

# Japanese RESTAURANT news

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# The Perfect Celebratory Bottles for mother's day



from left top: Shochikubai Shirokagure Mie Sparkling Sake, Hyogo Prefecture, #3137: 300ml, #3572: 750ml  
Nanbujiin Awa Sparkling, Iwate Prefecture, #470: 720ml / Kikuzumi Hitesuji Sparkling, Saitama Prefecture, #10463: 720ml  
from left bottom: Choya Uji Green Tea Umeshu, Mie Prefecture, #13949: 720ml / Momono Peach Shochu, Kumamoto Prefecture, #1237: 375ml  
Born Gold Junmai Daiginjo, Iwata Prefecture, #5105: 720ml / Premium Stella Mureka Ganshu, Ibaraki Prefecture, #8145: 720ml  
Suigai Kaju 39, Kochi Prefecture, #10546: 720ml / Amabuki Blood Orange Apollon, Saga Prefecture, #10472: 720ml  
Amabuki Sakurafubuki, Saga Prefecture, #10743: 180ml Cup, #10744: 720ml

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## MTC SAKE

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## Ajitama [seasoned egg]

卤蛋/맛계란

### Ajitama INGREDIENTS

- 3 Eggs (3個) (卵(使う直前に冷蔵庫から取り出す))
- 50ml NINBEN "Tsuyu no moto" (50ml にんべんつゆの素)
- 100ml Water (100ml 水)

### METHOD

- Lower eggs gently into the boiling water and wait for 7 minutes. (沸騰したお湯に卵を優しく入れ、7分茹でる。)
- Meanwhile, prepare the bowl with ice and water. (茹でている間に、ボウルに氷と水をひく。)
- Transfer the boiled eggs to the ice bath and cool them for 3 minutes. (氷水に卵を移動させ、3分冷やす。)
- Peel the eggs and put them in a zipper bag with ★. (卵の殻をむき、ジップバッグに入れ、★を注ぐ。)
- Wait for half a day in the fridge. Done! (冷蔵庫で半日置く。出来上がり!)

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## Dashimaki [Japanese egg omelet]

日式鸡蛋卷/계란말이

### THE INGREDIENTS / 2 SERVINGS

- |   |  |
|---|--|
| <p>&lt;Sweetened&gt;</p> <ul style="list-style-type: none"> <li>3 Eggs</li> <li>10ml NINBEN "Shiro Dashi"</li> <li>1Tbsp [15g] Sugar</li> <li>75ml Water</li> </ul> <p>&lt;Unsweetened&gt;</p> <ul style="list-style-type: none"> <li>3 Eggs</li> <li>10ml NINBEN "Shiro Dashi"</li> <li>50ml Water</li> <li>Suitable amount Salad oil</li> <li>Suitable amount Grated daikon radish</li> </ul> | <p>(甘め)</p> <ul style="list-style-type: none"> <li>3個 卵</li> <li>小さじ2 (10ml) にんべん白だし</li> <li>大さじ1 (15g) 砂糖</li> <li>75ml 水</li> </ul> <p>(甘さ控えめ)</p> <ul style="list-style-type: none"> <li>3個 卵</li> <li>小さじ2 (10ml) にんべん白だし</li> <li>50ml 水</li> <li>適量 サラダ油</li> <li>適量 大根おろし</li> </ul> |
|---|--|

### METHOD

- Mix well ★ ingredients in a bowl. ボウルに★を加えて混ぜる。
- Add some salad oil into a cold frying pan and heat it on a medium heat. (卵焼き器にサラダ油をひき、中火にかける。)
- Pour 1/3 of the egg mixture into a frying pan, mix a little bit with chopsticks, and roll it to the front when the egg is half-cooked. (1/3量の卵液を流し入れ、箸で軽く混ぜ、半熟になったら手前に巻く。)
- Cover the frying pan with a lid again, pour 1/2 of the egg mixture, mix with a chopstick, and roll it. Repeat the same steps until you finish all the egg mixture. (油を塗り、卵液の残り1/2量を流し入れ、箸で軽く混ぜ、半熟になったら手前に巻く。この手順で全量焼く。)
- Roll the omelet using a makisu (rolling mat) with a plastic film, and leave it for 1-2 minutes. ラップをひいた巻きすで巻いて、1-2分置く。
- Cut the omelet and serve it with some grated daikon radish. Done! (食べやすい大きさにカットし、器に盛り付ける。出来上がり!)



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## ジャパニーズ・レストランニュース

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

## Mission of Japanese Restaurant News

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



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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.

## Fun Pairings

While sake and food pairing is now the norm, why not try to change your perception in your approach?

While comparisons are made regularly, wine is compared to other wine, sake is compared to other sake, and shochu is compared to other shochu. This is great to compare the subtle differences in flavor with other brands. Why not try a fun food pairing that invokes a mind-blowing reaction like "I never imagined this type of pairing!" from consumers. For example, serve fresh oysters

with champagne and sparkling wine together to have consumers compare the delicious flavors of both pairing.

- \*Try pairing red wine with cheese, along with Kimoto sake, aged sake.
- \*For salads, try pinot grigio and flavored sake (yuzu, blueberry)
- \*For sashimi, try pairing with chardonnay, pinot grigio and Daiginjo
- \*For main meat dishes, try pairing with Junmai sake or red wine
- \*For fried dishes or creamy pasta, try

pairing with Barley shochu and white wine.

Try pairing with these combinations and have your customers sample them. While these three types of beverages (wine, sake, shochu) differ greatly in brewing method and ingredients, each are no doubt successful in boosting the dishes they're paired with. By trying these combinations, why not try to find creative ways to bring a moving culinary experience that would invoke reactions like, "What is this!?" This is delicious!?" from customers?■

## 楽しいペアリング

最近は当たり前になった酒とのフードペアリングだが、少し思考を変えておこなってはいかがだろうか？

通常行われているのが、ワインはワイン同士、日本酒は日本酒同士、焼酎は焼酎同士の並列な比較である。これは、確かにその微妙な味の比較をするのには良いが、消費者にとって違う「こんなこと予想もしてなかった!」と喚起させる、楽しいフードペアリングを探ってみては

いかがであろうか？

生カキにシャンペンとスパークリングを同時に提供し、それぞれの美味しさを比較してもらう。

- チーズの盛合わせに赤ワイン、キモト造りの酒、古酒
- サラダにピノグリジオとフレーバー（柚子、ブルーベリー）酒
- 刺身にシャルドネ、ピノグリジオと大吟醸

- メインの肉料理に純米酒と赤ワイン
- 揚げ物やクリーミーなパスタには、麦焼酎と白ワイン

などと組み合わせて顧客に楽しんでもらう。醸造方法、原料など全く違うこれら三種（ワイン、日本酒、焼酎）だが、どれも食を盛り上げる酒であることは間違いない。それらを組み合わせることにより、消費者に「なにこれ、本当に美味しい!」と感動を与えてみた企画をしても面白いのではないだろうか？

## 嘗試改變思維方式

如今，與酒搭配食物已變得司空見慣，但是為什麼不稍微改變一下思維呢？

通常的做法是將葡萄酒與葡萄酒同事，日本酒與日本酒同事，燒酒與燒酒同事進行平行比較。這當然是比較其微妙口味的好方法，但是對於消費者就不一樣了，會喚起消費者的“沒有預想到這個!”的想法，而去尋找一種有趣的食物搭配？

•給生牡蠣時同時提供香檳和起泡酒，讓人們比較它們的美味。

- 什錦奶酪時，提供紅酒，生釀造酒，老酒
- 沙拉時，提供pinot grigio和果味（柚子、藍莓）酒
- 生魚片時，提供用神霞、pinot grigio，和大吟釀
- 肉類料理時，提供純米酒和紅酒
- 油炸食品 and 奶油意大利面時、提供大麥燒酒和白葡萄酒

等等讓客戶們享受它們的組合。在釀造方法和原料方面完全不同的三種酒（葡萄酒、日本酒、燒酒），毫無疑問，它們都是使食物更美味的酒。通過組合它們，做一個讓消費者有一個“這真的很好吃!”的感動，這個企劃是不是很有趣？

## 재미있는 페어링

요즘에는 술과의 푸드 페어링이 우리 주변에 익숙하게 자리 잡고 있지만, 발상을 전환하여 좀 더 다채로운 시도를 해보는 것은 어떨까?

보통 와인은 와인끼리, 일본술은 일본술끼리, 소주는 소주끼리 비교한다. 이런 방식은 확실히 그 미묘한 맛을 비교하는 데는 효과적이다. 하지만 소비자에게 “이건 정말 예상 밖이네요!”라는 반응을 끌어낼 수 있는 이색적인 푸드 페어링을 찾아보는 것은 어떨까?

생굴에 삼페인과 스파클링을 동시에 제공하고, 각각의 맛을 비교하도록 한다.

• 치즈 모듬에 레드 와인, 기모토 주조법으로 만든 술, 고슈(古酒)

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- 메인 고기 요리에 준마이슈(純米酒)와 레드 와인
- 튀김이나 크림미한 파스타에는 무기소쥬(麦焼酎)와 화이트 와인

등을 조합하여 고객에게 선사한다.

와인, 일본술, 소주 등 3종은 양조 방법과 원료 등이 완전히 다르지만, 모두 음식 맛을 북돋우는 술이다. 이를 조합하여 소비자에게 “뭘야, 이거 정말 맛있다!”라는 감동을 줄 수 있는 기획을 해 보는 것도 재미있을 것이다.



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Katana Restaurant



**Jonathan Cortez**  
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Sake Sommelier  
Latin Region Specialist  
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**Liloa Papa**  
Certified Sake Professional  
Level LL  
Young's Market Company



**Yoshihiro Sako**  
Sake Sommelier  
Yuzuki



**Stuart Morris**  
Sake Sommelier  
Hana Japanese Restaurant



**Toshiyuki Koizumi**  
Sake Sommelier  
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**Michael Russell**  
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**Patsy Lu**  
International  
Master Sake Sommelier  
Mutual Trading

## Info

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## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 210

**Kosuke Kuji**

Fifth Generation Brewery Owner  
Nambu 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 5  
日本酒のスーパーフローズン その5

The difference between normal freezing and flash-freezing (also known as super-freezing) is the "speed at which freezing occurs."

Freezing typically takes time, thus water molecules within the cell of a substance expand and rupture the cell. With flash-freezing, however, freezing takes place instantly without water molecules expanding inside the cell, thus the cell does not rupture.

Please refer to this link for details.

## ■TÖMIN FROZEN

<https://x.gd/sRx3S>

Thawing sashimi and meat in the

refrigerator at home often produces a red, blood-like fluid called drip. The more drip loss generated, the more the flavor of the meat or fish deteriorates due to the loss of flavor, texture, and nutrients in the drip.

However, flash-freezing does not generate any drip loss.

Hearing this, I immediately thought if flash-freezing meat and fish is possible, then why not sake? Sake is a liquid that does not contain any cells.

Further, the principle of Technican Co., Ltd.'s freezing technology is to "freeze with liquid."

Meat or fish is vacuum sealed in special antifreeze (highly concentrated alcohol) at -22 F to freeze. Bottles of sake can also be placed inside as is.

This idea may surprise you, but some may think applying nitrogen gas at -320F may freeze sake faster. I know I did.

Comparing freezing sake at "-324 F vs. -22 F," I thought of course, -198 F would freeze the sake faster.

However, this was a big mistake due to the difference in thermal conductivity between gas vs. liquid.

...To be continued in the next report. ■

普通の冷凍と瞬間冷凍の違い。それは「凍るスピード」でした。

普通の冷凍は長い時間をかけて凍りますので、物質の細胞の中にある水の分子が大きくなり細胞を壊してしまいます。しかし、瞬間冷凍ではあっという間に凍りますので、細胞の中にある水の分子は大きくなりません。細胞が一切壊れません。

詳しくはこちらをご覧ください。

■凍眠の説明 <https://x.gd/sRx3S>

良く、家の冷凍庫で刺身や肉など凍らせて解凍すると赤い血のような液体が出

てきますが、これがドリップと言われていて、これが出れば出るほど肉や魚の味は悪くなります。しかし、瞬間冷凍だとこのドリップは一切出ません。

これを聞いて、即座に思ったのが、肉や魚で出来るなら、酒でも出来るのではないか、でした。酒は液体。そして中身は細胞などありません。

さらに、テクニカンの凍眠の凍らせる原理は「液体で凍らせる」なのです。

マイナス30度の特殊な不凍液（高濃度アルコール）に肉や魚なら真空パック

して入れ込んで凍らせれます。酒も瓶のままそのまま入れる事が出来ます。

ここで不思議に思うかもしれませんが、マイナス196度の窒素ガスを吹きかけたほうが早く凍るのでは？と思うと思います。私も思いました。

「マイナス198度対マイナス30度」の勝負なので、もちろんマイナス198度のほうが早く凍ると思いました。

しかし、これは大きな間違いで、それは「気体」と「液体」の熱伝導率の違いが答えでした。詳しくは次回。



# 日本酒 百味百題

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Yoshihide Murakami  
Master Sake Sommelier  
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## What is Undiluted Sake? 原酒とは

Japanese sake contains the highest alcohol level among liquors worldwide, of which the alcohol content of Japanese sake freshly squeezed from fermenting mash is approximately 20 percent. Also, the degree of alcohol content differs according to the ingredients and production method used. However, the alcohol content of Japanese sake sold commercially in the market is approximately 15 percent (above 15 percent, less than 16 percent, according to regulations for selling sake). This is due to the alcohol content adjusted to be a certain amount by adding water prior to bottling and shipping out. The sake before adjusting with water is called “undiluted sake.” According to the National Tax Agency’s “Standards for Manufacturing Methods and Quality Indication for Sake,” “Undiluted Sake” is stipulated as “sake not adjusted (excluding the addition and adjustment of water less than 1% of the alcohol content) by adding water after production.”

In other words, the only condition required to qualify as unfiltered sake is to not add or adjust with water. Therefore, the Junmai type, the Honjozo type that adds distilled alcohol, and any other sake not adjusted with water can all be sold as undiluted sake.

The reason why the alcohol content of sake sold is regulated to be 15 ~ 16 percent is based on the liquor tax applied to Japanese sake. The current liquor tax for Japanese sake is not assessed uniformly across all liquor brands, but based on the alcohol content. More specifically, the standard alcohol content for Japanese sake is above 15 percent, but less than 16 percent, for which the taxes levied per 1

kiloliter (220 gallons) of sake within this range is 140,500 Yen. Also, every time the standard alcohol content is raised/ lowered by 1 percent, the taxes levied per 1 percent alcohol content changes by 9,370 Yen ( $140,500 \div 15 = 9,366$ ).

To add alcohol content, discard the fraction of alcohol content; and to decrease alcohol content, round off to the nearest whole number (for Japanese sake with alcohol content below 8 percent, the taxes levied is uniformly 74,910 Yen). Although adjusting with water makes the sake easy-to-drink, undiluted sake to which water would normally not be added is permitted to be adjusted with water within 1 percent alcohol content due to this taxation method. The background behind the emergence of undiluted sake is in part due to the exploration of new demands and diversification, as well as the intention to explore new demands with higher than the standard alcohol content despite adding water. This type of Japanese sake is normally referred to as “highly-concentrated sake.”■

◆ ◆ ◆

日本酒は世界の醸造酒の中で最もアルコール度の高い酒であり、もろみから搾っただけの状態の日本酒のアルコール分は、20%前後にもなる。また、アルコール分の度合いは、使用する原料や製造方法によっても変わってくる。ところが、一般に市販されている日本酒のアルコール分は、概ね15% (15%以上16%未満で、市販酒の規格とされている) になっている。これは、瓶詰して出荷する前に、この程度のアルコール分になるように加水調整を行なっ

ているためで、この加水調整する前の日本酒を「原酒」という。国税庁の「清酒の製法品質表示基準」では、「製成後、加水調整（アルコール分1%未満の範囲内の加水調整を除く）をしない清酒である場合」に、「原酒」という表示ができると規定している。

つまり、原酒である条件は加水調整の有無だけである。したがって、純米タイプの酒でも、醸造アルコールを添加した本醸造タイプの酒でも、加水してアルコール分を調整していないものはすべて、原酒として販売できるわけである。

15 ~ 16%というアルコール分が市販酒の規格とされているのは、実は日本酒にかけられる酒税の税率が根拠になっている。現在の日本酒に対する税率は、一律に同一税率を適用する課税方式でなく、アルコール分に応じて定められているからだ。具体的には、まず日本酒の基準アルコール分は15度以上16度未満とし、この範囲内に入る酒の1キロリットル当たりの税金は140,500円とする。そして、この基準アルコール分を1度上下するごとに、アルコール分1度当たりの税額、9,370円 ( $140,500 \div 15 = 9,366$ 円) を加算または減算する。ただし、加算する場合はその1度未満の端数のアルコール度数は切り捨て、減算する場合は1度未満の端数は1度分に切り上げるというもの（アルコール分8度未満の日本酒の場合は、一律74,910円）。加水調整には飲みやすい酒にするという意味もあるが、本来は一切加水をしない酒であるはずの原酒に、1%未満の範囲内での加水調整を認めているのも、この課税方式のためである。

原酒が登場した背景には、日本酒の新たな需要開拓や商品の多様化の動きがあるが、最近ではさらに新しい需要を掘り起こそうという意図から、加水調整はしているものの基準アルコール分よりも高いアルコール度のものもかなり出てきている。このような日本酒は通常「高濃度酒」と呼ばれる。







# Tokyo Jizake Strolling

## 東京地酒散歩

by Ryuji Takahashi



### Ryuji Takahashi

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

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



## Effects of freezing weather

### 寒波による影響

Global warming has been deemed a threat in recent years. Predictions of warm weather were overturned by intense freezing weather that gripped the Sea of Japan coast off the Japanese islands. Colder air in the sky is apparently 21.2 F or as low as 15.8 F, prompting questions like what happened to global warming. Ground shipping routes from the Tohoku region, the Sea of Japan coast and Western Japan were buried under snow, which significantly impacted the transportation industry and the sake industry as well.

Sudden snowstorms stopped traffic and left trucks immobile, which not only prevented products from being delivered, but also caused many issues in often centuries-old buildings of many sake breweries. One issue I heard of was an old water pipe that froze and erupted, which left the brewery with no running water. A plumber could not be called due to the snowstorm, and sake could not be brewed nor shipped. Notifying the affected parties of these weather-related issues was challenging. Although the water pipe was repaired, the freezing weather continued with more snowstorms forecasted in the news as of mid-February when I drafted this article. I heard only tentative emergency repairs were done to replace deteriorating water pipes with new pipes due to the snowstorm, which remains a concern. Although the sake

industry is typically bustling during the winter season, such freezing weather causes problems that prevent industry workers from enjoying their sake.

The Tohoku region saw record-breaking snowfall for the first time in over ten years as the freezing weather headline the news daily. Depopulation and the aging population are serious issues raising concern over the lack of labor to shovel and remove snow after snowstorms in the Tohoku region and on the Sea of Japan coast. I once heard that a part of a sake brewery collapsed from the weight of snow due to the lack of labor to remove snow. Around the same time however, the first gust of spring blew through the Pacific side of the Kanto region. However, the strong typhoon-like gusts of wind blew down trees, store signs, and scattered pollen and dust, which caused fires. The weather approaching spring can be terrifying.

