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—食を豊かにする一枚を求めて—

Demand for Japanese cuisine evolves in Austin, Texas

—Large tech companies expand
into Austin, a new frontier
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Nambu Bijin Craft Vodka, Iwate, ABV:40%, 700ml#10664, 750ml#10665

Muska Bourbon Barrel Aged Junmai, Berkeley, 720ml#47100 / Katsuyama Den Junmai Daiginjo, Miyagi, 720ml#1915 / Noguchi Kanagawa Muroka Genchu, Ishikawa, 720ml#18555
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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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assigned back to Japan. Currently
distributed as Japan Restaurant News
(20,000 issues published electroni-
cally) in North America, Japan, and
Southeast Asia.

Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, “What’s with the exaggeration...? It doesn’t really matter.”

In this issue, I’d like to pass on to our readers a trick that enhances one’s abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let’s select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It’s best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There’s no need to stick with Japanese cuisine, for it’s fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it’s safe to say the pairing was a “success.”■

日本酒と料理の調和

特に日本酒と食のペアリングに対して、多くの人は「何を大げさな、あまり関係ない」と考えているのではないだろうか？

今回は、ちょっとした心がけで日本酒と料理のペアリング能力が上がるコツを教えたい。

まずは、なるべく性質の違う日本酒3銘柄を用意していただきたい。性質の違いは、本当は飲んでみないとなかなか分

かりにくいですが、とりあえずはラベルで判断できる情報で選んでみる。

たとえば、純米大吟醸、特別純米、純米生酛で全く違う産地のものを見つけてみる。秋田、新潟、兵庫など。米国産の日本酒も手軽な価格なのでこれらも入れると面白い。

3銘柄の酒は必ず同じ形状のグラスを使うこと。その際、3時間くらい冷蔵庫に保存し、55度Fくらいになるように

しておく。(白ワイングラスがベター)

さて料理だが、何も日本食に限らず、たとえば、中華、イタリアンなど（あまりスパシーなものやニンニクの強いものは避ける）で試すのも面白い。

注意する点は、日本酒を飲んだ時の料理との調和、旨みの変化、その食特有の臭さの変化、後味だ。これらが心地よければペアリングは、「良い」こととなる。

日本酒與料理的調和

我想很多人認為日本酒和食物搭配方面是“不要太誇張，沒有關係的”。

這一次，我懷著謹慎心理教如何提高您的搭配日本酒和料理的能力。

首先，我希望您盡可能準備三個性質不同品牌不同的日本酒。特性上的差異很難了解，沒有喝過是不知道的，暫時還是根據標籤上可以判斷的信息來選擇吧。

例如，嘗試尋找完全不同的產地的純米大吟釀、特殊純米、和純米生

酛。秋田、新潟、兵庫等。美國產的日本酒價格也很合理，把這些也包括在內會很有趣。

三個品牌的酒請務必使用相同形狀的玻璃酒杯。那時，將其放入冰箱中約 3 小時保存，使其達到華氏 55 度左右。（白葡萄酒杯會更好）

嗯，就該有一道菜了，但不限於日本菜，比如中國菜、意大利菜等一起嘗試也很有趣（避免那些太辣或大蒜味重的菜）。

注意點是，飲日本酒與料理調和時、味道的變化、食物特有的氣味的變化，以及後味。如果這些都很舒服，那麼配對就是“好”的。

니혼슈와 음식의 조화

흔히 니혼슈와 음식을 페어링 한다고 하면 ‘까짓것 그냥 마시면 되지, 유난 떨 필요 있나... 무슨 상관이 있다고’ 이런 생각을 할지도 모른다.

오늘은 니혼슈와 음식의 페어링 실력을 향상시킬 수 있는 간단한 팁을 전수해보고자 한다. 우선 각각 성질이 다른 세 가지 브랜드의 니혼슈를 준비해보자. 사실, 성질의 차이는 마셔 보기 전에는 알기 어렵지만, 라벨에 표시된 정보를 활용해 선택해본다.

예를 들어 준마이 다이긴쵸, 도쿠베츠 준마이, 준마이 키모토처럼 원산지가 각각 다른 것을 찾아보자. 아키타, 니가타, 효고 등의 원산지가 있을 것이다. 저렴한 가격대를 자랑하는 미국

산 니혼슈도 추천한다.

각기 다른 세 가지 브랜드의 니혼슈는 반드시 같은 형태의 글라스를 사용해서 마셔야 한다. 이 때 온도는 약 3시간 냉장고에 보관하여 화씨 55도 정도가 되도록 하는 것이 적당하다. (화이트와인 글라스를 사용하면 더욱 좋다)

이제 페어링할 음식을 고를 차례다. 음식은 일식에 국한하지 않고 중국요리, 이탈리아 등(너무 맵거나 마늘 향이 강한 요리는 피할 것)을 시도해 보는 것도 재미있을 것이다.

주의해야 할 점은 술을 마셨을 때 음식과의 조화, 맛의 변화, 페어링한 음식의 냄새 변화, 그리고 뒷맛이다. 함께 했을 때 거슬리는 것 없이 입이 즐겁다면 그것이 ‘좋은 페어링’이다.

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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.

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Super Frozen Sake: Part 6
日本酒のスーパーフローズン その6

The difference is in the principle behind freezing gas versus liquid, which can be explained as "the difference in thermal conductivity." For example, the temperature in a sauna is 194 degrees Fahrenheit. A person can enter a sauna at 194 F for only several minutes, even 10 or 20 minutes, but not for an hour.

On the other hand, a person cannot enter a hot tub at 194 F without suffering from burns. A hot tub can be entered up to approximately 41 F above the human body temperature.

As you can see in this example,

thermal conductivity is much faster in liquid than in gas. Therefore, freezing occurs much faster with liquid at -22 F than gas at -320 F.

After the kind explanation given by the technician, I quickly borrowed a prototype device and flash-froze unpasteurized sake freshly pressed at the brewery. This sake was just freshly pressed on "Day 0," available only at the sake brewery.

Of course, I tasted both flash-frozen sake and unpasteurized sake. At that moment, I felt the most goosebumps I've ever felt in my entire life.

First, the bottle doesn't crack. No expansion occurs from freezing since the liquid surface inside the bottle does not change. Therefore, there is no need to use special bottles or caps, which allows the usual bottles and caps to be used.

There was no noticeable difference in flavor between flash-frozen sake versus unpasteurized sake. There was hardly any difference in flavor. The flavor of unpasteurized sake freshly pressed on "Day 0" does not change at all, with no need to change the bottle to sell it anywhere in the world where frozen products can be delivered.■

気体と液体の凍る原理の差。これは「熱伝導率の違い」で説明できます。例えばサウナの部屋の温度は90度あります。この90度のサウナに人は入れます。もちろん1時間とかは無理ですが、数分、十数分は大丈夫です。

しかし、90度のお風呂には人は絶対に入れません。火傷してしまいます。風呂は人の体温からプラス5度くらいが限度です。

これから分かる通り、液体の熱伝導率は気体の熱伝導率よりも圧倒的に早

く、マイナス198度の気体で凍らせるよりもマイナス30度の液体で凍らせる方がはるかに早く凍ります。

これらの説明をテクニカンからいただき、早速私は試作機を借りて、蔵でしばりたての生原酒を瞬間冷凍しました。しばらく「0日目」のお酒です。蔵でしか味わえない、しばりたての本当の瞬間のお酒。

もちろん瞬間冷凍したものと、しないものの両方をテイastingしてみました。私は人生で1番の鳥肌が立ちました。まず、瓶が割れません。冷凍による膨張

が無いので、瓶の中の液面はほぼ変わりません。これにより、瓶やキャップを特殊なものにする必要がなくなり、当たり前前の普通の瓶とキャップでやれることがわかりました。

味は、瞬間冷凍したものと、しないもの、どちらも全く味の判別が付きません。それほど「変わらない」のです。しばらく「0日目」の最高にフレッシュな生酒の味わいを一切変えることなく、容器も変えることなく、世界中に冷凍で送れる場所ならどこにでも出すことが可能なのです。

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What is distilled alcohol? 醸造アルコールとは何か

Distilled alcohol is alcohol used as an additive for Japanese sake. Previously referred to as “alcohol as raw sake ingredient” was renamed as “distilled alcohol” according to the “Standards for Manufacturing Methods and Quality Indication for Sake,” issued in 1990. Alcohol for consumption - the main ingredient for Japanese sake - is mostly starch turned into sugar, and ninety-five percent ethyl alcohol, or liquid remaining after molasses from sugar cane, etc., crystalized and fermented, then vaporized with no synthetic alcohol used. Therefore, according to the label standards, indicating ‘distilled’ clarifies this beverage was not prepared using any synthetic alcohol. Currently, many products often distill and refine crude alcohol imported from overseas. Also, alcohol prepared by distilling shochu and sake lees is also used. Additives are added to distilled alcohol approximately one to two days before squeezing the fermenting-mash. Leaving for a long time after the additives are added will degrade the sake quality. This method is referred to as “alcohol fortification.” The amount of additives is different according to the targeted sake quality, however, the standard for generic sake is 1t of white rice with thirty-percent alcohol is approximately 500 ~ 600 liters. “Specific class sake,” such as Ginjo and Honjozo, is limited to below ten percent of the weight of white rice (weight of alcohol portion converted at 95 percent).

Distilled alcohol tends to be frowned upon due to its established perception as “alcohol-added sake,” produced using low-quality alcohol

post war when rice was short in supply. However, this is not always the case. While it is true that additives are typically added to alcohol to increase the volume for regular sake, for certain sake brands, these additives are used as a technique to achieve a smooth sake quality. An appropriate amount of additives enhances the sake flavor and aroma, thus these additives are used in Ginjo sake, known as the crown jewel of Japanese sake. Adding alcohol is what draws out the fruity Ginjo aroma, for without alcohol, the aroma will be left stronger on the strained sake lees. In other words, the Ginjo aroma is more faint in the Junmai-type Ginjo.

By the way, the limit set to the amount of additives in distilled alcohol of a specific brand name sake is the upper limit, with the actual amount of additives used being less than half of the limit in most cases. This is because the additives are not used for the purpose to increase volume, but to enhance the sake quality.■

◆ ◆ ◆

醸造アルコールとは、日本酒のアルコール添加用として使用されるアルコールのことである。以前は「原料用アルコール」と表現されていたが、平成2年に施行された「清酒の製法品質表示基準」によって、「醸造アルコール」と表示されることになった。日本酒の原料用アルコールは、主にでんぷん質を糖化したものや、廃糖蜜（サトウキビやテンサイなどの糖蜜から砂糖を結晶させた後に残る液）を発酵させた後に蒸留して造られる95%のエチルアル

コールであり、いわゆる合成アルコールなどはいっさい使用されていない。そこで、表示基準では「醸造」と表記することで、合成アルコールではないということを明確にしているわけである。現在は、海外から輸入した粗留アルコールを蒸留精製することが多い。また、焼酎や清酒粕を蒸留したアルコールも用いられる。

醸造アルコールの添加は、通常、もろみを搾る1~2日前に行なわれる。添加してから長く放置すると酒質が劣化するためである。この方法を「アルコール添加」(略して「アル添」という。添加量は目標とする酒質により異なるが、普通酒の場合で、白米1t当たり30%アルコールを500~600リットル程度が標準とされる。吟醸酒や本醸造酒などの「特定名称酒」の場合は、白米重量の10%以下(アルコール分95%換算の重量)に制限されている。

醸造アルコールというと、原料米が極端に不足した戦中戦後の時代に編み出された「アル添酒」や三増酒のイメージから眉をしかめる向きもあるが、必ずしもそうではない。アルコール添加は、普通酒の場合はたんなる増量のためであることが多いのは事実だが、特定名称酒の場合は、淡麗・軽快な酒質を造る技術として用いられており、適度な添加は酒の風味をととのえ、香りを高める働きをする。日本酒の最高峰といわれる吟醸酒にも使われているのはそのためである。アルコールを添加するからこそ、あのフルーティーな吟醸香が引き出されるのであり、アルコールを入れないと、搾り粕のほうにより多く香りが残ってしまう。つまり、純米タイプの吟醸酒は、吟醸香が立ちにくいということでもある。

ちなみに、特定名称酒の醸造アルコール添加量の制限は上限であり、実際にはその半分以下であることが多いという。増量ではなく、あくまで酒質を高めることが目的だからである。





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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

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



The Fate of Sake

日本酒の縁

My jizake (local sake) specialty shop celebrated 9 years in business, thanks to the support of my customers. Nine years passed since I met Mr. Eizo Musya, my mentor in the jizake industry, after working for many years in the restaurant industry. Mr. Musya shared his expertise in sake and introduced me to a sake brewery, where I was initiated into the world of sake brewing. I opened a sake shop in the town of Hatsudai where I knew no one in February 2016. My shop also survived the coronavirus pandemic. The first nine years of business passed quickly.

Children born to customers when my shop opened are now attending elementary school. My niece who was in elementary school at the time is now in college. Not surprisingly, my hair is turning increasingly white. Despite having started my business with no experience, speaking with sake breweries and senior industry professionals over the years trained me to converse like a veteran sake shop owner. Thanks to the advice I received from the sake brewery, I never thought about expanding my shop, but remained focused on steady management. Although I may not generate significant profit, I can also avoid significant losses.

How could I establish a base of regular customers for my shop in a land where I know no one? It took 9 years to build my base of core customers. In February, I was finally able to invite my regular customers and acquaintances

from my previous place of employment to a client's izakaya restaurant nearby as the venue to celebrate this milestone.

Looking back, I was introduced to a publication that introduces sake, went on radio and TV shows, conducted seminars for various corporations and organizations, wrote a column for several publications, and gained various valuable experiences outside of selling sake. I never would've had these experiences had I worked as an ordinary businessman. The more one learns about sake, the more one realizes that sake is not savored with your brain, thus less things are said over time.

This is because sake is savored by your tongue and liver. However, fads exist among sake fans, which now change at faster speeds, it's getting harder to keep up. I'd soon like to switch to selling sake in a calmer environment where I am free to drink, enjoy, and sell sake at my own pace, far removed from following fleeting fads in sake brands and types of sake.

Attending events where many sake breweries exhibit various sake brands gets tiring. I may appear less motivated at first glance; however, I was grateful to welcome so many guests who came to celebrate my business anniversary. I feel compelled to express my deep gratitude to all my clients who appreciate my taste in sake. The next milestone for my shop will be our 10-year business anniversary. Sales are still not extraordinarily high, but steady. However, I remain steadfastly committed to



serving the most delicious sake possible to the residents of Hatsudai. ■

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おかげさまで、私の経営する地酒専門店が9周年を迎えた。ずっと飲食の世界で働いた私が地酒の伝道師である武者英三氏と出会い、日本酒のノウハウを伝授され、酒蔵を紹介され、日本酒の世界に外堀を埋められ、2016年の2月に全く馴染みのない初台という町に販売店をオープンし、コロナ禍を経験し早9年。オープン時に生まれたお客様の子供も既に小学生。小学生だった姪も大学生。そりゃ私の白髪も増えるはず。門前の小僧習わぬ経を読むという感じで、未経験で始めた商売が酒蔵や先輩方の話を聞いているうち、いつの間にか酒販店のオヤジ風な話し方が出来るようになっていた。酒蔵のアドバイスでオープン当初から発射台は低めに設定し、飛行高度も地面スレスレを意識していた。そうすれば大きく儲からないが、落下したときの痛手も少ない。しかし、所縁の無い土地で、そんな商売で常連様を作ることが出来るのか。コアな常連様を作ること9年。そしてなんとか今年の2月に近所の取引先の居酒屋で常連様や前職の飲食業のころからの知人も呼んで宴会を催すことが出来た。思い起こせば、日本酒情報誌に紹介していただいたり、ラジオに出たりテレビに出たり、色々な



企業や団体の依頼でセミナーしたり、いくつかの紙面にコラム書いたりと酒を販売すること以外も色々経験させてもらった。普通に会社員をしていたらこんな経験は出来なかっただろう。そして、日本酒の世界は学べば学ぶほど、頭を使う嗜好品ではないという方向に進んでいくので、語ることは少なくなっていく。なぜなら、自分の舌と肝臓で感じる酒であると思うからだ。しかしながら、愛好家達の流行りが存在し、段々その流行りの移り変わりもスピードが速くなってきたので、着いていけなくなってきたというのもある。そろそろ、日本酒のタイプの流行りや銘柄の流行りの世界から切り離された、ゆるゆる飲める、落ち着いた世界の日本酒販売に切り替えていきたい。沢山の酒蔵や銘柄が並ぶイベントなども人込みに紛れると疲れてしまう。そんな一見やる気の無いような私の店の周年に沢山の人が集まってくれて、皆で宴会が出来たことはとても嬉しかった。私の日本酒感に賛同してくれている人達が沢山の事にも感謝しかない。次は10年の節目がやってくる。相変わらずガツガツした商売はしていないが、初台という町の住民に少しでも美味しい酒を飲んでもらいたいと思う気持ちは変わらない。

SAKE SOMMELIER CLUB

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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- 米国酒焼酎蒸留酒研究所 / テイスティングの注意点

How to describe sake during sake tasting

During sake tasting, describe the appearance, aroma, and flavor of sake. This report reviews how to describe sake flavor.

