumers? I struggled to produce ideas. Dried scallops are not familiar to American consumers, so that was also challenging.”

Dried sea cucumber was rehydrated in water over two days, then prepared with beet stems, while





Atka mackerel - hardly ever consumed raw - was vinegared as a substitute for mackerel and prepared as Bou (Stick) Sushi. Dried Scallops Stew and Scallop and Rishiri Kelp Soup with Green Tea Flavor were also served, each a novel and exquisite course.

Each course that accentuated the flavor of each food ingredient, paired with various wine and sake selections received rave reviews. Toshifumi Suzuki, Deputy General Manager of Kato Suisan Co., Ltd., who attended from Japan, commented: "Autumn salmon prepared with beet stems as pressed sushi was an unexpected and novel combination that convincingly demonstrated the continuous growth of KATSU-YA Group. This business meeting that introduced a limited number of guests directly to food

producers is instrumental in creating prospective business opportunities. Sake, wine, and scallops were each well received. I look forward to finding new clients," commented Suzuki about the effectiveness of this event.■



日本料理のトップシェフが所属する公益社団法人「日本料理研究会」が主催し、ロサンゼルスとシアトルに寿司や居酒屋など10店舗のレストランを展開するKATUYA-YAグループが共催で、北海道の魚介類やワイン、日本酒などをレストラン関係者に紹介する「Hokkaido Gastronomy Tasting Business Meeting」と題した北海道食材の商談会がスタジオシティの「極」で



10月7日に開催された。

現地のレストランオーナーやシェフ、ディストリビューターの仕入れ担当者ら23名が参加し、まだ輸入されていない北海道の新しい食材を使った料理とそれに合わせたアメリカ未発売のお酒とジュースが振舞われた。

イベントに参加したのは、干し帆立や乾燥なまこを紹介した加藤水産（弟子屈町）や日本初の自社製造ジンジャーピアのHAKKO GINGER Lab.（倶知安町）、北海道酒造好適米95%以上を用いた新十津川町の地酒「金滴」、ニセコワイソ山系の雪清水と羊蹄山からの噴出し湧水を使用した酒蔵「NISEKO SHUZO二世古酒造」、羊蹄山の麓でスパークリングワインを醸造する「NISEKO WINERY ニセコワイナリー」、北海道有数の果樹生産地として知られる余市のリンゴジュースとワインを紹介した「LOOP STYLE ループスタイル」、利尻昆布を紹介した最北の島、礼文島の「YAMAJO やまじょう」など。

それに加えて、秋鮭やほっけ、雲丹など北海道を代表する魚介類も使い、KATUYA-YAグループを率いるオーナーシェルの上地勝也氏が考案した、「真ほっけ棒ずし」「蒸し雲丹ピーチ」「キウイ&スキャロップ」「秋鮭ピーツ押し寿司」「干し帆立貝柱煮」「ほたて昆布出し吸い地」「こまいポットサラダ巻き サルサソース掛け」「干しなまことピーツの茎の酢の物」など10種類の特別メニューが提供され、参加者たちは見た目も美しい料理と新鮮な食材に舌鼓を打った。

それぞれの料理について上地氏による解説があったほか、押し寿司のデモンストレーションもあり、参加者たちは真剣に見入っていた。また、実際に乾燥ほたてやなまこも手に取り、見たことのない食材に興味津々の様子だった。

「北海道の日本酒やワイン、シーフードにはそれぞれ物語がある」と日本料理研究会会長の三宅健介氏はあいさつし、「質とおいしさだけでなく、そのストーリー

も伝えていきたい」とイベントの趣旨を説明。「本物の日本料理をアメリカで伝えていくには、我々が提供しているレシピもそうですが、食材も非常に大切になります。最近のマーケットを見ているとアジアも欧米の方も北海道にすごく敏感ですから、北海道の食材ということで、お客様、エンドユーザーにも興味を持っていただける商品が提供できたのではないかと思います。スパークリングワインはとても好評だったと聞いており、今日のフィードバックを受けて、こちらでの販売を広げていけたらと思っています」と、手ごたえを口にした。

メニュー開発した上地氏は、「とても難しい食材を持ってきたなと思いました。北海道の生ものは人気があると思いますが、乾物をどのようにしたらアメリカの人にもウケるのか考えましたが、正直なかなか思いつきませんでした。乾燥帆立もアメリカの方には馴染みがないのでその点は苦労しました」とコメント。乾燥なまこを水で2日間かけてもどしてピーツの茎と合わせたり、生で食べることはほとんどないというほっけを締めてさばの代用として棒ずしにし、干し帆立のもどし汁と利尻昆布だしを合わせた箸洗い（一口吸い物）を振舞うなど、趣向を凝らした斬新かつ豪華なメニューを完成させた。

食材の持つ魅力を最大限に伝える料理もそれに合わせて提供された数々のワインや日本酒も好評で、日本から参加した加藤水産営業本部副部長の鈴木俊史氏は、「秋鮭の押しずしにピーツの葉を使うなど料理は意外性もあり、斬新さを持ってKATUYA-YAグループは大きくなったのだと良く分かりました。お相手様を限定して、メーカーと直接つながることができるこのような場は将来のビジネスにつながりやすいと思います。日本酒もワインも、帆立も評価を得ていますので、新しいお取引が始められたらと思っています」と手ごたえを感じていた。

Hokkaido Food & Sake Event Menu Recipe

Autumn salmon and beets pressed sushi

秋鮭ビーツ押し寿司



- 1, Autumn salmon is cut into pieces with a 3 inch and placed in strong salt for 1 hour and 30 minutes.
 - 2, After that, rinse lightly with water to rinse off the salt on the surface and soak for 5 minutes in vinegar 1 to 1 part of water + kelp.
 - 3, Beets leaves and stems are quickly blanched in salted and removed from ice water. Soak in brine with kelp. For sushi rice, mix in the roasted sesame seeds.
 - 4, For Battera box, Beets leave → Autumn salmon cut → chopped beets stems and chopped gari → sushi rice in that order and press it.
- *By leaved a little time, the teste is blended into the whole. Cut into small pieces.

- 1、秋鮭は手柵で切り分け強塩で1時間30分置く。
 - 2、その後、軽く水洗いして表面の塩を洗い流し、水1：酢1＋差し昆布で5分漬ける。
 - 3、ビーツの葉と茎は、塩水でさっと湯通しして氷水に取り、昆布入り塩水につけておく。すし飯は煎り胡麻を混ぜ合わせておく。
 - 4、バッテリー押し型に、ビーツの葉→切り分けた秋鮭→刻んだビーツの茎・刻んだガリ→すし飯の順に入れて押していく。
- *少し時間を置くことで全体に味をなじませる。小口に切り分け出来上がり。

Kiwi & Scallops

キウイ&スキャロップ



- 1, Slice the scallops into 3 parts and broil on a burner on one side.
- 2, Serve the broiled scallops on top of thinly sliced kiwi and serve on top garnish with yuzu pepper. Sprinkle with yuzu dressing.

- 1、ホタテを3分割にし、スライスして片面をバーナーで炙る。
- 2、薄切りにしたキウイフルーツの上にあぶったホタテを盛り、天盛りに柚子胡椒をあしらう。柚子ドレッシングを掛けて完成。

Dried sea cucumber and beets stems vinegar dish

干しナマコとビーツの茎の酢の物



- 1, 5 pieces of sea cucumber / 500ml of water for 48 hours (2days).
- 2, After that, put water and sake (a little) + Daikon radish in a pressure cooker and simmer for 15 minutes.
- 3, The softened dried sea cucumber splits the ventral side and cleans internal organs and the thin skin inside.
- 4, Cut the sea cucumber into small pieces and soak them in Tosa-zu.
- 5, Boil water and boil the beets stems. After that, it is cooled cold water and soaked and in sweet vinegar.
- 6, Cut the beets stems into small pieces and mixed with the sea cucumber.

- 1、5個 / 水500ml で48時間(2日間)かけてもどす。
- 2、その後、水と酒(少々)＋大根を圧力鍋に入れ15分煮る。
- 3、柔らかくなった干しナマコは、腹側を割いて内臓と中の薄皮をきれいに洗い流す。
- 4、ナマコは小口で切り分け土佐酢に漬けておく。
- 5、お湯を沸かしビーツの葉を茹でる。その後冷水で冷まして甘酢に漬けておく。
- 6、ビーツの茎を小口に切り分けナマコと合わせて出来上がり。

Komai potato salad with salsa sauce

こまいポテトサラダ巻き サルサソース掛け



- 1, Boild the potatoes and mash them roughly. Season with salt, pepper and mayonnaise to taste.
- 2, For Komai, remove the middle bone, cut both ends, open one side, and broil. Potato salad wrapped around Komai.
- 3, Slice the cucumber lengthwise and soak in salted water to make it soft. When cucumber it soft, dip it in sweet vinegar.
- 4, Salsa sauce: tomatoes, onions, chopped baked serrano. Season with ponzu dressing and chili oil to taste.
- 5, Roast the surface of the potato salad with a burner. On top of that, thinly sliced cucumber pickled in sweet and sour vinegar, salsa sauce and Garnish with baby cilantro.

