

Japanese RESTAURANT news

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The Magazine for Japanese Food Professionals Worldwide

October 2025

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

2013 "Japanese Cuisine 和食"

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

Shochu: A Game-Changer for Beer & Wine Licensed Restaurants

焼酎：ビールとワインの
ライセンスを持つ飲食店にとっての
ゲームチェンジャー

Agriculture, Forestry
and Fisheries Exports
in the First Half of 2025
Exceeded 800 Billion JPY
for the First Time

2025年上半期農林水産物輸出
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BEST
Award Winners

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from top left: Born Gold Muroka Junmai Daiginjo, Fukui / Suigei Kouiku 54 Junmai Ginjo, Kochi / Amabuki Sakura Fubuki Junmai Nigori, Saga / Nihonsakari SAKARI Junmai Daiginjo, Hyogo
from bottom left: Born Dreams Come True Junmai Daiginjo, Fukui / Nihonsakari SAKARI Yuzu Liqueur, Hyogo / Suigei Harmony Blend Junmai Daiginjo, Kochi / Tengumai Yamahai Junmai, Ishikawa / Kikusui Junmai Daiginjo, Niigata / Nanbu Bijin Awa Sparkling Junmai Ginjo, Iwate

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Legendary Finesse Award Winning
SAKE SHOCHU WINE CRAFT BEER SPIRITS

product availability may vary by regions



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from left: Tomino Hozan, Sweet Potato Shochu, ABV:24%, Kagoshima / Seifuku Ryukyu Awamori "Jikabi", Rice Shochu, ABV:30%, Okinawa / Kakushigura Mugi, Barley Shochu, ABV:24%, Kagoshima
Sakura Yamakawa Ryukyu Awamori Koshu, Awamori, ABV:43%, Okinawa / Ohoro Gin, Gin, ABV:47%, Hokkaido / Shirayuri Inui 44 Awamori, Ryukyu Awamori, ABV:44%, Okinawa
Noguchi Sakekasu Shochu, Kasutori, ABV:38%, Ishikawa / Kaido Imo Shochu, Sweet Potato Shochu, ABV:24%, Kagoshima

MTC SAKE

mtcsake.com

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Legendary *Finesse* *Award Winning*
SAKE SHOCHU WINE CRAFT BEER SPIRITS

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揚げだし
豆腐

THE INGREDIENTS / 2 SERVINGS

- | | |
|--|--------------------------------|
| ★ 2 tbsp..... NINBEN "Shiro Dashi" | ★ 大さじ2..... にんべん白だし |
| 150ml..... Water | 150ml..... 水 |
| 1 block..... Silk tofu | 1丁..... 絹豆腐 |
| Proper amount of potato starch | 適量..... 片栗粉 |
| Ingredients of your choice [This time, eggplant and cod] | 適量..... お好みの具材 (今回は、茄子、タラの切り身) |
| Proper amount of grated ginger, grated daikon | 適量..... おろししょうが、大根おろし、万能ねぎ |
| raddish, and green onion. | 適量..... 揚げ油 |
| Proper amount of vegetable oil | |

METHOD

1. Drain the tofu and cut it into 6 pieces. 豆腐を水切りし、6等分に切る。
2. Coat the tofu with potato starch and deep fry until they turn light brown and crispy. [Deep fry eggplant, and coat the cod with potato starch and deep fry it.]
豆腐に片栗粉をまぶし、熱した揚げ油でからりと揚げる。(茄子は素揚げ、タラは片栗粉をまぶして、揚げる。)
3. In a pot, mix ★ and warm it. 鍋に★を合わせ温める。
4. Place the tofu in a serving bowl and gently pour ★. Garnish with grated ginger, grated daikon, and green onion. Done!
器に豆腐やお好みの具材を盛り、③をかけて、大根おろし・おろししょうが・万能ねぎを散らす。出来上がり!



Dashi Chazuke

だし
茶漬け

THE INGREDIENTS / 2 SERVINGS

- | | |
|---|--------------------------------------|
| ★ 1 tbsp..... NINBEN "Shiro Dashi" | ★ 大さじ1..... にんべん白だし |
| 200ml..... Water | 200ml..... 水 |
| 1 bowl..... White cooked rice | 1杯..... 白ご飯 |
| Ingredients of your choice [Salted baked salmon, sashimi, etc.] | 適量..... お好みの具材 (今回は、焼き鮭) |
| Proper amount of topping [Nori [seaweed], shiso [japanese basil], sesame, wasabi, etc.] | 適量..... お好みのトッピング (刻みのり、大葉、胡麻、わさびなど) |

METHOD

1. In a pot, mix ★ and warm it. 鍋に★を合わせ温める。
2. Place the white cooked rice in a bowl and garnish with your favorite toppings. 器に白ご飯を盛り、お好みの具材・トッピングをのせる。
3. Gently pour ★ on 2. Done! ②に★をかける。出来上がり!



NINBEN
ESTABLISHED 1699

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Cover image

Dobin Mushi: traditional Japanese
broth steamed in a teapot, with
matsutake mushrooms, shrimp.

16 17th National Hot Sake Contest held
-The contest selects the most delicious hot sake
in the world-

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could influence the export volume to the U.S. for the latter
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2025年上半期農林水産物輸出初の8000億円突破
ー米国向け過去最高も、関税強化が下半期の行方を左右ー

22 SAKE IN THE PARK 2025 held successfully
-Food and sake festival held to celebrate the 45th anniversary
of the establishment of the Little Tokyo Service Center-

SAKE IN THE PARK 2025盛況に開催

ーリトル東京サービスセンター設立45周年を祝う酒と食の祭典ー



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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じ、繁盛店のオペ
レーションや時代を生き抜くヒントを紹
介します。最新の話題店舗や人気商品な
どを紹介し、日本食レストランの繁盛を
応援します。また、アメリカの最新の食
品衛生管理に関する情報なども提供し業
界の発展に寄与します。

Mission of Japanese Restaurant News

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



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



首先請客人品嚐

許多人也許從未喝過日本酒，即使他們喝過，充其量是加熱後的日本酒。幾乎沒有人記得這個品牌。首先你要微笑著說“很好喝！”，然後給他喝一杯。如果客戶表示感興趣，你就有機會並簡潔地給他們信息，讓他們知道美好的口味。那麼關鍵是如何設置第一個機會。

誰是傳達信息的人
作為餐廳服務員和調酒師，你是否接受

First and foremost, get people to sample

Many people have never tried Japanese sake, and even if they have, the most they've tried is hot sake. Hardly any will remember the brand name., say "This is a great, try it" and offer a sample with a smile. And once a customer appears interested, take the opportunity to simply explain the information pertinent to support why the beverage is delicious. Therefore, how to create the first opportunity will be the key to success.

Deciding who to communicate the information to is important

Is sufficient training being conducted to servers and bartenders? Offering samples alone to customers will not be sufficient to understand the appeal of Japanese sake to customers. Why is this sake delicious...? This point needs to be thoroughly understood by staff members. Also, because sampling alone will not be sufficient to understand the flavors of the sake brand, always pair the sake with food for sampling. It's important for

customers to taste the drastic change in the sake flavor with their own palate.

To get the customers to try sake

Find things to say to the customer's to get them to react, "Oh, really?" For example, "How about this dry, refreshing sake brand AAA from Niigata prefecture, that goes great with sushi?" Or perhaps, "would you like to try brand BBB from Akita prefecture, which goes great with teriyaki because of it's full body?" During sales pitches, explain to customers in simple terms that entice the customer's interest.■

まず日本酒を飲んでもらう

多くの人は、日本酒すら飲んだことがないし、飲んだことがあるとしても熱度がせいぜい。まして銘柄を覚えている人は皆無に近い。まずはしっかりと「美味しいですよ！」と言って飲ませる。そして、顧客が興味を示したらチャンスと思い簡潔においしさをバックアップさせるような情報を与えることだ。では、最初のきっかけ作りをどう仕掛けるかがカギとなる。

伝える人は誰なのか

サーバー、バーテンダーなりに適切なトレーニングをしているか。単に少し飲ませただけでは、絶対に日本酒の良さを顧客に説明できないはず。なぜ、この酒は、美味しいのかをしっかりと勉強させること。また、単独で飲んだだけでは、一割もその酒の良さが理解できないので、必ず料理と合わせ試飲をさせること。酒の味が驚くほど変わることを体で体験してもらうことが重要。

とりえず飲んでもらうために

とにかく簡潔に「あっそうなの!？」と思わせるトークをする。たとえば、ドライですっきりしていてとてもスシに合う新潟のAAA銘柄はいかがでしょうか？または、照り焼きなどに合うボディがある秋田のBBB銘柄はいかがでしょうか？など、お客に分かりやすく、トライしてみたくなるセールストークを考える。

우선 마셔보도록 권장하기

대부분의 사람은 일본술을 마셔본 적도 없고, 마셔봤다고 해도 고작 아쓰강(熱爛) 정도다. 하물며 상표를 기억하는 사람은 거의 없다. 우선은 웃으며 “맛있어요!”라고 마셔보기를 권한다. 그리고 고객이 흥미를 보이면 기회라고 생각하고 그 맛을 뒷받침할 수 있는 정보를 준다. 그러면 일본술을 마시게 된 처음 계기를 어떻게 마련할 것인가가 관건이 된다.

전하는 사람은 누구인가?

서브나 바텐더에게 맞는 적절한 트레이닝을 하고 있는가? 간단하게 조금 맛보도록 하는 것만으로는 절대 일본술의 장점을 고객에게 전부 설명할 수 없다. 왜 이 술이 맛있는지 철저하게 공부하는 것이 중요하다. 또한, 단독으

로 마시는 것만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 마시도록 권해야 한다. 술맛이 놀랄 정도로 변하는 것을 직접 경험해 보는 것이 중요하다.

일단 일본술을 마시도록 하려면

우선 간결하게 “아 그래요?”라는 생각이 들 정도로 이야기를 나눈다. 예를 들어 “드라이하고 깔끔하여 초밥에 잘 어울리는 니가타의 AAA 상표는 어떤가요?” 또는 “데리야키 등과 궁합이 좋은 보디감 있는 아키타의 BBB 상표는 어떤가요?” 등 고객이 알기 쉽고, 마셔보고 싶은 마음이 생기는 영업 멘트를 생각한다.

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
Sake Sommelier
Latin Region Specialist
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Sake Sommelier and Others



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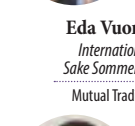
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Yoshihiro Sako
Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



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Info

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

酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 216



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 Party held in a Japanese Pleasure Boat
屋形船でのお酒の会

“Yakatabune” (Japanese pleasure boat) is a dining and entertainment venue unique to Japan. Yakatabune in Tokyo is especially popular among foreign tourists.

During the summer firework season, especially for firework shows above the Sumida River, yakatabune is immensely popular to look up and enjoy the fireworks visible directly above the river.

Yakatabune can also be rented to host a sake sampling party.

Although mid-summer was too hot at first, yakatabune is equipped with

air-conditioning, thus comfortable despite its traditional appearance.

Three sake breweries were invited to our sake sampling party in a yakatabune, where sake was served from each brewery. The sake sampling event was attended by approximately 25 guests including the organizer. The boat traveled from Asakusa district to Sumida River and returned to Odaiba district in approximately three hours.

Various foods were served, of which the usual freshly fried tempura was delicious. Guests enjoyed the marvelous view from the boat.

Further, I was surprised to learn the

yakatabune was equipped with karaoke equipment. Even more surprisingly, portable Bluetooth? karaoke DAM was available to sing classic songs to the latest pop songs. Surrounded by the river and ocean, guests can sing loudly without disturbing anyone.

I boarded a yakatabune for the first time in 15 years and thoroughly enjoyed the dining experience in a traditional yakatabune as I sipped sake.

I wish for foreign nationals to try this unique Japanese dining experience on a “yakatabune” to savor sake with tempura and other delicious Japanese cuisines.■

日本の名物「屋形船」。特に東京の屋形船は、外国人観光客にも人気があります。

花火の季節、特に隅田川の花火などでは、屋形船はとても人気で、花火を川から真上に見上げられるシチュエーションは申し分ありません。

そんな屋形船ですが、船を1つ借り切り、お酒の試飲会なども行われます。

真夏なので、暑いのでは?と思いましたが、屋形船はなんとクーラーもしっかりと設備しており、屋形船の見た目は古いのですが、夏でも中は快適です。

今回は3蔵の蔵元が招かれ、屋形船で3蔵のお酒を楽しみました。参加者は主催者を入れて25名ほど。浅草から墨田川を行き、お台場まで行って帰ってくる約3時間でした。

料理は色々出てきましたが、やはり屋形船ならではの揚げたての天ぷらが最高でした。屋形船の上にも上れて、素晴らしい景色も見ることが出来ます。

さらに驚いたのは、屋形船の中には何とカラオケ設備もあります。しかも、通信カラオケのDAM。最新の歌から懐メロまでなんでも歌うことが出来ます。周

りは川と海なので、大声で歌っても誰にも迷惑かかりません。

私も屋形船は15年ぶりに乗りましたが、あらためて日本の伝統文化である屋形船と日本酒の相性の素晴らしさを感じました。

外国人の皆さんにも、この素晴らしい「屋形船」—「日本酒」—「天ぷらはじめ美味しい和食」のコラボレーションをもっと楽しんでいただきたいと思います。

日本酒 百味百題

Medieval Japan is when sake breweries rapidly expanded in Kyoto. According to the mid-Muromachi Era (1336 - 1573) records from 1425, when Kyoto was home to 342 sake breweries. The

美味しい酒を150種類
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全米のネットワークを通じて
皆様に直送中

Yoshihide Murakami
Master Sake Sommelier
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When Did Sake Brands Become Established? 日本酒のブランドはいつ定着したのでしょうか？

largest brewery with the greatest reputation was the “Yanagi No Sakaya” (“Willow Liquor Store”), known so due to the willow planted in front of the brewery. The “Yanagi No Sakaya” had a shop curtain with the family crest printed at a large scale, also depicted on sake barrels under the “Yanagizake” brand, said to have marked the beginning of sake branding (trademark).

Afterwards, other sake breweries in Kyoto imitated Yangaizake for their fame by having court nobles, Buddhist monks, and high priests name their sake brands, often derived from tanka, or Japanese poetry.

For example, major sake brewery “Shigehira” located in the center of Kyoto operated three sake brands – “Mauzuru,” “Kizareishi,” and “Mitarashi” – of which “Maizuru” was named after the poetry:

“Watching the white crane fly gracefully, I can’t help pray this happiness will continue for eternity.”

(“Maizuru” was taken from the “the white crane flying.”)

During an era when no trademark rights existed, many sake breweries used common names like “Hanatachibana,” “Wakamidori,” “Otowa,” and “Ariake,” etc., with many containing graceful characters like ‘Hana’ (flower), ‘Matsu’ (pine), ‘Tsuru’ (crane), ‘Kame’ (turtle), etc.

By the way, approximately 1,400 sake manufacturers are currently operating in Japan, with each manufacturer holding approximately eight

trademarks, indicating over 10,000 types of sake brands exist in Japan.

