

Japanese RESTAURANT news

The Magazine for Japanese Food Professionals Worldwide

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祝!

2013年“和食”ユネスコ無形文化遺産登録
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cultural heritage by UNESCO

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registered as an UNESCO Intangible Cultural Heritage

「伝統的造り」ユネスコの無形文化遺産に登録

日本餐厅新闻 P26

일식 레스토랑 뉴스 P36

Noticias sobre
restaurantes Japoneses P42

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Let's cook with NINBEN!

Simmered Dishes Recipe with NINBEN "Shirodashi"

Onishime

Simmered dishes made with shirodashi allows you to enjoy the original taste and color of the ingredients. It is a recommended dish for hospitality and celebrations.

白だしで作るお煮しめ



INGREDIENTS / 2 SERVINGS

70g	Konnyaku [yam cake]	こんじやく	70g
1/4	Burdock	ごぼう	1/4本
50g	Lotus roots	れんこん	50g
1/3	Carrots	にんじん	1/3本
2	Shiitake mushrooms	しいたけ	2枚
4	Snow peas	きぬさや	4枚
1/2 tbsps	Salad oil	サラダ油	大さじ1/2
150g	Chicken thigh	鶏もも肉	150g
200ml	Water	水	200ml
2 tbsps	NINBEN "Shirodashi"	にんべん白だし	大さじ2
1 tsp	Sugar	砂糖	小さじ1
1 tbsps	Mirin	みりん	大さじ1

METHOD

1. Tear the Konnyaku into bite-sized pieces and boil it. Peel the burdock and cut it diagonally, then put it in vinegar water or water and drain. こんにゃくは一口大にちぎり、下茹でする。ごぼうは皮をそいで斜め切りにし、酢水(分量外)に入れて水気を切る。

2. Peel the lotus roots and carrots and cut them into pieces that are easy to eat. Remove the hard tip of shiitake mushrooms and the streaks of snow peas and boil the peas with salt. れんこん、にんじんは皮をむき、食べやすい大きさに切る。しいたけは石づきを取り、そぎ切りにする。きぬさやはすじを取り、塩ゆで(分量外)する。
3. Heat the salad oil in a pan and fry the chicken on both sides. Then add all the ingredients except the snow peas and stir-fry. 鍋にサラダ油を入れて熱し、鶏肉の両面を焼く。きぬさや以外の全ての具材を加えて炒める。
4. Add water to 3, and when it boils, reduce the heat to low and skim the foam. Add the "NINBEN shirodashi", sugar, and mirin, cover with an aluminum foil lid, and simmer for about 20 minutes until the soup is gone. ③に水を加え、煮立ったら弱火にしてアクを取る。白だし、砂糖、みりんを加え、落とし蓋をして20分程度、汁気がなくなるまで煮込む。
5. Add the snow peas into 4 and mix together, then serve them in a dish. Done! ④に②のきぬさやを加えてひと混ぜし、器に盛り付ける。



Check more recipes



NINBEN
ESTABLISHED 1699

We're Member of Japan Business Association, Japanese Chamber of Commerce of Southern California, Hollywood Chamber of Commerce, Japanese Restaurant Association of America and Supporters Conference for WASHOKU.

ジャパニーズ・レストランニュース

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

Mission of Japanese Restaurant News

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



Please visit
<https://www.alljapannews.com>

GREETING

06 New Year Greetings

SAKE SOMMELIER CLUB

11 Communicate the appeal of sake to customers

日本酒の魅力をお客様に伝える

12 California Sake Challenge 207:

Super Frozen Sake: Part 2

酒豪大陸 207: 日本酒のスーパーフローズン その2

NEWS / TREND

13 What type of sake is Ginjo?

吟醸酒とは

14 Tokyo Jizake Strolling

Japanese sake from Shimane prefecture

東京地酒散歩 / 島根の日本酒

15 Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

米国酒焼酎蒸留酒研究所

テイスティングの注意点

16 33rd Mutual Trading Japanese Food & Restaurant Expo – Report 3

Hands-On Learning for Culinary Excellence

Highlights from the Japanese Food & Restaurant

Expo Workshops

ワンランクアップのおもてなしに不可欠なお勧めのアイテム

ジャパニーズ・フード&レストラン・エキスポ (JFRE)

のハイライトワークショップ

18 Requires low oil to prepare healthy, delicious meals!

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少ない油でおいしくヘルシーを実現!

フライヤーに入れるだけで廃油を削減できる魔法の筒

19 The Challenge to Create a New Japanese Food Culture

-25th Anniversary of the Japanese food section

established at the Academy of Hospitality St. Petersburg-

新・日本食文化の挑戦

—“アカデミー・オブ・ホスピタリティ”

サントペテルブルク日本食セクション創設25周年を語る—



20 Japanese Food Expo 2024 held

-Tradeshaw to introduce Japanese food products to general consumers was held in Hollywood-

ジャパニーズ・フード・エキスポ2024開催

—日本産食品を一般消費者に紹介する展示会をハリウッドで開催—

22 Japan's “traditional knowledge and skills of sake-making” registered as an UNESCO Intangible Cultural Heritage

日本の「伝統的造り」ユネスコの無形文化遺産に登録へ



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南カリフォルニア、そして、アリゾナの皆様、明けましておめでとうございます。

当地での勤務も3年目に入りました。この間できる限り多く皆様に直接お目にかかることを重視して務めて参りました。その度に温かく迎えていただいた在留邦人や日系コミュニティの皆様、そして日本との関わりを大切にしておられる多くの皆様に深く感謝しております。

日米両国は、法の支配に基づく自由で開かれた国際秩序を維持・強化するグローバル・パートナーです。私は、新しい年においても、この日米関係の基盤となっている草の根レベルでの人と人の繋がりを作り、育てていくことに努め、日米関係を更なる高みに引き上げる一端を担いたいと考えています。

日本とカリフォルニアは太平洋を跨いで隣り合っており、その経済関係は双方の経済団体の協力や民間企業が担うビジネスなどによって、力強く支えられています。昨年、米国は農林水産物・食品 輸出額第1位となり、カリフォルニアは全米で最大の日本食レストラン数を誇るなど最も日本食の普及が進んでいる州と言えます。また、アリゾナは経済成長、人口増加が著しく、次のターゲットとして非常に有望なマーケットです。日本食レストラン、食品業界関係者の皆様の長年のご努力に深い敬意を表すと共に、当館としても、輸出支援プラットフォームを最大限に活用し、日本貿易振興機構（JETRO）とも連携しつつ、日本食や酒類の更なる普及・輸出促進に貢献していきたいと思っています。

最後に、在留邦人、日系米国人そして南カリフォルニア及びアリゾナの皆様の新しい年におけるご健康、ご多幸そして日米関係の一層の発展を祈ってご挨拶とさせていただきます。

在ロサンゼルス日本国総領事 曾根 健孝



JETRO
Los Angeles

あけましておめでとうございます。

旧年中はジェトロが皆様方から格別のご高配を賜りましたことを厚く御礼申し上げます。本年も、米国で日本食を普及するためにより一層精進してまいりますので、よろしくお願い申し上げます。

さて、昨年1月から10月までの日本から米国向けの農林水産物・食品の累計輸出額は、日本酒、ホタテ貝、菓子の輸出が伸び、1,952億円と中国・香港を抜いて仕向け地として世界1位でした。現在の米国向け輸出額の水準は、10年前の約2倍を超える規模であり、在米の日本食レストラン業界の皆様方による長年に渡るご努力が、今まさに成果として実を結びつつあるということかと存じます。ジェトロも日本政府の農林水産物・食品輸出額の2025年2兆円、2030年5兆円の目標達成のため、各種事業を積極的に展開して参りました。昨年もラスベガス等で開催された複数の大規模食品見本市にてジャパン・パビリオンを設置し日本食品の出展と商談を支援しました。また、総領事館と連携した輸出支援プラットフォームでは地域をテーマに、都道府県の特産品の米国向け輸出に注力し、大手スーパー物産展や当地日本食団体のフェアと連携し地方自治体産品の商談会を支援しました。JFOODO（日本食品海外プロモーションセンター）では、フロリダやテキサスで日本酒、焼酎、水産品の消費者向けプロモーションを行い、米国大手メディアでは日本水産品の特別CMも放映しました。日本食の裾野を広げるべく、学校での食育授業やおにぎり作りのイベントを実施したほか、米軍基地に日本食を届ける試みも始めています。メキシコでは米国向けホタテ貝の殻剥き実証実験を行い、ホタテ貝のサプライチェーンの多様化に取り組んでいます。今年は4月から大阪・関西万博（日本国際博覧会）が開催されますが、多くの米国人が訪日して日本食に舌鼓を打ち、日本食ファンになってくれることを期待したいです。私事で恐縮ですが、ロサンゼルスに赴任して一年が経ちました。皆様方には様々な場面で大変お世話になり、支えて頂きましたことをあらためて厚く御礼申し上げます。最後になりましたが、レストラン業界の皆様方はじめ、本紙の読者の皆様にとって、実り多き一年でありますようお祈り申し上げます。

日本貿易振興機構（ジェトロ）ロサンゼルス事務所 所長 梶田 朗



JNTO
Japan National
Tourism Organization

新年あけましておめでとございます。

昨年は訪日外国人観光客の大幅な伸びとなり、ここロサンゼルスでも訪日観光客増加のニュースを耳にされた方は多いのではないのでしょうか。中でも米国から伸び率は大きく、過去最高の200万人を超える皆様に訪日旅行を楽しんでいただきました。

富裕層向けの旅行雑誌Conde Nast Travelerでも読者が選ぶ世界で最も魅力的な国の1位として日本は選出されるなど、ますます注目を集め、今や日本は「バケットリスト」か「実際に訪問する国」となりました。

日本の魅力は多様ではありますが、調査の結果、日本への訪問目的として、「日本での食体験を楽しみたい」という項目が一番に挙げられています。JNTOロサンゼルス事務所は、地域それぞれの風土に根付いた食文化や、季節折々の食など、日本ならではの食の魅力を各地の観光素材と併せて紹介することで、東京や京都、大阪だけではなく、日本各地への誘致を図っております。本年は大阪・関西万博もいよいよ開催となります。万博を契機として、より多くの皆様に万博と併せて各地への訪問を頂けるよう、また、皆様方と一緒にオールジャパンで日本ファンを増やしなが多くの方々に実際に訪日いただけるよう今年も尽力してまいりますので、引き続き宜しくお願い申し上げます。

皆様方にとりまして、本年が素晴らしい一年になりますように祈念しております。

日本政府観光局（JNTO）
ロサンゼルス事務所長 田中陽子



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新年あけましておめでとございます。

2025年度も南加日商の会頭を務めさせていただきます。今回で4期目、前回と合わせ5期目となり南加日商の歴史上最長の任期となります。本年も、どうぞよろしくお願い致します。

アメリカはトランプ氏が大統領に再選され新たな年を迎えました。この度の大統領、及び議会選挙はいろいろと物議を呼びましたが、最終的に顕著な投票差で選挙結果が出ました。日本も昨年10月に石破内閣が発足したあと11月に衆議院議員選挙があり、結果は自民党の惨敗でサプライズとなりました。日米ともに新たな指導者の下、今後の政治、経済、外交政策がどう展開して行くか注視してまいりたいと思います。

2013年12月に「日本人の伝統的な食文化」として和食がユネスコの無形文化遺産に登録されました。その後、日本政府の後押しもあってアメリカでも今まで以上に日本食が浸透してきていると感じます。各諸団体が日本食、及び酒の販売、普及を目的にあちらこちらでイベントを開いており、日本食のイメージが更に拡大して行くことが期待されます。日本の経済成長戦略が功をなしていると感じます。一方、日本の少子高齢化現象は一部業界に大きく影響が出ており、食品、サービス業界も従業員、後継者不足で経営に影響が出ているところがあると聞きます。持続的な繁栄のためには日本食品、酒類、レストラン業界も中長期的、戦略的な経営が更に求められる年となると感じます。南加日系商工会議所も出来る限り業界のサポートを続けさせて頂く所存です。2025年が皆様方にとってより良きビジネスの年となりますように、そして健康でありますよう祈念いたします。

竹花晴夫、会頭
南加日系商工会議所 日系商工会議所基金





New Year Greetings

新年の御挨拶



新年おめでとうございます

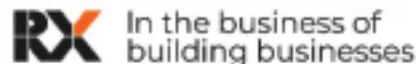
昨年末、私たち日本人にとって、そして清酒や焼酎業界にとって嬉しいニュースがありました。それは、“日本の伝統的造り”が、日本では23件目となるユネスコの無形文化遺産に登録されたことです。10年前の“和食”に続き、日本酒や焼酎といった日本の酒文化が世界的に評価されたことを意味しています。無形文化遺産の登録は、特定の都道府県や地域に限定されることが多いですが、「日本の酒」や“和食”は全国が対象となります。また、“和食”はもちろん、「日本の酒」も米国をはじめ多くの国々で、その伝統的な製法で醸されています。世界各国で日本の酒を製造する企業、提供する飲食店や酒販店、消費者にとっても大変意義のあることであり、業界のさらなる発展につながると確信しています。

さて、日本では今年、EXPO 2025 大阪・関西万博が開催されます。1970年に開催された大阪万博では、日本の多くの国民が世界の飲食文化に触れ、現在、私たち日本人が世界各国のバラエティ豊かな食生活を楽しむきっかけとなったことは言うまでもありません。

一方、今回の万博では、世界の多くの方々「日本の酒」や“和食”の魅力をより深く理解し、それぞれの国でその素晴らしさを伝えていただく契機となることを願っています。ユネスコ無形文化遺産登録、そしてEXPO 2025 大阪・関西万博が次なる業界の発展につながり、また世界の消費者にとってより楽しい食卓の創造に寄与することを願っております。日本の食文化、酒文化がさらに世界に広まり、末永く伝承されていくためにも、今年も皆様と共に歩みたいと存じます。

末筆ながら、Japanese Restaurant News様をはじめ、業界関係者の皆様のご健勝をお祈りいたします。2025年がより良い年となりますようお祈り申し上げます。

SSI インターナショナル 会長
日置 晴之 (HARUYUKI HIOKI)



On behalf of RX Japan Ltd., I wish you all A Happy New Year.

RX Japan was founded in 1986 as a member of the world's leading exhibition organizer - Reed Exhibitions. Through continually striving to create successful exhibitions that generate business for exhibitors and visitors, the company has in 2003 become the largest trade show organiser in Japan. Our mission is to organise high-quality exhibitions that connect exhibitors to their business and contribute to the revitalisation and internationalisation of their industries. We have been successfully holding 96 exhibitions* a year across a wide variety of 38 fields including food, jewelry, fashion, gift items, electronics, energy, IT, cosmetics, and medical. (*Composed of 353 Sub-exhibitions.) “JAPAN'S FOOD” EXPORT FAIR dedicated entirely to exporting Japan's food and beverage products, is one of such shows which we have hosted, under the strong support of the Ministry of Agriculture, Forestry and Fisheries and Japan External Trade Organization (JETRO) since 2017. The show aims to promote Japanese food exports, attracts buyers with high purchasing ability from around the world, and has received many positive reviews as the best place to purchase unique and quality Japanese food products. Furthermore, starting in 2022, the support of the Ministry of Economy, Trade, and Industry (METI) has been added, making the exhibition even stronger and more impactful. In 2024, in response to the growing demand from both exhibitors and visitors, the exhibition has added a winter edition and will now be held twice a year. Both editions will be held concurrently with the JAPAN INT'L FOOD EXPO (JFEX). Combining the summer and winter editions, about 950 companies from Japan and abroad exhibited, and over 33,000 visitors attended from around the world. The WINTER edition, which was held for the first time in November, received high praise from many exhibitors and visitors, and the satisfaction level regarding business negotiations was very high. This exhibition is focused on exporting Japanese food worldwide, with an increasing interest from exhibitors, particularly towards buyers from North America. This time, about 2,000 overseas buyers were attracted, leading to active on-site business negotiations. To the buyers from the Americas who are reading this, we sincerely hope you will experience Japanese food directly at our next exhibition and discover new business opportunities. Additionally, for the summer edition in 2025, we are planning a large-scale special invitation program, including buyers from the Americas. We encourage you to participate and take advantage of the opportunity to meet even more attractive exhibitors. We will continue to make every effort to ensure that the exhibition is of the highest quality and to act as a bridge between Japan and the rest of the world, and we look forward to your active participation in the shows.

Takeshi Tanaka President of RX Japan Ltd.



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Web: www.lamtc.com

あけましておめでとうございます。

2025年の新春を迎え、謹んでお慶び申し上げます。

旧年中は格別のご高配を賜わり、厚く御礼申し上げます。

乙巳の年は、新しいものが生まれ、成長していく年と言われています。日本食業界にも新しい流行が生まれ、既存の市場とともにさらに発展拡大する事を期待しますとともに、食が文化の懸け橋となり、世界の平和と繁栄に貢献できる事を願っております。

我々 Mutual Trading グループは、創設以来の「共存共栄」の精神のもと、これからもお客様を第一とし、高品質な食材や和酒、調理機材などをより良いサービスで皆様の元にお届けするよう、一層努めてまいります。何卒本年も引き続き変わらぬご支援を賜りますよう、お願い申し上げます。

皆様の益々のご発展、ご健康と安全を心より祈念いたします。

Happy New Year! Mutual Trading extends our heartfelt gratitude for your support over the past year.

The Year of the Snake is said to be one of new creation and growth. I look forward to the emergence of new trends in the Japanese food industry, fostering further development and expansion alongside established markets. As we see foods continuing to serve as a bridge between cultures, I'm hopeful that Washoku too is contributing to global peace and prosperity.

Mutual Trading will continue servicing our customers at the highest priority. Guided by our founding spirit of mutual advancement and shared prosperity with our clients and in partnership with our suppliers, we will strive for excellence, delivering high-quality food and alcoholic beverage products, professional kitchenware, and industry training. Wishing you success and good health in the New Year, and for many years to come.

