

# Japanese RESTAURANT news

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UNESCO Intangible Cultural Heritage ユネスコ無形文化遺産登録

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2024 "Traditional knowledge and skills of sake-making 伝統的醸造り"



Kochi prefecture held a sake sampling and negotiation event in Los Angeles

高知県がロサンゼルスで  
日本酒の試飲商談会開催

Introducing the appeal of  
Japanese food products  
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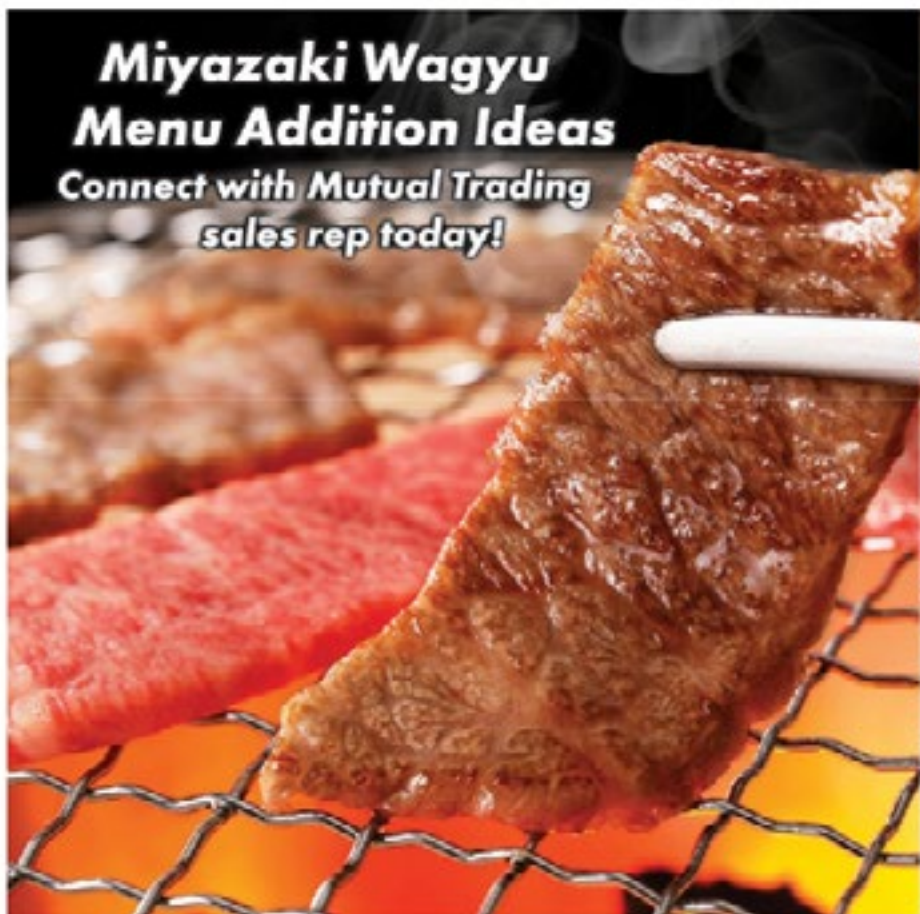
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## ジャパニーズ・レストランニュース

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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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.



## Take in the big picture

From the beginning, the successful foreign alcoholic beverage in the U.S. is of course wine. Not limited to French or Italian restaurants, wine selections are also offered in Japanese, Chinese and Mexican restaurants as well. Moreover, supermarkets carry hundreds of wine selections, while there are no stores that don't carry wine. While it's difficult to compare sake to wine without considering cultural background and history, it's important to reference both if the goal is to become the world's next alcoholic

beverage to be consumed with meals. There is still much to learn in setting the profitability, sales & distribution routes and marketing methods. Also, another hard liquor that is not originally found in the U.S. and has proven successful in the market is tequila. Tequila is also a product that's sure to be found almost 100 percent in any restaurant that serves distilled liquor.

Here is another area that leaves much to be learned for the shochu and sake industries. This is only in reference to California (where restaurants

offer Soju and Shochu), where some places debate whether to import Soju or not: it's best to develop a larger market. Also, it's important to ask why tequila gained such a huge market share. The development of representative cocktails like margaritas and advertisements along with efforts by both the industry and nation has proven effective.

Since the Japanese sake and shochu industry cannot complete a simple task like the standardization of labels, proposing global strategies is surely a goal for the distant future.■

## 視野を広げる

もともと他国のアルコールで米国で成功しているのはもちろんワイン。何もフランス料理店やイタリア料理店に限らず、日本食店、中華料理やメキシカン料理店でもワインは必ず置いてある。ましてはスーパーには何百という品ぞろいがあり、ワインを置いてないところは無い。もちろん、日本酒をワインと比較することには文化的背景や歴史を考慮すると無理があるが、世界の食中酒を目指

すなら参考にすべきだ。利益率の設定、販売流通網、マーケティング方法などは見習うべきだ。また、もともと米国に成功しているハードリカーにテキーラがある。このテキーラも蒸留酒を扱えるレストランなら100%と言っても過言ではなく置いてある商品だ。ここにも焼酎や日本酒の業界が勉強する点がある。カリフォルニア州のみの話（SojuとShochuuの取り扱いの店）ではあるが、業界はSojuとして輸入する、しない等、

意味のない議論をしているところもあるが、もっと大きな市場開拓に目を向けるべきである。そして、テキーラがなぜこれだけ増えたかを考えるべきだ。マルガリータを代表としたカクテルの開発と宣伝など、業界と国の努力がここに来て功を奏している。

日本酒、焼酎業界はラベルの統一化など簡単なこともできないのでいるのだから世界戦略を考えることはまだまだ遙か彼方のことであろう。

## 從大視野中觀看

最初在美國取得成功的外國酒當然是葡萄酒。葡萄酒不僅在法國和意大利餐廳供應，在日本、中國、和墨西哥餐廳也一定是供應的。並且超市裡有上百種商品，沒有葡萄酒的商店是不存在的。當然考慮到文化和歷史背景，日本酒不可能與葡萄酒進行比較，但如果以世界飲食酒為目標，則應該作為參考。日本酒應該效仿學習他們的設置利潤率、網絡分銷、市場營銷方式等。此

外龍舌蘭酒是一種成功的烈性酒，最初並沒有在美國出名。如果這是一家可以蒸餾烈酒的餐廳，可以毫不誇張地說這家的龍舌蘭酒是100%的。這點是值得燒酒和日本酒行業學習的。雖然在加州的故事中（商家可以經營和釀造燒酒），但是業界輸入燒酒，或者不輸入，這些討論是沒有意義的，我們應該著眼於開拓更大的市場。我們應該考慮為什麼龍舌蘭酒增加了這麼多市場。以瑪格麗塔為代表的雞尾酒的開發和推廣等是行業和國家的努力，他們在這裡取得了成功。

由於日本酒和燒酒行業無法做到統一標籤等簡單的事情，因此從全球戰略考慮還是很遙遠的距離。

## 넓은 시야로 보기

미국에서 가장 성공한 외국 술은 당연히 와인이다. 프랑스 레스토랑이나 이탈리아 레스토랑에 국한되지 않고, 일식이나 중식, 멕시코 레스토랑에서도 와인은 필수다. 슈퍼마켓에는 몇백 종류의 품목이 진열되어 있고, 와인을 두지 않은 곳이 없을 정도다. 물론 일본술과 와인을 비교하는 것은 문화적 배경과 역사를 고려할 때 무리가 있다. 하지만 식사와 함께 곁들이는 세계적인 식중주(食中酒)를 목표로 한다면 참고해야 한다. 이익률의 설정과 판매 유통망, 마케팅 방법 등도 반드시 배워야 한다. 또한, 미국에서 성공한 외국 증류주로는 테킬라를 들 수 있다. 테킬라 역시 증류주를 취급하는 레스토랑이라면 100% 있는 상품이

라고 해도 과언이 아니다. 여기에도 소주와 일본술 업계가 배울 점이 있다. 캘리포니아에만 국한되는 이야기(Soju와 Shochuu 취급점)이지만, 업계에서는 'Soju'로 수입하니 마니 등 의미 없는 논의만 할 것이 아니라 더 큰 시장 개척에 눈을 돌려야 할 것이다. 그리고 테킬라가 왜 그만큼 팔리게 되었는지 생각해 보아야 한다. 마르가리타를 비롯한 각테일의 개발과 선전 등 업계와 정부의 노력이 최근 효과를 발휘하고 있다.

일본술과 소주 업계는 라벨의 통일화와 같은 간단한 일도 해결하지 못하고 있으니, 세계 전략을 논하는 것은 아직 먼 이야기일 것이다.



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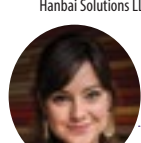
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## Kosuke Kuji

Fifth Generation Brewery Owner  
Nanbu Bijin, Inc.

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

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Super Frozen Sake: Part 4  
日本酒のスーパーフローズン その4

I wrote in my previous report that I was blessed with a fateful encounter in Kochi prefecture, where the prefectural fish is bonito, one of my favorite foods. Finding high-quality bonito is difficult where I live in Iwate prefecture.

My trip to Kochi prefecture blessed me with the opportunity to savor bonito of the highest quality. The bonito I tasted was so savory, it literally "melted in my mouth." Just when I was on cloud nine, a colleague pointed out, "Kuji-san, you're eating frozen bonito." I was taken aback. What do you mean? There's no way this delicious bonito

was frozen. I was further confused when he asked, "Would you like to try fresh bonito?"

Of course I tried the fresh bonito. If frozen bonito is this delicious, how much better could fresh bonito taste? What if the fresh bonito was so delicious that I end up suffering a heart attack...? I had grand expectations as I tasted the fresh bonito. "Wait, what? The fresh bonito tastes the same as the frozen bonito..."

I thought maybe my sense of taste was off. I tasted all the local sake brewed in Kochi prefecture on site and was able to differentiate the unique

flavors of each sake. My tastebuds are fine.

"So, what does this mean?" I asked. My colleague replied, "The frozen bonito you tried was not frozen normally, it was flash-frozen."

I was then shown the flash-freezing machine, "TÖMIN FROZEN."

Nevertheless, why does the "normal freezing method" degrade the flavor while "flash-freezing" produces "no difference" in flavor before nor after flash-freezing? The Executive Director of Technician Co., Ltd., developer of TÖMIN FROZEN, answered my question.■

高知県で奇跡の出会いがあった、と前回は書きました。高知県といえば鰹。私は鰹が大好きです。しかし私の住む岩手県ではなかなか鰹の最高のものは手に入りません。

そんな中高知県に行く事になり、鰹の最高のものを食べられる機会に恵まれました。いただいた鰹はもう、最高の味わいで、「ほったたが落ちる」とはこういった事を言うのだ、と感じました。最高に喜んで食べていた時に、私の仲間が「久慈さん、その鰹、冷凍だよ」と言いました。私は何を言っているのか、こんなに美味

しい鰹が冷凍なはずないだろう、と驚きましたが、「冷凍してない生食べる？」と聞かれ、もう大混乱です。

もちろん生をいただきましたが、冷凍でこんなに美味しいのだから、生のすごい鰹を食べたら心臓が止まらないか、と心配になるほど期待して冷凍していない生の鰹を食べました。

「あれ？冷凍の鰹と味が変わらない…」私は舌がおかしくなったと思います、その場の高知の地酒を全部きき酒しましたが、全て酒の味の違いはわかりました。舌はおかしくなっていません。

それで、どういうことですか？と聞いたら、「その冷凍の鰹は普通の冷凍ではなく【瞬間冷凍】だよ」と教えてくれました。

そして、その瞬間冷凍をする機械「凍眠」を見せてもらいました。

それにしても、なぜ「普通の冷凍」だと味はダメになり、「瞬間冷凍」だと冷凍前と瞬間冷凍後で味の違いが「全く無い」のか。その疑問に凍眠を開発したテクニカンの常務が答えてくれました。



# 日本酒 百味百題

## Influence to Japanese sake determined by the quality of water 水質が与える日本酒への影響

Approximately eighty-percent of Japanese sake ingredients consist of water. Therefore, the quality of water greatly influences the quality of Japanese sake.

Water used to produce sake is generally referred to as sake brewing water, broadly divided into brewing water and bottling water. Also, brewing

water is further divided into washing water, soaking water, brewing water, and miscellaneous water; while bottling water is further divided into wash bottle water, addition water, and miscellaneous water. Among these waters, the brewing water - the direct ingredient of sake - is no doubt the most important quality of sake.

However, sake rice will absorb components dissolved in the water used while washing and soaking the rice in water, thus water used for soaking the rice must not contain components harmful to sake production. Also, addition water refers to water that adjusts the alcohol concentration of unprocessed sake, so of course, the water quality must be equivalent to the water quality of the brewing water. The containers and tools used, miscellaneous water used to wash the bottles, and anything that comes in direct contact with sake also requires high quality water.

Generally, water is categorized as hard and soft water. Hard water refers to water containing significant mounts of alkaline earth metals (calcium ion and magnesium ion), while soft water contains minimal amounts of these metals. Soft water is more suitable for producing Japanese sake, for the sake quality produced using soft water generally makes the sake quality light and clean. However, when using the expressions soft vs. hard water, it must be taken into consideration that most of Japan's natural waters mostly fall under the "soft water" category compared to foreign waters. For example, the most renowned Japanese sake brewing water "Miyamizu" (Nada spring water) is categorized as having the highest hardness of Japan's brewing water, yet still incomparably low in hardness compared to renowned waters

in Europe, etc.

According to general water hardness and softness standards, hard water is defined as above 20 degrees, medium-hard water is defined as between 20 ~ 10 degrees, while soft water is defined as below 10 degrees. According to the National Tax Agency's analysis method of categorizing sake brewing water by hardness, high hard water is defined as above 20 degrees, hard water is 20 ~ 14 degrees, medium hard water is 14 ~ 8 degrees, light hard water is 8 ~ 6 degrees, and medium hard water is defined as between 6 ~ 3 degrees, and soft water is defined as below 3 degrees. The hardness of "Miyamizu" (Nada spring water) is defined as between 9 ~ 11 degrees, yet categorized as medium hard water according to the later classification standards, yet still fall under "soft water" according to global standards.

The suitability of the water quality as brewing water depends not only on the water hardness and existence of harmful components, but the degree of contained components effective for koji mold and yeast to function are also a major condition, for which the "miyamizu" (Nada spring water) is superior in this regard.■

(仕込用水) が最も重要なことはいうまでもない。しかし、たとえば米は洗米・浸漬の過程で水中に溶けている成分を吸着してしまうので、洗米・浸漬用水にも、酒造りにとって有害な成分を含まない水を使わなければならない。また、割水用水というのは原酒のアルコール濃度を調整するために加える水だから、当然のことに、仕込用水と同レベルの水質が要求される。醸造に際して使用する容器や道具類、瓶の洗浄に使用する雑用水でも、酒と直接接触するものを洗浄する場合には良質の水が要求される。

一般に、水は硬水と軟水とに分けられる。硬水とはアルカリ土類金属（カルシウムイオンとマグネシウムイオン）を多量に含む水で、軟水はその含量の少ない水である。日本酒の仕込み水としてどちらが適しているかといえば軟水で、一般に、軟水で仕込む日本酒の酒質は軽ききれいになるといわれる。しかし、この軟水、硬水の表現では、わが国の自然水は海外の水と比較すればほとんどが「軟水」の部類に入る、という事情も考慮しなければならない。たとえば、日本酒の仕込み水の中で最も有名な灘の「宮水」の硬度は、わが国の醸造用水の中では最も硬度高い部類に入るといわれるが、欧米などの銘醸地の水とは比較にならないほど硬度が低い。

一般的に硬・軟水の基準では、硬水は硬度20度以上、中硬水は20 ~ 10度、軟水は10度以下とされるが、国税庁所定分析法による酒造用水の硬度分類では、高硬水・20度以上、硬水・20 ~ 14度、中硬水・14 ~ 8度、軽硬水・8 ~ 6度、中軟水・6 ~ 3度、軟水・3度以下となっている。「宮水」の硬度は9 ~ 11度で、後者の分類では中硬水の部類に入るわけだが、世界的に見れば「軟水」ということだ。

水質の醸造用水への適否は、硬度や有害成分の有無だけでなく、麹カビと酵母の働きに役立つ有効成分がどれくらい含まれているかも大きな条件になり、その点でも「宮水」は優れている。

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# Tokyo Jizake Strolling

by Ryuji Takahashi

## 東京地酒散歩



**Ryuji Takahashi**

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

## 2024 Year-end sake sales event

### 年末販売会 2024



Since early December, many businesspeople have been excited about the long winter holiday to celebrate the New Year. My sake shop conducted a survey that revealed many consumers will celebrate a 9-day holiday due to the weekday on which the holidays fall on. Sake to celebrate the New Year will go on sale on December 28 for four days. This is the make or break moment. I requested the designer to create flyers to post and many to be printed for distribution to each home. Since we had a large inventory of sake, we borrowed a table from the shopping district office to sell sake at the storefront. Considering the highest volume of sake was sold on December 29 the previous year, we arranged part-time help for this day. We also requested Umeda Sake Brewery, as we do every year, to select the sake to be featured on New Year's Day.

The sake prepared exclusively for my shop was “Junmai Daiginjo Chiyono-Ume.” I had several meetings with the brewery since October to arrange special packaging for this sake and had a brand name revived that was no longer in use by the brewery. Chiyo means a prolonged period, while ume means to ward off evil, a perfect brand name for the New Year. Since it was a busy time during the sake brewing period, the initial quantity to

be released was decided beforehand. The annual event seemed to be widely known as the sake sold out before the end of the year, which required an additional rush order. Other high-end sake also sold out early, which required help from many vendors to gather a lot of Daiginjo sake, perhaps due to the long holiday with many returning home to celebrate the new year.

Kanemasu Brewery sold sake at the storefront on December 28 and 29, while Hakuro Brewery – also based in Niigata prefecture – sold sake at the storefront on December 30 and 31. The same turnout as the previous year was anticipated with part-time help arranged. However, the turnout was much greater than we expected because not all customers had a 9-day holiday. Many customers who had days off on December 28 and 29 still had to work on December 30.

