

Japanese RESTAURANT news

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2024 “Traditional knowledge and skills of sake-making 伝統的酒造り”



Japanese Food Manufacture
Association (“Hichimikai”)
General Meeting and Reception
七味会 総会と懇親会を開催

“Oshogatsu in Little Tokyo”
heralds the beginning
of the New Year
新年の幕開けを告げる
「お正月イン・リトル東京」開催



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Ajitsuke Inari
20/33.5oz (40pc)
#6118

Frozen Miyako
Snow Crab
Combo Meat
6/5LB
Indonesia, Wild
#73557



Matsuri Rice,
Koshihikari
40LB (18.14kg)
#20422



Frozen Atlantic
Salmon
without Skin
22LB (3/4).
Chile, Trim:E
#70777



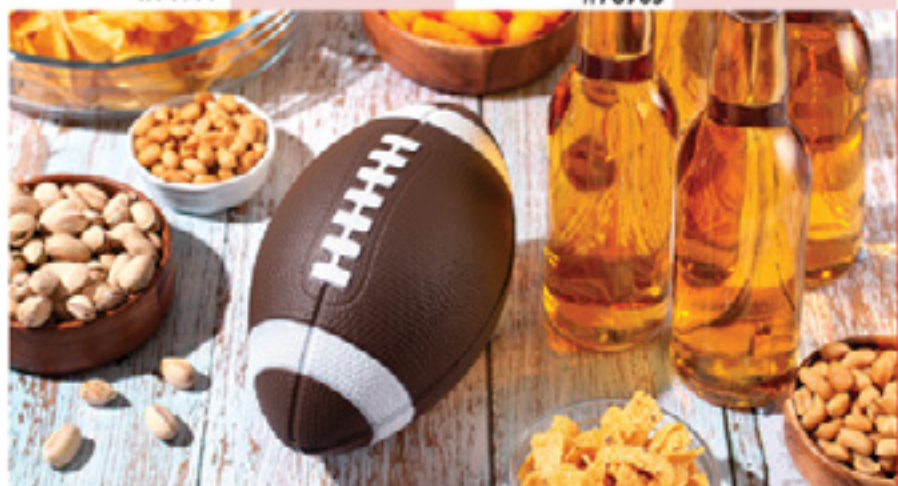
Frozen Ikura
Salmon Roe
Shoyu Zuke
20/1.1LB, Japan
#78965



TAKO OCTOPUS KARAAGE



Frozen
Tako Karaage
8/2.2LB
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Miyako
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24/14.1oz
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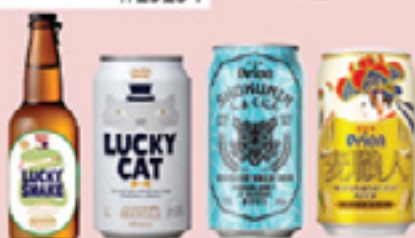
HOT-SPICY GARLIC EDAMAME



Yamajirushi
Yuzu Miso
Sauce
12/32floz
#23254



Somi Spicy
Garlic Sauce
12/20.4oz
#23002



from
left
Lucky Snake Pale Ale
12/11.15oz (330ml) #65186
Lucky Cat White Ale
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Orion Mugi Shokunin
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Fall in Love with this Valentine's Day



from top left: Kikuizumi Hitosuji Sparkling Sake, Saitama Prefecture / Izumibashi Akitonbo Rakufumai, Kanagawa Prefecture / Oze x Rosé Junmai Daiginjo, Gunma Prefecture / Mutsu Hassen Pink Label Ginjo, Aomori Prefecture / Jinyu 100 Poems by 100, Chiba Prefecture / Niwa no Uguisu "Dobureku" Pink, Fukuoka Prefecture

from bottom left: Chateau Mercien Momoro Rosé, Yamanashi & Nagano Prefecture / Kaido Iwai no Aka Shochu, Kagoshima Prefecture / Kametsuru Gold Daiginjo, Hiroshima Prefecture / Amabuki Sakura Fubuki Junmai, Saga Prefecture / Amabuki Gin no Kurenai Junmai, Saga Prefecture / Born Yume Wa Masayume Junmai Daiginjo, Fukui Prefecture / Koishiso Shiso Shochu, Kumamoto Prefecture



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Managing Editor David Kudo
Editor-in-Chief Hiroshi Kawabata
Designer Ritsuko Lynch
Contributing Writers
Kosuke Kuji, Yuji Matsumoto
Ryuji Takahashi
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ジャパニーズ・レストランニュース

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

Mission of Japanese Restaurant News

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



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ー日本伝統の正月文化を紹介する新年の恒例行事に多くの参加者ー



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



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



Expectations of non-Japanese restaurants

I was blessed with an opportunity to attend a lecture targeting salesmen for a wholesaler of Japanese food products in the U.S. The attendees handle various Japanese food products including sake. The theme of the lecture was not so much about the consumer's question of "Which sake to buy," but centered more on how to get chefs / restaurant owners, not limited to Japanese cuisine by non-Japanese restaurant owners / chefs, to purchase sake?

First, it's important to determine what type of cuisine is served, targeting

whom. Seafood Steak Italian Chinese Korean French

The beverage is narrowed down with the understanding that depending on the cuisine served, the sake to be offered will change accordingly.

Secondly, check to see the prices of popular and top-selling wines for that restaurant. To start, it's important to start with a price set that's appropriate for their target audience.

Thirdly, have the staff understand it's appropriate to serve sake in wine glasses. Fourth, the servers discussed

how to explain the characteristics of each sake brand, and how to determine the compatibility of each brand with the cuisine. Unfortunately, sake still has not become widespread to the point that shelving them in stores will be enough to sell the brand on its own. The reality is, sake is still a product to be sampled by customers following recommendations by servers. Until now, sake was mostly consumed in Japanese restaurants. In the future, we'd like to anticipate sake sales to non-Japanese restaurants as well.■

日本食レストラン以外への期待

先 日米国のある日本食の卸業者のセールスマンを対象に講義をする機会に恵まれた。受講者は日本酒も含めて多々ある日本食材を取り扱っている方々である。講義の内容は一般消費者の知りたい「どの酒をかったらよいか」というよりもいかに非日本人の日本食に限らないオーナー/シェフに日本酒を買ってもらえるかを中心においたものにした。

まずは、第一は対象とする店がなんの店なのかを知ること。

ーシーフード系 ーステーキ系
ーイタリアン系 ー中国系
ー韓国系 ーフレンチ系

これによってオファーする酒が全く変わってくることに理解と銘柄の絞り込みをする。

第二に、そこに置いてある売れ筋や人気のあるワインがいくらで売られているかを見る。

ー要はその客層にあった価格のものをぶつけること

第三に、ワイングラスでも飲ませることができていることを理解してもらえ。

第四に、サーバーに対してどのように商品特徴を説明させ、また食事との相性をトレーニングしていくかの方法論について講義した。

まだまだ残念ながら日本酒は米国のスーパーにおいて置けば勝手に売れる商品とはなっていない。現実には、レストランで勧められ飲んでもらう商品なのだ。いままでは日本食レストランでほとんど消費されていたのだが、今後は非日本食レストランへの販売を期待したいものだ。

對日本料理以外の餐廳的期待

前 幾天，我有幸有個機會為在美國的日本食品批發商的銷售員們做演講。參加者是買賣包括日本酒在內的各種日本食材的銷售員。講座的重點是如何讓非日本料理的業主/廚師購買日本酒，而不是一般消費者想知道的“我應該喝哪種日本酒”。

第一，要知道目標店舖是什麼類型的店舖。

- 魚貝類 - 牛扒類 - 意大利人
- 中國人 - 韓國人 - 法國人

了解這些將徹底改變提供的酒類並可以縮小品牌範圍。第二，要看看有多少暢銷和受歡迎的葡萄酒在出售。關鍵是要找到適合那裡客戶群的價格

第三，你要明白可以用酒杯喝葡萄酒。第四，對服務人員要說明商品特徵，以及訓練酒與膳食的兼容性。

不幸的是，日本酒不是可以在美國超市隨便出售的商品。實際上它是一種在餐廳推薦下飲用的商品。主要在日本餐廳消費，但我希望將來能銷售到非日本餐廳。

일식 레스토랑 이외에 대한 기대

얼마 전 미국에 있는 일식 도매업 영업사원을 대상으로 강의를 할 기회가 있었다. 수강자는 일본술도 포함해 다양한 일본 식자재를 취급하는 분들이었다. 강의 내용은 일반 소비자가 알고 싶은 “어떤 술을 사면 좋을까?”라는 질문보다 어떻게 하면 일식에 국한되지 않는 일본인이 아닌 소유주/셰프에게 일본술을 판매할 수 있을지를 중심으로 진행되었다. 우선 첫 번째로 대상이 되는 가게가 어떤 가게인지 알아둘 것.

- 해산물 요리 - 스테이크 요리
- 이탈리아 요리 - 중국 요리
- 한국 요리 - 프랑스 요리

이에 따라 주문하는 술이 완전히 달라지는 점에 대해 이해하고 술의 브랜드 범위를 좁힌다.

두 번째로 그 점포에서 가장 잘 팔리는 상품과 인기 와인이 얼마에 팔리는지 살펴본다. 요컨대 그곳의 고객층에 맞는 가격대의 상품으로 도전해 볼 것. 세 번째로 와인 글라스에도 마실 수 있는 점을 이해시킨다. 네 번째로 종업원에게 어떻게 상품의 특징을 설명시키고 식사와의 궁합을 트레이닝할 것인지 몇몇 방법론에 대해 논의했다. 아쉽게도 일본술은 아직 미국의 슈퍼마켓에 진열되지만 하면 저절로 팔리는 상품 아니다. 그보다는 레스토랑에서 추천을 받아 마시는 상품이라는 평가가 현실적이다. 지금까지는 일식 레스토랑에서 거의 소비되어 왔으나, 앞으로는 비일식 레스토랑에 대한 판매를 기대하는 바이다.

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
Sake Sommelier
Latin Region Specialist
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Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



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Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



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Japanese Sake
Master Sake Brewer



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Isao Kiyota
International
Kikisake-Shi
Academia de Sake Mexico
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Rachel Fiekowsky
International
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New York Mutual Trading



Joe Mizuno
Head of the "Regional
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Akira Yuhara
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Miyako Hybrid Hotel



Rachel Macalisang
Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
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Yama Sushi
Owner Chef



Eda Vuong
Sake Sommelier
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Masae Kusada
International
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Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



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Sake Sommelier



Koji Wong
Owner
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Kaz Tokuhara
Sake Sommelier
Manager
Wismettac Asian Foods



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Sake Advisor



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Certified Sake Sommelier
Shochu Advisor
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Sake Sommelier
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Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



Toshiyuki Koizumi
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Michael Russell
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Info

Sake Shochu Spirits Institute of America
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 208



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 3
日本酒のスーパーフローズン その3

How can I distribute the ultimate, fresh, unpasteurized sake worldwide?

I thought about the answer to this question for the past 10 years.

Unpasteurized sake is of course fresh. Since the sake is unpasteurized, however, enzymes in the sake significantly deteriorate the sake flavor. This stale odor and off-flavor of aged sake is called "nama-hine (ka)."

This reaction will 'always' occur, even if sake is stored at ultra-low temperatures such as 23 degrees Fahrenheit or even 14 degrees Fahrenheit, a problem that cannot be solved simply

by lowering the storage temperature.

Some sake breweries remove the "enzymes" acting as a buffer between the changes generated to delay the effects of nama-hine (ka). However, removing the enzymes does not eliminate the problem altogether. Also, the equipment to remove the enzymes from sake is quite pricey.

Further, to distribute unpasteurized sake overseas, it must be taken into consideration that foreign importers and restaurant refrigerators are not set to negative temperatures overseas. In other words, no matter how quickly sake breweries release freshly squeezed

unpasteurized sake, sustaining the fresh, unpasteurized sake quality year-round would prove difficult.

Although unpasteurized sake is already distributed in the U.S., the flavor has significantly deteriorated compared to unpasteurized sake sold in Japan because of "nama-hine (ka)." On the other hand, sake pasteurized normally and thoroughly by the brewery and in fresh rotation usually tastes better in many cases. Although slightly less fresh compared to unpasteurized sake in the freshest condition possible, in terms of stability of the sake flavor, I thought it was impossible to distribute unpasteurized sake overseas in the freshest condition possible.

I took a private, non-work related trip to Kochi prefecture, where I was blessed with a fateful encounter.■

究 極のフレッシュな生酒を世界に流通させられないか。この10年ほどずっとこれを考えてきました。

生酒はもちろんフレッシュなのですが、その分、殺菌をしていないので、酒の中の酵素が悪さをして酒の味を劇的に変えてしまいます。これを「生ヒネ」といいます。

これはマイナス5度、マイナス10度と超低温の貯蔵でも「必ず」起こる反応で、貯蔵温度を下げるだけでは解決できないのです。

中にはこの生ヒネの変化を起こすバッファーとなっている「酸素」を酒の中から取る事で生ヒネを遅らせる蔵もありますが、完全に無くする事は出来ません。それにその機械はとても高いのです。

さらに、海外で流通となると、海外のインポーターやレストランの冷蔵庫の温度はマイナスではありません。そうになると、蔵でどんなにしばらくすぐのお酒を出しても、それを1年間ずっとフレッシュな状態で売り続ける事は難しくなります。

アメリカなどでは生酒が流通し始めて

いますが、どうしても日本で飲む生酒と比べると味は生ヒネで落ちており、逆に丁寧な火入れをして、フレッシュローテーションをしている蔵の通常の火入れのお酒の方が酒の味が良い事も多々あります。フレッシュさは生の最高の状態よりも落ちますが、安定、という意味ではやはり海外で生酒を当たり前最高の状態で流通するのは不可能と考えていました。

そんな中、私は仕事とは別のプライベートの旅行で高知県を訪ねます。ここで奇跡の出会いがありました。

日本酒 百味百題

“Kanzukuri” is a sake production method used during the coldest time of the year. However, until the early Edo Period (1603 - 1868), sake was produced over a long period around the autumn equinox past the spring equinox, divided into five different production methods depending on the season.

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Was sake produced since ancient times as “Kanzukuri?” 昔から酒は寒造りだったのか

• “Shinshu” –Sake produced around August of the old lunar calendar (below is also based on the old lunar calendar), also known as “Higanzake.”

• “Aishu” –Sake produced during the period between Shinshu and Kanzake. Later in the Edo period, sake production methods were further divided into “Hayaishu,” produced from mid-September; and “Aishu,” sake produced after mid-October.

• “Kanmaezake” –Sake produced during the early winter period before “Kanshu” production begins (around November to December). During the Edo period, “Kanmaezake” was the second most expensive sake following “Kanshu,” while sake produced around the winter solstice was especially known as “Toujimonono” (“winter solstice sake”).

• “Kanshu” –Mainly sake produced during the approximately 30 day-period from Shokan (early January) to Rissyun (early February). Sake production during this period is known as “Kanzukuri.” Due to sake produced under ideal conditions for sake production, the sake quality is the highest, and prices were also the highest accordingly.

• “Haruzake” –Sake produced from February until around the spring solstice.

Sake production skills from the medieval period became established during the Edo period, when production centered around Ikeda, Itami, and Nada evolved. However, the greatest technical characteristic during this period was that sake production method to produce “Kanzukuri” was completed. Nonetheless, the center of sake production shifted full-scale to “Kanzukuri” during the mid-Edo period after 1687. The most highly regarded technical manual for sake production during the Edo period, “Doumoushuzouki”

especially valued the “Kanzukuri” production method, defining the “Kanzukuri” sake production period as “during the 90-day period from November to February.”

Also, “Bankinsugiwaibukuro” issued in 1732 stipulated “sake is best produced by the Kanzukuri method.” The “Kanzukuri” sake production skills were completed at Itami, one of the main sake production regions at the time, and spread across various regions with the quality further improving in Nada that came to the forefront of sake production later in the Edo period.

The reason why sake production centered on the “Kanzukuri” production method was because it was discovered from past sake production during various seasons that production during the cold winter season allows easier management of the fermenting-mash product temperatures, more easily inhibiting bacteria in the air from propagating. Also, since the Edo shogunate (under the Tokugawa regime) focused on the “Kanzukuri” method after 1667 to secure revenue source also prompted the shift to “Kanzukuri” sake production method.■

*“Kanzukuri” – Sake produced during the coldest time of the year.

寒造りは一年中で最も寒い時期を選んで行なわれる酒造りだが、江戸時代初期までの酒造りは、秋の彼岸前後から春の彼岸すぎまでの長期間にわたって行なわれており、造る季節によって、次の5種類に区別されていた。

• 新酒—旧暦8月（以下も同様に旧暦）前後から仕込む酒で、「彼岸酒」とも呼ばれた。

• 間酒—新酒と寒酒の中間の時期に仕込む酒のこと。江戸後期になるとさらに、

9月中旬から造る酒を「早間酒」、10月中旬以降に仕込むものを「間酒」というて区別した。

• 寒前酒—寒酒造りに入る前の初冬（11月から12月にかけての頃）の時期に仕込んだ酒。江戸時代は寒酒に次いで高価な酒で、冬至の頃に仕込んだものは、とくに「冬至もの」と呼ばれた。

• 寒酒—主として寒中（小寒から立春までの約30日間）に仕込む酒のこと。この時期に酒を仕込むことを寒造りという。理想的な酒造条件の下で造るため最も品質のよい酒になり、価格は最も高かった。

• 春酒—寒明けの二月から春の彼岸頃にかけて仕込む酒。

江戸時代は、中世から受け継いだ酒造りの技術が確立され、池田、伊丹、灘といった本場の酒造りが発展した時代だが、技術面での最大の特徴は、寒造りのための酒造法が完成されたことである。しかし、酒造りの中心が本格的に寒造りへと移行していったのは、江戸も中期になってからだった。貞享4年（1687）以降の成立とされ、江戸時代最高の酒造技術書といわれる『童蒙酒造記』はとくに寒造りを重視し、「中冬の節より立春の節に及ぶ90日」の「当流の寒造り」をよしとしている。また、享保17年（1732）刊の『万金産業袋』には、「酒は寒造りを専とす」とある。寒造りの技術はまず、当時の主生産地のひとつであった伊丹で完成されて各地に広がり、江戸後期に台頭した灘でさらに品質の向上が図られた。

酒造りが寒造りに集中されていったのは、それまでのさまざまな季節の酒造経験から、寒の時期に仕込んだ酒が最もすぐれていることが分かってきたからだ。冬の寒い時期に仕込んだほうがもろみの品温を管理しやすく、空気中から侵入する雑菌の繁殖も抑えやすい。また、幕府が財源確保のために、寛文7年（1667）以来たびたび新酒の仕込み禁止令を出して寒造りへの集中化を図ったことも、寒造りへの移行を促すこととなった。



Tokyo Jizake Strolling 東京地酒散歩

by Ryuji Takahashi



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

Wine-tasting event held at a Japanese sake specialty shop 日本酒専門店のワイン会

A wine-tasting event was held at a specialty shop for local sake that sells only sake. We are now in season for France to soon release their Beaujolais Nouveau. The concept of this first wine-tasting event is Italian wine. The theme of this event is "Why not try something new? A night of rendezvous for dedicated sake fans."

Inconstancy is implied in a local sake specialty shop serving wine to guests. However, sommelier (for females also) Miho Nagato's comments after tasting each wine was not a description of the unique aroma and flavor of each wine selection itself, but rather, each a chic and interesting description of human fickleness expressed by the sommelier, who is also a designer, which most adults could easily relate to.

For example, Nagato described the "Abruzzo" orange wine as "a childhood friend who grew into an admirable person," "Valle d'Aosta" white wine as "a superior to whom you feel admiration and developed a crush," and a red wine from Sicily as "A gentleman who looks sexy smoking a cigar," drawing inspiration from imaginary scenarios to describe each wine flavor. A total of eight wine selections from Northern to Southern Italy were served bottomless. Guests seemed to relate to the flirtatious comments and selected wine samples based on the sommelier's comments, not on the brand name. Since the event was held the day after Beaujolais Nouveau was released, newly released Italian wine "Vino Novello" was also served.

Recently, more shops are no longer limited to Beaujolais Nouveau, selling newly released California and Japanese wine brands. However, very few shops sell newly released renowned Italian wine brands for some reason, thus these wine selections were featured for this event. One reason is because one wine shop raised the low demand in Japan for these newly released renowned Italian wine brands as the reason. There is still much to learn about Italian wine brands now available for casual



purchase, it seems the unknown world of Italian wine is fast broadening.