社長 大畑 正敏 Masatoshi Ohata, President



On behalf of JFC International Inc., I would like to extend my sincerest and best wishes for the New Year.

The year 2024 presented a number of challenges, with recent shifts in global and environmental politics creating uncertainty. It also had a profound effect on the global maritime industry, leading to increased demand for vessels and significantly rising costs. While these issues may not be visible day-to-day, their impact has been felt across various business sectors, ultimately affecting consumers at the ground level.

Despite these challenges, we are seeing continued growth and a rising popularity in the Asian food sector. Food remains the universal bridge between cultures, even in uncertain times. This trend is a positive sign, reinforcing our belief that the food industry will continue to thrive and play a crucial role in the global economy. As we move into 2025, the upward momentum of the Asian food industry gives us good reason for optimism.

Regardless of the economic and political instability we face, JFC International Inc. will remain steadfast in upholding our core values of “Quality Merchandising and Good Service” to all of our customers and business partners. In an ever-changing market, our commitment to service and dedication will always be constant.

Thank you for your ongoing support. I wish you all health, happiness, and success in the New Year.

Sincerely,

Yoshiyuki Ishigaki
President



令和7年、2025年 新春のお慶びを謹んで申し上げます。

「日本食」がユネスコの世界文化遺産に登録されたのは2013年ですから、もう12年、干支がひと回りした事になります。この間、日本食の海外普及は目覚ましいものがあり、米国と東南アジアが先導していた地域性という観点からは、欧州全域・中東諸国・オセアニア等々、いまや世界の隅々までと表現して過言ではないほどの広がりを見せております。

また、そのバラエティという観点で捉えれば、1990年代までの「すしブーム」一辺倒から徐々に広がりを見せ、「ラーメン」・「カレー」・「お好み焼き」・「たこ焼き」など、幅広いジャンルの日本食が、ここ米国では親しまれるまでになりました。

カリフォルニア州より狭い国土の日本ですが、そこには四季折々の新鮮な食材が豊富にあり、それを美味しい料理に仕上げる秀逸な調理技術が継承されています。この「日本食文化」をより多くのアメリカの方々に紹介し、体験し、理解し、ファンになって頂くための活動を、当協会は行って参りました。

今後もこの活動を継続し、特にアメリカにまだ上陸していない、日本の各地に受け継がれている「隠れた名品」や「旬の逸品」を米国一般消費者の方々に紹介して行きたいと思っております。

アメリカに於ける日本食業界関係者の皆様方が協力して、益々の発展を達成する1年となる事を祈念しております。

令和7年/2025年 正月
JFCA 日本食文化振興協会
理事長 中田 直尚



謹んで新春のお慶びを申し上げます。

旧年中は「米国景気は底堅い」との報道がある一方で、実際には諸物価の高騰や人手不足といった厳しい事業環境のなか多くの課題に直面され、日々奮闘されて来られた事と拝察しております。そのような中でも、LA ドジャースの大谷選手の活躍やオリンピックでの日本選手の活躍など日本人として誇りに感じる明るいニュースに勇気づけられた方も多かったことでしょう。

さて、本年は新たにトランプ政権が発足し、政治・経済環境が大きく変動することが予想されます。追加関税による貿易への影響や、経済政策が引き起こす為替変動など、不透明な要素が増していることは否めません。しかしながら、「日本食」はもはや特別なものではなく、多くの米国人にとっても日常の一部として親しまれる存在になりつつあります。インバウンド需要での日本への旅行者の急増や、当地での本格的な日本食の提供などが大きな要因と言えるでしょう。どのような市場環境であれ、質の高い製品とサービスを提供し続けることが、米国での日本食市場の更なる拡大につながると確信しております。

私ども「七味会」は、日系食品メーカーの親睦団体として、米国における食品規制動向を官民の関係機関と密接に連携しながら迅速に情報を共有し、安全・安心な商材の供給に尽力しております。また、日本食文化のさらなる発展に寄与するため、製品の品質向上と市場への安定供給に努めてまいります。

最後になりますが、皆様のますますのご健勝とご繁栄を心よりお祈り申し上げますとともに、2025年が皆様にとって素晴らしい一年となりますよう祈念し、新年のご挨拶とさせていただきます。

七味会会長 鈴木智文



Wismettac Asian Foods, Inc.
13409 Orden Drive
Santa Fe Springs, CA 90670-6336
Tel: +1-562-602-1900 Fax: +1-562-229-1802
www.wismettacusa.com

新春の候、皆様のご健勝とご繁栄をお喜び申し上げます。
平素より格別のお引き立てを賜り、心より御礼申し上げます。

2024年は、米国経済が徐々に回復の兆しを見せる中、外食業界におきましても、需要の回復が期待される年となりました。一方で、インフレによる食材や人件費の上昇、消費者行動の変化など、業界全体が依然として課題を抱える状況でもありました。その様な状況下でも、日本を訪れる米国からの旅行者が増加したことにより、日本食への関心が一層高まった様に感じます。現地での体験を通じて日本食の魅力が再認識され、米国でもその価値が広く共有されつつあり、新たな成長の機会が伺える一年でした。

2025年、私たち Wismettac Asian Foods, Inc. は、皆様の事業をより強力にサポートしていくために、引き続き商品の安定供給を最優先に、時代に即した新商品の開発や、信頼性の高いサービスの提供に努めてまいります。また、変化する市場のニーズを的確に捉え、皆様が新たな顧客層を取り込むためのお手伝いができるよう尽力してまいります。

課題は依然として多いものの、こうした状況だからこそ、新しいアイデアや取り組みが生まれる絶好の機会でもあります。皆様とともに、日本食の更なる魅力を米国市場に広げ、業界全体を盛り上げていくことを楽しみにしています。

本年も変わらぬご愛顧を賜りますようお願い申し上げます。皆様のご活躍と貴店の益々のご発展を心よりお祈り申し上げます。

鈴木喬久
Senior Vice President, Wismettac Asian Foods, Inc.



米国日系レストラン協会
Japanese Restaurant Association of America

新年明けましておめでとうございます。
皆様にとって幸多き一年となりますよう、心よりお祈り申し上げます。

米国日系レストラン協会の会長として二年目を迎えました、釘田慎二です。昨年も多くの皆様にご支援をいただき、協会として大変充実した一年を過ごすことができました。2024年には、総領事公邸での新年会に始まり、恒例のゴルフ大会や Sushi & Sake Festival を無事に開催し、特に Sushi & Sake Festival では開催前にチケットが完売し、大変な盛況をいただきました。また、ゴルフ大会も早期に定員に達し、多くの皆様にご参加いただき、心より感謝申し上げます。

本年も引き続き、日本食の魅力を広く伝え、日系レストラン業界の発展を支えるために尽力してまいります。業界が直面するインフレや人材不足といった課題に対しても、情報共有や協力体制を強化し、皆様のお力となるよう努めてまいります。さらに、昨年から力を入れている日本酒や焼酎の普及活動も継続し、日本の豊かな味わいをアメリカの皆様により深く知っていただけるよう取り組んでまいります。

今後とも皆様の温かいご支援をいただきながら、協会活動を進めてまいります。本年もどうかご指導ご鞭撻のほど、お願い申し上げます。

米国日系レストラン協会
会長 釘田 慎二





新年あけましておめでとうございます。

日頃より、弊社品のお取扱い、ご愛飲に、心より感謝申し上げます。

Sapporo Stone Brewing社は、2022年9月1日に当時のSapporoUSA社が米国クラフトビール会社の一つであるStone社を買収して生まれた会社です。2年余りの統合期間を終え、2025年からはSapporoの全製品が米国産となります。

1964年にサッポロ製品の日本からの輸出を開始して以来、米国在住の皆さまに、より近い場所で自社製造し、より新鮮なビールをお届けすることは我々の夢でもありました。(直近では、カナダ産・ベトナム産のビール提供で、2024年春頃より順次、米国産に切り替わっております)

基本的には、西海岸の皆様にはCalifornia州Escondido工場で製造されたビールを、中部・東海岸の皆様にはVirginia州Richmond工場で製造されたビールを、お届けすることになるかと思います。

レストラン関係者の皆様にとって、ビールは1アイテムに過ぎませんが、レストランで楽しむ食事や時間がより特別な体験となりますよう、微力ながら高品質な米国産ビールを追及して参ります。Sapporoが米国において、認知を拡大できたのは、レストラン業界の皆様のご協力あつてのことでした。Sapporo Stone Brewing社のビジョンは”Amazing Experience With Every Sip”としております。今後も、レストラン業界の皆様とともに、米国でのビジネスの発展を目指すとともに、日本食をはじめとする日本文化の米国での浸透に貢献できますよう尽力して参ります。

末筆ながら皆様のご健勝、ご多幸を心より祈念し、新年の挨拶とさせていただきます。

Sapporo Stone Brewing 会長
北岡 宏昭



Kirin Brewery of America LLC21151
S. Western Ave., #135A, Torrance, CA 90501
Phone (310)714-0596

新年あけましておめでとうございます。

皆様におかれましてはつつがなく新しい年をお迎えのことと

お慶び申し上げます。

また旧年中は格別のご厚情を賜り、誠にありがとうございました。

2024年はインフレの影響で外食を中心としてお客様の消費行動が減退し、飲食業界にとって厳しい一年となりました。

そんな厳しい環境下でも飲食店様を訪れると食事を楽しむお客様の満面の笑顔に出会うことができます。

我々の商品・サービスがお客様の活力になっていることに喜びを感じる瞬間です。

米国で暮らすお客様の幸せなひとときをもっともっと増やしたい。

そんな想いを胸に、キリンビールは2025年から米国の同じキリングループであるNew Belgium Brewingに製造・販売を移管し、今までと変わらない日本ビールの美味しさを今まで以上に多くのお客様にお届けして参ります。

何卒本年も引き続き変わらぬご愛顧を賜りますよう、宜しく願い申し上げます。

この新しい年が皆様にとってより良き年になるよう心より祈念いたしまして、新年のご挨拶とさせていただきます。

Kirin Brewery of America LLC President
久保田 幸輔



新年あけましておめでとうございます。

謹んで新春のお慶びを申し上げます。旧年中は格別のご愛顧を賜り厚く御礼申し上げます。

2024年も多くの出来事がありました。インフレの影響により、コスト管理が一層重要となり、また大統領選挙活動にも大変注目が集まりました。その難しい状況にもかかわらず、皆様の努力と創意工夫により、日本食業界全体が成長し続けることができたと思っております。

日本酒においては、引き続き人気が高まってきており、多くのレストラン様で新たなメニューとして取り入れられたことは大変喜ばしいことです。

私達白鶴酒造も日本酒の魅力をさらに広めると共に、本年度は今までの枠を超えた新しいご提案を行って参ります。

2025年は巳年です。蛇のようにしなやかで強靱な精神を持ち、困難を乗り越えながら努力を重ね、さらなる発展と成功を業界一丸となって目指しましょう。

この新しい年が、皆様にとってより実りのあるより良き年になりますことを心より祈念いたしまして、新年のご挨拶とさせていただきます。

本年もどうぞよろしくお願い申し上げます。

Hakutsuru Sake of America, Inc.
General Manager 飛田 良樹 (Yoshiki Hida)
info@hakutsuru-america.com



SH●CHU
JAPAN

新年あけましておめでとうございます。

謹んで新春のお慶びを申し上げます。

旧年中は格別のご愛顧を賜り厚く御礼申し上げます。

昨年は、日本の「伝統的酒造り」がユネスコの無形文化遺産に登録されました。これまで日本各地で長い間磨き続けられてきた日本の酒造りがさらに世界的にも脚光を浴びようとしています。日本各地の気候風土に応じて発展してきた酒造りの背景には、技術の伝承や四季折々の食文化を楽しむ、自然に配慮する文化があります。

近年は、日本の地方都市までインバウンドの需要が高まり、多くの観光客の方がこうした日本の文化に触れる機会が増え、アメリカにおいても日本食の人気がますます高まっております。弊社におきましても、日本を訪れた観光客の方がアメリカにおいても日本と同じように焼酎文化に触れ、共感していただき、ひいては世界的なスピリッツの一つとして確立されるようレストランやバーにおいて認知・体験の活動を行っております。

レストランの皆様におかれましても、人件費や物価の高騰に悩まされていることと存じますが、弊社ではご来店されるお客様がお楽しみいただけるような販売促進企画や商品のご提案ができますので、お気軽にご相談ください。

最後に本年の干支である巳年は、これまで努力してきたことが実を結びはじめる年だといわれております。皆様にとりましても実り多い一年となりますよう、皆様の御多幸と一層の御繁栄を心から祈念し、新年の御挨拶とさせていただきます。

iichiko USA, Inc.
Sales Manager 東 努 (Tsutomu Higashi)





New Year Greetings

新年の御挨拶



Sake Shochu Spirits Institute of America
NPO法人 米国酒焼酎蒸留酒研究所
All Japan News Inc.

新年あけましておめでとうございます。
2025年の新春を迎え、謹んでお喜び申し上げます。

昨年は、日本食業界のどの食材部門でも確実に売り上げを伸ばされたようで幸いでした。

年末には日本酒、焼酎、泡盛が2013年の日本食に続き、ユネスコ無形文化遺産に登録されるという歴史的な快挙を成し遂げました。これは、長年にわたる皆さまの努力と情熱の結晶であり、日本の食文化が世界に誇れるものであることを改めて証明したものです。

これからは、日本食の枠を超えて、レストラン、流通企業、日本食材メーカーの皆さまがさらに連携を深め、日本食愛好家を増やすために共に力を合わせてまいりましょう。

すでに米国は世界で一番の日本食材の輸入国として日本食愛好家も500万人と多く、この偉業を糧に、特に北米の人々に日本の食文化の魅力を広めるため、新しい提供方法やアイデアで、一致団結して新たな挑戦に向かってまいりましょう。

Sake Shochu Spirits Institute of Americaとしてカリフォルニア州からNPOの認定も受け、日本酒焼酎の営業代行も企画しております。

2025年もますます躍進の年になりますよう祈念いたします。

本年もどうぞよろしくお願い申し上げます。



David Kudo
President, All Japan News Inc.
米国酒焼酎蒸留酒研究所 代表理事

Japanese
RESTAURANT news

謹んで新春をお祝い申し上げます。

昨年は格別のご厚情を賜り、深く感謝しております。本年もどうぞよろしくお願い申し上げます。

12月に南米のパラグアイで開催されていたユネスコ政府間委員会において、日本酒や焼酎、泡盛など「伝統的造り」が「ユネスコ無形文化遺産」への登録が決定しました。

現在、日本のユネスコ無形文化遺産には、今回の「伝統的造り」を含め23件が登録されておりますが、記憶に残るものとしては2013年に登録を果たした「和食；日本人の伝統的な食文化」でしょう。登録後には世界から高い注目が寄せられ、2013年は55,000軒だった海外の日本食レストランが10年後には187,000軒に増加しました。日本産農林水産物の輸出額は2023年には過去最高の1兆4,547億円で2013年の5,505億円の2.6倍に増加しました。

日本の酒は海外で評価が高まっている一方、酒蔵が減り、日本国内では消費量や製造量も減少傾向にありますが、今回の無形文化遺産の登録が関心を持つきっかけになり、日本の食文化がさらに世界に広がる事を期待したいと思います。

本年も皆様が御健勝で御多幸でありますよう、心からお祈り申し上げます。



レストランニュース編集長
川端弘志

2025
JAPANESE **New Year** CELEBRATION
OSHOGATSU in LITTLE TOKYO

Japanese Chamber of Commerce of Southern California
Japanese Chamber of Commerce Foundation presents

Wednesday **January 1** 2025

Weller Court: 10:50am-3:40pm
123 Astronaut Ellison S Onizuka St, Los Angeles, CA 90012

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Owner "True Sake"



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



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

Keio University Faculty of Law, Depart-
ment of Political Science. Worked
for Nomura Securities for 10 years.
Former president of California Sushi
Academy Former chief of planning
dept. at Mutual Trading.



David Kudo
Sake Sommelier
Master Sake Sommelier

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



向顧客傳達日本酒的魅力

新 年快樂。感謝您今年持續支持。
不管東西有多好,如果你不說出
來,顧客就不會去嘗試。我在想在什麼
樣的時機向顧客傳達日本酒的魅力以
促進銷售。

因該告訴誰 你是否接受過成為廚師、
服務員,或調酒師的適當培訓?請務必
研究這種酒是否美味或是否應該嘗試。

Communicate the appeal of sake to customers

Happy New Year! We look forward
to working with you again this year.
No matter how good a product is,
the message needs to be communicated
for customers to try the product. Let's
consider when the appropriate timing is
and how to communicate the appeal of
Japanese sake in a way that leads to sales.
**Consider who the message is
directed to**

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

should try it is important because a
single try will not be sufficient to under-
stand even ten percent of the appeal of
a brand. Therefore, please have staff try
the sake paired with the cuisine.

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

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

日本酒の魅力をお客様に伝える

新 年明けましておめでとうございます。
今年もどうかよろしくお願い
申し上げます。

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

伝える人は誰なのか

シェフ、サーバー、バーテンダーなり
に適切なトレーニングをしているか。こ
の酒は美味しいのかまたは試すべきを

しっかりと勉強させること。単独で飲ん
だだけでは、一割もその酒の良さが理解
できないので、必ず料理と合わせ試飲を
させること。

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

こと。

内容 とにかく簡潔に「そうなの!？」
と思わせるトークをする。たとえば、ド
ライですっきりしていてとてもスシに
合う新潟のAAA銘柄はいかがでしょ
うか?または、照り焼きなどに合うボ
ディーがある秋田のBBB銘柄はいかが
でしょうか?など、お客に分かりやす
く、トライしてみたいくなるセールスト
ークを考える。値段も手ごろなものの中
間くらいの試しやすいものを2~3銘柄オ
ファーすること。

単喝100%純度の酒,連酒の10%都體
會不到,所以一定要搭配食物一起品
嚐。

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

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

일본술의 매력을 고객에게 알리기

새 해 복 많이 받으시기 바랍니다. 올해도
잘 부탁드립니다.