- 1、ジャガイモを茹でて荒く潰しておく。塩、胡椒、マヨネーズで味を整える。
- 2、こまいは、卸して中骨を抜き、両端を切りそろえて、片開きにして炙る。開いたこまいにポテトサラダを抱かせる。
- 3、キュウリを縦にスライスして塩水につけてしんなりさせておく。キュウリがしんなりしたら、甘酢につけておく。
- 4、サルサソース：トマト、玉ねぎ、焼きハラペーニョ刻み、ポン酢ドレッシング、ラー油で味を整える。
- 5、ポテトサラダを抱かせたこまいの表面をバーナーで炙る。その上に薄切りのキュウリの甘酢漬けをあしらひ、サルサソースとベイビーシラントロをあしらひ出来上がり。



The 24th Sushi & Sake Festival held

-The festival organized by the Japanese Restaurant Association of America is instrumental to popularize Japanese cuisine-

第24回 すし&酒フェスティバル開催

—米国日系レストラン協会主催、日本食の普及に貢献—

The Japanese Restaurant Association of America (JRA), an association that promotes Japanese cuisine, held the “2024 Sushi & Sake Festival” for the 24th time at the DoubleTree by Hilton Hotel Los Angeles Downtown in California on Sunday, November 3. The “Sushi and Sake Festival” is organized annually to introduce healthy and high-quality Japanese agricultural, forestry, fishery and food products to promote understanding and awareness of Japanese food products and food culture, spark interest, and to expand the consumer base for Japanese food products.

日本食の普及に努める米国日系レストラン協会は、カリフォルニア州ロサンゼルス・リトル東京のダブルツリーヒルトンにおいて11月3日（日）24回目となる“すし&酒フェスティバル”を開催した。“すし&酒フェスティバル”は、日本食の紹介と日本食文化をPRし、日本の農林水産物や食品の品質の高さやヘルシーさを紹介することにより日本の食材・日本食文化への理解を増進することと、日本食ファンの裾野を拡大させることを目的として開催。また、それらを通して日本に対する認知度や興味・関心を高めるという取組も担っている。



Guests packed the venue before the gates opened at 11 a.m. Approximately 1,000 guests attended the annual fall festival this year. Food stalls served a wide range of Japanese cuisine, from traditional menu items such as sushi, sashimi, and shabu-shabu to comfort foods such as the California Roll invented in Los Angeles, oden (hot pot of fish cakes), yakitori (chargrilled chicken skewers), ramen, and takoyaki (battered octopus balls). Long lines formed before each booth, indicative of the event’s success. “When the festival was first held 24 years ago, the goal was to serve delicious sushi and authentic Japanese cuisine to popularize Japanese cuisine across North America,” reflected Toshiaki Toyosima, Advisor who helped found the JRA, served previously as chair, and held other key roles in the association. “The JRA organizes this festival to introduce and popularize Japanese cuisine. As the organizer, we’re excited about the high turnout this year, reflective of the keen interest in Japanese food culture.”

Kenko Sone, Consul General of Japan in Los Angeles, also commented: “I’m happy to see great turnout every year. I deeply appreciate this festival, organized for the 24th consecutive year, to promote and popularize Japanese cuisine, sake, and shochu. Japanese cuisine is registered as an UNESCO

Intangible Cultural Heritage, and Los Angeles is one of many regions where Japanese food culture is deeply rooted. The Consulate-General of Japan in Los Angeles will continue to support JRA to lead the introduction and promotion of Japanese cuisine and food culture.”

The stage showcased a live opening taiko performance, the ceremonial breaking of the sake barrel, the Lion Dance, and a Samurai sword fight that entertained guests. One of the most popular events of the festival is the Tuna Filleting Show. On this day, a 360 pound Pacific bluefin tuna caught off the coast of Spain was filleted by Shinji Kugita, President of JRA and Head Chef of KATSU-YA Group. Guests appeared impressed by the rare sight of a tuna filleted before their eyes, as one guest commented: “I feel lucky to see such a large tuna filleted right in front of me. I’m blown away by the knife that resembles a samurai sword.”

Seven species of tuna consumed in North America are Bluefin tuna, Albacore, Bigeye tuna, Yellowfin tuna, Longtail tuna, Southern bluefin tuna, and Blackfin tuna. The choicest is the Bluefin tuna - known as the tuna of all tuna - referred to as Pacific bluefin tuna. The acidic flavor indicative of its rich iron content, moist meat that smells of blood, and fat that melts in



your mouth is highly sought-after by sushi restaurants and food connoisseurs alike. As the catch quantity decreases in recent years, the Pacific bluefin tuna is now a much-prized delicacy renowned as the “black diamond” of tuna.

The largest bone of a tuna, known as “nakauchi” (specifically the lean meat on the backbone), is an especially rare and highly flavorful part. Savoring a sample of this rare part of a Pacific bluefin tuna had to be an unforgettable experience for “Japanese foodies” and “sushi connoisseurs” who attended.

Guests packed the booths that served sake, shochu, and beer. At the sake booth, guests listened intently and asked questions, indicative of the keen interest in sake in the North American market.

Shinji Kugita, President of the JRA, commented: “Owing to the remarkable success of this festival, we’re

overjoyed to have sold out our stock on pre-sale a week ago. We’re grateful as organizers to welcome so many guests and to witness great interest in Japanese food culture. The JRA was founded in Los Angeles 25 years ago, but early this year, we started discussions to merge with our counterpart in New York. Katsuya Uechi, former chair of JRA, is the Los Angeles Branch Manager of The Association for the Advancement of the Japanese Culinary Arts, which I joined as instructor in June. Mr. Uechi and I used food ingredients commercially available in Los Angeles and culinary techniques to prepare traditional Japanese Kaiseki courses, which I’d love for you to see. I look forward to working with all association members to introduce the depth of Japanese cuisine.” Kugita

further emphasized the importance of organizing food sanitation seminars, technical instructions, and the association’s activities to promote Japanese cuisine, and shared his commitment to “continue diligent activities over time.”

Japan’s Ministry of Agriculture, Forestry and Fisheries announced on August 24 that the export value of Japanese agriculture, forestry, fishery and food products for the first half (January~June) of the fiscal year 2024 decreased by 1.8% at 701.3 billion JPY compared to the corresponding period of the previous year. The decrease in the first half of the fiscal year - reported for the first time in four years since the economy slowed following the

Coronavirus outbreak in 2020 - was attributed to China’s ban on Japanese seafood imports since August 2023, when TEPCO Fukushima Daiichi Nuclear Power Station started to release ALPS-treated radioactive water into the Pacific Ocean. The ban reduced Japanese seafood exports to China by 43.8%. On the other hand, exports to North America increased by 1.6 times. Events organized by the JRA will no doubt play a crucial role to create demand for and establish the brands of Japanese agriculture, forestry, fishery and food products in markets overseas to meet the target set by the Japanese government to achieve 5 trillion JPY in agricultural export value by 2030. ■



午 前11時の開場前から多くの来場者がつめかけた。ロサンゼルス秋の恒例行事は、約1,000人の参加者を記録。幅広いメニューを誇る日本食の特徴を前面に出し、すし、刺身、しゃぶしゃぶなどのトラディショナルな日本食に加え、ロサンゼルス発祥のカリフォルニアロール、おでん、焼き鳥、ラーメン、たこ焼きなどのカジュアルな料理にいたるまで提供し、各ブースに長い行列ができ盛況を極めた。

「開催当初の24年前は、美味しい寿司と本物の和食を提供し、和食を全米に普及するということが企画の原点だった」と米国日系レストラン協会設立にもかかわり、会長職をはじめ要職を歴任し現在筆頭相談役の豊島年昭氏は当時を振り返る。「日本食の魅力と普及を目的として開催してきたが、このようにたくさんの方々に来ていただき主催者として大変うれしく思うと共に日本食文化への関心の高さを感じる。」と続けた。

曾根健孝ロサンゼルス日本国総領事は「毎回大盛況で嬉しく思う。24回も継続して日本食普及のイベントを開催し、日本食、日本酒、焼酎などの振興に尽力していることに感謝し敬意を表す。日本食は無形文化遺産にも認定され、ロサンゼ

ルスは日本食文化の根付いて来た拠点の一つ。今後もレストラン協会の方々が中心となり日本食を通して日本文化を発信することを望んでいるし領事館としても全力でサポートしたい。」と語った。

会場のステージではオープニングに太鼓の演奏、鏡開き、獅子舞ショー、侍ショーなどが行われ参加者たちは楽しんでた。このイベントを盛り上げる最大のイベントのひとつにマグロの解体ショーがあり、この日はスペイン沖で捕獲された360ポンドの天然本マグロをKATSU-YAグループの料理長でJRAの釘田慎二会長自ら捌いた。普段では見ることの出来ないマグロの解体に来場者は「こんな大きなマグロの解体が目の前で見れるなんてラッキーだし、まるで刀のような包丁には圧倒される」と驚きを隠せない様子だった。

米国内で食用とされるマグロは、クロマグロ、ビンナガ、メバチ、キハダ、コシナガ、ミナミマグロ、クロヒレマグロの7種類。このうち、最高級とされるのがクロマグロ。マグロの中のマグロといわれ、本マグロとも呼ばれる。鉄分を感じさせる酸味と血潮の香りのするしつとりとした赤身、とろけるような脂の味わいは、寿司屋や食通の垂涎的。漁獲量

が減少していることもあり、いまや「黒いダイヤモンド」といわれるほど珍重されている。

マグロの一番大きな骨、すなわち中骨の周りについている身を集めたものが中落ちと呼ばれるものだが、めったに食べることのできないマグロの部位にとっても美味しかった、と“日本食通”、“すし通”の参加者も驚く味で忘れられない体験になったに違いない。