The most important takeaway from this wine-tasting event was honestly listing the ingredients, fermentation method, and flavors is appreciated only by a small group of connoisseurs, but not by the public. What appeals to general consumers are engaging keywords that are easy to understand, interesting, and fuel the imagination for the consumer to reach for a sample. This talent will soon become important in the sake industry as well. Sake fans seemed a bit nervous in the beginning of this wine-tasting event, but thanks to the engaging concept of this event,



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guests gradually became more familiar with wine. As we recently witnessed the declining trend in alcohol consumption, demand for sake is also declining as few sake fans fight to purchase certain sake brands. Perhaps, simple keywords could be the key to changing this declining trend.■

日本酒しか販売していない地酒専門店でワイン会が開催された。季節はフランスのボジョレー・ヌーヴォー解禁になるタイミングなのだが、第一回目のコンセプトはイタリアワイン。サブタイトルは、【ちょっと浮気を嗜んでみる。日本酒ラバーに捧ぐ、不埒な一夜。】地酒専門店がワインを飲ませるという意味もあつての浮気だが、今回のソムリエヌ長戸美穂さんの考える各ワインのテイastingコメントはワイン独特の香りや味の表現ではなく、デザイナーでもある長戸さんのセンスで、人間味のある浮気な表現で大人の誰もが想像しがちな面白いスタイルとなった。例えば、アブルッツォのオレンジワインに付けられたコメントは「素敵な大人になっていた幼馴染」。ヴァッレダオスタの白ワインには「憧れと恋心を抱いた上司」。シチリアの赤ワインには「燻らすタバコが似合う大人」。など情景から味わいを引き出すコメントとなっており、そんなワインがイタリアの北から南まで全8種類飲み

放題であった。浮気なコメントに関しては参加者も納得でワインの銘柄名ではなく、コメントで飲みたいワインを注文していた。そしてちょうどボジョレー・ヌーヴォー解禁の翌日だったこともあり、イタリアワインの新酒「ヴィーノ・ノベッロ」も用意されていた。昨今、ボジョレーに限らず、カリフォルニアワインの新酒や日本ワインの新酒を販売する店が増えてきた中、知名度の高いイタリアワインの新酒を扱う店は何故か非常に少ない為、今回の目玉の一つとなっていた。理由としては、日本国内での需要の少なさを理由に挙げるワインショップがあったとのこと。気軽に買えるようになったイタリアワインにもまだまだ知らない事が多く、まだ見ぬイタリアワインの世界が広がっている気配を感じた。今回のワイン会で非常に勉強になったことは、馬鹿正直に原材料や製法や味わいを打ち出しても、喜ぶのは一部のマニアだけで、一般の人には響かない。解りやすく面白く想像力が膨らむキーワードでお酒を手にとってもらうセンスが日本酒業界にも今後必要となってくるということだ。今回もワイン会ということで、日本酒ラバー達は少し緊張気味だったが、今回のコンセプトのおかげで、参加者は皆、かなりワインに近づくことができたと思う。アルコール飲料が飲まれなくなっていく昨今では、日本酒の需要も減り、一部愛好家の奪い合い状態にもなっているが、もしかしたら、ちょっとしたキーワードで状況も変わってくるかもしれない。

SAKE SOMMELIER CLUB

Master Sake Sommelier

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

Ask me



Yuji Matsumoto
Master Sake Sommelier
Beverage Manager

ymatsumoto001@gmail.com



Toshio Ueno
Master Sake Sommelier
Vice President
Sake School of America

info@sakeschoolofamerica.com



Ami Nakanishi
Master Sake Sommelier
Vice President
New York Mutual Trading

nymtc.com



Atsuko Glick
Master Sake Sommelier
Manager
Sake School of America

info@sakeschoolofamerica.com



Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.

ymurakami@jfc.com



David Kudo
Master Sake Sommelier
President, All Japan News

davidkudo@gmail.com

JAPAN



Ryuji Takahashi
Master Sake Sommelier
Owner "ji-sakeya"
Shuto-Mejin

ryu2syuto@yahoo.co.jp



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

Before sipping the sake, first inhale the sake aroma through the nose. The sake aroma that rises from the sake is also checked when tasting sake. After visually inspecting the sake, inhale the sake aroma through the nose without sipping the sake. The impression of sake aroma is generally described by comparing the sake aroma to the scent of familiar fruits and milk products. For example, sake aroma is often compared to the scent of fruits such as apples and bananas, and milk products such as yogurt.

Sip the sake to sense the "4 flavors"

Finally, check the sake 'flavor.' Sip a small quantity of sake and confirm the texture (taste) and sake aroma that passes through the nose. Be sure to grasp the thickness, smoothness, and texture of the sake as well. Next, swirl the sake all over your tongue to check the sweetness, acidity, umami flavor, and bitterness of the sake flavor. First, grasp the intensity or subtlety of the sweetness. Then, check the balance between sweetness and acidity, umami flavor, and bitterness (some sake may hardly have any bitterness at all), in order to confirm the impression of the sake flavor. Lastly, check the lingering "after flavor" of the sake. During sake tastings, professionals generally sip the sake and spit it out after sampling. When tasting sake at home, it's ok to swallow the sake after tasting. ■

口に含む前に鼻で香りをきき分ける。テイスティングでは、日本酒から立ち上る香りもチェック。目でチェックしたあとは、口に含まず、鼻で香りを感じ取る。香りの印象は、身近なものにたとえて表現するのが一般的で、たとえば、りんごやバナナなどの果物や、ヨーグルト（乳製品）などにたとえられる。何の香りに近いのかイメージしながら、香りを確認してみよう。

日本酒を口に含んで、「4つの味」を感じとる

いよいよ「味わい」のチェック。日本酒を少量口に含み、テクスチャー（飲み口）や鼻から抜ける香りを確認する。とろみやなめらかさなどの舌触りも捉えよう。それから、日本酒を舌全体にいきわたらせて、甘味、酸味、旨味、苦味をチェック。まずは、最初に感じられる甘味の強弱を捉えます。それから甘味と酸味のバランス、旨味、苦味（苦味がほとんど感じられないものもある）と、順番に印象を確認していく。最後に、「アフターフレーバー」と呼ばれる余韻も意識して感じとろう。プロが行うテイスティングは、口に含んだあとに日本酒を吐き出すのが一般的だが、自宅挑戦する場合はそのまま飲み込んでしまっても良い。

**ONLINE
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Presented by Sake Shochu Spirits Institute of America

Restaurant Job Openings

-Over 1 Million Accommodation and Foodservice Job Openings in October-

レストランの求人情報

-10月の宿泊・フードサービス業界求人件数、100万件を超える-

The accommodation and foodservices sector reported 1,029,000 job openings in October, marking a sharp increase from a revised 867,000 in September and the highest level since March. While job opening data has fluctuated significantly in recent months, the latest figures underscore the labor market's resilience despite ongoing challenges. Year-to-date, job openings in the sector have averaged 907,000 per month, well above the 2017–2019 monthly average of 835,000.

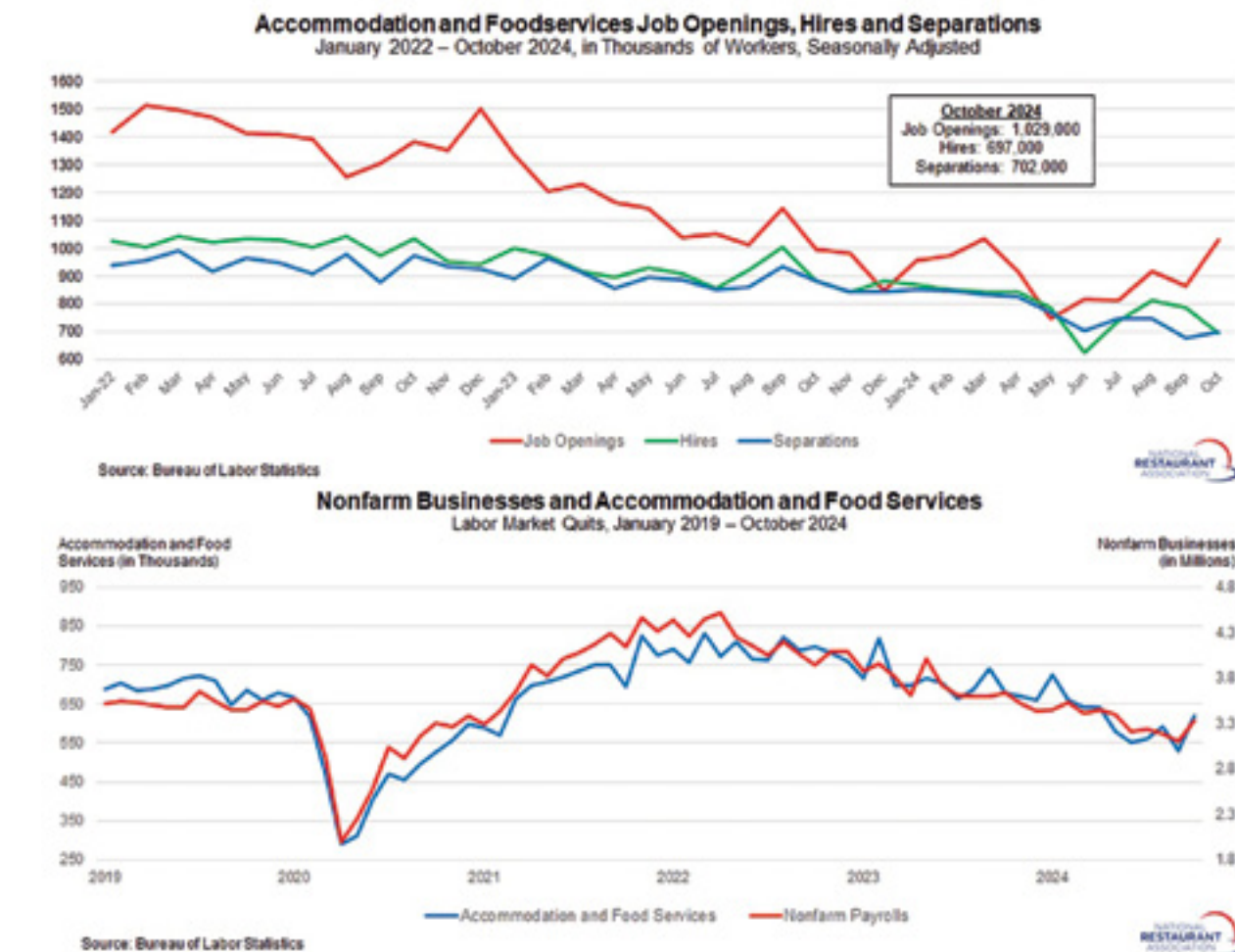
However, the data also highlight a broader cooling in the labor market compared to recent years. In October, accommodation and foodservices businesses hired 697,000 workers, the lowest level in four months and a notable decline from the recent peak of 1,005,000 in September 2023.

Total separations in the sector rose slightly, from 678,000 in September to 702,000 in October. This resulted in net hiring—hires minus separations—falling to -5,000 in October, pulling back somewhat from the robust gains in August (65,000) and September (110,000).

The number of quits in the accommodation and food services sector increased from 529,000 in September to 619,000 in October, the highest level since April. Despite this rise, the broader trend reflects a sharp deceleration in quits. The sector averaged 787,000 quits in 2022 and 704,000 in 2023, signaling a significant decline in labor market churn over the past two years and marking the end of the “Great Resignation” era. Notably, quits in October remained well below the pre-pandemic average of 633,000 observed from 2017 to 2019.

Similarly, quits across all nonfarm payrolls rose from 3.10 million in September to 3.33 million in October, a five-month high. This figure is nearly identical to the pre-pandemic average of 3.34 million, further illustrating a return to more typical labor market dynamics.

Nonfarm business job openings across the broader economy climbed to 7.74 million in October, up from 7.37 million in September, rebounding somewhat after falling to the lowest



level since January 2021. With 6.98 million individuals unemployed during the same period, there were approximately 90.2 unemployed workers for every 100 job openings.

While job openings continue to outnumber active job seekers by 760,000, the gap has narrowed considerably as the labor market has cooled. In December 2022, the ratio of job openings to unemployed individuals was nearly 2-to-1, with just 51.8 unemployed workers per 100 job openings and a surplus of more than 5.3 million job openings compared to available job seekers.■

◆ ◆ ◆
宿泊・飲食サービス部門の2024年10月の求人数は102.9万人で、9月の86.7万人（改定値）から急増し、3月以来の高水準となった。ここ数ヶ月、求人件数は大きく変動しているが、今回の数字は、継続的な課題にもかかわらず、労働市場の回復力を強調

している。年初来の同部門の求人数は月平均90.7万人で、2017年から2019年の月平均83.5万人を大きく上回っている。

しかし、このデータは近年の労働市場の冷え込みを浮き彫りにしている。10月の宿泊・飲食サービス業の雇用者数は697,000人で、過去4ヵ月で最低の水準となり、最近のピークであった2023年9月の1,005,000人から顕著に減少した。

同部門の離職者数は9月の67.8万人から10月は70.2万人へとわずかに増加した。この結果、10月の純雇用・離職者数は-5,000人となり、8月（65,000人）と9月（110,000人）の好調な伸びからやや後退した。

宿泊・飲食サービス部門の退職者数は9月の52万9,000人から10月は61万9,000人へと増加し、4月以来の高水準となった。この増加にもかかわらず、全体的な傾向としては、退職者数の急激な減少を反映している。2022年の同部門の平均退職者数は78.7万人、2023年は70.4万人であり、過去2年間の労働市場離職者数の大幅な減少を示し、「大

辞職」時代の終焉を意味する。注目すべきは、10月の退職者数が、2017年から2019年にかけて観察されたパンデミック前の平均値633,000人を大きく下回っていることである。

同様に、非農業部門全体の退職者数は9月の310万人から10月は333万人へと増加し、5ヵ月ぶりの高水準となった。この数字は、パンデミック前の平均値334万人とほぼ同じであり、より典型的な労働市場のダイナミクスに戻ったことを示している。

10月の非農業部門全体の求人件数は774万件と、9月の737万件から増加し、2021年1月以来の低水準に落ち込んだ後、幾分回復した。同期間の失業者数は698万人で、求人数100人に対して失業者数は約90.2人だった。

求人数は引き続き有効求職者数を76万人上回っているが、労働市場の冷え込みに伴い、その差はかなり縮まっている。2022年12月には、求人数と失業者数の比率はほぼ2対1で、求人数100人当たりの失業者数はわずか51.8人、求職者数に対して求人数は530万人以上余っている。

Japanese Food Manufacture Association (“Hichimikai”) General Meeting and Reception Held

七味会 総会と懇親会を開催



Japanese Food Manufacture Association (also known as “Hichimikai”), consisting of Japanese food manufacturers that expanded into the U.S. market (founded in 1980, President: Tomofumi Suzuki of Yamaki USA, Inc.), held their general meeting and mixer at the Miyako Hybrid Hotel in Torrance, Calif., on December 5, 2024.

Shunichiro Kitagawa, Consulate-General of Japan in Los Angeles, was invited as an honorary guest.

Association President Kei Noguchi gave the opening remarks, followed by a seminar on trends in Japanese agricultural, forestry, fishery and food exports presented by Takuro Wanami, Kota Kimura, and Taiki Watabe of Japan External Trade Organization (JETRO) Los Angeles.

Wanami’s report on JETRO’s business description and the status of their latest activities was followed by Kimura’s report on efforts to increase the consumption of Japanese food products in the U.S. and exports to the U.S. market, the status of the Export Support Platform for agricultural products, the export quantity and value of Japanese fish cakes (kamaboko) to the U.S., etc. The “Export Support Platform” provides ongoing expertise and support to exporters as a strategy to increase Japanese agricultural, forestry, fishery and food products, launched by Japan’s Export and International Affairs Bureau, the Ministry of Agriculture, Forestry and Fisheries; and JETRO closely coordinating with the U.S. Export Support Platform Office, utilizing experts and local staff well

versed in the local business climate to support exporters, etc.

The Export Support Platform is currently set-up in North America (Los Angeles, New York), Thailand (Bangkok), Singapore, European Union (Paris), Vietnam (Ho Chi Minh), Hong Kong, China (Beijing, Shanghai, Guangzhou, Chengdu), and Taiwan (Taipei). Efforts are underway to increase Japanese agricultural, forestry, fishery and food exports in an “All-Japan” effort to reach 5 trillion JPY in export value by 2030.

Watabe explained the business overview of The Japan Food Product Overseas Promotion Center (JFOODO), founded within JETRO, on April 1, 2017. JFOODO is a new promotional organization targeting consumers in an “All-Japan” effort to

brand Japanese agricultural, forestry, fishery and food products. To sell Japanese food products overseas, JFOODO must engage in various activities from the consumer’s perspective to create a market overseas for Japanese food products. Therefore, JFOODO developed a marketing strategy based on local needs analyzed beforehand and launched local promotional activities that target consumers based on this marketing strategy. JFOODO also provides various support to exporters by creating and distributing marketing collateral necessary for each exporter to conduct business negotiations and promote their products and services to help exporters increase sales.

The general meeting was held after the seminar, followed by a break. The 2024 Recreation Department presented





a report, followed by reports on the general meeting, seminar and activities, the treasurer's report, and general affairs reported by each chairperson. Since the board members ended their terms, a new secretary and board of trustees were elected and approved. Therefore, Hichimikai's President Kei Noguchi retired, and was succeeded by Tomofumi Suzuki of Yamaki USA, Inc., as the association's new President.

With cooperation between the public and private sectors, the Japanese government set the target to increase the export value of Japanese agricultural, forestry, fishery and food products to 5 trillion JPY by 2030. As the domestic food market is shrinking in Japan, Japanese agricultural, forestry, fishery and food products must expand into foreign markets to increase their market share overseas. Japanese agricultural, forestry, fishery and food products exceeded the annual export value of 1 trillion JPY for the first time in 2021 and reached a record-breaking export value of 1.45 trillion JPY in 2023, a 2.9% increase of 40.7 billion JPY from 2022. To accelerate the increase in export value of Japanese agricultural, forestry, fishery and food products, the activities of Hichimikai will no doubt become increasingly important to support Japanese food exports to the U.S. market.

Shunichiro Kitagawa, Consulate-General of Japan in Los Angeles, expressed gratitude for Hichimikai's

year-round activities in his speech at the mixer, followed by a toast where members mingled.

Hichimikai's newly appointed President Tomofumi Suzuki expressed his aspirations for the association. "Hichimikai is a social gathering of Japanese food manufacturers working together to further develop the Japanese food culture. We look forward to coordinating closely in public-private partnerships to understand the latest food safety regulatory trends, promptly share the latest information, enhance the quality of our food products, and provide a stable supply of food products to the market."■



米 国に進出する日系食品製造メーカーで構成する七味会（1980年設立 / 鈴木智文会長、ヤマキ USA Inc）は総会と懇親会を12月5日カリフォルニア州トーレンス市の都ハイブリッドホテルにおいて、在ロサンゼルス総領事館の北川俊一郎領事を来賓として迎え開催した。

野口会長の開会の挨拶に続くセミナーでは、日本産農林水産物・食品の輸出動向をテーマにジェトロ・ロサンゼルスとの和波拓郎氏、木村恒太氏、渡邊大輝氏が講演した。

和波氏のジェトロの活動状況や事業内容などの報告に続き、木村氏は、日本産食品の米国における消費拡大や対米輸出の増加に取り組む、農産品輸出支援プ

ラットフォームの近況について米国向け日本産カマボコの輸出数量・輸出金額などを例に挙げ話した。「輸出支援プラットフォーム」は、農林水産物・食品の輸出拡大実行戦略において、輸出事業者を専門的かつ継続的に支援するというもので、農林水産省輸出・国際局とジェトロが米国プラットフォーム事務局と密接に連携を図りながら、専門家や有識者のほか現地事情に精通した人材をローカルスタッフとして活用し、輸出事業者等を支援している。輸出支援プラットフォームは現在、米国（ロサンゼルス、ニューヨーク）、タイ（バンコク）、シンガポール、EU（パリ）、ベトナム（ホーチミン）、香港、中国（北京、上海、広州、成都）、台湾（台北）に設置されており、農林水産物・食品の輸出額において2030年までに5兆円という目標に向かい、オールジャパン体制で輸出拡大に向けて活動している。

渡邊氏は、JFOODO（日本食品海外プロモーションセンター）の事業について話した。JFOODOは日本産の農林水産物・食品のブランディングのためにオールジャパンでの消費者向けプロモーションを担う新たな組織として、2017年4月1日、JETRO内にJFOODOとして創設された組織。主な活動は、日本産食品を海外で販売していくためには、消費者起点で様々な活動を行い、市場を創っていくことが必要。このためJFOODOでは、プロモーションの実施に先立ち、現地ニーズの分析を踏まえたマーケティング戦略を策定。その戦略に基づいて、現地で消費者向けのプロモーションを実施している。また、輸出者サポートとして、各輸出事業者の商談やプロモーションに必要なツール類も作成・配布するな

ど、取り扱い拡大に寄与する様々な支援をしている。

セミナー終了後、休憩を挟んで開催された総会では、2024年のレクリエーション部門、総会セミナー活動報告、会計報告、庶務報告などが各委員長からあった。また、役員の任期満了に伴い、新規幹事、評議員の選出と承認が行われた。これにより七味会会長の野口 啓氏は退任し、新会長としてヤマキUSAの鈴木智文氏が新会長に就任した。

日本政府は2030年までに輸出5兆円の目標を掲げ、官民挙げてさらなる輸出拡大に取り組んでいる。日本国内の食の市場が縮小するなかで、農林水産物・食品の成長を実現するには、海外市場を取り込むことが不可欠である。2021年には日本産農林水産物・食品の年間輸出額が初めて1兆円を突破し、2023年の農林水産物・食品の輸出額は、過去最高の1兆4,547億円となり、2022年比では2.9%の増加、額では407億円の増加となった。農林水産物・食品の輸出拡大を加速するためには、日本食品の対米輸出支援という観点からも七味会の活動はますます重要になって行くだらう。

懇親会では、在ロサンゼルス総領事館の北川俊一郎領事が挨拶に立ち、年間を通した七味会の活動に感謝を述べた後、乾杯し会は和やかに始まり会員は互いに親睦を深めた。

新会長に就任した鈴木智文氏は「日系食品メーカーの親睦団体である七味会は日本食文化の更なる発展に貢献すべく、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、製品の品質向上と市場への安定供給に努めていく決意」と抱負を述べた。

2025 FOOD EVENT CALENDAR

March

Natural Products Expo West

3/4-7

Anaheim, CA [Anaheim Convention Center](http://www.expowest.com)
www.expowest.com

Natural Products Expo West continues to be the leading trade show in the natural, organic and healthy products industry, attracting over 60,000 industry professionals and 3,000 exhibits to the Anaheim Convention Center. Rated as one of the top 200 trade shows in the US by Tradeshow Week, Natural Products Expo West continues to help attendees reach their business goals. Co-located with Engredea, NEXT Innovation Summit and Fresh Ideas Organic Marketplace, Natural Products Expo West showcases the entire value chain of healthy products from start to finish, identifying the best-sellers of today and the trends of tomorrow.