Traditionally common sake brand names are superstitious with a positive brand image. Among the approximately 5,000 types of sake brands currently sold, most utilize Chinese characters, of which each brand name was deconstructed to list the top ten most commonly used characters as follows (in the order of most commonly used): 1. ‘Yama’ (mountain), 2. ‘Tsuru’ (crane), 3. ‘Masa,’ 4. ‘Mune,’ 5. ‘Kiku’ (chrysanthemum), 6. ‘Dai,’ 7. ‘Kin’ (gold), 8. ‘Izumi’ (fountain), 9. ‘No,’ 10. ‘Shiro’ (white). Number three and four combines as “Masamune,” used in 117 sake brand names. In addition, “Masamune” is common due to many theories, such as the pronunciation of “shoshu” in the Buddhist scripture “Rinzai-shoshu” being similar to “seishu” (pure sake), or being derived from the sword “Masamune,” etc. ■

◆ ◆ ◆

中世は京都の造り酒屋が急速に発展した時代で、室町時代中期の応永32年(1425)の記録によると、洛中洛外の酒屋は342軒を数えた。その中でもとくに評判の高い最大手として知られたのが、五条西洞院にあった酒屋で、門前に柳の木が植えられていたことから「柳の酒屋」と呼ばれていた。この柳の酒屋は店の入り口に大きな「六星紋」の入った暖簾を下げ、酒樽にもその紋を書いて「柳酒」という酒銘も入れていた。この柳酒が、日本での酒の銘柄(商標)の始まりといわれる。

その後、柳酒の名声にあやかろうとしたのか、京都の酒屋はこぞって酒銘を付

けるようになったが、多くは出入りの公家や門跡、高僧に頼み、和歌から取った言葉を銘にしてもらったという。たとえば、新町通一条下ルにあった大手の酒屋「重衡」は一軒で、「舞鶴」「細石」「御手洗」の3つの酒銘を持っていたが、「舞鶴」は、

白くもに羽打かけてとふ鶴のはるかに千代のおもほゆるかな

(白い雲に羽を広げて飛んでいく鶴を見ると、はるか遠くまで続く長い年月のことが思われてくる)

という和歌から取られている(とふ鶴は「飛ぶ鶴」で、そこから「舞鶴」になったという)。

商標権のない時代なので、「花橘」「若緑」「音羽」「有明」などは何軒もの酒屋が使っているが、おしなべて、花とか松、鶴、亀などの字が入った優美な銘が多かったようだ。

ところで、現在わが国には約1400社の酒造会社があり1社平均で8件の商標銘柄を持っているといわれるから、10,000種類を超える銘柄があることになる。

酒の銘柄で昔から最も多いのは、縁起をかついだり、イメージアップを狙った命名である。現在発売されている銘柄は約5000種類で、その大半に漢字が使われているが、それらの銘の漢字を一字ずつ分解して、最も多く使われている字からベストテンを挙げると、1位・山、2位・鶴、3位・正、4位・宗、5位・菊、6位・大、7位・金、8位・泉、9位・乃、10位・白の順になり、3位と4位の組み合わせである「正宗」は117銘柄で使われている。ちなみに、「正宗」が多いのには、経文の「臨済正宗」の「正宗」の音が「清酒」に通じるからという説や、刀の「名刀正宗」に由来するという説などがある。



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.

Sugar-free sake 糖質ゼロの酒

Do you see major brands of carton sake advertised as sugar-free and purine-free sake in store aisles. Although regional sake fans would never consider purchasing these sake products, you'll likely see at least one brand in every supermarket and sake discount shop, which means there is a demand for these products in the market.

As a professional in the Japanese sake industry, I felt the need to familiarize myself with carton sake brands in the market. Therefore, I gathered as many brands as I could and organized an unprecedented "Sugar-free Sake Sampling Party" that no Japanese sake industry professional has yet organized. During my visits to several nearby supermarkets in search of varied brands of carton sake, I realized most stores sell sugar-free, purine-free sake by Gekkeikan Sake Co., Ltd.

I asked a sales representative from sake brewery Nihonsakari Co., Ltd. about my findings, to which he replied Gekkeikan is the top industry leader in market share of sugar-free and purine-free sake, followed by Nihonsakari.

Other similar sugar-free sake brands were not classified as refined sake due to a patent-related issue. I gathered a total of seven sugar-free carton sake brands: Gekkeikan, Nihonsakari, Kikumasamune, Hakutsuru, Sho Chiku Bai, Ozeki, and Isonosawa.

All sake brands besides Hakutsuru and Sho Chiku Bai were also purine-free. I could imagine sugar-free sake being produced from prolonged



fermentation; however, I had no idea how purine-free sake is produced. I'm told a special patented filtration technology is used to adsorb purine.

While eliminating various compounds such as sugar and purine can reduce the umami flavor in sake, Gekkeikan and Nihonsakari seem to lead the sake industry with their patented technology that retains the umami flavor in sake. Other sake breweries add amino acid and other compounds to supplement their umami flavor, similar to liquor. However, I can't deny the flavor of sugar-free, purine-free sake is flat and the umami flavor is rather subtle compared to regular sake brands. First-time consumers of sugar-free, purine-free sake might find the flavor to be amiss.

On the other hand, consumers who find sake difficult to consume in the scorching summer heat might find the subtle flavor of sugar-free, purine-free sake to be just right. The subtleness in flavor will gradually become less noticeable over time with continued consumption. The alcohol

content is comparable to regular sake, thus sugar-free, purine-free sake is just as intoxicating.

Sugar-free, purine-free sake can also serve as an alternative to continuously distilled shochu, mixed with soda like chu-hai, and consumed in large volumes. Gekkeikan was most suitable to be served as a mixed drink. After sampling many carton sake brands, my conclusion was that it is unfortunate for a sake fan to not be familiar with sugar-free, purine-free sake when discussing sake.■

◆ ◆ ◆
大手メーカーのパック酒で糖質ゼロやプリン体ゼロと書いてある酒を見かけることはないだろうか。地酒愛好家は決して手に取ることの無い酒だろうが、スーパーマーケットや酒のディスカウントショップを巡ると必ず1種類は置いてあるのだから、需要はそれなりにあるということである。日本酒業界にいて、これを知らずしてプロとは名乗れないと思い、とにかく集められるだけ集めて、日本酒業界人が誰もやら

ない「糖質ゼロの日本酒を飲み比べる会」を開催してみた。まずは、酒を集めることからだが、近くのスーパーを巡ってみて気づいたのだが、日本盛の糖質ゼロ・プリン体ゼロか、月桂冠の糖質ゼロ・プリン体ゼロの酒を置いている店が殆どであった。気になって日本盛の営業マンに聞いてみたところ、糖質ゼロ・プリン体ゼロのシェア1位が月桂冠で日本盛が2位とのことだった。その他の同様の酒を見てみると分類が清酒では無い糖質ゼロの酒もあり、これは特許の問題とのことらしい。結局集めた酒は、日本盛・月桂冠・菊政宗・白鶴・松竹梅・大関・磯乃澤の七種類。全てに共通するのは糖質ゼロであること。白鶴と松竹梅以外はプリン体もゼロ。糖質を無くすのはアルコール発酵を進めて行けばよいのだらうと想像がつくが、プリン体ゼロに関しては想像もつかなかったが、特殊な濾過技術によりプリン体を吸着させているとのこと。これが特許とのこと。色々取り除くと旨味も無くなっていくが、この旨味を残す技術に関し月桂冠・日本盛の両蔵が特許の技術で頭一つ抜き出ている感じだった。他の酒蔵はアミノ酸などの添加で旨味を補っているのだリキュールなどの扱いになっていたりする。そうは言え、やはり他の通常の日本酒に比べると味わいは薄くライトな感じは否めない。初めて飲む人は皆、物足りなさを感じるだろう。しかし、この猛暑で日本酒が飲みにくいと感じている人にはピッタリのライトさなのである。しかも飲み続けると、そのライト感は徐々に無くなっていき体が慣れてくる。アルコール度数は通常の日本酒と変わらないので酔いは変わらないのである。しかも糖質とプリン体を抑えられるので、甲類焼酎の代替品としてソーダで割って酎ハイの様にグビグビ飲んでも悪くないのである。これに関しては月桂冠が一番良かった印象だった。色々飲んでみて、日本酒好きなのに糖質ゼロ・プリン体ゼロを知らずに日本酒を語るのとは勿体ないと私は思う。



SAKE SOMMELIER CLUB

Master Sake Sommelier

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米国酒焼酎蒸留酒研究所

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

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

Compatibility of Sake with Cuisine

Aromatic Sake – Highly aromatic and refreshing flavor. Select cuisine with gentle sweetness for pairing. To match the fruity aroma of this sake, cuisines presented with citrus fruits, or cuisine using the fruit itself is recommended. Positioned as an aperitif-type of sake to be paired with appetizers.

Refreshing Sake – Simple in aroma, Refreshing Sake is characteristic for compatibility with wide range of cuisines. This sake compliments cuisines with light umami flavors, mild flavors, and refreshing flavors; also effective in resetting the palate after rich cuisines with fatty components.

Pure Sake – Compatible with cuisines abundant in umami flavors and rich flavors with notable salt flavor. Also compatible with cuisines prepared using cheese and butter, as well as delicacies such as salted squid guts, dried mullet roe, and salted sea cucumber guts.

Mellow Sake – Compatible with richly flavored, highly flavorful cuisines. Also compatible with cuisines with oily components, flavors highly simmered down, burnt flavor, and spiced cuisines, as well as aged cheese and desserts with rich, sweet flavors.■

料理との相性

薫酒—華やかな香り、清涼な風味、柔らかな甘みを持つ料理を選択。酒の持つフルーティーな香りに合わせ、かんきつ類を添える料理、または果実そのものを使用した料理が良い。前菜系料理に合わせる食前酒の位置づけ。

爽酒—シンプルな香味の爽酒は料理との相性の幅が広いのが特徴。軽快な旨み、淡い味付け、さわやか味付けを持つ料理と合う。脂身成分、濃厚な料理後のリセット効果がある。

醇酒—豊富な旨み、濃厚な味付けで適度に塩分の利いた料理が理想。チーズやバターを使用した料理と合う。イカの塩辛、からすみ、コノワタなどの酒の肴など珍味と合う。

熟酒—濃厚な味わいで風味の強い料理と合う。また、油脂成分、深く煮詰められて、こげ味、スパイスを効かせた料理とも合う。熟成したチーズ、濃厚な甘さを持つデザートなどが合う。

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Restaurant labor costs are well above historical averages

-Elevated labor costs continue to pressure the bottom line-

レストランの人件費は、過去の水準を大幅に上回る

—人件費の高騰が引き続き収益を圧迫している—

Labor costs represented an outsized share of restaurant outlays last year. That's one of the observations from the 2025 edition of the National Restaurant Association's Restaurant Operations Data Abstract, which was released August 20.

The Abstract is based on financial and operating data provided by more than 900 restaurant operators nationwide.

Among fullservice respondents to the survey, salaries and wages (including benefits) represented a median of 36.5% of sales in 2024. Salaries and wages (including benefits) represented a median of 31.7% of sales among limited-service survey respondents.

These readings were elevated when compared to previous editions of this report. On average in the 2010, 2013 and 2016 reports, salaries and wages (including benefits) represented approximately 33% of sales among fullservice respondents and approximately 28% of sales among limited-service survey respondents.

In addition to labor costs, the Abstract contains data for several other cost categories, such as food, occupancy, utilities, marketing and

more. Additionally, the data is presented by various attributes, including average check size, annual sales volume, size of community and restaurant location.

This information can help restaurant operators sharpen financial performance and identify cost categories where data could substantially vary by type of operation. By analyzing operating costs, restaurant operators may detect potential problems, determine how to manage costs, and become more efficient.

The 2025 edition of the Restaurant Operations Data Abstract is available for purchase on the Association's.

◆ ◆ ◆

人件費は昨年のレストラン支出において過大な割合を占めた。これは8月20日に発表された全米レストラン協会の「レストラン運営データ要約2025年版」における調査結果の一つである。この要約は、全国900以上のレストラン経営者から提供された財務・営業データに基づいている。

調査対象のフルサービスレストランでは、2024年の売上高に占める給与・賃金（福利厚生を含む）の中央値は36.5%だった。一方、リミテッドサービスレストランの調査回答者では、給与・賃金（福利厚生を含む）が売上高に占める割合の中央値は31.7%であった。



これらの数値は、この報告書の過去の版と比較して上昇した。2010年、2013年、2016年の報告書における平均値では、給与・賃金（福利厚生を含む）は、フルサービス業態の回答企業では売上高の約33%、限定サービス業態の調査回答企業では売上高の約28%を占めていた。

人件費に加え、このレポートには飲食費、賃借料、光熱費、マーケティング費用など、その他の複数のコストカテゴリーに関するデータが含まれている。さ

らに、データは平均客単価、年間売上高、地域規模、店舗立地など、様々な属性別に提示されている。

この情報は、飲食店経営者が財務実績を向上させ、事業形態によってデータが大きく異なる可能性のあるコスト項目を特定するのに役立つ。運営コストを分析することで、飲食店経営者は潜在的な問題を発見し、コスト管理方法を決定し、効率性を高めることが出来る。このレストラン運営データ概要2025年版は全米レストラン協会のサイトで購入可能。

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California Restaurant Show 2025 held カリフォルニア・レストラン・ショー 2025開催

The “California Restaurant Show,” the largest restaurant and food service industry trade show in the West Coast, was held at the Anaheim Convention Center for three days from August 3-5. This trade show was organized by the California Restaurant Association and managed by Restaurant Events, LLC. According to the Trade Show Executive Magazine, both the guests and scale of exhibits are growing rapidly every year that the trade show was recognized by the “Fastest 50” Awards three times. Corporate exhibitors exceeded 220 companies, of which 50% are first-time exhibitors who introduced various foods, beverages, cookware, technology, tableware and the latest industry innovations.

Also, the official podcast, “Walk-In Talk” by Walk-In Talk Media, was

broadcast live to provide backstage views of the exhibition halls, interviews with exhibitors, commentary from industry professionals, and other exclusive audio and video reports. Special event “Pizza Tomorrow Summit Pavilion” displayed the California Pizza Challenge, organized by U.S. Pizza Team, and attracted interest for the second year. Further, the Culinary Innovation Theater served as the venue for a live cooking demonstration held by renowned Los Angeles chefs.

Also, an extensive training program consisted of various lectures and seminars that addressed industry challenges and introduced new opportunities, practical workshops and sampling events. Japan Federation of Soy Sauce Manufacturers Cooperative and Japan Federation of Miso Manufacturers Cooperatives also exhibited

in this trade show. Both cooperatives interested in expanding sales channels for their Japanese seasonings attended this trade show to capitalize on an opportunity to acquire a new market. Eight to nine corporate members from booth cooperatives participated in the trade show.

Japan External Trade Organization (JETRO), a Japanese government organization that helps businesses invest in Japan and expand operations globally, collaborated with both cooperatives and installed the Japan Pavilion for this trade show. Soy sauce products and pamphlets from Japan Federation of Soy Sauce Manufacturers Cooperative were provided at JETRO’s booth and promoted effectively to guests. These efforts promoted traditional Japanese food products directly to local buyers and food industry professionals

as an opportunity to attract attention to the products.