Sake Flavor

Sake flavor is described in terms of sweetness, acidity, umami, bitterness, and taste. For example, sweetness is described as "mellow" and "subtle," while acidity is described as "sharp" and "fresh." Umami flavor is described in terms of how the flavor "spreads" and as "savory," while bitterness is described as "herbaceous," etc. Also, describe the taste of sake as "smooth," "gentle," "round," etc.

Sake tasting is complex. The more one tastes sake, the more one wants to learn more about sake. Once you get the hang of it, I recommend "blind tasting" as well. Brand names must be hidden during the tasting to eliminate any biases to better understand your preferences in sake flavor. Why not try it once for yourself?■

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する。今回は味わいについて。

【味わい】

甘味・酸味・旨味・苦味、飲み口などを表現する。たとえば、甘味は「まろやか」「やさしい」など、酸味は「シャープな」「フレッシュな」など、旨味は「ふくらみのある」「芳醇な」など、苦味は「スッキリした」「ハーブのような」などの表現が使われる。また飲み口は、「サラサラ」「穏やかな」「まるみのある」といった言葉で表そう。

日本酒のテイスティングは奥が深く、チャレンジすればするほど日本酒をもっと知りたくなる。慣れてきたら、「ブラインドテイスティング」もオススメ。銘柄を隠した状態でテイスティングを行うと、先入観なく自分が好きな日本酒の傾向がわかって来る。一度、試してみたいだろうか。

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Sake Navigator

Presented by Sake Shochu Spirits Institute of America

The Challenge to Create a New Japanese Food Culture

新日本食文化の挑戦

By Atsushi Ashizawa



Atsushi Ashizawa

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

Ramen Business in the New Era -Introductory course for beginners-

新時代のラーメンビジネス —初歩からの入門講座—

This report explains the ramen craze in the U.S. in simple, easy to understand terms and offers step-by-step advice to anyone thinking of opening a ramen shop.

1. Store location and geographical conditions

Rent is not cheap in business and commercial districts with favorable geographical conditions and high pedestrian traffic. Aside from differences in rent depending on the square footage of the restaurant, a general reliable rule of thumb is that rent should be paid off with three days' worth of sales. Please stand in front of your prospective location and weigh the rent against the estimated daily sales to select your location.

2. Business policies, menu configuration, and staff allocation

Entrepreneurs opening a restaurant for the first time must secure skilled industry professionals and weigh the number of staff and their allocation against the number of menu items. Side menu selections such as fried rice, California Rolls, and gyoza must be listed separately if ramen is the main entrée. In Los Angeles for example, reference the average hourly wage of staff and take rent, labor, and rising costs into consideration to set prices for the menu. Also, ramen shops can operate under shorter business hours than other Japanese restaurants (closing around 8:30-9 p.m.).

3. Join a major Japanese restaurant franchise

Major restaurant chains consist of company-operated restaurants or franchise restaurants with fastidious attention to flavor.

The three major ramen styles

representative of Japan are "Sapporo Ramen" (miso-based), "Kitakata Ramen" (soy sauce-based), and "Hakata Ramen" (pork bone); in which franchise restaurants have extensive expertise in serving each distinct flavor. Differences between franchise restaurants and privately-owned restaurants are best confirmed by visiting chain restaurants and verifying with one's own eyes. "Kitakata Ramen Ban Nai" (Yuichiro Soeda, representative of Mensyoku Co., Ltd. in North America) expanded into the U.S. market and succeeded. The key to their success was their specialty Char Siu Ramen, a popular selection of Kitakata Ramen.

4. Taking on the challenge of opening an original ramen shop in a new era

In response to increasing demand for health-conscious menu selections in the ramen industry, we devised a concept that does not require expertise nor skills with low capital investment, recommended for beginners and female entrepreneurs. This strategy narrows down menu selections, requires few staff to lower labor costs, and sets prices lowered by an average of 20% compared to general ramen shops. However, this strategy requires the ramen shop to be confident in their flavor. A ramen shop offering bland flavor at low prices will not succeed. If you're interested in opening your own original ramen shop, please contact our publication to gain insightful expertise and support, free of charge.■

米国のラーメンブーム、これから開業を考えている方へのアドバイス項目別にわかりやすく解説したいと思う。

1. 店舗と立地条件

立地条件の良いとされているビジネス街、人通りの多い商店街などは当然家賃は安くはない。店舗の大小はあってもレント代は毎日の売上の3日分でクリア出来れば良いと昔からの定説で語られており、目安として信用できる数字だと考えて良い。店舗の前に立ってレントと売り上げを考えて判断すること。

2. 営業方針とメニュー構成及びスタッフ配置

初めて経営をする人は業界に精通した職人を受け入れ、メニューの数に対しスタッフの人数や配置を考えなければならない。ラーメンをメインにサイドディッシュ、チャーハンやカリフォルニアロール、餃子などある場合はセクション別に分けなければならない。メニューの値段はロサンゼルスの場合、レント、人件費、物価などの高騰に配慮して価格を設定してスタッフの平均時給を参考にしたら良い。

また、ラーメン店の場合、他の日本食レストランと違い営業時間を短かくて良い（午後8時半～9時閉店）

3. 日本の大手フランチャイズに加盟する

大手と言われるチェーン店は直営店とフランチャイズがあり、味にもこだわりを持っている。

日本3大ラーメンと言われる「サッポロラーメン」は味噌味、「喜多方ラーメン」はしょうゆ味、「博多ラーメン」はとんこつ味と特色を出して展開しており、膨大なノウハウを蓄積して対応している。個人経営との違いは、チェーン店を見て歩くことで自分の目で確かめる。米国には「喜多方ラーメン坂内」（添田裕一郎米国麺食代表）が進出して成功を収めている。それはメニューの中の喜多方ラーメンの中心的役割を果たしている名物チャーシューラインです。

4. 新しい時代の自分流オリジナルラーメン店経営に挑戦する

ラーメン業界にも健康志向が叫ばれる中、過去の経験や技術を必要とせず、また投下資本を抑えて初心者及び女性経営者向けを考案した。メニューを絞り、人手少なくして人件費を抑えて一般のラーメン店価格より20%ほど下げて提供するという戦略だ。ただし、味には自信を持って提供しなければならない。安かろう、まずかろうだけは避けなければならない。尚、オリジナルラーメン店に興味がありましたら当誌までお問合せください。無料にてノウハウを提供し協力させていただきます。

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Vinalies Internationales Wine Competition Akita Seishu “Dewatsuru Ashitae Sparkling Sake” Clutches Highest Sake Honor

ヴィナリー・インターナショナルワイン鑑評会
秋田清酒「出羽鶴 awa sake 明日へ」が最高金賞を受賞



Product information:
Dewazuru Ashitae
Sparkling Japanese Sake
Junmai Ginjo
Sake Meter Value: -1.0
Alcohol content: 13%

商品情報:
出羽鶴明日へ
スパークリング日本酒
純米吟醸
日本酒度: -1.0
アルコール度数: 13%

At the 2025 Vinalies Internationales (Vinalies International Wine Competition), regarded as one of the most prestigious of wine competitions in the world, Dewatsuru Ashitae Sparkling Sake clutched the Best of Grand Gold, Palme Sake Award, the highest in the Sake category. This contest, now in its 31st year and held in Paris from February 28th to March 4th, just marked the inauguration of the new Sake category, Mondial du Saké.

The Vinalies Internationales, established in 1994, is a prestigious international wine competition organized by the Union des Enologues de France or French Association of Enologists (certified wine experts). This year, 106 judges made primarily of enologists or expert winemakers, gathered to assess 2,684 samples from 37 countries to select the best through the rigorous evaluations that the group is known for.

Outdoing many other conventional Sake, the sparkling Sake garnered impressive scores with judges commenting:

This sparkling sake demonstrates elegant aromas of both orchard and

tropical fruits with hint of delicate white flower.

It showcases very fine moose, roundness, complexity, depth and lingering flavors on the palate, and it distinguishes itself from others especially on the texture and depth of flavors.

The brewery founded in 1865 and hailing from Akita Prefecture, Akita Seishu follows the labor intensive champagne making method and racks each bottle one at a time, to create the winning Dewatsuru Ashitae Sparkling Sake. The result is a wonderful display of bright sparkling Sake with a gentle aroma of fruits and white florals, with a full, lush flavor. Rooted in its Japanese name, “Ashitae” meaning “towards tomorrow”, is the brewer’s aspiration towards progress into new and exciting Sake frontier, as validated with this triumphant sparkling gastronomic Sake.

About the Mondial du Saké Category Competition

The Mondial du Saké category competition was established in 2025, incorporated into the Vinalies Internationales to highlight the cultural and

technical values of Sake. The organizer of this wine competition, Union des Enologues de France or French Association of Enologists (certified wine experts), aims to promote traditional Japanese Sake culture globally by creating this dedicated Sake division. Similar to the other seven categories, the Sake competition awards Grand Gold, Gold, and Silver medals. The Judging process is conducted through strict and fair blind tastings by a panel of Sake experts, categorized by type.



About Vinalies Internationales Wine Competition:

The Vinalies Internationales (Vinalies International Wine Competition), established in 1994, is a prestigious international wine

competition organized by the Union des Enologues de France or the French Association of Enologists (certified wine experts). It holds ISO 9001 certification and is accredited by leading wine organizations, including:

- OIV (International Organization of Vine and Wine)
- UIOE (International Institute of Oenologists)
- VINOFED (International Federation of Advanced Wine Competitions)

Ninety percent of the judges are enologists (certified wine experts), while the remaining panel consist of journalists and wine educators. This competition is recognized for its rigorous evaluation of wines from around the world.

Winning an award in any of the eight categories brings global recognition to a wine, increasing its reputation in both French and international markets. The product that receives the highest honor becomes the benchmark representative of its category.

Since its inception, Vinalies Internationales has become a cornerstone of the global wine competition scene, regarded as a key reference for wine enthusiasts and professionals worldwide. By bringing together the expertise of the producers and oenologists, the competition plays a vital role in promoting the world’s finest wines and terroirs.■

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世界で最も権威のあるワインコンクールの一つとされる2025年ヴィナリー・インターナショナルで、「出羽鶴 awa sake 明日へ」が、日本酒部門の最高位である「Best of Grand Gold, Palme Sake 賞」を受賞しました。今年で31回目を迎える同コンテストは、2月28日から3月4日まで開催され、新たに日本酒部門「モンドリアル・デュ・サケ」が創設されました。

ヴィナリー・インターナショナルは1994年に設立され、フランスの醸造家協会（認定ワイン専門家）によって主催されているコンクールです。今年は、世界37カ国から2,684点の出品があり、エノロジストを中心とした106名の審査員による厳正な審査のもと、最優秀賞が選ばれました。

今回受賞のスパークリング日本酒は、伝統的な日本酒と比較して際立った評価を受けました。審査員からは、以下のようなコメントが寄せられています：

「果樹園の果実やトロピカルフルーツの香り、そしてほのかに香る白い花のアロマがエレガントに調和しています。」
「非常にきめ細やかな泡立ち、まろやかさ、複雑さ、奥行きのある味わい、そして長い余韻が特徴で、その質感と味の深みにおいて他と一線を画しています。」

1865年創業、秋田県を拠点とする酒蔵・秋田清酒は、手間のかかるシャンパーニュ製法を採用し、一本ずつ手作業で瓶を動かすことで、この「出羽鶴 明日へスパークリング日本酒」を生み出しました。果実や白い花を思わせるやさしい香りと、華やかで豊かな味わいが特徴の、見事なスパークリング日本酒で知られています。

「^{あした}明日へ」という名前には、「明日へ向かって」という意味が込められており、このスパークリング美食酒の成功が示すように、新しくエキサイティングな日本酒のフロンティアへの進歩に対する蔵元の熱意を表しています。

モンディアル・デュ・サケ部門について

「モンディアル・デュ・サケ」は、日本酒の文化的・技術的価値に焦点を当てるために2025年、ヴィナリー・インターナショナル内に設立されました。フラン

ス醸造技術者協会は、日本酒部門を設けることで、日本の伝統的な酒文化を世界に広めることを目指しています。他の7部門と同様に、日本酒部門でもグランドゴールド、ゴールド、シルバーのメダルが授与されます。審査は、日本酒の専門家パネルによる厳正かつ公正なブラインドティスティングによって行われ、種類別に分類されます。

ヴィナリー・インターナショナルについて

1994年に設立されたVinalies Internationales（ヴィナリーズ国際ワインコンクール）は、Union des Œnologues de France（フランス醸造家協会）が主催する権威ある国際ワインコンクールです。ISO9001認証を取得しており、以下の主要なワイン団体から認定を受けています。

- OIV（国際ブドウ・ワイン機構）
- UIOE（国際ワイン醸造技術者協会）
- VINOFED（国際上級ワインコンクール連盟）

審査員の9割がエノログ（ワイン醸造技師理者）で、残りはジャーナリストとワインエデュケーターで構成され、世界中のワインが厳格な審査を受けるコンクールとして知られています。

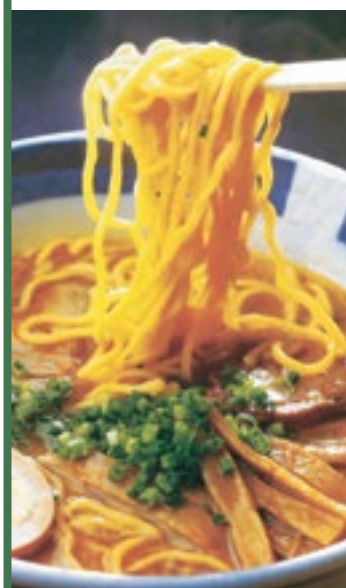
8部門のいずれかでの受賞は、フランス国内および国際市場での認知向上につながります。特に最高賞を受賞した製品は、その部門を代表する存在として高く評価されます。

創設以来、ヴィナリー・インターナショナルは世界のワインコンクールの中でも重要な基準とされており、世界中のワイン愛好家や専門家にとって信頼のおける指標となっています。生産者とワイン醸造家の専門知識を結集するこのコンクールは、世界最高峰のワインとテロワールの魅力を発信する上で、重要な役割を果たしています。



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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

1970年、米国初となるラーメン専門店をLAに開店。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グ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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From Ocean to Plate: The Craft of Premium Nori Selection

海から食卓へ

海苔の真髄—

食を豊かにする一枚を求めて



Crisp, umami-rich, and Temaki-ready — Takaokaya Miyabi Nori is a sushi lover's dream.

Nori, the delicate yet essential seaweed used in sushi, onigiri, and various Japanese dishes, is more than just an ingredient—it is a defining element of flavor, texture, and presentation. As demand for high-quality nori rises, restaurant owners and chefs must navigate a shifting market characterized by fluctuating prices, quality inconsistencies, and sourcing challenges. Choosing the right supplier ensures consistency, freshness, and the best possible dining experience for customers. One brand that stands above the rest in both reliability and premium quality is Takaokaya USA.

Understanding Nori Quality and Its Market Challenges

Not all nori are created equal. The current market is saturated with lower-quality options that often come from old crop overstock or dead stock from past harvest seasons, leading to compromised flavor, texture, and color. These cheaper nori, typically sourced from overharvested or improperly stored lots, result in dull, brittle sheets that fail to deliver the signature melt-in-the-mouth experience and presentation performance that chefs seek for their dishes.

寿司やおにぎりをはじめとする多くの日本料理に欠かせない海苔は、繊細でありながら重要な役割を果たす、単なる食材以上の存在です。風味、食感、見た目に大きな影響を与える海苔は、料理全体の質を左右します。高品質な海苔への需要が高まる中、レストランオーナーやシェフは、価格変動、品質のばらつき、調達の難しさといった、変化の激しい市場環境に対応しなければなりません。信頼できるサプライヤーを選ぶことで、安定した品質と鮮度を確保し、最高の食体験をお客様に提供することが可能になります。その信頼と品質を約束できる、プロのための選択肢——それがTakaokaya USAです。

海苔の品質評価と市場課題の考察

すべての海苔が同じ品質とは限りません。現在の市場には、低品質の海苔が溢れています。これは、古い収穫期の在庫や過剰在庫が出回っているためで、風味や食感、色味が損なわれている場合が多く見受けられます。こうした安価な海苔の多くは、一般的に過剰に収穫されたものや、保管状態が不適切だったものが多いです。その結果、風味に乏しく、もろくなりやすいシートとなり、シェフが求める繊細な口溶けや、美味しい風味、色、香り、形状等のプレゼンテーションを実現することができません。

Where Does Nori Come From?