Many customers visited our shop on December 31, which required urgent part-time help. The salesperson from the brewery who helped on December 31 was extremely helpful due to his expertise in selling sake at department stores and retail stores operated by local governments. Before I knew it, the sales figure for the day was the highest on record. I learned this year that weekdays affect sales, even at the end of the year, and that Japanese consumers still enjoy sake to end the year and celebrate the new year. A soba noodle shop stands across the street from our sake shop, where I saw many



customers shivering as they stood in a long line. Their sight keenly reminded me the year was ending. I wished for 2025 to be a momentous year as I glanced up at the chilly winter sky during the year-end sake sales event.■

◆ ◆ ◆  
**今**年の正月は長いぞと、12月に入った瞬間からワクワクしていたサラリーマンが多い師走だった。私の店での調査によると曜日的に9連休という人が多かった。さてそんな中、正月の酒が売れ始めるのが一般的に休みに入る28日からの4日間。ここが勝負所で、12月に入り、ポスティング用のチラシをデザイナーに依頼し、大量に印刷し、各家庭に配り、酒も大量の在庫を抱え、商店街事務所から店頭販売用の台を借り、昨年は29日が一番売れたことを鑑み、ピンポイントでバイトも依頼した。そして毎年用意する正月用の目玉商品を今年は広島県梅田酒造場に依頼。当店だ

けに用意してもらった酒は「純米大吟醸千代の梅」。この酒は10月くらいから蔵元と打ち合わせを重ね、荷姿も特別に用意してもらい、銘柄名も既に酒蔵では使用していない物を復活してもらった。千代とは長い期間を意味し、梅は厄を除くという意味があり、正月にはピッタリの銘柄名だ。酒造りで忙しい中だったので、最初にロットを決めていたのだが、毎年恒例の特別酒が浸透していたようで、年末を待たずして売り切れてしまい急いで追加をお願いする羽目になった。その他の高級酒も早い段階で売り切れてしまい、方々に無理を言って大吟醸酒をかき集める状況になってしまったのは、長い正月休みで帰省が多かったからだろうか。28日と29日は新潟県の金升酒造蔵元が店頭に立ち、30日と31日は同じ新潟県の柏露酒造の営業が店頭に立ってくれた。前年の流れと同じ予想でバイトもお願いしていたのだが、昨年とは流れが変わっており大きく予想を外すことになった。確かに皆が9連休ではないわけで、28日29日は休みだが30日は仕事だという人も多くいたのだ。そして、31日に来店が集中しアルバイトも急遽お願いすることとなったが、31日の酒蔵の営業マンがデパートやアンテナショップでの販売に長けているベテランだったので、非常に助かった。気づいたら1日の売り上げとしては過去最高の数字が出ていた。年末でも曜日はギリギリまで影響することを今回は学び、年末年始は、まだまだ日本人は日本酒が飲みたいのだと実感できた。そして、当店の真向かいのは町の蕎麦屋で、年末の夜の行列を店頭で寒さに震えながら見たときに、ああ、今年も1年が終わるのだなあとしみじみ感じ、2025年も良い年になるといいなと寒空に願う年末販売会であった。





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

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

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

**Pay attention to identify "2 different aromas" during sake tasting**

Two types of aromas below must be evaluated during sake-tasting. Aroma is an essential element that characterizes the uniqueness of each sake, thus please evaluate thoroughly.

### ◇ Orthonasal aroma:

Odor detected from the nose when inhaled

Aroma detected when sake is poured into the glass and brought close to the nose. For example, Ginjo sake releases a fruity Ginjo aroma and flavor. If oxidized (degraded), a "stale odor" ("hineka") may be detected.

### ◇ Retronasal aroma:

Aroma that reaches the nose through the mouth

Aroma detected after a small quantity of sake is swished over the tongue and exhaling through the nose, also referred to as "in-mouth aroma" or "after flavor." If the retronasal aroma is comparable to the orthonasal aroma, then the sake aroma is well-balanced.■

**日本酒のテイスティングでは「2つの香り」の違いに注目**

日本酒をテイスティングするときに確認する香りは、以下の2種類です。香りは日本酒の個性を特徴づける要素なので、しっかり確認してみましょう。

### ◇上立ち香（うわだちか）

日本酒をグラスに注ぎ、鼻を近づけたときに感じる香り。たとえば、吟醸酒からは、フルーティーな吟醸香が感じられます。酸化（劣化）している場合は、「老香（ひねか）」という不快な香りを感じ取れます。

### ◇含み香（ふくみか）

日本酒を少量口に含んで舌の上で転がし、鼻から息を出すときに感じられる香り。「口中香（こうちゅうか）」や「アフターフレイバー」ともいいます。上立ち香とほとんど変わりがなければ、バランスのとれたお酒ということになります。

# ONLINE SAKE Class

## Sake Navigator

Presented by Sake Shochu Spirits Institute of America



# Total U.S. job

-U.S. Job Market Closes the Year Strong with 256,000 New Jobs Added in December-

米国の総雇用者数

-米雇用市場、12月の新規雇用

25万6,000人で好調な年末を迎える-

The U.S. economy added a robust 256,000 nonfarm payroll jobs in December, building on the 212,000 positions created in November and closing the year on a strong note. This figure far surpassed the consensus estimate of 155,000 new jobs for the month. December's growth marks the 48th consecutive month of nonfarm payroll expansion—a remarkable streak that has added 17.02 million jobs. Total nonfarm payroll employment has now climbed to a record 159.54 million, exceeding the pre-pandemic peak of February 2020 by 7.23 million jobs, or 4.7%.

While the labor market remains resilient, there are signs of a gradual slowdown in job creation. In 2024, the economy added 2.23 million net new jobs—a healthy figure, but a step down from the 4.53 million jobs added in 2022 and the 3.01 million in 2023. The unemployment rate continued its recent fluctuations, edging down from 4.2% in November to 4.1% in December. Over the second half of 2024, the unemployment rate averaged 4.2%, up from 3.9% in the first half of the year, but it remains historically low. The number of unemployed individuals saw a slight increase, rising from 161.18 million to 161.66 million, while the labor force participation rate held steady at 62.5%.

Average hourly earnings for production and nonsupervisory workers in the private sector rose by 0.2% in December, marking the slowest monthly increase since April. Year-over-year wage growth was 3.8%, the most modest pace since May 2021. Wage growth for this group has been steadily slowing since peaking at 7.0% in March 2022.

Job growth in December was widespread, with most sectors posting solid gains. Leading the charge were private education and health services; trade, transportation, and utilities (notably retail trade); leisure and hospitality (driven by eating and

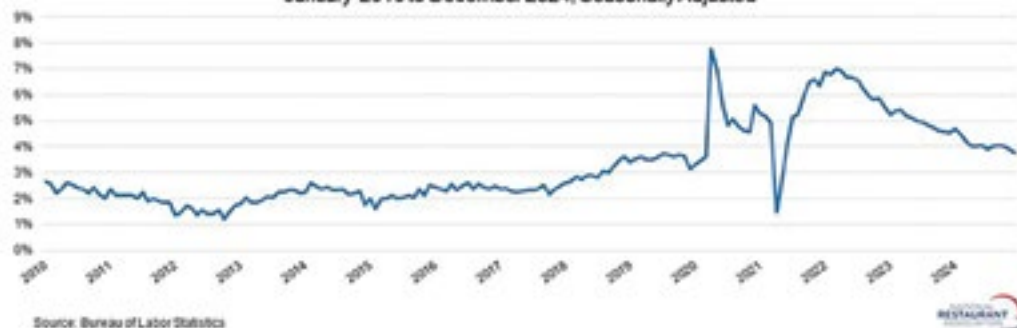
drinking establishments); and professional and business services. However, employment declined in manufacturing and mining and logging. The private sector contributed 223,000 new jobs, while government employment increased by 33,000.

Below is a detailed breakdown of sector employment changes for December, ranked from highest to lowest:

- \*Private education and health services: +80,000
- \*Trade, transportation, and utilities: +49,000 (retail trade: +43,400)
- \*Leisure and hospitality: +43,000 (eating and drinking places: +29,800)
- \*Professional and business services: +28,000
- \*Local government: +17,000
- \*Financial activities: +13,000
- \*Information: +10,000
- \*State government: +10,000
- \*Construction: +8,000
- \*Other services: +8,000
- \*Federal government: +6,000
- \*Mining and logging: -3,000
- \*Manufacturing: -13,000■

◆ ◆ ◆  
12月の米国経済は、非農業部門雇用者数を25万6,000人増加させ、11月の21万2,000人増に続き、好調に1年を締めくくった。この数字は、コンセンサス予想の15万5,000人を大きく上回った。非農業部門雇用者数の増加は、12月で48ヶ月連続となり、1,702万人の雇用を増加させた。非農業部門雇用者数は過去最高の1億5,954万人となり、パンデミック前のピークであった2020年2月を723万人（4.7%）上回った。

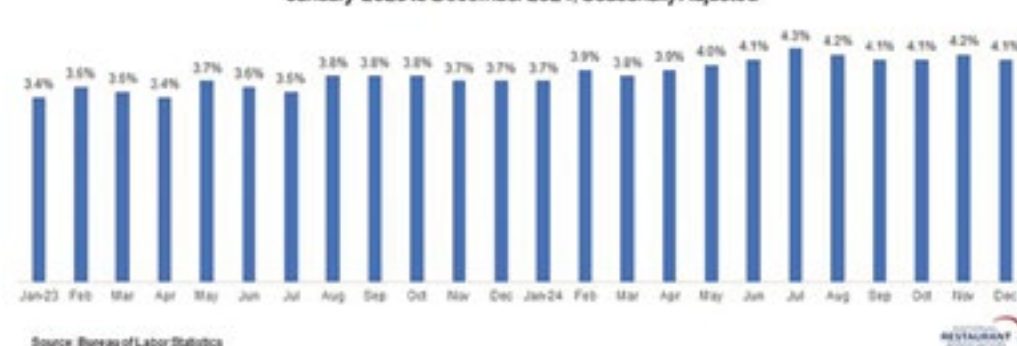
Year-Over-Year Growth in Private Sector Average Hourly Earnings of Production and Nonsupervisory Workers  
January 2010 to December 2024, Seasonally Adjusted



Monthly Change in Nonfarm Payroll Employment  
January 2023 to December 2024, in Thousands of Employees, Seasonally Adjusted



U.S. Unemployment Rate  
January 2023 to December 2024, Seasonally Adjusted



労働市場は依然底堅いものの、雇用創出は徐々に鈍化する兆しがある。2024年の新規雇用は223万人で、これは健全な数字ではあるが、2022年の453万人、2023年の301万人からは一歩後退している。

失業率は最近の変動が続き、11月の4.2%から12月は4.1%に低下した。2024年下半期の失業率は平均4.2%で、上半期の3.9%から上昇したが、歴史的な低水準を維持している。失業者数は1億6,118万人から1億6,166万人へと微増したが、労働力率は62.5%で横ばいだった。

12月の民間部門の生産・非管理職の平均時給は0.2%上昇し、4月以来最も遅い伸びとなった。前年同月比の賃金上昇率は3.8%と、2021年5月以来最も緩やかなペースとなった。このグループの賃金上昇率は、2022年3月の7.0%をピークに着実に鈍化している。

12月の雇用増加は広範囲に及び、ほとんどのセクターで堅調な伸びを記録した。牽引役となったのは、民間教育・医

療サービス、貿易・運輸・公益（特に小売業）、レジャー・接客（飲食店が牽引）、専門・ビジネスサービスであった。しかし、製造業と鉱業・伐採業では雇用が減少した。民間部門の新規雇用は22万3,000人で、政府部門は3万3,000人増加した。

以下は、12月の部門別雇用増減の詳細である：

- \*民間教育・医療サービス +80,000
- \*貿易・運輸・公益事業 貿易・運輸・公益：+4.9万人（小売業：+4.34万人）
- \*レジャー・接客業 +43,000人増（飲食店：29,800人増）
- \*専門職・ビジネスサービス +28,000
- \*地方自治体 +17,000
- \*金融活動 +13,000
- \*情報 +10,000
- \*州政府 +10,000
- \*建設 +8,000
- \*その他サービス +8,000
- \*連邦政府 +6,000
- \*鉱業・伐採：-3,000人
- \*製造業：-13,000



# Asahi Shuzo Co., Ltd., sake brewery and producer of “Dassai,” to change its name to “Dassai, Inc.”

日本酒「獺祭」の旭酒造  
社名を「株式会社 獺祭」に変更へ

Asahi Shuzo Co., Ltd., Japanese sake brewery and producer of “Dassai” (based in Iwakuni city, Yamaguchi prefecture), will change its name to “Dassai, Inc.” effective June 1, 2025.

The brewery will change its name to “further popularize Dassai as a global Japanese sake brand in markets overseas.”

山口県岩国市に蔵を置く「獺祭」で知られる旭酒造株式会社は、6月1日より社名を「株式会社 獺祭」に社名変更する。社名変更の背景は、「獺祭を日本発のグローバルブランドとしてさらに海外市場で広めていくため」としている。

The traditional Japanese sake brewer strives to globally expand the DASSAI brand worldwide. Asahi Shuzo Co., Ltd. has a deeper understanding of the market since their DASSAI BLUE Sake Brewery in New York started operations in September 2023.

The producer of “Dassai” hopes to increase sales from 19.5 billion JPY in 2024 to 100 billion JPY - consisting of 30 billion JPY in domestic sales and 70 billion JPY in overseas sales - in the future and hopes this name change will accelerate the brand’s expansion into markets overseas.

The construction of the DASSAI BLUE Sake Brewery, completed in New York state in 2023, prepared Asahi Shuzo Co., Ltd. to start sake production

locally in North America. Their first goal is to expand into the U.S. market while completing the construction of a new sake brewery in Japan in spring 2028 to enhance their overall production capabilities. Kazuhiro Sakurai, President of Asahi Shuzo Co., Ltd., stated his goal is to “delve deep into the global market as a premium Japanese sake brand.”

Hiroshi Sakurai, Chairman of Asahi Shuzo Co., Ltd., reflected on the history of the sake brewery as he explained the “Dassai” brand brewed 100% of their sake in-house during the early 2000s, and “sensed the necessity to change the company name to ‘Dassai’ as well.” President Sakurai further continued, “Although the fourth-generation brewery was slow

to expand at first, we saw a clear path to expand into the global market when the U.S. brewery (Dassai USA, Inc.) started operations and realized the time to take the leap is now.”

To boost demand in Japan, the brewery plans to organize 1,000 events year-round, a significant increase compared to the usual 100~150 events. President Sakurai explained, “Consumers know of the Dassai brand, yet more consumers today say they’ve ‘never tried it before,’ or ‘haven’t had it in a while.’ In other words, this is an opportunity to develop new consumers.” The plan is to gain cooperation from sake shops and restaurants in organizing various events to develop a new market.

President Sakurai further

continued, “Our domestic market in Japan is particularly important to Dassai as our sake originated from Japanese culture, history, and spirituality. Although globalization could unite the global market as one, Japan would become an even more symbolically important market.”

Asahi Shuzo Co., Ltd. plans to complete the construction of their third sake brewery near their main brewery in Japan in spring 2028 with an anticipated production volume of nearly 900,000 liters per year. The plan for the third brewery is to brew only high-end sake of even greater prestige than the “DASSAI Beyond,” considered the crown jewel of the Dassai brand.

## Dassai served during the Academy Awards ceremony

Efforts to promote Dassai this year in markets overseas includes a collaboration with Yannick Alléno, a French chef based in Paris with two three-star Michelin ratings, to open an izakaya restaurant “L’IZAKAYA DASSAI.” In March, Dassai will be served at the “Dassai Bar” for one night only as the first sake served during the Academy Awards ceremony in North America. Dassai, fermented while “Waterfront Waltz” played in the Austrian Pavilion - reminiscent of the Vienna Philharmonic in Austria - will also be sold, along with various other events underway.

In addition to Japanese exports, Asahi Shuzo Co., Ltd. plans to expand “DASSAI BLUE” as a locally brewed sake brand from their brewery in the suburbs of New York state to accelerate



Hiroshi Sakurai, Chairman, Asahi Shuzo Co., Ltd.



Kazuhiro Sakurai, President, Asahi Shuzo Co., Ltd.





exploitation in the global market. Sales for 2024 reached 4.24 million USD (approximately 6.6 billion JPY) with approximately 110,000 liters sold. President Sakurai said the New York brewery is “a front-line base to connect with new consumers. However, sake is still a niche product in the current market with only 0.2% of the market share in the U.S. alcohol industry. We need to take various approaches to overcome this hurdle.”