These promotional efforts were especially important to increase familiarity of Japanese food products and develop distribution channels in the U.S. market. With JETRO’s support, these promotional efforts may have contributed to increase exports of Japanese soy sauce and miso brands. The Japan Food Export Platform that supports efforts to increase agricultural, forestry and fisheries exports will pay close attention to the latest trends in tariffs to help Japanese food companies expand into the U.S. market and promote further popularization of Japanese cuisine. Through enhanced collaboration with organizations of each item, the goal is to continue to support the expansion of sales channels for Japanese food products.■



アナハイム・コンベンションセンターにて8月3日から5日までの3日間、西海岸最大級のレストラン・食品サービス関連展示会、「カリフォルニア・レストラン・ショー」が開催された。このイベントは、カリフォルニア・レストラン協会の主催によるもので、Restaurant Events, LLCが運営。Trade Show Executive誌より、出展規模や来場者数の年次増加により「Fastest 50」に3度選ばれるほど急成長している展示会。出展企業は220社以上に及び、そのうち約50%が初参加の新規出展者で、食品・飲料、調理機器、技術、テーブルウェアなど、最新の業界イノベーションが多彩に紹介されていた。また、ショーにはWalk-In Talk Mediaによる公式ポッドキャスト「Walk-In Talk」が連動し、展示会場の舞台裏や出展者インタビュー、業界コメントなどの独占的な音声・映像レポートが提供されていた。目を引いた特別企画として、「Pizza Tomorrow Summit Pavilion」が2年目を迎え、U.S. Pizza Team主催によるカリフォルニア・ピザ・チャレンジが開催された。

さらに、Culinary Innovation Theaterでは、ロサンゼルス有名シェフによるライブ調理デモンストレーションが行われた。教育プログラムも充実しており、業界の課題や新機会に関する多

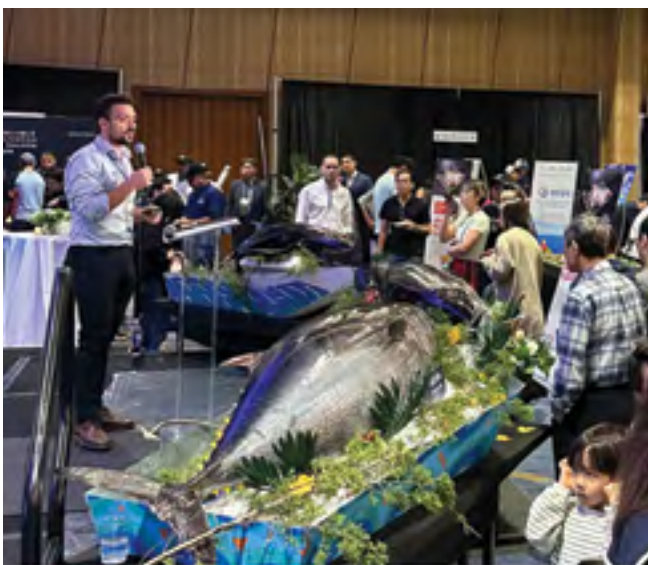


数の講演、セミナー、ハンズオンワークショップ、試食イベントなど開催した。

また、このイベントには、日本から全国醤油工業協同組合連合会および全国味噌工業協同組合連合会の2団体も出展した。両団体は、日本産調味料の販路拡大を目指し、このイベントを新たな市場獲得の場と位置づけ、それぞれ8～9社の会員企業と参加した。この出展に際しては、ジェットロが両団体と協力し、ジャパ

ンパビリオンを設置。ジェットロのブースにおいて、全国醤油工業協同組合連合会のしょうゆ商品やパンフレットが提供され、来場者への効果的なPRを展開した。こうした取り組みにより、現地のバイヤーや食品業界関係者に向けて、日本伝統の食品が直接訴求され、注目を集める機会となった。米国市場における日本食材の認知度向上と流通チャンネルの開拓にとって非常に重要であり、ジェットロの

支援も相まって、日本の醤油・味噌ブランドの輸出促進に寄与したのではないだろうか。米国農林水産物・食品輸出支援プラットフォームでは、今後も関税動向を注視しつつ、日系食品企業の米国展開や日本食の普及を後押しする構え。品目団体との連携も一層強化し、日本産食品の販路拡大を支援していく方針だ。



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Shochu: A Game-Changer for Beer & Wine Licensed Restaurants

焼酎：ビールとワインのライセンスを持つ飲食店にとってのゲームチェンジャー

By Atsuko Glick,



SAKE SCHOOL OF AMERICA

World Shochu Day on November 1st provides the perfect backdrop for exploring how this centuries-old Japanese beverage is shaping the future of beer-and-wine licensed restaurants in CA and NY.

For many restaurants in CA and NY, beer-and-wine license has long been regarded as a modest permit—sufficient for serving wine lists, craft beers, and perhaps a few spritzers. Yet within this license lies untapped opportunity. Shochu, Japan's centuries-old distilled beverage, is uniquely positioned to transform beer-and-wine programs into something distinctive, profitable, and forward-looking.

Revisions to state labeling regulations in New York and California have enabled the sale of shochu with an alcohol content of 24% or less, steadily expanding its recognition nationwide. In these major metropolitan markets, where labeling issues have been resolved and shochu's legitimacy established, programs specifically focused on shochu are now being rolled out. High-profile bartenders, including Kenta Goto in New York, are crafting shochu-based cocktails that highlight its versatility, gradually building both cultural credibility and consumer demand.

For these programs to succeed, however, education is essential. Well-informed servers and bartenders act as natural advocates, guiding guests unfamiliar with the category. Institutions such as the Sake School of America provide tailored menu ideation, staff training, tasting events, and pairing strategies. Empowered staff ensure consistency in storytelling and service, translating shochu from a curiosity into a signature feature—and in doing so, elevate it into a profitable and defining element of a restaurant's identity.

11月1日の「世界焼酎デー」は、何世紀もの歴史を持つ日本の蒸留酒・焼酎が、カリフォルニア州とニューヨーク州のビール＆ワインライセンスを持つ飲食店の未来をどのように形作るかを探る絶好の機会です。

これまでカリフォルニア州とニューヨーク州の多くの飲食店では、ビール＆ワインライセンスは「ワインリストやクラフトビール、数杯のスプリッツァーを提供できる程度の控えめな許可証」と長い間考えられてきました。しかし、このライセンスには未開拓の可能性が眠っています。日本の伝統蒸留酒・焼酎は、ビール＆ワインプログラムをユニークで収益性の高い、そして未来につながるものへと進化させる力を持っています。

ニューヨーク州やカリフォルニア州のラベル表示規則に関する州法改定により、24%以下の焼酎の販売が可能になった事で焼酎は全米で着実に認知を広げています。ベル表示の問題を解決し、焼酎の正当性を確立したこれらの大都市の主要市場では、焼酎に特化したプログラムが展開され始めています。ニューヨークの後藤健太氏をはじめ著名なバーテンダーたちは、焼酎の多様性を活かしたカクテルを創作し、文化的な信頼を得ながら、消費者の関心を高めています。

しかし、これらのプログラムを成功させるには、「教育」が不可欠です。知識豊富なサーバーやバーテンダーが自然な会話を通じて焼酎を紹介することで、ゲストは新しい体験に導かれます。Sake School of Americaのような教育機関は、お客様一人ひとりに合わせたメニュー提案、スタッフトレーニング、テイस्टイングイベント、そしてペアリング戦略を提供し、スタッフに自信と一貫性を与えています。こうして焼酎は単なる珍しいものではなく、お店の「顔」となる特徴へと進化します。その結果、焼酎は利益をもたらすだけでなく、レストランのアイデンティティを象徴する存在へと高められるのです。



Shochu as a Competitive Advantage 競争優位性としての焼酎



Mindful Sips 心を込めた一杯

Shochu aligns seamlessly with today's wellness-driven dining culture. At around 24% ABV, it offers fewer calories and carbohydrates than wine, beer, or most cocktails, yet delivers layered flavor and sophistication. Unlike many reduced-alcohol options that feel flat or overly sweet, shochu retains nuance: barley brings nutty depth, rice lends clean minerality, sweet potato offers bold earthiness, and kokuto (brown sugar) provides mellow sweetness. This diversity allows restaurants to craft cocktails that feel both mindful and memorable.

焼酎は現代の健康志向の食文化に見事に合致しています。アルコール度数約24%の焼酎は、ワインやビール、多くのカクテルに比べてカロリーと炭水化物が少ないにもかかわらず、奥行きのある風味と洗練された味わいを提供します。低アルコール飲料にありがちな単調さや過度な甘さを避けつつ、麦のナッツのような香ばしさ、米のすっきりしたミネラル感、さつまいもの大地の風味、黒糖はまろやかな甘みをもたらします。この多彩さは、レストランが意識的かつ印象に残るカクテル作りを可能にします。



Profitability Beyond Expectations 予想を超える収益性

Operationally, shochu delivers rare efficiency. A 750 ml bottle purchased wholesale for \$20–\$35 yields about 16 pours at 1.5 oz each. At \$12–\$14 per serving, that bottle generates **over \$200 in revenue**—even after factoring in mixers and garnish costs. Because shochu is still niche in the U.S., it avoids the pricing pressure of vodka, whiskey, or tequila. Positioned near craft beer in price yet aligned with the sophistication of cocktails, shochu offers an attractive middle ground.

焼酎は運営面でも稀有な効率性を発揮します。卸価格20～35ドルの750mlボトルからは、1.5オンス（約45ml）ずつで約16杯を提供可能。1杯あたり12～14ドルの価格設定なら、ミキサー等を考慮しても1本で200ドル以上の利益を生みます。米国ではまだニッチな存在のため、ウォッカやウイスキー、テキーラのような価格競争も受けにくく、クラフトビール並みの価格帯ながら洗練されたカクテルに調和する「中間的な位置付け」のお酒です。



3 Broad Food Pairing Potential 幅広い料理との相性

Shochu's adaptability makes it an exceptional pairing partner. A **barley shochu mule** introduces the category through a familiar cocktail, but with a smoother profile than vodka. A **rice shochu highball** offers crisp refreshment, cutting through fried or spicy dishes. A **yuzu spritz** amplifies delicate seafood and vegetable-driven plates, while a **kokuto shochu cocktail** adds tropical richness that complements barbecue or braised meats. By bridging familiar formats with distinctive flavor, shochu creates cohesion between kitchen and bar, offering new ways to engage diners.

焼酎は料理との相性も抜群です。麦焼酎を使ったミュールはウォッカよりも滑らかで、米焼酎ハイボールは揚げ物やスパイシーな料理を爽やかに引き立てます。柚子スプリッツはシーフードや野菜料理を繊細に演出し、黒糖焼酎カクテルはトロピカルな深みでバーベキューや煮込み料理を補完します。こうして焼酎は、厨房とバーとの一体感を生み出し、ゲストを惹きつける新たな体験を提供します。



4 Presentation Sells 価値を高めるプレゼンテーション

Details matter, and presentation often defines perceived value. Premium ice, such as **Kuramoto Ice**, transforms a simple cocktail into a statement. Its clarity and slow melt preserve flavor while adding visual elegance, whether as a sphere in a highball or a cube in a rocks glass. Typically reserved for luxury spirits, these touches elevate the guest experience in beer-and-wine venues, positioning shochu cocktails as signature offerings rather than secondary options.

細部へのこだわりは重要であり、プレゼンテーションはしばしば消費者の価値認識を左右します。クラモトアイスのような高級氷は、シンプルなカクテルを格調高い一品に変えます。その透明感とゆっくりと溶ける特性は、ハイボールグラスに球形、ロックグラスにキューブ型で入れても、風味を保ちながら視覚的な優雅さを添えます。通常は高級スピリッツに用いられるこうした演出を焼酎にも取り入れることで、ビールやワインを提供する店舗でもゲスト体験を格上げし、焼酎カクテルを「二番手」ではなく「主役」に押し上げます。

5 Zero-Waste Opportunities 廃棄物ゼロの可能性

Shochu also supports sustainability goals increasingly important to diners and operators. Kitchen byproducts—herb stems, citrus peels, fruit ends—can be repurposed into syrups, infusions, or garnishes, bringing originality without additional cost. A cucumber trimmings syrup or a citrus peel infusion can add seasonal creativity while reducing waste. This approach strengthens profitability and signals environmental responsibility, building loyalty among modern guests who value thoughtful practices.

焼酎は持続可能性の取り組みにも貢献します。厨房から出る副産物（ハーブの茎、柑橘類の皮、果物の端など）は、シロップやインフュージョン、ガーニッシュとして再利用可能です。追加コストをかけずにオリジナリティを生み出すことができます。キュウリの端を使ったシロップや柑橘類の皮のインフュージョンは、季節感を演出しつつ、廃棄物を減らします。このアプローチは収益性を高め、環境への責任をし、思慮深い取り組みを評価するゲストのロイヤルティにもつながります。

Cocktail Inspiration

Shochu cocktails need not be elaborate to make a strong impact. Priced in the \$10–\$14 range, these cocktails connect with guests seeking lighter, health-conscious options while maintaining strong profit margins.

焼酎カクテルは、強い印象を与えるのに必ずしも凝ったものである必要はありません。10～14ドル程度の価格帯で、より軽やかで健康志向の選択肢を求めるゲストに響きつつ、高い利益率を維持することができます。

Kokuto Bliss



A creamy, island-inspired cocktail that layers the earthy sweetness of kokuto (brown sugar) shochu with tropical fruit and mint.

Ingredients

2 oz (60 ml) Jougo Kokuto Shochu
2 oz (60 ml) Pineapple juice
1 oz (30 ml) Coconut milk
4–5 fresh mint leaves
Large ice cubes
Maraschino cherry, for garnish

Direction

Combine kokuto shochu, pineapple juice, coconut milk, and mint leaves in a shaker with ice. Shake until chilled and lightly frothy. Strain into a glass over large ice cubes and garnish with a maraschino cherry. Balanced, refreshing, and indulgent, this cocktail pairs especially well with spicy or grilled dishes.

Summer Breeze



A bright and invigorating cocktail that highlights the citrus-forward aroma of Zanpa Shequasar Spirits.

Ingredients

4–5 fresh mint leaves
or thin cucumber slices
2–3 slices of lemon or lime
1.5 oz (45 ml) Zanpa Shequasar Spirits
Club soda, to top
Large ice cubes

Direction

Lightly muddle mint or cucumber with citrus slices in a glass. Add Zanpa Shequasar Spirits and fill with large ice cubes. Top with club soda and stir gently. Crisp and aromatic, this delivers an effortless refreshment that appeals to casual and cocktail-focused guests alike.

For more Shochu cocktail recipe, scan QR code.