酒、焼酎、ビールのブースには多くの参加者が試飲に訪れ、日本酒のブースでは来場者が熱心に質問する光景が見られたり米国における日本酒の関心の高さが感じられた。

米国日系レストラン協会 釘田慎二会長は、「おかげさまで大盛況で前売りも1週間前に完売する状況で大変嬉しく思っている。このようにたくさんの方々に来ていただき主催者として大変うれしく思うと共に日本食文化への関心の高さを感じる。また、今年初めから構想を練り始めているが、当JRAはロサンゼルスで25年前に発足したが、ニューヨークのJRAと早期に統合するために協議している。過去にJRA会長を務めた上地勝也氏が日本料理研究会米国支部長だが、私は今年6月に日本料理研究会の師

範になった。今回上地氏と共作でロサンゼルスで仕入れが出来る食材を使い、日本の懐石の技法を使って懐石料理を作ってみたので見ていただければ。日本食文化の奥深さなど会員一同団結して今後も活動していきたい。」さらに食品衛生セミナー、技術指導など、日本食の啓蒙というJRAの活動の意義を強調し「地道な活動を続けていきたい」と抱負を述べた。

農林水産省は8月2日2024年上期（1～6月）の農林水産物・食品の輸出額が前年同期比で1.8%減の7013億円だったと発表した。前年同期を下回ったのは、上期としてはコロナ禍で経済活動が停滞した2020年以来、4年ぶり。2023年8月から東京電力福島第1原子力発電所の処理水の海洋放出を理由に、中国は日本の水産物の輸入を停止しており中国向け輸出が43.8%減少したのが響いたが米国は1.6倍と増えている。

2030年までに農産物の輸出額5兆円という目標を掲げており、日本の農林水産物・食品の海外における需要創造とブランド化に取り組むためにこうしたJRAのイベントは今後も大きな役割を果たすだろう。

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お申し込み



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または、電話、メールでお問合せください。

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

練習問題

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

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

回答 :1)d 2)b

日本餐厅新闻

December 2024 www.alljapannews.com



2013年“日本料理”
联合国教科文组织非物质文化遗产注册



Sake Tasting

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研討會：推動餐飲業的創新與成功

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California Sake Challenge 206: Super Frozen Sake Part 1

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Is Locality A Factor in Japanese Sake Quality?

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Tokyo Jizake Strolling / National Sake Day

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Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

品鑒時的注意事項 P35

Special Shochu, Awamori & Spirits



Shochu



Awamori

Spirits

from top left: Hokuto Kenshiro (Omae Wa Mou Shindeiru) Sweet Potato Shochu, ABV:25%, Saga / Hokuto Rash (Waga Shougaini Ippenna Kinashi) Sweet Potato Shochu, ABV:25%, Saga / Sakura Shiranami Sweet Potato Shochu, ABV:24%, Kagoshima / Satsuma Shiranami Sweet Potato Shochu, ABV:24%, Kagoshima / Sengetsu Rice Shochu, ABV:24%, Kumamoto / Kawabe Rice Shochu, ABV:24%, Kumamoto / Hakunaka Shiro Rice Shochu, ABV:24%, Kumamoto / Hakunaka Kinjo Shiro Rice Shochu, ABV:24%, Kumamoto / Hakunaka Kaoru Rice Shochu, ABV:25%, Kumamoto / Tawari Buckwheat Shochu ABV:25%, Miyazaki / Ikkanon Sweet Potato Shochu, ABV:24%, Kagoshima / Jakuimbaku Barley Shochu, ABV:24%, Fukuoka /
 from bottom left: Sakura Yamakawa Awamori, ABV:43%, Okinawa / Hara Shimauta Awamori, ABV:24%, Okinawa / Zarpa 1999 Awamori, ABV:41%, Okinawa / Zarpa Premium Awamori, ABV:30%, Okinawa / Zarpa Shequwawar Spirits Awamori, ABV:24%, Okinawa / Niseko Distillery Ohoro Gin, ABV:47%, Hokkaido / Yamazakura Single Malt By Sasekawa, ABV:43%, Fukuoka

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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.



Sake Tasting

To be able to taste sake, the most important thing to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly assess

sake products. So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience. First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one. Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

日本酒の鑑定

酒の鑑定最重要的是找到並設定出自己的口味標準。標準不是找到自己的喜歡口味,而是找到判斷其他酒所需的口味基準軸。牢牢抓住該軸的核心味道,感受到其他酒的不同香氣、酸度、酒體,和鮮味。之後,要根據收集的知識和信息,能夠更公平、更準確地評估其他產品。

現在如何找到那個軸,根據我自己的經驗,我將教您如何快速以及不花錢找到口味標準。在商店買便宜的日本酒,討厭它,口味不好也要每天喝同樣的酒堅持15天(有些人可能需要長達20天)。絕對不可以喝酒喝到醉。量可以是一小整杯,一定不要間斷地喝下去。(這

期間最好不要喝其他日本酒) 在肝臟休息 2-3 天后嘗試不同的日本酒。也許以前未知的味道會非常有效地體會到。您將能夠清楚地感覺到酸度的不同,酒本身的濃淡,香氣的差異,鮮味的水平以及後味的強度。

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SEMINARS: Driving Innovation And Success In The Restaurant Industry Highlights From The Japanese Food & Restaurant Expo Seminar

33rd Mutual Trading Japanese Food & Restaurant Expo – Report 2

研討會：推動餐飲業的創新與成功 日本食品與餐廳博覽會研討會花絮

The seminars at Mutual Trading's 33rd Japanese Food & Restaurant Expo (JFRE) provided business owners, chefs, and foodservice professionals with cutting-edge insights into the latest tools, trends, and business strategies to thrive in a competitive market. From precision food prep in the kitchen to creative beverage offerings, and digital marketing mastery, these sessions were designed to arm attendees with the knowledge they need to stay ahead in the fast-evolving foodservice landscape.

在 第33屆共同貿易 (Mutual Trading) 日本食品與餐飲博覽會 (JFRE) 上, 研討會深入介紹了最新工具、趨勢及商業策略, 為企業主、廚師和餐飲專業人士在競爭激烈的市場中提供支持。研討內容涵蓋了食材的高效準備、創意飲品的供應到數碼營銷的前沿技術, 旨在為與會者提供全面知識, 幫助他們在快速變化的餐飲服務市場中保持競爭優勢。



SEMINAR 2 PERFECTLY BUBBLY CELEBRATE SPECIAL MOMENTS WITH SPARKLING SAKE

研討會二：完美泡泡 - 以氣泡清酒慶祝特別時刻

The effervescent rise of sparkling sake was the focus of this seminar, where three distinctive sparkling sake brands—Haneya Sparkling, Shichiken Yama no Kasumi, and Mori no Kanade—were presented. Each sparkling sake brought a unique flavor profile and an air of elegance, making them perfect for special occasions in fine dining establishments. The seminar highlighted how sparkling sake can rival champagne and prosecco as a premium beverage option for celebrations.

本次研討會聚焦氣泡清酒的流行趨勢, 重點介紹了三款風味獨特的品牌——Haneya Sparkling、Shichiken Yama no Kasumi 和 Mori no Kanade。每款氣泡清酒皆具獨特的風味與優雅氣質, 使其成為高檔餐飲場合的理想選擇, 展現出與香檳和普羅賽克 (Prosecco) 相媲美的奢華感。

參加者從研討會中收穫了寶貴見解, 學習如何將氣泡清酒推薦給追求精緻慶祝飲品的顧客, 並掌握實用的搭配建議, 以提升整體用餐體驗。



SEMINAR 1 PRECISION IN THE KITCHEN LIVE DEMONSTRATION OF CHEF'S TOOLS

研討會一：廚房中的精準操作 - 廚師工具的現場示範

JFRE '24 kicked off with a live demonstration highlighting the power of precision food prep in the kitchen. Mutual Trading showcased the Tsuma Tarou, a manually operated vegetable slicer that streamlines food preparation, dependable at a steady and high quality performance. The slicer's versatility impressed chefs looking for a reliable tool to produce perfectly sliced vegetables consistently, which is crucial in professional kitchens where presentation and efficiency go hand-in-hand.

This seminar demonstrated how adopting innovative culinary tools can reduce prep time, improve food consistency, and ultimately elevate customers' dining experiences, making it a must-attend for chefs looking to modernize their operations.

For more info,
please visit MTC showroom.

JFRE '24以精彩的現場示範拉開序幕, 重點強調了廚房中精確食材準備的重要性。共同貿易展示了Tsuma Tarou, 一款手動蔬菜切片機, 能有效簡化備餐流程, 穩定性高且切片質量出色。其多功能性令廚師們印象深刻, 是專業廚房中追求美觀擺盤和效率提升的可靠之選。

研討會展示了如何利用創新廚具減少準備時間並確保食物質量一致性, 從而大幅提升顧客的用餐體驗。這場演示成為了想要現代化作業流程的廚師們不可錯過的活動。



item#: 90550 Tsuma Taro

PREMIUM SPARKLING SAKE



item#: 75042
Haneya Sparkling
Region: Toyama



item#: 65284
Shichiken Yama no Kasumi
Region: Yamanashi



item#: 63260
Shichiken Mori no Kanade
Region: Yamanashi



SEMINAR 3



PCRAFTING SHOCHU COCKTAILS - EASY PREP FOR BEER AND WINE LICENSED RESTAURANTS

研討會三：製作燒酎雞尾酒

啤酒和葡萄酒持牌餐廳的簡易準備



One of the highlights of the Expo was the seminar on crafting shochu-based cocktails, offering a creative solution for restaurants limited by beer and wine licenses. Shochu, with its distinct flavor profile at a lower alcohol content compared to Western spirits, provides an excellent base for innovative cocktails.