Sea Food North America

3/16-18

Boston Convention & Exhibition Center
Boston, MA
www.seafoodexpo.com

Seafood Expo North America/Seafood Processing North America is the largest seafood trade event in North America. The event attracts over 19,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment, and services. Attendees travel from more than 100 countries to do business at the exposition. No other event in North America provides seafood professionals with direct access to qualified buyers and suppliers representing all areas of the seafood industry.

The International Restaurant & Foodservice Show

3/23-25

New York, NY [Javits Center](http://www.internationalrestaurantny.com)
www.internationalrestaurantny.com

The International Restaurant & Foodservice Show of New York is a newly reinvented event serving a refocused foodservice industry in the Northeast. It offers its attendees the opportunity to see the best in the restaurant and food service trade

industry. From the newest food trends to the best in technology to fit your restaurant and everything in between. This is your best opportunity of the year to find the latest and greatest for your operation in your own backyard. Your fascination with food. Your creativity. Your love of people. Your talent for nourishing their bodies and their souls. Imagine 3 days in the heart of New York — the world's most exciting city — where you can focus on all the magic and mystery that attracted you to food in the first place. Give yourself the gift of learning! Spark your creative appetite and turn your passion for the industry into a sustainable business. Watch live culinary demonstrations, awards ceremonies, and our food & beverage competitions. Energize your business at one of our education sessions in Education Alley! Emerging trends abound on the show floor with hundreds of exhibitors and activations on the show floor. Please note that this is an industry-only event, must be over 18 to enter the show floor, no children or strollers will be allowed in. Interested in bringing a group? Groups bringing 6 or more attendees can participate in our TEAM BUNDLE registration package, which offers SIGNIFICANT savings.

Bar & Restaurant Expo 2025

3/24-26

Las Vegas, Nevada [Las Vegas Convention Center](http://www.barandrestaurantexpo.com)
www.barandrestaurantexpo.com

This is where innovation is born. Meet with big brands, discover cutting-edge products, test new technology solutions and be the first to discover the latest trends and products to hit the market on the Expo Floor! Consider Bar & Restaurant Expo, formerly known as Nightclub & Bar Show, your one-stop shop to test, taste and get educated on new ideas for your bar or restaurant. Join us for an empowering conference program designed exclusively for professionals who are eager to take their profitability to new heights. Discover the strategies, insights, and cutting-edge techniques that will unlock the hidden potential within your business and drive sustainable financial success. Over the course of this dynamic program, industry experts and successful entrepreneurs will share their invaluable knowledge, guiding you through proven methods to optimize revenue, streamline operations, and boost profitability. From innovative marketing strategies and menu engineering to cost control tactics and staff management techniques, you'll gain a comprehensive toolkit tailored specifically to the challenges faced by bar and restaurant owners.

Exclusive to World Tea Expo

3/ 24-26

Las Vegas, Nevada [Las Vegas Convention Center](http://www.lasvegasconventioncenter.com)

Questex's World Tea Conference + Expo, North America's leading tea event focused on the business of tea, will

take place March 24-26, 2025 in Las Vegas at the Las Vegas Convention Center, co-located with Bar & Restaurant Expo. The yearly event attracts businesses and professionals from the national and international tea community, including buyers and decision makers from retailers, grocery, hotels, distributors, foodservice, tea shops, cafes and gift shops, among many others. The expo offers unique opportunities to experience and taste the latest tea and tea-related products, and the conference program offers in-depth education on tea trends and issues, as well as insights on how to profit from tea.

April

NRA Public Affairs Conference

4/1-3

Washington DC www.restaurant.org

Make a difference on policy that affects your business. Join us April 1-3, 2025, in Washington, D.C. for our Public Affairs Conference and be part of the industry's largest grassroots lobbying event. The National Restaurant Association's annual Public Affairs Conference is your chance to make a difference as we head into the midterm elections. In addition to meeting with lawmakers on Capitol Hill, conference attendees will hear from top political speakers and celebrate the industry at networking events.

WAMP Convention and Meat Product Competition

4/9-13

Middleton, Wisconsin

The objective of the Wisconsin Association of Meat Processors is to work for the advancement and improvement of the Meat Processing industry by encouraging and fostering high ethical standards of good business practices in the industry and the cooperation of all engaged in the industry by the interchange of ideas and business methods as a means of increasing efficiency and usefulness of the industry to the general public. The organizations main purpose is working for the benefit and protection of small and medium sized meat firms. This Association, with its enviable record of accomplishments, speaks effectively for the independent meat plant operators in the regulatory agencies and the state legislature. The only requirement for membership is an active involvement in the meat industry. There is no need to stand alone in a ever changing industry. Join the Wisconsin Association of Meat Processors, the team that is working for you.

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GENERAL
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New development for Japanese sake with rapid increase in demand among foreign tourists visiting Japan

訪日客需要の急増で日本酒が新たな展開

According to the trade statistics published by the Ministry of Finance, the export value of Japanese sake shipped to the U.S. market from January to June 2024 reached 5.67 billion JPY, a 37.3% increase compared to the corresponding period of the previous year. The export value for the entire first half of the year 2024 increased by 1.9% compared to the corresponding period of the previous year to 20.41 billion JPY, while the export quantity increased by 3.3% to 15.07 million liters. Exports to China and Hong Kong remain stagnant with a 17% decrease, while the difference in recovery is apparent depending on the export destination.

On the other hand, a near record-breaking number of foreign tourists are visiting Japan, and tax-free sales of high-end Japanese sake is also increasing rapidly. Sales doubled since before the coronavirus pandemic, and sales of high-end sake with price tags exceeding 10,000 JPY is also increasing. Kensaku Matsuda, Director managing tax-free sales at the Japan Airport Terminal Co., Ltd. that manages Haneda International Airport, expressed confidence in his sales figures. "Sake is selling well. Sake priced between 3,000 to 5,000 JPY used to sell well, but recently, sake with price tags exceeding 10,000 JPY is also selling well with occasional sales of sake with prices exceeding 100,000 JPY. As sake gains awareness overseas, more foreign tourists are purchasing quality sake. I feel foreign interest in sake is increasing, thanks to sake

brewers focusing on foreign markets to promote their sake brands. I believe the continuous introduction of sake products with high additional value is increasing the overall visibility of sake products."

NAA Retailing Corporation, a company operating a store at a passenger terminal of Narita International Airport, commented: "We used to see mostly Japanese business professionals on business trips overseas. Recently, we're seeing a clear increase in purchases by foreign nationals asking for specific brand names to purchase. Sales have doubled since before the coronavirus pandemic."

Sales unit prices have increased at both airports. It's no longer rare to see high-end sake with price tags of 100,000 JPY sold. In addition to sake brands "Dassai," "Kubota," and "Hakkaisan," renowned both domestically and abroad, sake products brewed from fastidious selections of sake rice and brewing methods with a unique storyline are also popular.

Export value of sake in 2023 decreased from the previous year for the first time in 14 years. Whether the export value of sake can get back onto a path of sustained growth this year is garnering attention. Although the circumstances are different in each nation, the U.S. consumed excess inventory last year and sales figures are showing improvement. Despite the impact from inflation, local demand is deemed steady. As for China, a representative from the Ministry of Agriculture, Forestry and Fisheries

commented: "Change is slow to come due to the economic downturn since last year, the discharge of treated water and associated delays in clearing customs."

For foreign tourists, duty-free shops are the last place to make purchases before their flight home, to find and purchase the sake they like to enjoy at home.

Since Japan's "Traditional knowledge and skills of sake-making" was registered by UNESCO as an Intangible Cultural Heritage, the outlook for the popularization of sake overseas seems promising. ■

◆ ◆ ◆
財 務省貿易統計によると、上期（1～6月）の米国への日本酒輸出額は56億6878万円となり、前年同期比37.3%増えた。上半期全体の輸出金額は前年同期比1.9%増の204億1165万円で輸出数量は3.3%増の1506万7235リットルだった。中国や香港向けは大きく減少したままで17%減と低迷が続き輸出先によって回復力の違いが明確となった。

一方、訪日客が過去最多ペースで推移する中、高額な日本酒の免税売上が急増している。

販売実績はコロナ禍前の2倍以上と好調で、なかでも1万円を超える高級酒の販売が上昇。羽田空港を管理する日本空港ビルディングの免税品販売を管理する松田健作主任は「日本酒は全般的に好調。以前は3000円から5000円くらいが売れ筋だったが、最近は1万円以上の製品もよく売れ、10万円を超える高級酒が

売れることもあり、海外で日本酒の認知が高まり、より良いお酒を求める外国人が増えている。日本酒に対する関心の高まりを感じる。輸出に注力するメーカーが世界中でプロモーションしてきた効果だろう。付加価値の高い製品を市場に投入し続けたことで、日本酒の認知向上が進んでいるのでは」と手応えを話す。

成田国際空港旅客ターミナル内で店舗運営するNAAリテイリングは「従来は日本から海外出張する際のビジネスユースが目立ったが、近年は外国人の購入が明らかに増え、銘柄の指名買いも多い。販売実績がコロナ禍前の2倍以上と好調。」と話す。

両空港に共通するのは、従来に比べ販売単価が上がってこと。10万円クラスの高級酒が売れることも珍しくなく、「獺祭」「久保田」「八海山」など国内外で認知度の高い銘柄だけでなく、原料米や製造法にこだわったストーリー性のある商品も人気だという。

日本酒の輸出額は2023年、14年ぶりに前年割れとなり、今年は再び成長軌道に戻るか注目されている。各国の状況は様々だが、アメリカは過剰在庫の消化に手間取った昨年からの状況が好転。インフレの影響を受けつつも、現地の需要は堅調との見方が多い。中国については「昨年来の景気低迷に処理水問題、それに伴う通関手続きの遅れが重なり動きが鈍い。」と担当者は語る。

海外の観光客にとって免税売店は帰国前の最後の買い物となる。日本でおいしいと思ったお酒の銘柄を見つけて購入し、自国でも楽しんでもらえることはうれしいこと。

「伝統的の酒造り」が12月にユネスコ無形文化遺産へ登録されたこともあり、さらに海外展開に弾みがつくことを期待したい。



SAKE, SHOCHU, & AWAMORI: Resonating the True ESSENCE of WA

和のエッセンスを響かせる日本酒・焼酎・泡盛



Sake, Shochu, and Awamori brewing is as traditional a Japanese art form as they come, and at the 2024 Mutual Trading Japanese Food & Restaurant Expo (JFRE), the 45+ exhibiting breweries brought forth an array of traditional brews as well as those advancing into new directions.

Among the US wine industry, the current overall consumption continues to decline due to the aging of their base consumers and the inability to recruit younger drinkers. Seemingly being put off by the elitist image of wine, youths are gravitating to lower alcohol hard seltzers, RTD products, and craft brews. Further, from their ecological concerns, the younger set is preferring domestic brews versus the imports to reduce carbon footprint, and reach for canned and Tetra-packed containers instead of glass bottles.

Despite the declining trend in overall wine consumption of -2.1% in 2023 versus 2022, two subsets within the category actually showed growth: 1.) specialty wines including canned, sweet, blended, and RTD wines, up by 9%, and 2.) sparkling wines, up by 2.5%. So, how does this all relate to trends in Sake?

Although Sake belongs to the wine classification for taxation purposes, it's a completely unique alcoholic beverage. Interestingly, Sake is recently doing a reversal versus wine, gaining ground and growing consumption despite the negative attributes that youths have on wine: high ABV, traveling far to arrive from Japan, and largely in glass bottles. Perhaps it's the distinctive Essence of WA ingrained in the Japanese culinary culture that's captivating young consumers.

Along with their ages-old traditional types, Sake breweries are applying new techniques, in launching new products – low alcohol, sparkling, aged, flavored-, with specialty methods, and reviving heirloom ingredients once thought lost. JFRE '24 served as the showcase where breweries brought forth their newest.

Advancements continue in the Sake world, looking far to reach worldwide consumers. Mutual Trading shares that quest, alongside with the theme of JFRE '24 – Washin Denshin or the ESSENCE of WA, Bridging People, Regions, and the Future Through Japanese Cuisine.

Visit our website, see our complete liquor lineup!
mtcsake.com



日本酒、焼酎、泡盛の醸造方法日本の伝統的な芸術形式と捉える中、2024年のMutual Trading Japanese Food & Restaurant Expo (JFRE)では、45を超える出展社が伝統的な酒だけでなく、新しい方向性を追求した数多くの酒を披露しました。

現在、米国のワイン消費量は、消費者の高齢化とさらに若い消費者の獲得が出来ていないことから、全体的に減少傾向にあります。ワインに対するエリート的なイメージが若者に敬遠され、人気を集めているのは、低アルコールのハードセルツァーやRTD製品、クラフトビールになっています。また、エコロジーへの関心が高い若者たちは、二酸化炭素排出量の削減を意識し、輸入品よりも国産品を好み、ガラス瓶ではなく缶入りやテトラパック容器を選ぶ傾向があります。

2023年のUSワイン消費量は2022年と比較して全体で2.1%の減少を記録したのですが、実はこのカテゴリー内、2つのサブセットは増加したのです。

- 1.) 缶入り、甘口、ブレンド、RTDワインを含むスペシャリティワインが9%増
- 2.) スパークリングワインが 2.5%増

では、これらが日本酒のトレンドとどのように関係しているのでしょうか。税法上日

本酒は、ワインのカテゴリに分類されますが、アルコール飲料としては全く別物です。

興味深いことに、最近では日本酒はワインの立場を逆転、若者がワインに対して抱く否定的なイメージ（アルコール度数が高い、日本から届くまでの道のりの長さ、ガラス瓶入りのものがほとんどという点）を克服し、日本酒の消費量が伸びているのです。これは、日本の食文化に根付いた独特の「和」のエッセンスが若い消費者を魅了していると考察します。

酒蔵は、昔から受け継がれてきた伝統的な酒造方法に加え、新しい技術を駆使して、低アルコール、発泡性、熟成、風味付け、特殊な製法、一度失われた伝統的な原料の復活など、新製品を開発して来ているのです。JFRE'24は、各酒造メーカーがそれら最新の製品を披露するショーケースとなったのです。

日本酒の世界では、世界中の消費者に届くことを目標に、進歩が続いています。Mutual Tradingは、JFRE'24のテーマ「和心伝心〜日本食でつながる、人・地域・未来〜」とともに、その探求を共有しています。

SAKE SORBET

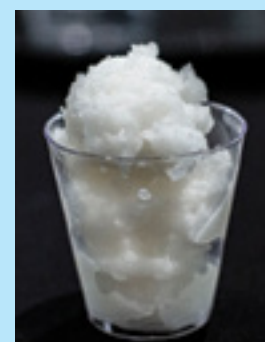
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6/2 liter 3% ABV, #76292

A truly Shizuoka original:

Homare Fuji rice grown exclusively at the foot of Mt. Fuji, light Shizuoka yeast, and clear waters of Shizuoka. A smooth, rich, and flavorful Sake sorbet, at 3% ABV.

オール静岡オリジナル食材、アルコール度数3%の日本酒シャーベット



MUWA Bourbon Barrel Aged Junmai melds the exquisite nuances of fruit and savoriness.



LIQUOR PAVILION: ESSENCE OF WA HIGHLIGHTS

SEISHU 清酒



Kubota Manjyu Original Yeast

Junmai Daiginjo
Niigata Prefecture
#10737 720 ml

Uses original, brewery-developed "YX" yeast cultivated over many years.
蔵元独自の「YX酵母」使用



Akagisan Kurobi

Junmai Daiginjo
Gunma Prefecture
#56383 720 ml
Centrifugal Extraction
遠心分離搾り

SPARKLING SAKE



Haneya Sparkling Sake

Junmai
Toyama Prefecture
#75042 720 ml, #82468 360 ml
Subtle minerality, refreshing mouthfeel, and rich aroma.
ほのかなミネラル感、さわやかな口当たり、豊かな香り



Tatenokawa Soube Wase

Junmai Daiginjo
Yamagata Prefecture
#74604 720 ml
Uses Soube Wase heirloom rice, revived from 150 years ago.
幻の酒米、
在来品種「宗兵衛早生」使用



Tatsuriki Kome no Sasayaki YK-35

Daiginjo
Hyogo Prefecture
#12225 720 ml
Best Yamadanishiki Sake rice grown, cultivated in the premier Toku A district in Hyogo.
兵庫県徳A地区で栽培された最高級酒米「山田錦」使用



MIO Crisp Sparkling Sake

Hyogo Prefecture
#14631 750 ml
A crisp-dry version to the original MIO, the #1 selling sparkling Sake in Japan.
日本で売上No.1の
スパークリング日本酒「MIO」の
すっきり辛口バージョン

SPECIALTY SAKE



Muwa Bourbon Barrel Aged

Junmai 18% ABV
Berkeley, CA
#47100 720 ml
A new expression of Junmai Sake: neat, on the rocks, or serve warm.
バーボン樽貯蔵の純米酒



Niwano Uguisu Doburoku Pink

Doburoku
Fukuoka Prefecture
#10610 720 ml
A genuine unfiltered Sake, with natural pink hue from red yeast.
真の無濾過日本酒



Amabuki Sakura Fubuki

Nigori Junmai
#10744 720 ml
#10743 180 ml cup
Definitely unique: a vibrant colored brew, made with purple Forbidden Rice, yeast from cherry and strawberry blossoms.
Forbidden Rice、桜とイチゴの花の酵母使用



BEER & ALE



Kizakura Lucky Snake Pale Ale

Kyoto Prefecture
#65186 350 ml can
Year of Snake 2025. Pale Ale beer brewed with selected sake rice.
已年限定ボトル。選抜されたお米で作られたパールエール



Orion Shokunin Wheat Beer

Okinawa Prefecture
#21683 350 ml can
Okinawa-grown wheat ingredient, Belgian style.
沖縄産小麦使用
ベルギータイプ

SHOCHU & AWAMORI



Mitsutake Hokuto Kenshiro

Imo Shochu, 25% ABV
Saga Prefecture
#19684 900 ml
Rough filtration method amplifies aroma of the Kogane Sengan sweet potatoes.
伝統品種の黒麹、粗濾過方法



Mitsutake Hokuto Raoh

Imo Shochu, 25% ABV
Saga Prefecture
#51054 900 ml
Made with honey-sweet Beniharuka sweet potatoes.
高糖度の蜜芋「紅はるか」使用



Zampa Shequwasar Spirits

Awamori, 24% ABV
Okinawa Prefecture
#36279 720 ml
Fine Awamori with the Shikuwasa citrus, indigenous to Okinawa.
シークワサー泡盛



Seifuku Coffee Liqueur

12% ABV
Okinawa Prefecture
#14562 720 ml
Awamori luxurious liqueur with the finest coffee beans, brown sugar, and cocoa powder.
Versatile: mix with milk, beer, or lemon soda.
Drizzle over ice cream.
泡盛に最高級のコーヒー豆、黒糖、
ココアパウダーを加えた贅沢なリキュール

SPIRITS



Nanbu Bijin Craft Vodka

80 proof
Iwate Prefecture
#10645 700 ml



Hakkaisan Ohoro Gin

94 proof
Niigata Prefecture
#10648 720 ml

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

日本の味を世界の人々に

Bringing the Flavors of Japan
to the People of the World

@mutualtrading

Expansion of Japanese restaurants overseas

日本食レストランの海外展開

The Ministry of Agriculture, Forestry and Fisheries announced the survey results of the number of Japanese restaurants operating overseas as of October 2023. This survey by the Ministry of Agriculture, Forestry and Fisheries was conducted jointly with the Ministry of Foreign Affairs of Japan. Japanese restaurants expanding overseas not only contributes to the popularization of the Japanese food culture, but also increases Japanese food exports. This report introduces the status of Japanese restaurants expanding overseas.

農林水産省は、2023年10月に海外における日本食レストラン数の調査結果を発表している。この調査は外務省と協力して実施したもので、日本食レストランの海外展開は、日本の食文化の普及だけでなく日本産食材の輸出拡大にも寄与している。日本食レストランの海外展開の現状について紹介したい。

The previous survey was conducted in 2021. The latest survey results showed the number of Japanese restaurants operating overseas increased by approximately 20% from 159,000 to 187,000. In Asia and Europe, the number of Japanese restaurants

operating increased due to corporations expanding as chain restaurants. In North America, the number of Japanese restaurants decreased by approximately 10% due to the coronavirus pandemic. In Central and South America, demand for Japanese cuisine increased due to the popularity of Japanese animation,

etc., and due to changes in how the survey was conducted, the number of Japanese restaurants operating approximately doubled. By nation and region, the highest number of Japanese restaurants in operation were reported in China, North America, South Korea, Taiwan, and Mexico.