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17th National Hot Sake Contest held

The contest selects the most delicious hot sake in the world

世界で唯一、温めておいしい日本酒を選ぶコンテスト開催

—第17回目となる全国燗酒コンテスト—

全国燗酒コンテスト 2025 審査結果 2025 National Hot Sake Contest Judgment Results

お値打ちぬる燗部門【最高金賞】11点
(出品数：210点／最高金賞の割合：5.2%)

「澤乃泉 普通酒 CLASSIC ラベル」 石越醸造株式会社 (宮城県)
「北鹿 本醸造 生酛」 株式会社北鹿 (秋田県)
「初孫 峰の雪溪 特別本醸造」 東北銘醸株式会社 (山形県)
「笹の川 天のつづ 昔仕立て純米」 笹の川酒造株式会社 (福島県)
「特撰 米一途 山田錦」 株式会社小山本家酒造 (埼玉県)
「たかの井 清酒」 高の井酒造株式会社 (新潟県)
「越後杜氏 本醸造 辛口」 金鶴酒造株式会社 (新潟県)
「寒竹 特別純米酒」 戸塚酒造株式会社 (長野県)
「上撰さけバック・生酛辛口」 菊正宗酒造株式会社 (兵庫県)
「春鹿 本醸造 極味」 株式会社今西清兵衛商店 (奈良県)
「上撰 太平洋」 尾崎酒造株式会社 (和歌山県)



Value-priced Lukewarm Sake Category Top Gold Award 11 brand
(Number of items: 210 / Percentage of Top Gold Award: 5.2%)

Sawanoizumi Classic Ishikoshi Jozo Co.,Ltd. (Miyagi)
Hokushika Honjozo Kimoto Hokushika Sake Brewery (Akita)
Hatsumago Mine-no-Sekkei Tokubetsu Honjozo Tohokumeijo (Yamagata)
SASANOKAWA Tennnotsubu Mukashi Junmai Sasanokawa Shuzo Co., Ltd. (Fukushima)
Kome Ichido Yamasanishiki Oyama Honke Sake Brewery Co., Ltd. (Saitama)
Takanoi Seishu Takanoi Sake Brewery Co., LTD. (Niigata)
Echigo Touji Honjozo Kinshihai Sake Brewery Inc. (Niigata)
Kanchiku Tokubetsu Junmai Totsuka Shuzo (Nagano)
Kimoto Dry Kiku-Masamune Sake Brewing Co., Ltd. (Hyogo)
Honjozo Gokumi S. Imanishi Co., Ltd. (Nara)
Taiheiyo Josen Ozakishuzo CO., LTD. (Wakayama)

お値打ち熱燗部門【最高金賞】10点
(出品数：211点／最高金賞の割合：4.7%)

「北鹿 生酛」 株式会社北鹿 (秋田県)
「天寿 精撰」 天寿酒造株式会社 (秋田県)
「奥の松 金紋本醸造辛口」 奥の松酒造株式会社 (福島県)
「開当男山 辛口」 開当男山酒造 (福島県)
「特別本醸造 大洋盛」 大洋酒造株式会社 (新潟県)
「栄冠 白真弓」 有限会社蒲酒造場 (岐阜県)
「極上 宮の雪」 株式会社宮崎本店 (三重県)
「菊正宗 上撰」 菊正宗酒造株式会社 (兵庫県)
「誠鏡 超辛口」 中尾醸造株式会社 (広島県)
「Gekkeikan Traditional」 米国月桂冠株式会社 (米国加州)



Value-priced Hot Sake Category Top Gold Award 10 brand
(Number of items: 211 / Percentage of Top Gold Award: 4.7%)

Hokushika Kimoto Hokushika Sake Brewery (Akita)
TENJU Seisen TENJU Brewery (Akita)
Kinmon Honjozo Oku no Matsu Shuzou (Fukushima)
Kaitou Otokoyama Karakuchi Kaitou Otokoyama (Fukushima)
Tokubetsu Honjozo Taiyusakari Taiyo Sake Brewery Co., Ltd. (Niigata)
Eikan Shiramayumi Kaba Shuzojo (Gifu)
Gokujo MIYANOYUKI Miyazaki Honten (Mie)
Kikumasamune Kiku-Masamune Sake Brewing Co., Ltd. (Hyogo)
Seikyo Karakuchi Nakao Sake Brewery Co., Ltd. (Hiroshima)
Gekkeikan Traditional Gekkeikan Sake (USA), Inc. (USA)

部門別入賞数 Number of prizes by category

部門名 Category	出品数 Number of items	最高金賞 Top Gold Award	金賞 Gold Award	合計 Total	入賞率 Prize Percentage
お値打ちぬる燗部門 Value-priced Lukewarm Sake Category	210	11	54	65	31.00%
お値打ち熱燗部門 Value-priced Hot Sake Category	211	10	53	63	29.90%
プレミアムぬる燗部門 Premium Lukewarm Sake Category	254	15	64	79	31.10%
プレミアム熱燗部門 Premium Hot Sake Category	180	10	46	56	31.10%
特殊ぬる燗部門 Special Lukewarm Sake Category	84	4	20	24	28.60%
合計 Total	939	50	237	287	30.60%



The results of the “National Hot Sake Contest 2025” – organized to evaluate delicious hot sake – was announced on August 19, 2025. A total of 939 entries submitted by 230 sake breweries nationwide were divided into 5 categories and evaluated blindly by experts. The top 30% of the entries in each category were awarded the Gold Award, and the top 5% of the entries were awarded the Top Gold Award.

“National Hot Sake Contest 2025,” a competition for sake breweries nationwide, was held in August. A total of 939 entries were submitted by 230 sake breweries nationwide to this hot sake contest, organized this year for the 17th time. The theme of this contest is “delicious hot sake.” The goal of this contest is to introduce the depth of delicious hot sake flavors, as sake tends to be enjoyed chilled in recent years. The greatest characteristic of

sake is the flavor profiles vary with temperature. Historical documents show sake was consumed hot during the Heian period (794-1185 AD). After the Edo period (163-1867 AD), sake was mainly consumed hot among the public. Heating sake enhances the umami flavor, gently enriches the sake flavor, while washing away oils and enhances the food flavor. Due to these characteristics, sake is often referred to as the “ultimate alcoholic beverage to enjoy during meals.” Further, tokkuri (sake carafe), sakazuki (ceremonial sake cup), and other sake vessels cultivated a culture to enjoy hot sake.

On the other hand, a misunderstanding that “quality sake is not heated” spread when Ginjo and draft sake became widely popular after the 1980s. As refreshing and elegant sake flavors gain popularity, the presence of hot sake relatively weakened. To balance this trend, a specialized agency started to “evaluate the quality of hot

プレミアムぬる燗部門【最高金賞】15点

(出品数：254点／最高金賞の割合：5.9%)

「美酒燗漫 特別純米酒」	秋田銘醸株式会社 (秋田県)
「笹の川 純米酒」	笹の川酒造株式会社 (福島県)
「純米吟醸 晴雲」	晴雲酒造株式会社 (埼玉県)
「甲子 純米 やわらか 地の恵」	株式会社飯沼本家 (千葉県)
「甲子 純米吟醸 はなやか 匠の香」	株式会社飯沼本家 (千葉県)
「吟醸 白龍」	白龍酒造株式会社 (新潟県)
「湊屋藤助 純米大吟醸」	白瀧酒造株式会社 (新潟県)
「榮 美山錦 純米吟醸」	御殿場石川酒造株式会社 (静岡県)
「英熟 純米酒 古都千年」	齊藤酒造株式会社 (京都府)
「超特撰白雪江戸元禄の酒 (復刻酒) 原酒」	小西酒造株式会社 (兵庫県)
「浜福鶴 純米大吟醸」	株式会社小山本家酒造 灘浜福鶴蔵 (兵庫県)
「日本酒 白牡丹 純米大吟醸 悠星」	白牡丹酒造株式会社 (広島県)
「賀茂泉 純米吟醸 朱泉本仕込」	賀茂泉酒造株式会社 (広島県)
「鳴門鯛 純米超辛口 巴」	株式会社本家松浦酒造場 (徳島県)
「酒仙栄光 Laugh with SAKE 純米吟醸 伊予しずく媛 (さくらひめ酵母)」	栄光酒造株式会社 (愛媛県)



Premium Lukewarm Sake Category Top Gold Award 15 brand

(Number of items: 254 / Percentage of Top Gold Award: 5.9%)

Bishuranman Tokubetsu Junmai	AKITA MEIJO (Akita)
SASANOKAWA Junmai	Sasanokawa Shuzo Co., Ltd. (Fukushima)
Junmai Ginjo Seiu	Seiu Sake Brewery Co., Ltd. (Saitama)
Kinoene Junmai Yawaraka	Iinume Honeke (Chiba)
Kinoene Junmai Ginjo Hanayaka	Iinume Honeke (Chiba)
Ginjo Hakuryu	Hakuryu Sake Brewery (Niigata)
Minatoya Tousuke Junmai Daiginjo	Shirataki Co.,Ltd (Niigata)
Sakae Miyamanishiki Junmai Ginjo	Gotemba Ishikawa Shuzo (Shizuoka)
Eikun Junmai Koto Sennen	Saito Shuzo Co., Ltd (Kyoto)
Shirayuki Edo Genroku Genshu	Konishi Brewing Company (Hyogo)
Hamafukutsuru Junmai Daiginjo	Koyama Honke Shuzo Co., Ltd. (Hyogo)
Hakubotan Junmai Daiginjo Yusei	Hakubotan Co., Ltd (Hiroshima)
Kamoizumi Junmai Ginjo Shusen	Kamoizumi Shuzo Co., Ltd. (Hiroshima)
Narutotai Junmai Tomoe	Honke Matsuura Shuzo (Tokushima)
Shusen Eiko Laugh with SAKE	Eiko Shuzo Co., Ltd. (Ehime)

プレミアム熱燗部門【最高金賞】10点

(出品数：180点／最高金賞の割合：5.6%)

「六根 純米 雪」	株式会社松緑酒造 (青森県)
「WHITE 醸侍」	奥の松酒造株式会社 (福島県)
「水芭蕉 D's Vintage」	永井酒造株式会社 (群馬県)
「前田利家公 特別純米」	やちや酒造株式会社 (石川県)
「今錦 特別純米酒」	米澤酒造株式会社 (長野県)
「榮 ひとごごち 純米吟醸」	御殿場石川酒造株式会社 (静岡県)
「神鶴 千 純米吟醸 出羽燦々」	鶴見酒造株式会社 (愛知県)
「作 陽山一滴水」	清水清三郎商店株式会社 (三重県)
「函館奉行純米吟醸」	小西酒造株式会社 (兵庫県)
「環日本海 純米無濾過」	日本海酒造株式会社 (島根県)



Premium Hot Sake Category Top Gold Award 10 brand


(Number of items: 180 / Percentage of Top Gold Award: 5.6%)

Rokkon Junmai Yuki	MATSUMIDORI BREWERY CO., LTD. (Aomori)
White George	Oku no Matsu Shuzou (Fukushima)
Mizubasho D's Vintage	Nagai Sake Inc (Gunma)
Maeda Toshiie Tokubetsu Junmai	Yachiya Brewing Co.Ltd. (Ishikawa)
Imanishiki Tokubetsu Junmai	Yonezawa Sake Brewing (Nagano)
Sakae Hitogogochi Junmai Ginjo	Gotemba Ishikawa Shuzo (Shizuoka)
Kamitsuru Sen Junmaiginjo Dewasansan	Tsurumi Syuzou Co., Ltd. (Aichi)
ZAKU YOUZAN-ITTEKISUI	imizui Seizaburo Shoten Ltd. (Mie)
Hakodate Bugyo Junmai Ginjo	Konishi Brewing Company (Hyogo)
Kan Nihonkai Junmai Unfiltered	Nihonkaishuzo Co., Ltd. (Shimane)

特殊ぬる燗部門【最高金賞】4点

(出品数：84点／最高金賞の割合：4.8%)

「北鹿 垂れ口一番しぼり にごり酒」	株式会社北鹿 (秋田県)
「酒は楽しく 2002」	石川酒造株式会社 (東京都)
「熟成古酒 玄妙甘蜜」	株式会社本田商店 (兵庫県)
「瑞鷹 純米にごり酒」	瑞鷹株式会社 (熊本県)



Special Lukewarm Sake Category Top Gold Award 4 brand

(Number of items: 84 / Percentage of Top Gold Award: 4.8%)

Hokushika Ichiban shibori Nigori	Hokushika Sake Brewery (Akita)
Sakewatanoshiku 2002	ISHIKAWA BREWERY Co., Ltd. (Tokyo)
Tatsuriki Jukuseikosyu Genmyo Kanmitsu	Honda Shoten Co.,LTD. (Hyogo)
Zuiyo Junmai Nigori	ZUIYO Co., Ltd.

sake,” which led to the organization of this contest. Currently, the National Hot Sake Contest is the only established domestic authentic hot sake contest in which many sake breweries compete annually.

Various sake characteristics are evaluated by experts from multiple perspectives, such as compatibility with food and enhanced flavor when heated. A wide range of sake from Junmai to Ginjo in various categories were evaluated this year. The sake flavor was carefully examined in various temperature ranges. The high number of 939 sake submissions show the heightened interest in hot sake.

The organizer of the National Hot Sake Contest commented, “Sake is a rare alcoholic beverage enjoyed chilled or hot. I invite our guests to rediscover the delicious flavor of hot sake.” Unlike wine and beer, the wide range of serving temperatures is a primary

appeal of sake that increases the possibility of creating new pairings with food. This contest offers an opportunity to rediscover the appeal of sake. Many quality sake brands reveal true value when heated. Through this contest, “sake that reveals true value when heated” may become widely known and introduce new flavors to the world of sake.■

◆ ◆ ◆
 燗にしておいしい日本酒を評価する「全国燗酒コンテスト2025」の審査結果が、2025年8月19日に発表された。全国の230の酒造会社から出品された939点が5部門に分けられ、専門家によるブラインドテイastingで審査され、各部門の上位30%が金賞、最上位5%が最高金賞に認定された。

全国の酒蔵が腕を競う「全国燗酒コンテスト2025」が8月に開かれた。今回で17回目となる大会には、全国230の酒造会社から計939点の日本酒が出品

され、専門家による厳正な審査が行われた。テーマは「温めておいしい酒」。冷やして飲むイメージが強まりつつある近年の日本酒にあって、燗酒の奥深さを広く伝えることを目的としている。

日本酒の最大の特徴は、温度によって表情を変える点にある。平安時代の記録にも温めて飲んだ記述が残され、江戸期以降は燗酒が庶民の間で主流の飲み方となった。酒を温めることでうまみが増し、味わいがやわらかく膨らむほか、油脂をすっきりと流して料理の風味を引き立てる。この特性から「究極の食中酒」と呼ばれることも少なくない。さらに、徳利や盃といった酒器の文化を育んだのも燗酒であった。

一方で、吟醸酒や生酒が広く普及した1980年代以降は、「上質な酒は燗にしない」との誤解が広がった。フレッシュで華やかな味わいが人気を集める一方、燗で楽しむ日本酒の存在感は相対的に薄れつつあった。そうした風潮を正そうと、専門機関が「燗酒での酒質審査」に乗り出したのがこのコンテストの始まりであ

る。現在では国内唯一の本格的な燗酒審査会として定着し、毎年多くの酒蔵が挑戦する場となっている。

審査は料理との相性や燗映えする特性など、専門家によって多角的に評価される。今年も純米酒から吟醸酒まで幅広い部門で審査が行われ、それぞれの温度帯における酒の持ち味が丁寧に吟味された。出品数939点という規模は、燗酒への関心の高まりを物語っている。

主催者は「日本酒は冷やしても温めても楽しめる世界でも珍しい酒。燗酒の魅力を改めて知っていただきたい」と話す。ワインやビールと異なり、温度の幅広さこそが日本酒の強みであり、料理との新たな組み合わせを生み出す可能性も大きい。今回のコンテストは、そうした魅力を再確認する機会となった。

上質な酒の中にも、温めることで真価を発揮する銘柄は数多い。コンテストを通じて「燗でこそ光る酒」が広く知られることで、食卓に新しい彩りが加わりそう

Agriculture, Forestry and Fisheries Exports in the First Half of 2025 Exceeded 800 Billion JPY for the First Time

-Despite the record-high export value, increased tariffs could influence the export volume to the U.S. for the latter half of 2025-

2025 年上半期農林水産物輸出、初の8000 億円突破
—米国向け過去最高も、関税強化が下半期の行方を左右—

The Ministry of Agriculture, Forestry and Fisheries announced on August 4 that the export value of agriculture, forestry, fisheries and food products from January ~ June 2025 exceeded 800 billion JPY in the first half of the year for the first time. High-quality agriculture, forestry, fisheries, and food products are popular overseas. This report explains the background behind the increased export value and outlook.