WHERE IS NORI GROWN? 海苔の産地

Premium-quality nori is predominantly grown and harvested in Japan in the well-known Seto Inland Sea and Ariake Bay regions. Blessed with optimal geographical and climatic conditions, rainfalls there flow downstream rich with nutrients and into outlets towards the seas where nori is farmed. Water conditions are suitable with good currents at ideal temperatures, and very importantly, high-low tide level differences.

Nori is also farmed in select coasts of South Korea and China, where experienced seaweed growers use advanced harvesting and processing methods to maintain freshness and umami depth. While Japan remains the gold standard, careful selections at the industry's annual auction in South Korea and China can also yield professional-grade standards, offering excellent texture and flavor when sourced from reputable suppliers.

最高品質の海苔は、日本では主に瀬戸内海と有明海で栽培、収穫されています。これらの地域は、最適な地理的条件と気候的条件に恵まれており、山々に降った雨は豊富な栄養分を含んで下流へと注ぎ、最終的に海苔の養殖がおこなわれる海域へと流れ込みます。水質条件も良好で、適度な潮の流れ、理想的な水温、満潮と干潮の潮位の高低差が大きいことも、高品質な海苔の養殖にとって非常に重要な要素となっています。

海苔の養殖は、韓国や中国の沿岸部でも行われており、経験豊かな海苔養殖業者は、高度な収穫と加工方法を用いて、海苔の鮮度と旨味をしっかりと維持しています。日本産の海苔は依然として高品質の基準とされていますが、韓国や中国の海苔も、毎年開催される競りで、慎重に選別し、信頼できるサプライヤーから調達することで、優れた食感と風味を持つ厳選されたプロ仕様の海苔を仕入れることが可能です。

Scan and Learn more about
WHY TAKAOKAYA NORI STANDS OUT

- The Takaokaya USA Difference
 - Why Source from Takaokaya USA?
- lamtc.com/solutions-resources/



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The nori industry is facing challenges that are driving up prices and limiting supply:

- With continued pressure on future harvests, chefs and restaurant owners are encouraged to secure reliable, high-quality supply through trusted partners.

Nori types vary by texture, thickness, and function:

- Recommended Items: Miyabi Seto (#63005)**

- Recommended Items: Tokkyu Miyabi (#63000, #63001),
Miyabi Kyushu (#63006, #63007)**

- Recommended Items: Purple (#63026, #63027), Yakinori SP (#62998, #63046)**

- Recommended Items: Yakinori Ramen Yo (#62991, #62992),
Tokuyo Kizami Nori (#63893)**

海苔業界が直面している価格上昇と供給制限という継続的な課題

- ・ 気候変動: 海水温の上昇は、海苔の生育を妨げ、収穫量の減少や予測不能な事態をています。
 - ・ 人件費と郵送料の高騰: サプライチェーン全体の価格を押し上げています。
 - ・ 需要の増加: 世界的な日本食ブームによる海苔の需要が、生産量を上回っています。
- 今後の収穫が引き続き危ぶまれる中、シェフやレストランのオーナーは、信頼できるパートナーを通じて、信頼できる高品質の供給を確保することが推進されます。

食感、厚み、機能によって異なる海苔の種類

- お勧め商品: 雅 瀬戸 (#63005)

- お勧め商品: 特級 雅(#63000、#63001)、雅 九州(#63006、#63007)

- お勧め商品: Purple(＃63026、＃63027)、焼き海苔SP(＃62998、＃63046)

- ・ **あられ海苔(きざみ海苔、ラーメン用海苔)**: ラーメンや丼物など、その用途に合わせた特殊カットで色々な食感や風味を提供し、メイン料理を引き立てる役目もしています。海苔本来の豊かな風味で深い旨味を加えます。**お勧め商品: 焼き海苔ラーメン用(#62991, #62992)、特級刻み海苔(#63893)**



- **Color:** How deep in the color? How dark is the nori? Does it have a shine to it?
- **Shape:** Are there any tears or holes? How thick is it?
- **Texture:** Is it crispy? Does it melt in your mouth easily?
- **Aroma:** Does it have a deep ocean scent?
- **Weight:** How heavy is it? How many grams per 100 sheets?

Demand for Japanese cuisine evolves in Austin, Texas

-Large tech companies expand into Austin, a new frontier for Japanese cuisine-

テキサス州オースティンで日本食需要が進化

ーハイテク企業進出で日本食のフロンティア化ー

The state of Texas in North America continues to grow rapidly. Large tech companies and young affluent professionals are moving to Austin, the capital of Texas. Residents are suddenly becoming quite familiar with Japanese cuisine. Many Japanese restaurants and Japanese grocery stores in Texas operate in large cities like Dallas and Houston. Austin is now the new frontier of Japanese cuisine, where demand is expected to increase in the future.

This report summarizes changes in these cities based on interviews with Japanese food industry professionals in Austin.

高度成長が続く米国テキサス州。その州都オースティンでは、ハイテク企業が集積し、所得の高い若年世代の移住が進んでいる。そうした中、日本食に対し地元市民の理解が急ピッチで深まった。

同州で日本食レストランや日系スーパーマーケットが目立つのは、大都市のダラスやヒューストンだ。オースティンは、その背中を追う「フロンティア」的な存在に成長した。オースティンで日本食は、今後もさらなる成長を遂げていくだろう。

本稿では、オースティンで活躍する日本食関係者へのインタビューに基づき、このエリアの変化を整理する。



Condos under construction throughout Downtown Austin
オースティンのダウンタウン。コンドミニウムの建設が至る所で進んでいる

*This article was referred from
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Trade Organization (JETRO)

Author Profiles

Kota Kimura

Secretary-General
Japan Food Export Platform
JETRO Los Angeles

April, 2010

Entered Ministry of Agriculture
Forestry and Fisheries

May, 2018

Vice Consul
Consulate General of Japan
in Los Angeles
(In charge of Food Industry)

June, 2021

Ministry of Agriculture
Forestry and Fisheries

August, 2022

Secretary-General
Japan Food Export Platform
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2018年5月 在ロサンゼルス総領事館
副領事 (食産業担当)

2021年6月 農林水産省

2022年8月から現職

Demand for Japanese cuisine increases among Texans

Texas is a Southern North American state along the U.S.- Mexico border, boasting the second largest state economy second to California. Many Japanese companies in the energy and automotive industry are expanding into Dallas and Houston, both among the top 10 urban cities with the strongest economies in the U.S.

The population of Texas is growing rapidly. In July 2023, Texas was the second most populous state in the U.S. with 30.5 million residents. The population of Texas has increased by 4.7% or 1.36 million residents since 2020 as the fastest growing state population in the nation. In addition to the natural increase in population, Texas welcomed migrants from other states. According to the U.S. Census Bureau, 611,942 residents moved to Texas from another state between 2022~2023. California had the highest outbound migration of 93,970 residents to Texas, where no corporate or income tax and affordable cost of living enticed residents from California.

Local cuisine in the Lone Star State is strongly associated with country western foods like steak, BBQ, and “Tex-Mex,” or local Mexican-style

cuisine, served in many restaurants statewide. On the other hand, Texas is seeing a recent surge in Japanese restaurants in major cities. According to the “2022 Survey of Japanese Restaurant Trends” conducted by Japan External Trade Organization (JETRO), Texas is home to 1,197 Japanese restaurants, the fourth highest number of restaurants by state, and a 42.3% increase since the 2010 survey results, when Texas ranked No. 6 in the nation.

Where are Japanese restaurants in Texas located? According to the number of Japanese restaurants listed by city in Yelp (restaurant guide and review platform), Dallas (Dallas County) had 240 Japanese restaurants operating as of January 10, 2023; 229 in Houston (Harris County), and 219 in Austin (Travis County).

Since Toyota’s U.S. headquarters relocated to Plano (NE Dallas) in 2017, Japanese grocery chain Mitsuwa Market opened a new restaurant in Dallas. Many Japanese restaurant chains are also expanding into the area, while Japanese companies in the energy industry are expanding into Houston. It makes sense that Japanese restaurants and Japanese grocery stores like Seiwa Market are increasing.

I heard from Japanese supermarket expanding into these cities that many

of their customers are non-Japanese. I noticed while dining in a Japanese restaurant that many of the fellow diners nearby were non-Japanese Asian, Caucasian, and Hispanic, indicative of the growing popularity of Japanese cuisine among residents.

Highly creative Japanese cuisine captivates Austin residents

The city of Austin, capital of the state of Texas, is a “frontier” for the Japanese food market.

The population in the Greater Austin area (Austin, Round Rock, and San Marcos) was approximately 2.5 million residents in 2023, only one-third of the population of Dallas (approximately 8.1 million residents) and Houston (approximately 7.5 million residents). However, the growth rate was 7.5% compared to 2020 and exceeded both cities (5.7%, 4.8% respectively). Major global tech giants from other states such as Dell Technologies, Inc. and Samsung Electronics Co., Ltd. moved to Austin, along with Oracle Corporation and Tesla, Inc. headquarters in recent years. According to tech job openings ranked by city by the U.S. based Computing Technology Industry Association (CompTIA) in 2022, Austin ranked No. 1 in the U.S.

for the second consecutive year.

A local affiliate of the Japanese food industry commented that Austin, driven by the tech industry, is attracting “highly skilled talent with many moving to the city from nationwide.”

Tech giants converge in Austin, home to Texas state government agencies and high income earners. The annual median household income of the Greater Austin area in 2023 reached \$98,508, over \$10,000 higher than in Dallas (\$86,860) and Houston (\$79,463).

According to the data by the Consulate-General of Japan in Houston, the Japanese population in Austin was estimated to be 1,200 residents in 2022, only one-fourth of the population of Dallas that exceeds 4,000 Japanese residents, and Houston. As previously mentioned, the number of Japanese restaurants in Austin is comparable to both cities. It’s safe to say the popularity of Japanese cuisine is growing among residents. Austin is home to many high-end “omakase” sushi restaurants, where customers leave all their menu selections up to the sushi chef, enjoying sushi and sake in small dining spaces for small groups named “Tsuke Edomae,” “Otoko,” “Toshokan,” “Craft Omakase,” and “Uroko.”

Next, this report introduces the voices of local affiliates.

Uchi: The pioneering “omakase” style dining experience

Chef and restaurateur Tyson Cole renovated his home in Austin to open restaurant “Uchi” in 2003. Cole is a past recipient of the James Beard Award (recognizes excellent chefs and restaurants in the U.S.) whose restaurant Uchi expanded into Dallas, Houston, and California.

According to the head chef of Uchi Austin, the restaurant’s customer base changed greatly due to the novel Coronavirus pandemic around 2020. As tech companies expand into the city, more young high-income earners call Austin home. Previously, half of the customer base consisted of tourists to Austin. Now, most of their customers are residents.

Uchi does not serve traditional Japanese cuisine, but rather, fusion-type Japanese cuisine. For example, Uchi serves flounder mixed with quinoa and olive oil, yellowtail dipped in ponzu (citrus-based soy sauce) with orange, and other menu selections thoughtfully created by the head chef. Communication between customers



Sushi chef at Uchi Restaurant carefully confirms a customer's preferences
Uchiの寿司職人。顧客に好みなどを丁寧に確認する

allows the sushi chef to be flexible in the arrangement.

Increased understanding of Japanese cuisine created new business opportunities Kome Sushi Kitchen: Serving traditional Japanese home-cooking

In 2005, Owner Kayo Asazu started selling bento (single-portion take-out meals) at Farmers Market, where farm-grown vegetables are sold. Asazu started to sell sushi rolls out of a food truck by 2009, and later renovated an old restaurant, north of downtown, and opened Kome Sushi Kitchen in 2011.

When Asazu first started selling bento at Farmers Market, “Many Austin residents never heard of bento.” When Kome Sushi Kitchen first opened, the customer base was older. Most customers at the time, including the Japanese, had been to Japan on business. Now, hardly any Japanese customers are seen in the restaurant. The customer base on weekdays consists mostly of Caucasians, while

weekend customers are split evenly between Caucasians and non-Japanese Asians. The age groups of customers are mostly 20s-30s, many enjoy uni (sea urchin) and “Takowasa” (“Tako-wasabi,” or octopus marinated in spicy wasabi sauce).

Customers continue to fill the seats inside the restaurant past peak lunch hours. Asazu explained his eatery is popular due to their extensive menu and economical price range. Kome Sushi Kitchen targets the upper middle class between the middle class and the upper class. Lunch set selections are between \$16-\$20, while the “Kome Bento” - consisting of chicken karaage, salad, sashimi, and sushi roll - is \$24. The writer ordered the Kome Bento, a voluminous selection that seems right for well-built Texans. The extensive menu hints at Asazu’s desire to “have children enjoy the menu selections also, not just the adults.”

Aburi Restaurants Group: Features Aburi pressed sushi, rectangular sushi rice topped with flame-seared fish

Aburi Restaurants Group

expanded into Vancouver, Canada in 2008. Outside of two restaurants in Japan (Futako-Tamagawa, Jiyugaoka areas), restaurant locations have since expanded mostly in Canada. The group chose Austin as their first U.S. restaurant location in October 2024.

Their restaurant location in Northern Austin specializes in take-outs, using a parcel locker area to prepare and sell “Aburi Oshi,” a combination of “Aburi” (flame-seared) and “Oshi” (pressed) sushi.

Why did the restaurant group choose Austin as their first restaurant location in the U.S.? Masayuki Matsumura, Vice President, Finance & U.S. Operations, ABURI Restaurants Canada, Ltd., replied that in Texas where the economy is growing rapidly, their reasons were to cater to “many young high-income earners mainly in the tech industry” and “many migrants from the West Coast and East Coast with a refined palate.”

In Canada today, Aburi pressed sushi is established in Japanese restaurants. Aburi Restaurants Group is a pioneer behind this development. Austin is quite sensitive to new food culture, where Matsumura was certain that “Aburi Oshi Sushi” would be accepted.

According to Matsumura, Aburi Oshi Sushi targets upper middle class customers in their 30s-40s who use delivery platforms (although the restaurant group would normally target customers in their 40s-50s, many in this age group do not use the delivery platform). Their main customer base is not Japanese, but Caucasian and non-Japanese Asian consumers.

The products are not cheap. For example, Combination A (4 types of sushi with 3 pieces each, 12 pieces total) is \$32.95. Still, the restaurant is steadily gaining customers by increasing brand awareness through events targeting the media and local communities, advertising on local TV and radio programs and marketing on social media platforms like Instagram and TikTok.

However, Matsumura also faces challenges such as not being able to see consumer reactions from a takeout restaurant operating in a parcel locker area. Customers also cannot confirm the content of their order until they pick up their order. As the next step, Aburi Oshi Sushi is considering opening a restaurant specializing in selling food in downtown Austin.

Matsumura has various other ideas with high expectations to popularize Aburi Oshi Sushi in Austin, where the “diverse local population

offers a solid base to popularize new Japanese cuisine.”

Asahi Imports: Family-run Japanese supermarket

Asahi Imports opened in Austin in 1967, currently running two store locations as the only supermarket in the city specializing in Japanese food ingredients.

Asahi Imports also produces and sells bento, onigiri (rice balls), and side dishes in addition to Japanese food ingredients. Some of the orders are delivered to the suburbs of Austin.

According to Mitsuko Brown, a longtime worker at Asahi Imports, more than half of the customers were Japanese before 2010. Today, 95% of the customers are residents. As Asian companies expanded into the city in recent years, increasingly more customers are Chinese, Korean, Indian, and non-Japanese Asians in their 30s-40s. However, many customers who purchase onigiri and bento are younger in their 20s-30s.

Popular menu items are onigiri or bento with salmon or mackerel grilled with salt or miso paste. Mackerel used to not sell well. Now, condiments are popular. Relatively expensive vinegar and wasabi from Shizuoka prefecture are also selling. Sashimi also used to not sell in high volumes. Today however, supplies cannot seem to keep up with demand. It appears more residents are becoming fans of Japanese cuisine.

In this way, consumer preferences for products are changing in Austin as residents gain a deeper understanding of Japanese cuisine. University of Texas in Austin boasts a diverse student body including Asian students who create demand for Japanese cuisine. Such environments help to gain acceptance for Japanese food culture.

Recently, Asian supermarket chains are expanding into nearby areas (Korean “H-Mart” and Taiwanese “99 Ranch Market,” etc.).