However, the recurrence of freezing weather has been abnormal for the last few years, with snowfall in the middle of March. The weather has been abnormal with scorching heat, intense freezing weather, and snowfall off-season. Such abnormal weather off-season must cause headaches for sake breweries trying to bottle seasonal sake products. It seems that sales of seasonal sake products have declined overall. I'm concerned that the four seasons in Japan may not remain as distinct over

time. Someday, we may eventually alternate between scorching heat and intense freezing weather. Anyway, the abnormal weather seems likely to continue this year, so I hope and pray for everyone's safety.■



**温** 暖化が叫ばれる昨今。暖冬予想を覆し、強烈な寒波が日本列島の日本海側を襲った。

上空の寒気がマイナス6度とか9度らしく、温暖化の話はどこに行ったのかという寒さである。東北・日本海側・西日本からの陸地の輸送ルートが雪に埋もれ、運送業界に打撃を与え、日本酒業界にも大きく影響が出た。突然の大雪によって通行止めなどでトラックが動かず、商品が届かないだけでなく、酒蔵には古い建物も多く雪によるトラブルも多く聞かれた。私が聞いた酒蔵のトラブ

ルの一つに、凍った古い水道管が破裂し水が使えなくなったというのがあった。雪で修理業者が来れない、物が作れない、送れないのトリプルパンチで、相当各方面へのフォローが大変だったとのこと。しかも何とか直ったものの、まだ寒波は訪れ、大雪が予想されると、この文章を書いている2月中旬のニュースでは報じている。老朽化している水道のシステムを新しい物に交換するにも雪が邪魔をして、あくまでも応急処置の修理しか出来なかったと言っていたのでこの先も不安である。日本酒業界は寒くなった方が盛り上がるのだが、ここまで強烈な寒波が来てしまうと、酒を飲んでいる場合ではなくなってしまう。東北の方では十数年ぶりに積雪量を更新したなど連日ニュースは寒波の話で持ちきりである。地方の過疎化や高齢化は深刻な問題で、ここまで東北・日本海側で雪が積もると雪かきや雪下ろしの人手不足が地方の悩みの種となる。実際、酒蔵の雪下ろしの手が無く蔵の一部が雪の重さで崩れた話を聞いたことがある。しかし同時期、関東の太平洋側は春一番が吹いたのだが、台風並みの暴風で、木が倒れ、看板が飛び、花粉だけでなく砂埃が舞い、火災が発生し、春に向かい始めているところの天気ではなく恐怖すら感じる天気だったりする。しかし、ここ数年の寒の戻りも異常で、3月中旬に積雪が有ったりする。猛暑、強烈な寒波、時季外れの積雪、これを総じて異常気象というのであろう。ここまで季節がバラバラになると酒蔵も季節商品の瓶詰めにも頭を悩ませることになっているだろう。実際、季節商品の販売本数が全体的に減っている様に感じる。いずれ日本の四季の情緒などは、段々無くなってしまふのだろうと私は思う。いつか、凄く暑いと凄く寒い二つになってしまうのだろうか。兎に角、まだまだ今年も異常な天気が続きそうなので、皆の安全を祈るばかりだ。





# SAKE SOMMELIER CLUB

Master Sake Sommelier

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

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

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

### How to describe sake during sake tasting

During a sake tasting, the appearance, aroma, and flavor of the sake are described. Let's check how each of these key points are described.

**Appearance:** Describe the transparency, clarity, and color of the sake. If clear, describe the sake as bright. If glossy, describe the sake as "mellow with glaze." Describe the color of sake as "golden brown" or "bright yellow" in Japanese terms or use English terms such as "yellow" or "gold" used internationally. The color of sake is sometimes compared to gemstones, such as "topaz." Add the shade to the color to describe the appearance and impression of the sake.

**Aroma:** Describe the sake aroma as "Top note" or "After flavor." Sake aroma is broadly classified into four types - "splendid," "refreshing," "gentle," or "fullness." Splendid sake aroma refers to the aroma of ripe fruits or a strong floral fragrance, while refreshing refers to the aroma of herbs or citrus fruits. Gentle aroma refers to bitter vegetables or nuts, while fullness refers to the aroma of spices or dairy products. Sake aroma is quite complex, thus multiple terms are often used to describe the sake aroma.■

### 日本酒をテイスティングするときの表現方法

日本酒をテイスティングするときは、外観、香り、味わいを言葉で表現します。それぞれの表現方法をいくつか確認しましょう。

**【外観】** 透明度や輝き、色合いなどを表現します。透き通っている場合は「冴え」、艶がある場合は「照り」、少し濁っている場合は「ぼけ」などの言葉を使います。色合いは「黄金色」「山吹色」といった和名を使うこともあれば、国際的に通用する「イエロー」や「ゴールド」などの言葉で表現することもあります。また、「トパーズ」など宝石にたとえることもあります。これらの色の表現に、濃淡を加えて外観の印象を表しましょう。

**【香り】** 「上立ち香」と「含み香」を表現します。香りの種類を大きく分けると、「華やか」「爽やか」「穏やか」「ふくよか」の4つ。華やかな香りは熟した果物や香りの強い花など、爽やかな香りはハーブや酸味のある果物など、穏やかな香りは苦味のある野菜やナッツなど、ふくよかな香りはスパイスや乳製品などにたとえられます。なお、日本酒の香りは複雑なため、複数の香りを織り交ぜて表すことも多くあります。

**ONLINE  
SAKE Class**

*Sake Navigator*

Presented by Sake Shochu Spirits Institute of America



## Ito En, Ltd. delves deep to explore demand in the U.S. market nationwide with “Oi Ocha”

-Ito En, Ltd., a Japanese multinational beverage company specializing in Japanese green tea; gains momentum from appointing Shohei Ohtani, Japanese professional baseball pitcher and hitter for the Los Angeles Dodgers of the Major League Baseball (MLB); as Ito En's “Oi Ocha” Global Ambassador-

伊藤園「おいお茶」で全米の需要を深掘り  
-大谷選手に加えてドジャースとも  
契約して勢います-

Japanese multinational beverage company Ito-En, Ltd. appointed Shohei Ohtani of the Los Angeles Dodgers as “Oi Ocha” Global Ambassador and signed a partnership contract in addition to a new partnership agreement with MLB to develop the U.S. market nationwide.

Shusuke Honjo, Executive Vice President, Representative Director, and Executive Officer of ITO EN, LTD, organized a press conference on January 21 and expressed his aspirations in the U.S. market. “We have various developments underway. Our latest development is to market the MLB logo throughout Japan. I'm currently planning to expand the sales and promotion of our beverage products in each region of the thirty U.S. baseball teams nationwide, which I think will be the most effective strategy for the U.S. market.”

The latest contract allows promotion of the beverage brand through MLB in Japan, the Los Angeles area, and the U.S. nationwide. In Japan, Ito En plans to approach Little League baseball teams through Ohtani and the MLB.

Ito En, Ltd. first expanded into Hawaii in the U.S. market in 1987, and founded ITO EN (North America), Inc. in New York to expand their business in mainland North America in 2001. Currently, Ito En has relocated to Texas in the south to conduct business nationwide. A company representative commented, “Ito En looks forward to capitalizing on our contract with the MLB to expand our business nationwide from Texas, home to the Texas Rangers.”

In the West Coast, where the tea brand is expanding since 2001, health-conscious consumers are driving the sales of “Oi Ocha” and green tea. ““Oi Ocha” is sold in cafeterias of major Tech Giants in Silicon Valley. The consumption of green tea gives off a cool, health-conscious and trendy vibe, which drives sales on the West Coast. Taking this local culture into consideration, I see a lot of potential in our efforts to expand in the U.S. nationwide.

Ito En signed a partnership contract with two parties - MLB to promote “Oi Ocha,” and Ohtani's team, the Los Angeles Dodgers - and started broadcasting a television commercial “Oi Ohtani-san!” that features Ohtani wearing the Dodgers uniform on January 21.



The beverage company signed a global partnership agreement with Ohtani last year. Signing another contract with the Dodgers allows footage of Ohtani wearing the Dodgers uniform and MLB games to be aired.

On this day at the press conference, Executive Vice President Shusuke Honjo of ITO EN, LTD, commented that his aspiration for the latest contract was to mainly capitalize on the footage of Ohtani wearing the Dodgers uniform, for which he “has various plans.”■

伊藤園は「おいお茶」で、大谷翔平選手と昨年交わしたグローバルアンバサダー契約に加えて、MLBとパートナーシップ契約を締結し米国全土へ向けたの市場の開拓に力を入れる。

1月21日、記者会見に臨んだ伊藤園の本庄周介副社長は「これからいろいろな展開を仕掛けていくが、新しい展開としては、日本国内でもMLBマークのキャンペーンができる。今後、米国での効果が一番大きく、全米30球団それぞれのエリアでの販促の展開を含めて現在プランニングを練っている」と抱負を述べる。今回の契約で、日本と米国でMLBを活用したプロモーションとロサンゼルス地区でドジャースを活用したプロモーションが可能となる。日本では大谷選手や

MLBを活用して少年野球にもアプローチしていく予定。

伊藤園は、1987年のハワイ進出を皮切りに米国に進出。2001年にはニューヨークにITOEN (North America) INC. を設立して北米で事業を開始し、現在は南部・テキサス州に移転し全米で活動している。伊藤園は「テキサス州はテキサス・レンジャースの本拠地であるため、MLBとの契約は全米で活動していくために活用していきたい」と述べている。

2001年から展開している西海岸では、健康志向の高まりにより「おいお茶」や緑茶への支持が拡大。「シリコンバレーのIT大手のカフェテリアには「おいお茶」が販売されており、「緑茶を飲んでいると格好いい」というイメージもあり西海岸では非常に伸びている。これを考えると全米展開は非常に可能性が高い」と期待を寄せる。

伊藤園はMLBと大谷翔平選手が所属するロサンゼルス・ドジャースの2者とパートナーシップ契約を締結したことで、MLBの試合映像が使用できるようになった。1月21日にはドジャースのユニフォーム姿の大谷翔平選手を起用したTVCM「おいおオタニサン!」篇を放映開始した。

この日の記者会見で本庄周介副社長は、今回の新契約のポイントについて、ユニフォーム姿の大谷選手を起用できる点を挙げ最大限に活用していく予定で、さまざまな企画を立てている」と意気込みを語った。





# 6TH WORLD KIKISAKE-SHI COMPETITION An Honorable Mention Win For Sake School of America Graduate

世界の酒、日本酒！ 第6回世界唎酒師コンクール開催  
Sake School of America 卒業生が優秀賞を受賞

The long-awaited, and renowned 6th World Kikisake-Shi Competition kicked off in Japan with two contenders from the US, both graduates of Sake School of America. For this exhilarating three-day event from February 18th to 20th, twenty two of the world's most talented Sake sommeliers converged at the FBO Academy in Tokyo to showcase their expertise on Japanese liquors and culture, and to demonstrate their skills. This contest is organized and produced by the Sake Service Institute (SSI), the largest and arguably the authority among all Sake education institutions in Japan.

On the first day, the group visited Izumibashi Brewery in Ebina City, Kanagawa, for a rare opportunity to learn directly from the 6th generation owner/master brewer, Mr. Yuichi Hashiba. Next on schedule were two days of intense elimination bouts, examinations on knowledge of Japanese liquors and culture, and assessment on real life role-playing scenarios exhibiting skills. Looking on to assess every move were thirteen of Japan's top professionals in the liquor and hospitality industries, headed by Mr. Masanori Morimoto, Chairman of Japan Hotel & Restaurant Services Ginou Kyokai.

There are currently 60,000 SSI certified Sake sommeliers in the world. At this year's tournament, 282 individuals applied with essay compositions covering Sake, Shochu, and Awamori topics. Invitations were extended in six regions including China, Hong Kong, Taiwan, USA, and Japan, with South Korea abstaining.

Sponsoring organizations from the regions selected contenders through their own elimination process, with Sake School of America conducting the screening for team U.S.A. Two were selected: 1.) representing the eastern US, Samuel Barickman, International Sake Sommelier at Origami Sake in Arkansas, and, 2.) Lora Blackwell, International Sake Sommelier, of Genji Sake in Texas for the west.

In total, twenty two Sake sommeliers representing the regions ascended to the semi-final pool of contenders,



Winners, holding flowers, left to right are: Retailer Category Honorable Awardee Ms. Tomoko Fujikawa of Japan, Grand Champion Ms. Fengi Huang of Taiwan, and Foodservice Category Honorable Awardee Mr. Samuel Barickman of USA.

左から花束を手にする受賞者：  
小売サービス部門優秀賞受賞者、日本の藤川朋子氏、総合優勝受賞者、台湾のコウ・ホウ・ギ氏、  
料飲サービス部門優秀賞受賞者、アメリカのサミュエル・バリックマン氏

fourteen moving on to compete in the food and beverages services sector, and eight in the retail. The contestants, in large part, came with restaurant/bar owner and manager background. Other professions spanned from beverage manager, customer service, retailer, educator, to tour guide. As seasoned career specialists, ages ranged mostly in the thirties to the forties, with women holding a third of the group.

The second day of World Kikisake-Shi Competition began with a barrage of oral exams and role playing assignments. Competitors were given a series of random questions for comprehensive and accurate knowledge as well as appropriate communication delivery. Translators were on standby for equal and fair judging throughout. On the other hand, emphasizing SSI's key objective in international outreach, participants were challenged further on their communication skillset, being required to respond in a second language of their choice.

## Sample questions included:

- Explain the selling points of a particular Sake. ( tested from an Assignment Sake List of 49 pre-selected Sake and Shochu )
- Explain your original cocktail recipe. ( own, original Sake and

- Shochu cocktail recipe submitted at time of application )
- Why did you choose the particular glassware with your Sake selection?
- What is Kimoto?
- Explain Kunshu in the second language of your choice.

From the group of twenty two semi-finalists, six individuals progressed to the final competition, held the following day.

The finals were all role-playing performances where finalists were in full display on their proficiency in managing impromptu situations, given a scene with a father-daughter dining together. Demonstration of Sake knowledge and skill, as well as appropriate communication in response to the guests, and the hospitality factor in delivering services, all came into play.

## The setting went like this:

### Father:

- This is the first time I'm out drinking with my daughter. She drinks alcohol, but not much Sake. Would you please make a recommendation?
- Why are you serving this sparkling Sake in a wine glass and not a fluted glass?
- Please make a Sake pairing suggestion for my daughter, and a Shochu

pairing for me.

- And pls tell me why you made those pairing recommendations?

### Daughter:

- What does "dry" mean with Sake?
- What is "Kire"?
- How are the Sake selections and their respective price ranges determined?

In the end, the coveted World Kikisake Shi Grand Champion title was awarded to Ms. Fengi Huang, Sake sommelier at Golden & Afterglow in Taiwan. She was the first women to earn this title. Samuel Barickman of the U.S. clutched the Top Honorable Award in the food and beverage services category, while Tomoko Fujikawa of Japan won in the retail service category.

As popularity of Sake grows worldwide, the number of those in the profession is escalating, and into further corners of the world. This year's contestants demonstrated a very high level of understanding, especially by those from outside of Japan gaining noticeable progress.

SSI's Executive Committee Chairperson Haruyuki Hioki commented "It was a heated competition between all those who ascended to the finals. The knowledge of the Sake category and how the contestants embraced the essence of Japanese hospitality



Day One at the Izumibashi Shuzo in Kanagawa: Sixth generation owner and master brewer Mr. Yuichi Hashiba, right, offers food pairing expertise to contestants Samuel Barickman of Origami Sake and Lora Blackwell of Genji Sake, both graduates of Sake School of America.

1日目、神奈川の泉橋酒造を訪問：六代目当主で杜氏の橋場友一氏（右）は、Sake School of Americaの卒業生である出場者、Origami Sakeのサミュエル・バリックマン氏とGenji Sakeのローラ・ブラックウェル氏にフードペアリングのノウハウを伝授





The 6th World Kikisake-Shi Competition, 2025 class of semi-finalists, hailing from six countries around the world. 第6回世界吟酒師コンクール、世界6カ国から集まったセミファイナリストたち



Samuel Barickman delivers his Honorable Award performance in the Foodservice Category. He comments, "Being honored at the World Kikisake-Shi Competition went a long way to reinforce the feeling that I'm on the right track in my dedication and approach to bring Sake to a wider audience. However, the real prize was being able to meet and learn from other distinguished sommeliers from all around the world. Their dedication and passion for the beverage inspired me to continue to improve in all aspects of sake education and service as I return to the US."

was outstanding. I hope that all Sake sommeliers, who are the gateway between brewers and consumers irrespective of their professions, languages, and circumstances, will strive to convey the true charm of Sake to as many people as possible around the world. Also, just as important, I hope that these professionals will make endeavor to train the next generation of Sake sommeliers.”■

待ちに待った第6回世界吟酒師コンクールが日本で開幕し、米国からは Sake School of America 卒業生 2 名が出場しました。2 月 18 日から 20 日までの 3 日間にわたり開催されたこのエキサイティングなイベントでは、世界で最も才能のある 22 名の吟酒師が東京の FBO アカデミーに集結。日本の酒と文化に関する専門知識やサービングを披露しました。本コンクールは、日本最大の日本酒教育機関である日本酒サービス研究会 (SSI) が主催・プロデュースしています。

初日、一行は神奈川県海老名市の泉橋酒造を訪れ、6 代目蔵元で杜氏の橋場友一氏から直接講義を受けるという貴重な機会を得ました。その後、日本ホテル・レストランサービス技能協会会長の森本昌憲氏をはじめとする酒類業界や接客業界のトッププロ 13 名の審査員が見守る中、日本酒や日本文化に関する知識を問う筆記試験、ロールプレイング形式の実技試験など、2 日間にわたる熱戦が繰り広げられました。

現在、世界には SSI 認定吟酒師が 6 万人います。今年の大会にはそのうち 282 名が応募し、日本酒、焼酎、泡盛をテーマにしたエッセイを提出しました。今回は中国、香港、台湾、韓国、米国、日本の 6 地域から招待されましたが、韓国は棄権しました。

各地域のスポンサー組織が独自の選考プロセスを経て候補者を選出し、Sake School of America は米国チームの選考を担当しました。

- 米国代表に選ばれたのは次の 2 名です。
- 1) 東海岸代表：アーカンソー州  
Origami Sake、国際日本酒ソムリエ  
サミュエル・バリックマン氏
  - 2) 西海岸代表：テキサス州  
Genji Sake、国際日本酒ソムリエ  
ローラ・ブラックウェル氏

準決勝に進んだ合計 22 名の内訳は、料飲サービス部門から 14 名、小売サービス部門から 8 名でした。彼らの多くはレストランやバーのオーナー、マネージャーなどの経歴を持ち、その他にも飲料マネージャー、カスタマーサービス担当者、小売業者、教育者、ツアーガイドなど、多岐にわたりました。経験豊富な参加者の年齢層は主に 30 代から 40 代で、全体の 3 分の 1 を女性が占めています。

コンクールの 2 日目の準決勝は、口頭試験とロールプレイングで始まりしました。出場者は、審査員による総合的な知識とコミュニケーション能力の評価を受けるため、ランダムに出題される一連の質問に回答しました。審査の際は通訳が待機し、公平な審査が行われました。また、本大会の目的である「WORLDLY (国際的)」な要素を強調するため、出場者は選択した第二言語で回答することが求められ、より高度なコミュニケーション能力が試されました。

#### 出題例：

- 特定の日本酒のセールスポイントを説明してください(事前に選択された日本酒と焼酎の 49 の商品リストから出題)
- オリジナルのカクテルレシピを説明してください(参加者が事前に提出した独自の日本酒・焼酎のカクテルレシピについて)
- 日本酒の選択に特定のグラスを選んだ理由は何か？
- 生酛とは何か？
- 選択した第二外国語で「薫酒」を説明してください。

22 名の準決勝進出者の中から、6 名が翌日の決勝大会に進みました。

決勝戦はすべてロールプレイング形式で行われ、「父と娘が一緒に食事をする場面」を想定し、出場者は即興の状況をうまく乗り切る能力を披露しました。日本酒の知識と技術、ゲストへの適切な対