President Sakurai further explained that although sales are declining in the U.S. and China, “the market for sake can still grow in an upward trend long-term” as he further explained his aspirations eagerly. “First, we’ll continue efforts to strengthen our U.S. brewery for three to five years until it’s successful, then take on the challenge to develop a new market. We’ll thoroughly promote the importance of controlling temperatures during distribution and storage of sake to distributors and aim to achieve a respectable sales volume of our premium Japanese brand that we can proudly report to the world.”■

◆ ◆ ◆

日本の伝統的なモノづくりを背景としたブランドとして、世界に挑み、世界のDASSAIを目指し、2023年9月に移転したNYの酒蔵から見えてきた市場をより広げ、海外への浸透をより加速させるために、会社名を変更し、ブランドとしての認知をより強化するのも狙いという。

売上は、2024年度の売上195億円から、今後1000億円を目指し、内訳は、

国内300億円、海外700億円を想定する予定で、今回の社名変更で、特に海外での展開を加速していきたい考え。

旭酒造は2023年にアメリカ・ニューヨーク州に酒蔵を完成させて、現地生産の態勢が整っていることから、まずはアメリカ市場の拡大を目指し、国内でも2028年春に新しい蔵が完成する予定で、全体の生産能力の強化も図る。桜井一宏社長は「日本で誕生したプレミアムブランドとして世界中で市場を深掘りする」と抱負を述べている。また、桜井博志会長は旭酒造の歴史を振り返り、2000年代前半に自社で製造する銘柄が「獺祭」100%になり、「いずれ社名も『獺祭』に変える必要があるだろうと感じていた」と話す。桜井一宏社長は「4代目蔵元としてなかなか踏み出せなかったが、米国酒蔵（Dassai USA Inc.）が稼働し、世界に向かっていく道筋ができてきた。変えるならいましかない」との想いに至ったという。

需要喚起の一環として日本国内では、年間1000回のイベントを実施する予定。従来の100～150回に比べて一気に増やす計画だ。桜井一宏社長は「獺祭は知っているけど『飲んだことがない』『しばらく飲んでいない』という方が多くなっている。逆に言えば新たな飲み手を開拓できるチャンス」と説明。酒販店、飲食店などの協力も得ながらイベント等で新たな市場を開拓したい考え。さらに、「日本の文化、歴史、精神性などを背景に生まれた獺祭にとって国内のマーケットは非常に大切。グローバル化で世界の市場は1つになりつつあると感じるが、そうならば日本はおおさ象徴的で重要な場所」続けた。

2028年春に完成予定の3号蔵での製造規模は年間約90万リットルを見込む。その3号蔵では最高峰に位置付けられる「獺祭磨きその先へ」以上の高級酒のみ


を醸造予定。

#### アカデミー賞授賞式で獺祭を提供

海外における今年の取組みとして、フランス・パリの三ツ星シェフのヤニック・アレノ氏とのコラボでレストラン出店（L'IZAKAYA DASSAI Yannick Alléno）や、3月に米国で開催されるアカデミー賞に初の日本酒として協賛し、授賞式で一夜限りの「獺祭バー」として獺祭を振る舞う予定。また、4月開幕の大阪関西万博では、オーストリア館で、ウィーン・フィルハーモニック・テイスต์で演奏した「水辺のワルツ」を聴かせて発酵させた獺祭を販売するなど、様々な展開を実施して行く予定。


また、日本からの輸出に加え、ニューヨーク郊外の米国酒蔵を拠点に市場開拓を加速させる。現地生産のブランドとし

て「DASSAI BLUE」を展開。2024年度の売上は424万ドル（約6億6000万円）で、販売容量は約11万リットルだった。桜井一宏社長は「新たな飲み手と接点を作る前線基地になりつつあるが、日本酒はまだニッチな存在。現状では米国のアルコール市場でシェアはわずか0.2%にすぎない。壁を越えるには様々なアプローチが必要」と話す。米国や中国での伸びが減速しているが、「長期的には日本酒の市場はまだ上昇トレンドに乗っていける」と展望。「まずは米国酒蔵での取り組みを3年、5年と成功するまで追求し続け、新しい市場を創っていくことに挑戦する。流通業者に対してSAKEの物流や保管などでの温度管理が重要だと言うこともしっかりと啓蒙し、日本のプレミアムブランドとして世界に恥ずかしくない売り上げのボリュームを目指す」と意気込みを語る。



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**Q. 次のうち、潜在的に危険性の高い食品として考えられるのはどれか？**


**A** 乾燥米

**B** 小麦パン

**C** 調理米

**D** レモンジュース

**全米レストラン協会認定、日本語で講習試験、全米で通用**



**レストラン・マーケット関係者必携 食品衛生許可証取得教室**

詳細は <https://www.alljapannews.com/page/food-manager> 正解は **C**



## 2025 FOOD EVENT CALENDAR

### March

#### Natural Products Expo West

3/4-7

Anaheim, CA [Anaheim Convention Center](http://www.expowest.com)  
[www.expowest.com](http://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](http://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](http://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](http://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](http://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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# The Challenge to Create a New Japanese Food Culture

## 新 日本食文化の挑戦

By Atsushi Ashizawa



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

## Future developments and trends observed in the ramen industry

### 日米ラーメン業界から学ぶ、今後の展開と動向に迫った

Noodles are extremely popular among food products exported from Japan to markets overseas. Nissin Food Products Co., Ltd. first commercialized Cup Noodles in the 1950s. The greatest secrets behind the popularity of Cup Noodles are its long shelf life, palatable flavor to consumers worldwide, and affordable price. Cup Noodles are said to be familiar to consumers in nations where Japanese food ingredients are difficult to find because of its easy portability in any nation where purchased. Japanese noodle dishes became globally popular in this manner, of which ramen is most popular.

Although Japanese cuisine offers a wide variety, “delicious” flavor is a must for foreign consumers. Ramen was first introduced overseas when the first ramen specialty shop, “Sapporo Ramen,” opened during the 1970s. Sapporo Ichiban ramen was produced as cup noodles around the same time, celebrating 55 years this year since its release. The ramen industry has since grown with many ramen shops continuously opening to date. Ramen shops recently expanding into the U.S. market commonly offer a unique flavor and are located away from the Little Tokyo district and the Japanese community in Sawtelle Japantown in a new market to avoid local competitors. This is the correct approach. My next interest was pricing. The hourly wage of consumers at the time is the guideline for consumer spending on lunch in the U.S. market.

Therefore, the current average cost of a serving of ramen would be approximately \$15~20.

The three most popular ramen types in Japan are Sapporo Ramen, Kitakata Ramen, and Hakata Ramen. Major Kitakata Ramen manufacturer “Kawakyo Corporation” (Chairman: Tomijiro Sato), a major seller of fresh ramen noodles, exceeded 190 million servings in sales, renowned as one of the biggest Kitakata Ramen manufacturers in Japan. I paid a visit to Kawakyo Corporation. Kawakyo’s sales network consists mainly of online sales, company-operated ramen shops, Ramen Museum that sells local sake, souvenirs, and gifts; and shops at Japanese Railway stations. Also, Kitakata city is near Bandai-Asahi National Park, where Kawakyo Corporation offers a tour through the park to the Ramen Museum. The spacious parking lot of the Ramen Museum is in the center of Kitakata city, bustling with tour buses.

In addition, Kawakyo seems to offer a unique value that is different from other souvenir shops. I wondered what that could be and decided to ask Vice President Junko Kobayashi. Her polite responses mentioned nothing about their business, which surprised me. Employees of Ina Food Industry Co., Ltd. (Nagano prefecture), renowned for their product “Kanten-papa” that I’m also quite familiar with (freeze-dried agar seaweed), have a daily routine – they write letters or

emails of appreciation to their clients. Like Kawakyo, Ina Food Industry also refrained from discussing their business. Why? There is a hidden commonality between Kawakyo, striving to sell 200 million servings of Kitakata Ramen noodles; and Ina Food Industry. This mystery was going to take some time to unravel, I thought to myself as I left the Ramen Museum.

To be continued in the next issue.

日本から海外に輸出される食品の中で麺類は上位を占める。その背景には1950年代に日清が商品化したカップ麺から始まる。その最大の秘訣は保存が効き、どの国の人が食べても口に合い、値段が安いことだ。世界の国で日本の食材を目にすることが無い人でもカップ麺だけは知っていると言われている。その理由はどの国で買っても持ち運びが出来るからだろう。こうして、あらゆる国に浸透して行った麺文化だが、その中でラーメンはトップを走る。

日本食の数ある食べ物の中で外国人にとって“美味しい”は絶対条件だ。今注目の業界のその歴史は1970年、海外初の専門店“札幌ラーメン”から始まり、同時期にサッポロラーメンのカップ麺が生産され共に今年で55年の節目を迎え、その延長線上にあるのが出店ラッシュが続く現在の業界だ。近年日本から進出して来るラーメン店の特徴をみると、独自の味を持って来ていることと、リトル東京やソーテルの日系社会を避けて出店していることだ。その背景には現地の同業者との競争を避け、新規の市場に目を向けていることだ。ずばり正解だ。次は気

になる値段になる。米国ではランチにかかる金額は、その時の時給が目安とされ、現在のラーメンの平均価格が15～20ドル前後とすれば業界は付ける値段を把握していることだ。

日本の三大ラーメンブランド、札幌、喜多方、博多と言われている中で、生麺を主力商品として販売する喜多方ラーメン大手“河京”（佐藤富次郎会長）が販売総数1億9000万食を超え、日本では最大手としてその名が知れ渡っているが、その河京を訪れてみた。販売は大きく分けると通信販売、直営ラーメン店、地元の地酒と共に土産・ギフトを売るラーメン館、JR道の駅などの販売網を通して。そして喜多方市は磐梯朝日国立公園にあり、日本全国に名の知れた河京はツアーコースに組み込まれていることがわかった。市内中心部にあるラーメン館本館の広い駐車場には観光バスでにぎわっていた。ただそれだけでは他にある土産屋さんと変わらない。河京には、他の店と違う何かがある。それは一体何であろうかと思ひ、責任者である小林淳子副社長に一言話を聞く事にした。丁寧に対応してくれた言葉遣いの中、商売に関する話は一切なかったことが以外だった。私もよく知る“かんでんばば”で知られる長野県の商品メーカー伊那食品社員が出社すると日課にしている事がある。担当するお客様に対し、日ごろの感謝の心を手紙、メールで伝えているのだ。こちらも河京同様、ビジネスに関する話は出てこない。それは何故だ？

2億食というメガトン級の販売に挑戦する河京、この両社には私達では知ることが出来ない共通点が隠されている。その魔法の謎を解くには、まだまだ時間がかかると思えながら本館を後にした。

次回に続く



©Nissin Food Products



©Kawakyo Entertainment Co., Ltd



©Ina Food Industry Co., Ltd





## Food Safety Assurance Starts With Highly Qualified Suppliers

### 食品の安全確保は信頼のおけるサプライヤーから始まる

In recent years, natural disasters have significantly impacted the United States, from the 2023 wildfires in Maui to Hurricane Milton in 2024, and most recently, the Palisades and Eaton fires in Los Angeles. These events, coupled with an increase in food recalls and potential norovirus outbreaks at well-known events, underscore the critical importance of crisis management and safety readiness.

For the restaurant industry, these priorities extend beyond emergency preparedness to encompass food safety practices. Ensuring stringent safety standards, from sourcing to service, is essential for protecting customers and for navigating challenges effectively to maintain business integrity. Prioritizing reliable suppliers and implementing best practices at professional kitchens can create a safer and more resilient operation.

#### WHY FOOD SAFETY STARTS WITH THE SUPPLIER

Suppliers play a key role in the maintenance of food safety throughout the supply chain, where product quality depends on cautious handling, storage, and distribution practices. Partnering with suppliers with high ratings on official governmental and industry audits elevates the delivery of ingredients that meet high safety and reliability standards. These audit reports can provide an accurate snapshot of the suppliers' routine operations and reinforce product quality delivered to the commercial kitchens.



#### KEY TIPS FOR AN AUDIT-READY PROFESSIONAL KITCHEN

Whether preparing for a health inspection or striving for internal consistency, maintaining readiness is crucial for restaurant owners. Here are some practical steps to enhance food safety in the kitchen:

1. Organize Storage for Efficiency and Safety
  - Follow the "first in, first out" (FIFO) method to prevent older ingredients from being overlooked.
  - Separate raw and cooked foods in storage to minimize cross-contamination risks.
2. Monitor Temperature Controls
  - Regularly check and document refrigeration and freezer temperatures to ensure they remain within safe ranges.
  - Use digital thermometers for accurate readings and invest in alarms to notify staff of temperature fluctuations.
3. Train and Empower Your Staff
  - Provide ongoing food safety training that covers proper hygiene, handling, and cleaning techniques.
  - Implement clear labeling systems for expiration dates, allergens, and preparation instructions to reduce errors.
4. Establish and Enforce Cleaning Protocols
  - Sanitize work surfaces, utensils, and equipment regularly, especially after handling raw ingredients.
  - Use color-coded cutting boards and cleaning tools to prevent cross-contamination.
5. Conduct Internal Audits
  - Simulate unannounced inspections with team members to identify potential vulnerabilities.
  - Review and update processes based on findings to ensure continuous improvement.

近年、2023年のマウイ島での山火事から2024年のハリケーン「ミルトン」、そして最近ではロサンゼルスでの複数の火災に至るまで、自然災害が米国に大きな影響を与えています。これらの出来事により、食品リコールの増加や著名なイベントでのノロウイルス発生の可能性が重なり、安全対策や準備の重要性が一層浮き彫りになっています。

飲食業界において、これらの優先事項は緊急事態への備えだけでなく、食品安全対策も含まれます。食材の調達から提供に至るまで厳格な安全基準を確保することは、顧

客を守るだけでなく、ビジネスの信頼性を維持し、課題を効果的に乗り越えるために不可欠です。信頼できるサプライヤーを優先し、自社の厨房でベストプラクティスを実施することで、より安全で回復力のある運営を築くことができます。

#### 食品安全がサプライヤーから始まる理由

サプライヤーは、慎重な取り扱い、保管、流通方法に製品の品質が左右されるサプライチェーン全体を通じて、食品の安全性を維持する上で重要な役割を果たします。政府や業界の公式監査で高い評価を得ているサプライヤーと提携することで、高い安全性と信頼性の基準を満たす食材の供給が可能になります。これらの監査報告書は、サプライヤーの日常業務の正確な現状を提供し、業務用厨房に納入される製品の品質を向上させることができます。

#### 監査に備えるための厨房での重要なポイント

衛生検査に備えるにせよ、社内の一貫性を保つにせよ、飲食店経営者にとって準備を整えることは極めて重要です。以下は、厨房での食品安全を向上させるための実践的な手順を紹介します。

1. 効率性と安全性を考慮した保管の整理
  - 「先入れ先出し」(FIFO)方式を採用し、古い食材の見落としを防ぎます。
  - 生食材と調理済み食品を分けて保管し、二次汚染のリスクを最小限に抑えます。
2. 温度管理の監視
  - 冷蔵庫や冷凍庫の温度を定期的に確認、安全な範囲内に保たれていることを記録します。
  - 正確な測定のためにデジタル温度計を使用し、温度変動をスタッフに知らせるアラームを導入します。
3. スタッフを訓練し、責任感とモチベーションを持たせる
  - 衛生管理、取り扱い、清掃技術を含む食品安全トレーニングを継続的に実施します。
  - 賞味期限、アレルギー、調理手順を明確に記載したラベルシステムを導入し、ミスを減らします。
4. 清掃手順を確立し徹底する
  - 作業台、調理器具、設備を定期的に消毒、特に生の食材を扱った後は念入りに行います。
  - 色分けされたまな板や清掃用具を使用して、二次汚染を防ぎます。
5. 内部監査の実施
  - チーム内で抜き打ち検査のシミュレーションを行い、潜在的な脆弱性を特定します。
  - 発見事項に基づいてプロセスを見直し、継続的な改善を図ります。





NAVIGATING NEW HEALTH REGULATIONS IN 2025

Keeping up with regulatory changes is essential for maintaining compliance and customer trust. In 2025, several updates are expected to impact the foodservice industry:

- **Enhanced Allergen Labeling:**  
New regulations will require clearer labeling of common allergens in menu items and packaged foods.
- **Digital Record-Keeping:**  
Many jurisdictions are shifting toward electronic tracking of food safety data, such as temperature logs and supplier certifications.
- **Sustainability in Safety:** Emphasis on eco-friendly practices, including sustainable packaging and waste reduction, is expected to grow without compromising sanitation standards.

Adopting these changes early can help restaurants remain compliant and avoid disruptions during inspections.

Creating a culture of food safety starts with strong leadership and consistent communication. By emphasizing the importance of cleanliness, proper handling, and readiness, restaurants can foster an environment where food safety becomes second nature for the working team. Regularly reviewing practices, staying informed about regulations, and working closely with trusted suppliers can help ensure safe and efficient business operation. Together, these efforts protect customers, elevate reputation, and set the foundation for long-term success.



2025年の衛生関連規制への対応

衛生関連規制の変化に対応していくことは、コンプライアンスを維持し、顧客の信頼を守るために不可欠です。2025年には、食品サービス業界に影響を与えるいくつかの更新が予想されます。

- **アレルゲン表示の強化:**  
メニュー項目や包装食品に含まれる一般的なアレルゲンを明確に表示する新しい規制が求められます。
- **デジタル記録管理:**  
多くの地域で、温度記録やサプライヤー証明書など、食品安全データの電子化が進むと予想されます。

- **安全性における持続可能性:**  
持続可能な包装や廃棄物の削減などの環境に優しい実践が、衛生基準を損なうことなく、さらに広がると期待されます。

早い段階でこれらの変更を採用することで、レストランは規制に準拠し、検査時の混乱を回避することができます。

食品安全への基盤を築くためには、強力なリーダーシップと一貫したコミュニケーションが必要です。清潔さ、適切な取り扱い、準備態勢の重要性を強調することで、レストランは、従業員チームにとって食品安全が自然に身につく環境を育むことができます。定期的な実践を見直し、規制情報を把握し、信頼できるサプライヤーと緊密に連携することで、安全で効率的な事業運営を確保できます。これらの取り組みが、顧客を守り、評判を高め、長期的な成功の基盤を築くことができます。

99%  
GMP SCORE  
GMP (適正製造基準)  
99%達成!

MUTUAL TRADING’S COMMITMENT TO EXCELLENCE: 99% GMP SCORE

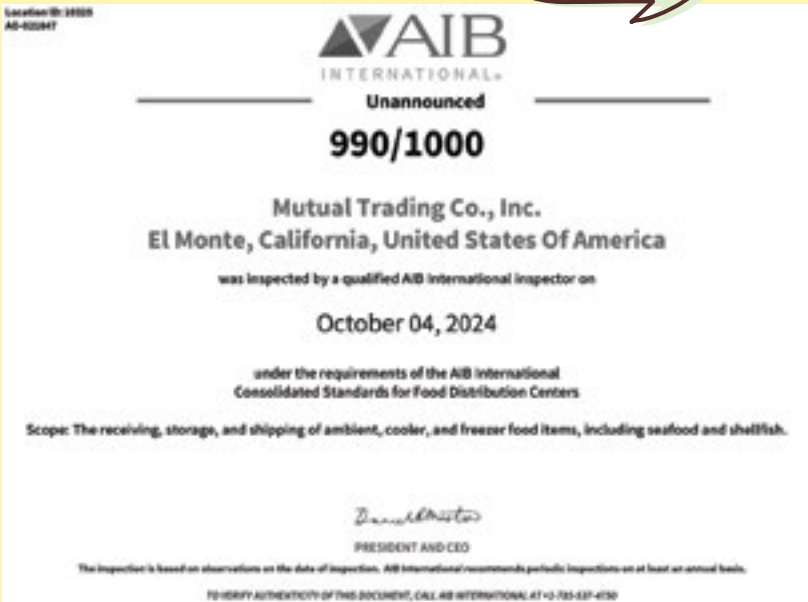
MUTUAL TRADINGの卓越した取り組み: GMP (適正製造基準) 99%達成!

At the most recent Good Manufacturing Practices(GMP)/Good Distribution Practices(GDP) food safety audit, Mutual Trading earned an exceptionally high 99% rating. For AIB Int'l which conducts these unannounced inspections, this was an unprecedented highest score in the organization's history. Mutual Trading's achievement underscores the company's readiness in meeting the most rigorous of safety requirements, including those set forth by the FDA Food Safety Modernization Act, with transparency and reliability. Strict mechanisms are in place to follow regulations under city and state agencies as well as the USDA and NOAA.

Mutual Trading continues to take pride in setting the gold standard for product quality and safety in the food distribution business. Every ingredient delivered meets stringent safety benchmarks, reflecting the corporation's core commitment to excellence and service to the customers.