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

알리는 사람은 누구인가? 셰프, 종업원, 바
텐더에 걸맞은 적절한 트레이닝을 하고 있는
가? 이 술은 맛있는지 아니면 시음해 보아야
할지 확실하게 공부할 것. 단독으로 마셔보는
것만으로는 10%도 그 술의 장점을 이해할 수
없으므로 반드시 요리와 함께 시음해 볼 것.

타이밍 종업원이 드링크 주문을 받을 때 고

객에게 “음료는 무엇으로 하시겠습니까?”라
는 한 마디를 “날씨가 추운데 맛있는 아츠강
(熱燗)은 어떠세요?”로 바꿔볼 것. 이 한마디
로 큰 차이가 생긴다. 이때 2~3개의 일본술
을 추천할 것.

내용 무엇보다 “그런가요!?” 정도의 이야기
를 나눌 것. 예를 들어 “드라이하고 깔끔하여
초밥에 어울리는 니가타의 AAA 상품은 어떠
신가요?” 또는 “데리야키 등에 어울리는 보
디감이 있는 아키타의 BBB 상품은 어떠신가
요?” 등 고객이 알기 쉽고 시도해보고 싶어진
는 영업용 대화를 생각한다. 가격도 합리적인
것과 중간 정도로 부담 없이 시도할 수 있는
것을 2~3개 제안한다.

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
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Sake Sommelier and Others



Teruyuki Kobayashi
Taruei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
International
Kikisake-Shi
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Rachel Fiekowsky
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Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



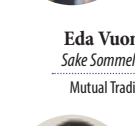
Rachel Macalisang
Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
Sake Sommelier
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Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



Hirohisa Kikuchi
Sake Sommelier



Koji Wong
Owner
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Kaz Tokuhara
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Manager
Wismettac Asian Foods



Gary Imada
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Shino Okita
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Shochu Advisor
Hanbai Solutions LLC.



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Alice Hama
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Kurtis Wells
Mixologist



Koji Aoto
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Savannah
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Eiji Mori
Sake Sommelier
Katana Restaurant



Patsy Lu
International
Master Sake Sommelier
Mutual Trading



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



Yoshihiro Sako
Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



Toshiyuki Koizumi
Sake Sommelier
Owner "WASAN"



Michael Russell
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Info

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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 207



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 2
日本酒のスーパーフローズン その2

“Super Frozen” technology is an innovative technology used to preserve the fresh flavor of Japanese sake. Over 30 sake breweries currently use this technology. In fact, I was the first to use this technology.

In this report, I would like to share how I was inspired to freeze sake instantly.

As I traveled the world, I realized that sake is often enjoyed in the same setting as white wine.

Sake pairs wonderfully with fish and shellfish, thus more French

sommeliers are deliberately choosing sake over white wine to pair with foods. The sommeliers themselves seem to recognize the many possibilities that sake offers and are actively incorporating sake into their own wine lists.

In Japanese cuisine, sake of course pairs well not only with sushi and sashimi, but also with seafood.

Where sake is superior to white wine is “freshness” in my opinion.

Only a few white wines are new and very fresh in flavor, while the quality of red wine, including

Beaujolais Nouveau. In that sense, ‘fresh’ seafood pairs wonderfully with ‘fresh’ sake, thus highly competitive, in my opinion.

Compared to unpasteurized sake however, freshness drops for sake that is “pasteurized” to kill the remaining yeast and bacteria. However, pasteurized sake can be refrigerated longer.

I’ve thought about how to distribute ultra-fresh unpasteurized sake worldwide for a long time.■

日本酒の新技术「スーパーフローズン」。現在30社を超える蔵元が取り組んでいます。

そのスーパーフローズンですが、第1号として取り組んだのが私になります。

日本酒を瞬間冷凍する、この考えに及んだ経緯などについてお話ししていきたいと思います。

そもそも世界を渡り歩く中で、日本酒は白ワインと同じステージで飲まれる事が多い事に気づいていました。

魚や貝類との相性が抜群で、白ワインよりも日本酒をあえて合わせるフランス

のソムリエも増えてきており、ソムリエ自身が新たな可能性の酒として、自分のワインリストに日本酒を入れているのです。

また、日本食の世界では寿司や刺身は当然の事、魚介類と日本酒の相性は抜群です。

そんな日本酒が白ワインと戦って勝る部分は「フレッシュ」だと私は感じています。

白ワインにすぐくフレッシュで新しいものは少なく、赤ワインはボジョレーもありますが、なかなか一般的ではありません。

せん。そうすると、「フレッシュ」な魚介類と「フレッシュ」な日本酒の相性は抜群で、これで戦っていくのだと考えていました。

しかし、日本酒は「火入れ」という殺菌作業があり、この火入れをしたお酒はどうしても火入れをしない「生酒」に比べてフレッシュさが落ちます。その反面、冷蔵での長期間貯蔵で優位に立ちます。

究極のフレッシュな生酒を世界に当たり前に流通できないか、これをずっと考えていました。

日本酒 百味百題

What type of sake is Ginjo? 吟醸酒とは

The fundamental meaning of Ginjo is “sake brewed under close examination and scrutiny,” generally understood to be sake raised to the level of art from thorough brewing by the brewing master who

further refines the highest quality of sake rice. Previously, since sake was produced for submission to sake competitions, these sake were not sold in the market. However, Ginjo is garnering attention as high-end sake due to the Japanese sake boom during the past twenty years.

“Standards for Manufacturing Methods and Quality Indication for Sake” by the National Tax Agency defines Ginjo as sake produced according to the Ginjo production method utilizing sake rice polished below the rice polishing ratio of 60 percent, regulated as sake with a “characteristic aroma and good luster and color.” This is the definition for Ginjo sake, however, “Daiginjo” is defined as sake with the rice polishing ratio of below 50 percent, with a “characteristic aroma and especially good luster and color.”

Also, Ginjo consists of the Honjozo type and Junmai type, with the Honjozo type prepared by adding a small amount of distilled alcohol prior to the filtration process (the limit to the amount of additives is the same amount regulated for the Honjozo type). Therefore, Ginjo actually consists of four different types – the Honjozo type consisting of “Ginjo” and “Daiginjo,” and the Junmai type consisting of the “Junmai Ginjo” and “Junmai Daiginjo.”

Ginjo is different from other Japanese sake due to the unique aroma consisting of apples, bananas, and other fruity aromas. This aroma is referred to as the “Ginjo aroma,” and this aroma is the life of Ginjo.

However, not all Ginjo necessarily have this aroma notably, some with a faint Ginjo aroma while hardly

detectable in other Ginjo. The sake production method that generates this unique aroma is called the “Ginjo method.” First, sake rice suitable for brewing sake (such as “Yamanishiki” rice) is used and carefully polished to high rice polishing ratios over time, with the water content absorbed to suppress moisture in the steamed sake rice. Rice malt is prepared using special young rice malt while the highly-rated No. 9 yeast is used to prepare yeast for Ginjo, then fermented at low temperatures over a long period of time.

For general sake, the highest temperature for fermenting mash is generally around 59 degrees F, with fermentation suppressed to around 20 days, approximately. However, for Ginjo, the fermenting mash is fermented below 50 degrees F for over 30 days approximately, at low-temperatures theoretically close to the limit for fermentation. Also, the lower the temperature is for fermentation, the more days it takes for fermentation, adding additional work and costs. However, this effort is what generates the fresh, fruity, elegant Ginjo sake aroma. ■

◆ ◆ ◆
吟醸酒の本来の意味は「吟味して醸造した酒」ということで、一般には、最良の米を磨きに磨き、杜氏が丹精を込めて造った芸術品ともいえる酒、と解釈されている。以前は品評会用に造られた酒だったから、市場に回ることはほとんどなかったが、ここ20年ほどの間の日本酒ブームで高級酒として脚光を浴びている。国税庁の「清酒の製法品質表示基準」では、吟醸酒と

は精米歩合60%以下の高精白米を使用した「吟醸造り」の日本酒で、「固有の香味、色沢が良好なもの」と規定されている。たんに吟醸酒という場合はこの規格だが、精米歩合を50%以下まで高め、「固有の香味、色沢がとくに良好なもの」の場合は「大吟醸酒」と表示することができる。また、吟醸酒には、本醸造タイプと純米タイプとがあり、本醸造タイプのものは、搾りの工程の前に少量の醸造アルコールが添加されている（添加量の限度については、本醸造酒の規格と同様）。したがって吟醸酒には、本醸造タイプの「吟醸酒」と「大吟醸酒」、純米タイプの「純米吟醸酒」と「純米大吟醸酒」との4種類があることになる。

吟醸酒は他の日本酒とはかなり風味の違う酒であり、リンゴやバナナなどフルーツに似た独特の芳香がある。この香りは「吟醸香」または「吟香」と呼ぶが、この香りこそが吟醸酒の命といえる。ただし、すべての吟醸酒にこの香りが明瞭にあるわけではなく、かすかにしかないものや、ほとんど感じられないものの中にもある。この香りを出すための特別な製法を「吟醸造り」という。まず、米は特別に栽培された大粒の酒造好適米（たとえば「山田錦」など）を用い、時間をかけて高度に精米し、限定吸水によって蒸米水分を抑える。麴は「突き破精型」の特殊な若麴を用い、酒母も吟醸酒用として評価の高い清酒酵母（たとえば「きょうかい9号」酵母など）を選び、低温でゆっくりと発酵させる。一般に普通酒の場合、もろみの発酵中の最高温度は摂氏15度あたりで20日間前後で発酵を終えるが、吟醸酒では摂氏10度以下で30日間前後もかけて発酵させる。この低温発酵は、発酵理論上から見て限界に近い温度だという。また、低温であればあるほど発酵に日数がかかり、手間、コストとも余計にかかるが、こうすることで、フレッシュでフルーティー、そしてエレガントな吟醸香が生まれるのである。

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皆様に直送中

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

Regional Sake Specialty Store "Ji Sakeya" Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

Japanese sake from Shimane prefecture

島根の日本酒

Many sake tasting events are held throughout Japan during the fall season. Sake breweries hustle to attend numerous sake tasting events to promote their sake as their last major job before starting their brewing season. I attended the jizake (local sake) fair organized by the Shimane Sake Brewers Association, held at the Tokyo Kotsu Kaikan (Tokyo Traffic Hall). Although there are many theories, Shimane prefecture is said to be where sake production originated, also home to the "Saka Shrine," where the deity of sake is enshrined. The shrine still holds a sake brewing license to brew up to 48 gallons of sake per year. The chief priest acts as the Master Sake Brewer to brew cloudy sake as an offering to the deity. The sake is also served to worshippers at the Saka Shrine Autumn Festival on October 13.

However, Shimane prefecture is not widely recognized as a sake producing region. Most people would likely name Niigata prefecture or Hyogo prefecture as renowned sake producing regions that first comes to mind. The local jizake fair is organized to celebrate Shimane prefecture as the birthplace of sake production. However, fewer breweries participated compared to the previous year, attended by fewer guests as well.

This is because the coronavirus pandemic ended and big sake tasting events are organized in various regions, thus sake breweries and consumers are widely scattered. In addition, the fall season is still hot. I visited all the sake breweries and sampled their sake. There was a time when fruity sake seemed to be popular, but recently, it seems that peculiar flavors of dry sake that are characteristic of Shimane prefecture are becoming more popular.

This may be because more sake breweries are using sake rice locally grown in Shimane prefecture for local consumption. Sake breweries seem to face the challenge of deciding how to generate sake flavors using locally grown rice to attract male and female consumers of all ages. Next week, I plan to attend another sake tasting event



organized by Ichinomiya Sake Brewing Co., Ltd. (Oda city, Shimane prefecture) at a local sake specialty shop in the Hatsudai area. Chief Brewer Rika Asano will describe one sake at a time as she pours the sake for guests, an intimate tasting experience not offered at big sake tasting events.

Operated by a husband and wife team of young and talented brewers, Ichinomiya Sake Brewing Co., Ltd. has garnered numerous Gold Prizes at The National New Sake Tasting Competition. Their main sake brand is "Iwami Ginzan," an original and innovative sake introduced by this young couple. On this day, 10 different sake selections both familiar and new were served. The chief brewer avoided the use of industry jargon and carefully explained each sake product in simple terms that was easily understood by novices and connoisseurs alike. Guests seemed satisfied as they savored each sake, and many purchased quite a few sake bottles to take home. Sake, long produced in Shimane prefecture, is expected to overcome challenges as the flavors continue to evolve.■



秋になると、各地で日本酒のイベントが多く開催される。酒蔵も造りの前の最後の大事な仕事として、連日イベントに参加し酒のPRに奔走する。そんな中、東京の交通会館で開催された島根県酒造組合主催の島根の地酒フェアに参加してきた。島根と言えば諸説あるが酒造り発祥の地と言われることがある地域で、そして酒造り発祥の場所で酒造りの神様を祀る「佐香神社」が有名である。今でも、神社自体は1年で1石だけ酒造りが出来る酒造免許を受けており、宮司が杜氏を務め、にがり酒を製造し、神様に奉納し、10月13日の秋季大祭で参拝者に振舞われるそうだ。そんな島根県の本酒だが、全国的に知名度が有るかと言われると、決して酒処として認知度が高いわけではない。どちらかと言うと新潟や兵庫などを思い浮かべる人が多いだろう。

日本酒発祥の地としてのプライドとして、開催されている島根の地酒フェアだが、前年に比べると参加酒蔵が減り、来場者も減少傾向にあった。これはコロナ禍が終わり、各地で大規模な日本酒イベントが開催されるようになり、酒蔵も飲み手も分散してしまっていると同時に、秋がまだまだ暑いという季節的な要因もあるだろう。そんな中、ひと通り酒蔵を

回って酒を試飲したが、一時、華やか系の酒が増えていた感があったが、ここ最近では島根らしいちょっと癖のある辛口酒がまた増えてきたなと感じている。これは、地産地消で島根の酒米を使用する酒蔵が増えてきたというのが要因だろう。その地元の米でどの様に変化を生み出し老若男女に楽しんでもらえるかというのが酒蔵の課題の様だ。翌週は初台の地酒専門店で大田市の一宮酒造の試飲販売会。杜氏の浅野理可さんが1本1本酒の説明をしながら、酒を注いでくれる大規模な日本酒イベントでは味わえない身近に酒蔵を感じるイベントだ。夫婦二人三脚の一宮酒造は元氣あふれる酒蔵で全国新酒鑑評会にて何度も金賞を受賞している。若いチームながら実力派の酒蔵である。メインの銘柄は「石見銀山」だが、ここ最近では若い夫婦が考えた新たなチャレンジ酒が出てきている。この日も新旧10数種類の酒を用意していた。杜氏ながらあまり深い専門的なキーワードを使うことなく、詳しい人にも、あまり詳しくない人にも解りやすい説明で、訪れた人達は満足して酒を楽しみ、帰際には沢山の酒を購入していた。歴史が古い島根の酒だが、まだまだチャレンジと進化が期待出来るようである。

SAKE SOMMELIER CLUB

Master Sake Sommelier

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

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

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

To taste sake, first visually inspect the color tone and appearance of the sake.

*Color tone

Apart from nigori (cloudy) sake, one might imagine sake to be colorless and transparent. Primarily, freshly squeezed sake has a slight yellow or green tint. Although "clear appearance like water" was long considered a condition of quality sake, color is now gaining acceptance as a property that adds uniqueness to sake.

*Opacity

Refers to the clarity or luster of sake. Generally green and clear sake is fresh, light, and delicate in flavor, while golden-hued sake is aged and said to be savory in flavor.

*Carbonation

For sparkling sake, confirm the fizz. Observe the size of bubbles, the carbonation level (amount of bubbles), and persistence (how long the fizz lasts).■

テ イスティングで最初に行うのは、目で色味などの外観をチェックすること。

*色合い

にごり酒は別として、日本酒といえば無色透明なイメージがあるかもしれない。本来搾りたての日本酒はかすかに黄色や緑がかった色をしている。長年、「水のようにクリアな外観がよい」とされてきたが、近年は色味も日本酒の個性として考えられるようになってきている。

*透明度

日本酒の澄明度（透明度）や、光沢＝冴え（さえ）などを確認する。一般的に、青っぽくクリアなものは若くて淡麗なお酒、黄金色のものは熟成が進んでいてコクがあるといわれている。なお、「澄明度」は自然な透明感を、「透明度」はろ過などによって精製された透明感を指す。

*泡

発泡性の日本酒では気泡も確認する。粒の大きさや、量・持続性をチェックする。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



WORKSHOPS:

Hands-On Learning for Culinary Excellence

Highlights from the Japanese Food & Restaurant Expo Workshops

33rd Mutual Trading Japanese Food & Restaurant Expo – Report 3

ワンランクアップのおもてなしに不可欠なお勧めのアイテム

ジャパニーズ・フード&レストラン・エキスポ (JFRE) のハイライト-ワークショップ

Mutual Trading's 33rd Japanese Food & Restaurant Expo (JFRE) workshops provided attendees with unique opportunities to engage with Japanese craftsmanship and tradition, while offering practical skills for direct application to restaurant operations. The hands-on nature of these sessions was particularly valuable for professionals seeking to enhance distinction to guests' dining experience.

JFRE programs delivered a wealth of practical knowledge and creative inspiration through the seminars and workshops. Restaurateurs and chefs left with actionable strategies to enhance their operations, elevate customer experiences, and stay ahead in an ever-competitive industry.

第 33回 Mutual Trading日本食&レストランエキスポ (JFRE) のワークショップは、参加者に日本の職人技や伝統に触れる貴重な機会を提供するとともに、レストラン運営に直接役立つ実践的なスキルを学ぶ場を提供しました。これらのセッションは実践的な内容であるため、ゲストの食事体験の向上を目指す専門家にとって特に価値のあるものとなりました。

JFREのプログラムでは、セミナーやワークショップを通じて豊富な実践知識と創造的なインスピレーションが提供されました。レストラン経営者やシェフは、業務改善や顧客体験の向上、さらには競争の激しい業界での優位性を確立するための実践的な戦略を手にすることができました。

WORKSHOP 2:

HASHI MAKING 101

A HANDS-ON CHOPSTICK WORKSHOP

箸作り101-箸作り体験ワークショップ

This workshop offered participants a rare experience into creating their own personalized hashi (chopsticks), providing insight into the craftsmanship and cultural significance of this essential dining tool. Attendees learned the history behind chopsticks and their importance in Japanese dining, adding a unique element of tradition to dining experiences.