応、そして高いレベルのホスピタリティが求められました。

#### ロールプレイングのシナリオ例

父：

- 娘と飲みに行くのは初めてです。娘はお酒は飲みますが、日本酒はあまり馴染みがありません。おすすめありますか。
- このスパークリング日本酒をフルートグラスではなくワイングラスで提供しているのはなぜですか？
- 娘には日本酒のペアリング、私には焼酎のペアリングを提案してください。
- どうしてその組み合わせをおすすめしたのか、理由を教えてください。

娘：

- 日本酒の「辛口」とはどういう意味ですか？
- 「キレ」とは何ですか？
- 日本酒の品揃えと価格帯はどのように決まるのですか？

最終的に、栄えある世界吟酒師コンクールの総合優勝は、台湾のゴールデン&アフターグロの酒ソムリエ、コウ・ホウ・ギ氏に輝きました。彼女は、このタイトルを獲得した初の女性となりました。料飲サービス部門では米国のサミュエル・バリックマン氏が、小売サービス部門では日本の藤川智子氏が、それぞれ優秀賞を受賞しました。

#### 日本酒の国際的な広がり

日本酒の人気の世界的に高まるにつれ、日本酒を職業とする人の数も増加し、世界各地に広がっています。今年の出場者は、前回と比べて顕著な成長を遂げていました。特に海外からの参加者は高い進歩が見られました。SSI 実行委員会の日置晴之氏は、次のようにコメントしました。「決勝に進出された方々の熱戦が繰り広げられました。日本酒に関する深い知識と、日本のおもてなしの真髄を表現している点が素晴らしいかったです。蔵元と消費者の間に立つ吟酒師の皆さまが、それぞれ異なる立場、言語、環境の中で、日本酒の本来の魅力を世界中の一人でも多く人へに伝えてくださることを願っています。また、同様に、次世代の吟酒師の育成に尽力されることを期待しています。」



#### About Sake School of America (SSA)

SAKE SCHOOL OF AMERICA is an education and training center specializing in Sake, Shochu, and other Japanese liquors, for Sake professionals as well as enthusiasts, to expand their knowledge and to explore further enjoyment of the category. SSA educates trade professionals and Sake fans alike, to promote Sake in faraway countries at the same level of understanding and enjoyment as is in its homeland of Japan. [sakeschoolofamerica.com](http://sakeschoolofamerica.com)

SAKE SCHOOL OF AMERICA は、日本酒の専門家や愛好家が知識を深め、日本酒の楽しみをさらに探求できるように設立された、日本酒、焼酎、泡盛、その他の和酒に特化した教育およびトレーニングセンターです。SSA は、遠く離れた国々でも、日本酒の本場・日本と同じレベルで理解し、楽しんでいただけるように、業界の専門家および愛好家の両方を対象に教育を行っています。



#### About Sake Service Institute (SSI)

The World Kikisake-Shi Competition was started by the SAKE SERVICE INSTITUTE in 2000, right around the time Jizake sales outside of Japan were picking up momentum. The program aims to nurture higher skilled and knowledgeable individuals in the field of Japanese liquors, especially reaching outward from Japan to the rest of the world. Previously held five times in 2000, 2006, 2012, 2014, and in 2019, SSI aims to continue the competition every few years. [ssi-w.com](http://ssi-w.com)

世界吟酒師コンクールは、地酒の海外販売が本格化し始めた 2000 年頃に、SAKE SERVICE INSTITUTE (日本酒サービス研究会) が創設したコンテストです。日本国内のみならず世界各国において、日本酒の分野でより高度なスキルと知識を持つ人材を育成することを目的としています。これまで 2000 年、2006 年、2012 年、2014 年、2019 年と計 5 回開催されており、数年ごとにコンクールを継続することを目指しています。

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## Natural Products Expo West 2025

-Largest trade show in North America for natural, organic, and health food products-

ナチュラルプロダクツエキスポ2025

—北米最大規模の健康食品、自然食品関連の展示会—

“Natural Products Expo West 2025,” the largest trade show in North America for natural, organic, and health food products, was held at the Anaheim Convention Center in California from March 4 to March 7.

Consumers grew increasingly health-conscious since the first year of the trade show was attended by merely 6,000 guests in 1981. The trade show was canceled during the coronavirus pandemic but held in-person for the 43rd time this year. The venue was filled with 4,000 booths attended by 3,300 corporate exhibitors. Approximately 75,000 participants among the guests participated in seminars, exhibits, and networked with other business professionals.

The trade show in its early years focused on natural food products and supplements. As the exhibition hall expanded, various related products gathered as the trade show grew to reflect the latest trends in the global health and natural food industry. New Hope Network, organizer of the trade show, commented, “Consumers tend to prefer and purchase products that resonate from a political, economic, technological and social perspective. In addition to safety, security, and reliability, consumers demand products

from companies that countermeasure against climate change and raise social awareness to ensure the health and natural environment of various living things on earth.”

The venue consisted of areas that displayed food ingredients and raw materials, organic and natural food products, and hot products from new corporate exhibitors, along with areas that displayed supplements, organic foods, general goods, cosmetics, etc.

The organic and natural products category consisted of many super foods rich in nutrients and nutritionally balanced food products considered more nutritious than common food products, including food products that contain a higher content of nutrients or a certain nutritional component, a hybrid between common food products and supplements. Super foods are often consumed as food ingredients and as health products. As the public become more health-conscious in recent years, more consumers are incorporating Aojiru (a Japanese leafy nutrient-rich vegetable juice product), supplements, and green tea into their daily diet.

The venue also displayed many “Mushroom” products recently trending. In addition to “Reishi” and “Lion’s Mane,” a new product by Host Defense Mushrooms (Fungi Perfecti

LLC) that blends “agarikon” with “turkey tail” was also exhibited. Many products using “shiitake” mushrooms were especially notable this year.

The supplement zone displayed many gummies. In North America, increasingly more supplements are being developed not as pills, but as gummies or soft chews. Most of the product samples offered at the venue were gummies, with many sampling the products here and there on site.

Many exhibitors from Japanese companies such as Morinaga & Company, Ltd.; ITO EN North America Inc., Calbee America Inc., Mutual Trading Co., Inc.; JFC International, Wismettac Asian Foods, Inc.; Hikari Miso Co., Ltd.; Marukome USA, Inc.; Otafuku Foods, Day Lee Foods, Inc.; and Azuma Foods International Inc. also attended the trade show to introduce their products consisting of miso paste, koji, snacks, green tea and matcha, and super foods such as nori and seaweed, etc.

Azuma Foods International Inc., developer of plant-based “caviar”

and “salmon roe,” commented on their aspirations. “Our veggie meat is already used in restaurants. Our caviar and salmon roe are so flavorful, it’s hard to believe they’re plant-based. I look forward to selling both with confidence. I’m convinced these products will satisfy demand, especially among our health-conscious consumers on the West Coast.”

Mutual Trading Co., Inc. also commented, “This trade show is useful to predict the next trends in the food industry, while reactions to samples from consumers are helpful to reference and reflect in our product development.”

The Ministry of Agriculture, Forestry and Fisheries (MAFF) had set a target for agricultural, forestry and fishery exports at a scale of 5 trillion JPY. Although it may be a bit of a leap, this trade show may offer hints to introduce high-quality Japanese products to the North American market where high-end products are in demand to achieve this target.■







**健康食品などの米国最大級の展示会「ナチュラル・プロダクツ・エキスポ・ウエスト2025」が3月4～7日、カリフォルニア州のアナハイム・コンベンションセンターで開催された。**

1981年に初開催された当時の参加者は6,000人にすぎなかったが、その後の健康志向ブームに乗り、コロナ禍での開催中止もあったが対面では43回目の開催となり、今回の出展企業数はおよそ3,300社、4000ブースが会場を埋めた。来場者のおよそ7万5,000人の参加者はセミナーや展示会に参加しビジネスの交流を図った。

開催当時は自然食品、サプリメントが中心だったが、展示ホールの拡大などに伴って様々な種類の関連商品が集まり、世界の健康・自然食品業界の状況が得られる展示会へと進化している。

「消費者は、政治、経済、技術、社会的要因の観点から見て納得のいく商品を好んで買う傾向にあり、製品の安全・安心・信頼性はもちろん、気候変動などに対する対策や地球上の様々な生き物の健康や環境などを考える社会的意識の向上に貢献する企業の商品を求めている」と展示会を主催するニューホープ社は語っている。

会場はサプリメント、食品の素材や原料、オーガニックフード、ナチュラルフード、新規出展社向けのホットプロダクツなどのエリアからなり、サプリメントからオーガニックフード、関連雑貨、化粧品



品などで構成されている。

オーガニック&ナチュラル製品のカテゴリでは、スーパーフード系が多く見られた。スーパーフードとは、栄養バランスに優れ、一般的な食品より栄養価が高い食品であること。あるいは、ある一部の栄養・健康成分が突出して多く含まれる食品であることで一般的な食品とサプリメントの中間にくるような存在で、料理の食材としての用途と健康食品としての用途を合わせもつ食品。とくに、近年は健康志向が高まり、青汁やサプリメント、お茶などを毎日の食生活に適度に取り入れている人も増加している。また、最近トレンドとなっている「MUSHROOM」の関連製品も多く、「REISHI」(灵芝)や「Lion's Mane」(ヤマブシダケ)に加え、Host Defense Mushrooms社では「agarikon」(エブリ

コ)「turkey tail」(カワラタケ)を配合した新商品も展示していた。特に今回は“椎茸”を扱ったものが見られた。

サプリメントゾーンではグミタイプの商品が多かった。米国ではここ数年サプリメントの非ピル化が進んでおり、グミやソフトチュウタイプのシリーズが拡大。会場でもサンプル商品はほとんどがグミタイプとなっており、会場ではその場で試食をする姿があちこちでみられた。

日系企業の出展も多く森永乳業、伊藤園、カルビー、共同貿易、JFCインターナショナル、ウイズメタックアジアフーズ、ヒカリ味噌、マルコメ味噌、おたふくソース、デイリーフーズ、アズマフーズなどが主力製品を紹介しており、味噌、麴、スナック、緑茶・抹茶、スーパーフード系に位置づけられている海苔・海藻などを紹介していた。植物由来の原料で再

現した“イクラ”、“キャビア”を開発したアズマフーズは、「弊社のベジミートはすでにレストランで使われているが、イクラ、キャビアはプラントベースと思えないテイストなので自信を持って販売して行きたい。特に健康志向の高い西海岸地域の消費者のニーズには応えられると確信している」と抱負を語る。

共同貿易は「食品業界の次のトレンドが予測出来、お客様の試食などの反応を参考にして商品開発に役立てることが出来る」と語ってくれた。

農林水産省では、農林水産物等の輸出額を2030年までに5兆円規模にするという目標を立てている。飛躍しすぎではあるが、この実現に向けてハイエンドな商品を求めている北米市場に日本の製品の質の高さを紹介し買ってもらうヒントがこの展示会にあるのではないだろうか。







## Pop, Pour, Kanpai! Sparkling Sake is the Next BIG Thing

ポンと弾けて、カンパイ!  
スパークリング日本酒が次なるトレンドに!



Looking to enhance dining services with a sparkle that's memorable? Sparkling Sake can upgrade dining experience for guests and profits for restaurateurs. They have a soft fizz and umami for an excellent pairing with seafood.  
from left: Hakkaisan Clear Sparkling Awa, Niigata Prefecture, #9381: 360ml, #9800: 720ml /  
Nanbu Bijin Awa Sparkling Junmai Ginjo, Iwate Prefecture, #470: 720ml

**E**ffervescence has long been the hallmark of celebrations, from the delicate perlage of Champagne to the lively fizz of Prosecco, and the crisp bite of Cava. Now, an equally compelling contender has emerged in the sparkling drinks category: sparkling sake. This effervescent expression of Japan's national drink brings a new dimension to sake appreciation, merging tradition with modern palates.

Globally, sparkling beverages have carved out their place in a variety of drinking cultures. France boasts Champagne and Crémant, Spain prides itself on Cava, Italy offers Prosecco and Franciacorta, while Germany's Sekt and South Africa's Methode Cap Classique provide further variety. Even Japan has made strides in producing award-winning sparkling Koshu wines. Amidst this sparkling revolution, AWA SAKE\*, regarded as an exceptional category within Japanese sparkling sake, has positioned itself as a premium expression of Japan's craftsmanship.

**シ**ャンパンの繊細な泡、プロセッコの生き生きとした発砲、カヴァのすっきりとした味わいまで、発泡酒は長い間、お祝いの席の象徴でした。そして今、このスパークリングドリンクのカテゴリーに、新たな魅力的な選択肢が加わりました。それが、スパークリング日本酒です。日本の国民的な飲み物である日本酒に発泡性を加えたこのスタイルは、伝統と現代的な味覚を融合させ、日本酒の楽しみ方に新たな広がりをもたらしています。

世界的に見ても、スパークリング酒はさまざまな飲酒文化の中で確固たる地位を築いています。フランスではシャンパーニュやクレマン、スペインではカヴァ、イタリアではプロセッコやフランチャコルタ、ドイツではゼクト、南アフリカではメトード・キャップ・クラシックと、各国個性豊かなスパークリング酒が親しまれています。日本においても、受賞歴のあるスパークリング甲州ワインの生産が進み、その品質は向上し続けています。こうしたスパークリング革命の中でも、AWA SAKE\*はスパークリング日本酒の最高峰として、日本の職人技を象徴するプレミアムな存在へと確立されつつあります。

\* **AWA SAKE** is an exceptional subset within the sparkling sake category, with with natural carbonation obtained after secondary fermentation. Established in 2016, the AWA Sake Association with its current 33 producer member roster has established a set of rigid regulations to ensure the highest quality for the category.

- Contains only naturally produced carbon dioxide from secondary fermentation during brewing
- Gas pressure of at least 3.5 bar (at 68°F)
- Alcohol content of 10% or higher
- Clear and transparent appearance

In addition, from outside of the organization, there many brewers that also craft exceptional sparkling sakes using different fermentation techniques. Some undergo secondary fermentation in the bottle, akin to Champagne, while others utilize tank carbonation or natural bottle conditioning. The range of styles available today is broader than ever.

AWA SAKEとは、二次発酵後によって得られる天然の炭酸を含む、日本のスパークリング日本酒と定義されています。2016年に設立され、現在33の醸造元が加盟するawa酒造組合は、このカテゴリーの最高品質を保証するため、次のような厳格な規定を設けています。

- 醸造中の二次発酵による天然炭酸ガスのみを保有
- ガス圧は3.5bar以上 (20°Cで)
- アルコール分は10%以上
- 透明でクリアな外観



Japan Awasake Association: [awasake.or.jp/en](http://awasake.or.jp/en)

### EFFECTIVE STRATEGIES FOR JAPANESE RESTAURANTS

Scan & Learn!

日本食レストランにおける効果的な戦略

Learn to maximize the appeal of sparkling sake and enhance the dining experience.

[lamtc.com/solutions-resources/](http://lamtc.com/solutions-resources/)



**SAKE SCHOOL OF AMERICA**  
[sakeschoolofamerica.com](http://sakeschoolofamerica.com)

### Become a Sake Expert

**Sake Adviser, Sake Sommelier,  
Shochu Adviser, WSET 1 & 2 & 3**

Virtual and in-person courses

English and Japanese language instructions

Scan



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## KEY CHARACTERISTICS: SPARKLING SAKE VS SPARKLING WINE

- Diverse alcohol content
  - Wider range of ABV (10–18%), compared to sparkling wines (which typically range 11.5–12.5% ABV).
- Effervescence & Mouthfeel
  - Softer, more delicate bubbles compared to Champagne.
  - Provides a smoother, less astringent texture, enhancing drinkability.
- Natural Fermentation & Varied Flavor Profile
  - Unlike wine, has no added sugar - flavors develop naturally through fermentation.
  - Offers a broad spectrum of styles, from bone-dry and crisp, to creamy and sweet.
- Umami-Rich Composition
  - Made from rice, koji, yeast, and water, thus highlights umami and depth in flavor.
  - Is lower in acidity than sparkling wine, thus is highly food-friendly.
- Visual & Textural Diversity
  - Available in clear, crisp styles or cloudy nigori versions, which have a richer, creamier mouthfeel.
  - Nigori sparkling sakes contain fine rice sediment, adding complexity and texture.

## 主な特徴: スパークリング日本酒 VS スパークリングワイン

- 広い範囲のABV
  - 10–18%とABVの範囲が広い。スパークリングワインは通常11.5–12.5%のABV範囲。
- 発泡性と口当たり
  - シャンパンに比べ、より柔らかく繊細な泡立ち。
  - 滑らかで渋みが少ない質感が特長で、飲みやすさが向上
- 自然発酵と多彩な風味
  - ワインとは異なり、糖分を加えずに発酵されるため、自然な風味が生まれる。
  - 極辛口でさわやかなものから、クリーミーで甘いものまで、幅広いスタイルを提供。
- 豊富なうま味成分
  - 米、麹、酵母、水から造られているため、うま味と風味の深みが際立つ。
  - スパークリングワインよりも酸度が低く、料理との相性が良い。
- 見た目と食感の多様性
  - 透明感のあるすっきりとしたスタイル、濃厚でクリーミーな口当たりのにごり酒がある。
  - にごりスパークリング日本酒には細かい米の沈殿物が含まれ、味の複雑な層と独特の食感を生み出している。

## DELIGHTFUL SPARKLING SAKE COLLECTION



from left: Shichiken Sparkling Yamano Kasumi, Yamanashi Prefecture, #40793: 360ml, 65284: 720ml  
Shichiken Sparkling Morino Kanade, Yamanashi Prefecture, #63260: 720ml / Haneya Sparkling, Toyama Prefecture, #82468: 360ml, #75042: 720ml  
Izumibashi Tonbo Sparkling Junmai, Kanagawa Prefecture, #10285: 250ml / Kikuizumi Hitosuji Rose Sparkling, Saitama Prefecture, #10462: 720ml  
Kikuizumi Hitosuji Sparkling, Saitama Prefecture, #10463: 720ml / Dewatsuru Awasake Ashitake, Akita Prefecture, #10433: 720ml  
Hakkaisan Sparkling Nigori, Niigata Prefecture, #4543: 360ml



As champagne symbolizes special moments and occasions, sparkling Sake as well. Usually at a low ABV, sparkling Sake can be a friendly-casual drink, as well as uplift memorable celebrations.

## HURDLES & IDEAS IN ADDING SPARKLING SAKE TO THE BEVERAGE MENU

### 1. Low Consumer Awareness

Unlike Champagne, sparkling wine, or even conventional sake, sparkling sake is still relatively unknown among many consumers. This lack of familiarity can lead to hesitation in ordering.

#### Solution:

- Create a Independent Section on Menu: Give the category high visibility by creating an independent “Sparkling Sake” separate from “Sake”.
- Menu Descriptions Matter: Use concise, engaging descriptions that highlight its unique qualities - lower alcohol content, softer bubbles, and umami-rich taste.
- Staff Education & Recommendations: Train servers to proactively introduce sparkling sake as alternative to sparkling wine or as a unique aperitif.
- Tasting Flights & Promotions: Offer tasting flights or promotions that encourage customers a taste without committing to a full bottle.

### 2. Higher Pricing Compared to Standard Sake and Sparkling Wine

Premium sparkling sakes, particularly AWA SAKE\*, tend to be priced higher than many still sakes and even some sparkling wines. This can be a barrier for price-conscious consumers.

#### Solution:

- Positioning & Upselling: Train staff to position sparkling sake as a premium experience, much like Champagne, emphasizing quality, craftsmanship, and exclusivity.
- Glass & Bottle Options: Offer sparkling sake by the glass in addition to full bottles to make it more accessible.
- Cocktail Integration: Incorporate sparkling sake into signature cocktails, creating a more approachable entry point for customers hesitant to pay for a full pour. A spritz-style drink with yuzu or shiso syrup can appeal to customers seeking refreshing, low-ABV options.