最近の適正製造基準(GMP)/適正流通基準(GDP)に基づく食品安全監査において、Mutual Tradingは例外的に高い99%の評価を獲得しました。このような抜き打ち検査を実施するAIB Int'lにとっても、これは業界非営利団体史上、前例のない高得点です。この成果は、Mutual TradingがFDA (米国食品医薬品局)の食品安全近代化法で規定されている最も厳しい安全要件を、透明性と信頼性をもって確実に満たしていることを示しています。USDA (米国農務省)やNOAA (米国海洋大気庁)だけでなく、州、カウティ、市の規制を遵守するための厳格な仕組みが導入されています。

Mutual Tradingは、食品流通業界における製品の品質と安全性の最高水準を確立することに誇りを持ち続けています。提供されるすべての食材は厳格な安全基準を満たしており、卓越性と顧客へのサービスに対する同社の中核的な取り組みを反映しています。



Mutual Trading Company AIB Int'l Audit Certificate 2024-2025



# Introducing the appeal of Japanese food products worldwide

-Japanese agricultural, forestry, fishery and food exports hit a record high for the 12th consecutive year-

## 日本産食材の魅力を世界へ

—農林水産物や食品輸出額が12年連続で過去最高更新—

Japanese agricultural, forestry, fishery and food exports last year surpassed 1.5 trillion JPY for the first time, in part due to the global popularity of Japanese cuisine. According to the “2024 Japanese Agricultural, Forestry, Fishery and Food Export Record,” published by the Ministry of Agriculture, Forestry and Fisheries; Japanese agricultural, forestry, fishery and food exports reached a record-breaking 1.51 trillion JPY in 2024, an increase of 53.3 billion JPY from 2023. The record hit for the twelfth consecutive year surpassed 1.5 trillion JPY and doubled the export value for 2016.

The breakdown of Japanese agricultural, forestry and fishery products and low-value shipments are as follows:  
 Agricultural produce: 981.8 billion JPY (+8.4% compared to the previous year)  
 Forest products: 66.7 billion JPY (+7.5% compared to the previous year)  
 Fishery products: 360.9 billion JPY (▲7.5% compared to the previous year)  
 Low-value shipments: 97.9 billion JPY (+1.9% compared to the previous year)

Exports to China decreased significantly due to China's ban on Japanese seafood imports since radioactive water treated by the Advanced Liquid Processing System (ALPS) was discharged into the Pacific Ocean. On the other hand, exports to the U.S., Europe, and Southeast Asia increased due to the increased popularity of Japanese cuisine worldwide. North America was the top destination for the highest export value for the first time in twenty years, thought to be due to a change in export destination for ‘scallops’ since China enacted the ban.

Exports by nation and region revealed North America as the top destination market for 2024 at 242.9 billion JPY (a 17.8% increase compared to the previous year). The second largest export destination was Hong Kong at 221 billion JPY (a 6.6% decrease compared to the previous year), followed by Taiwan at 170.3 billion JPY (a 11.2% increase

compared to the previous year), China at 168.1 billion JPY (a 29.1% decrease compared to the previous year), South Korea at 91.1 billion JPY (a 19.8% increase compared to the previous year), Vietnam at 86.2 billion JPY (a 23.7% increase compared to the previous year), and the European Union (EU) at 85.8 billion JPY (an 18.5% increase compared to the previous year), in this order. Exports to China were 168.1 billion JPY, a significant decrease of 68.9 billion JPY, or 29.1%. Similarly, exports to Hong Kong also decreased to 221 billion JPY, a decrease of 15.5 billion JPY, or 6.6%. However, the total export value to other nations excluding China and Hong Kong increased to 1.2 trillion JPY and 135.8 billion JPY respectively, a significant increase of 15.4% that increased the total export value.

By item, the highest export value was “processed food products” at 534.2 billion JPY (a 4.8% increase compared

to the previous year), followed by “seafood (excluding processed foods)” at 282 billion JPY (a 6.3% decrease compared to the previous year), “stock farm products” at 140 billion JPY (a 5.6% increase compared to the previous year), green tea and “other agricultural products” at 156 billion JPY (a 19.8% increase compared to the previous year), and “processed seafood products” at 79 billion JPY (a 11.6% decrease compared to the previous year), in this order.

“Green tea” exports increased by 24.6%, as the demand for mainly green tea powders (including matcha) increased as food ingredients used in latte, sweets, etc., due to the increased popularity of Japanese cuisine and health-conscious food products in Europe and other nations. As Japanese restaurants such as onigiri (rice ball) shops and sushi restaurants increased in North America and Hong Kong, etc., the demand for “rice” also increased

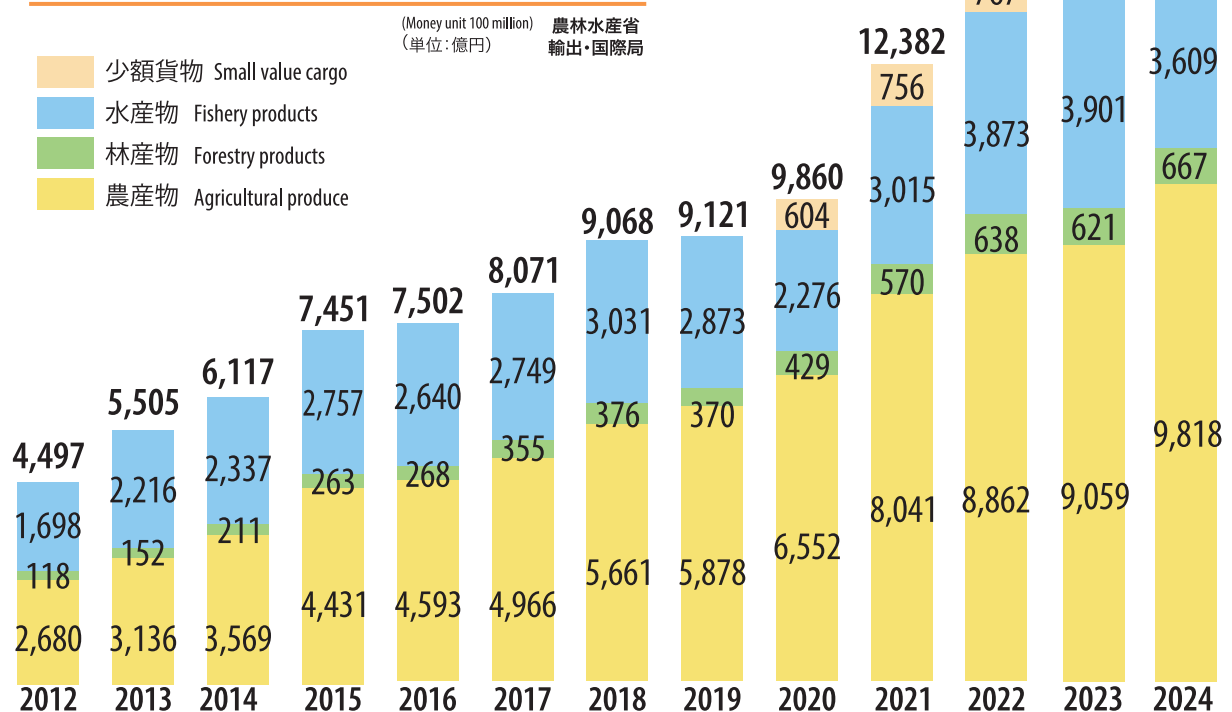
among restaurants by 28%. In addition, popular exports such as “beef,” “sake,” and “sauce mix and seasonings” also increased significantly.

One reason behind the increased exports of these products is the growing popularity of Japanese cuisine due to an increasing number of Japanese restaurants opening, inbound tourism, sales channels expanded by entrepreneurs, etc. Rising interest in health-conscious foods and Japanese cuisine are especially notable in North America and Europe, analyzed to be due to increased demand for foods using Japanese-style curry and matcha.

On the other hand, “sea cucumber” tops the list of five products with the steepest decline in export value at 38% due to China's ban on Japanese seafood imports since the discharge of ALPS treated water. The second highest drop in export value was Japanese “whiskey” at 13%. Many entrepreneurs withdrew

### Transition in the Export Value of (Japanese) Agricultural Forestry Fishery and Food Products

#### 農林水産物・食品輸出額の推移



※財務省「貿易統計」を基に農林水産省作成 Compiled by MAFF based on Trade Statistics, Ministry of Finance



2024 Export Value of (Japanese) Agricultural, Forestry, Fishery and Food Products by Month  
2024年月別農林水産物・食品輸出額

農林水産省  
輸出・国際局

	農林水産物 Agricultural, forestry and fishery products	前年同月比 Comparison to the same month last year	輸出額内訳 Breakdown of export value		
			農産物 Agricultural produce	林産物 Fishery products	水産物 Forestry products
1月 January	864 億円	+15.7%	624 億円	36 億円	204 億円
2月 February	1,071 億円	▲1.6%	723 億円	49 億円	299 億円
3月 March	1,191 億円	▲3.3%	873 億円	54 億円	264 億円
4月 April	1,172 億円	▲6.1%	821 億円	62 億円	288 億円
5月 May	1,067 億円	▲4.5%	739 億円	55 億円	272 億円
6月 June	1,185 億円	▲5.8%	794 億円	59 億円	333 億円
7月 July	1,143 億円	▲2.9%	809 億円	60 億円	274 億円
8月 August	1,047 億円	+1.2%	747 億円	52 億円	247 億円
9月 September	1,260 億円	+7.2%	847 億円	51 億円	362 億円
10月 October	1,239 億円	+9.9%	882 億円	58 億円	300 億円
11月 November	1,311 億円	+18.0%	867 億円	60 億円	384 億円
12月 December	1,543 億円	+22.1%	1091 億円	71 億円	381 億円
計 Total	14,094 億円 1 trillion 409.4 billion JPY	+3.8%	9,818 億円	667 億円	3,609 億円

＜少額貨物輸出額＞ Exports of small value cargo		
(Money unit 100 million)		
	Small value cargo 少額貨物	Comparison 前年同期比 to the same month last year
1-6月 Jan-Jun	463 億円	+2.0 %
7-12月 Jul-Dec	516 億円	+1.9 %
計 Total	979 億円	+1.9 %
※少額貨物…輸出入申告の際、1品目20万円以下の貨物に 関しては「貿易統計」に計上されておらず、別途調査を 行っている。(1-6月、7-12月の年2回集計) Small value cargo : When declaring imports and exports, cargoes of 200,000 yen or less per item are not recorded in the "Trade Statistics" and are investigated separately. (twice a year (Jan-Jun, Jul-Dec))		

※ 財務省「貿易統計」を基に農林水産省作成  
Compiled by MAFF based on Trade Statistics, Ministry of Finance  
※ 少額貨物は財務省調査を基に農林水産省作成  
Small value cargoes are based on a survey by the Ministry of Finance and prepared by the MAFF.

from the market after stricter standards were established to label authentic Japanese whiskey, insufficient supply of unblended malt whiskey, and decreased exports to China due to China’s stagnant economy. In Hong Kong, China’s economic slump decreased the demand for processed “pearls” for export to China by 10%, while “scallops” decreased in export value by 16% due to China’s ban on Japanese seafood imports since the discharge of ALPS treated water. “Fish oil” also decreased in export value by 27% since the demand for Japanese fish oil in Chile decreased after the fishing ban was lifted off the coast of Peru, where Japanese anchovy is caught as an ingredient for fish oil.

The overall takeaway from 2024

- 1, Exports to China and Hong Kong were significantly impacted by China’s ban on Japanese seafood imports, while exports increased significantly to nations and regions other than China and Hong Kong. As a result, overall exports increased by 3.7% and exceeded the previous year.
- 2, Export value by nation and region revealed North America, Taiwan, and South Korea as the top export destinations with double-digit percentage increases in many nations and regions.
- 3, Export value by item revealed double-digit percentage increases for sauce mix and seasonings, green tea, beef and rice. On the other hand, China’s ban on Japanese seafood imports decreased the export value of many seafood products compared to the previous year.
- 4, Feedback from related parties revealed relatively high demand for restaurants, mainly due to an

increasing number of Japanese restaurants opening, increased popularity of Japanese cuisine from inbound tourism, and entrepreneurs expanding their sales channels, etc.

Challenges to achieve 2 trillion JPY in Japanese agricultural, forestry, fishery and food exports

Japanese agricultural, forestry, fishery and food exports hit a record high for the 12th consecutive year. China banned Japanese seafood imports in retaliation to ALPS treated water discharged by TEPCO Fukushima Daiichi Nuclear Power Station. Exports redirected from China to the U.S. made up for the reduced exports. However, the Japanese government had set targets to increase Japanese agricultural, forestry, fishery and food exports to 2 trillion JPY by 2025, and 5 trillion JPY by 2030. Developing new markets is an urgent priority to meet these targets as exports to China decreases, a market that constitutes 20 percent of export destinations with no sign of lifting the ban against Japanese seafood

imports anytime soon. Current exports must increase by more than 30 percent to achieve the target of 5 trillion JPY by 2030.

Hiroshi Moriyama, Secretary-General of the Liberal Democratic Party of Japan; and Taku Eto, Ministry of Agriculture, Forestry and Fisheries; visited Beijing, China several times to request the Chinese government lift the ban against Japanese seafood imports and resume the import of Japanese beef. Eto commented during a press conference after the cabinet meeting on February 4: “We can’t get excited about the figures considering the Japanese Yen is weak. We will continue to request the Chinese government to resume the import of Japanese beef. I also believe 2 trillion JPY in export value can be achieved by developing new markets and creating production regions suitable to each nation.” However, compensating for the difference of 500 billion JPY to meet the set target for this year is not easy. New markets must be developed urgently as we continue to negotiate with China to lift the ban and resume imports.■



世界的な日本食の人気などを追い風に、昨年1年間の農林水産物の輸出額は初めて1兆5000億円を超えた。農林水産省が2月4日に発表した「2024年の農林水産物・食品の輸出実績」によると、昨年1年間の農林水産物と食品の輸出額は2023年より533億円増え、1兆5073億円となり、12年連続で過去最高を更新し、輸出額が初めて1兆5000億円を超え、2016年の輸出額の2倍となった。

農林水産物および少額貨物の内訳は以下の通り。  
農産物：9,818億円（対前年比+8.4%）  
林産物：667億円（対前年比+7.5%）  
水産物：3,609億円（対前年比▲7.5%）  
少額貨物：979億円（対前年比+1.9%）

ALPS処理水の海洋放出に伴う日本産水産物の禁輸が続く中国への輸出が大きく減る一方、世界的な日本食の人気の高まりなどを背景に欧米や東南アジアへの輸出が伸びた。また、輸出額が最も多かったのは20年ぶりに首位となった米国で、中国の禁輸措置により大きな影響を受けている「ホタテ」の輸出転換などが進んだ結果と思われる。

2024年の輸出額を国・地域別で見ると、米国が2,429億円（前年比17.8%増）で最多。次いで、香港2,210億円（前年比6.6%減）、台湾1,703億円（前年比11.2%増）、中国1,681億円（前年比29.1%減）、韓国911億円（前年比19.8%増）、ベトナム862億円（前年比23.7%増）、EU858億円（前年比18.5%増）の順。中国は1,681億円と前年より689億円、率にして29.1%の大幅減、香港も2,210億円と前年より155億円、率にして6.6%の減少になったが、中国や香港を除く国々への輸出総額が1兆203億円と1,358億円増加し、率にして15.4%の大幅な増加になったことから全体を押し上げるようになった。

品目別の輸出額は、「加工食品」5,341.8億円（前年比4.8%増）、「水産



2024Export Value of (Japanese) Agricultural, Forestry, Fishery and Food Products
2024年の農林水産物・食品輸出額 国・地域別

農林水産省
輸出・国際局

Table with 13 columns: Rank, Export Destination, Export Value, Monetary Composition Ratio, Year-on-Year Comparison, Breakdown of export value (Agricultural products, Forestry products, Fishery products), and comparison to the same month last year. Rows include USA, Hong Kong, Taiwan, China, South Korea, Vietnam, Thailand, Singapore, Australia, Philippines, and EU.

※ 財務省「貿易統計」を基に農林水産省作成 Compiled by MAFF based on Trade Statistics, Ministry of Finance



物（調製品除く）」2,818.7億円（同6.3%減）、「畜産品」1,395.5億円（同5.6%増）、緑茶など「その他農産物」1,558.9億円（同19.8%増）、「水産調整品」790.1億円（同11.6%減）の順で多かった。

欧州等において、健康志向や日本食への関心の高まり等を背景に、ラテやスイーツ等の食品原料として、抹茶を含む粉末状茶を中心に需要が増したことを背景に「緑茶」が24.6%増加したのをはじめ、米国や香港等で、おにぎり屋や寿司店等の日本食レストランが増えたため、外食向けを中心に需要が増加した「米」も28%の増加率をみた。その他、根強い人気を誇る「牛肉」、「日本酒」や「ソース混合調味料」も高い伸び率をあげた。

これらの輸出増加の要因としては、日本食レストランの増加やインバウンドの影響による日本食人気の高まり、事業者の販路拡大などが挙げられる。特に、米国や欧州では健康志向や日本食への関心が高まり、日本式カレーや抹茶を使用した食品の需要が増加しているためと分析している。

一方、輸出額の減少額が大きかった5品目として、中国がALPS処理水の海洋放出に伴い、日本産水産物の輸入を規制した「なまこ」が38%、ジャパニーズウイスキーの定義厳格化による事業者の撤退、原酒不足、中国景気の低迷等により中国向け輸出が減少した「ウイスキー」が13%、香港において、中国景気の低迷に伴い、中国向けの加工用需要が減少した「真珠」が10%、中国や香港がALPS処理水の海洋放出に伴い、日本産水産物の輸入を規制している「ホタテ貝」が16%、魚油の原料であるカタクチイワシのペルー沖での漁業解禁により、チ

輸出額の増加が大きい主な国・地域（1-12月）

Major countries/regions with large increases in export value (Jan-Dec)

Table with 3 columns: Country/Region, Increase, Major Items Increased. Rows include USA, Taiwan, and Vietnam.

輸出額の減少が大きい主な国・地域（1-12月）

Major countries/regions with large decreases in export value (Jan-Dec)

Table with 3 columns: Country/Region, Decrease, Major Items decreased. Rows include China, Hong Kong, and Chile.