The breakdown of agriculture, forestry and fisheries exports and low-value cargo for the first half of 2025 are as follows.

Agriculture, forestry, fisheries and food exports: 809.7 billion JPY (+ 15.5% year-on-year)

Agricultural produce: 523.1 billion JPY (+14.4% year-on-year)

Forestry exports: 37.1 billion JPY (+17.7% year-on-year)

Fisheries products: 199.4 billion JPY (+20.1% year-on-year)

Low-value cargo: 50.1 billion JPY (+8.2% year-on-year)

The Ministry of Agriculture, Forestry and Fisheries announced the export performance statistics of agriculture, forestry, fishery and food products for the first half (January ~ June) of 2025. The total export value increased by 15.5% compared to the same period the previous year and reached 809.7 billion JPY. The export value for the first half of the year exceeded a record-breaking 800 billion JPY for the first time since statistical data collection started in 2002. Exports to the U.S. acted as a trigger, however, new reciprocal tariffs imposed since August cast a shadow onto trends in the latter half of the year.







Reasons for the increased export value are an increasing number of Japanese restaurants operating

overseas, increasing familiarity of Japanese cuisine associated with increasing tourists visiting Japan and rising health-consciousness. The ministry analyzed “global popularity of Japanese cuisine boosted exports.

By nation and region, exports to the U.S. increased by 22% compared to the same period the previous year to 141 billion JPY, the highest export value that accounts for 18.6% of the total export value, and the highest export value on record for the first half of the year. The second export destination with the highest export value is Hong Kong (106.8 billion JPY, increased by 3.4%), followed by China (90.2 billion JPY, increased by 15%), with all three top export destinations

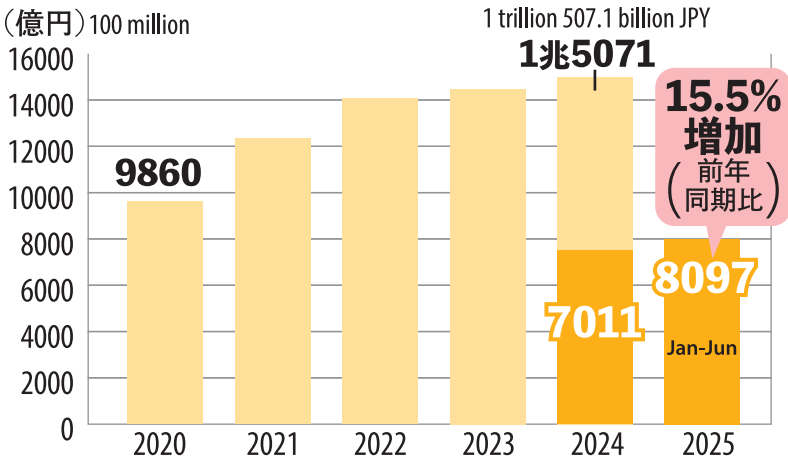
The export value has increased for many items. 多くの品目で輸出額が増加している

(1~6月 Jan - Jun 2025)

	Item 品目	Amount (100 million) 金額(億円)	Comparison to the same month last year (up %) 前年同期比(%増)
 水産物 Fishery products	ホタテ貝 scallop	349.9	45.4
	ぶり yellowtail	257.1	24.6
 畜産品 Livestock products	牛肉 beef	325.7	15.5
	豚肉 pork	13.4	28.3
 野菜 Vegetables	イチゴ strawberries	53.0	22.2
	ナガイモ Japanese yam	19.0	20.1
 その他の農産物 Other agricultural commodities	緑茶 Green tea	263.0	65.3
 穀物など Grains and other crops	コメ rice	67.8	22.6
	パックご飯など packaged rice and others	9.6	43.8
 加工食品 Processed foods	日本酒 sake	228.2	11.8

農林水産省の資料を基に作成 Based on materials from the Ministry of Agriculture, Forestry and Fisheries

Transition in the Export Value of (Japanese) Agricultural Forestry Fishery and Food Products 農林水産物・食品 輸出額の推移



農林水産省の資料を基に作成
Based on materials from the Ministry
of Agriculture, Forestry and Fisheries

15.5% increase (comparison
to the same month last year)

and regions showing an increase in import value. China partially lifted the ban on Japanese fisheries imports in June, showing signs of improvement.

By item, scallops increased the most in export value by 10.9 billion JPY to 34.9 billion JPY. Not only did demand in the U.S. increase due to reduced production, but China’s import ban also increased exports to the U.S., Vietnam, and Thailand. Green tea exports to Europe, the U.S., and south-east Asia also increased by 10.4 billion JPY to 26.2 billion JPY due to rising health-consciousness, increased interest in Japanese cuisine, and powdered green tea used in food products such as latte and sweets.

Export values of many items broke records. Yellowtail exports to the U.S. increased by 5.1 billion JPY to 25.7 billion JPY due to the export timing from January ~ June 2025 delayed because of slowed growth due to environmental changes in summer 2024. Beef exports to Taiwan and Thailand increased by 4.4 billion JPY to 32.5 billion JPY from developing new commercial channels consisting mainly of restaurants and small retailers. Japanese sake exports to China and Hong Kong, etc., increased due to increased number of Japanese restaurants and improved brand recognition from increased inbound tourism to Japan, which raised the export value by 2.4 billion JPY to 22.8 billion JPY.

On the other hand, reciprocal tariffs were imposed in the U.S. in April based on an agreement with Japan. Previously duty-free food exports – scallops, green tea, and yellowtail, etc. – are now subject to 15% flat tariffs after August 7. The export performance statistics announced did not show impact such as “export surge” or retaliatory reduction before or after the tariffs were imposed. However, the Ministry of Agriculture, Forestry and Fisheries takes a cautious stance stating, “data shows no specific influence yet.”

Tariff measures instructed were to tentatively “add 15% to existing tariffs.” After a discussion between Japan and the U.S., additional tariffs already paid will likely be refunded. However, it’s unclear whether the export value can be maintained for the latter half, with some business operators taking caution.

Further, the Chinese market holds the key to increasing exports. The Chinese government announced it will resume import of Japanese fisheries products in June with the application

2025 Export Value of (Japanese) Agricultural Forestry Fishery and Food Products

2025年の農林水産物・食品 輸出額国・地域別

農林水産省
輸出・国際局

2025年 1-6月（累計） Jan-Jun 2025 (Cumulative total)							2025年 6月（単月） Jun, 2025 (Single month)				
輸出先 Export Destination (Nation)	輸出額 （億円） Export value (100 million)	金額構成比 Monetary Composition Ratio (%)	前年同期比 Year-on-Year Comparison (%)	輸出額内訳（億円） Breakdown of export value (100 million)			輸出額 （億円） Export value (100 million)	前年同期比 Comparison to the same month last year (%)	輸出額内訳（億円） Breakdown of export value (100 million)		
				農産物 Agricultural produce	林産物 Forestry products	水産物 Fishery products			農産物 Agricultural produce	林産物 Forestry products	水産物 Fishery products
1 アメリカ合衆国 United States	1,410	18.6	+22.0	903	42	465	252	+24.7	171	9	72
2 香港 Hong Kong	1,068	14.1	+3.4	634	9	425	220	+1.8	114	2	105
3 中華人民共和国 China	902	11.9	+15.0	683	184	35	150	+19.6	113	34	4
4 台湾 Taiwan	806	10.6	+9.6	609	22	175	128	▲ 0.6	102	4	22
5 大韓民国 South Korea	507	6.7	+22.3	332	20	155	91	+17.0	65	3	23
6 ベトナム Vietnam	394	5.2	▲ 1.9	202	3	189	68	▲ 3.4	29	1	39
7 タイ Thailand	367	4.8	+22.6	181	6	180	58	+6.5	33	1	24
8 シンガポール Singapore	264	3.5	▲ 0.4	220	3	41	47	▲ 0.3	40	0	7
9 ロシア Russia	233	3.1	+1073.2	232	0	0	53	+1,179.1	53	0	0
10 オーストラリア Australia	169	2.2	+13.1	148	1	19	33	+28.7	29	0	4
ー EU	454	6.0	+6.2	381	11	61	78	+12.9	64	2	12

輸出額の増加が大きい主な国・地域（1-6月）

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

国・地域 Country/Region	増加額 Increase	主な増加品目 Major Items Increased
アメリカ合衆国 United States	+254億円 25.4 billion yen	ホタテ貝、緑茶、ぶり scallops, green tea, yellowtail
中華人民共和国 China	+118億円 11.8 billion yen	丸太、日本酒、配合調製飼料 log, sake, compound feed
大韓民国 South Korea	+93億円 9.3 billion yen	インスタントコーヒー、ビール、いわし instant coffee, beer, sardine



輸出額の減少が大きい主な国・地域（1-6月）

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

国・地域 Country/Region	減少額 decrease	主な減少品目 Major Items decreased
オマーン Oman	▲14億円 14 billion yen	ソース混合調味料、木製家具 sauce mixed seasoning, wooden furniture
ベトナム Vietnam	▲ 8億円 8 billion yen	牛乳乳製品、植木等、清涼飲料水 dairy products, planted trees and others, soft drink
グアム(米) Guam	▲ 6億円 6 billion yen	菓子（米菓を除く）、牛肉、ソース混合調味料 confectionery (excluding rice crackers), beef, sauce mixed seasoning

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

process proceeding for all but 10 prefectures. Also, the ban of Japanese beef imports since 2001 was announced to be lifted in July, with consumers looking forward to trade resuming.

The Japanese government set the target to increase the export value of Japanese agricultural, forestry, fisheries and food products to 2 trillion JPY by 2025, and 5 trillion JPY by 2030. Export performance statistics for the first half of 2025 were a strong first step. However, the next steps are to focus on efforts to suppress the impact from U.S. tariff policies and to resume full-scale export to the Chinese market.■

農林水産省が8月4日に発表した2025年1～6月の農林水産物・食品の輸出額は初めて、8000億円を超え上半期としては過去最高となった。高品質な農林水産物や食品が海外でも好評だが、輸出が増えた背景や、今後の見通しなどについて解説する。

2025年上半期の農林水産物および少額貨物の内訳は以下の通り。

農林水産物・食品：8,097億円
(対前年同期比+15.5%)

農産物：5,231億
(対前年同期比+14.4%)

林産物：371億円
(対前年同期比+17.7%)

水産物：1,994億円
(対前年同期比+20.1%)

少額貨物：501億円
(対前年同期比+8.2%)

農林水産省は2025年上半期（1～6月）の農林水産物・食品の輸出実績を発表した。総額は前年同期比15.5%増の8097億円に達し、2002年の統計開始以来、上半期として初めて8000億円を突破。過去最高を更新した。米国向けの輸出がけん引役となったが、8月から発動された新たな相互関税が下半期以降の動

2025 Jan-Jun Export Value of (Japanese) Agricultural Forestry Fishery and Food Products by Month

2025年1月-6月 農林水産物・食品 輸出額(月別)

農林水産省
輸出・国際局

	農林水産物 Agricultural, forestry and fishery products	前年同月比 Comparison to the same month last year	輸出額内訳 Breakdown of export value		
			農産物 Agricultural produce	林産物 Fishery products	水産物 Forestry products
1月 January	954 億円	+10.4%	672 億円	44 億円	238 億円
2月 February	1,287 億円	+20.2%	840 億円	62 億円	386 億円
3月 March	1,420 億円	+19.3%	977 億円	66 億円	376 億円
4月 April	1,345 億円	+14.8%	937 億円	65 億円	343 億円
5月 May	1,214 億円	+13.8%	863 億円	64 億円	287 億円
6月 June	1,377 億円	+16.2%	942 億円	70 億円	364 億円
計 Total	7,597 億円 759.7 billion JPY	+16.0%	5,231 億円	371 億円	1,994 億円

<少額貨物輸出額> Exports of small value cargo

(Money unit 100 million)

	Small value cargo 少額貨物	Comparison 前年同期比 to the same month last year
1-6月 Jan-Jun	501億円	+8.2%
7-12月 Jul-Dec	億円	
計 Total	501億円	+8.2%

※少額貨物…輸出入申告の際、1品目20万円以下の貨物に関しては「貿易統計」に計上されておらず、別途調査を行っている。(1-6月、7-12月の年2回集計)
Small value cargo : When declaring imports and exports, cargoes of 200,000 yen or less per item are not recorded in the "Trade Statistics" and are investigated separately.
(twice a year (Jan-Jun, Jul-Dec))

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

向に影を落としている。

輸出拡大の背景には、海外での日本食レストランの増加や、訪日観光客の増加に伴う和食の認知度向上、さらには健康志向の高まりがあるとされる。同省は「世界的な和食人気輸出を後押しした」と分析する。

国・地域別では、米国が前年同期比22.0%増の1410億円となり、全体の18.6%を占め最多。上半期として過去最高を記録した。香港（1068億円、3.4%増）、中国（902億円、15.0%増）が続ぎ、上位3カ国・地域はいずれも増加に転じた。中国については、これまで続いてきた日本産水産物の禁輸措置の一部が6月に解除され、回復の兆しを見せている。

品目別では、ホタテ貝が109億円増の349億円と最大の伸びを示した。米国内での生産減少により需要が高まったほか、中国による禁輸措置を受けた輸出先の転換で、米国やベトナム、タイ向けが伸びたことが要因とみられる。緑茶も欧

米や東南アジア向けが、健康志向や日本食への関心の高まり等を背景に、ラテやスイーツ等の食品原料となる抹茶を含む粉末状茶を中心に104億円増の262億円と大きく伸長。さらにブリは、米国向けが2024年夏の環境変化による成長の遅れに伴う2025年1-6月への輸出時期の後ろ倒しにより51億円増の257億円。牛肉も台湾、タイ向けが外食や小売を中心に新規商流の開拓により44億円増加し325億円。日本酒は中国、香港等向けが日本食レストランの増加、インバウンドの増加による認知度向上等により24億円増の228億円と多くの品目で過去最高を更新した。

一方、米国では4月に日本との合意に基づき相互関税を発動。これまでほぼ無税で輸出されてきたホタテや緑茶、ブリなどが、8月7日以降は一律15%の関税対象となる。発表された輸出統計では、関税発動前後の「駆け込み輸出」や反動減の影響は確認されなかったが、農水省は「具体的な影響はデータ上ではまだ見えていない」と慎重な姿勢を示す。

関税措置をめぐっては、一時「既存の関税に15%を上乘せる形」での適用が指示されたが、日米間の協議の結果、徴収済みの超過分は返還される見通しとなった。とはいえ、今後の下半期にかけて輸出の勢いを維持できるかどうかは不透明で、事業者の間では警戒感も広がっている。

さらに、輸出拡大の鍵を握るのが中国市場だ。中国政府は6月に日本産水産物の輸入再開を発表し、10都県を除いて手続きを進めている。また、2001年以来続いていた日本産牛肉の輸入停止も7月に解除が決まり、実際の取引再開に期待が寄せられている。

政府は農林水産物・食品の輸出額について、2025年に2兆円、2030年に5兆円という目標を掲げる。今回の上半期実績はその達成に向けて力強い一歩となったが、米国の関税政策の影響抑制や、中国市場での本格的な輸出再開に向けた取り組みが今後の焦点となる。



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SAKE IN THE PARK 2025 held successfully

-Food and sake festival held to celebrate the 45th anniversary of the establishment of the Little Tokyo Service Center-

SAKE IN THE PARK 2025 盛況に開催

—リトル東京サービスセンター設立45周年を祝う酒と食の祭典—

The Little Tokyo Service Center (LTSC, Executive Director: Erich Nakano) held their annual sake sampling event, “SAKE IN THE PARK 2025,” on July 18 at the Gloria Molina Grand Park in downtown Los Angeles to fundraise for various activities. The annual summer festival this year commemorated the 45th anniversary of the establishment of LTSC. Mutual Trading Co., Inc. and LTC collaborated to organize this long-established Japanese sake and food festival.