## スパークリング日本酒をドリンクメニューに加える際の課題とアイデア

### 1. 消費者の認知度の低さ

シャンパンやスパークリングワイン、あるいは一般的な日本酒とは異なり、スパークリング日本酒はまだ多くの消費者にとって馴染みが薄い飲み物です。そのため、注文をためらうこともあります。

#### 解決策:

- 専用セクションの設置: 「日本酒」とは別に「スパークリング日本酒」という独立したセクションを設け、このカテゴリーの認知度を高める。
- メニュー上の説明を工夫: アルコール度数の低さ、柔らかい泡立ち、豊かなうま味など、スパークリング日本酒の特長を簡潔かつ魅力的に伝える説明を記載する。
- スタッフの教育と推奨: サーバーがスパークリングワインの代替品やユニークな食前酒として積極的に紹介できるよう、トレーニングを行う。
- 試飲フライトとプロモーション: フルボトルを購入せずに気軽に楽しめる試飲フライトやプロモーションを実施する。

### 2. スタンダードな日本酒やスパークリングワインと比較して高い価格設定

プレミアムスパークリング日本酒、特にAWA SAKE\*は、多くの非発泡性日本酒や一部のスパークリングワインよりも価格が高い傾向にあります。これは、価格に敏感な消費者にとって障壁となる可能性があります。

#### 解決策:

- ポジショニングとアップセリング: スパークリング日本酒をシャンパンのようなプレミアムな体験として位置づけ、その品質、職人技、特別感を強調できるよう、スタッフを教育する。
- グラスとボトルのオプション: フルボトルだけでなくグラス単位で提供することで、より手軽に楽しめる機会を増やす。
- カクテルへの活用: スパークリング日本酒をシグネチャーカクテルに取り入れることで、フルボトルの購入をためらう顧客にも親しみやすい選択肢を提供する。柚子や紫蘇のシロップを使った爽やかなスプリッツカクテルは、軽やかで低アルコールの選択肢を求めるお客様にも喜ばれる。

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# Export Trends of Japanese Sake

## 日本酒の輸出動向について

-Japanese sake export records for 2024 show both the export value and volume exceeded the previous year. The sake export value totaled 43.47 billion JPY (year-over-year: 105.8%) and the export volume totaled 31,000 kl (year-over-year: 106.4%). -

-2024年度日本酒輸出実績は金額・数量共に前年度越え、輸出額434.7億円(昨対比:105.8%) / 輸出量3.1万kl(昨対比:106.4%) -

Japan Sake and Shochu Makers Association (JSS), a non-profit association of 1,600 member sake breweries and shochu distilleries throughout Japan, announced their 2024 sake exports (from January to December) totaled 43.47 billion JPY (year-over-year: 105.8%) with an export volume of 31,000 kl (year-over-year: 106.4%)(Source: 2024 Trade Statistics of Japan).

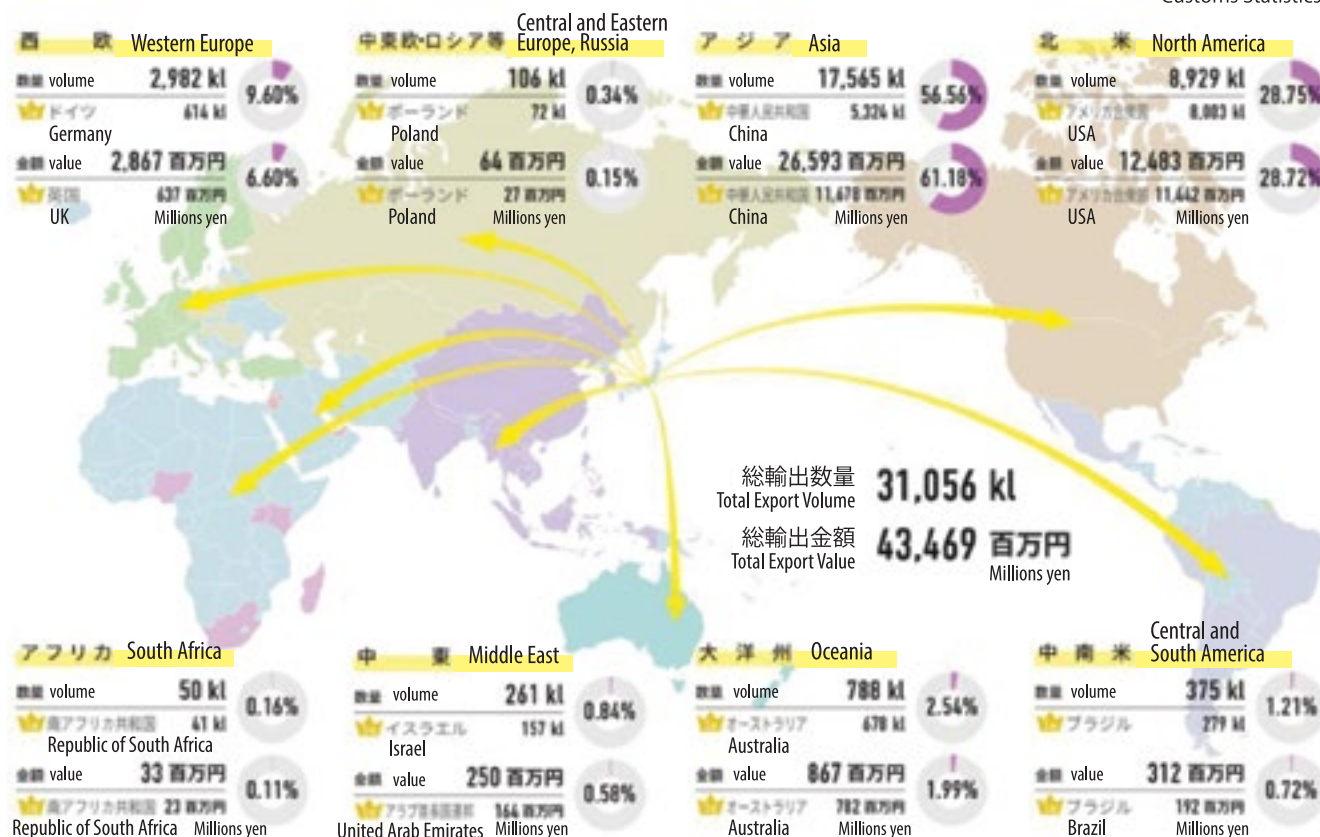
Logistical disruption and overstocked inventory following the Coronavirus pandemic were largely resolved by 2024, evident in the recovered export value and volume that exceeded the previous year. The top three export destinations by export value were China at No. 1, the U.S. at No. 2, and Hong Kong at No. 3, which accounted for 65% of the total export value.

Exports to China and Hong Kong, top export destinations until recently, declined; mainly due to the recession. However, more sake and shochu products are lining the shelves in restaurants and local retail stores in North America, which increased the export value and volume as a result. Hitoshi Utsunomiya, Director of JSS, commented, "The market for Japanese sake and shochu is estimated to be approximately 4 billion JPY, while the export ratio exceeded 10%, which means the share of the export volume exceeded approximately 70%. A trend of selling high-end sake overseas is emerging, which includes inbound tourism to Japan."

**The top export destination by export value is China, while the U.S. was the top export destination by export volume. Exports to China and the European Union (EU), including England, are also increasing. The number of export**

## 日本酒輸出量・金額マップ Sake Export Volume and Value Map

2024年財務省通関統計  
2024 Ministry of Finance  
Customs Statistics



### destinations reached a record-breaking 80 nations.

The top export destination by export value was China, where local demand for high-end Japanese restaurants dropped to 11.68 billion JPY (year-over-year: 93.7%) due to the recession and outbound tourism. Exports to Hong Kong also dropped to 5.12 billion JPY (year-over-year: 84.9%). As distribution normalized in North America, the export value increased to approximately 11.44 billion JPY (year-over-year: 125.9%) with the top export volume of 8,003 kl (year-over-year: 123.1%). To South Korea, the export value reached a record-breaking 3.75 billion JPY (year-over-year: 129.1%) with an export volume of 4,895 kl (year-over-year: 116.8%), breaking records for both export value and volume.

The popularity of Japanese food and culture prompted record-breaking sake exports to Germany, France, and Italy, where wine is widely consumed. Opportunities to serve sake in fine dining establishments targeting affluent consumers also appear to be increasing. As a result, the overall export value to the EU (including England) totaled a record-breaking 2.72 billion JPY (year-over-year: 116.2%). The number

of export destinations also reached a record high of 80 nations.

Hitoshi Utsunomiya, Director of JSS, explained his mid-term to long-term outlook for sake exports. "The Japanese government set the target export value of 60 billion JPY for 2025; a challenging target due to the import ban by China. However, inbound tourism could help to achieve 80~100 billion JPY long-term. The market for sake is estimated to be 400 billion JPY, of which 20~25% is expected to be overseas."

### The export value of sake per liter leveled out in 2024, while "premium" sake continues to trend

Both the export value and volume of sake this period exceeded the previous year, while the export value of sake per liter leveled out since reaching a record-high export value in 2023. In China, Hong Kong, and Singapore, the export value of sake continues to exceed 2,000 JPY/liter.

Ten years ago (in 2014), the average sake export value was 705 JPY/ liter. In 2024, the average export value approximately doubled to 1,400 JPY/liter. The trend of relatively high-end Japanese sake leading the global market continues.

### Efforts to increase sales of sake from inbound tourism

Foreign tourists to Japan in 2024 exceeded approximately 30 million tourists, in part spurred by the depreciated JPY. Foreign tourists to Japan in December 2024 totaled 3.49 million, a 27.6% increase compared to the same month in 2023, and a 38.1% increase compared to the same month in 2019, which exceeded the record-breaking 3.3 million tourists in October 2024 as the highest number of foreign tourists to Japan in a single month. Many markets saw increased tourism-related demand during school holiday breaks, Christmas, and around the New Year. For the first time in a single month, foreign tourists to Japan totaled a record-breaking 3.4 million tourists as the highest on record since the records began in 1964.

Also, the number of foreign tourists to Japan in 2024 totaled 36.87 million, a 47.1% increase year-over-year; and a 15.6% increase compared to 2019, which exceeded the record-high 31.88 million tourists in 2019 by approximately 5 million tourists as the highest number of tourists in a year (20 out of 23 markets reached a record-high fiscal year-to-date total). Each market had hit a record high number of foreign tourists



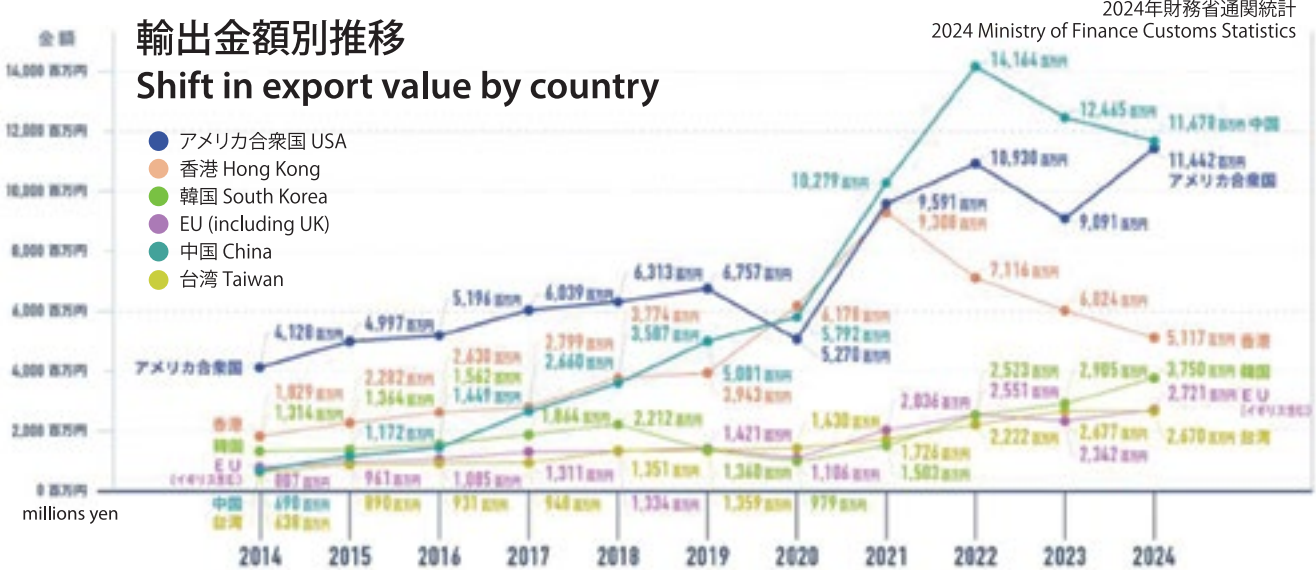
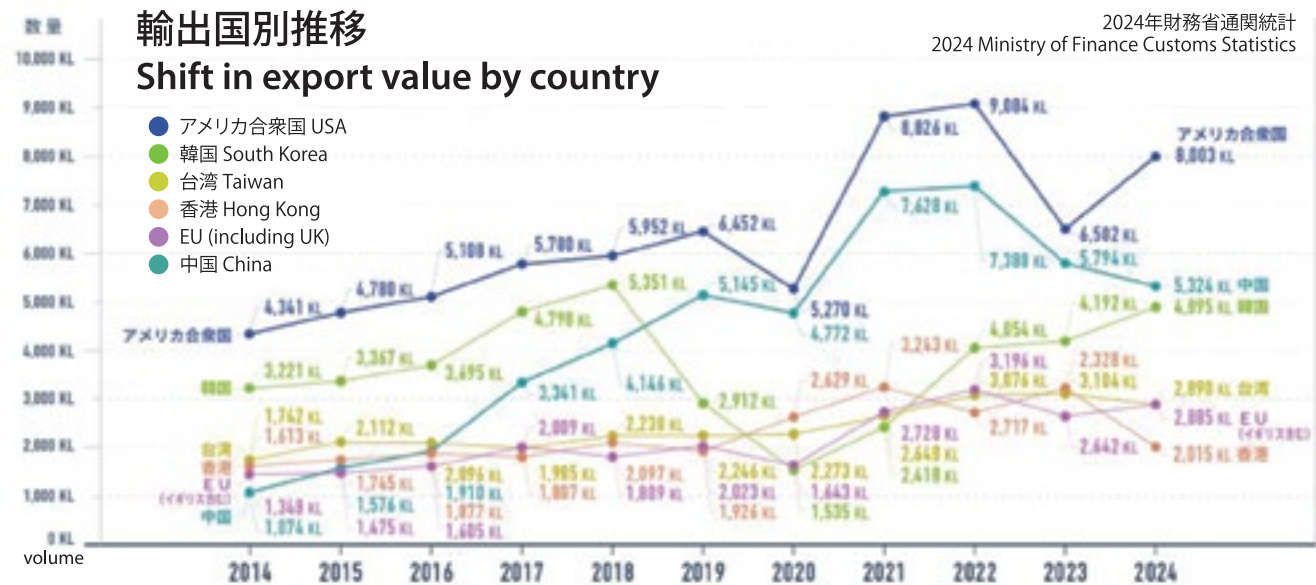
in a single month, mainly during the cherry blossom season (March to May) and the season to view autumn leaves (mid-to-late November), during summer breaks from schools, and other peak seasons. Foreign tourists visited not only from East Asia, but also from Europe, the U.S., Australia, and the Middle East, with increased tourism from each nation contributing to the renewed record of the highest number of foreign tourists to Japan in a year.

By nation and region, the highest number of foreign tourists from South Korea totaled 8.82 million tourists (a 26.7% increase), followed by China at 6.98 million tourists (a 187.9% increase), Taiwan at 6.04 million tourists (a 43.8% increase), and the U.S. at 2.72 million tourists (a 33.2% increase). Tourists from China increased significantly since the border control measures eased, yet remained at approximately 9.59 million tourists, just over 70% of the peak level in 2019. Accordingly, consumption from inbound tourism also hit a record-high 8.1 trillion JPY (Source: Japan National Tourism Organization).

The Japanese government had set a goal of “60 million foreign tourists and 15 trillion JPY in consumption from inbound tourism” by 2030.

Hitoshi Utsunomiya, Director of JSS, commented on his aspirations. “Traditional sake brewing techniques” was registered as a UNESCO Intangible Cultural Heritage in December last year, which attracted greater interest in Japanese culture and sake. We’re interested in increasing not only exports, but also domestic consumption and purchases among foreign tourists.” Utsunomiya continued, “JSS would like to welcome foreign tourists to Japan by inviting them to visit regional sake breweries as a tourism destination. We would also like to promote the sales of sake at major international airports where sales are strong (Narita International Airport, Tokyo International Airport, Central Japan International Airport, Kansai International Airport, New Chitose Airport, Fukuoka International Airport) by launching sake campaigns nationwide. Also, the ‘Expo 2025 Osaka, Kansai, Japan’ will be held this year, so in addition to organizing the ‘Sake Fair,’ where sake from regions nationwide will be served; we look forward to collaborating with affiliates to introduce the appeal of sake and its cultural value both inside and outside the venues.”

**Training sommeliers for a focused approach on fine dining worldwide**  
JSS signed a partnership agreement with the Association de la Sommellerie



Internationale (ASI) in 2022 for young sommeliers to compete in competitions and attend training programs organized by the ASI in various regions. JSS is also focused on educational initiatives to promote sake sales in nations with a high degree of influence in the global market with a plan to invite award-winning sommeliers to Japan.

In the future, JSS plans to pair sake with other Japanese agricultural, forestry and fishery products to launch promotions, in addition to finding ways to have sommeliers serve sake in fine dining establishments worldwide.

**Outlook for future sake exports**

While explaining their mid-term to long-term outlook to increase Japanese sake export volume, JSS emphasized the importance of raising awareness of sake brands in North American states such as Texas and Florida, where sake is still unfamiliar; in addition to diversifying and expanding sales channels in nations and regions other than China, the U.S., and Hong Kong, the top three export destinations for approximately 70% of the Japanese sake exports.

JSS also explained their strategy to popularize sake in the EU, including

England, where wine is widely consumed by continuing to propose to sommeliers the variety of Japanese sake, advantages of pairing sake with food, and how to serve sake. South and Central America and Mexico must also be targeted in addition to Southeast Asia, where Japanese restaurants are increasingly opening, further spurred by the gradual elimination of tariffs under the Regional Comprehensive Economic Partnership (RCEP), a free trade agreement signed by 10 ASEAN member nations (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam); and the organic label approved as equivalent in Canada and Taiwan, which allows Japanese sake to be exported as JAS certified organic sake.