リにおいて日本産魚油への需要が減少している「魚油」が27%とそれぞれ減少した。

2024年の全体状況

- 中国及び香港向けが水産物の輸入規制の影響を受け大きく減少したが、中国及び香港以外の国・地域向けが大きく増加した結果、対前年比+3.7%と昨年を上回った。
- 国・地域別の輸出額では、米国、台湾、韓国向けなどの輸出上位国が2桁%の伸びを記録するなど、多くの国・地域が対前年比プラスを記録。
- 品目別の輸出額では、ソース混合調味料、緑茶、牛肉、米などが2桁%の伸びを記録した一方、水産物の多くが中国・香港による輸入規制の影響で対前年比マ

イナス。
・関係者からの聞き取りで、日本食レストランの増加、インバウンドによる日本食人気の高まり等を背景とした好調な外食需要のほか、事業者の販路拡大の取組等の進展が輸出増加の主な要因。

農林水産物・食品輸出額
目標2兆円への課題

農林水産物・食品の輸出額は12年連続で過去最高を更新した。東京電力福島第1原発の処理水放出に反発し、日本産水産物の禁輸措置を取った中国への輸出減を米国向けなどの好調が補った形だが、農林水産物・食品の輸出をめぐるのは、政府は2025年までに輸出額を2兆円、2030年までに5兆円の目標を掲げている。輸出先の2割を占める中国向け

が減速し、輸入停止措置が解除される見通しが立たない中、目標達成には輸出先の開拓が急務になっているが、2030年の5兆円の目標達成には今の3倍以上伸ばす必要がある。

自民党の森山 裕幹事長と江藤 拓農林水産大臣は1月に入り相次いで中国・北京を訪れ、中国による日本産水産物の輸入規制の撤廃や、中国向け牛肉の輸出再開などを中国政府に求めた。江藤農相は2月4日の閣議後の記者会見で「円安なので数字だけを見て喜んではいけない。中国に対し輸入の再開をこれからも強力に要求していきたい。また、新しいマーケットの開拓や、国に合わせた産地作りを進めていけば、2兆円の目標達成は決して不可能ではない」と述べた。ただ、この1年間で輸出額目標との5000億円の差を埋めるのは容易ではない。政府は中国への働きかけを進めつつ、新たな販路開拓を急ぐ方策が求められる。



# Kochi prefecture held a sake sampling and negotiation event in Los Angeles

## 高知県がロサンゼルスで日本酒の試飲商談会開催

Kochi prefecture held a sake sampling and negotiation event at the Japan House Los Angeles on Hollywood Blvd. on January 27 to introduce the appealing flavors of Tosa sake and expand sales channels. Los Angeles restaurant industry professionals attended the sampling event as guests, along with Mutual Trading Co., Inc., importer, exporter, and distributor for seven sake breweries in Kochi prefecture; Wismettac Asian Foods, Inc., and six other wholesalers. Sake exports from Kochi prefecture reached nearly 600 million JPY in 2023, the highest export value to North America.

Other renowned sake production regions are Kobe city, Hyogo prefecture; Kyoto prefecture, Niigata prefecture, Fukushima prefecture, Yamagata prefecture, and Akita prefecture, among others. Familiar sake brands from Kochi prefecture are “Suigei” and “Tsukasabotan.” The first sake sampling and negotiation event in the West Coast was organized in Los Angeles, home to many Japanese companies and restaurants, to introduce less familiar sake brands from Kochi prefecture.

Dr. Haruhiko Uehigashi, Researcher at the Kochi Prefectural Industry Technology Center and Technical Advisor to the Kochi Brewery Association, organized the Tosa sake seminar, “From Sake Rice,

Dr. Haruhiko Uehigashi,  
Researcher at the Kochi Prefectural  
Industry Technology Center and  
Technical Advisor to the Kochi  
Brewery Association (left)  
Kenko Sone, Consul General of  
Japan in Los Angeles



Yeast to Space/Deep Sea Sake in Kochi.” His seminar introduced the characteristics of Tosa sake, how to analyze the sake flavors, and named past awards won in sake competitions.

Last year, nine breweries from Kochi prefecture submitted 27 entries to the “U.S. National Sake Appraisal 2024” held in October, of which 19 entries garnered the Gold Award, and seven entries garnered the Silver Award. The refined sake-brewing techniques of Kochi prefecture are recognized with a Gold Award rate of 70.4%, awarded the most Gold Awards for the third time since 2019 and 2023.

Kochi prefecture is also unprecedented in successfully brewing Tosa sake from yeast cultivated by the prefecture that traveled through space and the deep sea to attract interest in Tosa sake. “Space Yeast” was cultivated in space at an altitude of 400 km, while “Deep Sea Yeast” was preserved long-term in the harsh deep sea at 6,200 meters and water pressure of 600 psi. “Space/Deep Sea Yeast” survived these conditions and created a new era that boosted the consumption of Tosa sake, a limited edition sake commercialized from these unprecedented efforts with infinite possibilities.

Although many participants seemed to not know Tosa sake is highly rated in sake contests both domestically and abroad, perhaps, the event served as a fantastic opportunity to experience the artistry and traditions of sake while exploring its pairing with authentic cuisine from Kochi prefecture? Kochi prefecture set the target export value for Tosa sake at 1.2 billion JPY by 2027.■

◆ ◆ ◆

高知県は土佐酒の魅力の紹介と販路拡大を目的に、ロサンゼルスでの飲食業界関係者を招き1月27日ハリウッドのジャパンハウスにおいて高知県内の日本酒を醸造する7蔵の酒を取り扱う共同貿易、ウイズメタック・アジア・フーズをはじめとする卸売り商社6社が参加して試飲商談会を開催した。2023年の高知県産の日本酒の輸出高はおよそ6億円であるが米国への輸出が最も多かった。

日本酒といえば神戸、京都、新潟、福島、山形、秋田などが広く知られており、高知県産の銘柄では“酔鯨”や“司牡丹”など馴染みの銘柄の日本酒もあるが、その他の高知県産の日本酒の知名度は低いため、日系企業や日本食レストランが多いロサンゼルスで、高知の酒を

知ってもらおうと西海岸では初めての商談会の開催に至った。

高知県酒造組合の上東治彦技術顧問が土佐酒セミナー「酒米、酵母から宇宙へ／高知の深海の酒」を開き、土佐酒の特徴や味覚の分析や鑑評会での受賞歴などを紹介した。

昨年10月に開催した「2024年度全米日本酒飲評会」で、高知県の酒造会社9社が出品した27点のうち19点が金賞、7点が銀賞に選ばれた。金賞数は都道府県別で初めて最多となり、金賞率70.4%は2019、2023年度に続き3度目のトップになるなど技術力が高い。

また、土佐酒の魅力として宇宙と深海を旅した県産酵母で土佐酒を造るという、世界唯一の取り組みを成功させた。高度400キロの宇宙空間で培養した「宇宙酵母」、深海6200メートルの水圧600気圧という過酷な環境で長期保存した「深海酵母 deep sea yeast」、それらを耐え抜いた酵母は「宇宙深海酒」として新たな時代を作り土佐酒の消費量を押し上げた。世界初の試みで商品化したロマンあふれる限定酒と言える。

土佐酒が国内外の鑑評会で高く評価されていることを知らない参加者も多かったようだが、日本酒の芸術性と伝統を体験しながら、本格的な高知料理との相性を探る良い機会になったのではないだろうか。高知県は2027年度までに土佐酒の輸出目標額を12億円としている。





# Washoku 日本食

Gorgeous and delicious seasonal cuisine

華やかで美味しい四季の料理

This professional technique プロのこの技

The Association for the Advancement of the Japanese Culinary Art run the world's first professional recipe portal for professional chefs, based on the philosophy of "further enhancing the value of cuisine and providing customers with a better dining experience. Japanese Restaurant News introduces a different recipe from the site in each issue.

公益社団法人日本料理研究会では、「料理の価値を更に高めたい、お客様により良い食体験を提供をしたい」という理念のもとに世界初のプロの料理人のためのプロレシビポータルサイト「レシビる！」を運営しています。レストランニュースではその中から毎号違ったレシピを紹介します。

## Salted yellowtail and radish, simmered abalone in oil

塩鰯大根、鮑油煮

(maple carrots, fallen leaf mushrooms, green onions, kamoji ginger, matsuba yuzu, and common bean paste)

(紅葉人参、落ち葉茸、青味、かもじ生姜、松葉柚子、共地飴)



### Ingredients 材料

Cooking time: 5 hours Number of cooks: 1 Person  
調理時間: 5時間、調理人数: 一人前

#### <Amount><分量>

- Yellowtail 鰯 (fillet 切り身 35g)..... 2 sheets (枚)
- Daikon 大根 ..... Appropriate amount (適量)
- Ezo Abalone 蝦夷鮑 (200g)..... 1/6 cup (カップ)
- Carrot 人参 ..... Appropriate amount (適量)
- Maitake mushroom 舞茸 ..... Appropriate amount (適量)
- Mizuna 水菜 ..... Appropriate amount (適量)
- Old root ginger 古根生姜 ..... Appropriate amount (適量)
- Yuzu citrus 柚子 ..... Appropriate amount (適量)

### How to cook 調理方法

1 For the salted yellowtail radish, after preparing the yellowtail, cut it into three pieces, salt it heavily and let it sit overnight. The next day, rinse off the salt, soak it in 1:1 ratio sake and water and add kelp soy sauce to taste.

塩鰯大根は、鰯を下処理した後、三枚に卸し、強塩して一晩寝かせる。翌日、塩を洗い流し、玉酒でもどし、根昆布醤油を使い、味を調える。



2 The daikon radish is peeled into the shape of a chrysanthemum and parboiled, then combined with the stock made from grilled yellowtail bones and the broth used to cook salted yellowtail, and the mixture is simmered until flavorful.

大根は、菊の形に剥いて下茹でした後、鰯アラを焼いて取った焼出汁、塩鰯を炊いた地と合わせ、味を調えて含め煮とする。



3 For the abalone stew, prepare the abalone, needle it, then salt it lightly and let it sit overnight. The next day, rinse off the salt, put the sesame oil and abalone in a pot, heat it, and when the temperature rises to 80°C, maintain the temperature and cook for about 4 hours.

鮑油煮は、鮑を下処理し、針打ちした後、少し強めの塩をして一晩寝かせる。翌日塩を洗い流し、鍋に胡麻油、鮑を入れて火にかけ、80℃まで温度が上がったら温度を保ち、約4時間炊く。

4 For maple leaf carrots, carrots are peeled into the shape of maple leaves and parboiled, then seasoned with salted yellowtail broth and diluted roasted stock, and simmered.

紅葉人参は、人参を紅葉の形に剥いて下茹でした後、塩鰯の地、焼出汁を割った物の味を調え、含め煮とする。

5 For the fallen leaf mushrooms, use maitake mushrooms, cut them into a neat shape with a knife, grill them to resemble fallen leaves, and then season them with salted yellowtail broth and diluted grilled stock, and let them soak.

落ち葉茸は、舞茸を使い、形よく庖丁して焼き、落ち葉に見立て、塩鰯の地、焼出汁を割った物の味を調え、漬ける。

6 Kamoji ginger is made by cutting old ginger root into needle ginger, which is then deep-fried.

かもじ生姜は、古根生姜を使い針生姜にした後、素揚げとする。

7 Explanations for Matsuba Yuzu and Ao-mi are omitted. 松葉柚子、青味は、説明を略す。

### COMMENT



### コメント

To make salted yellowtail radish, the yellowtail is heavily salted and left to sit overnight, which draws out excess moisture from the flesh, removes any unpleasant odor, and gives the dish just the right amount of saltiness. I often use grilled fish stock made from fish bones, and grilling the bones adds a fragrant flavor to the stock, giving it a punchy taste.

塩鰯大根は、鰯に強塩して一晩寝かせることで身から余分な水分が出て、臭みも取る上に適度な塩味が入ります。魚のアラを焼いて取る焼出汁は普段からよく使いますが、アラを焼くことで香ばしさが出汁に加わり、パンチのある味わいになります。



Teruaki Mochizuki 望月照晃氏

- The New Okura, Yokohama
- Head Chef and Master AAJ (The Association for the Advancement of the Japanese Culinary Art)
- 横浜・ザニューオークラ
- 料理長・公益社団法人日本料理研究会 師範







# Japanese 日本料理研究会 Chefs Recipes レシピる！

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<English version>  
Register to Japanese Chefs Recipes  
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“レシピる！”の登録は  
<https://www.recipe-ru.com/>



Instagram (English)  
[https://www.instagram.com/japanese\\_chefs\\_recipes/](https://www.instagram.com/japanese_chefs_recipes/)



Instagram (日本語版)  
[https://www.instagram.com/nihonryori\\_kenkyukai/](https://www.instagram.com/nihonryori_kenkyukai/)



## Rose scattered sushi

### バラ散し寿司

(lily root, shrimp, boiled conger eel, pods, leaf buds, dried gourd, simmered winter mushrooms, lotus root in vinegar, salmon roe)

(花百合根、海老、煮穴子、さや、木の芽、干瓢、干瓢、酢蓮根、イクラ)

#### Ingredients 材料

##### <Amount> <分量>

- rolled omelet 伊達巻き ..... 15g
- shrimp 海老 ..... 25g
- Boiled conger eel 煮穴子 ..... 20g
- Scabbard さや ..... 0.5g
- Dried gourd かんぴょう ..... 2g
- Simmered winter mushrooms 冬菇旨煮 ..... 2g
- Vinegared lotus root 酢蓮根 ..... 2g

#### How to cook 調理方法

- 1 Without rolling up the baked Datemaki, cut it into roughly thin strips.  
焼いた伊達巻を巻かずに、粗い織打ちとする。



- 2 Remove the edges of the lily root with a knife, grill it, and simmer it in honey.  
花百合根は、庖丁で縁取りして焼き付けし、蜜煮とする。

- 3 Place the finely wrapped Datemaki on top of the sushi rice, then top with the other ingredients.  
織打ちした伊達巻を寿司飯の上に盛り付け、他の食材を盛り付ける。



#### COMMENT



#### コメント

You can put anything on top of the chirashi sushi, but from a hygienic standpoint, it is better to put something cooked on top. This is a chirashi sushi with various ingredients scattered on top, which makes it stand out for its beautiful colors. Since it is spring, we have served it in a young bamboo bowl.

散し寿司の上にのせる物は何でもよいですが、衛生面から考えて、火が入った物をのせる方がよいでしょう。さまざまな食材をちりばめて彩りのよさが際立つバラ散し寿司です。春の時期なので、添えているお椀は若竹椀としました。



Isamu Miyata 宮田勇氏

- Koshuya Cooking Association/  
Kioicho・Hotel New Otani Senbazuru
- Head Chef and Master AAJ  
(The Association for the Advancement  
of the Japanese Culinary Art)
- 甲州屋庖清会／紀尾井町・ホテル  
ニューオータニ 千羽鶴
- 料理長・公益社団法人日本料理研  
究会「師範」

#### The Association for the Advancement of the Japanese Culinary Art

The Society was established in 1930, making it the oldest of its kind. At that time, the Japanese culinary world was strongly united by chefs' associations, and the transmission of techniques was carried out only within these associations. In July, the society held the "Japanese Cooking Summer Festival" with young chefs as the main participants. In July, we hold a grand "Japanese Culinary Summer Festival" featuring young chefs. In addition, by publishing the "Monthly Japanese Cuisine" magazine, which also includes these activities, the association aims to play a role as a source of information within the industry and to contribute to the improvement of the Japanese diet by conducting research on Japanese cuisine and preserving, passing on, and studying traditional culinary techniques.

#### 公益社団法人 日本料理研究会

日本料理研究会は昭和5年に設立され同様の機関の中では最古の機関。当時の日本料理界は調理師会を単位とする同門の結束が強く、技術の伝承はその中だけで行われていた。日本料理研究会は会員の日本料理技術研究・向上のために、各調理師会から推薦され厳選された調理師（日本料理研究会師範）による「月例料理展示会」や「月例料理講習会」を毎月開催する他、技術を競う「全国日本料理コンクール」を主催。毎年7月には若手調理師を主体とする「日本料理夏の祭典」を盛大に開催している。加えて、これらの内容も盛り込んだ機関誌「月刊日本料理」を刊行することで業界内の情報の発信源としての役割を担うと共に、日本料理に関する調査研究、伝統的料理技術の保存、伝承及び研鑽に努めることにより、食生活向上に寄与することを目的としている。





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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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### 通常クラス

### Gardena集合クラス

### 毎月通常 第3日曜日開催

**場所** Japanese Restaurant Academy  
16901 S. Western Ave. #102  
Gardena, CA 90247

**費用** お一人様 \$165  
\* 講習、テスト、許可証等込み

**時間** 8:50am 受付開始  
9:00am 授業開始  
1:00pm~3:00pm 終了予定

\*お支払いいただいた方より先着順10名様まで。参加希望者が5人未満の場合は延期となる場合があります。

お時間のない方で講習が必要ないとお考えの方  
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1名申込/\$175

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宿泊費: 宿泊が必要な場合は宿泊費用の実費がかかります。

### 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](mailto: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

March 2025

UNESCO Intangible Cultural Heritage

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



Take in the big picture  
從大視野中觀看

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Food Safety Assurance Starts With Highly Qualified Suppliers  
食品安全保證始於 高素質的供應商

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California Sake Challenge 209: Super Frozen Sake Part 4

酒豪大陸: 日本酒的超級冷凍 第四部分

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Influence to Japanese sake determined by the quality of water  
水質對日本酒的影響

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Tokyo Jizake Strolling / 2024 Year-end sake sales event

東京地酒散步 / 年末銷售會 2024

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Sake Shochu Spirits Institute of America

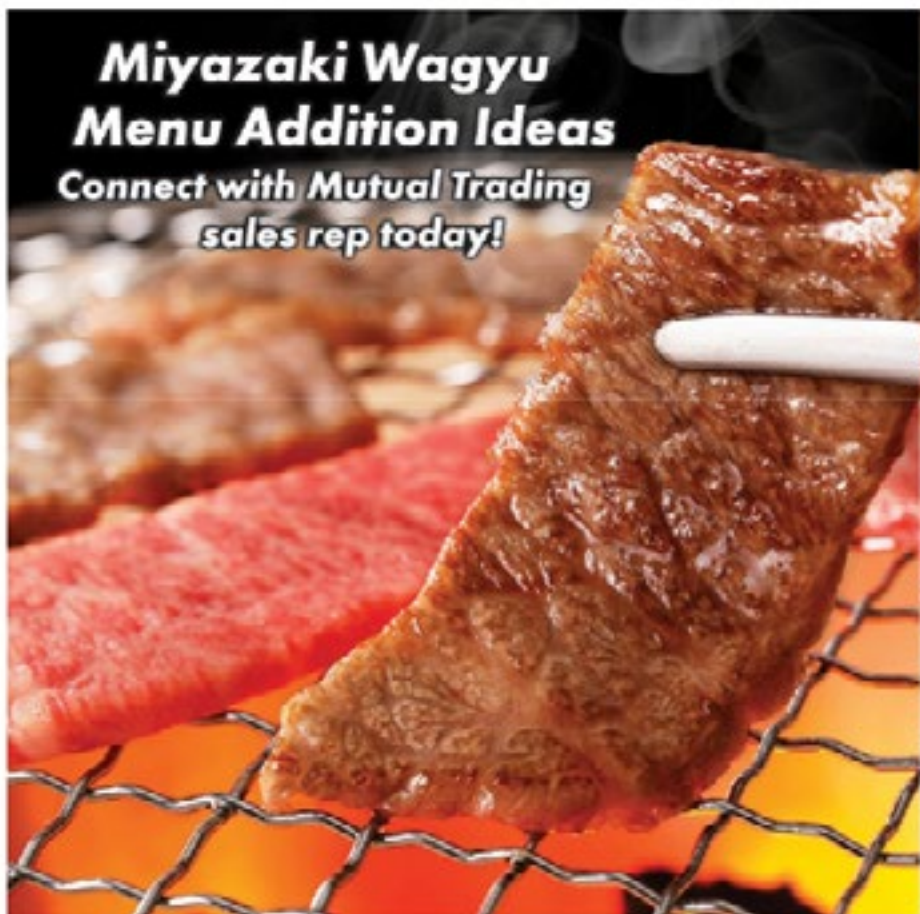
- Cautionary Notes to Participate in Tasting Events -

品鑒時的注意事項

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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.