The session covered the use of seasonal ingredients, streamlining prep time and maximizing flavor combinations, to create simple yet delicious cocktails. These drinks can easily be added to any menu, offering guests fresh alternatives while keeping operations within regulatory guidelines. For restaurant owners looking to expand their beverage offerings without acquiring a hard liquor license, this seminar was an eye-opener.

Peaches & Cream

- 3oz Sudachi Chu
- 1.5oz Matcha White Peach Calpico
- 0.5oz Simple Syrup
- Salted White Peach Cold Foam
- Garnish: matcha dusting, frozen raspberry

1. Prebatch - Mix Sudachi Chu, Matcha White Peach Calpico, and Simple Syrup
2. Pour 4.5oz - 5oz of mixture into 6oz glass
3. Top with about half inch of cold foam
4. Dust with matcha powder & crumbled frozen raspberries

item#: 9080
Sudachi Chu Shochu
Sudachi Citrus Shochu
ABV: 20%



Houjicha Old Fashioned

- 2oz Houjicha-Infused Kakushigura
- 1.5oz Simple Syrup
- 0.5oz Angostura Bitters
- Garnish: orange peel

1. Prebatch - Mix Houjicha-Infused Kakushigura, Simple Syrup, and Bitters
2. Place ice into an old fashioned glass (10oz used)
3. Rotate ice to dilute
4. Cut & express orange peel, garnish

item#: 13942
Kakushigura
Barley Shochu
ABV: 24%



SEMINAR 4

ENGAGE & GROW - SOCIAL MEDIA STRATEGIES FOR SUCCESS

研討會四：參與與成長 - 成功的社交媒體策略

In today's digital age, having a strong social media presence is essential for restaurants. With 62% of consumers discovering restaurants on Google, mastering digital platforms is no longer an option—it's a necessity. Led by Tinger Hseih, a seasoned digital marketing specialist, this seminar offered essential tips on how business operators can leverage social media to increase visibility and attract new customers.

在現今的數位時代，強大的社交媒體形象對餐廳已是不可或缺。隨著62%的消費者透過Google發現餐廳，數位平台已不再只是選擇，而是必需。本次研討會由資深數位行銷專家Tinger Hseih主持，向與會者提供了如何有效運用社交媒體提升品牌知名度並吸引新客戶的實用建議。研討會中涵蓋了建立吸引人的視覺內容、管理評價、並通過精準行銷來增強消費者互動的策略，是餐飲業者不可錯過的課程。

KEY SOCIAL MEDIA RECOMMENDATIONS FOR RESTAURANTS BY TINGER HSEIH

分開 - 獨立的部分

Tinger Hseih 為餐廳提供的主要社交媒體建議：

By implementing these strategies, restaurants can increase their online presence, foster stronger customer relationships, and drive more foot traffic to their establishments.

透過實施以下策略，餐廳可以增加網絡存在感，培養更強的顧客關係，並吸引更多客流量。

1. Optimize Google Business Profile: Most consumers use Google to find restaurants, making an updated and accurate Google Business profile crucial. Regularly update photos, ensure information is correct, and encourage customers to leave reviews. Responding to reviews improves credibility and search engine visibility.

1. 充分利用Google商家檔案：大多數消費者會使用Google搜尋餐廳，因此保持更新且準確的Google商家資料至關重要。定期更新照片、確保資料無誤，並鼓勵顧客留下評論。回應評論能提升餐廳的可信度和搜尋可見度。

2. Engage on Instagram: Instagram is perfect for showcasing menus, behind-the-scenes moments, and customer experiences. Use Instagram Stories and Reels to engage with audiences in real-time. Highlight seasonal dishes, introduce new items, or share chef interviews to keep content engaging.

2. 在Instagram上互動：Instagram是展示菜單、幕後花絮和顧客體驗的理想平台。透過Instagram Stories和Reels與觀眾即時互動，展示時令菜餚、新品或分享廚師訪談，讓內容更具吸引力。

3. Leverage User-Generated Content (UGC): Encourage diners to post photos of their meals and tag the restaurant. Sharing this content strengthens the restaurant brand and builds community engagement. Offering incentives like discounts or meal giveaways for the best posts can encourage more diners to participate.

3. 利用用戶產生的內容(UGC)：鼓勵顧客發布用餐照片並標註餐廳。分享這些UGC可增強品牌形象並激發社群互動。餐廳也可以通過提供折扣或贈品等方式激勵顧客參與。

4. Emphasize Google Reviews: Positive Google reviews are essential for attracting new customers. Encourage satisfied diners to post reviews, then respond to build credibility and improve restaurant's ranking in search results.

4. 強調Google評論：正面的Google評論對於吸引新顧客至關重要。鼓勵滿意的顧客留下評論，並對評論做出回應以增強信任感，進而提升搜尋結果排名。

5. Use Paid Advertising: Consider using paid ads on Instagram and Google to boost visibility, especially during promotions. Target ads based on demographics, location, and dining preferences to effectively reach potential customers.

5. 使用付費廣告：考慮在Instagram和Google上使用付費廣告來增加曝光，特別是在促銷活動期間。通過精準定位人口統計、地區和用餐偏好，來有效地吸引潛在顧客。



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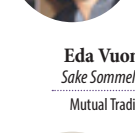
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 206



Kosuke Kuji

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

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

Super Frozen Sake: Part 1
超級冷凍的日本酒 第一部分

Sake is currently stored in two ways: At "room temperature" or "refrigerated."

As most of you know, sake stored at room temperature advances aging that slows when refrigerated.

However, a new way to "freeze," store, and age sake is now introduced.

Unlike "Mizore-zake" (frozen, sherbet-like sake), this new method does not freeze sake to be semi-thawed later for "consumption," but rather, revolutionized how sake is "stored."

History revealed that sake had been

frozen and stored in the past. However, such freezing methods are completely different from the super-freezing method introduced in this report.

Sake frozen using the usual methods can be stored if certain precautions are taken due to the risk of deteriorated flavor and cracked bottles, the same reasons why sake was not typically frozen in the past.

Why is a new method to freeze and store sake now possible?

"Flash-freezing" is a process developed in the last 10 years and used

widely in the food industry to freeze fresh meat, fish, and other perishables. This rapidly developed and evolved new "flash-freezing" technology is now used to flash-freeze sake, sold as "Frozen Sake."

Over thirty Japanese sake breweries currently use this technology for sake products such as "Dassai" and "Dewazakura," garnering attention for new possibilities this technology offers to preserve the quality of sake.

Mizore-zake: Sake which is frozen in a freezer until it becomes sherbet-like. ■

日本酒的儲存方法現在只有「常溫」和「冷藏」兩種。

常溫儲存可以加快酒的熟成，而冷藏儲存則使酒的熟成較慢，這一點大家都是知道的。

現在，開始了一種新的日本酒儲存方法，那就是「冷凍」熟成。

與「MIZORE酒」等不同，這不是一種半解凍後飲用的「飲用方式」，而是純粹的「儲存」方法。

雖然酒的歷史上也曾有過冷凍儲存

的酒，但是那些冷凍方式與本文介紹的超級冷凍完全不同。

如果只是普通地將酒冷凍起來，經過一些小技巧是可以做到的，但在味道以及瓶子破裂等方面存在風險，以前幾乎沒有人選擇用冷凍儲存日本酒。

那麼，為什麼現在新的冷凍儲存成為可能呢？

答案在於「瞬間冷凍」，在過去十年中這一技術已在食品行業以及魚肉

等生鮮食品領域得到了廣泛應用。

使用這一大發展和進化的「瞬間冷凍」技術，將日本酒瞬間冷凍後形成的酒便是一種叫「超級冷凍」的酒。

現在，已有超過30家日本酒藏元正在進行相關的嘗試。包括著名的「獺祭」和「出羽桜」，這是一種日本酒的新潛力。

日本酒 百味百題

Originally, Japanese sake varies greatly in regional characteristics, along with sake quality. Although Japan is a small island nation, the land stretches great distances towards the north and south, surrounded by the ocean and many mountains. Therefore, various climates

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Is Locality A Factor in Japanese Sake Quality? 日本酒的地域特性

and natural features make up cold to warm regions, generating significant differences in water quality and geological features by region, also reflected in the differences in sake rice. Also, the traditional art of sake production differs not only by climate and natural features and the brewery master's brewing method, but also according to the region - influenced by regional history and culture, local produce, and dietary customs, etc. - which of course produces the differences in flavors.

For example, sake from Nada city, where sake is produced using water with high degree of hardness since ancient times, is known as the pure and dry "Otoko-zake" ("Male Sake"). On the other hand, sake from Fushimi - a region with soft water - is soft and sweet to the palate, referred to as "Onna-zake" ("Female Sake").

Also, many of the sake brands produced in the Hiroshima region are sweet, while sake from Kochi and Niigata prefectures are known to be dry.

In that case, does the difference in sake quality in these regions since ancient times still exist today? A sake quality survey of commercially sold sake brands conducted every other year by Japan's National Tax Agency Liquor Administration revealed that the overall sake trend tends to be dry and clean, while the general sweet, dry, rich, and clean flavors for which each prefecture is known still remains consistent to this day. However, this finding is not consistent when reviewing individual sake producers, for current sake brewing technologies can mostly control the degree of sweet, dry, rich, and clean flavors freely.

One factor for the reduced regional differences among Japanese sake brands is due to the recent popularity

of Ginjo sake. Previously, it was said in the sake brewing industry to "Apply the formula YK-35 to produce your sake to garner a Gold Award at The Annual Japan Sake Awards." Y-35 refers to combining Yamadanishiki rice (Y) from Hyogo prefecture with Kumamoto yeast (K) at a rice-polishing ratio of 35 percent. Following this formula will produce high-quality ginjo sake while diminishing regional characteristics.