The number of Japanese restaurants surveyed by nation and region were counted with the cooperation of the Ministry of Foreign Affairs of Japan by targeting restaurants introduced as “Japanese restaurants” in local websites, phonebooks, guidebooks, etc., restaurants identified as “Japanese restaurants” by local Japanese associations and the Japan Chamber of Commerce and Industry (JCCI), and restaurants recognized as “Japanese restaurants” by government establishments overseas, etc.

By region, the highest number of Japanese restaurants were reported

in Asia with approximately 122,000 restaurants (10,900 restaurants when surveyed in 2021), followed by North America with 28,600 restaurants (31,200 restaurants in 2021), then Europe with 16,400 restaurants (13,300 restaurants in 2021), Central/South America with 12,900 restaurants (6,100 restaurants in 2021).

By nation and region, China (78,760), North America (26,040), and South Korea (18,210) exceeded 10,000 Japanese restaurants in operation, followed by various nations with over 1,000 Japanese restaurants in operation reported in Taiwan (7,440), Mexico (7,120), Thailand (5,330), France (4,860), Indonesia (4,000), Russia (3,190), Brazil (2,850), Canada (2,610), Italy (2,460), Australia (2,000), Malaysia (1,890), Vietnam (1,620), Hong Kong (1,400), England (1,390), Germany (1,220), Singapore (1,210), and Holland (1,180).

海外における日本食レストランの概数

Number of Japanese restaurants operating overseas

Nov 21, 2023

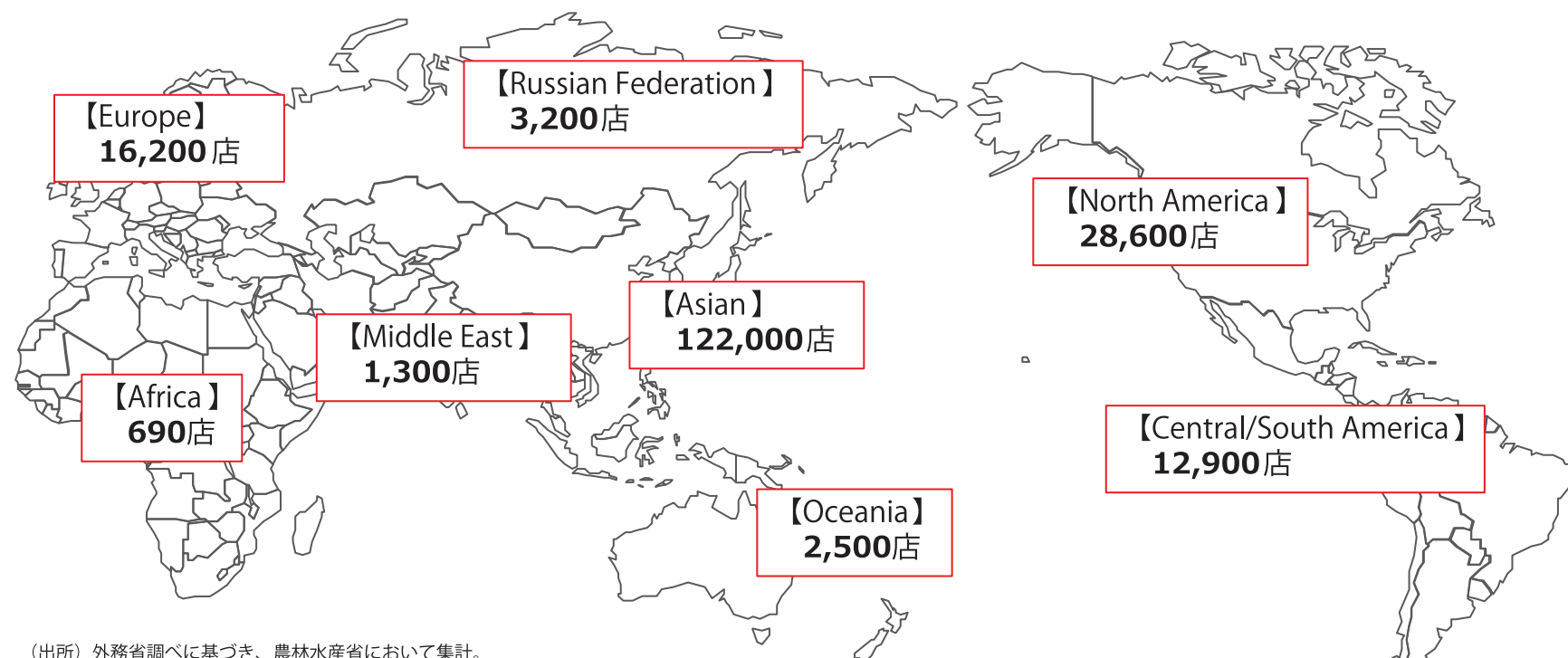
■ 2023年の海外における日本食レストランは、2021年の約15.9万店から約2割増の約18.7万店。

Approximately 187,000 Japanese restaurants operated overseas in 2023, an approximately 20% increase from approximately 159,000 restaurants in 2021.

※2013年12月「和食：日本人の伝統的な食文化」がユネスコ無形文化遺産に登録。

“Washoku: Traditional Japanese food culture” was registered by UNESCO as an Intangible Cultural Heritage in December 2013.

■ 地域別増減は、アジア約2.1万店増、中南米約0.7万店増、欧州約0.3万店増／北米約0.3万店減



(出所) 外務省調べに基づき、農林水産省において集計。

(Source) Figures aggregated by The Ministry of Agriculture, Forestry and Fisheries based on a survey conducted by the Ministry of Foreign Affairs of Japan.

農林水産省 輸出・国際局 / Export and International Affairs Bureau. Ministry of Agriculture, Forestry and Fisheries.

前

回の調査は2021年に実施しており、今回の調査結果では海外の日本食レストラン数は前回の15万9000店から約2割増の18万7000店となった。アジア・欧州では、チェーン展開する企業の進出により数が増えた。北米ではコロナ禍の影響で約1割の減少となり、中南米では日本のアニメなどの影響による日本食需要の増加と調査方法の変更で約2倍に伸びている。国・地域別にみて日本食レストラン数が多い

のは、中国、米国、韓国、台湾、メキシコとなっている。なお各国・地域における店舗数のカウントは、外務省と協力し、現地のウェブサイトや電話帳、ガイドブックなどで「日本食レストラン」として紹介されている店や、現地の日本人会、日本商工会議所などで「日本食レストラン」として扱われている店舗、在外公館において「日本食レストラン」として認識されている、などを対象に調査したものの。

地域別では、アジアが約12万2000店（2021年調査時10万900店）で最も多く、北米2万8600店（2021年3万1200店）、欧州1万6400店（2021年1万3300店）、中南米1万2900店（2021年6100店）などの順で多くなっている。

国・地域別では、中国（7万8760店）、米国（2万6040店）、韓国（1万8210店）で1万店舗を超えている。次いで、台湾（7440店）、メキシコ（7120店）、タイ（5330店）、フランス（4680店）。

インドネシア (4000店)、ロシア (3190店)、ブラジル (2850店)、カナダ (2610店)、イタリア (2460店)、オーストラリア (2000店)、マレーシア (1890店)、ベトナム (1620店)、香港 (1400店)、英国 (1390店)、ドイツ (1220店)、シンガポール (1210店)、オランダ (1180店) で1000店を超える日本食レストランが確認されている。

海外における日本食レストランの国・地域別概数
Number of Japanese restaurants operating overseas by nation and region

Nov 21, 2023

■ 国・地域別における日本食レストラン数上位は、中国、米国、韓国、台湾、メキシコ。

Top nations and regions with the highest number of Japanese restaurants operating overseas are China, North America, South Korea, Taiwan, and Mexico.

各国・地域における調査手法は、次の①～④によるものである。

- ①現地のWEBサイトや電話帳及びガイドブック等で「日本食レストラン」として紹介されている。
- ②現地で「日本食レストラン協会」のような団体が組織され、これに参加している。
- ③現地日本人会、日本商工会議所等で「日本食レストラン」として扱われている。
- ④上記以外にも各在外公館において「日本食レストラン」として認識されている。例えば、ジェットロにおける日本食レストラン数調査結果等。

The survey methodology in each country/region is based on the following (1) through (4).

- 1, The restaurant is introduced as a "Japanese restaurant" in local websites, telephone directories, and guidebooks.
- 2, Organizations such as the "Japanese Restaurant Association" have been organized locally, and they are participating in this organization.
- 3, The restaurant is treated as a "Japanese restaurant" by the local Japanese Association, Japanese Chamber of Commerce and Industry, etc.
- 4, In addition to the above, recognized as "Japanese restaurants" in various foreign embassies and consulates. For example, the results of JETRO's survey on the number of Japanese restaurants.

Number of Japanese restaurants

【Europe】			
アイスランド Iceland	10	チェコ Czechia	300
アイルランド Ireland	90	デンマーク Denmark	270
アゼルバイジャン Azerbaijan	20	ドイツ Germany	1,220
アルバニア Albania	10	ノルウェー Norway	300
アルメニア Armenia	100	ハンガリー Hungary	90
イタリア Italy	2,460	フィンランド Finland	210
ウクライナ Ukraine (※)	140	フランス France	4,680
ウズベキスタン Uzbekistan	20	ブルガリア Bulgaria	30
英国 UK	1,260	ベラルーシ Belarus	50
エストニア Estonia	100	ベルギー Belgium	150
オーストリア Austria	100	ポーランド Poland	870
オランダ Netherlands	1,180	ポルトガル Portugal	170
キプロス Cyprus	80	モルドバ Republic of Moldova	30
ギリシャ Greece	60	モンテネグロ Montenegro	10
キルギス Kyrgyzstan	50	ラトビア Latvia	90
クロアチア Croatia	50	リトアニア Lithuania	80
ジョージア Georgia	30	ルーマニア Romania	110
スイス Switzerland	270	ルクセンブルク Luxembourg	140
スウェーデン Sweden	530		
スペイン Spain	700	【Russian Federation】	
スロバキア Slovakia	70	ロシア Russian Federation	3,190
スロベニア Slovenia	10		
セルビア Republic of Serbia	40		

【Africa】	
エジプト Egypt	50
ガーナ Ghana	10
ケニア Kenya	20
コートジボワール Cote d'Ivoire	10
チュニジア Tunisia	30
ナイジェリア Nigeria	20
マダガスカル Madagascar	10
南アフリカ South Africa	260
モーリシャス Mauritius	30
モロッコ Morocco	190

【Middle East】	
アラブ首長国連邦 UAE United Arab Emirates	170
イスラエル Israel	320
イラン Iran	30
カタール Qatar	30
クウェート Kuwait	150
サウジアラビア Saudi Arabia	150
トルコ Turkey	260
バーレーン Bahrain	40
ヨルダン Jordan	70
レバノン Lebanon	80

【 Asian 】	
インド India	410
インドネシア Indonesia	4,000
カンボジア Cambodia	280
シンガポール Singapore	1,210
スリランカ Sri Lanka	40
タイ Thailand	5,330
韓国 South Korea	18,210
中国 China	78,760
ネパール Nepal	60
パキスタン Pakistan	20
バングラデシュ Bangladesh	30
フィリピン Philippines	760
ブルネイ Brunei	40
ベトナム Viet Nam	1,620
マレーシア Malaysia	1,890
ミャンマー Myanmar	80
モルディブ Maldives	40
モンゴル Mongolia	50
ラオス Lao People's Democratic Republic	50
台湾 Taiwan	7,440
香港 Hong Kong	1,400
マカオ Macao	310

【Oceania】	
オーストラリア Australia	2,000
ニュージーランド New Zealand	480
フィジー Fiji	10

【North America】	
米国 USA	26,040
カナダ Canada	2,610

【Central/South America】	
アルゼンチン Argentina	620
ウルグアイ Uruguay	40
エクアドル Ecuador	110
エルサルバドル El Salvador	40
グアテマラ Guatemala	60
コスタリカ Costa Rica	100
コロンビア Colombia	520
ジャマイカ Jamaica	10
チリ Chile	530
ドミニカ共和国 Dominica	90
トリニダード・トバゴ Trinidad and Tobago	20
ニカラグア Nicaragua	20
パナマ Panama	50
バハマ Bahamas	10
パラグアイ Paraguay	80
ブラジル Brazil	2,850
ベネズエラ Venezuela	320
ペルー Peru	230
ボリビア Bolivia	110
メキシコ Mexico	7,120

(出所) 外務省調べに基づき、農林水産省が集計。

- ・店舗数は、10店舗以上の国・地域を対象に、一の位を四捨五入している。・香港及びマカオの店舗数は、中華人民共和国の店舗数に含まれない。
・ウクライナは今回調査が困難であったことから、現地の状況を踏まえて2021年調査結果を記載。

(Source) Figures aggregated by The Ministry of Agriculture, Forestry and Fisheries based on a survey conducted by the Ministry of Foreign Affairs of Japan. The number of Japanese restaurants operating in Hong Kong and Macao are not included in the number of Japanese restaurants operating in the China. Due to difficulties anticipated in conducting the survey in Ukraine, 2021 survey results were listed due to the war in Ukraine.

農林水産省 輸出・国際局 / Export and International Affairs Bureau. Ministry of Agriculture, Forestry and Fisheries.

Japanese Food Trending Overseas

The number of Japanese restaurants operating overseas increased from 24,000 restaurants in 2006 to 55,000 restaurants in 2013, 89,000 restaurants in 2015, 118,000 restaurants in 2017, 156,000 restaurants in 2019, 159,000 restaurants in 2021, to 187,000 restaurants in 2023.

Japanese cuisine is highly regarded overseas as “healthy,” “visually appealing,” “safe and reliable,” “high end and high quality.” In December 2013, “Washoku: Traditional Japanese food culture” was registered by UNESCO as an Intangible Cultural Heritage, another factor that further enhanced the international reputation and popularity of Japanese cuisine as speculated from the number of Japanese restaurants operating overseas. Perhaps, the number of Japanese restaurants operating overseas could be an important indicator to understand the popularity of Japanese cuisine and food culture overseas at a time when the Japanese government is supporting efforts to increase

Japanese agricultural, forestry, fishery and food exports. Coupled with the depreciating value of the Japanese Yen since the coronavirus (COVID-19) pandemic, an increase in inbound tourism is reigniting the Japanese food craze. The number of foreign tourists visiting Japan is increasing rapidly as the vaccination rate has improved and immigration regulations relaxed in each nation since late 2023.

According to the Japan National Tourism Organization (JNTO), the number of foreign tourists who visited Japan in October 2024 increased by 32.7% since 2019 to 33.12 million foreign tourists, a record-breaking number of foreign tourists in a single month. The cumulative total number of foreign tourists from January to October 2024 showed a 12.2% increase since 2019 to approximately 30.19 million foreign tourists, which exceeded the cumulative year-to-date total of 30 million foreign tourists as the fastest growth on record since the statistical records began in 1964. The highest number of foreign tourists in a year on record is 31.88 million foreign

tourists in 2019. Just short of this figure by approximately 1.7 million foreign tourists, the cumulative total number of foreign tourists to Japan in 2024 is expected to break this record. This revived demand for inbound tourism is reigniting the Japanese food craze. As Japanese cuisine becomes more familiar to foreign tourists who visit Japan, an increasing number of these foreign tourists are visiting their local Japanese restaurants after their return from Japan.

海外での日本食ブーム

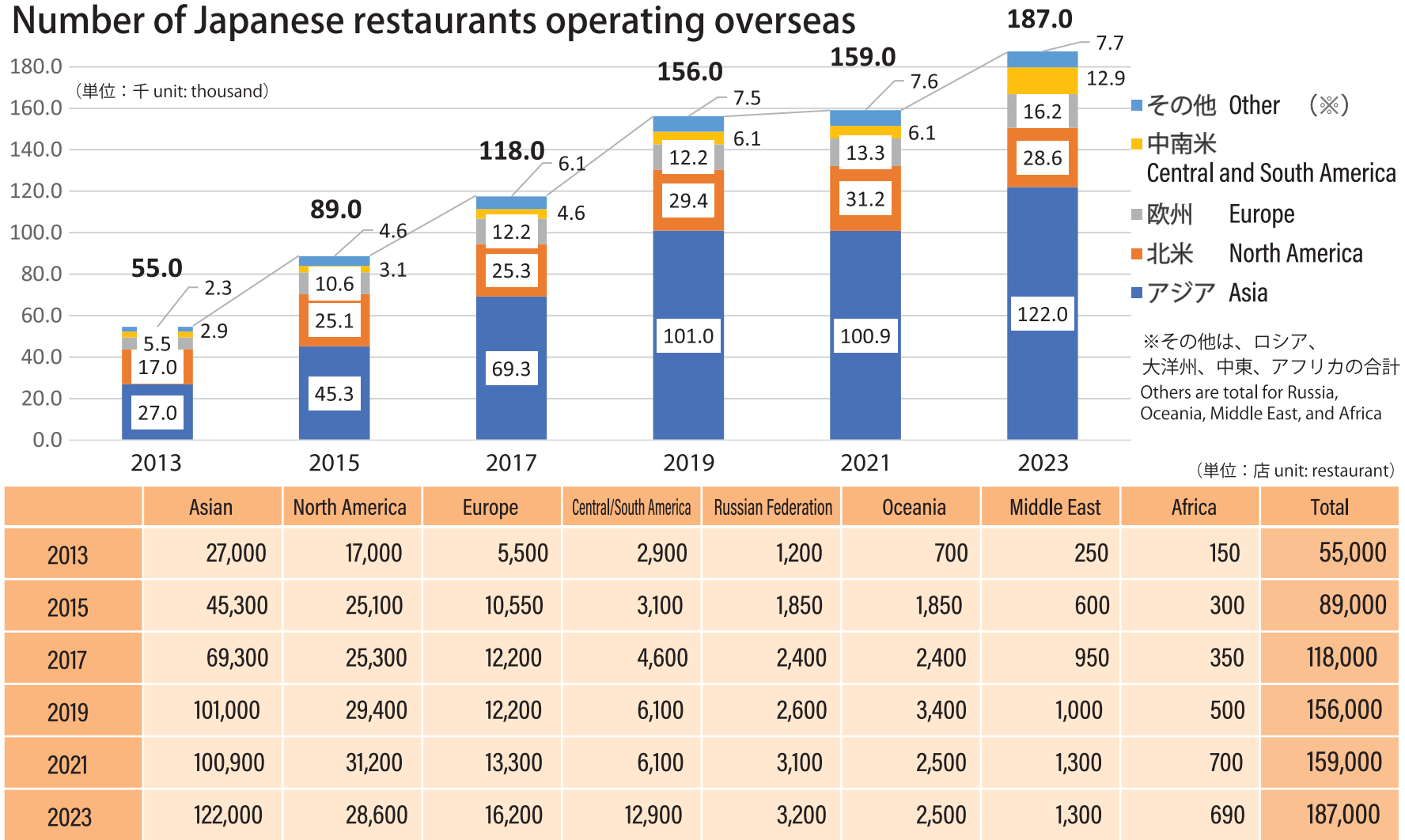
海外における日本食レストラン数の推移は、2006年では2万4000店、2013年は5万5000店、2015年は8万9000店、2017年は11万8000店、2019年は15万6000店、2021年は15万9000店、2023年は18万7000店と増加している。

海外において日本食は「ヘルシー」「美しい」「安全・安心」「高級・高品質」として高い評価を得ているが、2013年12月「和食：日本人の伝統的な食文化」がユネスコ無形文化遺産に登録されたことも日本食の国際的な評価と人気を一層高

める要因であると数の上からも推察出来る。日本政府は農林水産物・食品の更なる輸出拡大に政府を挙げて取り組んでいる中、海外における日本食レストランの店舗数は、日本食・食文化の普及状況を把握する観点から重要な指標と言えるのではないだろうか。また、コロナ禍後の円安の影響も相まって、インバウンド増加が日本食ブームを再度加速させている。2023年後半からの各国における入国規制の緩和と、ワクチン接種率の向上に伴い、日本を訪れる外国人観光客数は急速に回復している。

日本政府観光局によると、2024年10月の訪日外国人旅行者数（推計値）は2019年比32.7%増の331万2000人となり単月での過去最高を更新した。1～10月の累計では2019年比12.2%増の約3019万2600人で、1964年の統計開始から過去最速で年間累計3000万人を突破。これまでの年間客数の過去最高である2019年の約3188万人まで、約170万人に迫っており、2024年は累計で記録を更新する見通しだ。このインバウンド需要の復活が、日本食ブームを再び加速させている。訪日した外国人の間で日本食の認知が向上するとともに、訪日後に現地の日本食レストランを訪れる人が増加している。

海外における日本食レストランの概数（推移）
Number of Japanese restaurants operating overseas



(出所) 「海外における日本食レストラン調査」(平成25年、27年、29年、令和元年、3年、5年) 外務省調べに基づき、農林水産省において集計。
(Source) Survey of Japanese Restaurants Overseas (2013, 2015, 2017, 2019, 2021, 2023) Compiled by the Ministry of Agriculture, Forestry and Fisheries based on data from the Ministry of Foreign Affairs of Japan.
農林水産省 輸出・国際局／Export and International Affairs Bureau. Ministry of Agriculture, Forestry and Fisheries.