## Take in the big picture

From the beginning, the successful foreign alcoholic beverage in the U.S. is of course wine. Not limited to French or Italian restaurants, wine selections are also offered in Japanese, Chinese and Mexican restaurants as well. Moreover, supermarkets carry hundreds of wine selections, while there are no stores that don't carry wine. While it's difficult to compare sake to wine without considering cultural background and history, it's important to reference both if the goal is to become the world's next

alcoholic beverage to be consumed with meals. There is still much to learn in setting the profitability, sales & distribution routes and marketing methods. Also, another hard liquor that is not originally found in the U.S. and has proven successful in the market is tequila. Tequila is also a product that's sure to be found almost 100 percent in any restaurant that serves distilled liquor.

Here is another area that leaves much to be learned for the shochu and sake industries. This is only in reference

to California (where restaurants offer Soju and Shochu), where some places debate whether to import Soju or not: it's best to develop a larger market. Also, it's important to ask why tequila gained such a huge market share. The development of representative cocktails like margaritas and advertisements along with efforts by both the industry and nation has proven effective.

Since the Japanese sake and shochu industry cannot complete a simple task like the standardization of labels, proposing global strategies is surely a goal for the distant future. ■

## 從大視野中觀看

最初在美國取得成功的外國酒當然是葡萄酒。葡萄酒不僅在法國和意大利餐廳供應，在日本、中國，和墨西哥餐廳也一定是供應的。並且超市裡有上百種商品，沒有葡萄酒的商店是不存在的。當然考慮到文化和歷史背景，日本酒不可能與葡萄酒進行比較，但如果以世界飲食酒為目標，則應該作為參考。日本酒應該效仿學習他們

的設置利潤率、網絡分銷、市場營銷方式等。此外龍舌蘭酒是一種成功的烈性酒，最初並沒有在美國出名。如果這是一家可以蒸餾烈酒的餐廳，可以毫不誇張地說這家的龍舌蘭酒是100%的。這點是值得燒酒和日本酒行業學習的。雖然在加州的故事中（商家可以經營和釀造燒酒），但是業界輸入燒酒，或者不輸入，這些討論是沒有意義的，我們應該著眼於開拓

更大的市場。我們應該考慮為什麼龍舌蘭酒增加了這麼多市場。以瑪格麗塔為代表的雞尾酒的開發和推廣等是行業和國家的努力，他們在這裡取得了成功。

由於日本酒和燒酒行業無法做到統一標籤等簡單的事情，因此從全球戰略考慮還是有很遙遠的距離。

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## Food Safety Assurance Starts With Highly Qualified Suppliers

## 食品安全保證始於高素質的供應商

In recent years, natural disasters have significantly impacted the United States, from the 2023 wildfires in Maui to Hurricane Milton in 2024, and most recently, the Palisades and Eaton fires in Los Angeles. These events, coupled with an increase in food recalls and potential norovirus outbreaks at well-known events, underscore the critical importance of crisis management and safety readiness.

For the restaurant industry, these priorities extend beyond emergency preparedness to encompass food safety practices. Ensuring stringent safety standards, from sourcing to service, is essential for protecting customers and for navigating challenges effectively to maintain business integrity. Prioritizing reliable suppliers and implementing best practices at professional kitchens can create a safer and more resilient operation.

### KEY TIPS FOR AN AUDIT-READY PROFESSIONAL KITCHEN

Whether preparing for a health inspection or striving for internal consistency, maintaining readiness is crucial for restaurant owners. Here are some practical steps to enhance food safety in the kitchen:

1. Organize Storage for Efficiency and Safety
  - Follow the "first in, first out" (FIFO) method to prevent older ingredients from being overlooked.
  - Separate raw and cooked foods in storage to minimize cross-contamination risks.
2. Monitor Temperature Controls
  - Regularly check and document refrigeration and freezer temperatures to ensure they remain within safe ranges.
  - Use digital thermometers for accurate readings and invest in alarms to notify staff of temperature fluctuations.
3. Train and Empower Your Staff
  - Provide ongoing food safety training that covers proper hygiene, handling, and cleaning techniques.
  - Implement clear labeling systems for expiration dates, allergens, and preparation instructions to reduce errors.
4. Establish and Enforce Cleaning Protocols
  - Sanitize work surfaces, utensils, and equipment regularly, especially after handling raw ingredients.
  - Use color-coded cutting boards and cleaning tools to prevent cross-contamination.
5. Conduct Internal Audits
  - Simulate unannounced inspections with team members to identify potential vulnerabilities.
  - Review and update processes based on findings to ensure continuous improvement.

### WHY FOOD SAFETY STARTS WITH THE SUPPLIER

Suppliers play a key role in the maintenance of food safety throughout the supply chain, where product quality depends on cautious handling, storage, and distribution practices. Partnering with suppliers with high ratings on official governmental and industry audits elevates the delivery of ingredients that meet high safety and reliability standards. These audit reports can provide an accurate snapshot of the suppliers' routine operations and reinforce product quality delivered to the commercial kitchens.



近年來，美國頻繁遭受自然災害的衝擊，從2023年茂宜島（Maui）山火、2024年Milton颶風，到近期洛杉磯的Palisades與Eaton大火。此外，知名活動中的食品召回事件增加，以及潛在的諸如病毒爆發，更進一步凸顯了危機管理與食品安全準備的重要性。

對餐飲業而言，除了應對突發狀況，食品安全更是營運的核心。確保從採購到服務的每個環節都遵循嚴格的安全標準，這對於保護顧客、應對挑戰及維持商業誠信至關重要。選擇值得信賴的供應商並在專業廚房內落實最佳實踐，能

有效提升營運的安全性與韌性，確保在面對挑戰時依然穩健前行。

### 為什麼食品安全始於供應商

供應商在整個供應鏈中擔任維護食品安全的關鍵角色，產品品質的穩定性取決於嚴謹的處理、儲存與分銷流程。選擇在政府及業界審核中表現卓越的供應商，能確保所交付的原材料符合高標準的安全與品質要求。這些審核報告能夠清楚展現供應商的日常營運狀況，確保進入商業廚房的產品具備一致的安全性與可靠性，進一步強化整體供應鏈的穩定性。



### 專業廚房審核前準備的關鍵小貼士

無論是為了衛生檢查還是保持內部一致性，餐廳老闆都應重視隨時保持準備狀態。以下是一些提升廚房食品安全的實用建議：

1. 整理儲存空間以確保效率與安全
  - 遵循「先進先出」(FIFO) 方法，確保較舊的食材優先使用。
  - 將生食與熟食分開儲存，以減少交叉污染的風險。
2. 監控溫度控制
  - 定期檢查並記錄冷藏和冷凍溫度，以確保其維持在安全範圍內。
  - 使用數位溫度計以獲取準確讀數，並投資安裝警報系統，當溫度異常波動時能即時通知員工採取行動。
3. 培訓並授權你的員工
  - 提供持續性的食品安全培訓，包括正確的衛生、處理和清潔技術。
  - 實施清晰的標籤系統，標明有效期限、過敏原和製作指示，以減少錯誤發生。
4. 建立並執行清潔程序協議
  - 定期消毒工作台面、器具及設備，尤其是在處理生食材之後。
  - 使用顏色區分的切菜板和清潔工具，以防止交叉污染。
5. 進行內部審核
  - 在團隊內模擬突擊檢查，以識別潛在的風險點。
  - 根據審查結果來調整流程，確保不斷改進。





## NAVIGATING NEW HEALTH REGULATIONS IN 2025

Keeping up with regulatory changes is essential for maintaining compliance and customer trust. In 2025, several updates are expected to impact the foodservice industry:

- **Enhanced Allergen Labeling:**  
New regulations will require clearer labeling of common allergens in menu items and packaged foods.
- **Digital Record-Keeping:**  
Many jurisdictions are shifting toward electronic tracking of food safety data, such as temperature logs and supplier certifications.
- **Sustainability in Safety:** Emphasis on eco-friendly practices, including sustainable packaging and waste reduction, is expected to grow without compromising sanitation standards.

Adopting these changes early can help restaurants remain compliant and avoid disruptions during inspections.

Creating a culture of food safety starts with strong leadership and consistent communication. By emphasizing the importance of cleanliness, proper handling, and readiness, restaurants can foster an environment where food safety becomes second nature for the working team. Regularly reviewing practices, staying informed about regulations, and working closely with trusted suppliers can help ensure safe and efficient business operation. Together, these efforts protect customers, elevate reputation, and set the foundation for long-term success.



## 2025年健康法規指南

留意法規的變化，有助保持合規並贏得客戶的信任。在2025年，預計有數項更新將影響餐飲服務業：

- **加強過敏原標籤：**  
新法規將要求菜單和包裝食品中的常見過敏原進行更清晰的標註。
- **數位記錄保存：**  
各地政府正逐步轉向電子化食品安全追蹤，例如溫度監控記錄、供應商合規證明等。
- **安全中的可持續性：**  
在不影響衛生標準的前提下，環保實踐將成為更重要的考量，包括使用可持續包裝和減少廢棄物。

提前採取這些變動，不僅能幫助餐廳維持合規，還能減少檢查時可能出現的問題，確保營運順利。

打造食品安全文化，從有力的領導和持續的溝通開始。當餐廳強調清潔、正確處理食物和隨時準備的重要性時，食品安全自然融入團隊的日常規範。

定期檢視流程、掌握最新法規，並與可靠的供應商保持良好合作，能確保業務運行安全又高效。這些努力不僅保護顧客，還能提升企業聲譽，並為長期成功奠定基礎。

## MUTUAL TRADING'S COMMITMENT TO EXCELLENCE: 99% GMP SCORE

### 共同貿易(MUTUAL TRADING)的卓越承諾：榮獲99% GMP評分

At the most recent Good Manufacturing Practices(GMP)/Good Distribution Practices(GDP) food safety audit, Mutual Trading earned an exceptionally high 99% rating. For AIB Int'l which conducts these unannounced inspections, this was an unprecedented highest score in the organization's history. Mutual Trading's achievement underscores the company's readiness in meeting the most rigorous of safety requirements, including those set forth by the FDA Food Safety Modernization Act, with transparency and reliability. Strict mechanisms are in place to follow regulations under city and state agencies as well as the USDA and NOAA.

Mutual Trading continues to take pride in setting the gold standard for product quality and safety in the food distribution business. Every ingredient delivered meets stringent safety benchmarks, reflecting the corporation's core commitment to excellence and service to the customers.

在近期的優良製造規範(GMP)/優良運銷規範(GDP)食品安全審核中，共同貿易(Mutual Trading)取得了99%的卓越評級，這一成就對負責突擊檢查的AIB International來說，堪稱歷史性高分。這不僅展現了公司的高度透明度與可靠性，也符合美國FDA《食品安全現代化法案》(FSMA)的嚴格標準。此外，共同貿易(Mutual Trading)已建立嚴格的內部機制，以確保全面遵守市政府、州政府、美國農業部(USDA)及國家海洋和大氣管理局(NOAA)的相關規範，確保食品安全與合規性達到業界最高標準。

作為食品分銷業的領導者，共同貿易(Mutual Trading)始終致力於提供最高品質的產品，並以卓越品質與顧客服務為核心價值。對於能夠樹立食品安全與產品品質的金標準感到自豪，並將持續提升標準，為客戶提供值得信賴的食材與服務。



99%  
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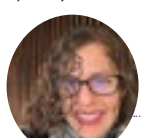
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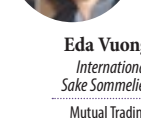
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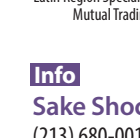
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## Kosuke Kuji

Fifth Generation Brewery Owner  
Nanbu Bijin, Inc.

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

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

Super Frozen Sake: Part 4  
日本酒の超級冷凍 第四部分

I wrote in my previous report that I was blessed with a fateful encounter in Kochi prefecture, where the prefectural fish is bonito, one of my favorite foods. Finding high-quality bonito is difficult where I live in Iwate prefecture.

My trip to Kochi prefecture blessed me with the opportunity to savor bonito of the highest quality. The bonito I tasted was so savory, it literally "melted in my mouth." Just when I was on cloud nine, a colleague pointed out, "Kuji-san, you're eating frozen bonito." I was taken aback. What do you mean? There's no way this delicious bonito

was frozen. I was further confused when he asked, "Would you like to try fresh bonito?"

Of course I tried the fresh bonito. If frozen bonito is this delicious, how much better could fresh bonito taste? What if the fresh bonito was so delicious that I end up suffering a heart attack...? I had grand expectations as I tasted the fresh bonito. "Wait, what? The fresh bonito tastes the same as the frozen bonito..."

I thought maybe my sense of taste was off. I tasted all the local sake brewed in Kochi prefecture on site and was able to differentiate the unique

flavors of each sake. My tastebuds are fine.

"So, what does this mean?" I asked. My colleague replied, "The frozen bonito you tried was not frozen normally, it was flash-frozen."

I was then shown the flash-freezing machine, "TÖMIN FROZEN."

Nevertheless, why does the "normal freezing method" degrade the flavor while "flash-freezing" produces "no difference" in flavor before nor after flash-freezing? The Executive Director of Technician Co., Ltd., developer of TÖMIN FROZEN, answered my question.■

我 在上一篇中提到過在高知縣發生了一個奇跡般的邂逅。提到高知縣，大家都會聯想到鰹。我個人非常喜歡鰹，即使我住在岩手縣，那裡也很難買到最上等的鰹。

在這樣的情況下，我有機會前往高知縣，有機會品嚐到了最頂級的鰹。當吃到那塊鰹時，味道簡直是無與倫比，讓我體會到了什麼叫做「美味到讓人嘴巴掉下來」。當我高興享受這美味時，我的朋友說：「久慈，這塊鰹是冷凍過的。」我非常驚訝，

心想這麼美味的鰹怎麼可能是冷凍的？但他又問我：「要不要嘗嘗沒冷凍過的生鰹？」這時我滿腦子一片混亂。

當然我要嘗沒冷凍過的生鰹，心裡想著既然冷凍過的已經這麼好吃了，那麼如果吃到沒有冷凍過的生鰹，應該會讓人驚豔到心臟都停止跳動。於是，我懷著期待，試著品嚐了沒有冷凍的生鰹。

「咦？？」冷凍鰹和生鰹的味道居然沒什麼變化.....」

我開始懷疑自己的舌頭是不是

出了問題，於是我品嚐了所有高知的當地酒，結果每種酒的味道差異我都能清楚辨別，舌頭沒有出現問題。

於是我問到底怎麼回事，他們告訴我：「那塊冷凍鰹並不是普通的冷凍，而是【瞬間冷凍】。」接著，他們給我看那個瞬間冷凍的設備「凍眠」。

我仍然疑惑，為什麼普通冷凍會讓味道變差，而瞬間冷凍後，鰹的味道竟然和冷凍前沒有任何區別呢？關於這個問題，開發「凍眠」技術的技師常務給了我解答。



# 日本酒 百味百題

## Influence to Japanese sake determined by the quality of water 水質對日本酒的影響

Approximately eighty-percent of Japanese sake ingredients consist of water. Therefore, the quality of water greatly influences the quality of Japanese sake.

Water used to produce sake is generally referred to as sake brewing water, broadly divided into brewing

water and bottling water. Also, brewing water is further divided into washing water, soaking water, brewing water, and miscellaneous water; while bottling water is further divided into wash bottle water, addition water, and miscellaneous water. Among these waters, the brewing water - the direct ingredient of sake - is no doubt the most important quality of sake.

However, sake rice will absorb components dissolved in the water used while washing and soaking the rice in water, thus water used for soaking the rice must not contain components harmful to sake production. Also, addition water refers to water that adjusts the alcohol concentration of unprocessed sake, so of course, the water quality must be equivalent to the water quality of the brewing water. The containers and tools used, miscellaneous water used to wash the bottles, and anything that comes in direct contact with sake also requires high quality water.

Generally, water is categorized as hard and soft water. Hard water refers to water containing significant mounts of alkaline earth metals (calcium ion and magnesium ion), while soft water contains minimal amounts of these metals. Soft water is more suitable for producing Japanese sake, for the sake quality produced using soft water generally makes the sake quality light and clean. However, when using the expressions soft vs. hard water, it must be taken into consideration that most of Japan's natural waters mostly fall under the "soft water" category compared to foreign waters. For example, the most renowned Japanese sake brewing water "Miyamizu" (Nada spring water) is categorized as having the highest hardness of Japan's brewing

water, yet still incomparably low in hardness compared to renowned waters in Europe, etc.

According to general water hardness and softness standards, hard water is defined as above 20 degrees, medium-hard water is defined as between 20 ~ 10 degrees, while soft water is defined as below 10 degrees. According to the National Tax Agency's analysis method of categorizing sake brewing water by hardness, high hard water is defined as above 20 degrees, hard water is 20 ~ 14 degrees, medium hard water is 14 ~ 8 degrees, light hard water is 8 ~ 6 degrees, and medium hard water is defined as between 6 ~ 3 degrees, and soft water is defined as below 3 degrees. The hardness of "Miyamizu" (Nada spring water) is defined as between 9 ~ 11 degrees, yet categorized as medium hard water according to the later classification standards, yet still fall under "soft water" according to global standards.