This trend is not limited to Ginjo sake. Rice, the main ingredient of Japanese sake, is easily shipped compared to the grapes used to produce wine, thus the demand for high-quality ingredients often results in the use of rice from renowned production regions. The choice of yeast that significantly impacts the sake aroma is mostly the "association yeast" with the same property. Other important factors are the high degree of milling, processed water quality, frequently activated carbon filtration, distilled alcohol added, etc., that further diminish the individual sake flavor.

However, new yeast is being developed recently by prefecture, with many breweries using local rice brands to produce their regional sake, thus increasing the likelihood of new regional flavors emerging. ■



日本酒自身具有地方特色，酒質也是多種多樣的。日本雖然國土狹小，但南北延伸很長，四面環海而且山很多。因此，從寒冷地區到溫暖地區形成了各種氣候風土，地域間的不同形成水質、地質差異顯著，米的種類也是不同。此外，日本釀酒的傳統技藝不僅受氣候風土和杜氏派系的影響，還與各地方、地區的歷史、文化、特產以及飲

食習慣等密切相關，因而產生了不同的風味的酒是理所當然的。

例如，自古以來，使用硬度較高的「宮水」釀造的「灘」地區的酒被稱為醇厚辛辣的「男酒」；相反，在軟水地區的伏見釀造的酒則以柔和的甘口「女酒」著稱。

此外，以廣島為代表的瀨戶內海沿岸地區的酒多為甘口，而高知和新潟的酒多為辛口，這種差異也是廣為人知的。

那麼，這種因地域而產生的酒質的差異，是否現在的時代依然和過去相同呢？根據全國國稅局鑑定官每隔一年進行一次的市售日本酒質量的調查，儘管整體上辛口、淡麗擴大化趨勢顯著，但從一定程度上可以看出，傳統上各地的甘口或辛口特點仍然存在。這隻都是都道府縣範圍內平均的甘辛和濃淡度趨勢，具體到每個釀造商時則未必如此。因為憑藉現代的釀酒技術，酒的甘辛和濃淡度幾乎可以自由控制。

日本酒的地方特色逐漸淡化的重要原因，往往會被提到近年來吟釀酒的風潮。曾經，酒造業界流傳著「只要使用YK-35酒能在全國新酒鑒評會獲得金獎」的說法。所謂的YK-35，指的是使用產自兵庫縣的山田錦米(Y)與熊本酵母(K)，並將精米比例設定在35%。按照此方法釀造的酒確實能產出高品質的吟釀酒，幾乎是沒有任何地域差異。

這種趨勢不僅限於吟釀酒。由於日本酒的主要原料酒米相比於葡萄酒的葡萄運輸更為便利，所以廠家為追求高品質的原料米，常常會選擇著名產地的米。此外，對酒香氣和風味影響重大的酵母，過半數都使用性質相同的「協會酵母」。另外，酒米的高度精白被重視、對水質的加工、活性炭過濾的普遍使用，以及添加釀造酒精等因素，也被指出會導致酒的個性香味趨於消失。

然而，現在在縣級範圍內一些酒藏開始開發新酵母，並採用當地生產的米釀造地酒，地方逐漸顯現出這種新的釀造方針。因此我們期待也許會產生與過去不同的全新地方特色的酒。





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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



National Sake Day

日本酒日

National Sake Day is October 1. Since the brewing year used to start in October, the Japan Sake and Shochu Makers Association designated October 1 as the National Sake Day in 1978. Events are held nationwide with participants toasting with sake to celebrate this day. The weekday of this event was Tuesday this year, thus the toasting event was held on a weekend in many cases. I attended the event held at the izakaya restaurant "Daidokoro Soma" in the Yoyogi area of Tokyo.

Izakaya restaurant "Daidokoro Soma" ("Soma's Kitchen") is in the Yoyogi area of Tokyo, a restaurant district where many new restaurants opened in the last few years due to redevelopment. Many young customers frequent the area. The izakaya restaurant consists of eight counter seats, where older customers can sit comfortably and enjoy a drink, and a table that seats four guests. The event started on a Sunday at noon. The restaurant was filled by a wide range of solo guests between the ages of 20 to 60.

The six seasonal fall sake selections served are "Akagisan Hiyaoroshi Honjozo" by Kondo Shuzo Co., Ltd., "Iwamiginzan Tokubetsu Junmai" by Ichinomiya Sake Brewing, "Nagatorogura Junmai Ginjo" by Fujisaki Sobei Shoten, "Takizawa Junmai Ginjo" by Shinsyu-Meijyo Co., Ltd, "Sanzui Junmai Ginjo" by Hakuro Shuzo, and "Honshu-ichi Junmai" by Umeda Shuzojo.

The difference between each sake specification and the brewery that

produced the sake can be savored with each sake that exuded a mellow fall flavor. The meal consisted of twelve courses, each devised by the restaurant owner Soma-san specifically for this event. Several appetizers prepared from vegetables kicked off the meal, followed by the chef's original Char-siu (Chinese BBQ Pork), smoked duck, sausages, grilled shrimp, etc. Both young and elderly guests expressed satisfaction with the menu selections served.

The bottles of sake prepared for the event gradually disappeared. The restaurant consisted of counter seats, where I watched the guests pour sake from each of the six bottles of seasonal fall sake for each other as they enjoyed the delicious food and lively conversations, exchanged contact information, and promised to meet up at "Daidokoro Soma" ("Soma's Kitchen") to drink together. I was reassured in my belief that sake is a communication tool.

Three hours quickly passed as the guests enjoyed lively conversations, and the drinking event where adults toasted with sake ended. Every guest seemed full, slightly tipsy, and quite satisfied. I have no doubt that some guests who had not consumed enough sake went on to another restaurant afterwards. I often hear that guests who don't usually drink sake are invited to drink sake on National Sake Day. I invite consumers who regularly enjoy sake to toast with sake not only on National Sake Day, but in everyday life with delicious food and great company. ■



10月1日是日本酒日。因為以前的釀酒年度從10月開始的，1978年日本酒造組合中央會就將這一天定為日本酒日。近年來，日本全國各地舉辦了日本酒乾杯的活動。今年由於10月1日是星期二，許多活動被安排在了週末，其中有一個活動在東京代代木的居酒屋“台所SOUMA”舉行。近年來位於台所SOUMA地域因重新開發而出現了新的飲食街，吸引了大量年輕人前來暢飲。這家店內有8個吧台座位適合年齡稍長的顧客悠閒飲酒，還有一張四人桌，氛圍舒適安穩。活動在周日中午12點開始，店內座無虛席，大多數客人是單獨前來，年齡層橫跨20至60歲不等。當日的日本酒全為秋季特選酒，包括群馬縣近藤酒造的赤城山本釀造HIYAOROSHI、島根縣一宮酒造的石見銀山特別純米HIYAOROSHI、埼玉縣藤崎惣兵衛商店的長瀨藏純米吟釀瓶火入、長野縣信州銘釀的瀧澤純米吟釀HIYAOROSHI、新潟縣柏露酒造的SANZUI純米大吟釀生詰，和廣島縣梅田酒造場の本洲一純米秋AGARI，

一共六款酒。每種酒風味各異，讓人們能夠品嚐到不同酒藏的特色和秋天的溫潤的感覺。當天共有12道料理，店主相馬先生特為配合日本酒而準備了精緻的佳餚。餐點是從幾種以蔬菜為中心的前菜開始，包括自製叉燒、熏鴨、香腸、烤蝦等，既滿足了年輕人的口味，也讓年長者盡興。當然酒越喝越順口，準備的日本酒很快減少了。由於店以吧台為主，人們可以一起輪流倒酒，在美酒和美食的助興下，大家熱烈交談著，互相交換聯繫方式，甚至相約以後平時再來“台所SOUMA”共飲，讓人不禁感受到酒真是一種連接彼此的溝通工具。在熱烈歡樂的氣氛中，3小時的活動很快就過去了，活動結束了。人們都微醉著離開了，都心滿意足。沒有發生意猶未盡的客人繼續前往下一家酒館的事情。經常聽說即使是平時不喝日本酒的人也會因為10月1日活動而嘗試日本酒，所以如果能喝酒的話，不僅是在日本酒日，希望平日也舉杯共飲，通過美味的小菜與日本酒，享受愉快的日本酒生活。

SAKE SOMMELIER CLUB

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Sake Shochu Spirits Institute of America -Cautionary Notes for Tasting Sake- 品鑒時的注意事項

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.

The best environment to taste sake is at room temperature – not too hot, not too cold, approximately 68 degrees F.

The best temperature to taste sake is between 59 degrees F ~ 64.4 degrees F to easily detect the fragrance of sake.

A tasting cup with a double-circle on the interior bottom is often used to taste sake.

However, a wine glass is recommended if your focus is on sake aroma.

Tasting skills are best honed by practice.

Verbally express your impressions and get into a habit of documenting your impressions. Exchanging ideas with others is critical to be aware of what others are taking away from sake. ■

接

下來談談適合品鑒的環境，不要太熱，不要太冷，最佳溫度是在20度左右，也就是所謂的室溫。

日本酒本身的溫度在15到18度時，香味特徵則最為明顯。

品鑒時使用的酒器具，底部帶有藍色雙圓圈的蛇目品酒盅經常被使用，但如果你更重視香氣，曲線度較高的葡萄酒杯是更好的選擇。

為了提高品鑒能力，增加練習的次數是非常重要的。

養成將自己的感受說出來或記錄下來的習慣，同時與周圍人交換意見，意識到別人的感受也是個關鍵。

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assigned back to Japan. Currently
distributed as Japan Restaurant News
(20,000 issues published electroni-
cally) in North America, Japan, and
Southeast Asia.