Certification of Cooking Skills
for Japanese Cuisine in Foreign
Countries

Foreign tourists who consumed Japanese cuisine while visiting Japan are creating local demand for “quality” Japanese cuisine overseas. Fusion Japanese cuisine such as California Roll are popular, while nigiri sushi is also rapidly gaining popularity. As locally funded Japanese restaurants increase in numbers, many Japanese restaurants do not use Japanese food ingredients and hire chefs with subpar culinary skills to prepare Japanese cuisine. To enhance efforts to introduce Japanese cuisine and food culture overseas and to resolve the lack of culinary skills overseas to prepare Japanese cuisine, the Ministry of Agriculture, Forestry and Fisheries established “Guidelines for Certification of Cooking Skills for Japanese Cuisine in Foreign Countries” in 2016 to allow private organizations to voluntarily certify foreign chefs who possess a certain level of knowledge and culinary skills in the preparation of Japanese cuisine.

Three categories of certification are stipulated as Gold, Silver, and Bronze, according to the knowledge and culinary skills required for each category. As of March 31, 2024, 23 foreign chefs in Japanese cuisine earned the Gold certification, 1,079 foreign chefs earned the Silver certification, and 1,842 foreign chefs earned the Bronze certification, totaling 2,944 foreign chefs certified in the preparation of Japanese cuisine worldwide. The total number of foreign chefs certified in the preparation of Japanese cuisine in the U.S. is 196, ranking fourth following China, South Korea, and Taiwan. The accreditation entity in the U.S. is The Association for the Advancement of the Japanese Culinary Arts.

Knowledge required to attain
Certification of Cooking Skills for
Japanese Cuisine

- 1, Knowledge of Japanese food culture
- 2, Knowledge of food sanitation
How to prevent food poisoning, manage clothing and food ingredients, cooking utensils and equipment, food ingredients, washing and sanitation of food ingredients that require heating.
- 3, Culinary skills
How to use cooking utensils to prepare Japanese cuisine, how to select food ingredients, cut the food ingredients, peel the food ingredients, mixing ratio of seasonings, cooking procedure and preparation time, plating, and preservation method.

- 4, Customer service
Presentation method

(Furthermore, Silver certification is required to apply for the Gold certification, and the Bronze certification is required to apply for the Silver certification. However, graduates of a culinary school in Japan are not required to earn the Bronze certification to apply for the Silver certification.)

Anticipation for the further
expansion of Japanese
restaurants

As Japanese cuisine becomes more popular worldwide, the number of Japanese restaurants is expected to increase overseas as a promising business opportunity. By region, the increase in the number of Japanese restaurants is especially notable in Asia and Europe, with both regions seeing a 20% increase since 2021. Further, the demand for Japanese cuisine is continuing to increase in North America and China as well. Japanese restaurants serving sushi, ramen, yakiniku, okonomiyaki, and gyudon are opening in cities worldwide. However, the food culture is different in each nation and region, thus the popular Japanese cuisines are different in each region. Some food ingredients are banned in some regions due to religious reasons, thus understanding the cultural differences is particularly important. Halal certification and Kosher certification are required for these reasons.

Also, Japanese cuisine is expected to enjoy greater popularity since “Traditional knowledge and skills of sake making” was also registered by UNESCO as an Intangible Cultural Heritage in December 2024.

The Three Grand Cuisines of the world are said to be “Chinese cuisine,” “French cuisine,” and “Turkish cuisine.” These cuisines that originated in nations where food ingredients and culinary methods were abundant since ancient times influenced food cultures worldwide and are consumed by many people today. These food cultures were originally thought to have developed in the royal courts and impacted other nations.

Recently however, Japanese cuisine is arguably comparable to the Three Grand Cuisines in popularity and influence. Perhaps, Japanese cuisine may soon become the Fourth Grand Cuisine of the world.■

日本料理の調理技能認定取得者数
Number of foreign chefs awarded the
Certification of Cooking Skills for Japanese
Cuisine in Foreign Countries



Total	Gold	Silver	Bronze
2,944	23	1,079	1,842

海外における日本料理の
調理技能認定制度

訪日中に本物の日本食を食べたことにより、今まで以上に現地でも日本食の「質」が求められるようになって来た。寿司もカリフォルニアロールをはじめとして創作巻物が人気だが、握り寿司も急激に人気が高まっている。それに伴い現地資本による日本食レストランも近年増えている一方、日本食材を使用せず、シェフの技術水準も低い日本食レストランも少なくない。そうした現状を踏まえ、農林水産省は日本食・食文化の海外発信の強化と調理技能の不足という問題を解決するためという観点から2016年に海外の外国人日本食シェフのうち日本料理に関する知識並びに調理技能が一定レベルを達したシェフを民間団体などが自主的に認定できる「日本料理の調理技能の認定に関するガイドライン」を制定した。

認定の種類は、ゴールド、シルバー及びブロンズの3種で各認定の種類に応じて習得すべき知識及び技能が定められている。2024年3月31日時点でゴールド23名、シルバー1,079名、ブロンズ1,842名の計2,944名が世界で認定されており、認定の総数は米国は196と中国、韓国、台湾に次ぐ4番目となっている。米国では公益財団法人の日本料理研究会米国支部が認定機関となっている。

調理技能認定に必要な
日本料理に関する知識

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

4. おもてなし
作法

(なお、ゴールド認定を受けるには、シルバー認定の取得を必要とし、シルバー認定を受けるには、ブロンズ認定の取得を必要とする。ただし、シルバー認定について、日本国内の調理師養成施設を卒業した者はブロンズ認定を不要とする。)

日本食レストランの更なる飛躍への期待

世界中で日本食の存在感が増し、海外でも絶好のビジネスチャンスと捉え今後も日本食レストランは増えるだろう。地域別では、特にアジアとヨーロッパでの増加が顕著で、2021年からそれぞれ20%の成長を遂げている。さらに、アメリカや中国といった地域でも、日本食の需要は引き続き拡大している。寿司、ラーメンだけでなく焼肉、お好み焼き、牛丼などが世界の都市に outlets しているが、その国や地域によって食文化も異なるため、人気の日本食も異なってくる。地域によっては宗教上の理由で禁止されている食材もあるので文化の違いを理解することが非常に重要。ハラル認証やコーシャ認証の取得など必要となってくる。

また、昨年12月に日本の「伝統的造り」ユネスコの無形文化遺産に登録されたこともあり、日本食に注目が集まることも大いに期待されている。

世界三大料理といえば、「中華料理」、「フランス料理」、「トルコ料理」と言われている。古くから食材や調理法が豊富だった国から生まれたこれらの料理は、世界各地の食文化に大きな影響を与え多くの人に食されている料理で、元々は宮廷で発展し他国に影響を与えたとされている。

しかし、現在の状況を考えれば、日本食が世界三大料理に並ぶと言っても過言でないほど影響を与え人気を高めているとも言えるので、それに加わる日も近いのではないだろうか。



“Oshogatsu (New Year’s Day Celebration) in Little Tokyo” heralds the beginning of the New Year

-Many guests attended the annual New Year’s Day event that introduces traditional Japanese New Year celebrations -

新年の幕開けを告げる「お正月イン・リトル東京」開催
—日本伝統の正月文化を紹介する新年の恒例行事に多くの参加者—

The Japanese Chamber of Commerce of Southern California (JCCSC) and the Japanese Chamber of Commerce Foundation (JCCF) jointly organized “Oshogatsu in Little Tokyo” – a celebratory event held on New Year’s Day to introduce traditional Japanese New Year celebrations – at the Weller Court and the Japanese Village Plaza in the Little Tokyo district of Los Angeles. This seasonal traditional event held for the 26th time this year on January 1, 2025, is attended by over 10,000 guests every year, many who travel from afar.

This annual New Year’s Day event was organized to revitalize areas surrounding the Little Tokyo district and to introduce traditional Japanese New Year celebrations to younger generations of Japanese Americans and Americans not familiar with traditional Japanese New Year celebrations, now an important event celebrated in the Japanese community.

The Taiko Drum Performance was held before the event started at

11 a.m., followed by the opening ceremony on the set stage, ceremonial breaking of the sake barrel, mochi-maki (scattering of the rice cakes), Minyo (folk songs) and Odori (dancing), Kendo Demonstration, Shorinji Kenpo Demonstration, Aikido Demonstration, Awa Odori Dance, Calligraphy Demonstration, the Lion Dance, and more singing, dancing, and demonstrations held by each traditional, cultural, and entertainment group active in the Los Angeles suburbs.

During the Awa Odori Dance, the performer called out to the event venue to invite participants to join in the dance in a ring. Many guests left their seats and enjoyed the dance.

As the flamboyant stage befitting for the New Year celebration unfolded, participants dressed in Kimonos appeared and adorned the stage with vivid colors as they participated in the Kimono Contest & Fashion Show. The Kimono Contest is an annual New Year’s Day event organized by the LA Kimono Club as one of the main events

of “Oshogatsu in Little Tokyo.” The contest was first organized in 2000 to increase opportunities to wear kimono and to pass on traditional Japanese culture by wearing kimono. LA Kimono Club members organize and attend various Japanese events dressed in kimono year-round.

Haru Takehana, President of JCCSC, commented on the chamber’s aspirations for organizing the annual New Year Day event. “We were blessed with great weather today. I’m excited to welcome many guests to this event and learn about traditional Japanese culture and New Year celebrations. We look forward to continuing this event to have more people discover the beauty of Japanese culture, and we also encourage our guests to visit Japan if they get the opportunity to.”

The Nisei Week Queen and Court scattered the rice cakes (mochi-maki). Children happily jumped up and down as they tried to catch the red and white mochi (rice cakes) thrown into the crowd. Booths sold picture books, folk

crafts, anime characters, sweet red bean soup with mochi, yakisoba, karaage, takoyaki, mochi, and sake for tasting. Also, many children formed lines in front of booths that demonstrated origami (paper folding) and how to make and fly mini kites, where many guests who attended the event for the first time were encouraged to join in and enjoy the traditional Japanese New Year celebrations.

Kenko Sone, Honorary President of JCCSC, commented: “The 2024 Noto Peninsula Earthquake caused massive damage. However, reconstruction is progressing thanks to the help received from many, to whom we are profoundly grateful. Thank you very much for all your support and I request your continued support in our recovery efforts. The Dodgers will have their opening game in Tokyo in March 2025. Also, the Expo 2025 Osaka, Kansai, Japan will be held from April to October. I hope these events will serve as an opportunity for guests to learn about traditional Japanese culture. Also,



Haru Takehana, President of the Japanese Chamber of Commerce of Southern California



Kenko Sone, Consul General, Consulate General of Japan



I encourage our guests to please visit Japan when you get the opportunity.” Also, temples of each Buddhist sect stand in the suburbs of Little Tokyo. At the Koyasan Buddhist Temple inside Little Tokyo, many guests visited as they do annually to pay their first visit of the year to the shrine, where worshippers bustled to draw their fortune slips and purchase amulets and talismans.

About Japanese Chamber of Commerce of Southern California

Founded in 1905, the “Los Angeles Central Japanese Association” changed names many times as membership grew among Southern California members. Founded 119 years ago, the association was renamed Japanese Chamber of Commerce of Southern California (JCCSC) after authorization was obtained from the state of California in 1951 with the objective to fight prejudice and discrimination, and serve as a bridge for businesses to support each other. The JCCSC celebrates 74 years of active service to the Japanese American community today. ■

◆ ◆ ◆

南 加日系商工会議所と南加日商財団は、日本伝統の正月文化を紹介する元日の祝賀行事「お正月イン・リトル東京」をロサンゼルス、リトル東京のウエラーコートとジャパニーズビレッジプラザで開催した。今回で26回目となるこのイベントはロサンゼルスの正月の風物詩となっており、遠方から



も多くの参加者が訪れ毎年1万人以上の来場者がある。

正月恒例となった同イベントは、リトル東京周辺の町の活性化と日本の正月を知らない若い世代の日系人やアメリカ人に日本の正月文化を紹介する目的で始められ、今では日系コミュニティに欠かせない行事のひとつとなっている。

午前11時の開始前には太鼓演奏があり、設置されたステージでの開会式と鏡開きに続き、餅まきや民謡と踊り、剣道、少林寺拳法、合気道、河内音頭、阿波踊り、書初め、獅子舞などロサンゼルス近郊で活動する伝統文化・芸能の各団体が自慢の歌声や踊り、実技などを披露した。阿波踊りでパフォーマーが会場に呼びかけ踊りの輪への参加を求めると、多くの人が席を立ち踊りを楽しんだ。

正月にふさわしく華やかな舞台が繰り広げられる中、着物コンテストでの晴れ着をまとった参加者達の姿はステージを鮮やかに彩った。着物コンテストはLA着物クラブが主催するもので、着物クラブ恒例のお正月でもあり“お正月イン・リトル東京”のメイン行事のひとつ。和服を着る機会をもっと増やし、着物を通

して日本の伝統文化を伝えようという目的で2000年に発足し、年間を通して、色々な日本の行事に着物で参加したりイベントを主催している。

「素晴らしい天候にも恵まれ、こうして多くの人に日本の正月や文化を知ってもらうことが出来て嬉しく思う。より多くの人に日本の良さを知ってもらうためにも今後も継続して行きたいし、機会があったらぜひ日本を訪れてほしい」と竹花晴夫南加日系商工会議所会頭は抱負を述べた。

二世週祭の女王とコートたちによる餅まきでは、舞い上がる紅白の餅を取ろうと楽しそうに飛び跳ねる子どもたちの姿があった。絵本や民芸品、アニメキャラクターの販売に加えお汁粉、焼きそば、唐揚げ、タコ焼き、お餅、酒テイスティングなどのブースが並んだ。また、折り紙やミニ凧作りなど来場者が体験できるブースには多くの子供たちが参加し、初めて訪れた人でも日本の正月気分を存分に満喫できる趣向が凝らされた。

南加日系商工会議所の名誉会頭でもある在ロサンゼルス領事館 曾根健孝総領事は、「昨年の元旦に日本で起きた能登

半島地震では大変な被害があったが、多くの方々の力で復興も進んでおりお礼を申し上げます。今後も継続しての支援をお願いしたい。2025年は3月にドジャースが東京で開幕戦を行い、4月から10月まで大阪・関西万博が開催されます。このイベントで伝統的な日本を知ってもらい日本をぜひ訪れてほしい。」と語った。

また、リトル東京近郊には各宗派の寺院があるが、リトル東京内の高野山別院には、例年のように大勢の初詣客が訪れ、おみくじを引いたり、お守り、お札を買い求めるなど参拝者で賑わった。

南加日系商工会議所

南加日系商工会議所は、1905年の「LA中央日本人会」の設立以来、何度も名前を変えながら南加日系社会の人々とともに歩んで来た長い歴史を持つ。LA中央日本人会の設立以来119年、日系人への偏見と差別の回避、ビジネスの相互扶助を目的として1951年カリフォルニア州の認可を得て商工会議所と名前を変えてから今年で74年を迎える。その伝統と設立趣旨を守り諸活動を継承して日系社会の発展に貢献している。



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本資格はマネージャークラスの方を対象としたものであり、カリフォルニア州を始め多くの州では、すべてのフードサービス事業所ごとに Food Manager Certificate を取得している従業員を少なくとも1名配置することを義務付けています。従業員への衛生管理の徹底教育、検査員のインスペクションへの的確な対応のために、貴店で働く従業員全員に本許可証の取得をお勧めいたします。

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

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

回答: 1) d 2) b

日本餐厅新闻

February 2025



UNESCO Intangible Cultural Heritage

2013 Japanese Cuisine, 2024 Traditional knowledge and skills of sake-making



Expectations of non-Japanese restaurants

對日本料理以外的餐廳的期待 P28

SAKE, SHOCHU, & AWAMORI: Resonating the True ESSENCE of WA

清酒、燒酎與泡盛：傳遞「和之精髓」 P30

California Sake Challenge 208: Super Frozen Sake Part 3

酒豪大陸：日本酒的超速冷凍 第3部分 P32

Was sake produced since ancient times as “Kanzukuri?”

酒在寒冷時節釀造是傳統嗎？ P33

Tokyo Jizake Strolling

Wine-tasting event held at a Japanese sake specialty shop

東京地酒散步 / 日本酒專門店的葡萄酒會 P34

Sake Shochu Spirits Institute of America

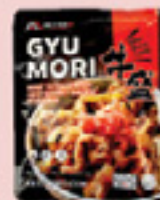
- Cautionary Notes to Participate in Tasting Events -

品鑒時的注意事項 P35

SUPER BOWL INARI SUSHI SET



Frozen Miyako
Gyumori Beef
with Onion
16/1LB
#76791



Frozen Banrai
Ajitsuke Inari
20/33.5oz (40pc)
#6118

Frozen Miyako
Snow Crab
Combo Meat
6/5LB
Indonesia, Wild
#73557



Matsuri Rice,
Koshihikari
40LB (18.14kg)
#20422



Frozen Atlantic
Salmon
without Skin
22LB (3/4).
Chile, Trim:E
#70777



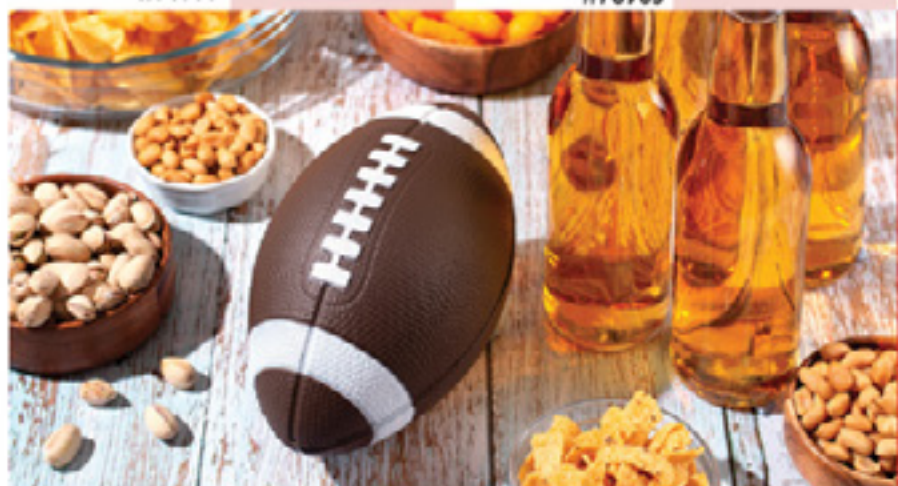
Frozen Ikura
Salmon Roe
Shoyu Zuke
20/1.1LB, Japan
#78965



TAKO OCTOPUS KARAAGE



Frozen
Tako Karaage
8/2.2LB
#74732



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Miyako
Edamame
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#72503



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Yuzu Miso
Sauce
12/32floz
#23254



Somi Spicy
Garlic Sauce
12/20.4oz
#23002



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Lucky Cat White Ale
24/11.8oz (350ml) #10386
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Orion Mugi Shokunin
24/11.8oz (350ml) #8640



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Katsuya Group



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



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



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



Yuji Matsumoto

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



David Kudo

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



Expectations of non-Japanese restaurants

I was blessed with an opportunity to attend a lecture targeting salesmen for a wholesaler of Japanese food products in the U.S. The attendees handle various Japanese food products including sake. The theme of the lecture was not so much about the consumer's question of "Which sake to buy," but centered more on how to get chefs / restaurant owners, not limited to Japanese cuisine by non-Japanese restaurant owners / chefs, to purchase sake?

First, it's important to determine what type of cuisine is served, targeting

whom. Seafood Steak Italian Chinese Korean French

The beverage is narrowed down with the understanding that depending on the cuisine served, the sake to be offered will change accordingly.

Secondly, check to see the prices of popular and top-selling wines for that restaurant. To start, it's important to start with a price set that's appropriate for their target audience.

Thirdly, have the staff understand it's appropriate to serve sake in wine glasses. Fourth, the servers discussed

how to explain the characteristics of each sake brand, and how to determine the compatibility of each brand with the cuisine. Unfortunately, sake still has not become widespread to the point that shelving them in stores will be enough to sell the brand on its own. The reality is, sake is still a product to be sampled by customers following recommendations by servers. Until now, sake was mostly consumed in Japanese restaurants. In the future, we'd like to anticipate sake sales to non-Japanese restaurants as well. ■

對日本料理以外的餐廳的期待

前幾天，我有幸有個機會為在美國的日本食品批發商的銷售員們做演講。參加者是買賣包括日本酒在內的各種日本食材的銷售員。講座的内容重點是如何讓非日本料理的業主/廚師購買日本酒，而不是一般消費者想知道的“我應該喝哪種日本酒”。

第一，要知道目標店舖是什麼類

型的店舖。

- 魚貝類 - 牛扒類 - 意大利人
- 中國人 - 韓國人 - 法國人

了解這些將徹底改變提供的酒類並可以縮小品牌範圍。第二，要看看有多少暢銷和受歡迎的葡萄酒在出售。關鍵是要找到適合那裡客戶群的價格

第三，你要明白可以用酒杯

喝葡萄酒。第四，對服務人員要說明商品特徵，以及訓練酒與膳食的兼容性。

不幸的是，日本酒不是可以在美國超市隨便出售的商品。實際上它是一種在餐廳推薦下飲用的商品。主要在日本餐廳消費，但我希望將來能銷售到非日本餐廳。



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Fall in Love with this Valentine's Day



from top left: Kikuizumi Hitosuji Sparkling Sake, Saitama Prefecture / Izumibashi Akitonbo Rakufumai, Kanagawa Prefecture / Oze x Rosé Junmai Daiginjo, Gunma Prefecture / Mutsu Hassen Pink Label Ginjo, Aomori Prefecture / Jinyu 100 Poems by 100, Chiba Prefecture / Niwa no Uguisu "Dobureku" Pink, Fukuoka Prefecture

from bottom left: Chateau Mercien Momoro Rosé, Yamanashi & Nagano Prefecture / Kaido Iwai no Aka Shochu, Kagoshima Prefecture / Kametsuru Gold Daiginjo, Hiroshima Prefecture / Amabuki Sakura Fubuki Junmai, Saga Prefecture / Amabuki Gin no Kurenai Junmai, Saga Prefecture / Born Yume Wa Masayume Junmai Daiginjo, Fukui Prefecture / Koishiso Shiso Shochu, Kumamoto Prefecture



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5 fl.oz.