ロサンゼルス・ダウンタウン、グロリア・モリナ・グランド・パークにて、リトル東京サービスセンター（LTSC、所長：エーリッヒ・ナカノ）は7月18日、活動資金集めを目的とした酒試飲イベント「SAKE IN THE PARK 2025」を開催した。この催しは、LTSC設立45周年を記念する特別な回となり、同センターの夏の恒例イベントで、LTSCと共同貿易とのコラボレーションによる日本酒と食の祭典として長い歴史を持つ。

Japanese sake fans and visitors who support the cause totaled 1,200 guests, who savored sake samples from over 50 choice sake selected from 39 sake breweries across Japan, along with shochu, craft beer, spirits, and non-alcoholic beverages.

Restaurants in Little Tokyo and the local Los Angeles area served izakaya menu selections that complement sake such as sushi, yakitori, karaage, tebasaki, and carpaccio; along with pizza and dessert. Guests smacked their lips as they savored sake samples. At nightfall, the evening program titled “Sake After Dark” featured live performances by a DJ, ceremonial breaking of the sake barrel, and a live dance performed by dance team Culture Shock LA.

The annual shochu cocktail contest was held on stage. Two teams consisting of 5 contestants each competed like the cooking show “Iron

Chef,” using fruits such as oranges and syrups prepared on stage to create original cocktails judged on originality, balanced flavor, and reaction from the audience. Team A won the tight match. Guests commented, “I was surprised by the wide variety of sake selections” and “I intended to stay only for a short time, but ended up watching until the end,” indicating the high degree of satisfaction among guests.

Naoshige Aoshima, Deputy Consul General, Consulate General of Japan, commented, “I would like to thank LTSC for their 45 years of community outreach to make Little Tokyo a better place. Late last year, traditional sake brewing was registered as a UNESCO Intangible Cultural Heritage. I hope you enjoy the diversity of sake today.”

Erich Nakano, Executive Director of LTSC, commented, “This is the 17th sake event organized to celebrate the 45th anniversary since the LTSC

was founded. LTSC has long contributed to sustaining social services and community revitalization efforts. This festival celebrates the 45th anniversary of the establishment of LTSC with the themes, ‘A night to shape the future of our community,’ and ‘a festival to deepen friendships within the community.’ Interactions between guests and supporters provide opportunities to share the mission of LTSC, along with opportunities to introduce regional efforts by sake breweries and

communities throughout Japan, and to savor Japanese sake that reflects Japanese climate and culture.”

Masatoshi Ohata, President and CEO of Mutual Trading Co., Inc., also commented on his aspirations. “This is the 17th year our company has collaborated on this festival. We’ve supported this event over the years to help revitalize Little Tokyo. I’m happy to see many guests enjoy the festival that continues to be successful year after year. I’m happy to see the growing





Executive Director, Erich Nakano of LTSC



popularity of Japanese food culture. We look forward to continuing our support for our community alongside LTSC.”

Following the success of this festival, LTSC plans to continue organizing events that fuses Japanese traditions with innovation to revitalize the local community. “SAKE IN THE PARK 2025” ended on a high note as a memorable, all-in-one festival that celebrated Japanese food, sake, and culture to revitalize the local community.

Profits from this event will fund LTSC programs such as affordable housing, multilingual social services, preservation of Japanese culture, mental healthcare, aid for the homeless, and various other activities that support the community.■

◆ ◆ ◆
会場には日本酒愛好家のみならず趣旨に賛同する参加者など1200人が来場し、日本全国の39蔵元から選りすぐりの銘酒を含む50種類以上の日本酒と焼酎、地ビールやスピリッツ、ノンアルコール飲料が提供された。さらに、リトル東京や地元ロサンゼルスのレストランが、すし、焼き鳥、から揚げ、手羽先、カルパッチョなど酒に合う居酒屋料理をはじめ、ピザ、デ

ザートなどを提供。来場者は舌鼓を打ちながら、酒の試飲を楽しんでいた。特に夜が暮れると「SAKE After Dark」と称した雰囲気会場を彩り、ライブDJ、鏡開き、ダンスチームCulture Shock LAのパフォーマンスが繰り広げられた。

また、ステージでは恒例の焼酎カクテルコンテストも行われ、参加者5人一组による2チームが腕を競い合った。“料理の鉄人”スタイルでステージ上に用意されたオレンジなどの果物やシロップなどを使ってオリジナリティや味のバランス、観客の反応などが審査され、僅差の末にチームAが見事優勝を果たした。来場者からは「種類豊富な日本酒に驚いた」「短時間のつもりが終わりまで楽しんだ」といった声が寄せられ、満足度の高さが伺えた。

在ロサンゼルス総領事館 青島尚重首席領事は、「リトル東京をより良い場所にするために、45年間にわたりコミュニティの支援活動を続けてきたLTSCの方々に感謝の意を表したい。昨年末に伝統的造りがユネスコ無形文化遺産に登録された。本日は多様な日本酒の魅力を楽しんでいただきたい」と挨拶を述べた。

LTSCのエーリッヒ・ナカノ所長は、「今回で17回目の酒イベントですが、LTSCが誕生して45年を迎えます。これまでLTSCは、社会サービス維持と地域活性化に貢献して来ました。特に今回

のイベントは、LTSCの45周年を祝い、“地域とともに未来を創る夜”、“コミュニティの絆を深める祭典”をテーマに開催しました。支援者や参加者との交流を通じてLTSCのミッションを共有する機会であるとともに、このイベントをきっかけに日本全国の酒蔵や地域の取り組み、文化、風土など日本酒にかかわる魅力に触れていただきたい。」と語る。

また、共同貿易の大畑正敏社長は「弊社が協力させていただいて17回目を迎えた。リトル東京のコミュニティに貢献することを目指しており、長年このイベントには協力させていただいているが、これだけ多くの方が楽しむ姿を見られることを嬉しく思う。年々盛況になり日本食文化の広がりを感じることが出来嬉しく思う。社会に貢献しているLTSCと共に歩んで行きたい」と抱負を述べた。

LTSCはこの成功を受け、今後も伝統と革新を融合させたイベントを展開し、地域コミュニティの活性化を図るとしている。今回の「SAKE IN THE PARK 2025」は、食・酒・文化・社会貢献が一体となったイベントとして記憶に残る盛会となった。

尚、このイベントの収益はLTSCの地域支援プログラムに活用され、手頃な住居提供、多言語社会サービス、文化保存、メンタルヘルスケア、ホームレス支援など、多岐にわたるコミュニティ支援活動に充てられる。

Little Tokyo Service Center (LTSC)

The Little Tokyo Service Center was founded in 1979 by a group of Japanese American activists to establish a multipurpose social welfare center that was incorporated in 1980. Based in Little Tokyo, LTSC is an important nonprofit organization founded to support Asian and Pacific Islander residents through multilingual and culturally sensitive social services to the broad Japanese American community in Little Tokyo and Southern California.

リトル東京サービスセンター

リトル東京サービスセンターは、多目的社会福祉センターの設立を希望する日系アメリカ人活動家グループによって1979年に設立され、1980年に法人化された。リトル東京を拠点にアジア太平洋系住民を支える重要な非営利団体であり、リトル東京コミュニティと南カリフォルニアのより広範な日系アメリカ人コミュニティに、言語的および文化的に配慮した社会福祉サービスを提供することを目的としている。





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お問い合わせ: Japanese Restaurant Academy

(213) 680-0011 restaurantacademy@alljapannews.com

練習問題

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

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

回答: 1)d 2)b

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日本餐厅新闻

October 2025

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UNESCO Intangible Cultural Heritage
2013 Japanese Cuisine
2024 Traditional knowledge and skills of sake-making

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from bottom left: Born Dreams Come True Junmai Daiginjo, Fukui / Nihonsakari SAKARI Yuzu Liqueur, Hyogo / Suigei Harmony Blend Junmai Daiginjo, Kochi / Tengumai Yamahai Junmai, Ishikawa / Kikusui Junmai Daiginjo, Niigata / Nanbu Bijin Awa Sparkling Junmai Ginjo, Iwate

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Yuji Matsumoto

Master Sake Sommelier

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



David Kudo

Sake Sommelier
Master Sake Sommelier

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



First and foremost, get people to sample

Many people have never tried Japanese sake, and even if they have, the most they've tried is hot sake. Hardly any will remember the brand name., say "This is a great, try it" and offer a sample with a smile. And once a customer appears interested, take the opportunity to simply explain the information pertinent to support why the beverage is delicious. Therefore, how to create the first opportunity will be the key to success.

Deciding who to communicate the information to is important

Is sufficient training being conducted to servers and bartenders? Offering samples alone to customers will not be sufficient to understand the appeal of Japanese sake to customers. Why is this sake delicious...? This point needs to be thoroughly understood by staff members. Also, because sampling alone will not be sufficient to understand the flavors of the sake brand, always pair the sake with food for sampling. It's important for

customers to taste the drastic change in the sake flavor with their own palate.

To get the customers to try sake

Find things to say to the customer's to get them to react, "Oh, really?" For example, "How about this dry, refreshing sake brand AAA from Niigata prefecture, that goes great with sushi?" Or perhaps, "would you like to try brand BBB from Akita prefecture, which goes great with teriyaki because of it's full body?" During sales pitches, explain to customers in simple terms that entice the customer's interest.■

首先請客人品嚐

許多人也許從未喝過日本酒，即使他們喝過，充其量是加熱後的日本酒。幾乎沒有人記得這個品牌。首先你要微笑著說“很好喝！”，然後給他喝一杯。如果客戶表示感興趣，你就有機會並簡潔地給他們信息，讓他們知道美好的口味。那麼關鍵是如何設置第一個機會。

誰是傳達信息的人

作為餐廳服務員和調酒師，你是否接受過適當的培訓？通過僅僅給客人一點酒，你永遠不能解釋日本酒的好處。原因是，你一定要徹底研究這種酒的好喝之處。另外，如果單獨飲用，是無法領會到酒的10% 的好處，所以一定要和食物一起品嚐。體驗日本酒味道的驚人變化對你來說是很重要的。

如何請客人試著品嚐酒

不管怎樣，當你想說到“有可能嗎！？”就是正確的。比如，乾燥的酒是清爽的和壽司很是搭配，新潟的AAA品牌怎麼樣？或者照燒料理和秋田的BBB品牌是否適合？等等，讓客戶容易理解，並想嘗試的銷售談話是需要考慮的。



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November 1st World Honkaku Shochu & Awamori Day

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from left: Tomino Hozan, Sweet Potato Shochu, ABV:24%, Kagoshima / Seifuku Ryukyu Awamori "Jikabi", Rice Shochu, ABV:30%, Okinawa / Kakushigura Mugi, Barley Shochu, ABV:24%, Kagoshima
Sakura Yamakawa Ryukyu Awamori Koshu, Awamori, ABV:43%, Okinawa / Ohoro Gin, Gin, ABV:47%, Hokkaido / Shirayuri Inui 44 Awamori, Ryukyu Awamori, ABV:44%, Okinawa
Noguchi Sakekasu Shochu, Kasutori, ABV:38%, Ishikawa / Kaido Imo Shochu, Sweet Potato Shochu, ABV:24%, Kagoshima

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Shochu: A Game-Changer for Beer & Wine Licensed Restaurants

燒酎：為啤酒與葡萄酒持照餐廳帶來變革的契機

By Atsuko Glick,



SAKE SCHOOL OF AMERICA

World Shochu Day on November 1st provides the perfect backdrop for exploring how this centuries-old Japanese beverage is shaping the future of beer-and-wine licensed restaurants in CA and NY.

For many restaurants in CA and NY, beer-and-wine license has long been regarded as a modest permit—sufficient for serving wine lists, craft beers, and perhaps a few spritzers. Yet within this license lies untapped opportunity. Shochu, Japan's centuries-old distilled beverage, is uniquely positioned to transform beer-and-wine programs into something distinctive, profitable, and forward-looking.

Revisions to state labeling regulations in New York and California have enabled the sale of shochu with an alcohol content of 24% or less, steadily expanding its recognition nationwide. In these major metropolitan markets, where labeling issues have been resolved and shochu's legitimacy established, programs specifically focused on shochu are now being rolled out. High-profile bartenders, including Kenta Goto in New York, are crafting shochu-based cocktails that highlight its versatility, gradually building both cultural credibility and consumer demand.

For these programs to succeed, however, education is essential. Well-informed servers and bartenders act as natural advocates, guiding guests unfamiliar with the category. Institutions such as the Sake School of America provide tailored menu ideation, staff training, tasting events, and pairing strategies. Empowered staff ensure consistency in storytelling and service, translating shochu from a curiosity into a signature feature—and in doing so, elevate it into a profitable and defining element of a restaurant's identity.

11月1日的世界燒酎日，正是一個理想契機，去探討這款擁有數百年歷史的日本酒類，如何正在改變加州與紐約「啤酒與葡萄酒許可證」的未來。對許多加州與紐約的餐廳而言，「啤酒與葡萄酒許可證」長期以來被視為一種相對有限的許可，以供應葡萄酒單、精釀啤酒，或少量氣泡調酒。然而，在這張許可證之中，仍隱藏著未被開發的潛力。憑藉獨特的風味、多元的應用與合規的優勢，燒酎正引領這類餐廳走向全新的方向：將既有框架轉化為更具特色、更高盈利性、同時更具前瞻性的經營模式。

隨著紐約與加州修訂酒類標籤規範，酒精度24%以下的燒酎得以順利進入市場，進而推動其全美知名度的提升。在這些主要大都市中，燒酎的合法地位已獲得確認，專門推廣燒酎的各類推廣項目也正陸續推出。紐約知名調酒師後藤健太（Kenta Goto）等業界代表人物，透過創作展現燒酎多元風貌的雞尾酒，不僅鞏固了文化公信力，更有效帶動了消費需求的成長。

要推廣燒酎，教育至關重要。受過專業訓練的侍酒師與調酒師，能自然成為推廣大使，引導尚未熟悉燒酎的顧客進入探索之門。像Sake School of America（美國清酒學校）等專業機構，提供量身設計的酒單規劃、員工培訓、品飲活動與餐食搭配策略，為業者建立完整支持。當員工擁有足夠的知識與信心後，不僅能確保服務與品牌故事的一致性，更能將燒酎從「新奇選項」轉化為「餐廳特色」。最終，燒酎將成為兼具文化深度與商業價值的利器，既提升盈利能力，也塑造鮮明的品牌辨識度。



Shochu as a Competitive Advantage

燒酎作為競爭優勢的五大維度



Mindful Sips 輕酌慢飲的健康之選

Shochu aligns seamlessly with today's wellness-driven dining culture. At around 24% ABV, it offers fewer calories and carbohydrates than wine, beer, or most cocktails, yet delivers layered flavor and sophistication. Unlike many reduced-alcohol options that feel flat or overly sweet, shochu retains nuance: barley brings nutty depth, rice lends clean minerality, sweet potato offers bold earthiness, and kokuto (brown sugar) provides mellow sweetness. This diversity allows restaurants to craft cocktails that feel both mindful and memorable.