Sake Tasting

To be able to taste sake, the most important thing to do is to identify and set your own tasting criteria. The criteria are not based on one's preferences, so one must find the foundation that become the basis for judging various sake. One must have that foundation in place to be able to recognize aroma, acidity, body and umami, that different types of sake have. Knowledge and information that you gather would supplement that to help correctly and fairly assess

sake products.

So how can one establish that foundation for establishing your own tasting criteria? Here is the quickest and least expensive way of doing it, based on my own experience.

First, buy low-priced sake at a store. Try it every day for 15 days, even if you don't like it or it's simply horrible (some people may need 20 days). Do not drink it until it makes you drunk. It's most important that you drink a certain amount every day, even

if it's just enough to fill an ochoko (tiny sake cup). Do not try other sake while you're trying one.

Stop for two to three days to rest your liver, then do a tasting of a different sake. You will probably realize that you can profile the sake to surprising details. The differences in acidity, the body, aroma, and umami, as well as aftertaste intensity – you should be able to clearly tell those differences. ■

일본술의 시음

시음 술을 마시기 전에 가장 중요한 것은 자신의 미각 기준을 설정하고 찾아내는 것이다. 기준이란 자신의 기호가 아니라 다른 술을 판정하는 데 필요한 미각의 축이 되는 것을 찾아내는 데 있다. 그 축이 되는 맛을 제대로 가지면 다른 술과 다른 향, 산미, 보디, 감칠맛을 느낄 수 있게 된다. 그 다음은 지식과 정보 수집을 통해 다른 상품을 더욱 공평하고 정확하게 평가할 수 있게 되는 것이다.

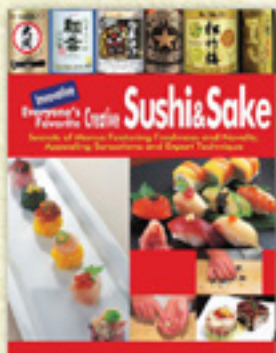
그럼 그 축은 어떻게 찾아내는가? 본고에서는 나의 경험을 바탕으로 가장 손쉽고 빠르게, 그리고 더 저렴하게 미각의 판단 기준을 찾아내는 방법을 알려드리고자 한다.

매장에서 가장 저렴한 일본술을 구매한 다음 마음에 안 들고 맛없는 술이라도 같은 술을 15일간 매일 마신다(사람에 따라서는 20일이 걸리는 경우도 있을 것이다). 절대 취할 때까지 마시지 않는

다. 양은 딱 한 모금만 마시든 훌쩍훌쩍 마시든 매일 빼먹지 않고 마시는 것이 중요하다(그동안 다른 일본술은 마시지 않는 편이 좋다).

2~3일 동안 지친 간을 쉬게 한 후에 다른 일본술을 시음해 본다. 아마 지금까지 몰랐던 맛을 느끼게 될 것이다. 산미의 차이, 보디의 농도, 향의 차이, 감칠맛의 수준, 뒷맛의 강약을 확실히 알 수 있게 될 것이다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 206



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

Super Frozen Sake: Part 1

일본주의 슈퍼 프로즌 1편

Sake is currently stored in two ways: At "room temperature" or "refrigerated."

As most of you know, sake stored at room temperature advances aging that slows when refrigerated.

However, a new way to "freeze," store, and age sake is now introduced.

Unlike "Mizore-zake" (frozen, sherbet-like sake), this new method does not freeze sake to be semi-thawed later for "consumption," but rather, revolutionized how sake is "stored."

History revealed that sake had been

frozen and stored in the past. However, such freezing methods are completely different from the super-freezing method introduced in this report.

Sake frozen using the usual methods can be stored if certain precautions are taken due to the risk of deteriorated flavor and cracked bottles, the same reasons why sake was not typically frozen in the past.

Why is a new method to freeze and store sake now possible?

"Flash-freezing" is a process developed in the last 10 years and used

widely in the food industry to freeze fresh meat, fish, and other perishables. This rapidly developed and evolved new "flash-freezing" technology is now used to flash-freeze sake, sold as "Frozen Sake."

Over thirty Japanese sake breweries currently use this technology for sake products such as "Dassai" and "Dewazakura," garnering attention for new possibilities this technology offers to preserve the quality of sake.

Mizore-zake: Sake which is frozen in a freezer until it becomes sherbet-like. ■

일본주의 저장방법은 현재「상온」혹은「냉장」두 가지 밖에 없습니다.

상온저장은 숙성도 빨리 되고, 냉장저장은 숙성은 천천히 진행되는 것은 아시는 대로 입니다만 지금 새로운 일본주의 저장방법이 시작되고 있습니다. 그것이「냉동」숙성입니다.

「미조레슈」등과는 달리, 냉동을 방해해서 마시는「음주법」은 아니고, 어디까지나「저장」방법입니다.

지금까지 냉동저장된 술도 역사안

에서는 존재했지만, 그들의 냉동은「냉동방법」이 이번에 소개하는 슈퍼프로즌과는 전혀 다릅니다.

일반적으로 냉동한 술을 냉동저장한다고 하면, 조금만 연구하면 가능하겠지만, 맛의 부분이나 병이 깨지는 위험 등이 있어, 일본주의 역사상 거의 냉동저장은 하지않았습니다.

그럼 왜 지금, 새로운 냉동저장이 가능해졌을까.

그 대답이「순간냉동」에 의한 냉동으로, 최근 10년간 식품업체나 생선, 육

류등의 신선식품 세계에서「순간냉동」이 크게 보급되어 왔습니다.

이렇게 크게 발전·진화한 새로운「순간냉동」기술을 이용하여서, 일본주를 순간냉동한 것이「슈퍼 프로즌」이라는 술이 됩니다.

현재, 30곳을 넘는 일본주 제조원이 취급하고 있습니다. 유명한「닷사이」씨나「데와사쿠라」씨도 임하고 있어, 일본주의 새로운 가능성으로 주목받고 있습니다.

日本酒 百味百題

Originally, Japanese sake varies greatly in regional characteristics, along with sake quality. Although Japan is a small island nation, the land stretches great distances towards the north and south, surrounded by the ocean and many mountains. Therefore, various climates and natural features make up cold to

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Is Locality A Factor in Japanese Sake Quality? 일본주의 지역성

warm regions, generating significant differences in water quality and geological features by region, also reflected in the differences in sake rice. Also, the traditional art of sake production differs not only by climate and natural features and the brewery master's brewing method, but also according to the region - influenced by regional history and culture, local produce, and dietary customs, etc. - which of course produces the differences in flavors.

For example, sake from Nada city, where sake is produced using water with high degree of hardness since ancient times, is known as the pure and dry "Otoko-zake" ("Male Sake"). On the other hand, sake from Fushimi - a region with soft water - is soft and sweet to the palate, referred to as "Onna-zake" ("Female Sake").

Also, many of the sake brands produced in the Hiroshima region are sweet, while sake from Kochi and Niigata prefectures are known to be dry.

In that case, does the difference in sake quality in these regions since ancient times still exist today? A sake quality survey of commercially sold sake brands conducted every other year by Japan's National Tax Agency Liquor Administration revealed that the overall sake trend tends to be dry and clean, while the general sweet, dry, rich, and clean flavors for which each prefecture is known still remains consistent to this day. However, this finding is not consistent when reviewing individual sake producers, for current sake brewing technologies can mostly control the degree of sweet, dry, rich, and clean flavors freely.

One factor for the reduced regional differences among Japanese sake brands is due to the recent popularity of Ginjo sake. Previously, it was said in

the sake brewing industry to "Apply the formula YK-35 to produce your sake to garner a Gold Award at The Annual Japan Sake Awards." Y-35 refers to combining Yamadanishiki rice (Y) from Hyogo prefecture with Kumamoto yeast (K) at a rice-polishing ratio of 35 percent. Following this formula will produce high-quality ginjo sake while diminishing regional characteristics.

This trend is not limited to Ginjo sake. Rice, the main ingredient of Japanese sake, is easily shipped compared to the grapes used to produce wine, thus the demand for high-quality ingredients often results in the use of rice from renowned production regions. The choice of yeast that significantly impacts the sake aroma is mostly the "association yeast" with the same property. Other important factors are the high degree of milling, processed water quality, frequently activated carbon filtration, distilled alcohol added, etc., that further diminish the individual sake flavor.

However, new yeast is being developed recently by prefecture, with many breweries using local rice brands to produce their regional sake, thus increasing the likelihood of new regional flavors emerging. ■

본래, 일본주는 지방색이 짙고, 주질도 다양한 술이다. 우리나라는 좁은 국토이지만 남북으로 길고, 바다로 둘러싸여 산도 많다. 따라서 한냉지부터 온난지에 이르는 다양한 기후풍토가 형성되어 있고, 지역에 따른 수질과 지질의 차이가 커서, 쌀도 다르다. 또한 일본주 담는 전통기술은 기후 풍토나 기술자의 유파뿐만 아니라 각각의 지방, 지역의 역사, 문화, 산물, 식습관 등과 밀접하게 관계되어 있어서 맛의 차이가 있는게 당연하다고 할 수 있다. 가

령, 옛날부터 경도가 높은 공수로 빚는 탄주는 농순신로의 「남주」로 알려져 있고, 반대로 연수지역인 후시미의 술은 부드러운 단맛의 「여주」로 알려져 왔다.