32 fl.oz.



SAKE, SHOCHU, & AWAMORI: Resonating the True ESSENCE of WA

清酒、燒酎與泡盛：傳遞「和之精髓」



Sake, Shochu, and Awamori brewing is as traditional a Japanese art form as they come, and at the 2024 Mutual Trading Japanese Food & Restaurant Expo (JFRE), the 45+ exhibiting breweries brought forth an array of traditional brews as well as those advancing into new directions.

Among the US wine industry, the current overall consumption continues to decline due to the aging of their base consumers and the inability to recruit younger drinkers. Seemingly being put off by the elitist image of wine, youths are gravitating to lower alcohol hard seltzers, RTD products, and craft brews. Further, from their ecological concerns, the younger set is preferring domestic brews versus the imports to reduce carbon footprint, and reach for canned and Tetra-packed containers instead of glass bottles.

Despite the declining trend in overall wine consumption of -2.1% in 2023 versus 2022, two subsets within the category actually showed growth: 1.) specialty wines including canned, sweet, blended, and RTD wines, up by 9%, and 2.) sparkling wines, up by 2.5%. So, how does this all relate to trends in Sake?

Although Sake belongs to the wine classification for taxation purposes, it's a completely unique alcoholic beverage. Interestingly, Sake is recently doing a reversal versus wine, gaining ground and growing consumption despite the negative attributes that youths have on wine: high ABV, traveling far to arrive from Japan, and largely in glass bottles. Perhaps it's the distinctive Essence of WA ingrained in the Japanese culinary culture that's captivating young consumers.

Along with their ages-old traditional types, Sake breweries are applying new techniques, in launching new products – low alcohol, sparkling, aged, flavored-, with specialty methods, and reviving heirloom ingredients once thought lost. JFRE '24 served as the showcase where breweries brought forth their newest.

Advancements continue in the Sake world, looking far to reach worldwide consumers. Mutual Trading shares that quest, alongside with the theme of JFRE '24 – Washin Denshin or the ESSENCE of WA, Bridging People, Regions, and the Future Through Japanese Cuisine.

Visit our website, see our
complete liquor lineup!
mtcsake.com



清酒、燒酎與泡盛的釀造技藝，是日本傳統文化與工藝的象徵。在2024年由共同貿易（Mutual Trading）舉辦的日本食品與餐飲博覽會（JFRE）中，超過45家釀酒廠攜手呈現多樣化的傳統酒品及創新之作，為與會者帶來一場「和之精髓」的味覺饗宴。

在美國葡萄酒業界，整體消費呈現下滑趨勢，這主要歸因於核心消費群體的老化，以及葡萄酒未能成功吸引年輕飲用者。年輕一代對葡萄酒的精英形象感到距離感，因而更青睞低酒精含量的硬氣泡水、即飲產品（RTD）及精釀啤酒。此外，對生態環境的重視促使他們更傾向選擇本地釀造產品，以減少碳足跡。同時，他們偏好更環保的包裝形式，例如罐裝與Tetra包裝，而非傳統的玻璃瓶。

儘管2023年整體葡萄酒消費較2022年下降了2.1%，但該類別中有兩個子類別實現了增長：1）特色葡萄酒，包括罐裝酒、甜酒、混合酒和即飲酒產品，增長了9%；2）氣泡水，增長了2.5%。那麼，這些趨勢與清酒有何關聯呢？

雖然清酒在稅收分類上被歸為葡萄酒，但它

實際上是一種獨具特色的酒類飲品。有趣的是，儘管清酒在一些年輕消費者眼中可能存在一定挑戰，例如較高的酒精濃度、進口距離遙遠以及主要採用玻璃瓶包裝，但其消費量依然逆勢增長。這或許得益於清酒所承載的「和」之精髓，與日本料理文化緊密相連，展現出無法取代的魅力，從而成功吸引了新一代的年輕消費者。

除了傳統的釀造工藝，清酒釀酒廠近年來積極採用創新技術，推出多樣化的新產品，例如低酒精、氣泡型、陳年以及風味型清酒。同時，釀酒廠還透過獨特的釀造方法，成功復興了一度被認為失傳的古老原料，展現出對傳統與創新的雙重承諾。在JFRE '24這一舞台上，釀酒廠得以展示這些最新的產品，為清酒愛好者和專業買家提供前所未有的品飲體驗。

清酒界不斷創新，以觸及更多全球消費者為目標。共同貿易（Mutual Trading）同樣致力於這一使命，並以JFRE '24的主題——「和心傳心」，傳遞「和」的精髓。透過清酒與日本料理的完美結合，該活動旨在搭建連結人群、地區與未來的橋樑，讓更多人感受到日本文化的深厚魅力與和諧精神。

SAKE SORBET

FROZEN SAKE ICE SORBET

6/2 liter 3% ABV, #76292

A truly Shizuoka original:

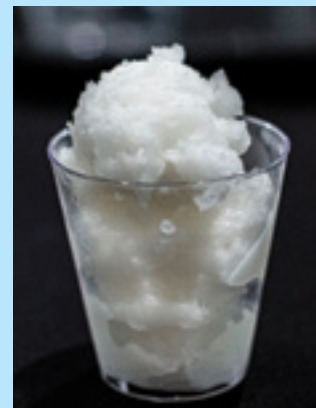
Homare Fuji rice grown exclusively at the foot of Mt. Fuji, light Shizuoka yeast, and clear waters of Shizuoka. A smooth, rich, and flavorful Sake sorbet, at 3% ABV.

真正的靜岡（Shizuoka）原版：

酒精濃度3%。



MUWA波本桶陳釀純米酒散發出豐富的水果香氣，並展現出鮮美細緻的層次感。



酒類展區：「和之精髓」

SEISHU 清酒



Kubota Manjyu Original Yeast
Junmai Daiginjo
Niigata Prefecture
#10737 720 ml

Uses original, brewery-developed "YX" yeast cultivated over many years. 使用酒造自主研發、經多年培育的專屬「YX」酵母。



Tatenokawa Soube Wase
Jumai Daiginjo
Yamagata Prefecture
#74604 720 ml
Uses Soube Wase heirloom rice, revived from 150 years ago. 採用從150年前復興的祖傳稻米品種——Soube Wase。

SPECIALTY SAKE



Muwa Bourbon Barrel Aged
Junmai 18% ABV
Berkeley, CA
#47100 720 ml
A new expression of Junmai Sake: neat, on the rocks, or serve warm. 波本桶陳年純米清酒。



Akagisan Kurobi
Junmai Daiginjo
Gunma Prefecture
#56383 720 ml
Centrifugal Extraction 離心提取。



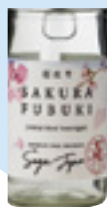
Tatsuriki Kome no Sasayaki YK-35
Daiginjo
Hyogo Prefecture
#12225 720 ml
Best Yamadanishiki Sake rice grown, cultivated in the premier Toku A district in Hyogo. Hyogo (兵庫縣特A地区). 選用最優質的山田錦 (Yamadanishiki) 清酒米, 精選自兵庫縣特A地區的頂級栽培區域。



Niwano Uguisu Doburoku Pink
Doburoku
Fukuoka Prefecture
#10610 720 ml
A genuine unfiltered Sake, with natural pink hue from red yeast. 正宗未過濾清酒。



Amabuki Sakura Fubuki
Nigori Junmai
#10744 720 ml
#10743 180 ml cup
Definitely unique: a vibrant colored brew, made with purple Forbidden Rice, yeast from cherry and strawberry blossoms. 使用黑米和來自櫻花與草莓花的酵母。



Zampa Shequwasar Spirits
Awamori, 24% ABV
Okinawa Prefecture
#36279 720 ml
Fine Awamori with the Shikuwasa citrus, indigenous to Okinawa. 優質泡盛酒搭配沖繩香檸檬 (Shikuwasa)。



Seifuku Coffee Liqueur
12% ABV
Okinawa Prefecture
#14562 720 ml
Awamori luxurious liqueur with the finest coffee beans, brown sugar, and cocoa powder. Versatile: mix with milk, beer, or lemon soda. Drizzle over ice cream. 將最優質的咖啡豆、黑糖和可可粉融合於泡盛酒中, 打造奢華的利口酒。

SPARKLING SAKE



Haneya Sparkling Sake
Junmai
Toyama Prefecture
#75042 720 ml, #82468 360 ml
Subtle minerality, refreshing mouthfeel, and rich aroma. 細緻的礦物風味, 清新的口感以及濃郁的香氣。



MIO Crisp Sparkling Sake
Hyogo Prefecture
#14631 750 ml
A crisp-dry version to the original MIO, the #1 selling sparkling Sake in Japan. 原版MIO的乾爽型, 是日本銷售第一的氣泡清酒。

BEER & ALE



Kizakura Lucky Snake Pale Ale
Kyoto Prefecture
#65186 350 ml can
Year of Snake 2025. Pale Ale beer brewed with selected sake rice. 蛇年限量版酒瓶, 以特選清酒米釀造而成, 呈現淡色艾爾啤酒的獨特風味。



Orion Shokunin Wheat Beer
Okinawa Prefecture
#21683 350 ml can
Okinawa-grown wheat ingredient, Belgian style. 沖繩產的小麥原料, 具有比利時風味。

SHOCHU & AWAMORI



Mitsutake Hokuto Kenshiro
Imo Shochu, 25% ABV
Saga Prefecture
#19684 900 ml
Rough filtration method amplifies aroma of the Kogane Sengan sweet potatoes. 濾過方法粗略的過濾方法提升了金黃千貫 (Kogane Sengan) 蕃薯的香氣。

Mitsutake Hokuto Raoh
Imo Shochu, 25% ABV
Saga Prefecture
#51054 900 ml
Made with honey-sweet Beniharuka sweet potatoes. 以當地種植的有田 (Arita) 蜜柑製作而成。

SPIRITS



Nanbu Bijin Craft Vodka
80 proof
Iwate Prefecture
#10645 700 ml



Hakkaisan Ohoro Gin
94 proof
Niigata Prefecture
#10648 720 ml

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

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to the People of the World

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Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



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Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruhei 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



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Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



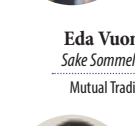
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Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
Sake Sommelier
Mutual Trading



Masae Kusada
International
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Chizuko Niikawa-Helto
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Sake Sommelier



Koji Wong
Owner
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Kaz Tokuhara
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Genji Sake



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Kurtis Wells
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Koji Aoto
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Katana Restaurant



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Latin Region Specialist
Mutual Trading



Liloa Papa
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Level LL
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Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



Toshiyuki Koizumi
Sake Sommelier
Owner "WASAN"



Michael Russell
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 208



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 3
日本酒の超速冷凍 第3部分

How can I distribute the ultimate, fresh, unpasteurized sake worldwide?

I thought about the answer to this question for the past 10 years.

Unpasteurized sake is of course fresh. Since the sake is unpasteurized, however, enzymes in the sake significantly deteriorate the sake flavor. This stale odor and off-flavor of aged sake is called "nama-hine (ka)."

This reaction will 'always' occur, even if sake is stored at ultra-low temperatures such as 23 degrees Fahrenheit or even 14 degrees Fahrenheit, a problem that cannot be solved simply by lowering the storage temperature.

能 否將極致新鮮的生酒推向全球市場。這是在過去10年裡不斷思考的課題。生酒的確非常新鮮，但因為沒有經過殺菌處理，酒中的酵素會發生變化，從而顯著改變酒的味道。這種變化被稱為"NAMAHINE"（生酒變質）。

即使將酒儲存在-5度或-10度的超低溫環境中，這種變化仍然會發生，單純降低儲存溫度是無法解決問題的。

Some sake breweries remove the "enzymes" acting as a buffer between the changes generated to delay the effects of nama-hine (ka). However, removing the enzymes does not eliminate the problem altogether. Also, the equipment to remove the enzymes from sake is quite pricey.

Further, to distribute unpasteurized sake overseas, it must be taken into consideration that foreign importers and restaurant refrigerators are not set to negative temperatures overseas. In other words, no matter how quickly sake breweries release freshly squeezed unpasteurized sake, sustaining the fresh, unpasteurized sake quality

有些酒藏通過去除酒中的「氧氣」來延緩NAMAHINE的發生，但完全消除這種變化是不可能的，而且這種機械設備非常的昂貴。

進而一旦涉及到海外流通，海外的進口商和餐廳的冷藏設備並不是在零度以下。這意味著即使酒藏從生產線直接供應新鮮的酒，也很難保持酒在一整年的時間里一直處於最佳新鮮狀態。

在美國等國家，生酒已經開始流通，但與在日本飲用的生酒相比，其

year-round would prove difficult.

Although unpasteurized sake is already distributed in the U.S., the flavor has significantly deteriorated compared to unpasteurized sake sold in Japan because of "nama-hine (ka)." On the other hand, sake pasteurized normally and thoroughly by the brewery and in fresh rotation usually tastes better in many cases. Although slightly less fresh compared to unpasteurized sake in the freshest condition possible, in terms of stability of the sake flavor, I thought it was impossible to distribute unpasteurized sake overseas in the freshest condition possible.

I took a private, non-work related trip to Kochi prefecture, where I was blessed with a fateful encounter. ■

味道常常因為NAMAHINE的變化而有所下降。反而，有些酒藏通過精心的加熱處理，和定期的酒品，所釀造的常規加熱酒的味道往往會更好。儘管加熱後的酒新鮮度可能不如日本國內的生酒，但從穩定性的角度來看，生酒在海外市場上始終是無法保持在最佳狀態進行流通的。

在我對這一問題感到困惑時，我在一次私人旅行中來到了高知縣，在這裡發生了一次奇跡般的邂逅。

日本酒 百味百題

“Kanzukuri” is a sake production method used during the coldest time of the year. However, until the early Edo Period (1603 - 1868), sake was produced over a long period around the autumn equinox past the spring equinox, divided into five different production methods depending on the season.

150種美味清酒
從日本全國進口
通過我們的全國網絡
直接寄給你

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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Was sake produced since ancient times as “Kanzukuri?” 酒在寒冷時節釀造是傳統嗎？

• “Shinshu” –Sake produced around August of the old lunar calendar (below is also based on the old lunar calendar), also known as “Higanzake.”

• “Aishu” –Sake produced during the period between Shinshu and Kanzake. Later in the Edo period, sake production methods were further divided into “Hayaishu,” produced from mid-September; and “Aishu,” sake produced after mid-October.

• “Kanmaezake” –Sake produced during the early winter period before “Kanshu” production begins (around November to December). During the Edo period, “Kanmaezake” was the second most expensive sake following “Kanshu,” while sake produced around the winter solstice was especially known as “Toujimonono” (“winter solstice sake”).

• “Kanshu” –Mainly sake produced during the approximately 30 day-period from Shokan (early January) to Rissyun (early February). Sake production during this period is known as “Kanzukuri.” Due to sake produced under ideal conditions for sake production, the sake quality is the highest, and prices were also the highest accordingly.

• “Haruzake” –Sake produced from February until around the spring solstice.

Sake production skills from the medieval period became established during the Edo period, when production centered around Ikeda, Itami, and Nada evolved. However, the greatest technical characteristic during this period was that sake production method to produce “Kanzukuri” was completed. Nonetheless, the center of sake production shifted full-scale to “Kanzukuri” during the mid-Edo period after 1687. The most highly regarded technical manual for sake production during

the Edo period, “Doumoushuzouki” especially valued the “Kanzukuri” production method, defining the “Kanzukuri” sake production period as “during the 90-day period from November to February.”

Also, “Bankinsugiwaibukuro” issued in 1732 stipulated “sake is best produced by the Kanzukuri method.” The “Kanzukuri” sake production skills were completed at Itami, one of the main sake production regions at the time, and spread across various regions with the quality further improving in Nada that came to the forefront of sake production later in the Edo period.

The reason why sake production centered on the “Kanzukuri” production method was because it was discovered from past sake production during various seasons that production during the cold winter season allows easier management of the fermenting-mash product temperatures, more easily inhibiting bacteria in the air from propagating. Also, since the Edo shogunate (under the Tokugawa regime) focused on the “Kanzukuri” method after 1667 to secure revenue source also prompted the shift to “Kanzukuri” sake production method.■

*“Kanzukuri” – Sake produced during the coldest time of the year.

• **新酒**:指的是在舊曆8月前後開始釀製的酒,被稱為“彼岸酒”。

• **間酒**:新酒與寒酒之間的釀造酒。到了江戶後期,酒的製作更為細分,9月中旬釀製的酒稱為「早間酒」,而10月中旬以後釀製的酒稱為「間酒」。

• **寒前酒**:在寒酒釀製之前的初冬(11月到12月左右)釀製的酒。江戶時代,這種酒僅次於寒酒,且在冬至時釀製的酒,特別被稱為“冬至酒”。

• **寒酒**:主要是在寒冷的冬季(小寒到立春之間的約30天)釀製的酒,這種酒的製作稱為寒造。由於這個時期是最理想的釀酒條件,所釀製的酒品質最好,價格也最為昂貴。

• **春酒**:指的是在寒冷的冬季結束後的二月到春分前後釀製的酒。

江戶時代,繼承了中世紀的僧坊酒技術,酒造業逐漸在池田、伊丹、灘等地發展成熟。其最大的技術成就之一是寒造釀酒法的確立。然而,酒造的中心轉向寒造,實際上是在江戶中期。寒造的正式確立大約是在貞享4年(1687年)以後,這段時期的酒造技術著作《童蒙酒造記》被認為是江戶時代最頂尖的酒造技術書,特別推崇強調了寒造,認為“從中冬到立春的90天”是寒造的最佳時期。此外,享保17年(1732年)刊的《萬金產業袋》一書中也提到“酒要專門做寒造”。寒造技術首先在當時的酒產地之一伊丹完成並傳遍各地,隨後在江戶後期,灘地區進一步提升了酒的品質。

酒造業逐步集中於寒造的原因,是通過長期的各個季節性釀酒的經驗,人們發現寒冷時節釀造的酒品質最為優越。在冬季寒冷的環境下,釀造過程中容易管理發酵的溫度,同時也能有效抑制空氣中的雜菌繁殖。此外,幕府為了保證財政收入,自寬文7年(1667年)以來,頻繁發佈新酒釀造禁令,推動了寒造釀酒技術的普及和集團化。

雖然寒造是指在一年中最寒冷的時節進行的酒造過程,但是直到江戶時代初期,是從秋分前後一直持續到春分過後,期間有著較長的製作週期。根據酒造的季節,可以分為以下五種類型:



Tokyo Jizake Strolling 東京地酒散歩

by Ryuji Takahashi



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

Wine-tasting event held at a Japanese sake specialty shop 日本酒専門店の葡萄酒會

A wine-tasting event was held at a specialty shop for local sake that sells only sake. We are now in season for France to soon release their Beaujolais Nouveau. The concept of this first wine-tasting event is Italian wine. The theme of this event is "Why not try something new? A night of rendezvous for dedicated sake fans."

Inconstancy is implied in a local sake specialty shop serving wine to guests. However, sommelier (for females also) Miho Nagato's comments after tasting each wine was not a description of the unique aroma and flavor of each wine selection itself, but rather, each a chic and interesting description of human fickleness expressed by the sommelier, who is also a designer, which most adults could easily relate to.

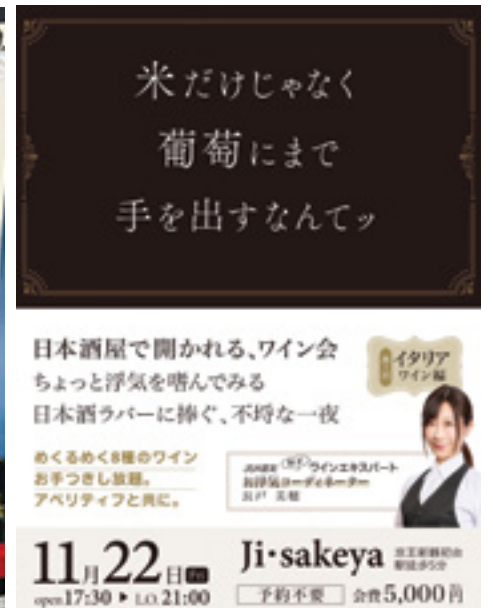
For example, Nagato described the "Abruzzo" orange wine as "a childhood friend who grew into an admirable person," "Valle d'Aosta" white wine as "a superior to whom you feel admiration and developed a crush," and a red wine from Sicily as "A gentleman who looks sexy smoking a cigar," drawing inspiration from imaginary scenarios to describe each wine flavor. A total of eight wine selections from Northern to Southern Italy were served bottomless. Guests seemed to relate to the flirtatious comments and selected wine samples based on the sommelier's comments, not on the brand name. Since the event was held the day after Beaujolais Nouveau was released, newly released Italian wine "Vino Novello" was also served.