Southeast Asian nations such as Malaysia, Thailand, Vietnam, and Indonesia - where economic and population growth are expected - are anticipated to become new markets for sake. Since the circumstances vary in each nation, JSS will research alcohol-related regulations and distribution channels in respective markets to develop effective strategies tailored to regional characteristics of each nation

to develop and penetrate new markets to popularize sake.■

◆ ◆ ◆

日本全国約1,600の酒蔵が所属する業界最大の団体である日本酒造組合中央会は、2024年度（1月～12月）の日本酒の輸出実績を公表した。それによると日本酒の輸出総額は434.7億円（昨対比：105.8%）、数量3.1万ℓ（昨対比：106.4%）だった。（2024年財務省通関統計）

2024年度はコロナ後の物流の混乱・在庫過剰などの影響が解消しつつあり、輸出額・数量共に回復し、昨年を上回る結果となった。輸出金額第1位は中国、第2位はアメリカで、第3位の香港を合わせると65%を占めている。近年の輸出を牽引してきた中国・香港については主に経済不況により減少したが、米国ではレストランや現地小売店での取り扱いが増え、輸出金額・数量ともに増加する結果となった。日本酒造組合中央会の宇都宮仁理事は「日本酒のマーケットは約4000億円と推定されるが、輸出比率が1割を超えてきた。これは数量シェアの約7%を上回る。インバウンドを含め、海外に高級酒を販売していくトレンドができつつある」と話す。



輸出金額 1 位は中国、輸出数量 1 位はアメリカ。韓国、EU（イギリス含む）などが増加。輸出相手国は過去最高の 80 カ国に

国別の輸出金額第 1 位は中国だが、景気後退などの理由で現地の高級日本食レストランでの需要が落ち、またアウトバウンドの影響もあり約 116.8 億円（昨対比：93.7%）の減少となった。また、香港も約 51.2 億円（昨対比 84.9%）と減少した。米国においては流通が正常化し、輸出金額は約 114.4 億円（昨対比：125.9%）、数量は第 1 位 8,003 *kl*（昨対比：123.1%）となり増加した。韓国においては、輸出額約 37.5 億円（昨対比：129.1%）、数量では 4,895 *kl*（昨対比：116.8%）という結果となり金額・数量共に過去最高を記録。ワイン文化が浸透しているドイツ・フランス・イタリアでも過去最高額を記録するなど日本文化・日本食ブームが続ぎ、ファインダイニングとよばれる富裕層向けのレストランで新たに日本酒を提供する機会も増えているようだ。結果として EU（イギリス含む）全体の輸出額は約 27.2 億円（昨対比：116.2%）となり過去最高を記録した。尚、輸出先国数も過去最高の 80 カ国となり着実に広がっている。

宇都宮理事は中長期の展望として、「政府が掲げた 2025 年目標の輸出額 600 億円は中国の輸入規制等もあり達成は難しい」としながらも、「長期的にインバウンドを含めて 800 ～ 1000 億円へと引き上げていくことは可能。日本酒市場 4000 億円のうち 20 ～ 25% が海外向けになっていくのでは」などと述べている。

2024 年の 1 ℓ あたりの輸出金額はほぼ横ばい。「プレミアム」な日本酒トレンドが続く

今期、輸出金額・数量共に前年を上回り、1 ℓ あたりの日本酒の輸出金額は過去最高額を記録した 2023 年からほぼ横ばいとなり、中国、香港、シンガポールにおいても引き続き 2,000 円/ℓ を超え

国別輸出金額・数量 Export value/volume by country

金額順位 Amounts rank					数量順位 Quantity rank				
	国名	R5(2023)	R6(2024)	R6/R5		国名	R5(2023)	R6(2024)	R6/R5
1	中華人民共和国 China	12,465,430	11,677,628	93.7%	1	アメリカ合衆国 United States	6,502,237	8,002,717	123.1%
2	アメリカ合衆国 United States	9,090,646	11,441,896	125.9%	2	中華人民共和国 China	5,793,847	5,323,822	91.9%
3	香港 Hong Kong	6,023,799	5,116,764	84.9%	3	大韓民国 South Korea	4,191,862	4,895,020	116.8%
4	大韓民国 South Korea	2,904,746	3,749,627	129.1%	4	台湾 Taiwan	3,103,784	2,889,651	93.1%
5	台湾 Taiwan	2,677,216	2,670,148	99.7%	5	香港 Hong Kong	2,327,945	2,015,331	86.6%
6	シンガポール Singapore	1,509,510	1,483,784	98.3%	6	カナダ Canada	670,657	925,958	138.1%
7	カナダ Canada	754,732	1,040,604	137.9%	7	シンガポール Singapore	697,787	701,826	100.6%
8	オーストラリア Australia	644,596	782,389	121.4%	8	オーストラリア Australia	531,986	677,962	127.4%
9	イギリス United Kingdom	543,681	637,000	117.2%	9	ドイツ Germany	606,742	617,730	101.2%
10	フランス France	488,373	551,732	113.0%	10	タイ Thailand	618,512	605,985	98.0%
11	ベトナム Vietnam	452,627	411,045	90.8%	11	オランダ Netherlands	322,632	461,271	143.0%
12	タイ Thailand	380,118	406,742	107.0%	12	フランス France	370,054	436,147	117.9%
13	マレーシア Malaysia	380,832	394,542	103.6%	13	イギリス United Kingdom	402,477	422,448	105.0%
14	ドイツ Germany	321,153	382,336	119.1%	14	イタリア Italy	429,116	384,050	89.5%
15	オランダ Netherlands	317,688	365,218	115.0%	15	マレーシア Malaysia	311,501	361,502	116.1%
16	イタリア Italy	229,455	268,868	117.2%	16	ベトナム Vietnam	388,188	340,008	87.6%
17	スペイン Spain	170,360	224,818	132.0%	17	ブラジル Brazil	328,717	278,568	84.7%
18	ブラジル Brazil	188,573	192,196	101.9%	18	スペイン Spain	218,382	267,754	122.6%
19	フィリピン Philippines	123,349	165,202	133.9%	19	イスラエル Israel	127,254	157,297	123.6%
20	アラブ首長国連邦 U.A.E.	92,797	163,637	176.3%	20	スイス Switzerland	137,760	148,473	107.8%
	その他 Others	1,322,164	1,342,524	101.5%		その他 Others	1,114,329	1,146,556	102.9%
	合計 Total	41,081,845	43,468,700	105.8%		合計 Total	29,195,769	31,056,076	106.4%
<Reference> EU(イギリス含む including UK)		2,342	2,721	116.2%	<Reference> EU(イギリス含む including UK)		2,642	2,886	109.2%

※単位千円 Unit: Thousand Yen

※単位 ℓ Unit: Liters

る金額となっています。

10 年前（2014 年）の平均輸出金額は 705 円/ℓ であったが、2024 年では 1,400 円/ℓ と約 2 倍となっており、比較的高価な日本酒が世界の市場を牽引する傾向が継続している。

インバウンド需要からの取り込み

2024 年の訪日外国人旅客数は、円安も追い風となり約 3,000 万人を突破した。12 月の訪日外客数は 3,489,800 人で、前年同月比では 27.6% 増、2019 年同月比では 38.1% 増と過去最高であった 2024 年 10 月の 3,312,193 人を上回り、単月過去最高を記録した。スクールホリデーのほかクリスマス・年末年始に合わせた旅行需要の高まりが多く、の市場で見られ、1964 年の統計開始以来、初めて単月として 340 万人を突破した。また、2024 年の年間訪日外客数

は 36,869,900 人で、前年比では 47.1% 増、2019 年比では 15.6% 増と、過去最高であった 2019 年の 31,882,049 人を約 500 万人上回り、年間過去最高を更新した（23 市場のうち計 20 市場が年間の累計で過去最高を記録）。桜・紅葉シーズンや夏の学校休暇など、ピークシーズンを中心に各市場が単月での過去最高を更新し、東アジアのみならず東南アジア、欧米豪・中東においても実数を増やしたことが、年間過去最高の更新に繋がった。国・地域別で最も多かったのは韓国の 881 万 7800 人（26.7% 増）。中国 698 万 1200 人（187.9% 増）、台湾 604 万 4400 人（43.8% 増）、米国 272 万 4600 人（33.2% 増）が続いた。中国は水際対策の緩和で前年比では大きく伸びたが、ピークだった 2019 年の約 959 万人の 7 割強の水準にとどまっている。それに伴いインバウンド消費も過去最高の 8.1 兆円に達した（日本政府観光局）。日本政府は 2030 年に「訪日外国人客 6000 万人、訪日消費額 15 兆円」の目標を掲げている。

宇都宮理事は、「昨年 12 月には「伝統的造り」がユネスコ無形文化遺産に登録され、日本文化や日本酒に対する認知度や関心について一層の高まりが期待されている。輸出ばかりでなく国内で訪日観光客の消費・購入を拡大したいと思う。」と語り、「日本酒造組合中央会が訪日観光客への対応として、地方にある酒蔵そのものを観光資源として体験してもらう。また、売上も好調な主要国際空港（成田、羽田、中部、関西、新千歳、福岡）での日本酒キャンペーンを実施し購入を促す。また、2025 年は大阪・関西万博が開催されることから、大阪で全国の日本酒が楽しめる「國酒フェア」を開催するとともに、関係者と協力し、会場内外で日本酒の魅力や文化的価値を発信して行きたい。」と抱負を述べる。ソムリエ教育を通じた世界中のファインダイニングへのアプローチに注力

日本酒造組合中央会は、2022 年に国際ソムリエ協会（ASI）とのパートナーシップを締結。ASI の主催する各地のソムリエコンクールや若手ソムリエ教育プログラムへ参加し、また、コンクールで受賞したソムリエを日本に招聘するなど、影響力が高い世界のソムリエに対する日本酒の啓発活動に力を入れている。今後は、日本酒と他の農水産物とのコラボレーションによるプロモーションに加え、海外のソムリエを通じて世界中のファインダイニングで日本酒が扱われるように展開したいと考えている。

今後の日本酒輸出展望

日本酒輸出货量拡大に向けた中長期見据えた今後の展望について日本酒造組合中央会は、アメリカのテキサスやフロリダ州などまだ日本酒の認知が低い地域での認知度向上や、約 7 割を占める中国、アメリカ、香港以外の国・地域への販路拡大、多角化などが大切だと述べる。また、ワイン文化が浸透している EU（イギリス含む）では、ソムリエへの日本酒の多様性や食とのペアリング優位性、サービス方法等の提案を引き続き実施し浸透を図るとのこと。日本食レストランが急増している東南アジアに加え、中南米、メキシコなどもターゲットとして注目が必要で、ASEAN 加盟国 10 か国による地域的な包括的経済連携協定（RCEP）での関税の段階的撤廃、カナダや台湾との有機表示同等性承認がされたことなどが追い風になる。マレーシアやタイ、ベトナム、インドネシア等の東南アジアは、経済成長や人口増加も見込まれることから、新たな日本酒市場として期待されるが、各国毎に事情が異なるため酒類に関する法規制や流通経路に関するマーケティング調査を行い、効果的な施策を展開するなど、それぞれの地域特性に合わせた戦略により日本酒市場の開拓・浸透を図って行く」と語る。

1 リットル当たりの輸出金額 Export price per liter

	輸出額順位 Export Value Rank	R5(2023) 単位(円yen/L)	R6(2024) 単位(円yen/L)	上昇率 rate of increase (e.g. prices)
1	中華人民共和国 China	2,151	2,193	102.0%
2	アメリカ合衆国 United States	1,398	1,430	102.3%
3	香港 Hong Kong	2,588	2,539	98.1%
4	大韓民国 South Korea	693	766	110.5%
5	台湾 Taiwan	863	924	107.1%
6	シンガポール Singapore	2,163	2,114	97.7%
7	カナダ Canada	1,125	1,124	99.9%
8	オーストラリア Australia	1,212	1,154	95.2%
9	イギリス United Kingdom	1,351	1,508	111.6%
10	フランス France	1,320	1,265	95.9%
11	ベトナム Vietnam	1,166	1,209	103.7%
12	タイ Thailand	615	671	109.2%
13	マレーシア Malaysia	1,223	1,091	89.3%
14	ドイツ Germany	529	623	117.7%
15	オランダ Netherlands	985	792	80.4%
16	イタリア Italy	535	700	130.9%
17	スペイン Spain	780	840	107.6%
18	ブラジル Brazil	574	690	120.3%
19	フィリピン Philippines	1,095	1,179	107.7%
20	アラブ首長国連邦 U.A.E.	1,918	1,837	95.8%
	平均 Average	1,407	1,400	99.5%

（出典）国税庁 Source: National Tax Agency



## 2025 FOOD EVENT CALENDAR 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 organization's 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 an ever changing industry. Join the Wisconsin Association of Meat Processors, the team that is working for you.

### Northwest Foodservice Show

4/13-14

Portland, Oregon

Portland Expo Center

The Northwest Foodservice Show offers exhibitors an unparalleled platform to enhance their business reach and visibility in the food service and hospitality sectors. With over 60 years of history, this event is the largest B2B food service show in the Pacific Northwest, attracting

a diverse audience eager to discover new products and services. Exhibitors can showcase their offerings to key decision-makers, including restaurant owners, chefs, and hospitality executives. The show also features numerous educational sessions to help exhibitors stay informed about the latest industry trends and innovations. Additionally, product demonstrations allow exhibitors to engage with attendees directly, providing a hands-on experience of their products and culinary innovations. By connecting with industry peers and potential clients, exhibitors can expand their professional network, opening doors to new partnerships and business opportunities.

### Specialty Coffee Conference & Exhibition

4/25-27

George R. Brown Convention Center, Houston

Discover the latest products in the coffee industry at the Specialty Coffee Conference & Exhibition. With nearly 16,000 visitors from 85 countries and over 590 exhibiting companies, the event offers wide networking opportunities. Customers include baristas, café owners, coffee buyers, green coffee importers, and industry influencers, all eager to

discover new products and trends. Seventy-five percent of attendees influence purchasing decisions, and 25% have more than \$1 million to spend on goods and services related to specialty coffee. Exhibitors can leverage the opportunity by renting a trade show booth in Houston for the Specialty Coffee Conference & Exhibition.

### The Craft Brewers Conference & BrewExpo America

4/28-5/1

Indianapolis

The Craft Brewers Conference & BrewExpo America® attracts over 10,000 industry professionals, making it the largest gathering for brewers in North America. Exhibitors have the opportunity to present their products and services to a concentrated audience of brewpubs, breweries, and wholesalers through a trade show booth. With hundreds of vendors and a focused attendee base, exhibitors can expect significant exposure, direct engagement with decision-makers, and the chance to showcase innovations. The event is designed to help exhibitors build profitable business relationships, gain insights into the latest market trends, and solidify their position in the competitive brewing industry.

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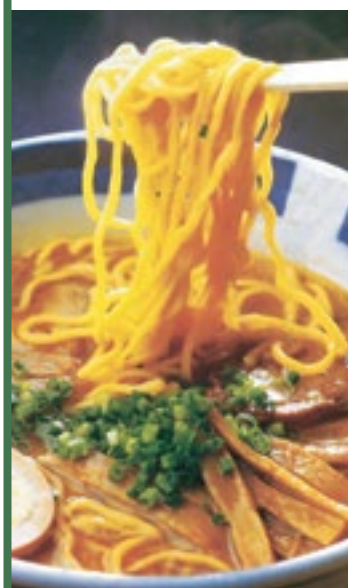


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## レストラン経営コンサルタント 今が開業のチャンス!

本格的なラーメンブームですが、あなたもラーメン屋さんを始めませんか。  
市場調査から開店まで長年の経験とチームワークの芦沢が  
責任を持って相談に応じます。(一般日本食店可能)



- ① 最高の利益率
- ② 職人を必要としない指導法
- ③ マネージメント一般、設計  
建築、経理、不動産関係
- ④ メニュー構成 (レシピ等)
- ⑤ 人事雇用  
(トレーニング、教育、マニュアル作成)
- ⑥ 専門家が責任をもって  
相談に応じます
- ⑦ ラーメンマニュアルを提供

専任スタッフ：芦沢厚志

芦沢厚志

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その後全米各都市、ヨーロッパでの開店サポートに携  
わる。1995年よりロッテ球団春季キャンプフードデレ  
クターとして参加。2003年ロシア・セントピーターバ  
ーク市にてロシア初の日本食講習会を開催。セントピー  
ターバーグ市および業界団体より認定書受領。

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Japanese Restaurant News  
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# 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ピポータルサイト「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합니다。

## Fried sea eel with semolina sauce

### 鱧白扇揚

(fried conger eel with tomato salt and Shiso leaf salt)

(穴子セモリナ揚、トマト塩、大葉塩)



#### Ingredients 材料

<Amount><分量>

- Sand borer 鱧 .....50g
- Potato starch 片栗粉 .....Appropriate amount (適量)
- Econger eel 穴子 ..... 1/4 bottle本
- Water 水 .....1
- Vinegar 酢 .....0.1
- Kombu kelp 昆布 .....Appropriate amount (適量)
- Light clothing 薄衣 .....15g
- Powdered cheese 粉チーズ .....5g
- Semolina セモリナ粉 .....10g
- Tomato salt トマト塩 .....Appropriate amount (適量)
- Shiso leaf salt 大葉塩 .....Appropriate amount (適量)



#### COMMENT



#### コメント

The Shiso leaf salt served with the dish is made by removing the moisture from Shiso leaf that are usually left over, baking them in an oven until they become fluffy and crunchy, then mixing them with salt. Shiso leaf has a refreshing aroma that is delicious. If you slice the flounder thinly with a suriko wooden pestle, it becomes deliciously crispy like a rice cracker. The conger eel is steamed in vinegar for about 15 minutes, which not only removes the fishy smell that is particular to conger eel, but also makes the flesh fluffy and soft. This technique can also be used with flounder and scallops.

添えている大葉塩は、普段余りがちの大葉をオープンで水分を飛ばしてパラパラにし、塩と合わせた物です。大葉の香りが爽やかで美味しいです。鱧はすりこ木で薄くのすと、煎餅のようにパリパリに仕上がります、美味しいです。穴子は15分ほど酢蒸ししますが、穴子特有の臭みが無くなる上に、身もふわっと柔らかくなります。穴子以外だと、鱧や帆立でも使える技法です。

#### How to cook 調理方法

1

Cut the flounder into three pieces, remove the small bones, coat with potato starch and crush thinly with a rolling pin. Deep fry in 160°C oil until golden brown.

鱧は、三枚に卸し、小骨を抜き、片栗粉をまぶしてすりこ木で薄くのす。160°Cの油で、色よく揚げる。



2

For large conger eels, cut them open from the back and then remove the bones.

大ぶりの穴子は、背開きした後、骨切りする。



3

Add 10% vinegar to enough water to cover the fish, steam it with the kelp for 15 minutes, and then chill in the refrigerator.

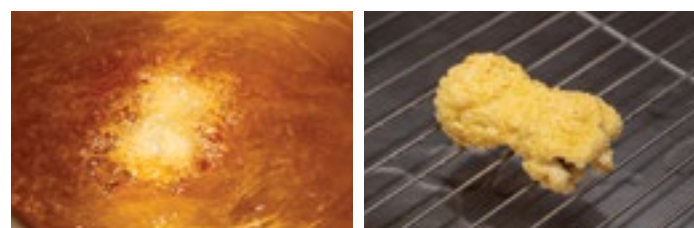
かぶる程度の水に酢を1割、昆布で15分酢蒸した後、冷蔵庫で冷ます。



4

Put powdered cheese into a thin batter, dip the steamed conger eel in it, coat with coarsely ground semolina, and fry in 160°C oil until golden brown.

薄衣に粉チーズを入れ、酢蒸した穴子に付け、粗挽きのセモリナ粉をまぶし、160°Cの油で色よく揚げる。



5

Add tomato salt and Shiso leaf salt. トマト塩、大葉塩で進める。



Toru Sugai 菅井徹氏

- Otemachi Tokyo Kaikan Mitsubishi Club
- Technical Director
- 大手町・東京會館三菱クラブ
- 技術理事



# Salted pork rice (onion, persimmon, Usui beans, corn, shiitake mushroom, fried leek)

## 塩豚かやくご飯 (玉葱、唐柿、碓井豆、姫玉蜀黍、椎茸、揚げ葱)

### Ingredients 材料

#### <Amount><分量>

- Salted pork (bacon) 塩豚 (ベーコン) ..... 100g
- Onion 玉葱 ..... 40g
- Persimmon 唐柿 ..... 40g
- Princess corn 姫玉蜀黍 ..... 40g
- Shiitake mushroom 椎茸 ..... 40g
- Usui beans 碓井豆 ..... 30g
- Washed rice 洗米 ..... 4 go合
- Bonito stock 鰹出汁 ..... 250cc
- Olive oil オリーブオイル ..... a little少々
- Salt 塩 ..... a little少々
- Pepper 胡椒 ..... a little少々
- Usukuchi light soy sauce 薄口醤油 ..... a little少々



### COMMENT コメント

Kayaku gohan is written as "kayaku" and originally refers to supplementary medicines added to enhance the efficacy of herbal medicines. From that meaning, it came to refer to ingredients added to gomoku gohan or udon, and gomoku gohan came to be called "kayaku gohan". Kayaku gohan can be served throughout the year because it uses seasonal seafood and vegetables to make rice unique to that season.