The suitability of the water quality as brewing water depends not only on the water hardness and existence of harmful components, but the degree of contained components effective for koji mold and yeast to function are also a major condition, for which the "miyamizu" (Nada spring water) is superior in this regard.■

雜用等水，而瓶裝用水則分為洗瓶、加水 and 雜用水等。在這些用水中，無疑直接作為酒的原料使用的水(釀造用水)是最重要的。但是，比如說米在洗米和浸泡的過程中會吸附水中溶解的成分，所以洗米和浸泡用水也必須使用不含有害成分的水。此外，割水用水是用來調整原酒酒精濃度的，當然必須和釀造用水在水質保持同等的標準。在釀造過程中使用的容器、工具以及瓶子的清洗所需的雜用水，這些器物是與酒直接接觸的，也要求使用優質的水進行清洗。

一般來說，水可以分為硬水和軟水。硬水是指含有多量的鹼土金屬(如鈣離子和鎂離子)的水，而軟水則是指這些成分較少的水。對於日本酒的釀造水來說，適合使用的是軟水，一般情況下，使用軟水釀造的日本酒酒質較輕而且清爽。然而，將日本的天然水與外國的水進行比較，幾乎所有的日本水質都屬於軟水，這必須要注意的。例如，日本酒釀造用水中最著名的灘區的「宮水」，其硬度在日本的水中屬於硬度較高的水，但與歐美等著名釀酒地區的水相比，其硬度卻低得多。

一般的，硬水和軟水的標準是，硬水的硬度在20度以上，中硬水的硬度在20到10度之間，而軟水的硬度低於10度。根據國稅廳規定的分析方法，酒造用水的硬度分類如下：高硬水為20度以上，硬水為20到14度，中硬水為14到8度，輕硬水為8到6度，中軟水為6到3度，軟水為3度以下。「宮水」的硬度為9到11度，因此在分類中屬於中硬水，但從全球來看，它仍然屬於「軟水」類別。

水質對於釀造用水的是否適用，不僅僅取決於硬度和是否含有有害成分，還取決於水中含有多少黴菌和酵母有助於釀造的有效成分，這也是評估水質的重要條件，從這個角度來看，「宮水」在這一點上是非常優秀的。

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Yoshihide Murakami  
Master Sake Sommelier  
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日本酒的成分大約有80%是水。因此，水的品質自然會對酒的品質產生很大的影響。

釀酒過程中使用的水通常稱為酒造用水，這些酒造用水可以大致分為釀造用水和瓶裝用水。進而釀造用水又可以細分為洗米、浸泡、釀造、





# Tokyo Jizake Strolling

by Ryuji Takahashi

## 東京地酒散歩



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

## 2024 Year-end sake sales event 年末銷售會 2024



Since early December, many businesspeople have been excited about the long winter holiday to celebrate the New Year. My sake shop conducted a survey that revealed many consumers will celebrate a 9-day holiday due to the weekday on which the holidays fall on. Sake to celebrate the New Year will go on sale on December 28 for four days. This is the make or break moment. I requested the designer to create flyers to post and many to be printed for distribution to each home. Since we had a large inventory of sake, we borrowed a table from the shopping district office to sell sake at the storefront. Considering the highest volume of sake was sold on December 29 the previous year, we arranged part-time help for this day. We also requested Umeda Sake Brewery, as we do every year, to select the sake to be featured on New Year's Day.

The sake prepared exclusively for my shop was "Junmai Daiginjo Chiyono-Ume." I had several meetings with the brewery since October to arrange special packaging for this sake and had a brand name revived that was no longer in use by the brewery. Chiyo means a prolonged period, while ume means to ward off evil, a perfect brand name for the New Year. Since it was a busy time during the sake brewing period, the initial quantity to

be released was decided beforehand. The annual event seemed to be widely known as the sake sold out before the end of the year, which required an additional rush order. Other high-end sake also sold out early, which required help from many vendors to gather a lot of Daiginjo sake, perhaps due to the long holiday with many returning home to celebrate the new year.

Kanemasu Brewery sold sake at the storefront on December 28 and 29, while Hakuro Brewery – also based in Niigata prefecture – sold sake at the storefront on December 30 and 31. The same turnout as the previous year was anticipated with part-time help arranged. However, the turnout was much greater than we expected because not all customers had a 9-day holiday. Many customers who had days off on December 28 and 29 still had to work on December 30.

Many customers visited our shop on December 31, which required urgent part-time help. The salesperson from the brewery who helped on December 31 was extremely helpful due to his expertise in selling sake at department stores and retail stores operated by local governments. Before I knew it, the sales figure for the day was the highest on record. I learned this year that weekdays affect sales, even at the end of the year, and that Japanese consumers still enjoy sake to end the year and celebrate the new year. A soba noodle shop stands across the street from our



sake shop, where I saw many customers shivering as they stood in a long line. Their sight keenly reminded me the year was ending. I wished for 2025 to be a momentous year as I glanced up at the chilly winter sky during the year-end sake sales event. ■

◆ ◆ ◆  
今 年の正月長假讓很多上班族從進入12月開始就充滿著期待。根據我們店的調查，很多人年末的假期包括週末是9天連休。在這種情況下，一般正月酒的銷量是從進入假期後的28日開始的，持續到以下的四天。這段時間是成敗的關鍵，12月一開始，我就要設計師設計新的宣傳單，印刷了大量的宣傳單並分發到各家各戶，同時也囤積了大量的酒，我還從商店街的事務所借了銷售台。考慮到去年29日的銷售是最好的，我還特地請了臨

時工。今年我向廣島縣梅田酒造場定製了酒作為正月的特色酒。他們只為我們店準備「純米大吟醸 千代之梅」。在10月，我就和藏元反覆商討，特地為我們定製了包裝，復活了之前未使用過的酒名。千代意思為長久，梅象徵消除厄運，這個酒名非常適合正月。在釀造酒的忙碌中，雖然最初已經確定了生產批次，但這款特酒似乎已經獲得了很多人的青睞，甚至在年末之前就賣光了，我們只能急忙向酒廠請求追加生產。其他一些高檔酒也在很短時間內就賣完了，我不得不四處向同行朋友們求助，才將大吟醸酒湊齊，可能是因為很多人在長假期間回家過年。28日和29日，新潟縣的金升酒造的藏元來到我們店內，30日和31日則是新潟縣的柏露酒造的銷售人員站在了我們店前。雖然根據去年情況我也特意請了臨時工，但今年的流量狀況與預期不同，結果大大偏離了預測。確實並不是每個人都有9天的假期，28日和29日休假，30日依然有很多人是工作的。所以，31日的來店的客人量驟增，我不得不臨時叫了更多的臨時工來幫忙，幸好31日負責的酒藏銷售人員是有經驗的老手，擅長在百貨商店和特色商店銷售，這給了我們很大幫助。最後注意到，1日的銷售額創下了我們店的歷史新高。這次讓我學習到，即使是年末，週末依然會對銷售產生巨大的影響，同時也讓我深刻體會到，在年未年初，日本人依然渴望喝到日本酒。在我們店鋪正對面是一家蕎麥店，年未的夜晚，當我看到店外排著長隊，人們在寒風中瑟瑟發抖的等待著，我不禁感慨，啊，今年又要結束了，希望2025年會是一個更好的年份，這就是我在冬空中度過的年末銷售會。





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Master Sake Sommelier

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#### 米国酒焼酎蒸留酒研究所

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

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

### Pay attention to identify "2 different aromas" during sake tasting

Two types of aromas below must be evaluated during sake-tasting. Aroma is an essential element that characterizes the uniqueness of each sake, thus please evaluate thoroughly.

#### ◇ Orthonasal aroma:

Odor detected from the nose when inhaled

Aroma detected when sake is poured into the glass and brought close to the nose. For example, Ginjo sake releases a fruity Ginjo aroma and flavor. If oxidized (degraded), a "stale odor" ("hineka") may be detected.

#### ◇ Retronasal aroma:

Aroma that reaches the nose through the mouth

Aroma detected after a small quantity of sake is swished over the tongue and exhaling through the nose, also referred to as "in-mouth aroma" or "after flavor." If the retronasal aroma is comparable to the orthonasal aroma, then the sake aroma is well-balanced.■

### 在日本酒的品鑒中，重點是關注於 “兩種香氣”的區別。

在品鑒日本酒時需要注意的香氣有以下兩種。香氣是日本酒個性的重要特徵，所以需要仔細確認。

#### ◇ 上立香

是指將日本酒倒入杯中，鼻子靠近杯子時能感受到的香氣。例如，吟釀酒的話，可以聞到水果般的吟釀香。如果酒發生氧化(劣化)，則可能會聞到一種令人不愉快的“老香”。

#### ◇ 含香

是指將少量酒液含入口中並在舌頭上轉動，通過鼻子呼氣時感受香氣。也稱為「口中香」或「后味」。如果含香和上立香幾乎沒有什麼區別，那麼這款酒就是平衡良好的酒。

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# 일식 레스토랑 뉴스

March 2025



UNESCO Intangible Cultural Heritage

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- Cautionary Notes to Participate in Tasting Events -

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#### David Kudo

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



## Take in the big picture

From the beginning, the successful foreign alcoholic beverage in the U.S. is of course wine. Not limited to French or Italian restaurants, wine selections are also offered in Japanese, Chinese and Mexican restaurants as well. Moreover, supermarkets carry hundreds of wine selections, while there are no stores that don't carry wine. While it's difficult to compare sake to wine without considering cultural background and history, it's important to reference both if the goal is to become the world's next

alcoholic beverage to be consumed with meals. There is still much to learn in setting the profitability, sales & distribution routes and marketing methods. Also, another hard liquor that is not originally found in the U.S. and has proven successful in the market is tequila. Tequila is also a product that's sure to be found almost 100 percent in any restaurant that serves distilled liquor.

Here is another area that leaves much to be learned for the shochu and sake industries. This is only in reference

to California (where restaurants offer Soju and Shochu), where some places debate whether to import Soju or not: it's best to develop a larger market. Also, it's important to ask why tequila gained such a huge market share. The development of representative cocktails like margaritas and advertisements along with efforts by both the industry and nation has proven effective.

Since the Japanese sake and shochu industry cannot complete a simple task like the standardization of labels, proposing global strategies is surely a goal for the distant future. ■

## 넓은 시야로 보기

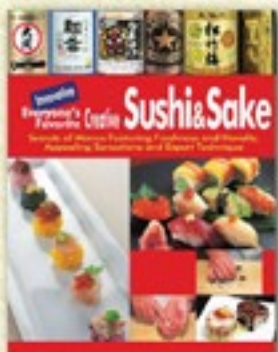
미국에서 가장 성공한 외국 술은 당연히 와인이다. 프랑스 레스토랑이나 이탈리아 레스토랑에 국한되지 않고, 일식이나 중식, 멕시코 레스토랑에서도 와인은 필수다. 슈퍼마켓에는 몇백 종류의 품목이 진열되어 있고, 와인을 두지 않은 곳이 없을 정도다. 물론 일본술과 와인을 비교하는 것은 문화적 배경과 역사를 고려할 때 무리가 있다. 하지만 식사와 함께 곁들이는 세계적인 식중주(食中酒)를 목표로 한다면 참

고해야 한다. 이익률의 설정과 판매 유통망, 마케팅 방법 등도 반드시 배워야 한다. 또한, 미국에서 성공한 외국 증류주는 테킬라를 들 수 있다. 테킬라 역시 증류주를 취급하는 레스토랑이라면 100% 있는 상품이라고 해도 과언이 아니다. 여기에도 소주와 일본술 업계가 배울 점이 있다. 캘리포니아에만 국한되는 이야기(Soju와 Shochu 취급점)이지만, 업계에서는 'Soju'로 수입하니 마니 등 의미 없는 논의만 할 것이 아니라 더 큰 시장

개척에 눈을 돌려야 할 것이다. 그리고 테킬라가 왜 그만큼 팔리게 되었는지 생각해 보아야 한다. 마르가리타를 비롯한 각 테일의 개발과 선전 등 업계와 정부의 노력이 최근 효과를 발휘하고 있다.

일본술과 소주 업계는 라벨의 통일화와 같은 간단한 일도 해결하지 못하고 있으니, 세계 전략을 논하는 것은 아직 먼 이야기일 것이다.

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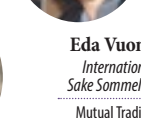
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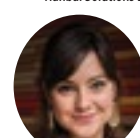
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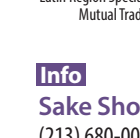
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## 酒豪大陸

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CHALLENGE

by Kosuke Kuji 209



## 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 4  
일본주의 슈퍼 프로즌 4편

I wrote in my previous report that I was blessed with a fateful encounter in Kochi prefecture, where the prefectural fish is bonito, one of my favorite foods. Finding high-quality bonito is difficult where I live in Iwate prefecture.

My trip to Kochi prefecture blessed me with the opportunity to savor bonito of the highest quality. The bonito I tasted was so savory, it literally "melted in my mouth." Just when I was on cloud nine, a colleague pointed out, "Kuji-san, you're eating frozen bonito." I was taken aback. What do you mean? There's no way this delicious bonito

was frozen. I was further confused when he asked, "Would you like to try fresh bonito?"

Of course I tried the fresh bonito. If frozen bonito is this delicious, how much better could fresh bonito taste? What if the fresh bonito was so delicious that I end up suffering a heart attack...? I had grand expectations as I tasted the fresh bonito. "Wait, what? The fresh bonito tastes the same as the frozen bonito..."

I thought maybe my sense of taste was off. I tasted all the local sake brewed in Kochi prefecture on site and was able to differentiate the unique

flavors of each sake. My tastebuds are fine.

"So, what does this mean?" I asked. My colleague replied, "The frozen bonito you tried was not frozen normally, it was flash-frozen."

I was then shown the flash-freezing machine, "TÖMIN FROZEN."

Nevertheless, why does the "normal freezing method" degrade the flavor while "flash-freezing" produces "no difference" in flavor before nor after flash-freezing? The Executive Director of Technician Co., Ltd., developer of TÖMIN FROZEN, answered my question.■

코치현에서 기적의 만남이 있었다, 라고 지난번에 적었습니다. 다. 코치현이라고 하면 가다랑어. 저는 가다랑어를 아주 좋아합니다. 하지만 제가 사는 이와테현에서는 좀처럼 최고의가다랑어를 구할 수 없습니다. 그러던 중 코치현에 가게 되어, 최상품의 가다랑어를 먹는 기회를 가졌습니다. 받은 것은 최고의 맛으로 '불이 떨어진다'라고 표현할 정도로 느꼈습니다. 가장 기쁘게 먹고 있을때, 저의 동료가 '쿠지씨, 그 가다랑어, 냉동이야'라고 했습니다. 저는 무슨 소리야, 이렇게

맛있는 가다랑어가 냉동일리가 없는데,라며 놀랐습니다만, '냉동하지 않는 것을 먹을래?'라는 물음에 큰 혼란을 경험했습니다.

물론 생으로 먹었습니다만, 냉동으로 이렇게 맛이 있으니, 생으로 대단한 가다랑어를먹게되면 심장이 멈추지 않을까, 하고 걱정할 정도로 기대하며 냉동하지 않은 생 가다랑어를먹었습니다. '어? 냉동 가다랑어와 맛이 다르지 않네...'

저는 허가 이상해졌다고 여기고, 거기 있는 코치현의 토속주를 모두 마셔

봤는데, 술맛의차이는 모두 분간했습니다. 허는 이상없었습니다.

도대체, 어떻게 된 것입니까? 하고 물으니, '그 냉동 가다랑어는 보통 냉동이 아니라[순간냉동]이야'라고 가르쳐 주었습니다.

그리고, 그 순간냉동하는 기계 '동면'을 보여 주었습니다.

그렇다고 해도, 왜 '보통 냉동'이면 맛이 달라지고, '순간냉동'은 냉동 전과순간냉동후의 맛의 차이가 '전혀없음'일까. 그 의문에 대해 동면을 개발한 테크니칸상무가 대답해 주었습니다.



# 日本酒 百味百題

## Influence to Japanese sake determined by the quality of water 수질이 일본주에 미치는 영향

Approximately eighty-percent of Japanese sake ingredients consist of water. Therefore, the quality of water greatly influences the quality of Japanese sake.

Water used to produce sake is generally referred to as sake brewing water, broadly divided into brewing

water and bottling water. Also, brewing water is further divided into washing water, soaking water, brewing water, and miscellaneous water; while bottling water is further divided into wash bottle water, addition water, and miscellaneous water. Among these waters, the brewing water - the direct ingredient of sake - is no doubt the most important quality of sake.

However, sake rice will absorb components dissolved in the water used while washing and soaking the rice in water, thus water used for soaking the rice must not contain components harmful to sake production. Also, addition water refers to water that adjusts the alcohol concentration of unprocessed sake, so of course, the water quality must be equivalent to the water quality of the brewing water. The containers and tools used, miscellaneous water used to wash the bottles, and anything that comes in direct contact with sake also requires high quality water.

Generally, water is categorized as hard and soft water. Hard water refers to water containing significant amounts of alkaline earth metals (calcium ion and magnesium ion), while soft water contains minimal amounts of these metals. Soft water is more suitable for producing Japanese sake, for the sake quality produced using soft water generally makes the sake quality light and clean. However, when using the expressions soft vs. hard water, it must be taken into consideration that most of Japan's natural waters mostly fall under the "soft water" category compared to foreign waters. For example, the most renowned Japanese sake brewing water "Miyamizu" (Nada spring water) is categorized as having the highest hardness of Japan's brewing water, yet still incomparably low in

hardness compared to renowned waters in Europe, etc.

According to general water hardness and softness standards, hard water is defined as above 20 degrees, medium-hard water is defined as between 20 ~ 10 degrees, while soft water is defined as below 10 degrees. According to the National Tax Agency's analysis method of categorizing sake brewing water by hardness, high hard water is defined as above 20 degrees, hard water is 20 ~ 14 degrees, medium hard water is 14 ~ 8 degrees, light hard water is 8 ~ 6 degrees, and medium hard water is defined as between 6 ~ 3 degrees, and soft water is defined as below 3 degrees. The hardness of "Miyamizu" (Nada spring water) is defined as between 9 ~ 11 degrees, yet categorized as medium hard water according to the later classification standards, yet still fall under "soft water" according to global standards.

The suitability of the water quality as brewing water depends not only on the water hardness and existence of harmful components, but the degree of contained components effective for koji mold and yeast to function are also a major condition, for which the "miyamizu" (Nada spring water) is superior in this regard.■

료가 되는 물(사입용수)이 가장 중요한 것은 말할 필요가 없다.하지만, 가령 쌀은 씻기·담그기 과정에서 물 속에 녹아 있는 성분을 흡착해 버리므로, 쌀씻기·담그기용수에도 술짓기에서는 유해한 성분이 포함되지 않은 물을 사용하지 않으면 안된다.또한 할수용수라는 것은 원주의 알코올 농도를 조정하기 위해 넣는 물이므로, 당연히 사입용수와같은 레벨의 수질이 요구된다. 양조할때 사용되는 용기나 도구류, 병의 세정에 쓰이는잡용수에서도, 술과 직접접촉되는 것을 세정할 경우에는 양질의 물이 요구된다.