Recently, more shops are no longer limited to Beaujolais Nouveau, selling newly released California and Japanese wine brands. However, very few shops sell newly released renowned Italian wine brands for some reason, thus these wine selections were featured for this event. One reason is because one wine shop raised the low demand in Japan for these newly released renowned Italian wine brands as the reason. There is still much to learn about Italian wine brands now available for casual



purchase, it seems the unknown world of Italian wine is fast broadening.

The most important takeaway from this wine-tasting event was honestly listing the ingredients, fermentation method, and flavors is appreciated only by a small group of connoisseurs, but not by the public. What appeals to general consumers are engaging keywords that are easy to understand, interesting, and fuel the imagination for the consumer to reach for a sample. This talent will soon become important in the sake industry as well. Sake fans seemed a bit nervous in the beginning



of this wine-tasting event, but thanks to the engaging concept of this event, guests gradually became more familiar with wine. As we recently witnessed the declining trend in alcohol consumption, demand for sake is also declining as few sake fans fight to purchase certain sake brands. Perhaps, simple keywords could be the key to changing this declining trend.■

在只銷售日本酒的地方酒專門店舉辦了一場葡萄酒會。時下雖然正是法國的博若萊新酒解禁之際，但這一次活動的主題是義大利葡萄酒。副標題是：【稍微嘗試一下外遇，獻給日本酒愛好者，這是一個不道德之夜】。這裡的“外遇”指的是地酒專門店提供葡萄酒的做法，而本次的侍酒師長戶美穗女士對每款葡萄酒的品鑒評論，並非使用葡萄酒獨有的香氣和口感的表達，而是通過她作為設計師的獨特品味，用充滿人情味的帶有一點“外遇”意味的一種表達方式，給人們一種成年人都能想像的有趣風格。例如，阿布魯佐的柳丁葡萄酒的評論是「變成了很棒的大人樣，是青梅竹馬的」；瓦萊達奧斯塔的白葡萄酒則是「讓人心生憧憬和戀情的上司」；西西裡的紅葡萄酒則是「適合煙霧繚繞的煙草味的大人」。這些評論通過情

景描繪引出了酒的味道，而這些葡萄酒包括了從義大利北部到南部的八種不同酒款，大家可以隨意暢飲。關於這些「外遇」般的評論，參與者們表示認同，他們不再根據葡萄酒的品牌名稱點酒，而是通過評論來選擇自己想喝的酒。恰逢博若萊新酒解禁的第二天，義大利的新品酒「維諾·諾貝洛」也被準備出來給客人們。近年來，隨著博若萊、加利福尼亞新葡萄酒和日本葡萄酒新酒銷售店的增加，知名度較高的義大利新酒販賣店卻不知何故異常的稀少，因此成為了本次活動的一大亮點。國內一些酒商表示，原因在於日本國內對義大利新酒的需求較少。儘管義大利葡萄酒已經變得更容易購買，但仍然有很多未知的事情，義大利葡萄酒的世界依然有著探索的空間。這次的葡萄酒會讓我學到重要的是，如果一味地強調原材料、釀造工藝和味道，只有一小部分葡萄酒愛好者才會感到欣喜，大多數人不會感興趣。能夠通過通俗易懂、有趣的關鍵詞激發人們的想像力，吸引人們去品嘗酒，這是日本酒行業今後可能需要借鑒的。雖然這次葡萄酒會令日本酒愛好者們有些緊張，但由於本次活動的主題，使得大家都能更接近葡萄酒世界。在如今的酒類消費逐漸減少的趨勢下，日本酒的需求也在下降，部分賣酒商之間甚至出現了爭奪酒愛好者的現象，但或許通過一些巧妙的關鍵詞，情況也許會發生變化。

SAKE SOMMELIER CLUB

Master Sake Sommelier

Info

Sake Shochu Spirits
Institute of America

(213) 680-0011

AllJapanNews@gmail.com

Ask me



Yuji Matsumoto
Master Sake Sommelier

Beverage Manager

ymatsumoto001@gmail.com



Toshio Ueno
Master Sake Sommelier

Vice President
Sake School of America

info@sakeschoolofamerica.com



Ami Nakanishi
Master Sake Sommelier

Vice President
New York Mutual Trading
nymtc.com



Atsuko Glick
Master Sake Sommelier

Manager
Sake School of America

info@sakeschoolofamerica.com



Yoshihide Murakami
Master Sake Sommelier

Liquor Manager
JFC International Inc.

ymurakami@jfc.com



David Kudo
Master Sake Sommelier

President, All Japan News

davidkudo@gmail.com

JAPAN



Ryuji Takahashi
Master Sake Sommelier

Owner "ji-sakeya"
Shuto-Meijin

ryu2syuto@yahoo.co.jp



Sake Shochu Spirits Institute of America

NPO法人

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

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

Before sipping the sake, first inhale the sake aroma through the nose. The sake aroma that rises from the sake is also checked when tasting sake. After visually inspecting the sake, inhale the sake aroma through the nose without sipping the sake. The impression of sake aroma is generally described by comparing the sake aroma to the scent of familiar fruits and milk products. For example, sake aroma is often compared to the scent of fruits such as apples and bananas, and milk products such as yogurt.

Sip the sake to sense the "4 flavors"

Finally, check the sake 'flavor.' Sip a small quantity of sake and confirm the texture (taste) and sake aroma that passes through the nose. Be sure to grasp the thickness, smoothness, and texture of the sake as well. Next, swirl the sake all over your tongue to check the sweetness, acidity, umami flavor, and bitterness of the sake flavor. First, grasp the intensity or subtlety of the sweetness. Then, check the balance between sweetness and acidity, umami flavor, and bitterness (some sake may hardly have any bitterness at all), in order to confirm the impression of the sake flavor. Lastly, check the lingering "after flavor" of the sake. During sake tastings, professionals generally sip the sake and spit it out after sampling. When tasting sake at home, it's ok to swallow the sake after tasting. ■

在品酒前先用鼻子感知酒的香氣。品酒時，要確認從日本酒中散發出的香氣。先用眼睛觀察酒的顏色，不急於用口品嘗，先用鼻感受酒香。

香氣的印象一般通過與品酒者身邊的事物進行比較來表達。例如，會與蘋果、香蕉等水果，或是優酪乳（乳製品）等進行對比。在感受何種香氣時，可以通過想像它接近哪些氣味來確認。

在口中品嘗酒，感受“4種味道”

終於開始檢查酒的“味道”。先少量地品嘗日本酒，感受其口感（質地）和從鼻腔出來的香氣。還需要留意酒液在舌尖的感覺。

然後，讓酒液在舌頭全體上充分分佈，檢查其甘味、酸味、旨味和苦味。首先要捕捉的是甘味的強弱，接著檢查甘味與酸味的平衡，逐步感受旨味和苦味（有時可能幾乎沒有苦味）。最後，感受餘味，也就是所謂的後味或尾韻。

在專家的品酒中，通常是品嘗後將酒吐出，但如果是在家中自己品酒，直接喝下酒也是完全可以的。

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Expectations of non-Japanese restaurants

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Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

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



David Kudo

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



Expectations of non-Japanese restaurants

I was blessed with an opportunity to attend a lecture targeting salesmen for a wholesaler of Japanese food products in the U.S. The attendees handle various Japanese food products including sake. The theme of the lecture was not so much about the consumer's question of "Which sake to buy," but centered more on how to get chefs / restaurant owners, not limited to Japanese cuisine by non-Japanese restaurant owners / chefs, to purchase sake?

First, it's important to determine what type of cuisine is served, targeting

whom. Seafood Steak Italian Chinese Korean French

The beverage is narrowed down with the understanding that depending on the cuisine served, the sake to be offered will change accordingly.

Secondly, check to see the prices of popular and top-selling wines for that restaurant. To start, it's important to start with a price set that's appropriate for their target audience.

Thirdly, have the staff understand it's appropriate to serve sake in wine glasses. Fourth, the servers discussed

how to explain the characteristics of each sake brand, and how to determine the compatibility of each brand with the cuisine. Unfortunately, sake still has not become widespread to the point that shelving them in stores will be enough to sell the brand on its own. The reality is, sake is still a product to be sampled by customers following recommendations by servers. Until now, sake was mostly consumed in Japanese restaurants. In the future, we'd like to anticipate sake sales to non-Japanese restaurants as well.■

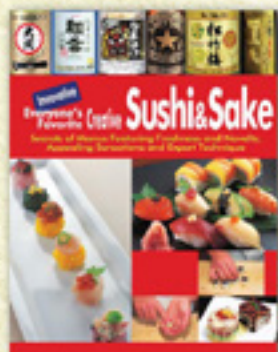
일식 레스토랑 이외에 대한 기대

얼마 전 미국에 있는 일식 도매업 영업사원을 대상으로 강의를 할 기회가 있었다. 수강자는 일본술도 포함해 다양한 일본 식자재를 취급하는 분들이었다. 강의 내용은 일반 소비자가 알고 싶은 "어떤 술을 사면 좋을까?"라는 질문보다 어떻게 하면 일식에 국한되지 않는 일본인이 아닌 소유주/셰프에게 일본술을 판매할 수 있을지를 중심으로 진행되었다. 우선 첫 번째로 대상이 되는 가게가 어떤 가게인지 알아둘 것.

- 해산물 요리 - 스테이크 요리
- 이탈리아 요리 - 중국 요리
- 한국 요리 - 프랑스 요리

이에 따라 주문하는 술이 완전히 달라지는 점에 대해 이해하고 술의 브랜드 범위를 좁힌다. 두 번째로 그 점포에서 가장 잘 팔리는 상품과 인기 와인이 얼마에 팔리는지 살펴본다. 요컨대 그곳의 고객 층에 맞는 가격대의 상품으로 도전해 볼 것. 세 번째로 와인 글라스에도 마실 수 있는 점을 이해시킨다. 네 번째로 종업원에

게 어떻게 상품의 특징을 설명시키고 식사와의 궁합을 트레이닝할 것인지 몇몇 방법론에 대해 논의했다. 아쉽게도 일본 술은 아직 미국의 슈퍼마켓에 진열되기만 하면 저절로 팔리는 상품은 아니다. 그 보다는 레스토랑에서 추천을 받아 마시는 상품이라는 평가가 현실적이다. 지금까지는 일식 레스토랑에서 거의 소비되어 왔으나, 앞으로는 비일식 레스토랑에 대한 판매를 기대하는 바이다.



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Tamagawa Hand Made
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Master Sake Brewer



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Sake Sommelier
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Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



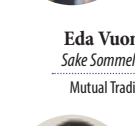
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Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
Sake Sommelier
Mutual Trading



Masae Kusada
International
Sake Sommelier
New York Mutual Trading



Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



Hirohisa Kikuchi
Sake Sommelier



Koji Wong
Owner
Japon Bistro



Kaz Tokuhara
Sake Sommelier
Manager
Wismettac Asian Foods



Gary Imada
Sake Advisor



Shino Okita
Certified Sake Sommelier
Shochu Advisor
Hanbai Solutions LLC.



Lora Blackwell
Sake Sommelier
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Sake Sommelier
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Eiji Mori
Sake Sommelier
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Jonathan Cortez
International
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Pacific International
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Patsy Lu
International
Master Sake Sommelier
Mutual Trading

Info

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

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CHALLENGE

by Kosuke Kuji 208



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 3
일본주의 슈퍼 프로즌 3편

How can I distribute the ultimate, fresh, unpasteurized sake worldwide?

I thought about the answer to this question for the past 10 years.

Unpasteurized sake is of course fresh. Since the sake is unpasteurized, however, enzymes in the sake significantly deteriorate the sake flavor. This stale odor and off-flavor of aged sake is called "nama-hine (ka)."

This reaction will 'always' occur, even if sake is stored at ultra-low temperatures such as 23 degrees Fahrenheit or even 14 degrees Fahrenheit, a problem that cannot be solved simply

by lowering the storage temperature.

Some sake breweries remove the "enzymes" acting as a buffer between the changes generated to delay the effects of nama-hine (ka). However, removing the enzymes does not eliminate the problem altogether. Also, the equipment to remove the enzymes from sake is quite pricey.

Further, to distribute unpasteurized sake overseas, it must be taken into consideration that foreign importers and restaurant refrigerators are not set to negative temperatures overseas. In other words, no matter how quickly sake breweries release freshly squeezed

unpasteurized sake, sustaining the fresh, unpasteurized sake quality year-round would prove difficult.

Although unpasteurized sake is already distributed in the U.S., the flavor has significantly deteriorated compared to unpasteurized sake sold in Japan because of "nama-hine (ka)." On the other hand, sake pasteurized normally and thoroughly by the brewery and in fresh rotation usually tastes better in many cases. Although slightly less fresh compared to unpasteurized sake in the freshest condition possible, in terms of stability of the sake flavor, I thought it was impossible to distribute unpasteurized sake overseas in the freshest condition possible.

I took a private, non-work related trip to Kochi prefecture, where I was blessed with a fateful encounter. ■

공극의 신선한 생주를 세계로 유통시킬 수 있을까? 지난 10년정도 계속 이것을 고민해 왔습니다.

생주는 물론 신선하지만, 그 만큼 살균을 하지 않았기 때문에, 술 속의 효소가 나쁜 맛을 내어술맛을 극적으로 바꾸어 버립니다. 이것을 「나마히네」라고 합니다.

이것은 마이너스 5도, 마이너스 10도와 초저온 저장에서도 「만드시」 생기는 반응으로, 저장온도를 낮추는 것 만으로는 해결할 수 없는 것입니다.

그 중에는 이 나마히네의 변화를 일으키는 개체로 알려진 「산소」를 술 속에서 빼내어서나마히네를 지연시키는 곳도 있지만, 완전하게 없애는 것은 불가능합니다. 게다가 그런기계는 매우 값이 비쌉니다.

또한, 해외에서 유통되면, 해외의 수입업자나 레스토랑의 냉장고 온도는 마이너스가 아닙니다. 그러면, 공장에서 아무리 막 짜낸 술을 내어 놓아도 그것을 1년간 계속 신선한상태로 판매를 이어가기는 어려워집니다.

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지만, 아무래도 일본에서 마시는 생주에 비하면 맛은나마히네때문에 떨어지고, 오히려 정성껏 불에익혀서, 후레쉬로테이션을 한 곳의 일반 화입술 쪽의 맛이 좋은 일도 많습니다. 신선한 생의 최고 상태보다는 못하지만, 안정, 이라는 의미로는 역시 해외에서 생주를 당연히 최고의 상태로 유통하는 것은 불가능하다고 생각했습니다.

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日本酒 百味百題

“Kanzukuri” is a sake production method used during the coldest time of the year. However, until the early Edo Period (1603 - 1868), sake was produced over a long period around the autumn equinox past the spring equinox, divided into five different production methods depending on the season.

훌륭한 사케 150종류를 일본 전
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Yoshihide Murakami
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Was sake produced since ancient times as “Kanzukuri?” 예로부터 술은 칸즈쿠리였을까?

• “Shinshu” –Sake produced around August of the old lunar calendar (below is also based on the old lunar calendar), also known as “Higanzake.”

• “Aishu” –Sake produced during the period between Shinshu and Kanzake. Later in the Edo period, sake production methods were further divided into “Hayaishu,” produced from mid-September; and “Aishu,” sake produced after mid-October.

• “Kanmaezake” –Sake produced during the early winter period before “Kanshu” production begins (around November to December). During the Edo period, “Kanmaezake” was the second most expensive sake following “Kanshu,” while sake produced around the winter solstice was especially known as “Toujimonono” (“winter solstice sake”).

• “Kanshu” –Mainly sake produced during the approximately 30 day-period from Shokan (early January) to Rissyun (early February). Sake production during this period is known as “Kanzukuri.” Due to sake produced under ideal conditions for sake production, the sake quality is the highest, and prices were also the highest accordingly.

• “Haruzake” –Sake produced from February until around the spring solstice.

Sake production skills from the medieval period became established during the Edo period, when production centered around Ikeda, Itami, and Nada evolved. However, the greatest technical characteristic during this period was that sake production method to produce “Kanzukuri” was completed. Nonetheless, the center of sake production shifted full-scale to “Kanzukuri” during the mid-Edo period after 1687. The most highly regarded technical manual for sake production during the Edo period, “Doumoushuzouki”

especially valued the “Kanzukuri” production method, defining the “Kanzukuri” sake production period as “during the 90-day period from November to February.”

Also, “Bankinsugiwaibukuro” issued in 1732 stipulated “sake is best produced by the Kanzukuri method.” The “Kanzukuri” sake production skills were completed at Itami, one of the main sake production regions at the time, and spread across various regions with the quality further improving in Nada that came to the forefront of sake production later in the Edo period.

The reason why sake production centered on the “Kanzukuri” production method was because it was discovered from past sake production during various seasons that production during the cold winter season allows easier management of the fermenting-mash product temperatures, more easily inhibiting bacteria in the air from propagating. Also, since the Edo shogunate (under the Tokugawa regime) focused on the “Kanzukuri” method after 1667 to secure revenue source also prompted the shift to “Kanzukuri” sake production method.■

*“Kanzukuri” – Sake produced during the coldest time of the year.

칸즈쿠리는 일년중에서 가장 추운 시기를 골라 행해지는 술담그기인데, 에도시대 초기까지의 술담그기는 가을 피안전후부터 봄 피안전까지의 장기간에 걸쳐서 이루어졌고, 만드는 계절에따라서 다음의 5종류로 구별되고 있다.

• 신주—음력8월 (아래에도 같이 음력) 전후부터 빛은 술로, 「피안주」라고도 불린다.

• 간주 (아이슈) —신주와 한주 중간의 시기에 담은 술. 에도 후기에 이르면 덧붙여, 9월중순부터담는 술을 「조간주」 (하야아이슈), 10월중순이후에 담은 것을 「간주」라고 구별했다.

• 한전주—한주담그기에 들어가기 전의 초겨울 (11월에서 12월에 이르는 무렵) 시기에 담은 술. 에도시대에는 한주 다음으로 비싼 술로서, 동지무렵에 담은 것은 특별히 「동지물」이라고 불렸다.

• 한주—주로 한중 (소한에서 입춘까지의 약 30일간)에 담은 술. 이 시기에 술을 담는 것을 칸즈쿠리라고 한다. 이상적인 주조조건하에서 만들어서 가장 품질이 좋은 술이 되고, 가격은 가장비싸다.

• 춘주—입춘이 지난 2월부터 봄 피안 무렵에 걸쳐서 담은 술. 에도시대에는 중세부터 이어온 승방주 (소보자케) 기술이 확립되어, 이케다, 이타미, 나다 등의 본고장의 술담그기가 발전한 시대인데, 기술면에서 최대 특징은 칸즈쿠리를 위한 주조법이 완성되었다는 점이다. 하지만 술담그기 중심이 본격적으로 칸즈쿠리로 이행한 것은, 에도에서도 중기가 된 이후부터였다. 쇼코 4년 (1687) 이후의 성립으로, 에도시대 최고의 주조기술서라고 하는 『동몽주조기』 (도모슈조키)는 특히 칸즈쿠리를 중시하여, 「중동절부터 입춘적에 이르는 90일」 「당류의 칸즈쿠리」가 바람직하다고 한다. 또한, 교호 17년 (1732) 간행된 「만금산업봉지」 (반킨스기와이부쿠로)에는, 「술은 칸즈쿠리가 옳다」라고 한다. 칸즈쿠리 기술은 우선, 당시 주생산지의 하나였던 이타미에서 완성되어 각지로 전파되고, 에도 후기에 대두된 청주에서 더욱 품질이 향상되었다.

술빛기가 칸즈쿠리에 집중되어 간 것은 그동안의 다양한 계절 주조경험에서, 추위에 담은 술이 가장 훌륭하다는 것을 알았기 때문이다. 겨울 추운 시기에 담은 편이 모로미 풍운을 관리하기 쉽고, 공기 중에서 투입한 잡균의 번식도 잘 억제된다. 또한, 막부가 재원확보를 위해 보문 7년 (1667) 이래, 자주 신주담그기 금지령을 내려 칸즈쿠리로의 집중화를 도모한 것도 칸즈쿠리를 재촉한 것이 되었다.





Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

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

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

Wine-tasting event held at a Japanese sake specialty shop

일본주전문점의 와인회

A wine-tasting event was held at a specialty shop for local sake that sells only sake. We are now in season for France to soon release their Beaujolais Nouveau. The concept of this first wine-tasting event is Italian wine. The theme of this event is "Why not try something new? A night of rendezvous for dedicated sake fans."

Inconstancy is implied in a local sake specialty shop serving wine to guests. However, sommelier (for females also) Miho Nagato's comments after tasting each wine was not a description of the unique aroma and flavor of each wine selection itself, but rather, each a chic and interesting description of human fickleness expressed by the sommelier, who is also a designer, which most adults could easily relate to.

For example, Nagato described the "Abruzzo" orange wine as "a childhood friend who grew into an admirable person," "Valle d'Aosta" white wine as "a superior to whom you feel admiration and developed a crush," and a red wine from Sicily as "A gentleman who looks sexy smoking a cigar," drawing inspiration from imaginary scenarios to describe each wine flavor. A total of eight wine selections from Northern to Southern Italy were served bottomless. Guests seemed to relate to the flirtatious comments and selected wine samples based on the sommelier's comments, not on the brand name. Since the event was held the day after Beaujolais Nouveau was released, newly released Italian wine "Vino Novello" was also served.