燒酎完美契合當代健康餐飲潮流。其約24%的酒精濃度，使熱量與碳水化合物含量顯著低於葡萄酒、啤酒及多數雞尾酒，同時仍能展現層次豐富的風味與精緻口感。不同於許多低酒精飲品常見的單薄或過甜，燒酎保留了細膩而多樣的風味：大麥帶來堅果般的醇厚，米展現清冽礦物氣息，紅薯散發濃郁的泥土香韻，而黑糖（Kokuto）則賦予柔和溫潤的甜感。憑藉這種兼具健康價值與多樣風味的特性，燒酎讓餐廳能夠創作出既符合現代飲食理念、又能留下深刻記憶點的雞尾酒。



Profitability Beyond Expectations 超乎預期的盈利潛力

Operationally, shochu delivers rare efficiency. A 750 ml bottle purchased wholesale for \$20–\$35 yields about 16 pours at 1.5 oz each. At \$12–\$14 per serving, that bottle generates **over \$200 in revenue**—even after factoring in mixers and garnish costs. Because shochu is still niche in the U.S., it avoids the pricing pressure of vodka, whiskey, or tequila. Positioned near craft beer in price yet aligned with the sophistication of cocktails, shochu offers an attractive middle ground.

在營運層面，燒酎展現出少見的高效益。一瓶750ml，批發價約20–35美元，以1.5oz為單位可供應約16杯。若每杯定價12–14美元，單瓶營收可超過200美元，即便考量調配與裝飾成本，利潤仍相當可觀。由於燒酎在美國仍屬小眾品類，避免了伏特加、威士忌或龍舌蘭等烈酒的激烈價格競爭；其定價既能貼近精釀啤酒的親和區間，又保有雞尾酒的高級感。這種「中間市場」定位，為餐廳同時帶來差異化特色與可觀盈利。



3 Broad Food Pairing Potential 廣域餐配酒潛力

Shochu's adaptability makes it an exceptional pairing partner. A **barley shochu mule** introduces the category through a familiar cocktail, but with a smoother profile than vodka. A **rice shochu highball** offers crisp refreshment, cutting through fried or spicy dishes. A **yuzu spritz** amplifies delicate seafood and vegetable-driven plates, while a **kokuto shochu cocktail** adds tropical richness that complements barbecue or braised meats. By bridging familiar formats with distinctive flavor, shochu creates cohesion between kitchen and bar, offering new ways to engage diners.

4 Presentation Sells 視覺呈現提升價值感知

Details matter, and presentation often defines perceived value. Premium ice, such as **Kuramoto Ice**, transforms a simple cocktail into a statement. Its clarity and slow melt preserve flavor while adding visual elegance, whether as a sphere in a highball or a cube in a rocks glass. Typically reserved for luxury spirits, these touches elevate the guest experience in beer-and-wine venues, positioning shochu cocktails as signature offerings rather than secondary options.

5 Zero-Waste Opportunities 零廢棄價值挖掘

Shochu also supports sustainability goals increasingly important to diners and operators. Kitchen byproducts—herb stems, citrus peels, fruit ends—can be repurposed into syrups, infusions, or garnishes, bringing originality without additional cost. A cucumber trimmings syrup or a citrus peel infusion can add seasonal creativity while reducing waste. This approach strengthens profitability and signals environmental responsibility, building loyalty among modern guests who value thoughtful practices.

燒酎的高度適應性，使其成為絕佳的佐餐伴侶。以大麥燒酎調製的莫斯科騾子 (Shochu Mule)，比伏特加更顯順滑，能透過熟悉的經典形式自然引介品類；米燒酎高球則以清爽脆口有效化解油炸與辛辣料理的厚重感；柚子氣泡酒 (Yuzu Spritz) 能凸顯海鮮與蔬菜料理的鮮度與細緻；而黑糖燒酎雞尾酒則帶有熱帶般的溫潤甜香，與燒烤或燉肉相得益彰。透過將食客熟悉的經典調酒形式與燒酎獨特的風味特質結合，餐廳能在廚房與吧檯之間建立全新連結，打造出兼具記憶點與差異化的用餐體驗。



細節往往決定價值感的高低，而視覺呈現則是最直觀的品質信號。高端冰品 (如 Kuramoto Ice) 能將一杯簡單的燒酎雞尾酒昇華為一種體驗宣言：晶瑩剔透的質感與緩慢融化的特性，不僅完整保留風味，更為高球杯中的冰球或古典杯裡的方冰注入優雅氣質。這類原本常見於奢華烈酒的細節，若應用於啤酒與葡萄酒執照餐廳，將顯著提升客座體驗，使燒酎雞尾酒從附屬選項轉化為餐廳的招牌特色與標誌性產品。

燒酎同時契合當代食客與餐飲業者重視的永續理念。廚房副產物，如香草梗、柑橘皮、水果邊角料，都能透過再利用轉化為特色糖漿、浸漬液或裝飾元素，兼具創意與成本效益。例如，以黃瓜邊料熬製糖漿，或以柑橘皮製作浸漬液，不僅能帶來季節性的風味創新，還能有效減少食材浪費。這種實踐在提升餐廳盈利能力的同時，展現出對環境的責任感，進而贏得重視可持續價值的現代消費者認同與忠誠。

Cocktail Inspiration 燒酎調飲創新靈感

Shochu cocktails need not be elaborate to make a strong impact. Priced in the \$10-\$14 range, these cocktails connect with guests seeking lighter, health-conscious options while maintaining strong profit margins. 燒酎雞尾酒無需繁複工藝，依然能帶來驚艷而難忘的體驗。定價在10-14美元區間，不僅迎合了消費者對清爽、健康飲品的需求，同時也為餐廳確保了可觀且穩定的利潤空間。

Kokuto Bliss



A creamy, island-inspired cocktail that layers the earthy sweetness of kokuto (brown sugar) shochu with tropical fruit and mint.

Ingredients

2 oz (60 ml) Jougo Kokuto Shochu
2 oz (60 ml) Pineapple juice
1 oz (30 ml) Coconut milk
4-5 fresh mint leaves
Large ice cubes
Maraschino cherry, for garnish

Direction

Combine kokuto shochu, pineapple juice, coconut milk, and mint leaves in a shaker with ice. Shake until chilled and lightly frothy. Strain into a glass over large ice cubes and garnish with a maraschino cherry. Balanced, refreshing, and indulgent, this cocktail pairs especially well with spicy or grilled dishes.

Summer Breeze



A bright and invigorating cocktail that highlights the citrus-forward aroma of Zanpa Shequasar Spirits.

Ingredients

4-5 fresh mint leaves
or thin cucumber slices
2-3 slices of lemon or lime
1.5 oz (45 ml) Zanpa Shequasar Spirits
Club soda, to top
Large ice cubes

Direction

Lightly muddle mint or cucumber with citrus slices in a glass. Add Zanpa Shequasar Spirits and fill with large ice cubes. Top with club soda and stir gently. Crisp and aromatic, this delivers an effortless refreshment that appeals to casual and cocktail-focused guests alike.

For more Shochu cocktail recipe, scan QR code.



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

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

Sake Party held in a Japanese Pleasure Boat
屋形船上的飲酒會

“Yakatabune” (Japanese pleasure boat) is a dining and entertainment venue unique to Japan. Yakatabune in Tokyo is especially popular among foreign tourists.

During the summer firework season, especially for firework shows above the Sumida River, yakatabune is immensely popular to look up and enjoy the fireworks visible directly above the river.

Yakatabune can also be rented to host a sake sampling party.

Although mid-summer was too hot at first, yakatabune is equipped with

air-conditioning, thus comfortable despite its traditional appearance.

Three sake breweries were invited to our sake sampling party in a yakatabune, where sake was served from each brewery. The sake sampling event was attended by approximately 25 guests including the organizer. The boat traveled from Asakusa district to Sumida River and returned to Odaiba district in approximately three hours.

Various foods were served, of which the usual freshly fried tempura was delicious. Guests enjoyed the marvelous view from the boat.

Further, I was surprised to learn the

yakatabune was equipped with karaoke equipment. Even more surprisingly, portable Bluetooth? karaoke DAM was available to sing classic songs to the latest pop songs. Surrounded by the river and ocean, guests can sing loudly without disturbing anyone.

I boarded a yakatabune for the first time in 15 years and thoroughly enjoyed the dining experience in a traditional yakatabune as I sipped sake.

I wish for foreign nationals to try this unique Japanese dining experience on a “yakatabune” to savor sake with tempura and other delicious Japanese cuisines.■

日本名產之一是「屋形船」。特別是在東京的屋形船，非常受外國遊客歡迎。

在煙火季節，尤其是隅田川煙花大會時，屋形船非常受歡迎，從船上仰望綻放在頭頂的煙花，是再完美不過的觀賞方式了。

就是這樣的屋形船，有時也會包船舉辦日本酒品鑑會等活動。

本以為盛夏時節會很熱？沒想到屋形船裡竟然配有空調，雖然外觀看起來是古色古香的傳統樣式，但內部卻非常舒適，即使在夏天也很涼快。

這次活動請來了來自三家酒藏的釀酒師，在屋形船上享用了這三家酒藏的酒。

參加者加上主辦方一共大約25人。從淺草出發，沿著隅田川行駛到台場再返回，全程約3小時。

途中提供了各種料理，尤其是屋形船特色——現炸的天婦羅，最為美味。

還可以登上船頂，能夠欣賞到絕美的景色。

更讓人驚訝的是，船內竟然還配備了卡拉OK設備！

而且是網絡連接的DAM卡拉OK系統。

從最新流行歌曲到懷舊老歌應有盡有，想唱什麼都可以。

因為四周是河流和大海，就算放聲高歌，也不會打擾到別人。

我也是時隔15年再次乘坐屋形船，重新感受到了屋形船這日本傳統文化與日本酒的絕妙搭配。

真心希望外國朋友們也能更多地體驗這美妙的「屋形船」-「日本酒」-「天婦羅等美味和食」的組合。

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日本酒 百味百題

Medieval Japan is when sake breweries rapidly expanded in Kyoto. According to the mid-Muromachi Era (1336 - 1573) records from 1425, when Kyoto was

When Did Sake Brands Become Established? 日本酒品牌是何時確立下來的呢？

home to 342 sake breweries. The largest brewery with the greatest reputation was the “Yanagi No Sakaya” (“Willow Liquor Store”), known so due to the willow planted in front of the brewery. The “Yanagi No Sakaya” had a shop curtain with the family crest printed at a large scale, also depicted on sake barrels under the “Yanagizake” brand, said to have marked the beginning of sake branding (trademark).

Afterwards, other sake breweries in Kyoto imitated Yangaizake for their fame by having court nobles, Buddhist monks, and high priests name their sake brands, often derived from tanka, or Japanese poetry.

For example, major sake brewery “Shigehira” located in the center of Kyoto operated three sake brands – “Mauzuru,” “Kizareishi,” and “Mitarashi” – of which “Maizuru” was named after the poetry:

“Watching the white crane fly gracefully, I can’t help pray this happiness will continue for eternity.”

(“Maizuru” was taken from the “the white crane flying.”)

During an era when no trademark rights existed, many sake breweries used common names like “Hanatachibana,” “Wakamidori,” “Otowa,” and “Ariake,” etc., with many containing graceful characters like ‘Hana’ (flower), ‘Matsu’ (pine), ‘Tsuru’ (crane), ‘Kame’ (turtle), etc.

By the way, approximately 1,400 sake manufacturers are currently

operating in Japan, with each manufacturer holding approximately eight trademarks, indicating over 10,000 types of sake brands exist in Japan.

Traditionally common sake brand names are superstitious with a positive brand image. Among the approximately 5,000 types of sake brands currently sold, most utilize Chinese characters, of which each brand name was deconstructed to list the top ten most commonly used characters as follows (in the order of most commonly used): 1. ‘Yama’ (mountain), 2. ‘Tsuru’ (crane), 3. ‘Masa,’ 4. ‘Mune,’ 5. ‘Kiku’ (chrysanthemum), 6. ‘Dai,’ 7. ‘Kin’ (gold), 8. ‘Izumi’ (fountain), 9. ‘No,’ 10. ‘Shiro’ (white). Number three and four combines as “Masamune,” used in 117 sake brand names. In addition, “Masamune” is common due to many theories, such as the pronunciation of “shoshu” in the Buddhist scripture “Rinzai-shoshu” being similar to “seishu” (pure sake), or being derived from the sword “Masamune,” etc. ■

這「柳酒」就是日本最早的酒類品牌(商標)的起源。

此後，或許是想借助柳酒的名聲，京都的酒鋪紛紛開始給酒取名字。其中許多是請出入的公卿、門跡(皇族擔任的寺院住持)或高僧為之命名酒名，並借用和歌中的詞句。例如，位於新町通一條下方的著名酒鋪「重衡」就擁有「舞鶴」「細石」「御手洗」三個酒名。其中，「舞鶴」來自以下這首和歌：

當看到白雲中展翅高飛的鶴，就會想起那遙遠悠長的歲月。

(歌中的「飛鶴」演變成了「舞鶴」)

在沒有商標權的時代，「花橘」「若綠」「音羽」「有明」等名字常被多家酒鋪共同使用，但整體來看，這些酒名多使用花、松、鶴、龜等字眼，顯得十分優雅。

目前，日本全國大約有1400家釀酒公司，每家公司平均擁有8個商標品牌，因此總共的品牌數超過了一萬種。

傳統以來，日本酒品牌最常見的命名方式是圖吉利或塑造良好形象。現今在售的品牌約有5000種，其中絕大多數使用漢字。如果將這些品牌的漢字逐字分解，並統計使用頻率最高的字，其前十名依次是：

1位. 山, 2位. 鶴, 3位. 正, 4位. 宗, 5位. 菊, 6位. 大, 7位. 金, 8位. 泉, 9位. 乃, 10位. 白。其中，第3位「正」和第4位「宗」的組合「正宗」被117個品牌採用。關於「正宗」使用頻繁的原因，有一種說法是出自經文「臨濟正宗」中的「正宗」，其音與「清酒」相通；另一種說法則認為是源自名刀「正宗」的影響。

中世紀是京都釀酒業迅速發展的時代，根據室町時代中期1425年的記錄，京都近郊的酒鋪多達342家。其中最知名、評價最高的大型酒鋪，是位於五條西洞院的一家，因為門前種有一棵柳樹，所以被稱為「柳的酒鋪」。這家柳的酒鋪在店門口掛著印有大型「六星紋」的門簾，酒桶上也寫著這種紋樣，並標有「柳酒」的酒名。據說

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Ryuji Takahashi

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Sugar-free sake 無糖日本酒

Do you see major brands of carton sake advertised as sugar-free and purine-free sake in store aisles. Although regional sake fans would never consider purchasing these sake products, you'll likely see at least one brand in every supermarket and sake discount shop, which means there is a demand for these products in the market.

As a professional in the Japanese sake industry, I felt the need to familiarize myself with carton sake brands in the market. Therefore, I gathered as many brands as I could and organized an unprecedented "Sugar-free Sake Sampling Party" that no Japanese sake industry professional has yet organized. During my visits to several nearby supermarkets in search of varied brands of carton sake, I realized most stores sell sugar-free, purine-free sake by Gekkeikan Sake Co., Ltd.

I asked a sales representative from sake brewery Nihonsakari Co., Ltd. about my findings, to which he replied Gekkeikan is the top industry leader in market share of sugar-free and purine-free sake, followed by Nihonsakari.