However, Brown is not really worried about this latest development, but rather, feels their expansion will further aid the popularization of Japanese cuisine. This is because food products at Asahi Imports are imported based on customer requests not accommodated at other supermarkets.

When asked, “Can we continue to expect the Japanese food market will grow in Austin?” The reply was, “In addition to the population increase, interest in Japanese cuisine is growing daily among residents. My expectations are high.”■



Seats inside Kome Sushi are mostly occupied by local customers during lunch hours
ランチ時のKome Sushiの店内風景。地元民が客のほとんどを占める

テキサス市民の間で日本食需要が増加

米国の南部、メキシコ国境沿いに位置するテキサス州は、カリフォルニア州に次ぐ全米2位の経済規模を誇る。都市圏として全米10位以内の経済規模を有する同州のダラスやヒューストンには、エネルギーや自動車産業を中心に数多くの日系企業が進出している。

テキサス州は、人口の増加も著しい。2023年7月時点で3,050万3,301人と全米2位で、2020年との比較で135万7,842人増加し、増加率は4.7%と全米で最も高い。人口の自然増に加えて、他の州からテキサス州へ移住する人々の数も多い。米国勢調査によると、2022～2023年の1年間で他州からテキサス州に移住した人数は61万1,942人に上り、このうちカリフォルニア州からの移住者数が9万3,970人で、州別で最も多い。テキサス州では、法人税や個人所得税が無税であることに加え、生活費の安さもカリフォルニア州からの移住を誘発しているようだ。

カウボーイのイメージが強いテキサス州の食事といえば、ステーキやバーベキュー、そして同州に住むヒスパニック系住民が広めたメキシコ風の「テクス・メクス」などが代表的だ。テキサス州のどこを訪れても、これらのレストランが目立つ。一方、近年は大都市を中心に日本食レストランが増えつつある。ジェトロの「2022年度米国における日本食レストラン動向調査」によると、テキサス州の日本食レストラン軒数は1,197軒で、州別第4位。2010年度と同調査から42.3%増と大きく増加し、当時の6位から順位を上げている。

では、州内で日本食レストランはどう立地しているのか。Yelp（飲食店等検索・口コミプラットフォーム）で都市別掲載数を確認すると、2023年1月10日時点で、ダラス（ダラス郡）が240軒。これに229軒のヒューストン（ハリス郡）、219軒のオースティン（トラビス郡）が続いた。

ダラスでは、トヨタが2017年に米国本社をプレイノ（ダラス北東部）に移転

したことをきっかけに、日系食材スーパーのミツワ・マーケットプレイスが新店舗を開設した。また、多くの日本食レストランチェーンがこのエリアに進出している。ヒューストンでも、エネルギー産業を中心に日系企業の進出が進んできた。日本食材スーパーのセイワ・マーケットや日本食レストランが増えているのはうなずける。

進出日系スーパーから聴取したところ、店内の買い物客の多くが非日系のようだ。日本食レストランで食事をしていても、周りには白人系やヒスパニック系、日本人以外のアジア系を多く見かける。日本食が地元市民の間で広がっていることを実感できる。

創作性の高い料理で オースティン市民を魅了

テキサス州の日本食市場で「フロンティア」的な存在が、州都オースティンだ。

ティンだ。

オースティン都市圏（オースティン市・ラウンドロック市・サンマルコス市）の2023年の人口は約247万人で、ダラス（約810万人）やヒューストン（約751万人）と比べると3分の1に満たない。しかし、その増加率は2020年比で7.5%。2都市（それぞれ5.7%、4.8%）を上回る。オースティンにはデルやサムスンなどハイテク世界大手をはじめ、近年にはオラクルやテスラ本社などの他州からの移動もあり、米コンピューター技術産業協会（CompTIA）が2022年に発表したIT求人状況の都市別ランキングでは、前年に続き全米トップになった。

そのようなテクノロジー都市オースティンには「全米から多くの高度人材が移住している」と地元の食品関係者が語っている。

ハイテク企業が集積し、テキサス州政府機関があるオースティンは、所得が高いことでも知られる。オースティン都市圏の2023年の年間世帯所得中央値は9万8,508ドルに上り、ダラス（8万6,860ドル）やヒューストン（7万9,463ドル）より1万ドル以上も高い。

在ヒューストン日本総領事館のデータによると、2022年のオースティンの邦人数は推定1,200人であり、4,000人を超えるダラスやヒューストンの4分の1程度と少ないが、既述のとおり、日本食レストラン数では両都市に引けを取らない。地元市民の間で日本食が広がっているといえる。オースティンの日本食レストランで目立つのが、顧客が寿司職人にメニューを全て任せる、いわゆる「おまかせ」スタイルの高級寿司店だ。「おまかせ」スタイルの店には「Tsuke Edomae」「Otoko」「Toshokan」「Craft Omakase」「Uroko」などがあり、少人数制の小さなスペースで客が寿司や日本酒を楽しんでいる。



Aburi Oshi Sushi's set menu consists of tuna, salmon, shrimp and yellowtail sushi
Aburi Oshi Sushiのセットメニュー。マグロ、サーモン、エビ、ハマチのセット

次に、現地関係者の声などを紹介する。

**Uchi :
「おまかせ」スタイルの先駆者的な存在**

タイソン・コール氏が、オースティンの自宅をレストランに改装して2003年にオープンした。氏は、ジェームズ・ピアード賞（米国の優秀なシェフやレストランに授与）の受賞歴がある。またUchiは、ダラスやヒューストンのほか、カリフォルニア州などにも進出済みだ。

Uchiオースティン店のヘッドシェフによると、同店の客層は新型コロナ禍の2020年前後で大きく変わった。ハイテク企業の進出に伴い、若い高所得者層が増えた。また以前は、オースティンを訪問する観光客が半分を占めていた。しかし今では、地元の客が多くを占めている。

Uchiの料理は、伝統的な和食とは異なり、むしろ創作系といえる。たとえば、ヒラメをキノアとオリーブオイルであえた料理や、ハマチをポン酢に付けてオレンジと合わせた料理など、ヘッドシェフが考え抜いた料理がメニューに並ぶ。客と寿司職人のコミュニケーションを通じて、好みに合わせて柔軟にアレンジを加えることもある。伝統的かつ本物（authentic）の日本食を好む傾向があるダラスやヒューストンと異なり、オースティン店では若い世代の顧客が多い。柔軟な創作スタイルが人気を呼んでいるようだ。

**日本食に対する理解度向上が商機に
Kome Sushi Kitchen :
伝統的な家庭料理を提供**

オーナーの浅岡佳代氏は2005年、農場で作られた野菜などを持ち寄ったファーマーズマーケットで弁当の販売。2009年には、車で料理を提供するフードトラックで巻き寿司の販売を始めた。その後2011年に、ダウントアウンの北で、古いレストランを改装。Kome Sushi Kitchenをオープンした。

ファーマーズマーケットで販売を始めたころには、「弁当という言葉さえ知らないオースティン市民が少なくなかった」。Kome Sushi Kitchenのオープン当初、顧客年齢層は高め。日本人を含めて、仕事の関係で日本に行ったことがある人が中心だった。それが現在では店内で日本人を見ることはほとんどない。平日は白人系が中心、週末は白人系と日本人以外のアジア系が相半ばになった。年齢層も20～30代の若者が中心になり、ウニや「たこわさ」なども平気で食べるようになったという。

店内は、平日のランチピーク時を過ぎても来客が後を絶たない。浅岡氏は、人気の理由について、客を引きつけやすい価格帯とメニューの豊富さを挙げる。同社のターゲットは、中間所得層から高



Local customers line up in front of the bento section at Asahi Imports
Asahi Importsの弁当コーナーには地元の客が常に並んでいる

所得者層の間のアッパーミドルクラス。ランチ定食を16～20ドル、唐揚げやサラダ、刺し身、寿司ロールの入った「Kome Bento」を24ドルで提供している。筆者が注文したKome Bentoは量が多く、体の大きいテキサス民にちょうど良い印象だった。メニューの豊富さには、「大人だけでなく、子供にも楽しんでもらいたい」という浅岡氏の思いがうかがえる。

**Aburi Restaurants Group :
あぶ 炙り押し寿司に特長**

2008年にカナダのバンクーバーに進出。以降、日本での2店舗（二子玉川店、自由が丘店）以外は、カナダを中心に店舗展開してきた。2024年10月に米国1号店として、広い米国の中でオースティンを選んだ。

立地は、オースティン北部。持ち帰り専門のロッカー受け取りスペースで、「Aburi」と「Oshi」を融合した「Aburi Oshi」寿司を製造・販売している。

では、なぜオースティンを米国1号店に選んだのか。財務・米国事業担当副社長の松村正之氏は、経済成長が著しいテキサス州の中でも、特に「ハイテク企業の従業員を中心に、高所得の若年世代が多い」こと、「舌の肥えた西海岸や東海岸からの移住者が多い」ことを挙げた。

カナダでは今日、多くの日本食レストランで炙り寿司が確立している。その先駆者的存在が同社とのこと。オースティンは新しい食文化に対する感受性が高く、「Aburi Oshi Sushi」という新しい料理が受け入れられると確信した。

松村氏によると、Aburi Oshi Sushiがターゲットとする所得層は、アッパーミドルクラス。年齢層は、デリバリープラットフォームを利用する30～40代になる（本来なら40～50代も狙いたいものの、当該プラットフォームを利用しない人が多い）。顧客の中心はやはり日本人客ではなく、白人系や非日系のアジア人だ。

商品は、決して安くない。例えばCombination A（4種類の寿司がそれぞれ3個ずつ、計12個）は、32.95ドルだ。それでも、着実に顧客を増やしている。メディアやコミュニティー向けのイベントや、地元の番組での宣伝、InstagramやTikTokを駆使することで認知度を高めてきた。

ただし課題もある。ピックアップ専門の「ロッカー受け取り」形態だと、目の前で顧客の反応を把握できない。顧客にしてみても、受け取るまで中身の状態などを確認できない。そこで次のステップとして、オースティンのダウントアウン

で販売に特化した店舗の出店を検討している。

松村氏は、このほかにもAburi Oshi Sushiを広めるためにさまざまなアイデアを出している。それも、ひとえに「人種が多様で新しい日本食が広がる素地ができている」オースティンに高い期待を寄せているからにほかならない。

**Asahi Imports :
家族経営の日本食スーパー**

オースティンで1967年にオープン。現在、2店舗を運営している。日本食材に特化した市内唯一のスーパーマーケットだ。

同店では、日本の食材に加えて、弁当やおにぎり、総菜なども製造・販売。一部をオースティン近郊に配達している。

同店に長く勤めるブラウン光子氏によると、2010年以前には日本人客が半分以上を占めていた。しかし、今日では95%が地元市民。また、近年はアジア系企業の進出に伴い、中国人、韓国人、インド人など、非日系のアジア人の客も増えているようだ。年齢では30～40代が中心。ただし、おにぎりや弁当を買う客はさらに若く、20～30代が多い。

売れ筋はおにぎりをはじめ、サーモンや鯖を塩焼き・みそ焼きにした弁当など。以前なら、鯖が売れることはなかった。調味料も人気がある。比較的高価な酢や、静岡産のわさびなどが売れている。刺し身も、以前は少量しか売れなかった。しかし現在では、仕入れが間に合わないほどだ。明らかに日本食ファンが増えている印象という。

オースティンではこのように、商品嗜好が変化している。その理由として、日本食に対し市民の理解が深まっていることを挙げた。オースティンにあるテキサス大学にはアジア系をはじめ多様な人種がいて、日本食の需要を創り出している。そういう環境が日本文化を受け入れやすいものになっているのではないかとのことだ。

近年は、アジア系食品スーパーチェーンが近隣に進出してきた（韓国系の「Hマート」や台湾系「99ランチ」など）。

しかしブラウン氏は、この動きをさほど心配していない。むしろ、日本食をさらに広げてくれていると受け止めている。と言うのも、Asahi Importsには他スーパーでは見られないような、顧客の要望に基づく輸入食品があるからだ。

「オースティンの日本食市場はこれから期待がもてるか」との問いには、「人口の増加に加えて、市民の日本食の理解の高まりを日々実感している。期待は高い」と答えた。

2025 FOOD EVENT CALENDAR May-

May

Annual WAFC Convention

5/3-7

JW Marriott Desert Springs Resort
Palm Desert, CA
www.wafc.com

The values of the WAFC are core to our existence and success. Industry leaders across all segments — retail, wholesale, CPG and third party suppliers — unite together to focus on educational opportunities that benefit food industry associates. Potential students from all areas of the food industry are impartially evaluated on their past educational experience, as well as job performance and future industry potential. The WAFC fosters a spirit of partnership with other industry organizations that have a dedicated focus on providing educational opportunities for the food industry.

The Sweets & Snacks Expo

5/12-15

Indiana Convention Center
Indianapolis, Indiana
www.sweetandsnacks.com

The Sweets & Snacks Expo is the premier business to business event for the confectionery and snack industries. Open only to those in the sweets and snacks trade, the show is unrivaled in new product launches, business-building solutions and innovations in merchandising. The event features the biggest, brightest, latest and greatest the candy and snack industries have to offer. Nostalgia, innovation, tried-and-true favorites and cutting-edge products are all represented at the Sweets & Snacks Expo. The Sweets & Snacks Expo's Featured Products Showcase allows you to easily browse the very best the show's exhibitors have to offer.

Future Drinks Expo

5/17

San Francisco, CA

One-day action-packed event in San Francisco designed to help you move forward, help you save money, and to help you unlock new channels of growth. If you are worried about the changing landscapes of the distribution system, money being wasted in operations, storage costs, advertising costs, or not fully able to adapt to the D2C and other Omni channels to grow your sales and distribution, you must attend FDE.

FDE will have 100 best-in-class companies across all 3 tiers of the drinks industry. All exhibiting companies will be showing you a clear problem they are there to solve and how you can use them. The most important takeaway in this new format show

will be discovering how to analyze your business and creating some new benchmarks.

National Restaurant Association Show 2025 American Food Fair

5/17-20

Chicago, IL
www.nationalrestaurantshow.com

The National Restaurant Association Show is the must-attend event for every member of the restaurant and food-service industry. As the world's most influential showcase of foodservice innovation and inspiration, it's where every trend, solution and category are represented — connecting you with the people and products you need to thrive in today's business environment.

Join your peers from across the industry in Chicago on May 17-20, 2025, for a future-forward experience where you'll discover everything it takes to stay revenue-driven and relevant — from tantalizing tastes for your menu to actionable solutions for streamlining service, payments and more. Don't miss this opportunity to test innovative new equipment designed to power automation and profits, engage with expert-led education on today's hottest topics and build connections with key suppliers and foodservice professionals from around the world. Consistent, delicious products. Unbeatable value. Reliable service. To earn loyalty from your customers, your restaurant must have all three—and that's only the beginning. At the 2025 National Restaurant Association Show, you'll discover the strategies, products and partners you need to continue expanding your reach. Find forward-thinking strategies that can improve efficiency and your bottom line in enhanced operator-led education sessions focused on marketing, menu and beverage trends, workforce management and beyond. Take advantage of on-floor programming covering actionable tactics and best practices, from live culinary demos with celebrated chefs to supplier-led sessions. Experience next-level innovation across the legendary Show floor — the size of nearly 12 football fields — with future-focused suppliers showcasing new-to-market products covering over 900 categories.

Taste of Omaha

5/30-6/1

Omaha, NE

"Feature Foods from many of Omaha's top restaurants, good entertainment and family activities for the kids... and you have the recipe for the TASTE OF OMAHA," says Mike Mancuso, Event Producer. "Omaha has a tremendous reputation for fantastic restaurants and food companies". The "TASTE OF OMAHA", now in the 28th year, has established itself as the Annual Event for our city bringing together a dazzling selection of great foods and culinary delights, for people from throughout

the Midwest area, to TASTE, relax and enjoy as a family activity. The 2025 "TASTE OF OMAHA" will again be located in Omaha's Elmwood Park and showcasing outstanding Restaurants with exciting live entertainment daily. This year the Annual Event will have entertainment for everyone's taste on stages throughout the Festival. All stage shows during the 3-day extravaganza are free to attend. Top National Entertainers combined with the best popular area bands and musicians will again be continuously performing throughout the Festival.

LAWineFest 2025

5/31-6/1

Long Beach, CA
www.lawinefest.com

LAWineFest will celebrate its 20th anniversary in June 2025. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution and the largest wine fest in SoCal, we're known to deliver a sun-kissed event that balances fun, exploration and education for over 9,000+ guests each year. We are also excited to share our partnership with the OMNI Rancho Las Palmas Resort & Spa in Rancho Mirage, CA where in October 2023 we held the first Desert WineFest.