Also, by changing the type of soup stock and the

size of the ingredients, it can be a meal that allows you to enjoy the aroma and texture. For salted pork kayak gohan, pure olive oil, which has less of a distinctive flavor than extra virgin olive oil, is used, which allows you to feel the deliciousness of the ingredients more, making it a dish that is popular with female customers. If you use sesame oil instead of olive oil, you can make Chinese-style kayak gohan. Salted pork, onions, and persimmons go well together, so by frying it in olive oil, the cooked rice will break up just the right amount, creating a paella-like finish. I think it will taste even better if you cook it a little firmer, taking into account the moisture released by the onions and persimmons. Depending on the season, it can also be interesting to add shrimp or clams and finish it like a paella.

かやくご飯は「加薬」と書き、本来は漢方薬の効能を高めるために加える補助的な薬を指します。その意味から、五目御飯やうどんに加える具材を指すようになり、五目御飯を「かやくご飯」と呼ぶようになったようです。かやくご飯は、季節の魚介や野菜を使う事でその時期ならではのご飯ができるので、四季を通して提供できます。また、出汁の種類や食材の大きさを変える事で、香りと食感を楽しめる食事にもなります。塩豚かやくご飯では、エクストラに比べてクセが無いピュアオリーブオイルを使うことで、より食材の旨さを感じられる、女性客にも喜ばれる一品になります。オリーブオイルの代わりに胡麻油などを使えば、中華風のかやくご飯も作れます。塩豚、玉葱、唐柿の相性がよいので、オリーブオイルで炒める事で炊き上りの御飯が程よくばらけ、パエリアのような仕上がりになります。玉葱や唐柿から出る水分を考えて少し硬めに炊くと、より美味しく感じられると思います。時期によっては、海老や浅蜆を入れて、さらにパエリアのように仕上げて面白いですね。



Katsuhiro Tamura 田村勝宏氏

- KShiodome Conrad Tokyo Japanese Restaurant "Kazahana"
- Head chef
- 汐留・コンラッド東京 日本料理「風花」
- 料理長

### How to cook 調理方法

- 1 Fry salted pork, onion, persimmon, corn, and shiitake mushrooms in olive oil, salt, and pepper.  
塩豚、玉葱、唐柿、姫玉蜀黍、椎茸はオリーブオイル、塩、胡椒にて炒める。
- 2 Remove the Usui beans from their pods.  
碓井豆は、鞘から取り出しておく。
- 3 Add 250cc of bonito stock and a little light soy sauce to taste and make the seasoning base.  
鰹出汁 250 cc、薄口醤油少々で味を整え、調味地を作る。
- 4 Put 4 cups of washed rice, seasonings, stir-fried ingredients, and Usui beans in a pot and cook.  
釜に洗米 4 合、調味地、炒めた具材、碓井豆を入れ、釜炊きにする。
- 5 Put 4 cups of washed rice, seasonings, stir-fried ingredients, and Usui beans in a pot and cook.  
炊き上がった後、揚げ葱、胡椒少々を振り入れる。



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

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

回答: 1)d 2)b



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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.



## Fun Pairings

While sake and food pairing is now the norm, why not try to change your perception in your approach?

While comparisons are made regularly, wine is compared to other wine, sake is compared to other sake, and shochu is compared to other shochu. This is great to compare the subtle differences in flavor with other brands. Why not try a fun food pairing that invokes a mind-blowing reaction like "I never imagined this type of pairing!" from consumers.

For example, serve fresh oysters with champagne and sparkling wine together to have consumers compare the delicious flavors of both pairing.

- \*Try pairing red wine with cheese, along with Kimoto sake, aged sake.
- \*For salads, try pinot grigio and flavored sake (yuzu, blueberry)
- \*For sashimi, try pairing with chardonnay, pinot grigio and Daiginjo
- \*For main meat dishes, try pairing with Junmai sake or red wine

\*For fried dishes or creamy pasta, try pairing with Barley shochu and white wine.

Try pairing with these combinations and have your customers sample them. While these three types of beverages (wine, sake, shochu) differ greatly in brewing method and ingredients, each are no doubt successful in boosting the dishes they're paired with. By trying these combinations, why not try to find creative ways to bring a moving culinary experience that would invoke reactions like, "What is this!? This is delicious!" from customers?■

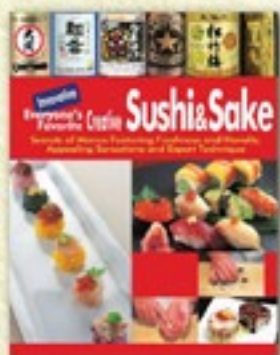
## 嘗試改變思維方式

如今，與酒搭配食物已變得司空見慣，但是為什麼不稍微改變一下思維呢？

通常的做法是將葡萄酒與葡萄酒同事，日本酒與日本酒同事，燒酒與燒酒同事進行平行比較。這當然是比較其微妙口味的好方法，但是對於消費者就不一樣了，會喚起消費者的“沒有預想到這個！”的想法，而去尋找一種有趣的食物搭配？

- 給生牡蠣時同時提供香檳和起泡酒，讓人們比較它們的美味。
- 什錦奶酪時，提供紅酒，生醃造酒，老酒
- 沙拉時，提供pinot grigio和果味（柚子、藍莓）酒
- 生魚片時，提供用神霞、pinot grigio，和大吟釀
- 肉類料理時，提供純米酒和紅酒
- 油炸食品和奶油意大利面時、提供

大麥燒酒和白葡萄酒等等讓客戶們享受它們的組合。在釀造方法和原料方面完全不同的三種酒（葡萄酒、日本酒，燒酒），毫無疑問，它們都是使食物更美味的酒。通過組合它們，做一個讓消費者有一個“這真的很好吃！”的感動，這個企劃是不是很有趣？



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



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SPARKLING SAKE



from left top: Shochikubai Shirokagure Mie Sparkling Sake, Hyogo Prefecture, #3137: 300ml, #3572: 750ml  
Nanihiki Awa Sparkling, Iwate Prefecture, #470: 720ml / Kikuizumi Hitesuji Sparkling, Saitama Prefecture, #10463: 720ml  
from left bottom: Choya Uji Green Tea Umeshu, Mie Prefecture, #13949: 720ml / Momame Peach Shochu, Kumamoto Prefecture, #1237: 375ml  
Born Gold Junmai Daiginjo, Iwata Prefecture, #5105: 720ml / Premium Stella Mureka Ganshu, Ibaraki Prefecture, #8145: 720ml  
Suigai Kaju 39, Kochi Prefecture, #10546: 720ml / Amabuki Blood Orange Apollon, Saga Prefecture, #10472: 720ml  
Amabuki Sakurafubuki, Saga Prefecture, #10743: 180ml Cup, #10744: 720ml

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# Pop, Pour, Kanpai! Sparkling Sake is the Next BIG Thing 開瓶、倒酒、乾杯！ 氣泡清酒是下一個大趨勢



想為您的餐飲服務增添一抹難忘的氣泡魅力？氣泡清酒不僅能提升顧客的用餐體驗，還為餐廳帶來更高利潤！其細緻柔和的氣泡與鮮味（Umami），使其成為海鮮料理的絕佳搭配。

from left: Hakkaisan Clear Sparkling Awa, Niigata Prefecture, #9381: 360ml, #9800: 720ml  
Nanbu Bijin Awa Sparkling Junmai Ginjo, Iwate Prefecture, #470: 720ml

**E**ffervescence has long been the hallmark of celebrations, from the delicate perlage of Champagne to the lively fizz of Prosecco, and the crisp bite of Cava. Now, an equally compelling contender has emerged in the sparkling drinks category: sparkling sake. This effervescent expression of Japan's national drink brings a new dimension to sake appreciation, merging tradition with modern palates.

Globally, sparkling beverages have carved out their place in a variety of drinking cultures. France boasts Champagne and Crémant, Spain prides itself on Cava, Italy offers Prosecco and Franciacorta, while Germany's Sekt and South Africa's Methode Cap Classique provide further variety. Even Japan has made strides in producing award-winning sparkling Koshu wines. Amidst this sparkling revolution, AWA SAKE\*, regarded as an exceptional category within Japanese sparkling sake, has positioned itself as a premium expression of Japan's craftsmanship.

**氣**泡飲品一直是慶祝場合的象徵，從香檳細緻的氣泡、普羅賽克活潑的泡沫，到卡瓦酒爽脆的口感，各具特色。而如今，氣泡清酒已嶄露頭角，成為氣泡飲品類別中的新星。這款帶有氣泡的日本國酒，為清酒愛好者帶來全新的品飲體驗，將傳統與現代口味完美融合。

從全球市場來看，各種氣泡飲品在不同的飲酒文化中佔有一席之地。法國擁有香檳與克雷芒（Crémant）、西班牙以卡瓦酒（Cava）為傲、義大利則有普羅賽克（Prosecco）和法蘭夏柯塔（Franciacorta），而德國的西克特（Sekt）和南非的Methode Cap Classique也豐富了氣泡酒的選擇。即便在日本，也誕生了屢獲殊榮的氣泡甲州葡萄酒（Koshu）。而在這場氣泡酒革命中，AWA SAKE作為日本氣泡清酒中的頂級代表，憑藉其卓越品質與獨特釀造工藝，展現了日本職人的極致技藝。

\* **AWA SAKE** is an exceptional subset within the sparkling sake category, with natural carbonation obtained after secondary fermentation. Established in 2016, the AWA Sake Association with its current 33 producer member roster has established a set of rigid regulations to ensure the highest quality for the category.

- Contains only naturally produced carbon dioxide from secondary fermentation during brewing
- Gas pressure of at least 3.5 bar (at 68°F)
- Alcohol content of 10% or higher
- Clear and transparent appearance

In addition, from outside of the organization, there many brewers that also craft exceptional sparkling sakes using different fermentation techniques. Some undergo secondary fermentation in the bottle, akin to Champagne, while others utilize tank carbonation or natural bottle conditioning. The range of styles available today is broader than ever.

## \* 高端氣泡清酒（AWA SAKE）

高端氣泡清酒（AWA SAKE）是氣泡清酒中的高端類別，其氣泡來自二次發酵產生的天然碳酸。自2016年「AWA清酒協會」成立以來，已有33家釀造商加入，並制定了嚴格的品質標準：

- 只能含有由二次發酵產生的天然二氧化碳
- 氣壓至少3.5 bar（華氏68°F）
- 酒精度10%以上
- 外觀清澈透明



日本AWA清酒協會：  
awasake.or.jp/en

此外，除了該協會內的成員，還有許多釀造商也在運用不同的發酵技術精心釀造出優質的氣泡清酒。有些採用瓶內二次發酵，類似於香檳的製作方式，而另一些則使用罐內充氣或自然瓶內熟成。如今，市場上的氣泡清酒種類風格比以往更加多元。

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## KEY CHARACTERISTICS: SPARKLING SAKE VS SPARKLING WINE

- Diverse alcohol content
  - Wider range of ABV (10–18%), compared to sparkling wines (which typically range 11.5–12.5% ABV).
- Effervescence & Mouthfeel
  - Softer, more delicate bubbles compared to Champagne.
  - Provides a smoother, less astringent texture, enhancing drinkability.
- Natural Fermentation & Varied Flavor Profile
  - Unlike wine, has no added sugar - flavors develop naturally through fermentation.
  - Offers a broad spectrum of styles, from bone-dry and crisp, to creamy and sweet.
- Umami-Rich Composition
  - Made from rice, koji, yeast, and water, thus highlights umami and depth in flavor.
  - Is lower in acidity than sparkling wine, thus is highly food-friendly.
- Visual & Textural Diversity
  - Available in clear, crisp styles or cloudy nigori versions, which have a richer, creamier mouthfeel.
  - Nigori sparkling sakes contain fine rice sediment, adding complexity and texture.

## 氣泡清酒VS氣泡葡萄酒： 主要特點對比

- 多樣化的酒精濃度
  - 酒精濃度範圍更廣（10-18% ABV），相比之下，氣泡葡萄酒的酒精濃度通常介於11.5-12.5%ABV之間。
- 氣泡與口感
  - 與香檳相比，氣泡更加細膩、柔和。
  - 口感更順滑、澀味更少，提升了飲用體驗。
- 天然發酵與風味多樣
  - 與葡萄酒不同，不添加額外糖分，所有風味均來自天然發酵。
  - 風格多樣，從乾爽清脆到醇厚甜美皆有。
- 富含鮮味（Umami）
  - 以米、麴菌、酵母和水釀造，因此帶有鮮味與豐富的層次感。
  - 酸度低於氣泡葡萄酒，更適合作為佐餐酒。
- 視覺與口感多樣性
  - 既有清澈透明的爽口類型，也有濁酒（Nigori）版本，口感更加濃郁、順滑。
  - 濁酒氣泡清酒含有細微的米渣，為其增添了複雜度與層次感。

## DELIGHTFUL SPARKLING SAKE COLLECTION



from left: Shichiken Sparkling Yamano Kasumi, Yamanashi Prefecture, #40793: 360ml, 65284: 720ml  
Shichiken Sparkling Morino Kanade, Yamanashi Prefecture, #63260: 720ml / Haneya Sparkling, Toyama Prefecture, #82468: 360ml, #75042: 720ml  
Izumibashi Tonbo Sparkling Junmai, Kanagawa Prefecture, #10285: 250ml / Kikuizumi Hitosuji Rose Sparkling, Saitama Prefecture, #10462: 720ml  
Kikuizumi Hitosuji Sparkling, Saitama Prefecture, #10463: 720ml / Dewatsuru Awasake Ashitahe, Akita Prefecture, #10433: 720ml  
Hakkaisan Sparkling Nigori, Niigata Prefecture, #4543: 360ml



正如香檳象徵著特別時刻與慶祝場合，氣泡清酒同樣擁有這種魅力。  
通常酒精度較低，適合作為輕鬆日常飲品，同時也能為珍貴時刻增添喜悅與儀式感！

## HURDLES & IDEAS IN ADDING SPARKLING SAKE TO THE BEVERAGE MENU

### 1. Low Consumer Awareness

Unlike Champagne, sparkling wine, or even conventional sake, sparkling sake is still relatively unknown among many consumers. This lack of familiarity can lead to hesitation in ordering.

#### Solution:

- Create a Independent Section on Menu: Give the category high visibility by creating an independent “Sparkling Sake” separate from “Sake”.
- Menu Descriptions Matter: Use concise, engaging descriptions that highlight its unique qualities - lower alcohol content, softer bubbles, and umami-rich taste.
- Staff Education & Recommendations: Train servers to proactively introduce sparkling sake as alternative to sparkling wine or as a unique aperitif.
- Tasting Flights & Promotions: Offer tasting flights or promotions that encourage customers a taste without committing to a full bottle.

### 2. Higher Pricing Compared to Standard Sake and Sparkling Wine

Premium sparkling sakes, particularly AWA SAKE\*, tend to be priced higher than many still sakes and even some sparkling wines. This can be a barrier for price-conscious consumers.

#### Solution:

- Positioning & Upselling: Train staff to position sparkling sake as a premium experience, much like Champagne, emphasizing quality, craftsmanship, and exclusivity.
- Glass & Bottle Options: Offer sparkling sake by the glass in addition to full bottles to make it more accessible.
- Cocktail Integration: Incorporate sparkling sake into signature cocktails, creating a more approachable entry point for customers hesitant to pay for a full pour. A spritz-style drink with yuzu or shiso syrup can appeal to customers seeking refreshing, low-ABV options.

## 在酒單中加入氣泡清酒的挑戰與對策

### 1. 低市場認知度

與香檳、氣泡葡萄酒或傳統清酒相比，氣泡清酒對許多消費者來說仍相對陌生，消費者可能因不熟悉而猶豫是否要嘗試。

#### 解決方案：

- 獨立分類：設立獨立的「氣泡清酒」類別，使其在酒單上更為顯眼，而非與「清酒」混列。
- 優化酒單描述：使用簡潔、生動的描述來突出氣泡清酒的獨特優勢，例如低酒精度、氣泡柔和與鮮味豐富等特點。
- 員工培訓與推薦：訓練服務人員主動向客人推薦氣泡清酒，將其作為氣泡酒的替代選擇或獨特的開胃酒。
- 品鑑與促銷：提供品鑑套餐或促銷活動，讓顧客能夠在不必購買整瓶的情況下先行試飲。

### 2. 價格高於一般清酒與部分氣泡酒

高端氣泡清酒（尤其是AWA SAKE）的價格往往高於一般靜態清酒，甚至高於部分氣泡葡萄酒，這可能會讓價格敏感的消費者卻步。

#### 解決方案：

- 提供杯裝與瓶裝選項：提供杯裝選擇，讓顧客不必一次購買整瓶，讓更多消費者願意嘗試。
- 提供杯裝與瓶裝選項：提供杯裝選擇，讓顧客不必一次購買整瓶，讓更多消費者願意嘗試。
- 雞尾酒搭配：利用氣泡清酒製作特色雞尾酒，使其更容易被接受。例如，搭配柚子或紫蘇糖漿的「Spritz」風格調酒，吸引尋求清爽低酒精飲品的顧客。

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## 酒豪大陸

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SAKE  
CHALLENGE

by Kosuke Kuji 210



## 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 5  
日本酒の超級冷凍 第5部分

The difference between normal freezing and flash-freezing (also known as super-freezing) is the "speed at which freezing occurs."

Freezing typically takes time, thus water molecules within the cell of a substance expand and rupture the cell. With flash-freezing, however, freezing takes place instantly without water molecules expanding inside the cell, thus the cell does not rupture.

Please refer to this link for details.

■TÖMIN FROZEN

<https://x.gd/sRx3S>

Thawing sashimi and meat in the

refrigerator at home often produces a red, blood-like fluid called drip. The more drip loss generated, the more the flavor of the meat or fish deteriorates due to the loss of flavor, texture, and nutrients in the drip.

However, flash-freezing does not generate any drip loss.

Hearing this, I immediately thought if flash-freezing meat and fish is possible, then why not sake? Sake is a liquid that does not contain any cells.

Further, the principle of Technican Co., Ltd.'s freezing technology is to "freeze with liquid."

普通冷凍與瞬間冷凍的區別是什麼？那就是「凍結速度」。

普通冷凍需要較長時間才能凍住，因此物質細胞內的水分子會膨脹，破壞細胞。然而，瞬間冷凍則在極短的時間內完成凍結，水分子不會膨脹，不會破壞細胞。

詳情請見連結：

<https://x.gd/sRx3S>

人們常常在家裡的冷凍櫃裡冷凍生魚片或肉類並解凍時，會發現有

紅色的血液樣的東西流出，這就是所謂的「滴水」。滴水越多，肉類或魚類的味道就會越差。然而，瞬間冷凍則完全不會出現滴水現象。

聽到這裡，我立刻想到，如果肉類和魚類可以這樣做，那酒也應該可以做到吧。酒是液體，而且裡面沒有細胞等結構。

而且，理論上「凍眠」的原理就是「液體冷凍」。

在負30度的特殊不凍液（高濃度酒精）中，可以把肉或魚真空包裝

後放進去冷凍。同樣，酒也可以直接放入瓶中進行冷凍。

此時你可能會感到困惑，難道用負196度的液氮噴灑會更快凍結嗎？我也這麼想過。

「負198度對負30度」的對決，當然我認為負198度更快。

但這是一個巨大的誤解，真正的答案是「氣體」和「液體」在熱傳導率上的差異。具體將在下一回揭曉。

...To be continued in the next report. ■



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## What is Undiluted Sake? 原酒是什麼

Japanese sake contains the highest alcohol level among liquors worldwide, of which the alcohol content of Japanese sake freshly squeezed from fermenting mash is approximately 20 percent. Also, the degree of alcohol content differs according to the ingredients and production method used. However, the alcohol content of Japanese sake sold commercially in the market is approximately 15 percent (above 15 percent, less than 16 percent, according to regulations for selling sake). This is due to the alcohol content adjusted to be a certain amount by adding water prior to bottling and shipping out. The sake before adjusting with water is called “undiluted sake.” According to the National Tax Agency’s “Standards for Manufacturing Methods and Quality Indication for Sake,” “Undiluted Sake” is stipulated as “sake not adjusted (excluding the addition and adjustment of water less than 1% of the alcohol content) by adding water after production.”