또, 히로시마를 대표하는 세토나이카 이해연안 지역의 술은 단맛이 많고, 코치나 니이가타의 술은 매운맛이 많다고 알려져 있다. 그렇다면, 이러한 지역에 따른 주질의 차이가, 현재에도 예전에도 똑같이 있는 걸까. 전국 국세국감정관실이 1년간격으로 실시하고 있는 시판주의 주질조사에 따르면, 대체로 신로·담려화가 진행되고 있는 중으로, 예전부터 알려진 지방의 매통달콤의 경향은 어느정도 남아있음을 알 수 있다. 하지만 이것은 도도부현단위에서의 평균적인 달콤매콤·담려도 이야기이고, 각각의 메이커로서 보게되면 반드시 그렇지는 않다. 현재의 제조 기술을 가지고 하면, 술의 달고 매움·담려는 대부분 자체적으로 콘트롤 할 수 있기 때문이다.

일본주의 지방색이 없어지고 있는 요인으로서 자주 요즘의 음양주 붐을 들 수 있다. 한 때 주조업계에서는 「YK-35에서 만들면 전국신주감평회에서 금상을 얻는다」라고 하는데, YK-35란, 효고현산 야마다니키(Y)와 쿠마모토효모(K)를 사용하여, 35%정미배합하는 것을 의미. 이 공식대로 만들면 고품질의 음양주를 만들 수 있는데, 지역에 따른 차이는 없는 셈이다.

이 경향은 음양주에 국한되지 않는다. 일본주의 주원료인 쌀은 와인의 포도와 달리 수송이 용이하므로, 고품질의 원료쌀을 구하면 아름다운 유명산지의 것이 사용되는 것이 된다. 술의 향미에 크게 관계하는 효모만해도, 대부분 동일성질의 「쿄오카이효모」이다. 그 밖에, 쌀의 고도정백의 중시, 수질의 가공, 여과시 활성탄의 사용량, 양조알코올의 첨가 등, 술의 향미를 몰개성화시키는 요인이 많다는 점이 지적되고 있다.

하지만, 최근에는 현단위에서 신호모를 개발하거나, 지역산 쌀로 지역의 술을 빚는다고 하는 방침을 가진 술창고가 눈에 띄기도 하며, 예전과 다른 새로운 지역색이 생겨나는 가능성도 기대되고 있다.





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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



National Sake Day

일본주의 날

National Sake Day is October 1. Since the brewing year used to start in October, the Japan Sake and Shochu Makers Association designated October 1 as the National Sake Day in 1978. Events are held nationwide with participants toasting with sake to celebrate this day. The weekday of this event was Tuesday this year, thus the toasting event was held on a weekend in many cases. I attended the event held at the izakaya restaurant “Daidokoro Soma” in the Yoyogi area of Tokyo.

Izakaya restaurant “Daidokoro Soma” (“Soma’s Kitchen”) is in the Yoyogi area of Tokyo, a restaurant district where many new restaurants opened in the last few years due to redevelopment. Many young customers frequent the area. The izakaya restaurant consists of eight counter seats, where older customers can sit comfortably and enjoy a drink, and a table that seats four guests. The event started on a Sunday at noon. The restaurant was filled by a wide range of solo guests between the ages of 20 to 60.

The six seasonal fall sake selections served are “Akagisan Hiyaoroshi Honjozo” by Kondo Shuzo Co., Ltd., “Iwamiginzan Tokubetsu Junmai” by Ichinomiya Sake Brewing, “Nagatorogura Junmai Ginjo” by Fujisaki Sobei Shoten, “Takizawa Junmai Ginjo” by Shinsyu-Meijyo Co., Ltd, “Sanzui Junmai Ginjo” by Hakuro Shuzo, and “Honshu-ichi Junmai” by Umeda Shuzojo.

The difference between each sake specification and the brewery that

produced the sake can be savored with each sake that exuded a mellow fall flavor. The meal consisted of twelve courses, each devised by the restaurant owner Soma-san specifically for this event. Several appetizers prepared from vegetables kicked off the meal, followed by the chef’s original Char-siu (Chinese BBQ Pork), smoked duck, sausages, grilled shrimp, etc. Both young and elderly guests expressed satisfaction with the menu selections served.

The bottles of sake prepared for the event gradually disappeared. The restaurant consisted of counter seats, where I watched the guests pour sake from each of the six bottles of seasonal fall sake for each other as they enjoyed the delicious food and lively conversations, exchanged contact information, and promised to meet up at “Daidokoro Soma” (“Soma’s Kitchen”) to drink together. I was reassured in my belief that sake is a communication tool.

Three hours quickly passed as the guests enjoyed lively conversations, and the drinking event where adults toasted with sake ended. Every guest seemed full, slightly tipsy, and quite satisfied. I have no doubt that some guests who had not consumed enough sake went on to another restaurant afterwards. I often hear that guests who don’t usually drink sake are invited to drink sake on National Sake Day. I invite consumers who regularly enjoy sake to toast with sake not only on National Sake Day, but in everyday life with delicious food and great company.■



10월 1일은 일본주의 날이다. 이 전에는 주조년도가 10월부터 시작되었기 때문에, 1978년 일본주조조합중앙회가 일본주의 날로 정했다. 최근 전국각지에서 일본주로 건배하는 이벤트가 행해지고 있다. 올해는 화요일이기도 하고, 건배이벤트를 주말에 실시하는 경우도 많은데, 그러던 중 도쿄 요요기의 이자카야 「다이드코로소오마」에서 있었던 이벤트에 다녀왔다. 다이드코로소오마는 최근 몇년, 재개발등으로 새로이 음식점가가 생겨나고, 젊은이들이 많이 마시고 걸을 수 있는 요요기 안으로, 연령이 약간 높은 층의 사람들에게도 천천히 술을 마실 수 있는 카운터 8석, 4인 테이블 1석 있는 아늑한 가게이다. 일요일 낮 12시 부터 시작된 모임은 만석으로 홀로 찾은 손님이 많고, 20대부터 60대까지 폭넓은 연령층 사람이 모였다. 진열된 일본주는 모두 가을 계절주로 군마현 콘도주조의 아카기 야마모토 양조 히야오로시, 시마네현이치노미주조의 이와미 긴잔 특별 순미 히야오로시, 사이타마현 후지사키소베 상점의 나가토로주조마이긴조조병화통, 나가노현 신슈메이요의 타카자와 준마이긴조 히야오로시, 니이가타현 백로주조의 산즈이준마이긴조세츠메, 히로시마현 우메다 주조장의 혼스이치준마이 아키아가리 6종류, 각각, 스

펙과 곳간의 차이를 즐길수 있어, 부드러운 가을을 느낄 수 있는 술이었다. 요리는 모두 12가지로 푸짐했고, 점주인 소마씨가 이 날을 위해 준비한 일본주에 어울리는 최고로 멋진 요리가 나왔다. 채소위주의 전채몇가지로 시작해서, 직접 만든 차슈, 오리훈제, 소세지, 새우그릴 등 젊은이들도 어른신도 만족할 수 있는 코스였다. 당연히 술이 진행되면서 준비된 일본주도 빠르게 줄어들었다. 카운터 중심의 가게라서, 참가자끼리 6종류의 술을 서로 돌아가며 따라주면서, 가을 술과 맛있는 요리로 이야기가 무르익고, 연락처를 교환하거나, 보통 다이드코로소오마에서 술을 마시는 약속을 하거나 하는 모습을 보면서, 역시 술은 훌륭한 커뮤니케이션 방법임을 다시 한번 실감했다. 분위기가 무르익는 중에, 순식간에 예정한 3시간이 지나고, 성인의 일본주 건배이벤트는 마쳤다. 모두, 배도 부르고 취기도 오른 상태로 대만족의 느낌이었다. 그 후, 더 마실 멤버가 다음 가게로 사라지는 것은 당연하다. 보통 일본주를 마시지 않는 사람들도 10월 1일은 일본주 이벤트에 초대되어 참가하여 일본주를 마신다는 말을 자주 들어서, 마실 수 있다면 일본주 날뿐만 아니라, 평소에도 일본주로 건배하고 맛있는 안주와 술로 교류를 즐기는 일본주라이프를 보내기를 바란다.

SAKE SOMMELIER CLUB

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Sake Shochu Spirits Institute of America -Cautionary Notes for Tasting Sake- 테이스팅 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.

The best environment to taste sake is at room temperature – not too hot, not too cold, approximately 68 degrees F.

The best temperature to taste sake is between 59 degrees F ~ 64.4 degrees F to easily detect the fragrance of sake.

A tasting cup with a double-circle on the interior bottom is often used to taste sake.

However, a wine glass is recommended if your focus is on sake aroma.

Tasting skills are best honed by practice.

Verbally express your impressions and get into a habit of documenting your impressions. Exchanging ideas with others is critical to be aware of what others are taking away from sake. ■

다 음으로 테이스팅 하기 좋은 환경인데, 너무 덥지도 춥지도 않은 20도 전후, 소위 실온이 최고.

일본주 자체 온도는 향미의 특징을 가장 잘 알 수 있는 15~18도에서 실시한다.

사용하는 그릇은 바닥에 파란 색 이중 동그라미가 그려진 뱀이 자주 사용되지만 향을 중시한다면, 만곡성이 높은 와인잔을 쓰는 것도 좋다.

테이스팅 능력을 높이기 위해서는 수를 매겨서 외우는 것이 중요.

자신의 느낌을 입밖으로 내거나, 적어두는 버릇을 기르는 것과 동시에, 주변 사람들과의 의견교환을 하는 등, 남들이 어떻게 느끼는지를 의식하는 것이 중요.