LAWineFest was founded in 2005 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 12 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She continues to expand Dr. Fisher's dream of introducing wines of the world to the general public — one taste at a time!

June

Coffee Fest Chicago

6/13-14

Oregon Convention Center
Portland, OR
www.coffeefest.com

Coffee Fest has been serving the specialty coffee and gourmet tea industries since 1992. Viewed by most as the best trade show in America and around the world specifically for those involved with retailing coffee tea and related products. Coffee Fest continues to evolve and stay at forefront of emerging trends.

If it looks like coffee, smells like coffee, goes well with or is coffee you will find it at Coffee Fest. Everything under the sun that would be found in an upscale coffee shop on either side of the counter, including the counter would be found on the exhibition floor at Coffee Fest. The best coffee retail education, training and workshops are found at Coffee Fest.

Atlanta R&B Wine Festival

6/21

Atlanta, GA

Join us for the ATLANTA R&B WINE, FOOD & MUSIC FESTIVAL as we welcome live bands, wines and vendors. Bring an appetite for great music, wine and food, enjoy the fresh air, and the amazing sounds of R&B/Neo Soul Music. This is a 21+ event, Chairs & Blankets welcomed. No outside food or drinks.

27th Annual 'TAP' New York Craft Beer & Food Festival

6/28-29

Blackthorne Resort
East Durham, NY
www.tap-ny.com

TAP® New York is one of New York State's largest and longest running craft beer festivals.

We celebrate craft beer MADE in New York! We're not talking about big-corporation beer that comes out of huge vats in a 300,000 sq. ft. production plant. We're talking about hand-made beer.... beer with enough personality and genuine taste to be called "craft-brewed". This is beer made with pride by people who truly enjoy a quality, flavorful beer. We celebrate those who make craft beer in New York! TAP® New York is where brewers from all counties of the state gather once a year to connect with beer enthusiasts, catch-up with friends, and share their beers. Founded by legendary craft brewers, TAP® New York started in 1998 as the Hudson Valley Beer and Food Festival. It was originally hosted at the prestigious Culinary Institute of America in Hyde Park in the Hudson Valley. Tap New York is moving in 2025 to our new host location: Blackthorne Resort in East Durham NY, just 45 miles south of Albany.

Fancy Food Show

6/29-7/1

The Jacob K. Javits Convention Center,
New York

Why go to a half-dozen trade shows when you could explore the entire specialty food landscape at one? The Summer Fancy Food Show in NYC is the industry's premier product discovery event, offering a curated showcase of high-quality, artisan products in more than 40 categories—and an invaluable preview of where consumers' needs, wants, and values are headed. From today's demands for gluten-free and vegan alternatives to emerging trends like swicy drinks to protein-centric snacks, this Show has it all.

Be there to experience the future of food with thousands of your peers in the incredible specialty food community. Whether you're a retail or foodservice buyer, distributor, broker, or manufacturer, you'll build new connections and strengthen existing ones over three days of delicious discovery, fruitful networking, and inspiring opportunities.

Total restaurant industry jobs

-Restaurants lost 16k jobs in January-

外食産業の求人総数

- 1月の外食産業、1万6000人の雇用減 -

Restaurant employment trended lower to start the year, which interrupted a steady upward trend in staffing levels during the second half of 2024.

Payrolls at eating and drinking places shrunk by a net 15,700 jobs in January on a seasonally-adjusted basis, according to preliminary data from the Bureau of Labor Statistics (BLS). That followed a healthy increase of nearly 46,000 jobs in December.

In total during the second half of 2024, eating and drinking places added a net 148,000 jobs. That was a solid improvement from the net decline of 11,000 jobs during the first 6 months of 2024.

With the release of the January employment data, BLS incorporated their annual benchmark revisions. This process benchmarks the monthly establishment survey data to the Quarterly Census of Employment and Wages (QCEW), which counts jobs covered by the Unemployment Insurance (UI) tax system.

In addition to revising the month-to-month changes, this resulted in a downward shift in overall eating and drinking place employment levels for both 2023 and 2024. The net result is that the January 2025 employment reading at eating and drinking places was somewhat closer to the February 2020 pre-pandemic level.

As of January 2025, eating and drinking places were 72,000 jobs (or 0.6%) above their February 2020 employment peak.

Fullservice segment down 233k jobs from pre-pandemic level

Within the restaurant industry, the benchmark revisions had the largest impact on the combined quickservice and fast casual segment. As of December 2024, employee counts at quickservice and fast casual restaurants were 113,000 jobs (or 2.5%) above pre-pandemic levels. Before the revisions, this segment was 163,000 jobs above the February 2020 level.

The fullservice segment also saw downward revisions in staffing counts. As of December 2024, fullservice restaurant employment levels

were 233,000 jobs (or 4.1%) below pre-pandemic readings. Prior to the revisions, the fullservice segment was within 212,000 jobs of its February 2020 level.

The coffee and snack segment continues to be the strongest performer in terms of job growth. As of December 2024, employment at snack and nonalcoholic beverage bars – including coffee, donut and ice cream shops – was nearly 167,000 jobs (or 21%) above February 2020 readings.

Staffing levels at bars and taverns were 3,000 jobs (or 1%) above the pre-pandemic peak. This represented a downward revision from preliminary readings.

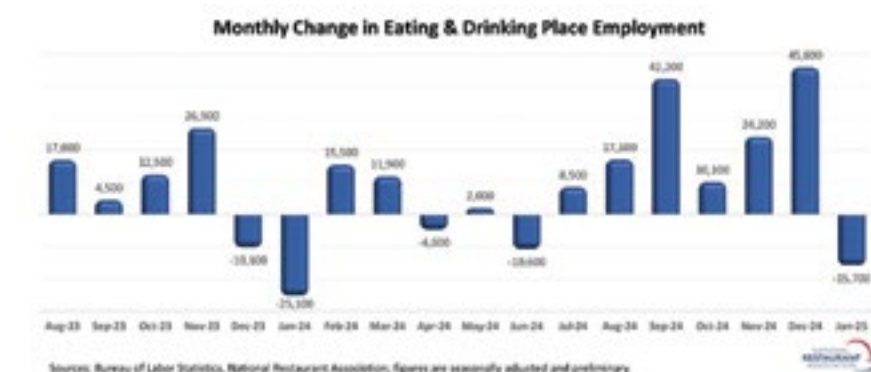
Restaurant job growth uneven across states

Although restaurant employment trended higher on the national level in 2024, job growth remained uneven across the states. As of December 2024, 22 states had fewer eating and drinking place jobs than they did in December 2019. This group was led by Maryland, which had 8% fewer eating and drinking place jobs in December 2024 than it did in December 2019. Maine (-7%), Vermont (-6%), Louisiana (-6%), Oregon (-6%) and North Dakota (-6%) were also well below their pre-pandemic restaurant employment levels.

As of December 2024, eating and drinking place employment levels in 28 states and the District of Columbia were above their comparable pre-pandemic readings in December 2019. This group was led by Nevada (+13%), Utah (+11%), Montana (+11%) and Oklahoma (+11%).■

飲食店の雇用は年明けから減少傾向にあり、2024年後半には従業員数の着実な増加傾向に歯止めがかかった。労働統計局 (BLS) の速報データによると、1月の飲食店の雇用者数は季節調整済みベースで正味15,700人減少した。12月は4万6,000人近く増加した。

2024年下半期、飲食店は14万8,000



人の純雇用を増やした。これは、2024年上半期の1万1,000人の純減から堅実な改善である。

1月の雇用統計発表に伴い、BLSは毎年恒例のベンチマーク（指標）修正を行った。このプロセスは、毎月の事業所調査データを、失業保険 (UI) 税制の対象となる雇用をカウントする四半期雇用賃金センサス (QCEW) にベンチマークするものである。

前月比の修正に加え、2023年と2024年の飲食店全体の雇用水準が下方修正された。その結果、2025年1月の飲食店雇用者数は、パンデミック前の2020年2月の水準にやや近づいた。

2025年1月現在、飲食店は2020年2月の雇用ピークを72,000人 (0.6%) 上回っている。

フルサービス部門、パンデミック前の水準から23万3000人減少

外食産業の中で、ベンチマーク改定が最も大きな影響を与えたのは、クイックサービスとファストカジュアルを合わせたセグメントであった。2024年12月時点で、クイックサービスとファストカジュアルレストランの従業員数は、パンデミック前の水準を113,000人 (2.5%) 上回っている。改定前では、このセグメントは2020年2月の水準を16万3,000人上回っていた。

フルサービス部門も人員数が下方修正された。2024年12月現在、フルサービス・レストランの雇用水準は、パンデミック前の水準を23万3,000人 (4.1%)

下回っている。改定前は、フルサービス部門は2020年2月の水準から21万2,000人以内に収まっていた。

コーヒー・スナック部門は、雇用増加の面で引き続き最も好調である。2024年12月現在、コーヒー、ドーナツ、アイスクリームショップを含むスナックとノンアルコール飲料バーの雇用は、2020年2月の水準を約16万7,000人 (21%) 上回っている。

バー・居酒屋の従業員数は、パンデミック前のピークを3,000人 (1%) 上回った。これは速報値からの下方修正である。

飲食店の雇用増加、州によってばらつき

2024年の飲食店雇用は全国レベルでは増加傾向にあるが、雇用の増加は州によってばらつきが残っている。2024年12月時点で、22の州で飲食店の雇用が2019年12月より減少した。

このグループを牽引したのはメリーランド州で、2024年12月の飲食店求人数は2019年12月より8%減少した。メイン州 (-7%)、バーモント州 (-6%)、ルイジアナ州 (-6%)、オレゴン州 (-6%)、ノースダコタ州 (-6%) も、パンデミック前の飲食店雇用水準を大きく下回った。

2024年12月の時点で、28の州とコロンビア特別区における飲食店雇用水準は、2019年12月のパンデミック前の比較可能な数値を上回っていた。このグループを牽引したのは、ネバダ州 (13%増)、ユタ州 (11%増)、モンタナ州 (11%増)、オクラホマ州 (11%増) であった。

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Jinhua pork simmered in oil

金華豚オイル煮

(with broad beans, vinegared ginger, potato crackers, burdock root, and black vinegar)

(寄せ蚕豆、酢取り生姜、馬鈴薯煎餅、敷牛蒡、黒酢たまり)



Ingredients 材料

<Amount><分量>

- Pork shoulder loin 豚肩ロース肉80g
- Potato 馬鈴薯1/4 piece/個
- Burdock 牛蒡1/5本
- Broad bean 蚕豆6 pieces粒
- New harvested ginger 新生姜10g
- Rice oil 米油Appropriate amount (適量)
- Green onion, garlic leaves, ginger, chili pepper, sansho pepper 長葱、葉大蒜、生姜、鷹の爪、山椒a small amount of each (各少量)
- High-grade flour, high-grade flour 上用粉、上新粉a appropriate amount (各適量)

How to cook 調理方法

1 To make the Jinhua pork in oil, deep fry long green onions, garlic leaves, ginger, and deseeded chili peppers in rice oil at low temperature to make the green onion oil. Cut pork shoulder into bite-sized pieces, sprinkle with 1.5% salt and ground sansho pepper, vacuum seal and leave overnight. The next day, pour the green onion oil over the pork and vacuum seal again. Place in a 67°C low-temperature cooker and cook for 24 hours.

金華豚オイル煮は、米油に長葱、葉大蒜、生姜、種を取り除いた鷹の爪を入れて低温で揚げ、葱油を作る。豚肩ロースを適量なサイズに切って1.5%の塩、山椒を搗り込み、真空にして一晩おく。翌日、豚肉に葱油を注ぎ入れ、再度真空とする。67°Cの低温調理器で湯煎し、24時間加熱する。



2 To make the broad beans, steam them, strain them, add fine flour and salt, form them into balls, sandwich them between raw broad beans, coat them in fine flour, and fry them.

寄せ蚕豆は、蚕豆を蒸して裏漉しし、上粉、塩を加えて丸め、生の蚕豆で挟んで上新粉をまぶし、揚げる。

3 Chop Newly harvested burdock and boil it in soup stock. When it becomes soft, puree it. Add a small amount of milk, reduce it, and season with white miso.

新牛蒡は、刻んで出汁で直炊きし、柔らかくなったらピューレ状にする。牛乳を少量加えて火にかけて煮詰め、白味噌で調味する。

4 Lightly boil the ginger and soak it in Amazu (rice vinegar, caster sugar, salt and kombu kelp extract).

生姜は、かるく茹で、甘酢に漬ける。

5 To make potato crackers, peel the potatoes, slice them, fry them in oil and sprinkle with salt.

馬鈴薯煎餅は、馬鈴薯の皮をむき、スライスして油で揚げ、塩を振る。

6 To make black vinegar tamari, boil down the black vinegar until it is reduced to just under 10%, then add tamari soy sauce.

黒酢たまりは、黒酢を一割弱になるまで煮詰め、たまり醤油を加える。

7 Heat the pork and brown it. Place the burdock on top and garnish with broad beans, pickled ginger, and black vinegar tamari as a sauce. Top with potato crackers.

豚肉を温めて、焼き目をつける。牛蒡を敷いて盛り付け、寄せ蚕豆、酢取り生姜、黒酢たまりをソースとしてあしらう。天に馬鈴薯煎餅を盛る。

COMMENT



コメント

Scallion oil is made by slowly heating finely chopped aromatic vegetables in rice oil at low temperature. Fry for about 15 minutes until the oil is well browned and the fragrant flavor of the aromatic vegetables will be transferred to the oil.

葱油は、細かく刻んだ香味野菜を低温の米油でじっくりと熱して作ります。しっかりと揚げ色が付くまで15分程度揚げると、香味野菜特有の香ばしい風味が油に移ってくれます。



Yuji Shimizu 清水祐治氏

- Nishiazabu/Nishiazabu Ichino
- Master
- 大西麻布・西麻布いちの
- 師範

Sesame milk tofu Kintsuba

胡麻乳豆腐金鰐

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

(落味噌、火取り雲丹、焼筍、揚葱、花弁桜花)



Ingredients 材料

<Amount><分量>

- Sesame 胡麻.....25g
- Kelp stock 昆布出汁.....125cc
- Arrowroot powder 葛粉.....20cc
- Potato starch 片栗粉.....Appropriate amount (適量)
- Butterbur miso 落味噌.....15g
- Sea urchin 雲丹.....5g
- Bamboo shoots 筍.....30g
- Fried green onions 揚葱.....Appropriate amount (適量)
- Salted cherry blossoms 桜花塩漬.....Appropriate amount (適量)

COMMENT



コメント

When making sesame tofu, soaking the sesame seeds in kelp stock overnight before blending them in a blender will help the sesame seeds plump up and bring out their flavor. This will also help the finished product come out beautifully white.

胡麻豆腐を作る際、胡麻を一晩昆布出汁に浸けてからミキサーにかけると、胡麻がふっくらもどり、風味が出やすくなります。また、そうすることで、綺麗に白く仕上がります。

How to cook 調理方法

- 1 Soak the sesame seeds overnight in kelp stock, put the stock in a blender, and strain through a bleached bag. Mix 5 parts of the strained liquid and 1 part of soaked Arrowroot powder in a pot, then cool and solidify in a draining can.

胡麻は、昆布出汁に一晩浸け、出汁ごとミキサーにかけ、さらし袋で濾す。濾した液体 5、水もどした葛粉 1 で鍋にて練り、流し缶で冷やし固める。



- 2 Cut the fish into slices, coat them with potato starch, fry them in a frying pan, and when they are soft, brush them with butterbur miso and bake them in the oven.

切り出して片栗粉をまぶし、フライパンで焼き、柔らかくなったら落味噌を塗り、オーブンで焼き上げる。

- 3 Quickly grill the sea urchin and grill the bamboo shoots over it.

雲丹は、サッと焼き、筍は掛け焼とする。

- 4 Boil the green onions, drop them in ice water to retain their color, drain them and deep fry them.

芽葱は、湯がいて氷水に落として色止めし、水気を切って素揚げする。

- 5 Rinse the salted cherry blossoms under running water to remove the saltiness, then arrange them on a heat-resistant plate and place in the microwave to remove the moisture and peel off the petals.

桜花塩漬は、流水にさらして程よく塩気を抜き、耐熱皿に並べて電子レンジにかけ、水分を飛ばして花弁をはがす。



Yoshiaki Masumoto 榎本嘉昭氏

- Kanemeguro Branch of the Norinchukin-cho
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または、電話、メールでお問合せください。

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

練習問題

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

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

回答: 1) d 2) b

日本餐厅新闻

May 2025

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UNESCO Intangible Cultural Heritage
2013 Japanese Cuisine, 2024
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Harmony of Sake and Cuisine

日本酒與料理的調和 P28

From Ocean to Plate: The Craft of Premium Nori Selection

從海洋到餐桌:高級海苔的精選工藝 P30

California Sake Challenge 211: Super Frozen Sake Part 6

日本酒的超級冷凍 第6部分 P32

What is distilled alcohol?