In other words, the only condition required to qualify as unfiltered sake is to not add or adjust with water. Therefore, the Junmai type, the Honjozo type that adds distilled alcohol, and any other sake not adjusted with water can all be sold as undiluted sake.

The reason why the alcohol content of sake sold is regulated to be 15 ~ 16 percent is based on the liquor tax applied to Japanese sake. The current liquor tax for Japanese sake is not assessed uniformly across all liquor brands, but based on the alcohol

content. More specifically, the standard alcohol content for Japanese sake is above 15 percent, but less than 16 percent, for which the taxes levied per 1 kiloliter (220 gallons) of sake within this range is 140,500 Yen. Also, every time the standard alcohol content is raised/ lowered by 1 percent, the taxes levied per 1 percent alcohol content changes by 9,370 Yen ( $140,500 \div 15 = 9,366$ ).

To add alcohol content, discard the fraction of alcohol content; and to decrease alcohol content, round off to the nearest whole number (for Japanese sake with alcohol content below 8 percent, the taxes levied is uniformly 74,910 Yen). Although adjusting with water makes the sake easy-to-drink, undiluted sake to which water would normally not be added is permitted to be adjusted with water within 1 percent alcohol content due to this taxation method. The background behind the emergence of undiluted sake is in part due to the exploration of new demands and diversification, as well as the intention to explore new demands with higher than the standard alcohol content despite adding water. This type of Japanese sake is normally referred to as “highly-concentrated sake.”

◆ ◆ ◆

日本酒是世界上酒精度數最高的釀造酒之一，剛從酒糟中壓榨出來的日本酒，酒精度通常可達到20%左右。而酒精度的高低也會因所使用的原料和釀造方法而有所不同。然而，一般市面上

銷售的日本酒酒精度大多在15%左右(通常為15%到16%之間，這是市售酒的標準)。這是在瓶裝並出貨之前，日本酒會經過加水調整，使其酒精度降低到這一水準。而在加水調整之前的日本酒，就是所謂的“原酒”。根據國稅廳的“清酒的製造品質表示標準”，規定如果在製造過程中沒有進行加水調整(不包含在酒精度為1%以下的範圍內進行加水調整)，則可以標示為“原酒”。

換句話說，原酒的定義僅僅取決於是否加水調整。因此，無論是純米類型的酒，還是添加了釀造酒精的本釀造類型的酒，只要沒有進行加水調整，都可以作為原酒出售。

15%至16%的酒精度是市售酒的標準，實際上是與日本酒的酒稅稅率相關的依據。日本酒的酒稅並不是統一按同一稅率徵收的，而是根據酒精度來確定的。具體來說，日本酒的標準酒精度為15度至16度之間，處於這個範圍內的酒每千公升的稅金為140,500日元。每當酒精度增加或減少1度時，每增加或減少1度的稅額為9,370日元(即 $140,500 \div 15 = 9,366$ 日元)。不過，加稅時，會捨去1度以下的小數部分；而減稅時，小數部分則會進位到1度(酒精度低於8度的日本酒稅金則統一為74,910日元)。加水調整不僅使酒更加容易飲用，實際上，允許對原酒進行1%以內少量加水調整，也有可能是為了配合這一課稅方式。

原酒的出現背景，是日本酒在開拓新需求和多樣化產品方面的努力。近年來，為了進一步挖掘新的需求，儘管進行了加水調整，但酒精度高於標準酒精度的產品也開始大量出現。這類日本酒通常被稱為「高濃度酒」。







# Tokyo Jizake Strolling

## 東京地酒散步

by Ryuji Takahashi



Ryuji Takahashi

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

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



## Effects of freezing weather 寒波的影響

Global warming has been deemed a threat in recent years. Predictions of warm weather were overturned by intense freezing weather that gripped the Sea of Japan coast off the Japanese islands. Colder air in the sky is apparently 21.2 F or as low as 15.8 F, prompting questions like what happened to global warming. Ground shipping routes from the Tohoku region, the Sea of Japan coast and Western Japan were buried under snow, which significantly impacted the transportation industry and the sake industry as well.

Sudden snowstorms stopped traffic and left trucks immobile, which not only prevented products from being delivered, but also caused many issues in often centuries-old buildings of many sake breweries. One issue I heard of was an old water pipe that froze and erupted, which left the brewery with no running water. A plumber could not be called due to the snowstorm, and sake could not be brewed nor shipped. Notifying the affected parties of these weather-related issues was challenging. Although the water pipe was repaired, the freezing weather continued with more snowstorms forecasted in the news as of mid-February when I drafted this article. I heard only tentative emergency repairs were done to replace deteriorating water pipes with new pipes due to the snowstorm, which remains a concern. Although the sake

industry is typically bustling during the winter season, such freezing weather causes problems that prevent industry workers from enjoying their sake.

The Tohoku region saw record-breaking snowfall for the first time in over ten years as the freezing weather headline the news daily. Depopulation and the aging population are serious issues raising concern over the lack of labor to shovel and remove snow after snowstorms in the Tohoku region and on the Sea of Japan coast. I once heard that a part of a sake brewery collapsed from the weight of snow due to the lack of labor to remove snow. Around the same time however, the first gust of spring blew through the Pacific side of the Kanto region. However, the strong typhoon-like gusts of wind blew down trees, store signs, and scattered pollen and dust, which caused fires. The weather approaching spring can be terrifying.

However, the recurrence of freezing weather has been abnormal for the last few years, with snowfall in the middle of March. The weather has been abnormal with scorching heat, intense freezing weather, and snowfall off-season. Such abnormal weather off-season must cause headaches for sake breweries trying to bottle seasonal sake products. It seems that sales of seasonal sake products have declined overall. I'm concerned that the four seasons in Japan may not remain as distinct over

time. Someday, we may eventually alternate between scorching heat and intense freezing weather. Anyway, the abnormal weather seems likely to continue this year, so I hope and pray for everyone's safety.■

◆ ◆ ◆

近年來溫暖化問題成為話題。然而，暖冬的預期卻打破了，強烈的寒波襲擊了日本列島的日本海一側。上空的寒氣降到負6度或負9度，溫暖化的討論已成空談。東北、日本海一側和西日本的陸路運輸路線被積雪覆蓋，運輸行業受到了嚴重衝擊，日本酒業也受到了很大影響。由於突如其來

的大雪，道路被封，卡車無法通行，不僅商品無法送達，許多酒藏還因老舊建築而頻繁出現雪災問題。我聽到的一個酒藏問題是，凍裂的老舊水管導致無法使用水源。由於積雪維修人員無法趕到，釀不成酒，運輸都受到影響，造成了極大的困擾。據說雖然最後修復了，但又一次寒波來臨了，預計大雪還會繼續下去。這篇文章寫於2月中旬，新聞報導中指出寒波依然影響著各地。即使想將老化的水道系統替換成新的，積雪仍是障礙，只能做一些臨時修復，未來依然充滿不確定性。雖然寒冷的天氣對日本酒行業通常有利，但寒波如此強烈，反而讓人沒有心情去飲酒了。在東北地區，一些地方更是幾十年來首次打破了積雪記錄，寒波的新聞幾乎天天佔據了頭條。地方的過疏化和高齡化問題嚴重，雪堆得如此厚重，東北日本海側地方上面臨著清雪和除雪人手不足的問題。實際上，我聽說過酒藏因為沒有除雪工人，部分酒藏被雪壓塌的故事。然而在同一時期，關東太平洋一側卻迎來了春一番，颱風般的暴風席捲而來，樹木倒塌、看板飛走，飛揚的花粉和塵土，火災發生，原本應當春意盎然的天氣卻變得讓人感到恐怖。然而，近年來寒潮回暖的現象也異常，3月中旬也會出現積雪。這些猛暑、強烈的寒潮、異常的降雪現象都可以歸類為異常氣候。隨著季節變得越來越不穩定，酒藏在季節性商品的瓶裝生產上也會感到困擾。事實上，我覺得季節性商品的銷售量總體上有所下降。我認為，隨著時間的推移，日本四季的風情或許會逐漸消失。有一天會不會只剩下極端的酷熱和嚴寒兩種季節呢？無論如何，異常天氣依舊持續，所以我只能為人們祈禱安全。





## SAKE SOMMELIER CLUB

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

### How to describe sake during sake tasting

During a sake tasting, the appearance, aroma, and flavor of the sake are described. Let's check how each of these key points are described.

**Appearance:** Describe the transparency, clarity, and color of the sake. If clear, describe the sake as bright. If glossy, describe the sake as "mellow with glaze." Describe the color of sake as "golden brown" or "bright yellow" in Japanese terms or use English terms such as "yellow" or "gold" used internationally.

The color of sake is sometimes compared to gemstones, such as "topaz." Add the shade to the color to describe the appearance and impression of the sake.

**Aroma:** Describe the sake aroma as "Top note" or "After flavor." Sake aroma is broadly classified into four types - "splendid," "refreshing," "gentle," or "fullness." Splendid sake aroma refers to the aroma of ripe fruits or a strong floral fragrance, while refreshing refers to the aroma of herbs or citrus fruits. Gentle aroma refers to bitter vegetables or nuts, while fullness refers to the aroma of spices or dairy products. Sake aroma is quite complex, thus multiple terms are often used to describe the sake aroma. ■

### 日本酒品鑒時的表達方式

在品鑒日本酒時，通過外觀、香氣和味道來用語言進行描述。下面我們來看看如何表達這幾個方面的特徵。

**【外觀】**外觀主要是指透明度、光澤度和顏色等方面的表現。如果酒液清澈透明，可以用「清澈」來形容；如果酒液有光澤，則用「光亮」來形容；如果酒液稍微渾濁，可以用「模糊」來描述。顏色方面，可以使用傳統的日語顏色詞，如「黃金色」或「山吹色」，也可以使用國際通用的詞彙，如「黃色」或「金色」來描述。此外，也可以藉助寶石的名稱來比喻，如「托帕石色」。這些顏色詞彙可以與濃淡程度相結合，以呈現外觀的印象。

**【香氣】**香氣的表達分為「上立香」和「含香」兩部分。香氣的種類大致可分為四類：「華麗型」，「清新型」，「溫和型」和「豐富型」。華麗型通常指熟透的水果或香氣濃烈的花朵的香氣。清新型常見的有草本植物的香氣或帶有酸味的水果香氣。溫和型如帶有苦味的蔬菜或堅果的香氣。豐富型：常與香料或乳製品的香氣相關。日本酒的香氣通常是複雜的，可能會有多种香氣交織在一起，因此在描述時常常會同時表達多種香味。

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# 일식 레스토랑 뉴스

April 2025

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祝

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Fun Pairings

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Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

미국 사케 소주 증류주 연구소 테이스팅 주의점

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



## Fun Pairings

While sake and food pairing is now the norm, why not try to change your perception in your approach?

While comparisons are made regularly, wine is compared to other wine, sake is compared to other sake, and shochu is compared to other shochu. This is great to compare the subtle differences in flavor with other brands. Why not try a fun food pairing that invokes a mind-blowing reaction like "I never imagined this type of pairing!" from consumers.

For example, serve fresh oysters with champagne and sparkling wine together to have consumers compare the delicious flavors of both pairing.

- \*Try pairing red wine with cheese, along with Kimoto sake, aged sake.
- \*For salads, try pinot grigio and flavored sake (yuzu, blueberry)
- \*For sashimi, try pairing with chardonnay, pinot grigio and Daiginjo
- \*For main meat dishes, try pairing with Junmai sake or red wine

\*For fried dishes or creamy pasta, try pairing with Barley shochu and white wine.

Try pairing with these combinations and have your customers sample them. While these three types of beverages (wine, sake, shochu) differ greatly in brewing method and ingredients, each are no doubt successful in boosting the dishes they're paired with. By trying these combinations, why not try to find creative ways to bring a moving culinary experience that would invoke reactions like, "What is this!? This is delicious!" from customers?■

## 재미있는 페어링

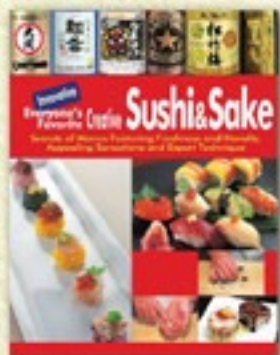
요즘에는 술과의 푸드 페어링이 우리 주변에 익숙하게 자리 잡고 있지만, 발상을 전환하여 좀 더 다채로운 시도를 해보는 것은 어떨까? 보통 와인은 와인끼리, 일본술은 일본술끼리, 소주는 소주끼리 비교한다. 이런 방식은 확실히 그 미묘한 맛을 비교하는 데는 효과적이다. 하지만 소비자에게 "이건 정말 예상 밖이네요!"라는 반응을 끌어낼 수 있는 이색적인 푸드 페어링을 찾아보는 것은 어떨까?

생굴에 샴페인과 스파클링을 동시에 제공하고, 각각의 맛을 비교하도록 한다.

- 치즈 모듬에 레드 와인, 기모토 주조법으로 만든 술, 고슈(古酒)
- 샐러드에 피노 그리지오와 맛(유자, 블루베리) 술
- 회에 샤르도네와 피노 그리지오, 다이긴조(大吟醸)
- 메인 고기 요리에 준마이슈(純米酒)와 레드 와인

• 튀김이나 크림이한 파스타에는 무기소주 (麦焼酎)와 화이트 와인

등을 조합하여 고객에게 선사한다. 와인, 일본술, 소주 등 3종은 양조 방법과 원료 등이 완전히 다르지만, 모두 음식 맛을 북돋우는 술이다. 이를 조합하여 소비자에게 "뭐야, 이거 정말 맛있다!"라는 감동을 줄 수 있는 기획을 해 보는 것도 재미있을 것이다.



## Stylish and Fashionable Sushi for a Modern Lifestyle

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



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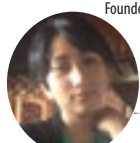
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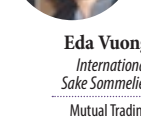
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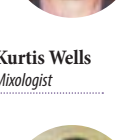
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## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 210



## Kosuke Kuji

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

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

Super Frozen Sake: Part 5  
일본주의 슈퍼 프로즌 5편

The difference between normal freezing and flash-freezing (also known as super-freezing) is the "speed at which freezing occurs."

Freezing typically takes time, thus water molecules within the cell of a substance expand and rupture the cell. With flash-freezing, however, freezing takes place instantly without water molecules expanding inside the cell, thus the cell does not rupture.

Please refer to this link for details.

## ■TÖMIN FROZEN

<https://x.gd/sRx3S>

Thawing sashimi and meat in the

refrigerator at home often produces a red, blood-like fluid called drip. The more drip loss generated, the more the flavor of the meat or fish deteriorates due to the loss of flavor, texture, and nutrients in the drip.

However, flash-freezing does not generate any drip loss.

Hearing this, I immediately thought if flash-freezing meat and fish is possible, then why not sake? Sake is a liquid that does not contain any cells.

Further, the principle of Technican Co., Ltd.'s freezing technology is to "freeze with liquid."

보통의 냉동과 순간냉동의 차이. 그것은 「얼리는 속도」입니다. 보통의 냉동은 오랜시간에 걸쳐 얼리기 때문에, 물질 세포 속에 있는 물 분자가 커져서

세포를 망가뜨리게 됩니다. 하지만 순간냉동에서는 순식간에 얼리기 때문에 세포 속에 있는 물 분자가 커지지 않은 채 그대로 얼리므로 일체 망가지지 않습니다.

상세한 내용은 아래를 참고하세요.

■동면의 설명 <https://x.gd/sRx3S>

흔히, 가정의 냉동고에서 사시미나 육류 등 얼려서 해동하면 붉은 피와 같은

액체가 나오는데 이것이 드립이라고 불리는 것으로, 이것이 나오면 나오는 만큼 고기나 생선의 맛이 안 좋아집니다. 하지만 순간냉동이라면 이 드립은 절대 나오지 않습니다.

이것을 듣고 즉각 생각한 것이 고기나 생선으로 할 수 있다면 술로도 할 수 있지 않을까, 이었습니다. 술은 액체. 따라서 내용물에 세포파괴는 없습니다.

게다가, 테크니칸의 동면 얼리는 원리는 「액체로 얼린다」입니다.

마이너스 30도의 특수한 부동액(고농도 알콜濃度)에 고기나 생선이라면 진공 포장하여 넣어 얼립니다. 술도

Meat or fish is vacuum sealed in special antifreeze (highly concentrated alcohol) at -22 F to freeze. Bottles of sake can also be placed inside as is.

This idea may surprise you, but some may think applying nitrogen gas at -320F may freeze sake faster. I know I did.

Comparing freezing sake at "-324 F vs. -22 F," I thought of course, -198 F would freeze the sake faster.

However, this was a big mistake due to the difference in thermal conductivity between gas vs. liquid.

...To be continued in the next report. ■

병째로 넣을 수 있습니다.

여기서 이상하게 여겼을지 모르지만, 마이너스 196도의 질소 가스를 뿌리는 것이 더 빠르지 않은가? 라고 생각할 것입니다. 저도 그렇게 생각했습니다.

「마이너스 198도 대 마이너스 30도」의 승부인데, 물론 마이너스 198도 쪽이 빠르게

냉동된다고 생각했습니다.

하지만 이것은 큰 착오로, 「기체」와 「액체」의 열전도율의 차이가 그 해답이었습니다.

자세한 내용은 다음회에



# 日本酒 百味百題

## What is Undiluted Sake? 원주의 뜻

Japanese sake contains the highest alcohol level among liquors worldwide, of which the alcohol content of Japanese sake freshly squeezed from fermenting mash is approximately 20 percent. Also, the degree of alcohol content differs according to the ingredients and production method used. However, the alcohol content of Japanese sake sold commercially in the market is approximately 15 percent (above 15 percent, less than 16 percent, according to regulations for selling sake). This is due to the alcohol content adjusted to be a certain amount by adding water prior to bottling and shipping out. The sake before adjusting with water is called “undiluted sake.” According to the National Tax Agency’s “Standards for Manufacturing Methods and Quality Indication for Sake,” “Undiluted Sake” is stipulated as “sake not adjusted (excluding the addition and adjustment of water less than 1% of the alcohol content) by adding water after production.”

In other words, the only condition required to qualify as unfiltered sake is to not add or adjust with water. Therefore, the Junmai type, the Honjozo type that adds distilled alcohol, and any other sake not adjusted with water can all be sold as undiluted sake.

The reason why the alcohol content of sake sold is regulated to be 15 ~ 16 percent is based on the liquor tax applied to Japanese sake. The current liquor tax for Japanese sake is not assessed uniformly across all liquor brands, but based on the alcohol content. More specifically, the standard alcohol content for Japanese sake is above 15 percent, but less than 16

percent, for which the taxes levied per 1 kiloliter (220 gallons) of sake within this range is 140,500 Yen. Also, every time the standard alcohol content is raised/ lowered by 1 percent, the taxes levied per 1 percent alcohol content changes by 9,370 Yen (140,500÷15=9,366).