このワークショップでは、参加者が自分だけのオリジナル箸を作るという貴重な体験を提供し、食卓に欠かせない食事道具の職人技と文化的意義について理解を深めてもらいました。参加者は、箸の歴史と日本の食卓における箸の重要性を学び、その食事体験にユニークな伝統の要素を加えました。



WORKSHOP 4:

STEP-BY-STEP FUROSHIKI

SIMPLE WRAPPING TECHNIQUES TO IMPRESS GUESTS

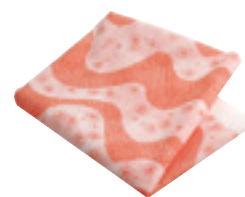
ステップ・バイ・ステップ風呂敷

ゲストを感動させる簡単なラッピングテクニック



Participants were introduced to the traditional art of Furoshiki, a Japanese cloth used for wrapping gifts, takeout boxes, and more. This session provided instructions on practical wrapping techniques for restaurants to add their personalized touch, while promoting sustainability. By integrating Furoshiki into their packaging, restaurants can offer guests a visually appealing and environmentally friendly alternative to traditional takeout boxes and gift wraps.

参加者は、贈り物やテイクアウトの箱などを包むのに使われる風呂敷の伝統的な技術を紹介されました。このセッションでは、持続可能性を促進しながら、レストランが個性を加えるための実践的なラッピングテクニックについての説明がありました。風呂敷を包装に取り入れることで、レストランは、従来のテイクアウト用の箱やギフト用の包装に代わる、見た目にも美しく、環境にも優しいものをゲストに提供することができます。



Furoshiki Ume Red
40/20PCS/90X90cm
#90222



Furosuki Kasumi Purple
1200/75x75cm
#93730



Base Wood Food Container Oval
1200/75x75cm
#81982

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& Restaurant Supply Specialist

WORKSHOP 1 & 3:
SAKE AND SHUKI
COMPARATIVE TASTING WORKSHOP
日本酒と酒器 - 比較テイスティング ワークショップ

The art of serving sake reaches new heights when paired with the right glassware. This bilingual workshop, delivered in both English and Japanese, was led by KIMOTO GLASS TOKYO, renowned for their sensory-driven glass designs. Attendees were introduced to the Tripling trend, a revolutionary approach that aligns sake service with wine service by pairing specific sake styles with curated courses and glassware.

WHAT IS TRIPLING?

Inspired by the principles of wine service, Tripling involves pouring sake varieties into tailor designed glassware in order to match specific dishes, thus enhancing both the food and drink. The concept is intended to elevate the dining experience by maximizing the sensory enjoyment at each sip.

By implementing the Tripling concept, restaurant operators and bar managers can transform sake service into an art form, offering guests a memorable and refined dining experience.

適切なグラスと組み合わせることで、日本酒の味わいが格段に高まることを体験できるワークショップでした。このセッションは、洗練されたグラスデザインで知られる KIMOTO GLASS TOKYO の主催により、英語と日本語の2ヶ国語で行われました。参加者は、特定の日本酒スタイルに合わせて厳選された料理やグラスを組み合わせることで、日本酒のサービスをワインのサービスと融合させた画期的なアプローチである「トリプリングトレンド」を学びました。

トリプリングとは？

ワインサービスの原則にヒントを得た「トリプリング」では、料理に合わせてデザインされた専用グラスに日本酒を注ぎ、料理と日本酒の双方を引き立てます。このコンセプトは、一口一口の味わいを最大限に楽しむことで、食の体験をより深いものにする 것을 目的としています。

トリプリングコンセプトを取り入れることで、レストラン経営者やバーマネージャーは、日本酒の提供を芸術の域へと昇華させ、記憶に残る洗練されたダイニング体験をゲストに提供することができます。

Glassware Styles for Tripling Sake Service



Sou: Perfect for Sparkling Sake

Sou glasses are designed to capture the effervescence, ideal for pre-dinner toasts and celebrations. They enhance the bubbles and lightness of sparkling sake, which perfectly complement starters or aperitifs.

Hana: Extraordinary for Junmai and Daiginjo

Premium sakes are best paired with light dishes like sashimi or appetizers. Hana glassware amplifies both aroma and smooth texture of these sakes, drawing out their delicate flavors and fragrances to enhance the overall dining experience.

Miyabi: A literal treat for Yamahai and Kimoto

More robust and complex, these sake types are well-suited to pair with acidic or umami-rich dishes. Miyabi glasses highlight the deep flavor, acidity, and richness of Yamahai and Kimoto sakes, elevating depth for a sophisticated harmony with rich courses.

爽：スパークリング日本酒に最適
爽グラスは、スパークリング日本酒の発泡性を引き立てるデザインで、食前酒やお祝いの席にぴったりです。きめ細かい泡立ちと軽やかな味わいを際立たせるため、前菜や食前酒に最適です。

華：純米酒や大吟醸酒に最適
純米酒や大吟醸のような高級な日本酒は、刺身や軽めの前菜などと合わせるのが理想的です。華グラスは、日本酒の香りや滑らかな舌触りを際立たせ、繊細な風味と芳醇な香りを引き出すことで、より豊かな食事体験を提供します。

雅：山廃・生酛酒の極上の伴侶
酸味やうま味の強い料理には、より深いのある力強い味わいの日本酒がよく合います。雅グラスは、山廃や生酛酒が持つ深い味わいと酸味やコクを引き立て、濃厚な料理との調和をさらに深めて洗練されたハーモニーを生み出します。



Shuki plays a vital role in changing the nuances of sake.

**PREMIUM SAKE & TRIPLING GLASSES :
TRANSFORMING SAKE SERVICE INTO AN ART FORM**



from left:
Nanbu Bijin Daiginjo
Iwate Prefecture
#8540

Nanbu Bijin Shinpaku Junmai Daiginjo
Iwate Prefecture
#5119

Kikuizumi Hitosuji Rosé Sparkling Junmai
Saitama Prefecture
#10462

Izumibashi Black Dragonfly "Kurotonbo" Kimoto Junmai
Kanagawa Prefecture
#8373



Conceived by Mr. Kimoto of Kimoto Glass Tokyo, the unique concept of Tripling elevates the sensory experience of sake. Shuki plays a vital role in changing the nuances of sake.

For more information or personalized consultation, email [Sake School of America: info@sakeschoolofamerica.com](mailto:info@sakeschoolofamerica.com)



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PR

Requires low oil to prepare healthy, delicious meals!

A magic cylinder that removes waste oil simply by placing it in a fryer!

少ない油でおいしくヘルシーを実現！

フライヤーに入れるだけで廃油を削減できる魔法の筒

As food prices soar and distribution costs increase, restaurants impacted by soaring labor costs have been concerned about the rising cost of cooking oil in recent years. I hear not only is the rising cost of cooking oil a concern among restaurants that use high volumes of oil, so is the hassle of replacing waste oil daily, along with the smell of oil that permeates across the kitchen and dining halls.

Japan introduced "BBFRY," a product that resolves such concerns by significantly reducing the oil absorption rate in fried foods and reducing the volume of oil used, simply by placing it in the fryer.

BBFRY is a product that reduces the volume of oil used for food preparation in restaurants to enable healthy and economical food preparation.

In addition to reducing the volume of oil used, "fried foods remain delicious, even after cooling down" using this stainless steel cylinder in which a spherical bioceramic is placed, the first technology of its kind to be patented in the world. Heating cooking oil above 104 degrees Fahrenheit generates resonance waves over 50 trillion times per second to arrange the molecular structure of the oil and



inhibit oil oxidation and deterioration.

As a result, oil viscosity is reduced to a silky smooth consistency, while the oil absorption rate of fried foods is also reduced by 80%. No electrical power source nor cooking oil solidifier is necessary to serve fried foods that stay crispy even after cooling down.

Reputed for shortening the frying time and reducing oil odor, more companies are using this product in Japan, U.S., China, and other nations.

I recommend restaurants and food plants interested in using BBFRY - a cost-reducing product that enables health-conscious food preparation - to inquire about the price and trial period.

原材料の高騰や物流コストの増加、人件費の増大などの影響を受ける飲食店にとって、近年続く食用油の価格上昇も悩みの種になっている。特に油の使用料が多い飲食店にとっては、価格高

quantum mechanics fluid mechanics
量子力学 + 流体力学 = BBFRY

1秒間に50兆回以上の共鳴共振波
More than 50 trillion resonant resonance waves per second

一般的な油の構造 BBFRYがつくる油の構造

General oil structure Oil structure created by BBFRY

騰だけでなく、毎日の廃油による油交換の手間や厨房や店舗ホールに広がる油の嫌な臭いなどでも困っているという話も聞く。

日本で今、そんな悩みを解決してくれる揚げ物の吸油率を大幅に低減して使用量を削減できるフライヤーに入れるだけの「BBFRY (ビービーフライ)」が注目されている。

BBFRYは、飲食店での調理において、油の使用量を削減し、健康的かつ経済的な調理を可能にする製品。

油の使用量を削減しながら「さめてもうまい揚げ物」を実現させるのが、ステンレス状の筒の中にある世界初の特許技術である球体バイオセラミックの存在だ。40度以上(104 degF)に油を加熱することで1秒間に50兆回以上の共鳴共振波を発生させ、油

の分子構造を整え、油の酸化・劣化の進行を抑える。その結果、油の粘度を下げてサラサラ状態となり、揚げ物の吸油率が最大80%も低減。電源・薬剤不要で、さめてもサクサクな揚げ物ができる。

揚げ時間の短縮や油の嫌な臭いも軽減すると評判で、日本国内のみならず米国や中国などでも導入する企業が増えている。

コスト削減と併せ食材の健康への配慮が可能となるBBFRYの料金が知りたい・お試しで使用してみたいなど、興味がある飲食店や食品工場などは問い合わせてはいかがでしょうか。

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Environmental Improvement Effects

- Reduces Oil Absorption Rate** 揚げ物の吸油率を低減
- Tastes Good Even When Cold** 冷めても美味しい
- Increase Sales And Repeat Rate** 客単価・リピート率 UP
- Less Oil Smell** 油の嫌な臭いも低減
- Cost Cut** コスト削減

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The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



Atsushi Ashizawa

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

25th Anniversary of the Japanese food section established at the Academy of Hospitality St. Petersburg

“アカデミー・オブ・ホスピタリティ”

サンクトペテルブルク日本食セクション創設25周年を語る

Built in 1703, St. Petersburg is home to a population of approximately 5.6 million as the second largest city in Russia after Moscow, celebrating 321 years since its establishment.

The “Academy of Hospitality St. Petersburg” was founded in 1999. To celebrate the anniversary of the city’s establishment, a section to learn about Japanese food culture was established. I was invited as the first guest lecturer, and the ceremony was held at the high-end club “Casino Olympia.” Since a chef who accompanied a French official in the past, I was only the second foreigner to visit this restaurant, explained an affiliate of the Olympia. Japanese cuisine, sake, sushi, and fusion cuisine including California Roll were served during the ceremony.

A large screen inside the venue projected the sight of our cooking scenes. The ceremony welcomed a total of 120 guests consisting of students of the academy, aspiring entrepreneurs planning to open their own restaurant, industry professionals, and the media.

Afterwards, the academy was operated originally from North Korea, who experienced preparing Japanese cuisine as a student at the academy using teaching materials we created, who now serves as an instructor.

Students at the academy referred to us as teachers from Hollywood. To the young students, the birthplace of Hollywood films appears to be their dream destination.

The city of water is said to be the most beautiful in Europe and Northern Europe, with white nights when the sun never sets and the occasional northern lights in St. Petersburg.

Despite our national differences in principle, position, and structure, I’m grateful to be honored as the first Japanese guest instructor and to be bestowed a certificate from the prestigious academy. My interactions with the students since and experiencing the

local life in St. Petersburg are undoubtedly valuable experiences I will cherish for the rest of my life. Despite the political turmoil in Russia, I look forward to introducing ramen popular in Japan and the kimono culture that is popular among young ladies in Japan to Russia when I visit again.

There are no national boundaries in Japanese food culture. I have no doubt I can understand the food culture of other nations and help to strengthen friendships between Japan and other nations.

Academy of Hospitality

Founded based on the Russian federal law No. 3085-1 enacted in 2021, the Academy of Hospitality is a nonprofit organization operated by an organizational and legal “cooperative association” (co-op), established to meet the material needs and other needs of members by combining the net assets of members, who are shareholders of the co-op.

The PROK “Academy of Hospitality” was founded as a partnership between consumers, restaurants, and the co-op in July 1999.■

首都モスクワに次ぎロシア第2の都市である人口約560万人のサンクトペテルブルクは1703年に建都されて今年で321年を迎える。

1999年“アカデミー・オブ・ホスピタリティ サンクトペテルブルク”は設立され、その建都記念日に合わせ、日本の食文化を学ぶセクションが創設された。私は初代特別講師として招かれ、その式典が高級クラブ「カジノ オリムピア」で開催した。会場となったこのクラブは、過去にフランスの要人に随行したシェフと日本人である私で、外国人としては2人目であるとオリムピア関係者から説明を受けた。式典は日本酒、日本食及び寿司やカリフォルニアロールをはじめ創作ロール寿司が並んだ。

仕事の様子は会場内の大型スクリーンに映し出された。参加者はアカデミーで学ぶ生徒、レストラン経営を目指す人、業界関係者、メディアを含めると総勢120名という盛大な式典だった。

その後このセクションの運営は、私達が作成した教材を参考書にアカデミーにおいて日本食を経験した北朝鮮出身が指導に当たっている。

アカデミーの生徒達は、私達をハリウッドから来た先生と呼んでいた。若い人達にとって映画の都は憧れの地なのだろう。

ヨーロッパ、北欧で最も美しいと言われる水の都は、太陽の沈まない白夜、時折見せるオーロラが美しい。国による主義、主張、体制の違いがあっても、日本人として初代講師という名誉ある役職、そして権威あるアカデミー発行の認定証をいただき心から感謝している。その後の生徒の方々と交流、生活体験は私の生涯において最大の宝物になったことは間違いない。ロシアでは争いが起きているが、いつの日か流行のラーメンや若い女性に人気の着物文化を持って訪れたいと思っている。

日本の食文化に国境はなく、相手国の食文化も理解し、どの国であろうと親善に貢献出来ると信じている。

ホスピタリティアカデミー

2021年から連邦法3085-1号に基づき、組織のおよび法的形態の「協同組合」で運営されている非営利団体で、会員である株主による財産持分拠出金を組み合わせることにより、会員の物質的およびその他のニーズを満たすことを目的にしている。

「アカデミー・オブ・ホスピタリティ」(PROK “Academy of Hospitality”) は、消費者レストランと協同組合のパートナーシップとして1999年7月に創立した。



レストラン売買は おまかせください。

リースからの立ち上げもお手伝いいたします。

その他^①情報数々、商業物件、不動産売買、30年の経験でお手伝いいたします。まずはご連絡ください！

日英両語話します。

(818) 776-0030

fudosan4u@yahoo.co.jp **ヨシエ ブロシャス**まで



GENERAL
REALTY GROUP, INC.



(from left) Masayuki Nanko, Executive Director, CLAIR (Council of Local Authorities for International Relations) Setsuya Hannya, Executive Managing Director, Japan Soy-sauce Brewers' Association
Kenko Sone, Consul General of Japan in Los Angeles
Yuko Kaifu, President, Japan House Los Angeles
Akira Kajita, Executive Director, JETRO Los Angeles

Japanese Food Expo 2024 held -Tradeshow to introduce Japanese food products to general consumers was held in Hollywood-

ジャパニーズ・フード・エキスポ2024開催

—日本産食品を一般消費者に紹介する展示会をハリウッドで開催—

U.S. based nonprofit “Japanese Food Culture Association” (JFCA), and Japan External Trade Organization (JETRO) jointly organized “JAPANESE FOOD EXPO,” a tradeshow that introduces Japanese food products and ingredients; at the Loews Hollywood Hotel in Los Angeles on November 2. The event, held for the 17th time this year, introduced Japanese specialty food products and their respective production regions to local consumers. Approximately 100 booths exhibited various products, along with a tuna filleting show demonstrated by Andy Matsuda, CEO and instructor at The Sushi Chef Institute (SCI); and an Onigiri (rice ball) workshop.

Part one of the event targeted food industry professionals as guests, while general consumers were invited during daytime and evening hours. Approximately 2,500 guests sampled a line-up

of Japanese food products, nigiri (pressed) sushi prepared by SCI, traditional Japanese sweets, Japanese sake and beer, etc.

The venue was divided into three sections by category: The main room of the venue introduced specialty food products from various regions throughout Japan, while the other sections displayed fruits and sweets, and alcoholic beverages such as Japanese sake and beer. Booths exhibited a wide range of specialty food products such as seafood, noodles, miso soup, soy sauce, frozen food products such as takoyaki (battered octopus balls), instant soup, fruit juice, fruits such as melon and persimmon, yokan (sweet bean jelly), Castella (sponge) cake, and other specialty food products. JETRO Los Angeles also exhibited booths that displayed many food products not yet released into the U.S. market.

The alcohol section displayed booths exhibited by local wholesaler “Mutual Trading Co., Inc.,” “JFC International Inc.,” and “Wismettac Asian Foods, Inc.,” along with Suntory Holdings Limited and Ozeki Corporation. Exhibitors from Japan included Kikusui Brewery Co., Ltd. (Nagano prefecture) and pharmacy chain Kondo Pharmacy Co., Ltd. (Shizuoka prefecture), who collaborated with Fuji Nishiki Sake Brewery Co., Ltd. (Shizuoka prefecture) to develop Junmai Daiginjo “Amachi Hoshisora,” introduced at the tradeshow. Guests savored sake selections not yet released into their local U.S. market.