什麼是釀造酒精 P33

Tokyo Jizake Strolling / The Fate of Sake

東京地酒散步 / 日本酒的緣分 P34

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Academy Former chief of planning
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David Kudo

Sake Sommelier
Master Sake Sommelier

Born Kita-Akita City,
Akita Prefecture.

Took over as Exec-
utive Officer of the
Japanese Food Trend News founded
in 1991, when the predecessor was
assigned back to Japan. Currently
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Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, "What's with the exaggeration...? It doesn't really matter."

In this issue, I'd like to pass on to our readers a trick that enhances one's abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let's select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It's best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There's no need to stick with Japanese cuisine, for it's fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it's safe to say the pairing was a "success."■

日本酒與料理的調和

我想很多人認為日本酒和食物搭配方面是“不要太誇張，沒有關係的”。

這一次，我懷著謹慎心理教如何提高您的搭配日本酒和料理的能力。

首先，我希望您盡可能準備三個性質不同品牌不同的日本酒。特性上的差異很難了解，沒有喝過是不知道的，暫時還是根據標籤上可以判斷的

信息來選擇吧。

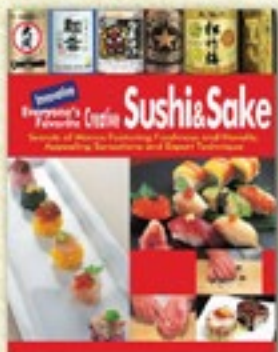
例如，嘗試尋找完全不同的產地的純米大吟釀、特殊純米、和純米生酛。秋田、新潟、兵庫等。美國產的日本酒價格也很合理，把這些也包括在內會很有趣。

三個品牌的酒請務必使用相同形狀的玻璃酒杯。那時，將其放入冰箱中約3小時保存，使其達到華氏55

度左右。(白葡萄酒杯會更好)

嗯，就該有一道菜了，但不限於日本菜，比如中國菜、意大利菜等一起嘗試也很有趣(避免那些太辣或大蒜味重的菜)。

注意點是，飲日本酒與料理調和時、味道的變化、食物特有的氣味的變化，以及後味。如果這些都很舒服，那麼配對就是“好”的。



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Nambu Bijin Craft Vodka, Iwate, ABV:40%, 700ml#10664, 750ml#10665

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From Ocean to Plate: The Craft of Premium Nori Selection

從海洋到餐桌： 高級海苔的精選工藝



Crisp, umami-rich, and Temaki-ready — Takaokaya Miyabi Nori is a sushi lover's dream.
酥脆、富含鮮味且適合手卷製作 — 「高岡屋」Takaokaya Miyabi海苔是壽司愛好者的夢幻之選。

Nori, the delicate yet essential seaweed used in sushi, onigiri, and various Japanese dishes, is more than just an ingredient—it is a defining element of flavor, texture, and presentation. As demand for high-quality nori rises, restaurant owners and chefs must navigate a shifting market characterized by fluctuating prices, quality inconsistencies, and sourcing challenges. Choosing the right supplier ensures consistency, freshness, and the best possible dining experience for customers. One brand that stands above the rest in both reliability and premium quality is Takaokaya USA.

Understanding Nori Quality and Its Market Challenges

Not all nori are created equal. The current market is saturated with lower-quality options that often come from old crop overstock or dead stock from past harvest seasons, leading to compromised flavor, texture, and color. These cheaper nori, typically sourced from overharvested or improperly stored lots, result in dull, brittle sheets that fail to deliver the signature melt-in-the-mouth experience and presentation performance that chefs seek for their dishes.

海苔，這種精緻而又必不可少的食材，廣泛用於壽司、飯糰以及各式日本料理中。它不僅僅是料理中的一種配料，更是風味、口感與呈現方式的關鍵元素。隨著對高品質海苔需求的提升，餐廳業者與廚師們必須應對價格波動、品質不穩定以及採購困難等市場變化。選擇合適的供應商，才能確保產品的一致性、新鮮度，並為顧客帶來最佳的用餐體驗。在眾多品牌中，「高岡屋」Takaokaya USA憑藉其穩定的品質與卓越的可靠性，脫穎而出，成為市場中的佼佼者。

了解海苔品質與市場挑戰

並非所有的海苔都是相同品質。目前的市場充斥著低品質的選擇，多為來自於舊季節過剩的庫存或是過去收成季節的滯銷品，導致風味、口感與顏色的嚴重受損。這些較便宜的海苔，通常來源於過度採收或是保存不當的批次，色澤黯淡、質地鬆脆易碎裂，無法提供廚師們所追求的入口即化的細緻口感與完美的呈現效果。

WHERE IS NORI GROWN? 海苔的產地在哪裡？

Where Does Nori Come From? 海苔的來源



掃描並了解更多關於
為什麼「高岡屋」TAKAOKAYA海苔如此出色

「高岡屋」Takaokaya USA的獨特之處
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Premium-quality nori is predominantly grown and harvested in Japan in the well-known Seto Inland Sea and Ariake Bay regions. Blessed with optimal geographical and climatic conditions, rainfalls there flow downstream rich with nutrients and into outlets towards the seas where nori is farmed. Water conditions are suitable with good currents at ideal temperatures, and very importantly, high-low tide level differences.

Nori is also farmed in select coasts of South Korea and China, where experienced seaweed growers use advanced harvesting and processing methods to maintain freshness and umami depth. While Japan remains the gold standard, careful selections at the industry's annual auction in South Korea and China can also yield professional-grade standards, offering excellent texture and flavor when sourced from reputable suppliers.

優質的海苔主要種植與收穫於日本著名的瀨戶內海與有明海地區。這些地區擁有理想的地理與氣候條件，降雨帶來豐富的養分，順著河流下游流入海苔養殖的海域。水域條件適宜，擁有穩定的洋流、理想的水溫，以及非常重要的潮差變化。

海苔也種植於韓國與中國特定海岸地區，那裡經驗豐富的養殖者運用先進的採收與加工技術，以保持新鮮度與濃郁的旨味。雖然日本仍然是品質的黃金標準，但在韓國與中國每年的業界拍賣會中，透過嚴格篩選，搭配可信供應商，亦能取得質地與風味俱佳的專業級海苔。

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RISING COSTS & THE FUTURE OF NORI

The nori industry is facing challenges that are driving up prices and limiting supply:

- Climate Change is disrupting seaweed growth, leading to smaller, unpredictable harvests.
- Rising Labor and Transportation Costs are pushing up prices across the supply chain.
- Strong Global Demand for Japanese cuisine is outpacing current nori production.

 With continued pressure on future harvests, chefs and restaurant owners are encouraged to secure reliable, high-quality supply through trusted partners.

CHOOSING THE RIGHT NORI FOR EACH USE

Nori types vary by texture, thickness, and function:

- Makiyaki Nori (Sushi Rolls): The standard for maki rolls—crisp, elastic, and easy to handle. Premium versions have a deep black sheen and a clean bite.
 Recommended Items: Miyabi Seto (#63005)
- Temaki Nori (Hand Rolls): Thinner than regular nori and specially crafted to stay crispeven when in contact with sushi rice and fillings—perfect for texture-driven hand rolls that melt in your mouth.
 Recommended Items: Tokkyu Miyabi (#63000, #63001), Miyabi Kyushu (#63006, #63007)
- Uramaki Nori (Inside-Out Rolls): Flexible yet sturdy sheets that won't tear when rice is on the outside.
 Recommended Items: Purple (#63026, #63027), Yakinori SP (#62998, #63046)
- Arare Nori (Flake Nori): Also known as kizami or ramen nori, these finely cut flakes are tailored for dishes like ramen and donburi. Each cut is designed to complement different textures and flavors, enhancing the main dish with the seaweed's natural umami and aroma.
 Recommended Items: Yakinori Ramen Yo (#62991, #62992), Tokuyo Kizami Nori (#63893)

成本攀升與海苔產業未來
 海苔產業正面臨著持續的挑戰，導致供給緊縮與價格上揚：

- 氣候變遷：正在干擾海藻的生長，導致收成量減少且變得難以預測。
- 勞動力與運輸成本上升：導致整個供應鏈的價格不斷攀升。
- 全球對日本料理的強勁需求：已經超過了現有的海苔產量。

 隨著1未來收穫的壓力持續增加，建議廚師與餐廳業者透過值得信賴的合作夥伴來確保穩定且優質的供應來源。

根據用途選擇適合的海苔

海苔的種類依據質地、厚度與用途而有所不同

- 卷燒海苔 (壽司卷用)：標準用於壽司卷 (Maki Roll) —— 酥脆、有彈性且易於處理。頂級版本具有深黑色的光澤與清脆的咬感。
 推薦產品: Miyabi Seto (63005)
- 手卷海苔 (手卷用)：比普通海苔更薄，專門製作以在接觸壽司飯與餡料後仍能保持酥脆——完美適用於追求口感的手卷，入口即化。
 推薦產品: Tokkyu Miyabi (63000, 63001)、Miyabi Kyushu (63006, 63007)
- 內卷海苔 (反捲壽司用)：柔韌且結實的海苔片，即使飯在外層也不易破裂。
 推薦產品: Purple (63026, 63027)、Yakinori SP (62998, 63046)
- 粗切海苔 (香鬆/調味用)：也稱為切絲海苔或拉麵海苔，這些精細切割的海苔碎片專為拉麵與丼物等料理而設計。每個切片都旨在補充不同的質地與風味，並通過海苔的天然鮮味與香氣來提升主菜的美味。
 推薦產品: Yakinori Ramen Yo (62991, 62992)、Tokuyo Kizami Nori (63893)



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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 6
日本酒の超級冷凍 第6部分

The difference is in the principle behind freezing gas versus liquid, which can be explained as "the difference in thermal conductivity." For example, the temperature in a sauna is 194 degrees Fahrenheit. A person can enter a sauna at 194 F for only several minutes, even 10 or 20 minutes, but not for an hour.

On the other hand, a person cannot enter a hot tub at 194 F without suffering from burns. A hot tub can be entered up to approximately 41 F above the human body temperature.

As you can see in this example,

thermal conductivity is much faster in liquid than in gas. Therefore, freezing occurs much faster with liquid at -22 F than gas at -320 F.

After the kind explanation given by the technician, I quickly borrowed a prototype device and flash-froze unpasteurized sake freshly pressed at the brewery. This sake was just freshly pressed on "Day 0," available only at the sake brewery.

Of course, I tasted both flash-frozen sake and unpasteurized sake. At that moment, I felt the most goosebumps I've ever felt in my entire life.

First, the bottle doesn't crack. No expansion occurs from freezing since the liquid surface inside the bottle does not change. Therefore, there is no need to use special bottles or caps, which allows the usual bottles and caps to be used.

There was no noticeable difference in flavor between flash-frozen sake versus unpasteurized sake. There was hardly any difference in flavor. The flavor of unpasteurized sake freshly pressed on "Day 0" does not change at all, with no need to change the bottle to sell it anywhere in the world where frozen products can be delivered.■

氣體與液體冷凍原理是不同的。這一點可以通過「熱傳導率的差異」來說明。例如，桑拿房的溫度是90度。儘管溫度如此高，人還是可以進入桑拿房。雖然不能待一個小時，但幾分鐘或十幾分鐘是沒問題的。

但是，90度的熱水浴是絕對不能進入的，因為會燙傷。熱水浴的溫度大約只能比人體溫度高5度左右。

由此可以看出，液體的熱傳導率遠遠快於氣體。當氣體的溫度降到負

198度時，其冷卻效果不如負30度的液體，這樣液體更容易冷凍。

聽了技術人員的解釋，我借用了試驗機，並在酒藏裡進行了即釀生原酒即冷凍的實驗。我將剛釀出來的「0天」的生原酒進行了瞬間冷凍。這是只有在酒藏裡才能體驗到的，剛釀出來的最真實的瞬間的酒。

當然，我也對比了瞬間冷凍與未冷凍的兩種酒進行品鑒。

那一刻我感到了一生中最強烈的雞皮疙瘩。

首先，瓶子沒有破裂。由於因冷凍沒有膨脹，瓶內液體的液面幾乎沒有變化。

因此，瓶子和瓶蓋無需特殊設計，使用普通的瓶子和瓶蓋就可以完成實驗。

在味道上，瞬間冷凍和未冷凍的酒完全無法區分。它們幾乎沒有「變化」。釀出來的「0天」最新鮮的生酒的味道完全沒有變化，並且不需要改變容器，只要是能通過冷凍運輸到的地方，都可以送到世界任何角落。

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What is distilled alcohol? 什麼是釀造酒精

Distilled alcohol is alcohol used as an additive for Japanese sake. Previously referred to as “alcohol as raw sake ingredient” was renamed as “distilled alcohol” according to the “Standards for Manufacturing Methods and Quality Indication for Sake,” issued in 1990. Alcohol for consumption - the main ingredient for Japanese sake - is mostly starch turned into sugar, and ninety-five percent ethyl alcohol, or liquid remaining after molasses from sugar cane, etc., crystalized and fermented, then vaporized with no synthetic alcohol used. Therefore, according to the label standards, indicating ‘distilled’ clarifies this beverage was not prepared using any synthetic alcohol. Currently, many products often distill and refine crude alcohol imported from overseas. Also, alcohol prepared by distilling shochu and sake lees is also used. Additives are added to distilled alcohol approximately one to two days before squeezing the fermenting-mash. Leaving for a long time after the additives are added will degrade the sake quality. This method is referred to as “alcohol fortification.” The amount of additives is different according to the targeted sake quality, however, the standard for generic sake is 1t of white rice with thirty-percent alcohol is approximately 500 ~ 600 liters. “Specific class sake,” such as Ginjo and Honjozo, is limited to below ten percent of the weight of white rice (weight of alcohol portion converted at 95 percent).

Distilled alcohol tends to be

frowned upon due to its established perception as “alcohol-added sake,” produced using low-quality alcohol post war when rice was short in supply. However, this is not always the case. While it is true that additives are typically added to alcohol to increase the volume for regular sake, for certain sake brands, these additives are used as a technique to achieve a smooth sake quality. An appropriate amount of additives enhances the sake flavor and aroma, thus these additives are used in Ginjo sake, known as the crown jewel of Japanese sake. Adding alcohol is what draws out the fruity Ginjo aroma, for without alcohol, the aroma will be left stronger on the strained sake lees. In other words, the Ginjo aroma is more faint in the Junmai-type Ginjo.

By the way, the limit set to the amount of additives in distilled alcohol of a specific brand name sake is the upper limit, with the actual amount of additives used being less than half of the limit in most cases. This is because the additives are not used for the purpose to increase volume, but to enhance the sake quality.■

◆ ◆ ◆

釀造酒精是指用於日本酒中
添加的酒精。以前這種酒
精被稱為“原料用酒精”，
但根據平成2年(1990年)施行的“清
酒的制法品質表示標準”，這種酒精
被要求標示為“釀造酒精”。日本酒
的原料用酒精主要是通過將澱粉質

轉化為糖，或者發酵廢糖蜜(如甘蔗
或甜菜糖蜜中結晶后的糖的剩餘液
體)后蒸餾得到的95%的乙醇。需要
明確的是，釀造酒精不使用任何合成
酒精。這裡，標註“釀造”是為了清楚
地表明它並非合成酒精。現在，釀造
酒精通常通過蒸餾精製從海外進口的
粗酒精來獲得。此外，也有使用從
燒酒或清酒酒糟中蒸餾過的酒精。

釀造酒精的添加通常會在酒糟
壓榨前的1至2天，因為如果添加後
放置時間過長，酒的品質會下降。這
個過程稱為「酒精的添加」(簡稱「酒
精添」)。添加量根據目標酒質不同而
有所不同，但通常對於普通酒來說，
每1噸白米標準添加500至600升
30%酒精。對於吟釀酒或本釀造酒等
「特定名稱酒」來說，添加量被限制
在白米重量的10%以下(按95%酒精
計算)。

提到釀造酒精，許多人可能會聯
想到二戰期間和戰後米極度短缺時
發明的“酒精添酒”(酒精添加酒或“
三增酒”)，這可能讓人皺眉頭，但事
實並非如此。雖然對於普通酒來說，
酒精添加通常是為了增加酒量，但對
於特定名稱酒而言，酒精添加是一
種用於釀造清爽、輕快酒質的技術，
適度的添加可以調整酒的風味並提
高香氣。被稱為日本酒頂級的吟釀酒
也使用釀造酒精。正是因為添加了酒
精，才會展現出濃郁的果香吟釀香
氣。如果不添加酒精，酒渣中將保留
更多的香氣。因此，純米類型的吟釀
酒通常較難展現出鮮明的吟釀香氣。

需要注意的是，特定名稱酒的釀
造酒精添加量有上限，實際添加量通
常不到上限的一半。因為添加酒精的
目的並非是增加酒量，而是為了提升
酒的品質。





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.