To add alcohol content, discard the fraction of alcohol content; and to decrease alcohol content, round off to the nearest whole number (for Japanese sake with alcohol content below 8 percent, the taxes levied is uniformly 74,910 Yen). Although adjusting with water makes the sake easy-to-drink, undiluted sake to which water would normally not be added is permitted to be adjusted with water within 1 percent alcohol content due to this taxation method. The background behind the emergence of undiluted sake is in part due to the exploration of new demands and diversification, as well as the intention to explore new demands with higher than the standard alcohol content despite adding water. This type of Japanese sake is normally referred to as “highly-concentrated sake.”■

정을 실시하고 있어서, 이가수조정하기 전의 일본주를 「원주」라고 한다. 국세청의 「청주의제법품질표시기준」에서는, 「제성후, 가수조정 (알코올분 1%미만의 범위내의가수조정을 제외한다)을 하지 않은 청주의 경우」에, 「원주」라고 표시할 수 있다고 규정하고 있다.

결국, 원주의 조건은 가수조정의 유무뿐이다. 따라서 순미타입의 술이든, 양조알코올을첨가한 본양조타입의 술이든 가수해서 알코올분을 조정하지 않은 것은 모두 원주로 판매할 수 있다는 말이다.

15~16%의 알코올분이 시판주의 규격이 된 것은 사실은 일본주에 적용되는 주세의세율이 근거가 된다. 현재 일본주에 대한 세율은 일률적으로 동일 세율을 적용하는과세방식이 아니라, 알코올분에 대하여 정해지기 때문이다. 구체적으로는 우선 일본주의기준 알코올분은 15도이상 16도 미만으로, 이 범위내에 들어가는 술의 1킬로리터 당세금은 140,500엔이다. 따라서, 이 기준 알코올분을 1도 조정함으로써 알코올분 1도 당세액 9,370엔 (140,500÷15=9,366 엔)을 가산 혹은 감산한다. 단, 가산하는 경우에는 그1도미만의 끝자리 알코올도수는 잘라버리고, 감산하는 경우에는 1도미만의 끝자리는1도분에 반올림하게 된다 (알코올분 8도미만의 일본주의 경우는 일률로 74,910엔).

가수조정에는 마시기 쉬운 술로 만드다는 의미도 있지만, 본래는 일체 가수를 하지않는술이어야 하는 원주에 1%미만의 범위내로의 가수조정을 허용하는 것도 이 과세방식때문이다.

원주가 등장한 배경에는, 일본주의 새로운 수요개척이나 상품의 다양화의 움직임이있지만, 최근에는 더욱 새로운 수요를 발굴하려는 의도에서 가수조정하고 있는 기준알코올분 보다는 높은 알코올도의 제품도 많이 나오고 있다. 이러한 일본주를 일컬어「고농도주」라고 불린다.

일본주는 세계 주조주 중에서 가장 알코올도가 높은 술로, 모로미에서 짜낸 상태의일본주의 알코올분은 20%전후까지도 된다. 또한 알코올 분의 정도는 사용되는 원료나제조방법에 따라 달라진다. 그런데 일반적으로 시판되고 있는 일본주의 알코올분은 대략15% (15%이상16%미만으로 시판주의 규격으로 정해져있다)로 되어있다. 이것은 병에담아 출하하기 전에 이 정도의 알코올분이 되도록 가수조

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

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# Tokyo Jizake Strolling

## 東京地酒散歩

by Ryuji Takahashi



**Ryuji Takahashi**

Regional Sake Specialty Store "Ji Saakeya" 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.



## Effects of freezing weather 한파에 의한 영향

Global warming has been deemed a threat in recent years. Predictions of warm weather were overturned by intense freezing weather that gripped the Sea of Japan coast off the Japanese islands. Colder air in the sky is apparently 21.2 F or as low as 15.8 F, prompting questions like what happened to global warming. Ground shipping routes from the Tohoku region, the Sea of Japan coast and Western Japan were buried under snow, which significantly impacted the transportation industry and the sake industry as well.

Sudden snowstorms stopped traffic and left trucks immobile, which not only prevented products from being delivered, but also caused many issues in often centuries-old buildings of many sake breweries. One issue I heard of was an old water pipe that froze and erupted, which left the brewery with no running water. A plumber could not be called due to the snowstorm, and sake could not be brewed nor shipped. Notifying the affected parties of these weather-related issues was challenging. Although the water pipe was repaired, the freezing weather continued with more snowstorms forecasted in the news as of mid-February when I drafted this article. I heard only tentative emergency repairs were done to replace deteriorating water pipes with new pipes due to the snowstorm, which remains a concern. Although the sake

industry is typically bustling during the winter season, such freezing weather causes problems that prevent industry workers from enjoying their sake.

The Tohoku region saw record-breaking snowfall for the first time in over ten years as the freezing weather headline the news daily. Depopulation and the aging population are serious issues raising concern over the lack of labor to shovel and remove snow after snowstorms in the Tohoku region and on the Sea of Japan coast. I once heard that a part of a sake brewery collapsed from the weight of snow due to the lack of labor to remove snow. Around the same time however, the first gust of spring blew through the Pacific side of the Kanto region. However, the strong typhoon-like gusts of wind blew down trees, store signs, and scattered pollen and dust, which caused fires. The weather approaching spring can be terrifying.

However, the recurrence of freezing weather has been abnormal for the last few years, with snowfall in the middle of March. The weather has been abnormal with scorching heat, intense freezing weather, and snowfall off-season. Such abnormal weather off-season must cause headaches for sake breweries trying to bottle seasonal sake products. It seems that sales of seasonal sake products have declined overall. I'm concerned that the four seasons in Japan may not remain as distinct over

time. Someday, we may eventually alternate between scorching heat and intense freezing weather. Anyway, the abnormal weather seems likely to continue this year, so I hope and pray for everyone's safety.■

◆ ◆ ◆  
온난화가 기승을 부리는 요즘. 따뜻한 겨울예상을 뒤엎고 강력한 한파가 일본열도를 강타했다.

상공의 한기가 영하 6도인가 9도 인듯, 온난화의 이야기는 어디로 가버렸냐는 추위이다. 동북·일본해측·서일본으로부터의 수송루트가 눈에 파묻혀, 운송업체에 타격을 주고, 일본주업계에 큰 영향이 생겼다. 갑작스런 폭설로 통행금지등으로 트럭이 움직이지않아서, 상품이 도착하지 않을 뿐만 아니라, 주조장에는 낡은 건물도 많아서 눈때문

에많은 애로가 있다고 들었다. 내가 들은 주조장의 곤란함 한가지는 얼은 낡은 수도관이터져서 물을 사용할수 없게 되었다는 것이다. 눈으로 수리업자가 오지 않고, 물건을만들지 못하고, 배송하지 못하는 트리플펀치로, 상당히 각방면 에로의 팔로우가힘들었다고 한다. 게다가 겨우 고쳤지만, 아직 한파가 오고, 대설이 예상된다고, 이 글을쓰고 있는 2월 중순의 뉴스에서는 보도하고 있다. 노후화된 수도 시스템을 새로운것으로 교환하는 데도 눈이 방해해 해서 어디까지나 응급처치적수리밖에 할 수없었다고 하니 앞으로도 불안하다. 일본주업계는 추워지는 쪽이 낫지만, 이렇게 까지강렬한 한파가 오면, 술을 마시고 있을 때가 아니게 된다. 동북쪽에서는 십수년만에 적설량을 갱신했다는 등 연일뉴스는 한파 이야기로 가득하다. 지방의 과소화나고령화는 심각한 문제로 지금 동북·일본해측에서 눈이 쌓이면 눈을 치우고 내리는일손 부족이 지방의 고민거리가 된다. 실제 술창고에 눈치우는 손길이 없어 창고의일부가 눈의 무게로 붕괴된 일을 들은 적이 있다. 하지만 같은 시기, 관동의 태평양측은봄기운이 한창이지만 태풍 수준의 폭풍으로 나무가 쓰러지고, 간판이 날아가고, 꽃가루만이 아닌 모래가 날리고, 화재가 발생하여, 봄이 시작되는 시기의 날씨가 아니라공포감이 드는 날씨이기도 하다. 하지만 최근 수년간 추위의 복귀도 이상해서, 3월 중순에 눈이 쌓이기도 한다. 폭염, 강렬한 한파, 때아닌 적설, 이것을 통틀어이상기상이라고 할 것이다. 이렇게 계절이 엉망이 되면 양조장도 계절상품인 병조림에골머리를 앓게 될 것이다. 실제 계절상품 판매병수가 전체적으로 줄고 있는 듯하다.

머지않아 일본의 사계절 정서등은 점차 없어져 버릴 것이라고 나는 생각한다. 언젠가는너무 덥거나 아니면 너무 추운 두가지로 되어 버리는 것일테지. 아뭏든 아직 올해도 이상날씨가 계속 될테니 모두의 안전을 기원할 뿐이다.





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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

### How to describe sake during sake tasting

During a sake tasting, the appearance, aroma, and flavor of the sake are described. Let's check how each of these key points are described.

**Appearance:** Describe the transparency, clarity, and color of the sake. If clear, describe the sake as bright. If glossy, describe the sake as "mellow with glaze." Describe the color of sake as "golden brown" or "bright yellow" in Japanese terms or use English terms such as "yellow" or "gold" used internationally.

The color of sake is sometimes compared to gemstones, such as "topaz." Add the shade to the color to describe the appearance and impression of the sake.

**Aroma:** Describe the sake aroma as "Top note" or "After flavor." Sake aroma is broadly classified into four types - "splendid," "refreshing," "gentle," or "fullness." Splendid sake aroma refers to the aroma of ripe fruits or a strong floral fragrance, while refreshing refers to the aroma of herbs or citrus fruits. Gentle aroma refers to bitter vegetables or nuts, while fullness refers to the aroma of spices or dairy products. Sake aroma is quite complex, thus multiple terms are often used to describe the sake aroma. ■

### 일본주를 테이스팅할 때의 표현방법

일본주를 테이스팅할 때는 외관, 향, 맛을 말로 표현합니다. 각각의 표현방법을 몇가지 확인해봅시다.

#### 【외관】

투명도나 빛, 색조등을 표현합니다. 맑은 경우에는 「사에-맑음」, 윤기가 있는 경우에는 「테리-광택」, 약간 탁한 경우에는 「보케-흐림」등의 말을 사용합니다. 색조는 「황금색」 「산부키색」이라고 일본식 이름을 쓰는 경우도 있고, 국제적으로 통용되는 「엘로우」나 「골드」등의 단어로 표현하는 일도 있습니다. 또한 「토바즈」같은보석에 비유하기도 합니다. 이러한 색의 표현에 농담을 더해서 외관의 인상을 표현해봅시다.

#### 【향】

「상립향」과 「포함향」을 표현합니다. 향의 종류를 크게 나누어 보면, 「하나야카-화려함」 「사와야카-상쾌함」 「오다야카-온화함」 「후쿠요카-폭신함」의 4종류입니다. 화려한 향은잘익은 과일이나 향이 짙은 꽃 등, 상쾌한 향은 허브나 신맛이 나는 과일등, 온화한 향은 쓴맛이 나는 야채나견과류등, 폭신한 향은 향신료나 유제품등에 비유됩니다. 또한 일본주의 향기는 복잡해서 여러가지 향을 섞어표현하는 일도 많습니다.

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**Sake tradicional**

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

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

## Sake Super Congelado: Parte 5

La diferencia entre la congelación normal y la congelación rápida (también conocida como super-congelación) es la "velocidad a la que se produce la congelación".

La congelación suele llevar tiempo, por lo que las moléculas de agua dentro de la célula de una sustancia se expanden y rompen la célula. Sin embargo, con la congelación rápida, la congelación se produce instantáneamente sin que las moléculas de agua se expandan dentro de la célula, por lo que esta no se rompe. Consulte este enlace para obtener más información.

• TÔMIN FROZEN  
<https://x.gd/sRx3S>

Cuando congelas sashimi o carne en el congelador de tu casa y luego los descongelas, sale un líquido rojo, parecido a la sangre; esto se llama goteo, y cuanto más sale, peor será el sabor de la carne o el pescado. Sin embargo, si lo congelas

rápidamente, este goteo no se producirá en absoluto. Al oír esto, pensé inmediatamente que si era posible congelar carne y pescado, ¿por qué no el sake? El sake es un líquido que no contiene células. Además, el principio de la tecnología de congelación de Technican Co., Ltd. es "congelar con líquido".

La carne o el pescado se envasan al vacío en un anticongelante especial (alcohol altamente concentrado) a -22 °F para congelarlos. También puedes verter alcohol directamente en la botella.

Esta idea puede sorprenderle, pero algunos pueden pensar que aplicar gas nitrógeno a -320 °F puede congelar el sake más rápido. Yo también lo pensé.

Al comparar la congelación del sake a "-324 °F frente a -22 °F", pensé, por supuesto, que a -198 °F el sake se congelaría más rápido. Sin embargo, esto fue un gran error debido a la diferencia de conductividad térmica entre el gas y el líquido.

...Continuará en el próximo informe.





## ¿Qué es el sake sin diluir?

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

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



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**E**l sake japonés es el licor con mayor contenido de alcohol del mundo. Recién exprimido a partir de puré fermentado tiene aproximadamente un 20 %. Además, el contenido varía según los ingredientes y el método de producción utilizado. Sin embargo, el que se vende comercialmente en el mercado es de aproximadamente el 15 % (por encima del 15 %, menos del 16 %, según las regulaciones para la venta de sake). Esto se debe a que el contenido de alcohol se ajusta a una cierta cantidad añadiendo agua antes del embotellado y el envío. El sake antes de ajustarlo con agua se llama "sake sin diluir". Según las "Normas para los métodos de fabricación e indicación de calidad del sake" de la Agencia Tributaria Nacional, el "sake sin diluir" se estipula como "sake no ajustado (excluyendo la adición y ajuste de agua de menos del 1 % del contenido de alcohol) añadiendo agua después de la producción".

En otras palabras, la única condición necesaria para que un

sake sea considerado sin filtrar es no añadir ni ajustar con agua. Por lo tanto, el tipo Junmai y el tipo Honjozo, que añaden alcohol destilado, y cualquier otro sake que no esté ajustado con agua, pueden venderse como sake sin diluir.

El motivo por el que el contenido de alcohol del sake que se vende está regulado entre el 15 y el 16 por ciento se basa en el impuesto sobre las bebidas alcohólicas que se aplica al sake japonés. El impuesto actual sobre las bebidas alcohólicas para el sake japonés no se aplica de manera uniforme a todas las marcas de bebidas alcohólicas, sino que se basa en el contenido de alcohol. Más específicamente, el contenido de alcohol estándar para el sake japonés es superior al 15 por ciento, pero inferior al 16 por ciento, por lo que los impuestos recaudados por 1 kilolitro (220 galones) de sake dentro de este rango son de 140.500 yenes. Además, cada vez que el contenido de alcohol estándar aumenta o disminuye en un 1 por ciento, los

impuestos recaudados por cada 1 por ciento de contenido de alcohol cambian en 9.370 yenes ( $140.500 \div 15 = 9.366$ ).

Para añadir contenido de alcohol, descarta la fracción; y para disminuir, redondea al número entero más cercano (para el sake japonés con un contenido de alcohol inferior al 8 por ciento, los impuestos aplicados son uniformemente 74.910 yenes). Aunque ajustar con agua hace que el sake sea fácil de beber, el sake sin diluir al que normalmente no se le añadiría agua se permite ajustar hasta el 1 por ciento de contenido de alcohol debido a este método de imposición. El trasfondo detrás del surgimiento del sake sin diluir se debe en parte a la exploración de nuevas demandas y la diversificación, así como a la intención de explorar nuevas demandas con un contenido de alcohol superior al estándar a pesar de añadir agua. Este tipo de sake japonés normalmente se conoce como "sake altamente concentrado".







# 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.



quitar la nieve. Sin embargo, casi al mismo tiempo, la primera ráfaga de primavera sopló a través del lado del Pacífico de la región de Kanto. no obstante, las fuertes ráfagas de viento similares a tifones derribaron árboles, letreros de tiendas y esparcieron polen y polvo, lo que provocó incendios. El clima que se acerca a la primavera puede ser aterrador.

Pero, la recurrencia del clima gélido ha sido anormal durante los últimos años, con nevadas a mediados de marzo. El clima ha sido defectuoso con calor abrasador, clima gélido intenso y nevadas fuera de temporada. Este clima anormal debe causar dolores de cabeza a las destilerías que intentan embotellar productos de sake de temporada. Parece que las ventas han disminuido en general. Me preocupa que las cuatro estaciones en Japón puedan no permanecer tan diferenciadas con el tiempo. Algún día, eventualmente alternaremos entre calor abrasador y clima gélido intenso. De todos modos, parece probable que el clima anormal continúe este año, así que espero y rezo por la seguridad de todos.

## Efectos del clima helado

El calentamiento global se ha considerado una amenaza en los últimos años. Las predicciones de un clima cálido se vieron refutadas por el intenso clima helado que azotó la costa del Mar de Japón frente a las islas japonesas. El aire más frío en el cielo es aparentemente de 21,2 F o tan bajo como 15,8 F, lo que genera preguntas como qué sucedió con el calentamiento global. Las rutas de envío terrestre desde la región de Tohoku, la costa del Mar y el oeste de Japón quedaron sepultadas bajo la nieve, lo que afectó significativamente a la industria del transporte y también a la industria del sake.

Las tormentas de nieve repentinas detuvieron el tráfico y dejaron a los camiones inmóviles, lo que no solo impidió la entrega de productos, sino que también causó muchos problemas en los edificios antiguos, de muchas destilerías de sake. Un problema del que escuché fue una vieja tubería de agua que se congeló y estalló, lo que dejó a la destilería sin agua. No se pudo llamar a un plomero

debido a la tormenta de nieve, y no se pudo elaborar ni enviar sake. Notificar a las partes afectadas sobre estos problemas relacionados con el clima fue un desafío.

A pesar de que se reparó la tubería de agua, el clima gélido continuó y se pronosticaron más tormentas de nieve en las noticias a mediados de febrero cuando redacté este artículo. Escuché que solo se hicieron reparaciones de emergencia provisionales para reemplazar las tuberías de agua deterioradas por tuberías nuevas debido a la tormenta de nieve, lo que sigue siendo preocupante. Aunque la industria del sake suele estar activa durante la temporada de invierno, un clima tan gélido causa problemas que impiden que los trabajadores de la industria disfruten de su sake.

La región de Tohoku vio nevadas récord por primera vez en más de diez años, ya que el clima gélido encabezaba las noticias a diario. La despooblación y el envejecimiento de la comunidad son problemas

graves que generan preocupación por la falta de mano de obra para palear y quitar la nieve después de las tormentas en la región de Tohoku y en la costa del Mar de Japón. Una vez escuché que una parte de una fábrica de sake se derrumbó por el peso de la nieve debido a la falta de mano de obra para





## SAKE SOMMELIER CLUB

Master Sake Sommelier

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**NPO法人**

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

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

### Cómo describir el sake durante una cata

Durante una cata de sake, se describe el aspecto, el aroma y el sabor del sake. Veamos cómo se describe cada uno de estos puntos claves.

### Aspecto

Expresa transparencia, brillo, color, etc. Si está claro, utilizamos palabras como "sae" (claro), si está brillante, utilizamos palabras como "eri" (lustroso), y si está ligeramente turbio, utilizamos palabras como "boke" (borroso). El color se puede describir utilizando nombres japoneses como "amarillo dorado" o "amarillo", o se puede describir con palabras aceptadas internacionalmente como "amarillo" u "oro". A veces también se compara con

piedras preciosas como el "topacio". Añade matices a estos colores para crear la impresión del exterior.

### Aroma

Expresa el "aroma superior" y el "aroma inferior". Las fragancias se pueden dividir en cuatro tipos: hermosas, refrescantes, suaves y con cuerpo. Los aromas florales se asemejan a frutas maduras o flores fuertemente perfumadas, los aromas refrescantes a hierbas y frutas ácidas, los aromas suaves a verduras amargas y nueces, y los aromas ricos a especias y productos lácteos. El aroma del sake es bastante complejo, por lo que a menudo se utilizan múltiples términos para describirlo.

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