Founded in 2005 to promote and preserve authentic Japanese food culture in the U.S. market, JFCA was certified by Japan’s Ministry of Agriculture, Forestry and Fisheries to launch the “Export Support Platform,” a framework of support to enhance

the structure to promote and enhance exports of Japanese agricultural, forestry, fishery and food products. The nonprofit signed a memorandum (MOU) in 2022 to widely popularize Japanese cuisine.

Takao Kambara, JFCA Board of Director, Marketing & PR was interviewed for this report.

JRN: Can we say the turnout was great?

Kambara: The booths of approximately 100 exhibitors all sold out, along with visitors during both lunch and evening hours. I’m assigned to the Japan office, but I see many small and medium-sized corporations growing more interested in expanding into the U.S. market. When we first organized this tradeshow 17 years ago, there was no other event at the time that targeted local American consumers and was dedicated to introducing Japanese food products. As Japanese cuisine became popular, events like this increased. JFCA is excited to welcome many guests to our trade show every year and grateful to see guests sample the many exhibited food products.





JRN: Please introduce JFCA to our readers.

Kambara: JFCA is a nonprofit organization serving our communities for nearly 20 years since our foundation. I was one of the promoters behind the establishment of JFCA. As the sushi craze started in 1980 and Japanese cuisine became popular, many non-authentic Japanese cuisine also emerged in the market. To support restaurants properly trained in the preparation of traditional, authentic Japanese cuisine and sanitation, industry professionals such as food manufacturers, wholesalers, distributors, and logistics operators joined forces to establish this nonprofit organization to support the Japanese food industry overall.

JRN: Please share your aspirations for JFCA.

Kambara: There are still many hidden regional Japanese food products not yet introduced into the U.S. market. This is what I wish to support. JFCA will set the stage, so I'd like to invite food companies to bring these products for our local American customers to sample.

• Motoharu Arakawa
General Manager
Kikusui Brewery Co., Ltd.

These sake selections are brewed in Nagano prefecture. I brought 3 sake selections for this tradeshow. Junmai Blue Stag 7 is a rich and dry sake brewed from sake rice polished to only 82%, best enjoyed chilled or hot with richer foods. Honjozo is an

unpasteurized and refreshing sake that pairs well with light meals. Cloudy sake Tenryu is slightly acidic, a sweet and sour sake best paired with ethnic or spicy foods. I hope to sell these products in California next year.

• Hiroto Kondo, President
Kondo Pharmacy (Amachi Hoshisora)

Fuji Nishiki Sake Brewery Co., Ltd. in Fujinomiya city, Shizuoka prefecture is the closest to the summit of Mount Fuji of the 4 sake breweries near Mount Fuji. We use snowmelt from Mount Fuji that percolated over 70 years into groundwater, along with Yamadanishiki rice, grown next to the brewery and polished traditionally by hand to 40%. A long-established sake brewery operating for nearly 330 years, the same long-standing traditional brewing techniques are still used today to produce sake. We look forward to American consumers sampling our sake. ■

米 国NPO法人「日本食文化振興協会 (JFCA)」と日本貿易振興機構が主催する日本産食品・食材の展示会「ジャパニーズ・フード・エキスポ2024」が、11月2日にハリウッドのロウズホテルで開催された。今年で17回目となった日本の名産品と産地を現地の人に紹介するイベントには、およそ100のブースが並び、米国寿司シェフ養成学校スシ・シェフ・インスティテュート (SCI) のCEO兼チーフインストラクターのアンディ松田氏によるマグロの解体ショーやカレーおにぎりのワークショップなども行われた。

飲食業界関係者を招待して行われた第1部に続いて、一般消費者向けの昼と夜の部が開催され、およそ2500人が来場。ずらりと並んだ日本産食品やSCIによる握り寿司、和菓子などのスイーツ、さらに日本酒やビールなどを楽しんだ。会場は日本全国各地の名産品を紹介するメインルームの他に、果物とスイーツ、さらに日本酒とビールなどアルコール類の3つのカテゴリーに分類され、海産物や麺類、味噌汁、醤油、たこ焼きなどの冷凍食品、インスタントスープ、フルーツジュース、メロンや柿などの果物、羊羹やカステラなど幅広い名産品が並んだ。また、ジェトロ・ロサンゼルスによるブースもあり、まだアメリカに輸出されていない食品も多く紹介されていた。アルコールコーナーには、現地の卸販売会社「共同貿易」、「JFC インターナショナル」、「ウイズメタック・アジアフーズ」がブースを出していた他、サントリーや大関株式会社も出展。日本からは長野県の喜久水酒造株式会社と静岡県で薬局チェーンなどを展開する近藤薬局が富士錦酒造と組んで海外向けに開発した純米大吟醸「天地星空」も参加し、現地でまだ発売されていないお酒を参加者たちは味わっていた。

米国において正しい日本食の文化を広め、守っていこうという趣旨で2005年に設立されたJFCAは、農水省主導による農林水産物・食品の輸出促進体制強化を図るための支援枠組み「輸出支援プラットフォーム」に認定され、2022年に日本食普及拡大のための覚書に署名している。

JFCAのマーケティング部並びにPRを担当する理事、蒲原孝郎氏に話を聞いた。

JRN: 大盛況ですね。

蒲原: およそ100のブースは全て売り切れ、来場者の方も昼夜合わせて完売しています。私は、日本の事務局を仰せつかっていますが、年々、アメリカ市場に挑戦してみようという意欲を持つ中小のメーカーさんが増えています。

17年前に始めた頃は、今とは違って現地のアメリカ人を対象に日本産食品に特化して行うこのようなイベントは我々の他にはありませんでした。その後に日本食が広がってこうしたイベントも増えましたが、我々の展示会には毎年大勢の方に来場いただき、楽しんでいただいております。

JRN: JFCAについてお聞かせ下さい

蒲原: この団体は来年で創立20周年を迎えます。私は設立の発起人の一人ですが、80年代から寿司ブームが始まって日本食が広がりましたが、伝統的な本物の日本食ではないものも増えたことから、伝統的で正統的な、そして衛生的な調理訓練を受けた飲食店を応援したいということで、業界としてメーカー、問屋、流通、物流さんが一緒になって一つの団体を作りました。日本食業界全体をみんなで応援していこうという趣旨で作られた団体です。

JRN: 抱負をお聞かせ下さい

蒲原: まだまだアメリカに紹介されていない地方の隠れた美味しいものがたくさんあると思います。ぜひ、そういうところをヘルプしたいと思っています。我々が舞台を提供するので、出てきていただいてアメリカ人の方々に味わっていただきたいと思っています。

• 喜久水酒造株式会社

海外販売責任者 荒川元晴氏

長野県で造っているお酒です。今回紹介しているのは、3種類のお酒になります。純米酒Blue Stage7は、82%までしか削っていないお米を使って作ったリッチでドライなお酒で、ちょっと重めの食事に合わせて飲んでいただけたらと思っています。冷でも燗でも飲んでいただけますので、すっきりしたお酒で、軽めの食事に合わせると良いと思います。にがり酒の天龍は、酸味も少しあります。甘酸っぱい感じのお酒で、エスニックとか辛い物に合わせて飲んでいただければいいと思います。来年には、カリフォルニアで販売ができればと思っています。

• 株式会社近藤薬局

代表取締役 近藤弘人氏 (天地星空)

富士山の周りには4つの蔵がありますが、静岡富士宮市にある我々の蔵はその中でもっとも富士山頂に近い蔵になります。富士山の雪解け水を使っており、約70年かけて浸透した地下水になります。お米は蔵の横で育てた山田錦を使っています。磨き40%で、昔ながらの手でやる精米を行っています。330年続く古い蔵で、その歴史を今も受け継ぎ、同じ作り方で酒造りを行っています。ぜひアメリカの方々にも楽しんでいただけたら嬉しいです。

Japan's "traditional knowledge and skills of sake-making" registered as an UNESCO Intangible Cultural Heritage

日本の「伝統的酒造り」ユネスコの無形文化遺産に登録へ

The Intergovernmental Oceanographic Commission of UNESCO held in Asunción, Paraguay, registered Japan's "traditional knowledge and skills of sake-making" - such as Japanese sake, shochu, and Awamori - as an UNESCO "Intangible Cultural Heritage" on December 4.

南米のパラグアイで開催されていたユネスコ政府間委員会において、12月4日、日本酒や焼酎、泡盛など「伝統的酒造り」が「無形文化遺産」への登録を決定した。



Japan Sake and Shochu Makers Association, the largest association of the Japanese sake industry consisting of 1,600 members across Japan that include sake brewers, authentic shochu and Awamori distillers, and authentic Hon mirin brewers, etc.; collaborated with the Koji Sakezukuri Method Preservation Society and the Japan Toji Guild Association to apply for the registration of Japan's "traditional knowledge and skills of sake-making" as an UNESCO Intangible Cultural Heritage.

The predecessor of Japan's "traditional knowledge and skills of sake-making" was established over 500 years ago from traditionally cultivated skills such as steaming rice and wheat, preparing koji mold, and fermenting mash, which evolved in response to the local climate in various regions as manual artisan skills related closely to nature and local climate, passed down by the Toji (master brewer). As starch, the raw ingredient, is converted into sugar, yeast converts sugar into alcohol by "parallel double fermentation," a fermentation technique considered rare worldwide. Sake is brewed using this technique and consumed during ceremonies and religious festivals as an integral part of Japanese culture and customs.

Yudai Kano, Ambassador of the Permanent Mission of Japan to UNESCO, commented on the registration during his speech after the registration was announced. "This latest registration serves as a wonderful opportunity for traditional knowledge and skills of sake-making to be passed onto the next generation. I hope this registration ignites further interest in Intangible Cultural Heritage to protect

and preserve these traditions."

Shigeru Ishiba, Prime Minister of Japan, also commented on his aspiration. "I'm truly overjoyed. 'Traditional knowledge and skills of sake-making' were passed on from one person to another in various regions throughout Japan. As these skills are passed onto the next generation, I hope their familiarity will increase both domestically and abroad. I look forward to supporting efforts led by affiliated persons to aid rural revitalization in Japan and to familiarize these skills overseas."

UNESCO Intangible Cultural Heritage

UNESCO Intangible Cultural Heritage refers to intangible culture protected by UNESCO, such as social customs, traditions, expressions, knowledge, skills, etc. Japan currently has 33 Intangible Cultural Heritage registered with UNESCO, including the latest registration of "traditional knowledge and skills of sake-making."

Other traditional Japanese cultural heritage and skills registered with UNESCO include Washoku, or traditional Japanese cuisine; Kabuki, Noh, etc. These heritages symbolize the identity and history of local communities, each a cherished cultural asset to be passed onto the next generation.

Washoku (traditional Japanese cuisine) was registered as an UNESCO Intangible Cultural Heritage in December 2013. Since its addition to the UNESCO list of Intangible Cultural Heritage, Washoku has garnered global interest as evident in the increasing number of Japanese restaurants opening overseas and foreign tourists expressing interest in trying local cuisines while visiting Japan. First, let's review the

increasing number of Japanese restaurants overseas. Only 55,000 Japanese restaurants were in operation overseas in 2013, while 187,000 Japanese restaurants were in operation by 2023, an increase of 3.4 times. The export value of Japan's agricultural, forestry, fisheries and food products reached 550.5 billion JPY in 2013, which further increased 2.6 times to a record-breaking 1.45 trillion JPY in 2023.

The number of foreign tourists to Japan and their increased travel spending show the number of foreign tourists to Japan totaled 10.36 million in 2013, which increased approximately 2.5 times to 25 million in 2023. Foreign tourists while visiting Japan spent 1.42 trillion JPY in 2013, which quadrupled between January and September to 5.86 trillion JPY in 2023, while related consumption continues to increase. Now that Japan's "traditional knowledge and skills of sake-making" is registered with UNESCO as an Intangible Cultural Heritage, industry non-profit organizations are showing even more excitement.

Japan Sake and Shochu Makers Association commented: "Since the registration of Japan's 'Washoku: Traditional Japanese cuisine' registered as an UNESCO Intangible Cultural Heritage in 2013, and now that 'traditional knowledge and skills of sake-making' is also registered as an UNESCO Intangible Cultural Heritage, we continue our efforts to thoroughly pass on traditional skills and Japanese culture surrounding the brewing of sake and the distilling of authentic shochu, Awamori, and Hon Mirin using koji mold and yeast, along with efforts to popularize this heritage both domestically and abroad."

The association also commented on their high hopes for the future. "Traditional Japanese sake is distinctively brewed using koji mold with unique umami flavors of each food ingredient. Sake, shochu, and Awamori have evolved in various forms over the years. Recently, sake brewed in Japan is receiving increased recognition overseas, while sake breweries in Japan are decreasing in numbers with both the production and consumption volumes of sake on a declining trend. We hope Japan's latest addition to the UNESCO list of Intangible Cultural Heritage will help to garner interest in sake, shochu, and Awamori."

Hitoshi Utsunomiya, Director of Japan Sake and Shochu Makers Association, commented: "When I heard UNESCO's decision to register, I thought, 'Finally!' I look forward to introducing the traditions and skills of sake-brewing to help consumers both domestically and abroad to discover the delicious flavors of sake."

Joyous cheers were also heard at a sake brewery in the "Nadagogo" region of Hyogo prefecture, one of the top sake production regions in Japan.

Following the registration of Japan's "traditional knowledge and skills of sake-making" as an UNESCO Intangible Cultural Heritage, Nobu Mori, Director of Marketing at Hakutsuru Sake Brewing Co., Ltd., commented on his aspirations to promote sake. "I feel honored that Japanese sake-brewing traditions are also passed on overseas. This latest registration is a wonderful opportunity to promote sake both domestically and abroad."

Tatsuya Ishikawa, Master Brewer of Tsukinoi Sake Brewery in Ibaraki prefecture and President of the Japan



Toji Guild Association, commented on his hope for enhanced opportunities and heightened momentum following the latest registration to train the next generation of artisan sake brewers. Ishikawa continued, “Sake-brewing is becoming more manual with a focus on data. I’m concerned that the motivation to train sake brewers is waning compared to the past. I believe that training our next generation of sake brewers is part of our sake-brewing traditions. Therefore, I hope this latest registration serves as an opportunity to share the necessity of training future sake brewers industry wide. I feel it’s important to proudly pass on our traditional sake-brewing skills cultivated by our predecessors, along with the spirit and culture of sake-brewing to the next generation.”

Kosuke Kuji, President of the Iwate Prefecture Japan-Sake Makers Association and president of Nanbu Bijin, commented: “Traditional sake-brewing is now registered as UNESCO’s Intangible Cultural Heritage. The sake industry and Nanbu Bijin are overjoyed by this announcement. Sake is an alcoholic beverage, also an essential element of traditional Japanese culture. Sake is not an alcoholic beverage consumed merely to get drunk, the world recognizes sake as Japanese culture. I’m excited to see the cultural value of sake is now recognized as a world heritage. We will continue our efforts to pass on traditional sake-brewing skills cultivated by our predecessors to the next generation for eternity and beyond. We look forward to introducing the value of sake, not only in Japan, but also to the world, along with “Washoku,” or traditional Japanese cuisine - another Intangible Cultural Heritage of Japan that is also registered with UNESCO - to popularize the delicious flavors of Japanese sake and food culture worldwide.”■

日本全国約1,600の日本酒、本格焼酎・泡盛、本みりん等を造るメーカーが所属する日本酒業界最大の団体である日本酒造組合中央会では、「日本の伝統的なこうじ菌を使った酒造り技術の保存会」及び日本酒造杜氏組合連合会と協力し、「伝統的の酒造り」についてユネスコの無形文化遺産登録に向けた取り組みを行って来た。

500年以上前に原型が確立した日本の「伝統的の酒造り」は、米や麦などを蒸す、こうじを作る、もろみを発酵させるなどの伝統的に培われてきた技術が各地の風土に応じて発展し、杜氏らによる手作業の技術で、自然や気候と深く結び付きながら伝承されて来た。原料のデンプンを糖に変えながら、その糖を酵母がアルコールに変える「並行複発酵」という世界でも珍しい発酵技術である。こうした技術で作られる酒は儀式や祭礼行事などにも使われ、日本の文化や習慣に欠かせない存在となってきた。

ユネスコ日本政府代表部の加納雄大大使は、登録が決まった後のスピーチで今回の登録について「伝統的の酒造りが次の世代に引き継がれていくきっかけになるだろう。またそのことで、無形文化遺産への関心がさらに高まり、伝統の保護につながるだろう」と述べた。

また、石破 茂首相も「心からうれしく思う。日本各地で人から人へと受け継がれてきた伝統的な技術を守り次の世代へ継承するとともに、国内のみならず海外の方にも『伝統的の酒造り』を知ってもらい、地方創生や海外へのさらなる展開にもつながるよう関係者の取り組みを支援していきたい」と抱負を述べている。

ユネスコ無形文化遺産とは？

ユネスコ無形文化遺産とは、ユネスコ（国際連合教育科学文化機関）が保護すべき、社会的慣習、伝統、表現、知識、技術など形のない文化のこと。現在、日本のユネスコ無形文化遺産には、今回の「伝統的の酒造り」を含め23件が登録されている。

その中には、和食、歌舞伎、能楽などの日本の伝統的な文化や技術が含まれており、これらの遺産は、地域コミュニティ

のアイデンティティや歴史を象徴するものとして、次世代に引き継ぐべき大切な文化的財産とされている。

和食がユネスコの無形文化遺産に登録されたのが2013年12月のこと。登録後は海外における日本食レストランの増加や訪日外国人観光客からの郷土料理を食べることへの期待などに見られるように、ユネスコ無形文化遺産登録後、和食には世界から高い注目が寄せられた。まず、海外における日本食レストラン数の増加が挙げられる。2013年には55,000軒だったのに対し2023年には187,000軒と3.4倍に増加した。また、日本の農林水産物・食品の輸出額は、2013年では5,505億円に対し2023年は過去最高の1兆4,547億円と2.6倍に増加。訪日外国人旅行者数、旅行消費額の増加を見ると、2013年の訪日外国人旅行者数は1,036万人だったが、2023年は2,500万人とおよそ2.5倍に増加、訪日外国人旅行者の旅行消費額は、2013年は1兆4,167億円に対し、2023年は1～9月で5兆8582億円と4倍に増加した。