ZOOM
into **SAKE** Shochu
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NOTICIAS SOBRE La revista para profesionales de la comida Japonesa en todo el mundo

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California SAKE CHALLENGE

by Kosuke Kuji 206



Kosuke Kuji

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

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

Sake supercongelado: Parte 1

Actualmente, el sake se almacena de dos maneras: a "temperatura ambiente" o "refrigerado".

Como la mayoría de ustedes saben, el sake almacenado a temperatura ambiente acelera el envejecimiento, que se ralentiza cuando se refrigera.

Sin embargo, ahora se presenta una nueva forma de "congelar", almacenar y envejecer el sake.

A diferencia del "Mizore-zake" (sake congelado, similar al sorbete), este nuevo método no congela el sake para luego descongelarlo para "consumirlo", sino que revolucionó la forma en que se "almacena".

La historia reveló que el sake se había congelado y almacenado en el pasado. Sin embargo, estos métodos de congelación son completamente diferentes del método de supercongelación presentado en este informe.

El sake congelado con los métodos habituales se puede almacenar si se toman ciertas precauciones debido al riesgo de deterioro

del sabor y rotura de botellas, las mismas razones por las que el sake no se congelaba normalmente en el pasado.

¿Por qué ahora es posible un nuevo método para congelar y almacenar el sake?

La "congelación instantánea" es un proceso desarrollado en los últimos 10 años y ampliamente utilizado en la industria alimentaria para congelar carne fresca, pescado y otros productos perecederos.

Esta nueva tecnología de "congelación instantánea", que se desarrolló y evolucionó velozmente, se utiliza ahora para congelar rápidamente el sake, que se vende como "sake congelado".

Más de treinta fábricas de sake japonesas utilizan actualmente esta tecnología para productos de sake como "Dassai" y "Dewazakura", lo que ha atraído la atención por las nuevas posibilidades que ofrece esta tecnología para preservar la calidad del sake.

Mizore-zake: Sake que se hiela en un congelador hasta que adquiere una consistencia similar a la del sorbete.

日本酒 百味百題

¿La localidad es un factor en la calidad del sake japonés?

En sus orígenes, el sake japonés varía mucho en cuanto a características regionales, así como en cuanto a la calidad del mismo. Aunque Japón es una pequeña nación insular, su territorio se extiende a grandes distancias hacia el norte y el sur, rodeado por el océano y muchas montañas. Por lo tanto, diversos climas y características naturales conforman regiones frías y cálidas, lo que genera diferencias significativas en la calidad del agua y las características geológicas según la región, que también se reflejan en las diferencias en el arroz para sake. Además, el arte tradicional de la producción de sake difiere no solo por el clima, las características naturales y el método de elaboración del maestro destilero, sino también según la región (influenciada por la historia y la cultura regionales, los productos locales y las costumbres alimentarias, etc.), lo que, por supuesto, produce diferencias en los sabores.

Por ejemplo, el sake de la ciudad de Nada, donde se produce sake utilizando agua con un alto grado de dureza desde la antigüedad, se conoce como "Otoko-zake" ("Sake masculino") puro y seco. Por otro lado, el sake de Fushimi, una región de aguas blandas, es suave y dulce al paladar, y se lo conoce como "Onna-zake" ("Sake

femenino").

Además, muchas de las marcas de sake producidas en la región de Hiroshima son dulces, mientras que el sake de las prefecturas de Kochi y Niigata son conocidos por ser secos.

En ese caso, ¿la diferencia en la calidad del sake en estas regiones desde la antigüedad todavía existen hoy en día? Una encuesta sobre las marcas vendidas comercialmente realizada cada dos años por la Administración de Licores de la Agencia Nacional de Impuestos de Japón reveló que las bebidas alcohólicas se están volviendo más secas y ligeras en general, existe una tendencia hacia bebidas alcohólicas más dulces y picantes según la región. Sin embargo, este hallazgo no es consistente cuando se analizan los productos de sake individuales, ya que las tecnologías actuales de elaboración de sake pueden controlar en su mayoría el grado de sabores dulces, secos, ricos y claros, libremente.

Un factor que explica la reducción de las diferencias regionales entre las marcas de sake japonesas, se debe a la reciente popularidad del sake Ginjo. Anteriormente, en la industria de elaboración se decía que había que "aplicar la fórmula YK-35 para producir sake y ganar una medalla de oro en los premios anuales de sake de Japón". Y-35

se refiere a la combinación de arroz Yamadanishiki (Y) de la prefectura de Hyogo con levadura Kumamoto (K) en una proporción de pulido de arroz del 35 por ciento. Si se sigue esta fórmula, se producirá un sake ginjo de alta calidad, al tiempo que se reducen las características regionales.

Esta tendencia no se limita al sake ginjo. El arroz, el ingrediente principal del sake japonés, se transporta con facilidad en comparación con las uvas que se utilizan para producir vino, por lo que la demanda de ingredientes de alta calidad suele dar lugar al uso de arroz de regiones de producción de renombre. La elección de la levadura que afecta significativamente al aroma del sake es principalmente la "levadura de asociación" con la misma propiedad. Otros factores importantes son el alto grado de molienda, la calidad del agua procesada, la filtración frecuente con carbón activado, el alcohol destilado añadido, etc., que reducen aún más el sabor individual del sake.

Sin embargo, recientemente la prefectura está desarrollando una nueva levadura y muchas destilerías utilizan marcas de arroz locales para producir su sake regional, lo que aumenta la probabilidad de que surjan nuevos sabores regionales.

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Ryuji Takahashi

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



Día Nacional del Sake

El Día Nacional del Sake es el 1 de octubre. Como el año de elaboración de la cerveza solía empezar en octubre, la Asociación Japonesa de Fabricantes de Sake y Shochu designó el 1 de octubre como el Día Nacional del Sake en 1978. Se celebran eventos en todo el país y los participantes brindan con sake para celebrar este día. Este año esa fecha fué martes, por lo que el evento del brindis se celebró un fin de semana en muchos casos. Asistí al evento celebrado en el restaurante izakaya “Daidokoro Soma” en el área de Yoyogi de Tokio.

El restaurante izakaya “Daidokoro Soma” (“La cocina de Soma”) está en el área de Yoyogi de Tokio, un distrito donde se abrieron muchos restaurantes nuevos en los últimos años debido a la remodelación. Muchos clientes jóvenes frecuentan la zona. El restaurante izakaya consta de ocho asientos en el mostrador, donde los clientes mayores pueden sentarse cómodamente y disfrutar de una bebida, y una mesa con capacidad para cuatro invitados. El evento comenzó un domingo al

mediodía. El restaurante estaba repleto de comensales solitarios de edades entre los 20 y los 60 años.

Las seis selecciones de sake de temporada de otoño que se sirvieron fueron “Akagisan Hiyaoroshi Honjozo” de Kondo Shuzo Co., Ltd., “Iwamiginzan Tokubetsu Junmai” de Ichinomiya Sake Brewing, “Nagatorogura Junmai Ginjo” de Fujisaki Sobei Shoten, “Takizawa Junmai Ginjo” de Shinsyu-Meijyo Co., Ltd, “Sanzui Junmai Ginjo” de Hakuro Shuzo y “Honshu-ichi Junmai” de Umeda Shuzojo.

La diferencia entre cada especificación de sake y la destilería que lo produjo se puede disfrutar con cada sake que exudaba un suave sabor otoñal. La comida consistió en doce platos, cada uno ideado por el dueño del restaurante, Somasan, específicamente para este evento. Varios aperitivos preparados a base de verduras dieron comienzo a la comida, seguidos del Char-siu (cerdo chino a la barbacoa) original del chef, pato ahumado, salchichas, camarones a la parrilla, etc. Tanto los invitados jóvenes como los mayores expresaron su



satisfacción con las selecciones del menú que se sirvieron.

Las botellas de sake preparadas para el evento desaparecieron gradualmente. El restaurante consistía en asientos en el mostrador, donde observé a los invitados servirse sake de cada una de las seis botellas de sake de temporada de otoño, mientras disfrutaban de la deliciosa comida y las animadas conversaciones, intercambiaban información de contacto y prometían reunirse en “Daidokoro Soma” (“La cocina de Soma”) para beber juntos. Me tranquilizó mi creencia de que el sake es una herramienta de comunicación.

Pasaron rápidamente tres

horas mientras los invitados disfrutaban de animadas conversaciones, y el evento de beber donde los adultos brindaron con sake terminó. Todos los invitados parecían llenos, un poco achispados y bastante satisfechos. No tengo dudas de que algunos invitados que no habían consumido suficiente sake se fueron a otro restaurante después. A menudo escucho que a los invitados que no suelen beber sake se les invita a beber sake en el Día Nacional del Sake. Invito a los consumidores que disfrutan habitualmente del sake a brindar con sake no sólo en el Día Nacional del Sake, sino en la vida cotidiana con comida deliciosa y excelente compañía.



Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



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



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



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



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

Instituto de la Espiritu Sake Shochu de América -Notas de precaución para participar en eventos de cata

El mejor entorno para degustar sake es a temperatura ambiente, ni demasiado caliente ni demasiado frío, aproximadamente 68 grados F.

La mejor temperatura para degustar sake es entre 59 grados F y 64,4 grados F para detectar fácilmente su fragancia.

Para catar sake, se suele utilizar una copa de degustación con un doble círculo en el fondo interior.

Sin embargo, se recomienda una copa de vino si su objetivo es el aroma del sake.

La habilidad para degustar se perfecciona mejor con la práctica.

Expresé verbalmente sus impresiones y adquiera el hábito de documentarlas. Intercambiar ideas con otras personas es fundamental para saber qué es lo que los demás aprenden del sake.