일반적으로 물은 경수와 연수로 나뉜다. 경수란 알칼리 토류금속(칼슘이온과 마그네슘이온)을 다량 가진 물로, 연수는 그 함량이 적은 물을 뜻한다. 일본주 담그기에 있어서 어느쪽이 적합한가하면 연수로, 보통 연수로 담근 일본주의 질은 가볍고 깨끗하다고 한다. 하지만 이 연수, 경수표현으로, 우리나라의 자연수를 해외의 물과 비교하면 대부분이 「연수」부류에 속한다, 라는사정도 고려하지 않으면 안된다. 가령, 일본주 담금물 줄에서 가장 유명한 탄의 「공수」경도는,우리나라 양조용수 중에서는 가장 경도 높은 부류에 들어간다고 하지만, 구미등의 명양지의물과는 비교할 수 없는 정도로 경도가 낮다.

일반적인 경·연수의 기준으로는 경수는 경도 20도 이상, 중경수는 20 ~ 10도, 연수는 10도이하가되는데, 국세청 소정분석법에 따른 주조영수의 경도분류로는 고경수·20도 이상, 경수·20~14도, 중경수·14~8도, 경경수·8~6도, 중연수·6~3도, 연수·3도 이하로 되어있다. 「공수」의 경도는 9 ~ 11도이므로, 후자의 분류로는 중경수 부류에 들지만 세계적으로보면 「연수」라는 말이다.

수질의 양조용수 적부는 경도나 유해성분의 유무만이 아니라, 누룩곰팡이와 효모의 활동에도움이 되는 유효성분이 어느정도 포함되어 있는지도 조건이 되고, 그런 점에서 「공수」는 뛰어나다.

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

Yoshihide Murakami  
Master Sake Sommelier  
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# Tokyo Jizake Strolling

by Ryuji Takahashi

## 東京地酒散歩



**Ryuji Takahashi**

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

## 2024 Year-end sake sales event

### 연말판매회 2024



Since early December, many businesspeople have been excited about the long winter holiday to celebrate the New Year. My sake shop conducted a survey that revealed many consumers will celebrate a 9-day holiday due to the weekday on which the holidays fall on. Sake to celebrate the New Year will go on sale on December 28 for four days. This is the make or break moment. I requested the designer to create flyers to post and many to be printed for distribution to each home. Since we had a large inventory of sake, we borrowed a table from the shopping district office to sell sake at the storefront. Considering the highest volume of sake was sold on December 29 the previous year, we arranged part-time help for this day. We also requested Umeda Sake Brewery, as we do every year, to select the sake to be featured on New Year's Day.

The sake prepared exclusively for my shop was "Junmai Daiginjo Chiyono-Ume." I had several meetings with the brewery since October to arrange special packaging for this sake and had a brand name revived that was no longer in use by the brewery. Chiyo means a prolonged period, while ume means to ward off evil, a perfect brand name for the New Year. Since it was a busy time during the sake brewing period, the initial quantity to

be released was decided beforehand. The annual event seemed to be widely known as the sake sold out before the end of the year, which required an additional rush order. Other high-end sake also sold out early, which required help from many vendors to gather a lot of Daiginjo sake, perhaps due to the long holiday with many returning home to celebrate the new year.

Kanemasu Brewery sold sake at the storefront on December 28 and 29, while Hakuro Brewery – also based in Niigata prefecture – sold sake at the storefront on December 30 and 31. The same turnout as the previous year was anticipated with part-time help arranged. However, the turnout was much greater than we expected because not all customers had a 9-day holiday. Many customers who had days off on December 28 and 29 still had to work on December 30.

Many customers visited our shop on December 31, which required urgent part-time help. The salesperson from the brewery who helped on December 31 was extremely helpful due to his expertise in selling sake at department stores and retail stores operated by local governments. Before I knew it, the sales figure for the day was the highest on record. I learned this year that weekdays affect sales, even at the end of the year, and that Japanese consumers still enjoy sake to end the year and celebrate the new year. A soba noodle shop stands across the street from our sake shop, where I saw many customers shivering as they stood in a long



line. Their sight keenly reminded me the year was ending. I wished for 2025 to be a momentous year as I glanced up at the chilly winter sky during the year-end sake sales event. ■

◆ ◆ ◆  
올해 설휴가는 길다며, 12월 드는 순간부터 설레는 직장인이 많은 설날 그믐날이었다. 내가게에서 알아본 바에 따르면 요일로 봐서 9일 연휴라는 사람이 많았다. 그런가운데, 정월술이 팔리기 시작하는 것이 보통 28일부터 4일간. 여기가 승부처로, 12월에 들어서, 포스팅용 전단지를 디자이너에게 의뢰하여, 대량 인쇄하고, 각 가정에 나눠주고, 술도 대량의 재고를 안고, 상점가사무소로부터 매장판매대를 빌려서, 작년에는 29일이 가장팔렸다는 것을 감안하여 핀포인트로 아르바이트도 의뢰했다. 그리고 매년 준비하는 정월용특별상품으로는 올해는 히로시마현 우메다주조장에 의뢰함. 당점에만 준비해 둔 술

은「준마이다이긴조 치요노우메」. 이 술은 10월경부터 주조와 협의를 거듭하여, 포장도특별히 준비하고, 브랜드명도 기존의 주장에서는 쓰지않는 것을 부활시켰다. 치요란 긴시간을 의미하고, 매화는 액을 물리친다는 의미가 있어, 정월에는 딱 맞는 브랜드이다. 술빛기에 바쁜 와중이어서, 먼저 로고를 정했지만, 매년 연례의 특별주가 끼어드는 것 같이,연말을 기다리지 않고 매진되어버려서 급히 추가주문을 부탁하는 신세가 되었다. 그 밖의고술도 일찍 매진되어 버려서, 여러분들에게 무리한 말을 하면서 대용양주를 끌어 모으는상황이 되어 버린 것은, 긴 정월 휴가로 귀성이 많았기 때문일까. 28일과 29일은니이가타현의 금승주조장원이 매장에 들어오고, 30일과 31일에는 같은 니이가카현의백로주조의 영업이 매장에 들어왔다. 지난해와 같은 흐름을 예상하여 아르바이트도 부탁해두었지만, 작년과 흐름이 바뀌어 크게 예상이 벗어난게 되었다. 분명히 모두가 9일연휴일리가 없어서, 28일 29일은 휴일이지만 30일은 근무한다는 사람도 많았다. 그리고 31일에 방문자가 집중되어 아르바이트도 급히 부탁했지만, 31일 주장의 영업사원이백화점이나 안테나 숍에서 판매를 이어온 베테랑인 덕택으로, 상당히 도움이 되었다. 알고보니 1일 매상으로서는 과거 최고 숫자가 나와 있었다. 연말이지만 요일은아슬아슬하게 영향을 주는 것을 이번엔 배웠고, 연말연시는 일본사람에게는 아직일본주를 마시고 싶어한다는 것도 실감할 수 있었다. 그리고 우리가 맞은편 거리리소바가게에서, 연말의 밤 대행렬을 매장에서 추위에 떨면서 볼 때에, 아아 올해도 1년이끝나는구나 하고 절실히 느끼면서, 2025년도 좋은 해가 되면 좋겠구나 하고 하늘에 비는 연말판매회였다.





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

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

Pay attention to identify "2 different aromas" during sake tasting

Two types of aromas below must be evaluated during sake-tasting. Aroma is an essential element that characterizes the uniqueness of each sake, thus please evaluate thoroughly.

### ◇ Orthonasal aroma:

Odor detected from the nose when inhaled

Aroma detected when sake is poured into the glass and brought close to the nose. For example, Ginjo sake releases a fruity Ginjo aroma and flavor. If oxidized (degraded), a "stale odor" ("hineka") may be detected.

### ◇ Retronasal aroma:

Aroma that reaches the nose through the mouth

Aroma detected after a small quantity of sake is swished over the tongue and exhaling through the nose, also referred to as "in-mouth aroma" or "after flavor." If the retronasal aroma is comparable to the orthonasal aroma, then the sake aroma is well-balanced.■

일본주 테이스팅에서는 「2가지 향기」의 차이에 주목

일본주 테이스팅할 때에 확인할 향은 아래의 2종류입니다. 향은 일본주의 개성을 특징짓는 요소이므로, 제대로 확인해 봅시다.

### ◇우에다치향(우와다치카)

일본주를 잔에 따라, 코를 가까이 할 때 느껴지는 향기. 예를 들면, 음양주에서는 후루티한 음양향이 느껴집니다. 산화(열화)한 경우에는, 「노향(히네카)」라고 하는 불쾌한 향을느끼게 됩니다.

### ◇포함향(후쿠미카)

일본주를 소량 입에 머금고 혀의 위에서 굴리면, 코로 숨을 내쉴 때 느껴지는 향기. 「구중향(코오츠후카)」혹은「애프터 후레이바」라고도 합니다. 우와다치카와 거의 차이가 없다면, 균형잡힌 술이라고 할 수 있습니다.

# ONLINE SAKE Class

## Sake Navigator

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# RESTAURANTES JAPONESES

Marcha 2025



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## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 209



## 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 supercongelado: Parte 4

La última vez escribí sobre un encuentro milagroso que tuve en la prefectura de Kochi. Cuando piensas en la prefectura de Kochi, piensas en el pescado bonito. Me encanta el bonito. Sin embargo, donde vivo en la prefectura de Iwate, es difícil encontrar bonito de la mejor calidad.

En medio de todo esto, me encontraba en la prefectura de Kochi, donde tuve la oportunidad de probar uno de los mejores bonitos de la zona. El bonito que nos sirvieron estaba absolutamente delicioso y realmente sentí que "se derretía en mi boca". Mientras lo comía con sumo placer, mi amigo dijo: "Kuji, ese bonito está congelado". Me sorprendí y pensé lo que decía, ya que no había forma de que un bonito tan delicioso pudiera estar congelado, pero cuando me preguntó: "¿Quieres comerlo crudo y no congelado?", me quedé completamente confundido.

Por supuesto, lo comí crudo, pero como estaba tan delicioso incluso congelado, estaba tan emocionado de probar

el increíble bonito crudo que temí que mi corazón se detuviera si lo probaba crudo, no congelado.

"¿Eh? Sabe igual que el bonito congelado..."

Pensando que algo andaba mal con mi paladar, probé todos los sakes locales de Kochi allí, pero pude notar la diferencia de sabor entre todos ellos. La lengua no está estropeada.

Entonces, ¿qué significa eso? Cuando le pregunté me dijo: "Ese bonito congelado no está congelado normalmente, está congelado rápidamente".

Luego nos mostraron la máquina "Tomin", que congela los alimentos instantáneamente.

Aún así, ¿por qué el sabor se echa a perder cuando está "normalmente congelado" pero "no hay diferencia en el sabor" entre antes y después de la "congelación rápida"? El director ejecutivo de Technician Co., Ltd., desarrollador de "Tomin" congelador, respondió a mi pregunta.



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## La influencia del sake japonés está determinada por la calidad del agua

Aproximadamente el ochenta por ciento de los ingredientes del sake japonés están compuestos de agua, por lo que su condición influye en gran medida en la calidad del sake japonés.

El agua que se utiliza para producir sake se conoce generalmente como agua de elaboración, que se divide en agua de elaboración y agua embotellada. Además, el agua de elaboración se divide en agua de lavado, agua de remojo, agua de elaboración y agua miscelánea; mientras que el agua de embotellado se divide en agua de lavado de botellas, agua de adición y agua miscelánea. Entre estas aguas, el agua de elaboración, el ingrediente directo del sake, es sin duda la calidad más importante del sake.

Sin embargo, el arroz para sake absorberá los componentes disueltos en el agua utilizada durante el lavado y remojo, por lo que el agua utilizada para remojar el arroz no debe contener componentes nocivos para la producción de sake. Además, el agua añadida, se refiere al agua que ajusta la concentración de alcohol del sake sin procesar, por lo que, por supuesto, la calidad del agua debe ser equivalente a la calidad del agua de elaboración.

Los recipientes, herramientas, el agua diversa utilizada para lavar las botellas y cualquier cosa que entre en contacto directo con el sake también requieren agua de alta calidad.

En general, el agua se clasifica en dura y blanda. El agua dura se refiere al que contiene cantidades significativas de metales alcalinotérreos (iones de calcio y de magnesio), mientras que el agua blanda contiene cantidades mínimas de estos metales. El agua blanda es más adecuada para producir sake japonés, ya que generalmente hace que la calidad del sake sea ligera y limpia. Sin embargo, al usar las expresiones agua blanda vs. agua dura, se debe tener en cuenta que en general las aguas naturales de Japón caen en su mayoría dentro de la categoría de "agua blanda" en comparación con las aguas extranjeras. Por ejemplo, el agua para elaborar el sake japonés más famoso, "Miyamizu" (agua del manantial de Nada), se clasifica como la que tiene la dureza más alta de todas las aguas para elaborarlo, pero aún así es incomparablemente más baja que las aguas reconocidas en Europa, etc.

Según los estándares generales de dureza y suavidad del agua, el agua dura se define

como superior a 20 grados, el agua de dureza media se define como entre 20 y 10 grados, mientras que el agua blanda se define como inferior a 10 grados. Según el método de análisis de la Agencia Tributaria Nacional para categorizar el agua para elaborar sake por dureza, el agua de dureza alta se define como superior a 20 grados, el agua dura es de 20 a 14 grados, el agua de dureza media es de 14 a 8 grados, el agua de dureza ligera es de 8 a 6 grados, el agua de dureza media se define como entre 6 y 3 grados, y el agua blanda se define como inferior a 3 grados. La dureza de "Miyamizu" (agua del manantial de Nada) se define como entre 9 y 11 grados, aunque se clasifica como agua de dureza media según los estándares de clasificación posteriores, aun así se incluye en la categoría de "agua blanda" según los estándares globales.

La idoneidad del agua para la elaboración de sake depende no solo de su dureza y de la presencia de componentes nocivos, sino también de la cantidad de componentes que contiene que son eficaces para el funcionamiento del moho koji y de la levadura, siendo superior en este aspecto el "miyamizu" (agua del manantial de Nada).





# Tokyo Jizake Strolling

by Ryuji Takahashi

## 東京地酒散歩



**Ryuji Takahashi**

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

## Feria de venta de sake de fin de año del 2024



El sake preparado exclusivamente para mi tienda fue "Junmai Daiginjo Chiyono-Ume". Tuve varias reuniones con la destilería desde octubre para organizar un empaque especial para este y logré que se recuperara una marca que ya no se usaba en la destilería. Chiyono significa un período prolongado, mientras que ume significa alejar el mal, una marca perfecta para el Año Nuevo. Como era una época de mucho trabajo durante el período de elaboración del sake, la cantidad inicial que se lanzaría se decidió de antemano. El evento anual parecía ser ampliamente conocido, ya que el sake se agotó antes de fin de año, por lo que se necesitó un pedido urgente adicional. Otros sakes de alta gama también se agotaron temprano, esto requirió la ayuda de muchos vendedores para reunir una gran cantidad de sake Daiginjo, tal vez debido a las largas vacaciones y a que muchos regresaban a casa para celebrar el año nuevo.

La destilería Kanemasu vendió sake en la tienda el 28 y 29 de diciembre, mientras que la destilería Hakuro, también con sede en la prefectura



de Niigata, vendió el 30 y 31 de diciembre. Se esperaba la misma participación que el año anterior con ayuda a tiempo parcial. Sin embargo, la asistencia fue mucho mayor de lo que esperábamos porque no todos los clientes tuvieron nueve días de vacaciones. Muchos clientes que tuvieron días libres el 28 y 29 de diciembre tuvieron que trabajar el 30 de diciembre.

Muchos clientes visitaron nuestra tienda el 31 de diciembre, lo que requirió ayuda urgente a tiempo parcial. El vendedor de la destilería que ayudó el 31 de diciembre fue extremadamente servicial, debido a su experiencia en la venta de sake en grandes almacenes y tiendas minoristas operadas por los gobiernos locales. Antes de que me diera cuenta, la cifra de ventas del día era la más alta registrada. Este año aprendí que los días de semana afectan las ventas, incluso a fin de año, y que los consumidores japoneses todavía disfrutaban del sake para terminar el año y celebrar el año nuevo. Una tienda de fideos soba se encuentra al otro lado de la calle de nuestra tienda, donde vi a muchos clientes temblando mientras formaban una larga fila. Su vista me recordó profundamente que el año estaba terminando. Deseé que 2025 fuera un año trascendental mientras miraba el cielo frío de invierno durante la feria de ventas de sake de fin de año.

Desde principios de diciembre, muchos empresarios han estado entusiasmados con las largas vacaciones de invierno para celebrar el Año Nuevo. Mi tienda de sake realizó una encuesta que reveló que muchos consumidores celebrarán un feriado de 9 días debido al día de la semana en el que caen las vacaciones. El sake para celebrar el Año Nuevo saldrá a la venta el 28 de diciembre durante cuatro días. Este es el momento decisivo. Le pedí al diseñador que creara volantes para enviar por correo y muchos para imprimir para distribuir en cada hogar. Como teníamos un gran inventario de sake, tomamos prestada una mesa de la oficina del distrito comercial para vender en la tienda. Teniendo en cuenta que el mayor volumen de sake se vendió el 29 de diciembre del año anterior, solicitamos ayuda a tiempo parcial para este día. También le pedimos a la destilería de sake Umeda, como hacemos todos los años, que seleccionara el sake que se presentaría el día de Año Nuevo.





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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.

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

### Preste atención para identificar "2 aromas diferentes" durante la cata de sake

A continuación, se deben evaluar los dos tipos de aromas durante la cata de sake. El aroma es un elemento esencial que caracteriza la singularidad de cada sake, por lo que se debe valorar detenidamente.

#### \*Aroma ortonasal: olor que se detecta desde la nariz cuando se inhala.

Aroma que se detecta cuando el sake se vierte en el vaso y se acerca a la nariz.

Por ejemplo, el sake Ginjo libera un aroma y un sabor afrutados a Ginjo. Si se oxida (degrada), se puede detectar un "olor rancio" ("hineka").

#### \*Aroma retronasal: aroma que llega a la nariz a través de la boca.

Aroma que se detecta después de pasar una pequeña cantidad de sake por la lengua y exhalar por la nariz, también conocido como "aroma en la boca" o "sabor posterior". Si el aroma retronasal es comparable al aroma ortonasal, entonces el aroma del sake está bien equilibrado.

**ONLINE  
SAKE Class**

*Sake Navigator*

Presented by Sake Shochu Spirits Institute of America