今回、日本の「伝統的の酒造り」がユネスコの無形文化遺産に登録されたことで、業界団体は今まで以上の盛り上がりを見せている。

日本酒造組合中央会は、2013年の「和食 日本人の伝統的な食文化」に続き、「伝統的の酒造り」がユネスコ無形文化遺産として登録されたことを受けて、「こうじ菌をつかって醸される、日本酒、本格焼酎・泡盛、本みりんの技術と文化をしつかりと継承していくとともに、その魅力をさらに内外に広めていきたいと思う」とコメントを発表している。

また、「日本伝統の酒はこうじを使って製造されているのが大きな特徴で、素材に応じた独特のうまみがあり、日本酒や焼酎、泡盛などさまざまな形で発展して来た。近年、日本の酒は海外で評価が高まっている一方、酒蔵が減り、日本国内では消費量や製造量も減少傾向にあるが、今回の無形文化遺産の登録が関心を持つきっかけになってほしい。」と期待を寄せている。

日本酒造組合中央会の宇都宮 仁理事は「登録決定を聞いて『やっとな』という思い。技術と伝統を継承しながら国内外の人に日本のお酒の魅力を発見してもらえるようアピールしていきたい」と話している。

日本有数の酒どころ、兵庫県の「灘五郷」の酒造会社でも喜びの声が聞かれた。

白鶴酒造の森伸夫マーケティング本部長は「海外にも日本酒が持つ伝統が伝わったようで、とても光栄に思う。無形文化遺産に登録されたのを機に、国内外に日本酒をPRしていきたい」と抱負を述べている。

日本酒造杜氏組合連合会の会長で茨城県の月の井酒造店で杜氏を務める石川達也氏は、登録によって今後、職人を育成していく機運が高まることへの期待感を語る。「酒造りがデータ重視でマニュアル化し、昔と比べて職人を育てようとする意欲が希薄になっていることを危惧している。人の育て方も含めて伝統だと思っているので、職人を育成していく必要性を業界全体で共有するきっかけにしていきたい。先人が培ってきた伝統的な酒造りの技術や精神、文化を誇りを持って次の世代に伝えていくことが大事だ」と続けた。

岩手県酒造組合会長で、南部美人の蔵元である久慈浩介氏は、「伝統的の酒造りがユネスコの無形文化遺産に登録されました。日本酒業界としても、南部美人としても最高の喜びです。」

日本酒はアルコールですが、日本の伝統文化の重要な要素です。飲んでただ酔う飲み物ではなく、日本の文化として世界が認めてくれました。文化的価値が世界遺産になった事を特にうれしく思います。これから私たちは先人が築いた伝統的な日本酒造りの技を未来永劫、次世代、その先に伝えていき、日本酒の価値を日本だけではなく、世界に向けてさらに発信していきます。

同じく無形文化遺産に登録されている「和食」とともに、日本の酒・食文化の素晴らしさを世界中の皆さんに知ってもらえるように、これからも頑張ります。」と喜びと共に抱負を述べた。

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Happy New Year



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お申し込み



<https://www.alljapannews.com/page/food-manager>のフォームよりお申し込みください。
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

January 2025 www.alljapannews.com

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2013年“日本料理”
联合国教科文组织非物质文化遗产注册

A Happy New Year!

謹賀新年
謹んで新年の
お慶びを申しあげます

Communicate the appeal of sake to customers

向顧客傳達日本酒的魅力.....

P28

Hands-On Learning for Culinary Excellence Highlights from the Japanese Food & Restaurant Expo Workshops

實踐學習，成就卓越烹飪 日本食品與餐廳博覽會工作坊精華.... P30

California Sake Challenge 206: Super Frozen Sake Part 2

酒豪大陸：日本酒的超級冷凍技術 第二部分..... P32

What type of sake is Ginjo? 吟釀酒是什麼..... P33

Tokyo Jizake Strolling / Japanese sake from Shimane prefecture

東京地酒散步 / 島根的日本酒..... P34

Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

品鑒時的注意事項..... P35

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



David Kudo

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



Communicate the appeal of sake to customers

Happy New Year! We look forward to working with you again this year. No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

Consider who the message is directed to

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

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

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

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

向顧客傳達日本酒的魅力

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

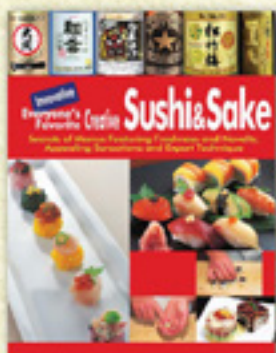
因該告訴誰 你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應

該嘗試。單喝100%純度的酒，連酒的10%都體會不到，所以一定要搭配食物一起品嚐。

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

內容 無論如何，客人簡短地說“是

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



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



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WORKSHOPS:

Hands-On Learning for Culinary Excellence

Highlights from the Japanese Food & Restaurant Expo Workshops

33rd Mutual Trading Japanese Food & Restaurant Expo – Report 3

實踐學習，成就卓越烹飪 日本食品與餐廳博覽會工作坊精華

Mutual Trading's 33rd Japanese Food & Restaurant Expo (JFRE) workshops provided attendees with unique opportunities to engage with Japanese craftsmanship and tradition, while offering practical skills for direct application to restaurant operations. The hands-on nature of these sessions was particularly valuable for professionals seeking to enhance distinction to guests' dining experience.

JFRE programs delivered a wealth of practical knowledge and creative inspiration through the seminars and workshops. Restauranters and chefs left with actionable strategies to enhance their operations, elevate customer experiences, and stay ahead in an ever-competitive industry.

WORKSHOP 2:

HASHI MAKING 101

A HANDS-ON CHOPSTICK WORKSHOP

工作坊2：筷子製作101——親手製作筷子工作坊

This workshop offered participants a rare experience into creating their own personalized hashi (chopsticks), providing insight into the craftsmanship and cultural significance of this essential dining tool. Attendees learned the history behind chopsticks and their importance in Japanese dining, adding a unique element of tradition to dining experiences.

共同貿易公司 (Mutual Trading) 舉辦的第33屆日本食品與餐廳博覽會 (JFRE) 工作坊，為參加者提供了獨特的機會，讓他們與日本工藝和傳統互動，同時獲得可直接應用於餐廳運營的實用技能。這些課程的實踐性對於希望提升顧客用餐體驗的專業人士來說，尤其重要。

JFRE的課程提供了豐富的實用知識和創意靈感，使餐廳經營者和廚師能夠獲得可行的策略，提升業務、改善顧客體驗，並在競爭激烈的行業中保持領先地位。

這個工作坊為參與者提供了一次製作個人專屬筷子的難得體驗，深入了解這種重要餐具的工藝和文化意義。參與者學習了筷子的歷史及其在日本用餐中的重要性，為用餐體驗增添了傳統元素。



WORKSHOP 4:

STEP-BY-STEP FUROSHIKI

SIMPLE WRAPPING TECHNIQUES TO IMPRESS GUESTS

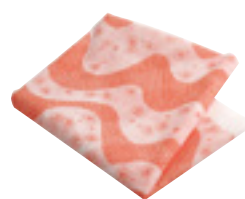
工作坊4：逐步學習包袱布 (Furoshiki)

——給客人留下深刻印象的簡單包裝技巧



Participants were introduced to the traditional art of Furoshiki, a Japanese cloth used for wrapping gifts, takeout boxes, and more. This session provided instructions on practical wrapping techniques for restaurants to add their personalized touch, while promoting sustainability. By integrating Furoshiki into their packaging, restaurants can offer guests a visually appealing and environmentally friendly alternative to traditional takeout boxes and gift wraps.

工作坊向參加者介紹傳統的包袱布 (Furoshiki) 藝術，這是一種用於包裝禮物、外帶盒等的日本布料。此課程為餐廳提供了實用的包裝技術說明，添加個性化的同時，也推廣了可持續性。通過將包袱布融入包裝中，餐廳可以為顧客提供具有視覺吸引力且環保的替代品，取代傳統的外帶盒與禮品包裝。



Furoshiki Ume Red
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#90222



Furosuki Kasumi Purple
1200/75x75cm
#93730



Base Wood Food Container Oval
1200/75x75cm
#81982

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WORKSHOP 1 & 3: SAKE AND SHUKI COMPARATIVE TASTING WORKSHOP

工作坊1 和 3：清酒與酒器 – 比較品嚐工作坊

The art of serving sake reaches new heights when paired with the right glassware. This bilingual workshop, delivered in both English and Japanese, was led by KIMOTO GLASS TOKYO, renowned for their sensory-driven glass designs. Attendees were introduced to the Tripling trend, a revolutionary approach that aligns sake service with wine service by pairing specific sake styles with curated courses and glassware.

WHAT IS TRIPLING?

Inspired by the principles of wine service, Tripling involves pouring sake varieties into tailor designed glassware in order to match specific dishes, thus enhancing both the food and drink. The concept is intended to elevate the dining experience by maximizing the sensory enjoyment at each sip.

By implementing the Tripling concept, restaurant operators and bar managers can transform sake service into an art form, offering guests a memorable and refined dining experience.



酒器 (Shuki) 在呈現清酒風味細微變化上扮演著關鍵的角色。

PREMIUM SAKE & TRIPLING GLASSES : TRANSFORMING SAKE SERVICE INTO AN ART FORM



from left:
Nanbu Bijin Daiginjo
Iwate Prefecture
#8540

**Nanbu Bijin Shinpaku
Junmai Daiginjo**
Iwate Prefecture
#5119

**Kikuizumi Hitosuji Rosé
Sparkling Junmai**
Saitama Prefecture
#10462

**Izumibashi Black Dragonfly
"Kurotonbo" Kimoto Junmai**
Kanagawa Prefecture
#8373

什麼是Tripling？

受到葡萄酒服務理念的啟發，Tripling 是將清酒倒入特製酒杯中，並搭配特定的菜餚，以增強食物與飲品的享受。

這一概念旨在提升用餐體驗，使每一口酒都能帶來最大的感官享受。透過實施 Tripling 概念，餐廳經營者和酒吧經理可以將清酒服務轉化為藝術形式，為客人提供難忘的高雅用餐體驗。

Glassware Styles for Tripling Sake Service



Sou: Perfect for Sparkling Sake

Sou glasses are designed to capture the effervescence, ideal for pre-dinner toasts and celebrations. They enhance the bubbles and lightness of sparkling sake, which perfectly complement starters or aperitifs.

Hana: Extraordinary for Junmai and Daiginjo

Premium sakes are best paired with light dishes like sashimi or appetizers. Hana glassware amplifies both aroma and smooth texture of these sakes, drawing out their delicate flavors and fragrances to enhance the overall dining experience.

Miyabi: A literal treat for Yamahai and Kimoto

More robust and complex, these sake types are well-suited to pair with acidic or umami-rich dishes. Miyabi glasses highlight the deep flavor, acidity, and richness of Yamahai and Kimoto sakes, elevating depth for a sophisticated harmony with rich courses.

爽：最適合氣泡清酒

Sou酒杯專為捕捉氣泡而設計，非常適合餐前祝酒和慶祝場合。這款酒杯能增強起泡清酒的氣泡感和輕盈感，與前菜或開胃菜成完美搭配。

華：純米和大吟釀的非凡之選
高級清酒最適合搭配輕食，如刺身或前菜。Hana酒杯能增強酒的香氣和平滑口感，突顯其細膩的風味，提升整體用餐體驗。

雅：對山廢(Yamahai)和生酛(Kimoto)清酒的真正款待
這些類型的清酒較為濃郁複雜，非常適合搭配酸味或鮮味豐富的菜餚。Miyabi酒杯能突顯山廢(Yamahai)和生酛清酒的天然風味與複雜特色，與濃郁的菜餚形成雅緻和諧的搭配。



由 Kimoto Glass Tokyo 的 Kimoto 先生所構思，Tripling 的獨特設計概念提升了清酒的感官體驗。

酒器 (Shuki) 在展現清酒細膩風味變化中扮演著至關重要的角色。



如需更多信息或個人諮詢，請發送郵件至 School of America: info@sakeschoolofamerica.com



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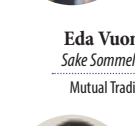
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 207



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 2
日本酒の超級冷凍技術 第二部分

“Super Frozen” technology is an innovative technology used to preserve the fresh flavor of Japanese sake. Over 30 sake breweries currently use this technology. In fact, I was the first to use this technology.

In this report, I would like to share how I was inspired to freeze sake instantly.

As I traveled the world, I realized that sake is often enjoyed in the same setting as white wine.

Sake pairs wonderfully with fish and shellfish, thus more French

sommeliers are deliberately choosing sake over white wine to pair with foods. The sommeliers themselves seem to recognize the many possibilities that sake offers and are actively incorporating sake into their own wine lists.

In Japanese cuisine, sake of course pairs well not only with sushi and sashimi, but also with seafood.

Where sake is superior to white wine is “freshness” in my opinion.

Only a few white wines are new and very fresh in flavor, while the quality of red wine, including

Beaujolais Nouveau. In that sense, ‘fresh’ seafood pairs wonderfully with ‘fresh’ sake, thus highly competitive, in my opinion.

Compared to unpasteurized sake however, freshness drops for sake that is “pasteurized” to kill the remaining yeast and bacteria. However, pasteurized sake can be refrigerated longer.

I’ve thought about how to distribute ultra-fresh unpasteurized sake worldwide for a long time.■

日本酒の新技术——超級冷凍 (Super Frozen)。現在，已有超過30家藏元在進行這一技術的嘗試。

作為「超級冷凍」的實踐，我就是第一個實踐者。

我想與大家分享在進行這一技術的過程中，如何將日本酒進行瞬間冷凍以及其背景。其實，我在世界各國旅行的過程中，我發現日本酒常與白葡萄酒一起被飲用。

尤其在搭配魚類和貝類時相得益彰。在法國，越來越多的侍酒師在

品酒時，會選擇白葡萄酒搭配日本酒。這些侍酒師認為日本酒作為一種全新的酒類，具有巨大的潛力，因此將其加入到自己的酒單中。

此外，在日本料理的世界里，除了壽司和刺身，其他魚貝海鮮與日本酒的搭配也非常完美。

我認為日本酒與白葡萄酒之間的競爭，日本酒最大的優勢在於「新鮮感」。

白葡萄酒很少有那麼新鮮的口感，雖然赤葡萄酒中的波爾多酒類似很新鮮，但它不如白葡萄酒普遍流

行。因此，「新鮮」的海鮮與「新鮮」的日本酒的搭配就是堪稱完美的，這一點將成為日本酒與白葡萄酒競爭的優勢。

但是，日本酒的釀造過程中需要經過「火入」（殺菌處理）。這種處理方式使得經過火入的酒相比未經火入的「生酒」失去了一部分新鮮感。但是反面，酒在經過冷藏卻能長期存儲，在保存上產生了優勢。

如何讓這種極致新鮮的生酒能夠在全球範圍內普遍流通，是我一直在思考的問題。

日本酒 百味百題

What type of sake is Ginjo? 吟釀酒是什麼

The fundamental meaning of Ginjo is “sake brewed under close examination and scrutiny,” generally understood to be sake raised to the level of art from thorough brewing by the brewing master who

further refines the highest quality of sake rice. Previously, since sake was produced for submission to sake competitions, these sake were not sold in the market. However, Ginjo is garnering attention as high-end sake due to the Japanese sake boom during the past twenty years.

“Standards for Manufacturing Methods and Quality Indication for Sake” by the National Tax Agency defines Ginjo as sake produced according to the Ginjo production method utilizing sake rice polished below the rice polishing ratio of 60 percent, regulated as sake with a “characteristic aroma and good luster and color.” This is the definition for Ginjo sake, however, “Daiginjo” is defined as sake with the rice polishing ratio of below 50 percent, with a “characteristic aroma and especially good luster and color.”

Also, Ginjo consists of the Honjozo type and Junmai type, with the Honjozo type prepared by adding a small amount of distilled alcohol prior to the filtration process (the limit to the amount of additives is the same amount regulated for the Honjozo type). Therefore, Ginjo actually consists of four different types – the Honjozo type consisting of “Ginjo” and “Daiginjo,” and the Junmai type consisting of the “Junmai Ginjo” and “Junmai Daiginjo.”

Ginjo is different from other Japanese sake due to the unique aroma consisting of apples, bananas, and other fruity aromas. This aroma is referred to as the “Ginjo aroma,” and this aroma is the life of Ginjo.

However, not all Ginjo necessarily

have this aroma notably, some with a faint Ginjo aroma while hardly detectable in other Ginjo. The sake production method that generates this unique aroma is called the “Ginjo method.” First, sake rice suitable for brewing sake (such as “Yamanishiki” rice) is used and carefully polished to high rice polishing ratios over time, with the water content absorbed to suppress moisture in the steamed sake rice. Rice malt is prepared using special young rice malt while the highly-rated No. 9 yeast is used to prepare yeast for Ginjo, then fermented at low temperatures over a long period of time.