Recently, more shops are no longer limited to Beaujolais Nouveau, selling newly released California and Japanese wine brands. However, very few shops sell newly released renowned Italian wine brands for some reason, thus these wine selections were featured for this event. One reason is because one wine shop raised the low demand in Japan for these newly released renowned Italian wine brands as the reason. There is still much to learn about Italian wine brands now available for casual



purchase, it seems the unknown world of Italian wine is fast broadening.

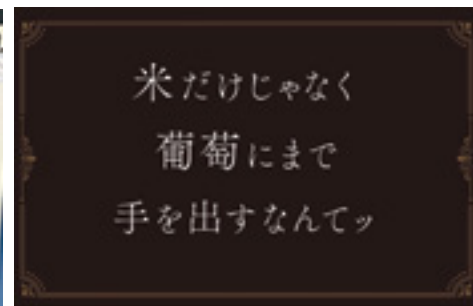
The most important takeaway from this wine-tasting event was honestly listing the ingredients, fermentation method, and flavors is appreciated only by a small group of connoisseurs, but not by the public. What appeals to general consumers are engaging keywords that are easy to understand, interesting, and fuel the imagination for the consumer to reach for a sample. This talent will soon become important in the sake industry as well. Sake fans seemed a bit nervous in the beginning of this wine-tasting event, but thanks to the engaging concept of this event,



guests gradually became more familiar with wine. As we recently witnessed the declining trend in alcohol consumption, demand for sake is also declining as few sake fans fight to purchase certain sake brands. Perhaps, simple keywords could be the key to changing this declining trend.■

◆ ◆ ◆

일본주만 판매하는 지주전문점에서 와인회가 개최되었다. 계절은 프랑스의보졸레·누보가 해금되는 타이밍이지만, 첫번째 컨셉은 이탈리아. 부제는 【잠깐바람피우기를 즐기다. 일본주 애주가에게 바치는 발칙한 하룻밤】 지주전문점이 와인을마시게 한다는 의미로 외도이지만, 이번의 수물리엔 나가토 미호씨가 생각하는 각각의 와인테이스팅 코멘트는 와인 특유의 향과 맛의 표현이 아니라, 디자이너이기도 한 나가토씨의센스로, 인간미 있는 바람끼 표현으로 성인 누구라도 상상하기 쉬운 재미난 스타일이되었다. 예를 들면, 아브루즈오렌지 와인에 붙여진 코멘트는 「멋진 어른이 된소꿉친구」. 발레다오스타의 화이트 와인에는 「동경과 연정을 품은상사」. 시칠리아레드와인에는 「훈제하는 담배가 어울리는 어른」. 등 정경에서 맛을 끌어내는 코멘트가있고, 그런



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와인이 이탈리아의 북에서 남까지 8종류를 무제한 마실 수 있었다. 바람끼코멘트에 대해서는 참가자도 납득하여 와인 이름이 아닌, 코멘트로 마시고 싶은 와인을주문하였다. 그리고 마침 보졸레누보 해금 다음날이기도 해서, 이탈리아 와인신주「뷔노·노베로」도 준비되어 있었다. 요즘 보졸레에 한정되지 않고, 캘리포니아 와인신주나 일본 와인 신주를 판매하는 가게가 늘어나는 가운데, 지명도 높은 이탈리아 와인신주를 취급하는 가게는 왠지 매우 적어서, 이번 모임의 인기품목이 되었다. 이유로는일본국내의 수요 열세를 이유로 드는 와인숍이 있었다는 점. 부담없이 구매할 수 있게 된이탈리아 와인에도 아직 모르는 것이 많고, 아직 본적도 없는 이탈리아 와인의 세계가넓어지는 기색을 느꼈다. 이번 와인회에서 크게 배운 것은, 충실하게 원재료, 제조법, 맛을지켜내더라도, 즐거워 하는 것은 일부 매니아들 뿐이고, 일반 사람들에게는 영향을 미치지않는다. 이해하기 쉽고 재미난 상상력이 풍부한 키워드로 술을 손에 넣게하는 센스가 일본주업계에도 앞으로 필요하다는 점이다. 이번에도 와인회라고 해서, 일본주 애호가들은 약간긴장하는 눈치도 있었지만, 이번 컨셉덕택에, 참가자 모두, 상당히 와인에 친숙해질 수있었다고 여긴다. 알콜 음료를 마시지 않게 되어 가는 요즘에는, 일본주의 수요도 줄고, 일부 애호가도 서로 다투는 상태가 되고 있지만, 어쩌면 약간의 키워드로 상황을 바꿀 수있을지도 모른다.

SAKE SOMMELIER CLUB

Master Sake Sommelier

Info

**Sake Shochu Spirits
Institute of America**

(213) 680-0011

AllJapanNews@gmail.com

Ask me

Yuji Matsumoto
Master Sake Sommelier

Beverage Manager

yumatsumoto001@gmail.com

Toshio Ueno
Master Sake Sommelier

Vice President

Sake School of America

info@sakeschoolofamerica.com

Ami Nakanishi
Master Sake Sommelier

Vice President

New York Mutual Trading

nymtc.com

Atsuko Glick
Master Sake Sommelier

Manager

Sake School of America

info@sakeschoolofamerica.com

Yoshihide Murakami
Master Sake Sommelier

Liquor Manager

JFC International Inc.

ymurakami@jfc.com

David Kudo
Master Sake Sommelier

President, All Japan News

davidkudo@gmail.com

Ryuji Takahashi
Master Sake Sommelier

Owner "ji-sakeya"

Shuto-Mejin

ryu2syuto@yahoo.co.jp

JAPAN



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- 테이스팅 주의점

Before sipping the sake, first inhale the sake aroma through the nose. The sake aroma that rises from the sake is also checked when tasting sake. After visually inspecting the sake, inhale the sake aroma through the nose without sipping the sake. The impression of sake aroma is generally described by comparing the sake aroma to the scent of familiar fruits and milk products. For example, sake aroma is often compared to the scent of fruits such as apples and bananas, and milk products such as yogurt.

Sip the sake to sense the "4 flavors"

Finally, check the sake 'flavor.' Sip a small quantity of sake and confirm the texture (taste) and sake aroma that passes through the nose. Be sure to grasp the thickness, smoothness, and texture of the sake as well. Next, swirl the sake all over your tongue to check the sweetness, acidity, umami flavor, and bitterness of the sake flavor. First, grasp the intensity or subtlety of the sweetness. Then, check the balance between sweetness and acidity, umami flavor, and bitterness (some sake may hardly have any bitterness at all), in order to confirm the impression of the sake flavor. Lastly, check the lingering "after flavor" of the sake. During sake tastings, professionals generally sip the sake and spit it out after sampling. When tasting sake at home, it's ok to swallow the sake after tasting. ■

입에 넣기 전에 코로 향을 알아본다. 테이스팅에서는 일본주에서 피어오르는 향도 체크합니다. 눈으로 확인한후에는, 입안에 넣지않고, 코로 향을 느끼도록 합니다. 향기의 인상은, 가까운 것에 비유해서 표현하는 것이 일반적입니다. 예를 들면, 사과나 바나나등의 과일이나,요구르트(유제품) 등에 비유됩니다. 어떤 향에 가까운지 이미지하면서, 향을 확인해 보세요

일본주를 입에 넣고, 「4가지 맛」을 느낀다.

드디어 「맛」의 체크입니다. 일본주를 소량 입에 넣고, 식감(노미구치)나 코에서 느껴지는 향기를 확인합니다.겉쪽함이나 부드러움 등의 혀의 촉감도 파악해 봅시다.그리고나서, 일본주를 혀 전체에 살려서, 단맛, 신맛, 감칠맛, 쓴맛을 체크. 우선, 처음에 느낀 단맛의 강약을파악합니다. 그리고 단맛과 신맛의 발란스, 감칠맛, 쓴맛(쓴맛이 거의 느껴지지 않는 것도 있습니다)의 차례로 느낌을확인해 갑니다. 마지막으로 「에프터 후레버」라고 하는 여운도 의식해서 느껴봅시다.전문가가 하는 테이스팅에서는, 입에 넣은 후 일본주를 뱉아내는 것이 일반적이지만, 집에서 도전하는 경우에는그대로 삼켜도 좋을 것입니다.

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Sake tradicional

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Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruhei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
International
Kikisake-Shi
Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



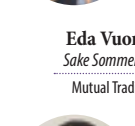
Rachel Macalisang
Sake and Wine
Sommelier



Miyuki Yoshida
Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
Sake Sommelier
Mutual Trading



Masae Kusada
International
Sake Sommelier
New York Mutual Trading



Chizuko Niikawa-Helto
Sake Sommelier
Sake Samurai



Hirohisa Kikuchi
Sake Sommelier



Koji Wong
Owner
Japon Bistro



Kaz Tokuhara
Sake Sommelier
Manager
Wismettac Asian Foods



Gary Imada
Sake Advisor



Shino Okita
Certified Sake Sommelier
Shochu Advisor
Hanbai Solutions LLC.



Lora Blackwell
Sake Sommelier
Genji Sake



Alice Hama
Certified Wine & Sake
Sommelier



Eduardo Dingler
Sake Ambassador



Kurtis Wells
Mixologist



Koji Aoto
Sake Sommelier
Savannah
Distributing Co. Inc.



Eiji Mori
Sake Sommelier
Katana Restaurant



Jonathan Cortez
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Patsy Lu
International
Master Sake Sommelier
Mutual Trading



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



Yoshihiro Sako
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Yuzuki



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Hana Japanese Restaurant



Toshiyuki Koizumi
Sake Sommelier
Owner "WASAN"



Michael Russell
Certified Sake Sommelier
Pacific International
Liquor Inc

Info

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

酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 208

**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

Sake Super Congelado : Parte 3

¿Cómo puedo distribuir el mejor sake fresco y sin pasteurizar en todo el mundo?

Pensé en la respuesta a esta pregunta durante los últimos 10 años.

El sake sin pasteurizar es, por supuesto, fresco. Sin embargo, como no está pasteurizado, las enzimas deterioran significativamente el sabor. Este olor rancio y sabor desagradable del sake añejo se llama "nama-hine (ka)".

Esta reacción ocurrirá "siempre", incluso si el sake se almacena a temperaturas ultrabajas, como 23 grados Fahrenheit o incluso 14 grados Fahrenheit, un problema que no se puede resolver simplemente bajando la temperatura de almacenamiento.

Algunas fábricas de sake eliminan las "enzimas" que actúan como un amortiguador entre los cambios generados para retrasar los efectos del nama-hine (ka). Sin embargo, no descarta el problema por completo. Además, el equipo que se utiliza para hacerlo es bastante caro. Asimismo, para distribuir sake sin pasteurizar en el extranjero, hay que tener en

cuenta que los importadores y los frigoríficos de los restaurantes no están configurados para temperaturas negativas. En otras palabras, no importa cuán rápido las fábricas lancen al mercado sake sin pasteurizar recién exprimido, mantener la calidad del sake fresco sin pasteurizar durante todo el año resultaría difícil.

En Estados Unidos y otros países, el sake sin pasteurizar está empezando a estar disponible, pero el sabor es inevitablemente inferior al del que se bebe en Japón. Por otro lado, el sake se pasteuriza cuidadosamente y se hace girar en fresco, por lo que no es tan sabroso como el sake pasteurizado normal. En muchos casos, las bebidas alcohólicas saben mejor con alcohol. Aunque la frescura es menor en comparación con el sake sin pasteurizar en su mejor estado de manera rutinaria, en términos de estabilidad del sabor del sake sentimos que era imposible distribuirlo en el extranjero en la condición más fresca posible.

Mientras tanto, estoy visitando la prefectura de Kochi en un viaje personal separado del trabajo. Fue aquí donde tuvo lugar un encuentro milagroso.



¿Se producía sake desde la antigüedad como “Kanzukuri”?

**150 tipos de sake delicioso
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enviado directamente a usted**

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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“**K**anzukuri” es un método de producción de sake utilizado durante la época más fría del año. Sin embargo, hasta principios del Período Edo (1603 - 1868), el sake se producía durante un largo período alrededor del equinoccio de otoño y después del equinoccio de primavera, dividido en cinco métodos de producción diferentes según la estación.

“Shinshu”: sake producido alrededor de agosto del antiguo calendario lunar (a continuación, también denominado calendario lunar), igualmente conocido como “Higanzake”.

“Aishu”: sake producido durante el período entre Shinshu y Kanzake. Más tarde, en el Período Edo, los métodos de producción de sake se dividieron en “Hayaishu”, producido a partir de mediados de septiembre; y “Aishu”, sake producido después de mediados de octubre.

“Kanmaezake”: sake producido durante el período de principios de invierno antes de que comience la producción de “Kanshu” (alrededor de noviembre a diciembre). Durante el período Edo, el sake “Kanmaezake” era el segundo más caro, después del “Kanshu”, mientras que el sake producido alrededor del solsticio de invierno se conocía especialmente como “Toujimonono” (“sake del solsticio

de invierno”).

“Kanshu”: sake producido principalmente durante el período de aproximadamente 30 días desde Shokan (principios de enero) hasta Rissyun (principios de febrero). La producción de sake durante este período se conoce como “Kanzukuri”. Debido a que el sake se produce en condiciones ideales, la calidad es la más alta y los precios también son los más altos en consecuencia.

“Haruzake”: sake producido desde febrero hasta alrededor del solsticio de primavera.

Las habilidades de producción de sake del período medieval se establecieron durante el período Edo, cuando la producción centrada en Ikeda, Itami y Nada evolucionó. Sin embargo, la mayor característica técnica durante este período fue que se completó el método de elaboración de sake para producir “Kanzukuri”. Sin embargo, el centro de producción de sake se trasladó a gran escala a “Kanzukuri” durante la mitad del período Edo, después de 1687. El manual técnico más respetado para la producción de sake durante el período Edo, “Doumoushuzouki”, valoraba especialmente el método de producción “Kanzukuri”, definiendo el período de producción de sake “Kanzukuri”

como “ el período de 90 días de noviembre a febrero”.

Además, el “Bankinsugiwai-bukuro”, publicado en 1732, estipulaba que “el sake se produce mejor mediante el método Kanzukuri”. Las técnicas de producción de sake “Kanzukuri” se completaron en Itami, una de las principales regiones de producción de sake en ese momento, y se extendieron a varias regiones, y la calidad mejoró aún más en Nada, que llegó a la vanguardia de la producción de sake más tarde en el período Edo.

La razón por la que la elaboración de sake comenzó a concentrarse en invierno fue porque experiencias anteriores de preparación en varias estaciones habían demostrado que el sake elaborado en los meses más fríos era el mejor. Preparar sake durante los meses fríos de invierno facilita el control de la temperatura del puré y también permite prevenir el crecimiento de bacterias que ingresan desde el aire. Además, para asegurar recursos financieros, el shogunato emitió repetidamente órdenes que prohibían la elaboración de sake nuevo a partir de 1667, fomentando la concentración de la producción en la elaboración de sake de invierno, lo que también fomentó el cambio.





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.

Evento de cata de vinos celebrado en una tienda especializada en sake japonés

Se celebró un evento de cata de vinos en una tienda especializada, que vende solo sake. Ahora estamos en la temporada en la que Francia lanzará pronto su Beaujolais Nouveau. El concepto de este primer evento de cata de vinos es el vino italiano. El tema es "¿Por qué no probar algo nuevo? Una noche de encuentro para los fanáticos del sake".

La inconstancia está implícita en una tienda especializada en sake local que sirve vino a los invitados. Sin embargo, los comentarios de la sommelier Miho Nagato después de probar cada vino, no fueron una descripción del aroma y el sabor únicos de cada selección de vino en sí, sino más bien, cada uno era una descripción elegante e interesante de la inconstancia humana expresada por la sommelier, que también es diseñadora, con la que la mayoría de los adultos podrían identificarse fácilmente.

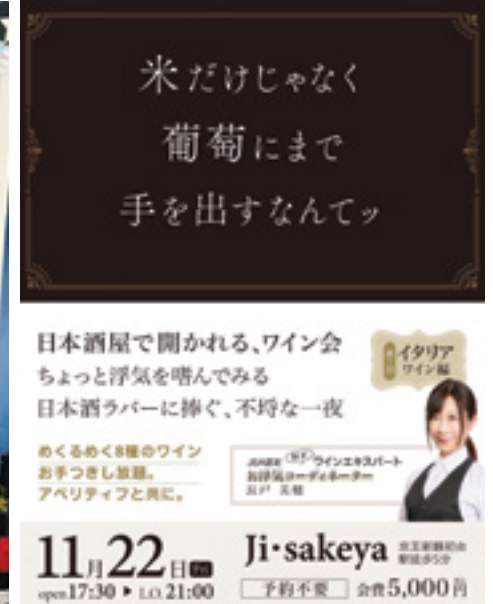
Por ejemplo, Nagato describió el vino naranja "Abruzzo" como "un amigo de la infancia que se convirtió en una persona admirable", el vino blanco "Valle d'Aosta" como "un superior por el que sientes admiración y desarrollas un flechazo", y un vino tinto de Sicilia como "un caballero que se ve sexy fumando un cigarro", inspirándose en escenarios imaginarios para describir cada sabor de vino. Se sirvieron un total de ocho selecciones de vinos del norte al sur de Italia sin límite de volumen. Los invitados parecieron identificarse con los comentarios coquetos y seleccionaron muestras de vino basándose en la explicación del sommelier, no en el nombre de la marca. Dado que el evento se celebró el día después del



lanzamiento del Beaujolais Nouveau, también se sirvió el vino italiano recién lanzado "Vino Novello".

Recientemente, más tiendas ya no se limitan a Beaujolais Nouveau, sino que venden marcas de vino californianas y japonesas recién lanzadas. Sin embargo, muy pocas de ellas venden vino italiano de renombre por alguna razón, por lo que estas selecciones de vino se presentaron para este evento. Una de las razones es que una tienda de vinos mencionó la baja demanda en Japón de estas nuevas y famosas bebidas. Todavía queda mucho por aprender sobre estas, las que ahora están disponibles para la compra casual, parece que el mundo desconocido del vino italiano se está ampliando rápidamente.

La lección más importante de este evento de cata de vinos fue que enumerar honestamente los ingredientes, el método de fermentación y los sabores es algo que solo aprecia un pequeño grupo de conocedores, pero no el



público. Lo que atrae a los consumidores en general son palabras clave atractivas que sean fáciles de entender, interesantes y que estimulen la imaginación para que el consumidor busque una muestra. Este talento pronto también será importante en la industria del sake. Los fanáticos parecían un poco nerviosos al comienzo de este evento de cata, pero

gracias al atractivo concepto, los invitados gradualmente se familiarizaron más con el vino. Como presenciamos recientemente la tendencia a la baja en el consumo de alcohol, la demanda de sake también está disminuyendo, ya que pocos fanáticos luchan por comprar ciertas marcas. Tal vez, las palabras simples podrían ser la clave para cambiar esta tendencia.

SAKE SOMMELIER CLUB

Master Sake Sommelier

Info

**Sake Shochu Spirits
Institute of America**

(213) 680-0011

AllJapanNews@gmail.com

Ask me



Yuji Matsumoto
Master Sake Sommelier

Beverage Manager

ymatsumoto001@gmail.com



Toshio Ueno
Master Sake Sommelier

Vice President
Sake School of America

info@sakeschoolofamerica.com



Ami Nakanishi
Master Sake Sommelier

Vice President
New York Mutual Trading
nymtc.com



Atsuko Glick
Master Sake Sommelier

Manager
Sake School of America

info@sakeschoolofamerica.com



Yoshihide Murakami
Master Sake Sommelier

Liquor Manager
JFC International Inc.

ymurakami@jfc.com



David Kudo
Master Sake Sommelier

President, All Japan News

davidkudo@gmail.com

JAPAN



Ryuji Takahashi
Master Sake Sommelier

Owner "Ji-sakeya"
Shuto-Mejin

ryu2syuto@yahoo.co.jp



Sake Shochu Spirits Institute of America

NPO法人

米国酒焼酎蒸留酒研究所

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

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

Antes de beber el sake, inhale primero el aroma por la nariz. El aroma que se desprende también se comprueba al degustarlo. Después de inspeccionarlo visualmente, inhale el aroma por la nariz sin beberlo.

La impresión del aroma del sake se describe generalmente comparándolo con el aroma de frutas y productos lácteos familiares. Por ejemplo, se compara a menudo con el aroma de frutas como manzanas y plátanos, y productos lácteos como el yogur.

Beba el sake para sentir los "4 sabores"

Por último, compruebe el "sabor" del sake. Beba una pequeña cantidad y confirme la textura (sabor) y el aroma del sake que pasa por la nariz.

Asegúrese de captar también el espesor, la suavidad y la textura del sake.

A continuación, haga girar el sake por toda la lengua para comprobar el dulzor, la acidez, el sabor umami y el amargor del sabor. En primer lugar, hay que captar la intensidad o sutileza del dulzor. A continuación, hay que comprobar el equilibrio entre el dulzor y la acidez, el sabor umami y el amargor (algunos sakes pueden no tener casi nada de amargor) para confirmar la impresión del sabor del sake.

Por último, hay que comprobar el "sabor residual" del sake.

Durante las catas de sake, los profesionales suelen beberlo a sorbos y escupirlo después de probarlo. Cuando se cata sake en casa, está bien tragarlo después de probarlo.

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