The Fate of Sake

日本酒的緣分

My jizake (local sake) specialty shop celebrated 9 years in business, thanks to the support of my customers. Nine years passed since I met Mr. Eizo Musya, my mentor in the jizake industry, after working for many years in the restaurant industry. Mr. Musya shared his expertise in sake and introduced me to a sake brewery, where I was initiated into the world of sake brewing. I opened a sake shop in the town of Hatsudai where I knew no one in February 2016. My shop also survived the coronavirus pandemic. The first nine years of business passed quickly.

Children born to customers when my shop opened are now attending elementary school. My niece who was in elementary school at the time is now in college. Not surprisingly, my hair is turning increasingly white. Despite having started my business with no experience, speaking with sake breweries and senior industry professionals over the years trained me to converse like a veteran sake shop owner. Thanks to the advice I received from the sake brewery, I never thought about expanding my shop, but remained focused on steady management. Although I may not generate significant profit, I can also avoid significant losses.

How could I establish a base of regular customers for my shop in a land where I know no one? It took 9 years to build my base of core customers. In February, I was finally able to invite my regular customers and acquaintances

from my previous place of employment to a client's izakaya restaurant nearby as the venue to celebrate this milestone.

Looking back, I was introduced to a publication that introduces sake, went on radio and TV shows, conducted seminars for various corporations and organizations, wrote a column for several publications, and gained various valuable experiences outside of selling sake. I never would've had these experiences had I worked as an ordinary businessman. The more one learns about sake, the more one realizes that sake is not savored with your brain, thus less things are said over time.

This is because sake is savored by your tongue and liver. However, fads exist among sake fans, which now change at faster speeds, it's getting harder to keep up. I'd soon like to switch to selling sake in a calmer environment where I am free to drink, enjoy, and sell sake at my own pace, far removed from following fleeting fads in sake brands and types of sake.

Attending events where many sake breweries exhibit various sake brands gets tiring. I may appear less motivated at first glance; however, I was grateful to welcome so many guests who came to celebrate my business anniversary. I feel compelled to express my deep gratitude to all my clients who appreciate my taste in sake. The next milestone for my shop will be our 10-year business anniversary. Sales are still not extraordinarily high, but steady. However, I remain steadfastly committed to



serving the most delicious sake possible to the residents of Hatsudai. ■



託 大家的福，我經營的地酒專賣店迎來了9周年。我一直在餐飲界工作，遇到了地酒的傳播者武者英三先生，向他學習了日本酒的訣竅，還被介紹到了酒藏，逐步融入了日本酒的世界。2016年2月，我在一個完全陌生的地方東京的初台開設了銷售店，經歷了新冠疫情，如今已經過去了九年。開店時，曾經的顧客剛生的孩子已經上小學了，曾是小學生的侄女也已經是大學生了。我的白髮也自然增加了。就像「門前的小僧學不了經」一樣，我在沒有經驗的情況下開始了這份生意，在聽了酒藏和前輩們的經驗後，慢慢地學會了像酒商一樣談論酒。根據酒藏的建議，我從開店之初就設定了低起點的發射台，並且時刻注意飛行高度盡量靠近地面。這樣雖然賺不了大錢，但摔倒時的傷害也比較小。然而，在一個毫無淵源的地方，以這樣的方式能否積累起常客呢？這樣經過了九年，我培養了幾位核心常客。今年2月，我終於能夠在附近的合作酒館里，邀請常客和以前餐飲業的朋友們一起舉辦聚會。回想起來，我曾受到日本酒雜誌的推

薦，參加過廣播節目和電視節目，也曾應企業和團體的邀請舉辦過講座，寫過一些專欄等，除了銷售日本酒，我還獲得了許多不同的經驗。如果只是做一個普通的公司職員，是無法體驗到這些的。同時，我發現隨著對日本酒的學習越來越深入，逐漸意識到，日本酒並非是需要廢太多腦力的嗜好品，關於日本酒的話題也開始變少了。因此我認為，最重要的還是通過自己的味蕾和肝臟去感受酒的美味。而且，酒愛好者們的流行趨勢卻依然存在，並且這種流行的變化速度也越來越快，導致我漸漸跟不上這些潮流。因此，我想開始脫離這種日本酒種類和品牌的流行趨勢，轉而專注於一種輕鬆飲用、安靜的日本酒銷售方式。參加了許多酒藏和品牌會的活動，穿梭在人群中，我感到疲憊。儘管我的店鋪看起來不太積極，但店鋪周年慶時，能有這麼多人來參加，並能和大家一起舉辦宴會，我感到非常的高興。我非常感謝那些支援我日本酒理念的人們。接下來是十周年的節日就要來了。儘管我依然沒有做出過於急功近利的生意，但希望能夠讓初台的居民們能品嚐到美味的酒，我的這份初心並沒有改變。

SAKE SOMMELIER CLUB

Master Sake Sommelier

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

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

How to describe sake during sake tasting

During sake tasting, describe the appearance, aroma, and flavor of sake. This report reviews how to describe sake flavor.

Sake Flavor

Sake flavor is described in terms of sweetness, acidity, umami, bitterness, and taste. For example, sweetness is described as "mellow" and "subtle," while acidity is described as "sharp" and "fresh." Umami flavor is described in terms of how the flavor "spreads" and as "savory," while bitterness is described as "herbaceous," etc. Also, describe the taste of sake as "smooth," "gentle," "round," etc.

Sake tasting is complex. The more one tastes sake, the more one wants to learn more about sake. Once you get the hang of it, I recommend "blind tasting" as well. Brand names must be hidden during the tasting to eliminate any biases to better understand your preferences in sake flavor. Why not try it once for yourself?■

品鑒日本酒時的表達方式

在品鑒日本酒時，通常是通過外觀、香氣和口味來進行表達。這次我們將關注於口味。

【口味】

甜味、酸味、鮮味、苦味、口感等方面來表達。例如，甜味可以用「圓潤」「溫和」等詞語來形容，酸味可以用「尖銳」「新鮮」等詞語，鮮味可以用「豐富」「芳醇」等形容，苦味則可以用「清爽」「類似草藥的」等詞語來描述。此外，口感也可以用「順滑」「溫和」「圓潤」等詞彙來表達。

日本酒的品鑒非常的深奧，越是挑戰，越是會激發您對日本酒的興趣。如果您熟悉了日本酒之後，建議嘗試「盲品」。是一種在隱藏酒名的情況下進行的品鑒，可以讓您不受先入為主的影響，更清楚地瞭解自己喜歡的日本酒類型。您不妨試一試看。

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Harmony of Sake and Cuisine

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Sake Shochu Spirits Institute of America

- Cautionary Notes to Participate in Tasting Events -

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



Harmony of Sake and Cuisine

Especially when it comes to pairing Japanese sake with food, many people likely think, "What's with the exaggeration...? It doesn't really matter."

In this issue, I'd like to pass on to our readers a trick that enhances one's abilities to pair sake with food.

First, please select three brands of sake with very different properties. The differences in properties are hard to tell without drinking the sake, but first, let's select the sake according to the information listed on each label.

For example, please select a Junmai Daiginjo, Tokubestu Junmai, and Junmai Kimoto, all produced in different regions like Akita, Niigata, and Hyogo prefectures, etc. Sake produced in the U.S. are reasonably priced, for including a few of these brands in the mix may also be fun. Please be sure to use the same shaped glass for each of the three sake brands. It's best to store the glasses in the refrigerator for approximately 3 hours and to maintain their temperature at 55 degrees Fahrenheit. (white wine glasses

are better)

And now, for the cuisine. There's no need to stick with Japanese cuisine, for it's fun to also pair sake with Chinese and Italian (please avoid excessively spicy or strong garlic-flavored dishes) cuisines. Please be careful to compare the balance between the sake and the food upon consumption, the changes detected in the umami flavors, and any changes in the aroma particular to that food, and aftertaste. If these factors in the pairing are satisfying, then it's safe to say the pairing was a "success."■

니혼슈와 음식의 조화

흔히 니혼슈와 음식을 페어링 한다고 하면 '까짓것 그냥 마시면 되지, 유난 떨 필요 있나... 무슨 상관이 있다고' 이런 생각을 할지도 모른다.

오늘은 니혼슈와 음식의 페어링 실력을 향상시킬 수 있는 간단한 팁을 전수해보고자 한다.

우선 각각 성질이 다른 세 가지 브랜드의 니혼슈를 준비해보자. 사실, 성질의 차이는 마셔 보기 전에는 알기 어렵지만, 라벨에 표시된 정보를 활용해 선택해본다.

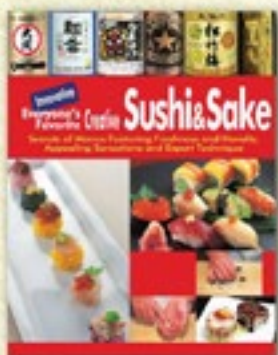
예를 들어 준마이 다이긴쵸, 도쿠베츠 준마이, 준마이 키모토처럼 원산지가 각각 다른 것을 찾아보자. 아키타, 니가타, 효고 등의 원산지가 있을 것이다. 저렴한 가격대를 자랑하는 미국산 니혼슈도 추천한다.

각기 다른 세 가지 브랜드의 니혼슈는 반드시 같은 형태의 글라스를 사용해서 마셔야 한다. 이때 온도는 약 3시간 냉장고에 보관하여 화씨55도 정도가 되도록 하는 것이 적당하다. (화이트와인 글라스를 사용하면 더욱 좋다)

이제 페어링할 음식을 고를 차례다. 음식은 일식에 국한하지 않고 중국요리, 이탈리아 등(너무 맵거나 마늘 향이 강한 요리는 피할 것)을 시도해 보는 것도 재미있을 것이다.

주의해야 할 점은 술을 마셨을 때 음식과의 조화, 맛의 변화, 페어링한 음식의 냄새 변화, 그리고 뒷맛이다. 함께 했을 때 거슬리는 것 없이 입이 즐겁다면 그것이 '좋은 페어링'이다.

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



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Kosuke Kuji

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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 6
일본주의 슈퍼 프로즌 6편

The difference is in the principle behind freezing gas versus liquid, which can be explained as "the difference in thermal conductivity." For example, the temperature in a sauna is 194 degrees Fahrenheit. A person can enter a sauna at 194 F for only several minutes, even 10 or 20 minutes, but not for an hour.

On the other hand, a person cannot enter a hot tub at 194 F without suffering from burns. A hot tub can be entered up to approximately 41 F above the human body temperature.

As you can see in this example,

thermal conductivity is much faster in liquid than in gas. Therefore, freezing occurs much faster with liquid at -22 F than gas at -320 F.

After the kind explanation given by the technician, I quickly borrowed a prototype device and flash-froze unpasteurized sake freshly pressed at the brewery. This sake was just freshly pressed on "Day 0," available only at the sake brewery.

Of course, I tasted both flash-frozen sake and unpasteurized sake. At that moment, I felt the most goosebumps I've ever felt in my entire life.

First, the bottle doesn't crack. No expansion occurs from freezing since the liquid surface inside the bottle does not change. Therefore, there is no need to use special bottles or caps, which allows the usual bottles and caps to be used.

There was no noticeable difference in flavor between flash-frozen sake versus unpasteurized sake. There was hardly any difference in flavor. The flavor of unpasteurized sake freshly pressed on "Day 0" does not change at all, with no need to change the bottle to sell it anywhere in the world where frozen products can be delivered.■

기체와 액체가 어는 원리의 차이. 이것은 「열전도율의 차이」로 설명할 수 있습니다. 예를 들면, 사우나 방의 온도는 90도입니다. 이 90도의 사우나에 사람은 들어갈 수 있습니다. 물론 1시간 정도는 무리입니다만, 심여분은 괜찮습니다. 하지만, 90도의 목욕탕에는 절대 들어갈 수 없습니다. 화상을 입게 됩니다. 목욕은 사람의 체온에서 플러스 5도 정도가 한도입니다.

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What is distilled alcohol? 양조 알코올이란 무엇인가?

Distilled alcohol is alcohol used as an additive for Japanese sake. Previously referred to as “alcohol as raw sake ingredient” was renamed as “distilled alcohol” according to the “Standards for Manufacturing Methods and Quality Indication for Sake,” issued in 1990. Alcohol for consumption - the main ingredient for Japanese sake - is mostly starch turned into sugar, and ninety-five percent ethyl alcohol, or liquid remaining after molasses from sugar cane, etc., crystalized and fermented, then vaporized with no synthetic alcohol used. Therefore, according to the label standards, indicating ‘distilled’ clarifies this beverage was not prepared using any synthetic alcohol. Currently, many products often distill and refine crude alcohol imported from overseas. Also, alcohol prepared by distilling shochu and sake lees is also used. Additives are added to distilled alcohol approximately one to two days before squeezing the fermenting-mash. Leaving for a long time after the additives are added will degrade the sake quality. This method is referred to as “alcohol fortification.” The amount of additives is different according to the targeted sake quality, however, the standard for generic sake is 1t of white rice with thirty-percent alcohol is approximately 500 ~ 600 liters. “Specific class sake,” such as Ginjo and Honjozo, is limited to below ten percent of the weight of white rice (weight of alcohol portion converted at 95 percent).

Distilled alcohol tends to be frowned upon due to its established perception as “alcohol-added sake,”

produced using low-quality alcohol post war when rice was short in supply. However, this is not always the case. While it is true that additives are typically added to alcohol to increase the volume for regular sake, for certain sake brands, these additives are used as a technique to achieve a smooth sake quality. An appropriate amount of additives enhances the sake flavor and aroma, thus these additives are used in Ginjo sake, known as the crown jewel of Japanese sake. Adding alcohol is what draws out the fruity Ginjo aroma, for without alcohol, the aroma will be left stronger on the strained sake lees. In other words, the Ginjo aroma is more faint in the Junmai-type Ginjo.

By the way, the limit set to the amount of additives in distilled alcohol of a specific brand name sake is the upper limit, with the actual amount of additives used being less than half of the limit in most cases. This is because the additives are not used for the purpose to increase volume, but to enhance the sake quality.■

◆ ◆ ◆

양조 알코올이란 일본주의 알코올 첨가용으로 사용되는 알코올을 이른다. 이전에는 「원료용알코올」로 표현되었지만, 평성2년에 시행된 「청주 제법품질표시기준」에 따라, 「양조알코올」이라고 표시되게 되었다. 일본주의 원료용 알코올은 주로 전분질을 당화한 것이나, 폐당밀 (사토우키비 혹은 텐사이 등의 당밀에서 설탕을

결정시킨 후에 남은 액체) 을발효시킨 후에 증류해서 만들어지 95% 에틸알코올로써, 소위 합성 알코올등은 일체사용되지 않는다. 그래서 표시기준에서는 「양조」라고 표기함으로써, 합성알코올이 아니라는 것을 명확히 하는 것이다. 현재는 해외에서 수입한 조류 알코올을 증류정제하는경우가 많다. 또한 소주나 청주지게미를 증류한 알코올도 쓰여진다.

양조 알코올의 첨가는 통상, 모로미를 짜기 1~2일 전에 실시된다. 첨가하고 나서 오래방치하면 주질이 열화하기 때문이다. 이 방법을 「알코올첨가」 (줄여서 「알첨」) 이라고한다. 첨가량은 목표로 하는 주질에 따라 달라지지만, 보통주의 경우로, 백미 1t 당 30%알코올을 500 ~600리터 정도가 표준이 된다. 음양주나 본양조주등의 「특정명칭주」의 경우에는, 백미중량의 10%이하 (알코올분 95% 전산의 중량)로 제한되고 있다.

양조 알코올이라고 하면, 원료미가 극단적으로 부족했던 전쟁중 전후의 시대에 만들어낸 「알첨주」나 삼중주의 이미지에서 눈살을 찌푸리는 경향도 있지만 반드시 그런 것은아니다. 알코올 첨가는 보통주의 경우에는 단순한 증량 때문인 경우도 많은 것은 사실이지만, 특정명칭주의 경우에는 담려·경쾌한 주질을 만드는 기술로 쓰여지고 있고, 적당한 첨가는 술의 풍미를 더하고 향을 높이는 역할을 한다. 일본주의 최고봉이라는 음양주에 사용되는것은 그 때문이다. 알코올을 첨가하기 때문에 그 후루티한 음양향이 뿔어 나오고, 알코올을넣지 않으면 짜낸 카스쪽에 더 많은 향이 남게 된다. 겉구 순미타입의 음양주는 음양향이 생기기 힘든 경우가 된다. 덧붙여서, 특정명칭주의 양조 알코올 첨가량의 제한은 상한이며, 실제로는 그 절반이하인 경우도 많다고 한다. 증량이 아닌, 어디까지나 술의 질을 높일 수있는 목적때문이다.