For general sake, the highest temperature for fermenting mash is generally around 59 degrees F, with fermentation suppressed to around 20 days, approximately. However, for Ginjo, the fermenting mash is fermented below 50 degrees F for over 30 days approximately, at low-temperatures theoretically close to the limit for fermentation. Also, the lower the temperature is for fermentation, the more days it takes for fermentation, adding additional work and costs. However, this effort is what generates the fresh, fruity, elegant Ginjo sake aroma. ■

中，它作為一種高檔酒備受矚目。根據日本國稅廳的《清酒的製造方法及品質標註標準》，吟釀酒是使用精米度60%以下的高精白米釀造的“吟釀造”日本酒，並且要求其“具有良好的特有香味和色澤”。如果只是簡單地稱為吟釀酒，指的就是這個標準，但是如果精米度提高到50%以下，並且“具有特別良好的特有香味和色澤”，則可以標為“大吟釀酒”。此外，吟釀酒分為本釀造型和純米型兩種。本釀造型的吟釀酒，在壓榨前會加入少量的釀造酒精（添加量有限制，和本釀造酒的標準相同）。這樣，吟釀酒的種類就有四種：本釀造型的“吟釀酒”和“大吟釀酒”，純米型的“純米吟釀酒”和“純米大吟釀酒”。

吟釀酒與其他日本酒有著明顯不同的風味，帶有類似於蘋果或香蕉等水果的獨特芳香，這種香氣被稱為“吟釀香”或“吟香”。這股香氣被認為是吟釀酒的靈魂。然而，並非所有的吟釀酒都有明顯的吟釀香氣，有些酒可能只有輕微的香氣，甚至幾乎感覺不到。為了產生出這種香氣，採用了一種稱為「吟釀造」特殊的釀造方法。在製作吟釀酒時，首先使用特定種植的大粒酒造好適米（例如“山田錦”），花時間進行高度精米，以減少蒸米吸收水分。酒曲菌採用名為“突破精型”的特殊的年輕酒曲，酒母則選擇被廣泛認可的高評價清酒酵母（例如“協會9號酵母”），在低溫下慢慢發酵。通常情況下普通酒的發酵溫度最高約為攝氏15度，發酵過程持續約20天，而吟釀酒的發酵溫度保持在攝氏10度以下，持續大約30天。這種低溫發酵過程在理論上接近極限。且溫度越低，發酵所需的時間就越長，因此在成本和勞力上都會增加。這種方式就能夠產生新鮮、果味豐富且優雅的吟釀香。

吟釀酒的本來含義是“精心品味並釀造的酒”，通常被解釋為使用最優質的酒米，經過精細磨制，由杜氏精心釀造的藝術品。以前，吟釀酒主要是為了品評會而釀製的，幾乎不流入市場，但在過去20年左右在日本酒熱潮

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by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store "Ji Sakeya" Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

Japanese sake from Shimane prefecture 島根の日本酒

Many sake tasting events are held throughout Japan during the fall season. Sake breweries hustle to attend numerous sake tasting events to promote their sake as their last major job before starting their brewing season. I attended the jizake (local sake) fair organized by the Shimane Sake Brewers Association, held at the Tokyo Kotsu Kaikan (Tokyo Traffic Hall). Although there are many theories, Shimane prefecture is said to be where sake production originated, also home to the "Saka Shrine," where the deity of sake is enshrined. The shrine still holds a sake brewing license to brew up to 48 gallons of sake per year. The chief priest acts as the Master Sake Brewer to brew cloudy sake as an offering to the deity. The sake is also served to worshippers at the Saka Shrine Autumn Festival on October 13.

However, Shimane prefecture is not widely recognized as a sake producing region. Most people would likely name Niigata prefecture or Hyogo prefecture as renowned sake producing regions that first comes to mind. The local jizake fair is organized to celebrate Shimane prefecture as the birthplace of sake production. However, fewer breweries participated compared to the previous year, attended by fewer guests as well.

This is because the coronavirus pandemic ended and big sake tasting events are organized in various regions, thus sake breweries and consumers are widely scattered. In addition, the fall season is still hot. I visited all the sake breweries and sampled their sake. There was a time when fruity sake seemed to be popular, but recently, it seems that peculiar flavors of dry sake that are characteristic of Shimane prefecture are becoming more popular.

This may be because more sake breweries are using sake rice locally grown in Shimane prefecture for local consumption. Sake breweries seem to face the challenge of deciding how to generate sake flavors using locally grown rice to attract male and female consumers of all ages. Next week, I plan to attend another sake tasting event



organized by Ichinomiya Sake Brewing Co., Ltd. (Oda city, Shimane prefecture) at a local sake specialty shop in the Hatsudai area. Chief Brewer Rika Asano will describe one sake at a time as she pours the sake for guests, an intimate tasting experience not offered at big sake tasting events.

Operated by a husband and wife team of young and talented brewers, Ichinomiya Sake Brewing Co., Ltd. has garnered numerous Gold Prizes at The National New Sake Tasting Competition. Their main sake brand is "Iwami Ginzan," an original and innovative sake introduced by this young couple. On this day, 10 different sake selections both familiar and new were served. The chief brewer avoided the use of industry jargon and carefully explained each sake product in simple terms that was easily understood by novices and connoisseurs alike. Guests seemed satisfied as they savored each sake, and many purchased quite a few sake bottles to take home. Sake, long produced in Shimane prefecture, is expected to overcome challenges as the flavors continue to evolve.■



每到秋季，許多地方都會舉辦日本酒的相關活動。酒藏也將此作為釀造前的最後一項大工作，他們連日地參加各類PR活動，積極進行酒的宣傳。在這種環境下，我參加了在東京交通會館舉行的由島根縣酒造協會主辦的島根地酒博覽會。說到島根有許多傳說，常被認為是日本酒釀造的發源地，且在酒造起源地有一座著名的「佐香神社」，這裡供奉著酒造的神明。至今，這座神社仍然擁有一個每年可以釀造一石酒的酒造許可證，由神社的宮司擔任杜氏，釀造濃濁酒獻給神明，並在10月13日的秋季大祭期間供奉給前來參拜的人們。雖然島根的日本酒歷史悠久，但在全國範圍內並不是特別有名。人們可能更容易想到新潟或兵庫等地的酒。作為自豪的日本酒發源地，島根地酒博覽會也在舉行。然而，與去年相比，參展的酒藏數量有所減少，來訪者也呈現下降趨勢。這可能與新冠疫情的結束後，各地的日本酒大型活動逐漸恢復、引起酒藏和飲酒者的分流，以及秋季天氣依然炎熱等季節性因素有關。在這樣的環境下，我遍歷了酒藏，品嚐了各種酒。曾經一度，

華麗型的酒的品種有所增加，但最近我感覺島根特有的、略帶個性的辛口酒又逐漸回歸了。這主要是因為使用島本地酒米的酒藏的增多。酒藏面臨的課題是如何利用本地酒米創造出變化，使男女老少都能享受酒的獨特魅力。接下來的一周，我參加了在初台的地酒專賣店舉行的大田市一宮酒造的試飲銷售會。杜氏淺野理可親自為每一瓶酒做了詳細的講解，這樣的活動與大型日本酒展會相比，能夠更親近地感受到酒藏的氛圍。一宮酒造是一家由夫妻二人共同經營的充滿活力的酒藏，曾經多次在全國新酒鑒評會上獲得金獎。雖然酒藏年輕，卻是一家實力派的酒藏。其主打品牌是「石見銀山」，最近年輕夫妻構思還推出了新的挑戰酒。在這次活動中，他們準備了新舊共計十幾種酒款。他們沒有使用過多的杜氏的專業術語，既能為瞭解酒的顧客做出詳細說明，又能讓不太懂的人也能輕鬆理解。參與者品酒後都感到非常滿意，許多人在離開時購買了不少酒。島根的酒歷史雖然悠久，但仍然有很大的發展空間，未來的挑戰和進步依然值得期待。

SAKE SOMMELIER CLUB

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NPO法人

米国酒焼酎蒸留酒研究所

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

Sake Shochu Spirits Institute of America -Cautionary Notes for Tasting Sake- 品鑑時の注意事項

To taste sake, first visually inspect the color tone and appearance of the sake.

*Color tone

Apart from nigori (cloudy) sake, one might imagine sake to be colorless and transparent. Primarily, freshly squeezed sake has a slight yellow or green tint. Although "clear appearance like water" was long considered a condition of quality sake, color is now gaining acceptance as a property that adds uniqueness to sake.

*Opacity

Refers to the clarity or luster of sake. Generally green and clear sake is fresh, light, and delicate in flavor, while golden-hued sake is aged and said to be savory in flavor.

*Carbonation

For sparkling sake, confirm the fizz. Observe the size of bubbles, the carbonation level (amount of bubbles), and persistence (how long the fizz lasts).■

在 開始品酒時，首先要做的是用眼睛查看酒的外觀，例如顏色等。

• 酒の色

除了濃濁酒，日本酒的印象可能是無色透明的。實際上剛被壓榨出來的日本酒會呈現微黃色或微綠色的色調。長期以來，人們認為“如水一般清澈的外觀會更好”，但近年來，酒的顏色也開始被視為日本酒特性的一部分。

• 透明度

要檢查日本酒的澄明度（透明度）和光澤度（即酒的清冽感）。一般來說，青色清澈的酒是年輕且口感清淡的，而呈黃金色的酒則意味著進入熟成，味道則更加濃郁。另外，「澄明度」指的是自然的透明感，而「透明度」則指的是通過過濾等方式精製後酒的透明感。

• 泡沫

要確認有氣泡的日本酒，需要檢查氣泡的大小、數量和持久性。

일식 레스토랑 뉴스

January 2025 www.alljapannews.com

祝! 2013년 “일식” 유네스코 무형문화유산등록

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Communicate the appeal of sake to customers

일본술의 매력을 고객에게 알리기 P37

California Sake Challenge 207 : Super Frozen Sake: Part 2

주호대륙 : 일본주의 슈퍼 프로즌 2편 P38

What type of sake is Ginjo?

음양주란 P39

Japanese sake from Shimane prefecture

도쿄지주산책 / 시마네의 일본주 P40

Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

미국 사케 소주 증류주 연구소 테이스팅 주의점 P41

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David Kudo

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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 electroni-
cally) in North America, Japan, and
Southeast Asia.



Communicate the appeal of sake to customers

Happy New Year! We look forward to working with you again this year.

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

Consider who the message is directed to

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

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

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

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

일본술의 매력을 고객에게 알리기

새해 복 많이 받으시기 바랍니다. 올해도 잘 부탁드립니다.

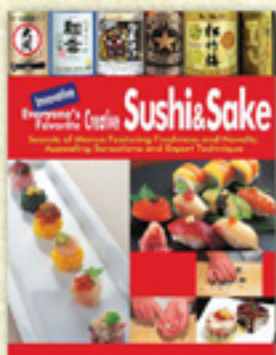
아무리 좋은 상품이 있어도 이를 알리지 않으면 고객은 절대 시도해 보려 하지 않는다. 어떤 타이밍에 일본술의 매력을 고객에게 알리고 판매로 연결할 수 있을지 고찰해 보고자 한다.

알리는 사람은 누구인가? 셰프, 종업원, 바텐더에 걸맞은 적절한 트레이닝을 하고 있는가? 이 술은 맛있는지 아니면

시음해 보아야 할지 확실하게 공부할 것. 단독으로 마셔보는 것만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

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

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



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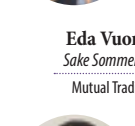
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California
SAKE
CHALLENGE

by Kosuke Kuji 207



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 2
일본주의 슈퍼 프로즌 2편

“Super Frozen” technology is an innovative technology used to preserve the fresh flavor of Japanese sake. Over 30 sake breweries currently use this technology. In fact, I was the first to use this technology.

In this report, I would like to share how I was inspired to freeze sake instantly.

As I traveled the world, I realized that sake is often enjoyed in the same setting as white wine.

Sake pairs wonderfully with fish and shellfish, thus more French

sommeliers are deliberately choosing sake over white wine to pair with foods. The sommeliers themselves seem to recognize the many possibilities that sake offers and are actively incorporating sake into their own wine lists.

In Japanese cuisine, sake of course pairs well not only with sushi and sashimi, but also with seafood.

Where sake is superior to white wine is “freshness” in my opinion.

Only a few white wines are new and very fresh in flavor, while the quality of red wine, including

Beaujolais Nouveau. In that sense, ‘fresh’ seafood pairs wonderfully with ‘fresh’ sake, thus highly competitive, in my opinion.

Compared to unpasteurized sake however, freshness drops for sake that is “pasteurized” to kill the remaining yeast and bacteria. However, pasteurized sake can be refrigerated longer.

I’ve thought about how to distribute ultra-fresh unpasteurized sake worldwide for a long time.■

일본주의 신기술「슈퍼 프로즌」. 현재 30곳이 넘는 술공장이 임하고 있습니다. 그 슈퍼 프로즌 말인데, 제가 바로 제1호로 취급한 것입니다.

일본주를 순간냉동한다, 이 생각에 이르게 된 경위 등에 대해 말하고 싶습니다. 원래 세계를 돌아다니던 중, 일본주는 백포도주와 같은 상태로 마시게 되는 경우가 많다는 것을 알게 되었습니다. 생선이나 조개류와 잘 어울리고, 백포도주 보다는 일본주를 매칭하려고 하는 프랑스

소믈리에도 늘어나고 있고, 소믈리에 자신이 새로운 가능성의 술로서, 자신의 와인리스트에 일본주를 넣고 있는 것입니다.

또한 일식의 세계에서는 스시나 사시미는 물론, 어패류와 일본주의 궁합은 훌륭합니다.

그러한 일본주가 백포도주와 비교하여 우위인 부분은 「신선함」이라고 생각합니다. 백포도주에 아주 신선하고 새로운 점은 적고, 적포도주는 보졸레도 있지만, 좀처럼

일반적이지 않습니다. 그렇다면, 「

신선한」어패류와 「신선한」일본주는 멋진 어울림이고,

이것으로 경쟁해 나가야 한다고 생각했습니다.

하지만, 일본주는 「화입」이라는 살균작업이 있어, 이 작업을 거친 술은 거치지 않은 「생주」에 비해 신선함이 떨어집니다. 반면, 냉장에서 장기저장으로 우위를 점합니다.

궁극의 후례쉬한 생주를 세계에 당연히 유통할 수 없는가, 이것을 계속 생각하고 있었습니다.

日本酒 百味百題

What type of sake is Ginjo? 음양주란

The fundamental meaning of Ginjo is “sake brewed under close examination and scrutiny,” generally understood to be sake raised to the level of art from thorough brewing by the brewing master who

further refines the highest quality of sake rice. Previously, since sake was produced for submission to sake competitions, these sake were not sold in the market. However, Ginjo is garnering attention as high-end sake due to the Japanese sake boom during the past twenty years.

“Standards for Manufacturing Methods and Quality Indication for Sake” by the National Tax Agency defines Ginjo as sake produced according to the Ginjo production method utilizing sake rice polished below the rice polishing ratio of 60 percent, regulated as sake with a “characteristic aroma and good luster and color.” This is the definition for Ginjo sake, however, “Daiginjo” is defined as sake with the rice polishing ratio of below 50 percent, with a “characteristic aroma and especially good luster and color.”

Also, Ginjo consists of the Honjozo type and Junmai type, with the Honjozo type prepared by adding a small amount of distilled alcohol prior to the filtration process (the limit to the amount of additives is the same amount regulated for the Honjozo type). Therefore, Ginjo actually consists of four different types – the Honjozo type consisting of “Ginjo” and “Daiginjo,” and the Junmai type consisting of the “Junmai Ginjo” and “Junmai Daiginjo.”

Ginjo is different from other Japanese sake due to the unique aroma consisting of apples, bananas, and other fruity aromas. This aroma is referred to as the “Ginjo aroma,” and this aroma is the life of Ginjo.

However, not all Ginjo necessarily have this aroma notably, some with a faint Ginjo aroma while hardly

detectable in other Ginjo. The sake production method that generates this unique aroma is called the “Ginjo method.” First, sake rice suitable for brewing sake (such as “Yamanishiki” rice) is used and carefully polished to high rice polishing ratios over time, with the water content absorbed to suppress moisture in the steamed sake rice. Rice malt is prepared using special young rice malt while the highly-rated No. 9 yeast is used to prepare yeast for Ginjo, then fermented at low temperatures over a long period of time.

For general sake, the highest temperature for fermenting mash is generally around 59 degrees F, with fermentation suppressed to around 20 days, approximately. However, for Ginjo, the fermenting mash is fermented below 50 degrees F for over 30 days approximately, at low-temperatures theoretically close to the limit for fermentation. Also, the lower the temperature is for fermentation, the more days it takes for fermentation, adding additional work and costs. However, this effort is what generates the fresh, fruity, elegant Ginjo sake aroma. ■

음양의 원래 의미는 「음미해서 양조하는 술」을 일컫는 것으로, 일반적으로는 최고의 쌀을 다듬어 기술자가 정성을 다해 만든 예술품이라 할 수 있는 술, 이라고 해석된다. 이전에는 품평회용으로 만들어진 술이어서 시장에 나오는 일은 거의 없었지만, 최근 20년 사이의 일본주봉으로 고급주로서 각광을 받고 있다. 국제청의 「청주의 제조법품질표시기준」에서는, 음양주란 정미배합60% 이하의 고정백

미를 사용한 「음양만들기」의 일본주로, 「고유의 향미,

색채가 양호한 것」으로 규정되어 있다. 단지 음양주라고 하면 이 규격이지만, 정미배합을 50%이하까지 높여서, 「고유의 향미, 색이 특이 양호한 것」의 경우는 「대음양주」로 표시할 수 있다. 또한, 음양주에는 본양조타입과 순미타입이 있고, 본양조타입의 것은 짜내기 공정 전요소량의 양조 알코올이 첨가된다. (첨가량의 한도에 대해서는 본양조주의 규격과 동일함).

따라서 음양주에는 본양조타입의 「음양주」와 「대음양주」, 순미타입의 「순미음양주」와 「순미대음양주」의 4종류가 있게 된다.

음양주는 다른 일본주와는 상당히 풍미가 다른 술로서, 사과나 바나나 등의 과일과 비슷한 독특한향이 있다. 이 향은 「음양향」 또는 「음향」이라고 불리는데, 이 향이야말로 음양주의 생명이라 할 수 있다. 단, 모든 음양주에 이 향이 명료하게 있는 것은 아니고, 희미하게 있거나 거의 느껴지지 않는 것도 있다. 이 향을 내기 위한 특별한 제조법을 「음양만들기」라고 한다. 우선, 쌀은 특별히 재배된 굵은쌀인 주조호적미 (예를들면 「야마다니시끼」 등)를 사용, 시간을 들여 고도로 도정하고, 한정흡수로 증미수분을 억제한다. 누룩은 「찌르기파정형」의 특수한 신선한누룩을 사용, 주모도 음양주용으로 평가 좋은 청주호모 (예를들면 「코카이9호」 호모동)을 골라, 저온에서 천천히 발효시킨다. 일반적으로 보통주의 경우, 모로미 발효중의 최고온도는 섭씨15도 정도로 20일간 전후로 발효를 마치지만, 음양주는 10도이하로 30일간 전후에 걸쳐발효시킨다. 이 저온발효는 발효이론상으로 보자면, 한계에 가까운 온도라고 한다. 또한 저온에 둘수록 발효 일수가 오래걸리고, 수고, 비용도 불필요하게 들지만, 이렇게 함으로써, 신선한 과일향, 그리고 우아한 음양향이 생기는 것이다.

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

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
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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.

Japanese sake from Shimane prefecture

시마네의 일본주

Many sake tasting events are held throughout Japan during the fall season. Sake breweries hustle to attend numerous sake tasting events to promote their sake as their last major job before starting their brewing season. I attended the jizake (local sake) fair organized by the Shimane Sake Brewers Association, held at the Tokyo Kotsu Kaikan (Tokyo Traffic Hall). Although there are many theories, Shimane prefecture is said to be where sake production originated, also home to the "Saka Shrine," where the deity of sake is enshrined. The shrine still holds a sake brewing license to brew up to 48 gallons of sake per year. The chief priest acts as the Master Sake Brewer to brew cloudy sake as an offering to the deity. The sake is also served to worshippers at the Saka Shrine Autumn Festival on October 13.

However, Shimane prefecture is not widely recognized as a sake producing region. Most people would likely name Niigata prefecture or Hyogo prefecture as renowned sake producing regions that first comes to mind. The local jizake fair is organized to celebrate Shimane prefecture as the birthplace of sake production. However, fewer breweries participated compared to the previous year, attended by fewer guests as well.

This is because the coronavirus pandemic ended and big sake tasting events are organized in various regions, thus sake breweries and consumers are widely scattered. In addition, the fall season is still hot. I visited all the sake breweries and sampled their sake. There was a time when fruity sake seemed to be popular, but recently, it seems that peculiar flavors of dry sake that are characteristic of Shimane prefecture are becoming more popular.

This may be because more sake breweries are using sake rice locally grown in Shimane prefecture for local consumption. Sake breweries seem to face the challenge of deciding how to generate sake flavors using locally grown rice to attract male and female consumers of all ages. Next week, I plan to attend another sake tasting event



organized by Ichinomiya Sake Brewing Co., Ltd. (Oda city, Shimane prefecture) at a local sake specialty shop in the Hatsudai area. Chief Brewer Rika Asano will describe one sake at a time as she pours the sake for guests, an intimate tasting experience not offered at big sake tasting events.

Operated by a husband and wife team of young and talented brewers, Ichinomiya Sake Brewing Co., Ltd. has garnered numerous Gold Prizes at The National New Sake Tasting Competition. Their main sake brand is "Iwami Ginzan," an original and innovative sake introduced by this young couple. On this day, 10 different sake selections both familiar and new were served. The chief brewer avoided the use of industry jargon and carefully explained each sake product in simple terms that was easily understood by novices and connoisseurs alike. Guests seemed satisfied as they savored each sake, and many purchased quite a few sake bottles to take home. Sake, long produced in Shimane prefecture, is expected to overcome challenges as the flavors continue to evolve.■



가을이 되면, 각지에서 일본주 이벤트가 많이 개최된다. 술창고도 술짓기 전의 마지막 큰 행사로, 연일 이벤트에 참가하여 술의 PR로 분주하다. 그러던 중, 도쿄의 교통회관에 서개최된 시마네현 주조조합 주최의 시마네의 지주페어에 참가하고 왔다. 시마네라고 하면여러가지 설이 있지만 술짓기 발상의 장소로 불리기도 하는 지역으로, 이 발상지에서술짓기 신상을 모시는 「사향신사」가 유명하다. 지금도, 신사 자체는 1년에 1석만 술을 빚을수 있는 주조면허를 받고 있고, 미야지가 두씨를 맡아, 니고리주를 제조하여, 신상에봉납하고, 10월 13일의 추계대제에서 참배자에게 행세한다고 한다. 그런 시마네현의일본주이지만 전국적으로 지명도가 있는가라고 하면, 술고장으로 결코 인지도가 높은 것은아니다. 어디냐고 하면 니이가타 혹은 효고등을 떠올리는 사람이 많을 것이다. 일본주 발상지의 프라이드로 개최되는 시마네의 지주페어인데, 전년에 비해 참가주장도줄어들고, 방문자도 감소하는 경향이있다. 이것은 코로나 재해가 끝나고, 각지에서 대규모일본주 이벤트가 개최되어, 술창고도 마시는 사람도 분산되어 버림과 동시에 가을이 아직드문 계절적인 요인도 있는 듯하다. 그러는 중, 준비한 술창고를 돌면서 술을

시음하면서, 한때 화려한 계열의 술이 늘어난 느낌이 있었지만, 최근엔 시마네다운 약간 개성이 있는카라쿠치슈가 또 늘어났구나하고 느꼈다. 이것은 지산지소로 시마네의 쌀을 사용하는술창고가 늘어난 것이 원인일 것이다. 지역의 쌀로 얼마나 변화를 만들어내어 남여노소가즐길 수 있는가 하는 것이 술창고의 과제인 듯하다. 다음주는 하츠다이의 지역주 전문점에서오오다시의 이치노미야주조의 시음판매회. 술장인인 아사노리카씨가 한 병씩 설명을하면서, 술을 따라주는, 대규모 일본주 이벤트에서는 맛 볼 수 없는 친근한 주장 분위기를 느끼는 이벤트이다. 부부2인삼각의 이치노미야 주조는 원기 넘치는 곳으로 전국신주감평회에서 몇번이나 금상을 수상하고 있다. 젊은 팀이면서 실력파 주장이다. 메인종목은 「이와미긴잔」인데, 최근에는 젊은 부부가 생각했던 챌린지 술이 나오고 있다. 이날도 친구 10여 종류의 술을 준비했다. 술장인 이면서 그다지 깊은 전문적 키워드를사용하지 않고, 잘 아는 사람에게도, 잘 모르는 사람에게도 이해하기 쉬운 설명으로, 방문객들은 만족하며 술을 즐기고, 돌아갈 때에는 많은 술을 구입하고 있었다. 역사가 깊은시마네의 술이지만 아직 챌린지와 진화를 기대할 수 있을 것 같다.

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

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

To taste sake, first visually inspect the color tone and appearance of the sake.

*Color tone

Apart from nigori (cloudy) sake, one might imagine sake to be colorless and transparent. Primarily, freshly squeezed sake has a slight yellow or green tint. Although "clear appearance like water" was long considered a condition of quality sake, color is now gaining acceptance as a property that adds uniqueness to sake.

*Opacity

Refers to the clarity or luster of sake. Generally green and clear sake is fresh, light, and delicate in flavor, while golden-hued sake is aged and said to be savory in flavor.

*Carbonation

For sparkling sake, confirm the fizz. Observe the size of bubbles, the carbonation level (amount of bubbles), and persistence (how long the fizz lasts).■

테이스팅에서 가장 먼저 하는 것은 눈으로 색깔 등의 외관을 체크하는 것이다.

*색감

니고리는 다르겠지만, 일본주라고 하면 무색투명한 이미지가 있을 지도 모른다. 원래 갓 짜낸 일본주는 희미하게 황색이나 녹색이 도는 색을 띄고 있다. 오랜 동안, 「물처럼 깨끗한 외관이 좋다」고 여겨져 왔지만, 요즘에는 색감도 일본주의 개성으로 여겨지게 되었다.

*투명도

일본주의 징명도(투명도)나, 광택=깨끗함(사에) 등을 확인한다. 일반적으로 푸르고 깨끗한 술은 젊고 달려한 술, 황금색은 숙성이 진행되어 감칠맛이 난다고 한다. 또한, 「징명도」는 자연스러운 투명감을, 「투명도」는 여과 등에 의해서 정제된 투명감을 가리킨다.

*거품

발포성의 일본주에서는 기포도 확인한다. 입자의 크기나 양·지속성을 체크한다.

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Sake tradicional

Sake Super Congelado : Parte 2 P43

¿Qué tipo de sake es Ginjo?..... P44

Paseando por Tokyo Jizake

Sake japonés de la prefectura de Shimane .. P45

Instituto de la Espiritu Sake Shochu de América

Notas de precaución para degustar sake.... P46

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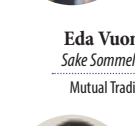
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SAKE
CHALLENGE

by Kosuke Kuji 207

**Kosuke Kuji**

Fifth Generation Brewery Owner
Nanbu Bijin, Inc.

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

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Sake Super Congelado : Parte 2

La tecnología "Super Congelada" es una tecnología innovadora que se utiliza para conservar el sabor fresco del sake japonés. Actualmente, más de 30 destilerías de sake utilizan esta tecnología. De hecho, yo fui el primero en utilizarla.

En este informe, me gustaría compartir cómo me inspiré para congelar el sake al instante. Mientras viajaba por el mundo, me di cuenta de que el sake se suele disfrutar en el mismo entorno que el vino blanco.

El sake combina maravillosamente con pescados y mariscos, por lo que cada vez más expertos en vinos franceses lo eligen deliberadamente en lugar del vino blanco para acompañar las comidas. Los propios expertos en vinos parecen reconocer las muchas posibilidades que ofrece el sake y lo incorporan activamente en sus propias cartas de vinos.

En la cocina japonesa el sake combina a

la perfección no solo con sushi y sashimi, sino también con mariscos.

En mi opinión, el sake es superior al vino blanco en la "frescura".

Solo unos pocos vinos blancos son nuevos y muy frescos en sabor, mientras que la calidad del vino tinto, incluido el Beaujolais Nouveau, es muy alta. En ese sentido, los mariscos "frescos" combinan maravillosamente con el sake "fresco", por lo que, en mi opinión, son muy competitivos.

Sin embargo, en comparación con el sake no pasteurizado, la frescura disminuye en el sake "pasteurizado" para matar las levaduras y bacterias restantes. Aunque el sake pasteurizado se puede refrigerar durante más tiempo.

Hace tiempo que medito la forma de cómo distribuir sake ultra fresco sin pasteurizar en todo el mundo.



¿Qué tipo de sake es Ginjo?

El significado fundamental de Ginjo es “sake elaborado bajo un minucioso examen y escrutinio”, generalmente entendido como sake elevado al nivel de arte a partir de una elaboración minuciosa por parte del maestro destilero que refina aún más el arroz para sake de la más alta calidad. Anteriormente, dado que el sake se producía para presentarlo en concursos, este no se vendía en el mercado. Sin embargo, el Ginjo está ganando atención como sake de alta gama debido al auge del sake japonés durante los últimos veinte años.

Las “Normas para los métodos de fabricación y la indicación de calidad del sake” de la Agencia Tributaria Nacional, definen el Ginjo como el sake elaborado según el método de producción Ginjo, utilizando arroz para sake pulido por debajo de la proporción del arroz del 60 por ciento, regulado como sake con un “aroma característico, buen brillo y color”. Esta es la definición del sake Ginjo, sin embargo, “Daiginjo” se define como sake con una proporción de pulido del arroz inferior al 50 por ciento, con un

“aroma característico y especialmente buen brillo y color”.

Además, el Ginjo se compone del tipo Honjozo y el tipo Junmai. El tipo Honjozo se prepara añadiendo una pequeña cantidad de alcohol destilado antes del proceso de filtración (el límite de la cantidad de aditivos es la misma cantidad regulada para el tipo Honjozo). Por lo tanto, el Ginjo en realidad consta de cuatro tipos diferentes: el tipo Honjozo, que consta de “Ginjo” y “Daiginjo”, y el tipo Junmai, que consta de “Junmai Ginjo” y “Junmai Daiginjo”.

El Ginjo se diferencia de otros sakes japoneses debido a su aroma único, que consta de manzanas, plátanos y otros aromas frutales. Se conoce como el “aroma Ginjo”, y es la vida del Ginjo.

Sin embargo, no todos los Ginjo tienen necesariamente este aroma notable, algunos tienen un ligero aroma a Ginjo mientras que en otros Ginjo es difícil detectarlo. El método de producción de sake que genera este aroma único se llama “método Ginjo”. En primer lugar, se utiliza arroz adecuado para su elaboración (como el arroz “Yamanishiki”) y se pule

cuidadosamente hasta alcanzar altas proporciones con el tiempo, y el contenido de agua se absorbe para suprimir la humedad en el arroz para sake cocido al vapor.

La malta de arroz se prepara utilizando malta de arroz joven especial, mientras que la levadura No. 9, de alta calificación, se utiliza para preparar la levadura para Ginjo, y luego se fermenta a bajas temperaturas durante un largo período de tiempo.

Para el sake en general, la temperatura más alta para la fermentación del puré es generalmente alrededor de 59 grados F, y la fermentación se suprime a unos 20 días, aproximadamente. Sin embargo, para el Ginjo, el puré se fermenta por debajo de los 50 grados F durante más de 30 días aproximadamente, a temperaturas bajas teóricamente cercanas al límite de fermentación. Además, cuanto más baja sea la temperatura, más días se necesitan para la fermentación, lo que agrega trabajo y costos adicionales. Sin embargo, este esfuerzo es lo que genera el aroma fresco, afrutado y elegante del sake Ginjo.

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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.

Sake japonés de la prefectura de Shimane

Durante la temporada de otoño, se celebran numerosos eventos de cata de sake en todo Japón. Las destilerías de sake se apresuran a asistir a numerosos eventos de cata, para promocionarlo como su último trabajo importante antes de comenzar la temporada de elaboración. Asistí a la feria de jizake (sake local) organizada por la Asociación de Destiladores de Sake de Shimane, que se celebró en el Tokyo Kotsu Kaikan (salón de reuniones sobre el tráfico de Tokio). Aunque hay muchas teorías, se dice que la prefectura de Shimane es el lugar donde se originó la producción de sake, y también alberga el "Santuario Saka", donde se consagra a la deidad del sake.

El santuario todavía tiene una licencia para elaborar hasta 48 galones de sake por año. El sacerdote principal actúa como maestro destilero para elaborar un sake turbio como ofrenda a la deidad. El sake también se sirve a los fieles en el Festival de Otoño del Santuario Saka el 13 de octubre.

Sin embargo, la prefectura de Shimane no es ampliamente reconocida como una región productora de sake. La mayoría de la gente probablemente nombraría a la prefectura de Niigata o a la prefectura de Hyogo como las regiones productoras de sake reconocidas. La feria local de jizake se organiza para celebrar a la prefectura de Shimane como la cuna de la producción de sake. Sin embargo, participaron menos destilerías en comparación con el año

anterior, y también asistieron menos invitados.

Esto se debe a que la pandemia de coronavirus terminó y ahora se organizan grandes eventos de degustación de sake en varias regiones, por lo que las destilerías de sake y los consumidores están muy dispersos. Además, la temporada de otoño sigue siendo calurosa. Visité todas las destilerías de sake y los probé. Hubo un tiempo en que el sake afrutado parecía ser popular, pero recientemente, parece que los sabores peculiares del sake seco que son característicos de la prefectura de Shimane se están volviendo mucho más populares.

Esto puede deberse a que más destilerías de sake están utilizando arroz cultivado localmente en la prefectura de Shimane para el consumo local. Las fábricas de sake parecen

enfrentarse al reto de decidir cómo generar sabores utilizando arroz cultivado localmente para atraer a consumidores masculinos y femeninos de todas las edades. La semana que viene, tengo previsto asistir a otro evento de cata de sake organizado por Ichinomiya Sake Brewing Co., Ltd. (ciudad de Oda, prefectura de Shimane) en una tienda local especializada en el área de Hatsudai. La destilería principal, Rika Asano, describirá un sake a la vez mientras sirve a los invitados, una experiencia de cata íntima que no se ofrece en los grandes eventos de cata de sake.

Dirigida por un equipo formado por una pareja de esposos jóvenes y talentosos destileros, Ichinomiya Sake Brewing Co., Ltd. ha obtenido numerosos premios de oro en la Competencia Nacional

de Cata de Sake Nuevo. Su principal marca de sake es "Iwami Ginzan", un sake original e innovador presentado por esta joven pareja. Ese día, se sirvieron 10 selecciones diferentes de sake conocidas como nuevas. El maestro destilero evitó el uso de la jerga de la industria y explicó cuidadosamente cada producto de sake en términos simples que eran fáciles de comprender, tanto para principiantes como para conocedores. Los invitados parecían satisfechos mientras saboreaban cada sake, y muchos compraron unas cuantas botellas para llevar a casa. Se espera que el sake, producido desde hace mucho tiempo en la prefectura de Shimane, supere los desafíos a medida que los sabores continúan evolucionando.



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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.



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
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Owner "True Sake"



Honorary Sake Sommelier



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Instituto de la Espiritu Sake Shochu de América -Notas de precaución para degustar sake

Para degustar sake, primero inspeccione visualmente el tono de color y la apariencia del sake.

*Tono de color

Aparte del sake nigori (turbio), uno podría imaginar que el sake es incoloro y transparente. Básicamente, el sake recién exprimido tiene un ligero tinte amarillo o verde. Aunque durante mucho tiempo se consideró que "el aspecto transparente como el agua" era una condición de la calidad del sake, ahora el color está ganando aceptación como una propiedad que le agrega singularidad al sake.

*Transparencia

Se refiere a la claridad o brillo del sake. Generalmente, el sake verde y transparente es fresco, ligero y de sabor delicado, mientras que el sake de tono dorado es añejo y se dice que tiene un sabor sabroso.

*Espuma

En el caso del sake espumoso, confirme la efervescencia. Observe el tamaño de las burbujas, el nivel de espuma (cantidad de burbujas) y la persistencia (cuánto dura la efervescencia).

**ONLINE
SAKE Class**

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