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.



The Fate of Sake

일본주의 인연

My jizake (local sake) specialty shop celebrated 9 years in business, thanks to the support of my customers. Nine years passed since I met Mr. Eizo Musya, my mentor in the jizake industry, after working for many years in the restaurant industry. Mr. Musya shared his expertise in sake and introduced me to a sake brewery, where I was initiated into the world of sake brewing. I opened a sake shop in the town of Hatsudai where I knew no one in February 2016. My shop also survived the coronavirus pandemic. The first nine years of business passed quickly.

Children born to customers when my shop opened are now attending elementary school. My niece who was in elementary school at the time is now in college. Not surprisingly, my hair is turning increasingly white. Despite having started my business with no experience, speaking with sake breweries and senior industry professionals over the years trained me to converse like a veteran sake shop owner. Thanks to the advice I received from the sake brewery, I never thought about expanding my shop, but remained focused on steady management. Although I may not generate significant profit, I can also avoid significant losses.

How could I establish a base of regular customers for my shop in a land where I know no one? It took 9 years to build my base of core customers. In February, I was finally able to invite my regular customers and acquaintances

from my previous place of employment to a client's izakaya restaurant nearby as the venue to celebrate this milestone.

Looking back, I was introduced to a publication that introduces sake, went on radio and TV shows, conducted seminars for various corporations and organizations, wrote a column for several publications, and gained various valuable experiences outside of selling sake. I never would've had these experiences had I worked as an ordinary businessman. The more one learns about sake, the more one realizes that sake is not savored with your brain, thus less things are said over time.

This is because sake is savored by your tongue and liver. However, fads exist among sake fans, which now change at faster speeds, it's getting harder to keep up. I'd soon like to switch to selling sake in a calmer environment where I am free to drink, enjoy, and sell sake at my own pace, far removed from following fleeting fads in sake brands and types of sake.

Attending events where many sake breweries exhibit various sake brands gets tiring. I may appear less motivated at first glance; however, I was grateful to welcome so many guests who came to celebrate my business anniversary. I feel compelled to express my deep gratitude to all my clients who appreciate my taste in sake. The next milestone for my shop will be our 10-year business anniversary. Sales are still not extraordinarily high, but steady. However, I remain steadfastly committed to



serving the most delicious sake possible to the residents of Hatsudai. ■

◆ ◆ ◆
덕분에 내가 경영하는 토속주 전문점이 9주년을 맞이했다. 줄곧 음식 세계에서 일해온 내가 토속주 전도사인 무사 에이조씨와 만나, 일본주의 노하우를 전수받고, 술창고를 소개받아, 일본주의 세계에 외해자를 묻히며, 2016년 2월에 전혀 생소한 하즈다이라는 마을에 판매점을 오픈하고, 코로나 사태를 겪은지 벌써 9년. 오픈할 때 태어난 손님의 자녀들도 이미 초등학교. 초등학생이었던 조카도 대학생. 그러니 나의 흰머리도 늘어나는 게 당연. 문전의 소승이 배우지 못한 경을 읽는 느낌으로, 경험없이 시작한 장사가 술창고나 선배들의 이야기를 들으면서, 어느새 술장사의 야생식의 말투가 생기는 지경이 되었다.

술창고의 충고로 오픈 초기부터 발사대는 낮게 설정하고, 비행고도도 지면에 올 정도로 가깝게 정했다. 그러면 큰 돈을 벌지 못해도 낙하할 때 충격도 적다. 하지만 연고가 없는 땅에서, 그런 장사로 단골 손님을 가질 수 있겠는가. 핵심 단골 손님을 얻는데 9년. 그리고 아뭏든 올해 2월에 근처의 거래치 술집에서 단골 손님이나 이전 음식점 때부터의 지인도 불러모아서 연회를 개최하게 되었다. 생



각해 보면, 일본주 정보지에 소개해 주거나, 라디오나 텔레비전에 나오거나, 여러 기업이나 단체 의뢰에서 세미나를 하거나, 몇 군데 지면에 컬럼을 쓰거나 하는 등 술을 파는 것 이외에도 여러가지 경험을 하게 되었다.

평범하게 회사를 하고 있었다면 이런 경험은 못했겠지. 그리고, 일본주의 세계는 배우면 배울수록, 머리를 쓰는 기호품이 아니라는 방향으로 나아가게 되어서, 말할 것은 적어지게 된다. 왜냐하면, 자신의 혀와 간에서 느끼는 술이라고 생각하기 때문이다. 그렇지만 애호가들의 유행이 존재하고, 점점 그 유행의 변화도 속도가 빨라져서 맞추지 못하게 된 것도 있다. 술술, 일본주의 타입 유행이나, 종목 유행의 세계로부터 분리된, 느긋하게 마실 수 있는 차분한 세계의 일본주 판매로 전환해 가고 싶다. 많은 술창고나 종목이 즐비한 이벤트 등도 인파에 섞이면 피곤해진다. 그런 한편으로 의욕이 없는 듯한 나의 가게 기념일에 많은 사람이 모여주어서, 다같이 연회를 할 수 있었던 것도 매우 기뻐다. 나의 일본주 애찬동에 주고 있는 사람이 많은 것도 감사할 따름이다. 다음은 10년의 고비가 온다. 여전히 허둥지둥 장사를 하는 것은 아니지만, 하즈다이라는 동네의 주민에게 조금이라도 맛있는 술을 선사하고 싶은 마음은 변함이 없다.

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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.

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

How to describe sake during sake tasting

During sake tasting, describe the appearance, aroma, and flavor of sake. This report reviews how to describe sake flavor.

Sake Flavor

Sake flavor is described in terms of sweetness, acidity, umami, bitterness, and taste. For example, sweetness is described as "mellow" and "subtle," while acidity is described as "sharp" and "fresh." Umami flavor is described in terms of how the flavor "spreads" and as "savory," while bitterness is described as "herbaceous," etc. Also, describe the taste of sake as "smooth," "gentle," "round," etc.

Sake tasting is complex. The more one tastes sake, the more one wants to learn more about sake. Once you get the hang of it, I recommend "blind tasting" as well. Brand names must be hidden during the tasting to eliminate any biases to better understand your preferences in sake flavor. Why not try it once for yourself?■

일본주를 테이스팅 할때의 표현방법

일본주를 테이스팅할 때에는 외관, 향, 맛을 말로 표현한다. 이번호는 맛에 대해서.

[맛]

단맛·신맛·감칠맛·쓴맛, 혀의 감촉등을 표현한다. 예를들면, 단맛은 「순하다」 「착하다」 등, 신맛은 「샤프하다」 「후레쉬하다」 등, 감칠맛은 「풍미가 있다」 「훈감하다」 등, 쓴맛은 「시원하다」 「허브같은맛이다」 등의 표현이 쓰인다. 또한 혀의 감촉은 「살랑살랑한」 「온화한」 「둥그스름한」 이라는 말로 표현하자.

일본주의 테이스팅은 심오하고, 도전할 수록 더 알고 싶어진다. 익숙해지면, 「블라인드 테이스팅」도 추천. 종목을숨긴 상태에서 테이스팅을 실시하면, 선입견 없이 자신이 좋아하는 일본주의 경향을 알게 된다. 한번 시도해 보는것은 어떨까?

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Sake tradicional

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Sake Advisor



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Hanbai Solutions LLC.



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Savannah
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Katana Restaurant



Jonathan Cortez
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Sake Sommelier
Latin Region Specialist
Mutual Trading



Liloa Papa
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Level LL
Young's Market Company



Yoshihiro Sako
Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



Toshiyuki Koizumi
Sake Sommelier
Owner "WASAN"



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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 211

**Kosuke Kuji**

Fifth Generation Brewery Owner
Nanbu Bijin, Inc.

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

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

Sake Super Congelado: Parte 6

La diferencia está en el principio, detrás de la congelación del gas frente al líquido, que puede explicarse como "la diferencia en la conductividad térmica". Por ejemplo, la temperatura en un sauna es de 194 grados Fahrenheit. Una persona puede entrar a un sauna a 194 °F sólo durante unos minutos, incluso 10 o 20 minutos, pero no durante una hora.

Por otro lado, una persona no puede entrar a un jacuzzi a 194 F sin sufrir quemaduras. Se puede ingresar a un jacuzzi hasta aproximadamente 41 °F por encima de la temperatura del cuerpo humano.

Como puede ver en este ejemplo, la conductividad térmica es mucho más rápida en líquido que en gas. Por lo tanto, la congelación se produce mucho más rápido con un líquido a -22 F que con un gas a -320 F.

Después de la amable explicación del técnico, rápidamente tomé prestado un prototipo y congelé instantáneamente sake sin pasteurizar recién prensado en la destilería.

Este sake fue prensado el "Día 0" y está disponible únicamente en la destilería.

Por supuesto, probé tanto el sake congelado rápidamente como el sake sin pasteurizar.

En ese momento sentí la piel de gallina más grande que jamás había sentido en mi vida.

Primero, la botella no se agrieta. No se produce expansión por congelación ya que la superficie del líquido dentro de la botella no cambia. Por lo tanto, no es necesario utilizar botellas o tapones especiales, lo que permite utilizar las botellas y tapones habituales.

En términos de sabor, es imposible notar la diferencia entre productos congelados rápidamente y productos que no lo están. Sin cambiar el sabor del sake extremadamente fresco no pasteurizado en el "día 0" de prensado, ni cambiar el envase, se puede enviar a cualquier lugar del mundo donde sea posible enviarlo congelado.



¿Qué es el alcohol destilado?

**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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El alcohol destilado se utiliza como aditivo para el sake japonés. Anteriormente denominado "alcohol como ingrediente crudo del sake", fue renombrado como "alcohol destilado" según las "Normas para métodos de fabricación e indicación de calidad para sake", emitidas en 1990. El alcohol para consumo -el ingrediente principal del sake japonés- es principalmente almidón convertido en azúcar y noventa y cinco por ciento de alcohol etílico, o líquido restante después de que la melaza de la caña de azúcar se cristaliza y fermenta, luego se vaporiza sin utilizar alcohol sintético. Por lo tanto, de acuerdo con las normas de la etiqueta, indicar "destilado" aclara que esta bebida no fue preparada utilizando ningún alcohol sintético. En la actualidad, muchos productos suelen destilar y refinar alcohol crudo importado del extranjero. También se utiliza alcohol preparado mediante la destilación de shochu y sake. Los aditivos se añaden al alcohol

destilado aproximadamente uno o dos días antes de exprimir el mosto en fermentación. Dejarlo reposar durante mucho tiempo después de agregar los aditivos degradará la calidad del sake. Este método se conoce como "fortificación con alcohol". La cantidad de aditivos varía según la calidad del sake deseado, sin embargo, el estándar para el sake genérico es que 1 tonelada de arroz blanco con treinta por ciento de alcohol equivale aproximadamente a entre 500 y 600 litros. El sake de "clase específica", como Ginjo y Honjozo, está limitado a menos del diez por ciento del peso del arroz blanco (peso de la porción de alcohol convertida al 95 por ciento).

El alcohol destilado tiende a ser mal visto, debido a su percepción establecida como "sake con alcohol agregado", producido usando alcohol de baja calidad después de la guerra, cuando el arroz escaseaba. Sin embargo, este no siempre es el caso. Si bien es cierto que

generalmente se agregan aditivos al alcohol para aumentar el volumen del sake normal, para ciertas marcas, estos aditivos se utilizan como una técnica para lograr una calidad suave. Una cantidad adecuada mejora el sabor y el aroma, por lo que estos aditivos se utilizan en el sake Ginjo, conocido como la joya de la corona del sake japonés. La adición de alcohol es lo que realza el aroma afrutado del Ginjo, ya que, sin alcohol, el aroma quedará más fuerte en las lías del sake colado. En otras palabras, el aroma del Ginjo es más tenue en el Ginjo tipo Junmai.

Por cierto, el límite establecido para la cantidad de aditivos en el alcohol destilado de un sake de una marca específica es el límite superior, y la cantidad real de aditivos utilizados es menos de la mitad del límite en la mayoría de los casos. Esto se debe a que los aditivos no se utilizan con el propósito de aumentar el volumen, sino para mejorar la calidad del sake.





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.



El destino del sake

Mi tienda especializada en jizake (sake local) celebró 9 años en el negocio, gracias al apoyo de mis clientes. Han pasado nueve años desde que conocí al Sr. Eizo Musya, mi mentor en la industria del jizake, después de trabajar durante muchos años en la restauración. El Sr. Musya compartió su experiencia en sake y me presentó a una destilería, donde me inicié en el mundo de la elaboración. Abrí una tienda en la ciudad de Hatsudai, donde no conocía a nadie, en febrero de 2016. Mi tienda también sobrevivió a la pandemia del coronavirus. Los primeros nueve años de actividad pasaron rápidamente.

Los hijos de nuestros clientes que nacieron cuando abrimos mi tienda ahora asisten a la escuela primaria. Mi sobrina, que en ese momento estaba en la escuela primaria, ahora está en la universidad. No es de sorprender que mi cabello se esté volviendo cada vez más blanco. A pesar de haber iniciado mi negocio sin experiencia, hablar con destilerías de sake y profesionales de alto nivel de la industria a lo largo de los años me capacitó para conversar como un veterano propietario de una tienda de sake. Gracias a los consejos que recibí, nunca

pensé en ampliar mi tienda, sino que me concentré en una gestión estable. Aunque no genere ganancias significativas, también puedo evitar pérdidas significativas.

¿Cómo podría establecer una base de clientes regulares para mi tienda en una tierra donde no conozco a nadie? Me tomó 9 años construir mi base de clientes principales. En febrero, finalmente pude invitar a mis clientes habituales y conocidos de mi anterior lugar de trabajo al restaurante izakaya de un cliente cercano para celebrar este hito.

Mirando hacia atrás: me invitaron a una publicación que presentaba el sake, participé en programas de radio y televisión, realicé seminarios para varias

corporaciones y organizaciones, escribí una columna para varias publicaciones y obtuve varias experiencias valiosas fuera de la venta de sake. Nunca habría tenido estas experiencias si hubiera trabajado como un hombre de negocios normal. Cuanto más se aprende sobre el mundo del sake, más te das cuenta de que no es un artículo de lujo que requiere pensamiento, por lo que hay menos de que hablar.

Esto se debe a que el sake se saborea en la lengua y en el hígado. Sin embargo, entre los aficionados existen modas que ahora cambian a un ritmo cada vez más rápido y resulta cada vez más difícil seguirles. Pronto me gustaría pasar a vender sake en un entorno más tranquilo donde pueda beber, disfrutar

libremente a mi propio ritmo, lejos de seguir modas pasajeras en marcas y tipos de sake.

Asistir a eventos donde muchas destilerías de sake exhiben varias marcas resulta agotador. Quizás a primera vista parezca menos motivado; Sin embargo, me sentí agradecido de recibir a tantos invitados que vinieron a celebrar mi aniversario empresarial. Me siento obligado a expresar mi profundo agradecimiento a todos mis clientes que aprecian mi gusto por el sake. El próximo hito para mi tienda será nuestro décimo aniversario comercial. Las ventas aún no son extraordinariamente altas, pero sí constantes. Sin embargo, sigo firmemente comprometido a servir el sake más delicioso posible a los residentes de Hatsudai.



SAKE SOMMELIER CLUB

Master Sake Sommelier

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NPO法人

米国酒焼酎蒸留酒研究所

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

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

Cómo describir el sake durante una cata


Al probar el sake, la apariencia, el aroma y el sabor se describen con palabras. Esta vez se trata del sabor.

Sabor a sake [Gusto]

Expresa dulzura, acidez, umami, amargor y sabor. Por ejemplo, la dulzura se describe como "suave" o "gentil", la acidez como "aguda" o "fresca", el umami como "con cuerpo" o "suave", y la amargura como "refrescante" o "herbal". Además, describe el sabor utilizando palabras como "suave", "ligero" y "meloso".

La cata de sake es un tema complejo y cuanto más lo pruebas, más quieres saber sobre él. Una vez que te acostumbras, te recomendamos hacer una cata a ciegas. Al probarlo sin revelar la marca, puedes tener una idea de los tipos de sake que te gustan sin ideas preconcebidas. ¿Por qué no intentarlo?





ONLINE SAKE Class

Sake Navigator

Presented by Sake Shochu Spirits Institute of America