Other similar sugar-free sake brands were not classified as refined sake due to a patent-related issue. I gathered a total of seven sugar-free carton sake brands: Gekkeikan, Nihonsakari, Kikumasamune, Hakutsuru, Sho Chiku Bai, Ozeki, and Isonosawa.

All sake brands besides Hakutsuru and Sho Chiku Bai were also purine-free. I could imagine sugar-free sake being produced from prolonged



fermentation; however, I had no idea how purine-free sake is produced. I'm told a special patented filtration technology is used to adsorb purine.

While eliminating various compounds such as sugar and purine can reduce the umami flavor in sake, Gekkeikan and Nihonsakari seem to lead the sake industry with their patented technology that retains the umami flavor in sake. Other sake breweries add amino acid and other compounds to supplement their umami flavor, similar to liquor. However, I can't deny the flavor of sugar-free, purine-free sake is flat and the umami flavor is rather subtle compared to regular sake brands. First-time consumers of sugar-free, purine-free sake might find the flavor to be amiss.

On the other hand, consumers who find sake difficult to consume in the scorching summer heat might find the subtle flavor of sugar-free, purine-free sake to be just right. The subtleness in flavor will gradually become less noticeable over time with continued consumption. The alcohol

content is comparable to regular sake, thus sugar-free, purine-free sake is just as intoxicating.

Sugar-free, purine-free sake can also serve as an alternative to continuously distilled shochu, mixed with soda like chu-hai, and consumed in large volumes. Gekkeikan was most suitable to be served as a mixed drink. After sampling many carton sake brands, my conclusion was that it is unfortunate for a sake fan to not be familiar with sugar-free, purine-free sake when discussing sake.■

◆ ◆ ◆
你 沒有見過在大型廠商出品的盒裝日本酒上看到「糖質零」「嘌呤體零」的字樣？對熱愛地酒的人來說，這類酒可能從不會去碰，但在超市或折扣酒類商店中幾乎總能找到至少一種這樣的酒，說明它們確實存在一定的市場需求。作為日本酒行業的一員，如果連這種酒都不了解，恐怕不能稱為「專業」。正因如此，我決定儘可能多地

收集這類酒，舉辦一個連日本酒業內人士都不願嘗試的“無糖日本酒品鑑會”。首先要做的就是收集這些酒。在我走訪附近的超市時注意到，大多數店裡都只擺著「日本盛」或「月桂冠」這兩個品牌的糖質零、嘌呤體零的酒。我出於好奇問了日本盛的營業人員，對方告訴我，糖質零、嘌呤體零這類酒的市場份額中，月桂冠排第一，日本盛排第二。除此之外，我還發現一些不被歸為“清酒”的無糖酒，據說是因為涉及專利問題。結果我收集到了七種酒，分別是：日本盛、月桂冠、菊正宗、白鶴、松竹梅、大關、磯乃澤。這些酒的共同點是糖質為零，除了白鶴和松竹梅以外，其它酒也都是嘌呤體為零。至於如何做到糖質為零，應該是通過持續發酵將糖轉化為酒精。而嘌呤體為零則完全想不到做法，據說是通過特殊的過濾技術將嘌呤體吸附掉，這項技術是擁有專利的。當然，在去除這些成分的同時，酒的鮮味也會減少。關於如何保留這部分旨味，月桂冠和日本盛似乎憑藉其專利技術在業界中稍佔優勢。而其他酒廠則通過添加氨基酸等方式來補充旨味，因此其產品有時被歸為“利口酒”（類酒精飲品）而非日本酒。話雖如此，相較於普通的日本酒，不可否認這些無糖酒的味道確實較為淡薄，初次品嚐者可能會覺得味道不夠豐富。然而，在酷暑中，如果你覺得日本酒太厚重難以下咽，那麼這種輕盈感反而剛剛好。而且，持續飲用後，身體會逐漸適應那種輕盈口感，不再覺得寡淡。其酒精度數與普通日本酒並無差別，醉意也一樣。更棒的是，在抑制糖質和嘌呤體的同時，還能像喝燒酎一樣，用蘇打水調配成酒酎嗨，大口暢飲也不會有太大負擔。關於這方面，月桂冠給我留下了最好的印象。總的來說，如果你是日本酒愛好者，卻從未嘗試過糖質零、嘌呤體零的酒，那就太可惜了。



SAKE SOMMELIER CLUB

Master Sake Sommelier

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**Sake Shochu Spirits Institute of America
NPO法人
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Sake Shochu Spirits Institute of America was founded with the purpose to promote further understanding of Japanese sake, shochu and beer in a shared where 500 million people enjoy wine in North America. We strive to increase Japanophiles by furthering understanding

of the sake culture through online Japanese sake and shochu colleges and books related to Japanese sake, shochu and beer, etc. Especially sampling parties directly approaches consumers and no doubt contributes to expanding the market. Also, our final purpose is to facilitate communication with sake breweries, sake producers, and distribution companies, etc., to introduce Japanese sake, shochu and beer to American consumers in a way that's easy-to-understand.

Sake Shochu Spirits Institute of America 美國清酒燒酎烈酒研究所

與料理的搭配

薰酒—— 選擇具有華麗香氣、清爽風味以及柔和甜味的料理。為了與酒本身的果香相協調，可使用罐頭類的料理，或適合搭配添加柑橘類的料理，適合作為餐前酒，與前菜類料理搭配較佳。

爽酒—— 風味清新的爽酒，具有與各種料理搭配的廣泛適應性。適合搭配具有輕盈鮮味、清淡調味的清爽口感的料理。還能起到在食用含脂料理或濃味料理後再次塑造味蕾的效果。

醇酒—— 富含鮮味，理想的搭配是濃郁調味、適度鹹味的料理。與使用奶酪或黃油的料理非常契合。也適合搭配魷魚鹹腌、烏魚子、海參腸等下酒的珍味小菜。

熱酒—— 適合搭配味道濃厚、風味強烈的料理。也適合與含油脂、深度燉煮、有焦香、或添加辣味的料理搭配。可搭配熟成奶酪或具有濃郁甜味的甜點等。



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distributed as Japan Restaurant News
(20,000 issues published electroni-
cally) in North America, Japan, and
Southeast Asia.



First and foremost, get people to sample

Many people have never tried Japanese sake, and even if they have, the most they've tried is hot sake. Hardly any will remember the brand name., say "This is a great, try it" and offer a sample with a smile. And once a customer appears interested, take the opportunity to simply explain the information pertinent to support why the beverage is delicious. Therefore, how to create the first opportunity will be the key to success.

Deciding who to communicate the information to is important

Is sufficient training being conducted to servers and bartenders? Offering samples alone to customers will not be sufficient to understand the appeal of Japanese sake to customers. Why is this sake delicious...? This point needs to be thoroughly understood by staff members. Also, because sampling alone will not be sufficient to understand the flavors of the sake brand, always pair the sake with food for sampling. It's important for

customers to taste the drastic change in the sake flavor with their own palate.

To get the customers to try sake

Find things to say to the customer's to get them to react, "Oh, really?" For example, "How about this dry, refreshing sake brand AAA from Niigata prefecture, that goes great with sushi?" Or perhaps, "would you like to try brand BBB from Akita prefecture, which goes great with teriyaki because of it's full body?" During sales pitches, explain to customers in simple terms that entice the customer's interest.■

우선 마셔보도록 권장하기

대부분의 사람은 일본술을 마셔 본 적도 없고, 마셔봤다고 해도 고작 아쓰칸(熱燗) 정도다. 하물며 상표를 기억하는 사람은 거의 없다. 우선은 웃으며 "맛있어요!"라고 마셔보기를 권한다. 그리고 고객이 흥미를 보이면 기회라고 생각하고 그 맛을 뒷받침할 수 있는 정보를 준다. 그러면 일본술을 마시게 된 처음 계기를 어떻게 마련할 것인가가 관건이 된다.

전하는 사람은 누구인가?

서브나 바텐더에게 맞는 적절한 트레이닝을 하고 있는가? 간단하게 조금 맛보도록 하는 것만으로는 절대 일본술의 장점을 고객에게 전부 설명할 수 없다. 왜 이 술이 맛있는지 철저하게 공부하는 것이 중요하다. 또한, 단독으로 마시는 것만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 마시도록 권해야 한다. 술맛이 놀랄 정도로 변하는 것을 직접 경험해 보는 것이 중요하다.

일단 일본술을 마시도록 하려면

우선 간결하게 "아 그래요!?"라는 생각이 들 정도로 이야기를 나눈다. 예를 들어 "드라이하고 깔끔하여 초밥에 잘 어울리는 니가타의 AAA 상표는 어떠신가요?" 또는 "데리야키 등과 궁합이 좋은 보디감 있는 아키타의 BBB 상표는 어떠신가요?" 등 고객이 알기 쉽고, 마셔보고 싶은 마음이 생기는 영업 멘트를 생각한다.



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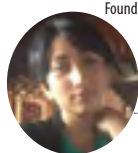
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Stuart Morris
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Sake Sommelier
Owner "WASAN"



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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 216



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 Party held in a Japanese Pleasure Boat
야카타부네에서의 술모임

“Yakatabune” (Japanese pleasure boat) is a dining and entertainment venue unique to Japan. Yakatabune in Tokyo is especially popular among foreign tourists.

During the summer firework season, especially for firework shows above the Sumida River, yakatabune is immensely popular to look up and enjoy the fireworks visible directly above the river.

Yakatabune can also be rented to host a sake sampling party.

Although mid-summer was too hot at first, yakatabune is equipped with

air-conditioning, thus comfortable despite its traditional appearance.

Three sake breweries were invited to our sake sampling party in a yakatabune, where sake was served from each brewery. The sake sampling event was attended by approximately 25 guests including the organizer. The boat traveled from Asakusa district to Sumida River and returned to Odaiba district in approximately three hours.

Various foods were served, of which the usual freshly fried tempura was delicious. Guests enjoyed the marvelous view from the boat.

Further, I was surprised to learn the

yakatabune was equipped with karaoke equipment. Even more surprisingly, portable Bluetooth? karaoke DAM was available to sing classic songs to the latest pop songs. Surrounded by the river and ocean, guests can sing loudly without disturbing anyone.

I boarded a yakatabune for the first time in 15 years and thoroughly enjoyed the dining experience in a traditional yakatabune as I sipped sake.

I wish for foreign nationals to try this unique Japanese dining experience on a “yakatabune” to savor sake with tempura and other delicious Japanese cuisines.■

일본의 명물「야카타부네」. 특히 도쿄의 야카타부네는 외국 관광객에게도 인기가 있습니다. 불꽃놀이의 계절, 특히 스미다강의 불꽃놀이 등에서는 야카타부네는 굉장히 인기있고, 불꽃을 강에서 바로 위로 바라볼 수 있는 상황은 더할 나위 없습니다.

그러한 야카타부네이지만, 배를 하나 빌려서, 술 시음회등도 시행합니다.

한여름이라서 덥지 않을까? 라고 생각했지만, 야카타부네는 무려 에어컨도 제대로 설치되어 있고, 야카타부네의 외

형은 낡았지만, 여름에도 내부는 쾌적합니다.

이번에는 3곳의 주조가 초대되어, 야카타부네에서 3곳의 술을 즐겼습니다.

참가자는 주최자를 포함하여 25명정도. 아사쿠사에서 스미다강을 따라 오다 이마까지 갔다가 돌아오는 약 3시간이었습니다. 요리는 다양하게 나왔습니다만, 역시 야카타부네만의 것 튀김 튀김이 최고였습니다. 카타부네 위에도 올라가서 멋진 경치도 볼 수 있습니다.

더욱이 놀란 것은, 야카타부네 안에는 무려 가라오케 설비도 있습니다.

심지어 통신 가라오케 DAM.

최신 노래부터 추억의 노래까지 무엇이든 부를 수 있습니다.

주위는 강과 바다라서, 큰소리로 불러도 아무에게도 폐를 끼치지 않습니다.

저도 야카타부네는 15년 만에 탔습니다만, 다시한번 일본의 전통문화인 야카타부네와 일본술의 훌륭한 어울림을 느꼈습니다.

외국인 여러분도 이 멋진 「야카타부네」—「일본술」—「튀김을 비롯한 맛있는 일식요리」의 콜라보레이션을 더욱 즐겨 주시면 좋겠다고 생각했습니다.

日本酒 百味百題

When Did Sake Brands Become Established? 일본술의 브랜드는 언제 정착한 것일까?

Medieval Japan is when sake breweries rapidly expanded in Kyoto. According to the mid-Muromachi Era (1336 - 1573) records from 1425, when Kyoto was home to 342 sake breweries. The

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

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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largest brewery with the greatest reputation was the "Yanagi No Sakaya" ("Willow Liquor Store"), known so due to the willow planted in front of the brewery. The "Yanagi No Sakaya" had a shop curtain with the family crest printed at a large scale, also depicted on sake barrels under the "Yanagizake" brand, said to have marked the beginning of sake branding (trademark).

Afterwards, other sake breweries in Kyoto imitated Yangaizake for their fame by having court nobles, Buddhist monks, and high priests name their sake brands, often derived from tanka, or Japanese poetry.

For example, major sake brewery "Shigehira" located in the center of Kyoto operated three sake brands - "Mauzuru," "Kizareishi," and "Mitarashi" - of which "Maizuru" was named after the poetry:

"Watching the white crane fly gracefully, I can't help pray this happiness will continue for eternity."

("Maizuru" was taken from the "the white crane flying.")

During an era when no trademark rights existed, many sake breweries used common names like "Hanatachibana," "Wakamidori," "Otowa," and "Ariake," etc., with many containing graceful characters like 'Hana' (flower), 'Matsu' (pine), 'Tsuru' (crane), 'Kame' (turtle), etc.

By the way, approximately 1,400 sake manufacturers are currently operating in Japan, with each manufacturer holding approximately eight

trademarks, indicating over 10,000 types of sake brands exist in Japan.

Traditionally common sake brand names are superstitious with a positive brand image. Among the approximately 5,000 types of sake brands currently sold, most utilize Chinese characters, of which each brand name was deconstructed to list the top ten most commonly used characters as follows (in the order of most commonly used): 1. 'Yama' (mountain), 2. 'Tsuru' (crane), 3. 'Masa,' 4. 'Mune,' 5. 'Kiku' (chrysanthemum), 6. 'Dai,' 7. 'Kin' (gold), 8. 'Izumi' (fountain), 9. 'No,' 10. 'Shiro' (white). Number three and four combines as "Masamune," used in 117 sake brand names. In addition, "Masamune" is common due to many theories, such as the pronunciation of "shoshu" in the Buddhist scripture "Rinzai-shoshu" being similar to "seishu" (pure sake), or being derived from the sword "Masamune," etc. ■

중세는 교토의 주조주점이 급속하게 발전한 시대로, 무로마치 시대 중기인 1425년의 기록에 따르면, 교토 근교의 주점은 342곳에 달했다. 그 중에서도 특히 평판 좋은 최대 규모로 알려진 것이 오조서동원에 있는 주점으로, 문앞에 버드나무가 심어져 있어서 「버드나무 술집」으로 불려졌다. 이 버드나무 주점은 가게 입구에 큰 「육성문」이 들어간 노렌을 내리고, 술통에도 그 문장을 써서 「유주」라는 주명도 넣고 있었다. 이 유주가 일본에서의 술 상표의 시초라고 한다.

그 후, 유주의 명성을 흉내내려고 한 것인지, 교토의 주점은 모두 주명을 달

게 되었는데, 대부분은 출입하는 공가나 문터, 고승에게 부탁하여서, 와카에서 따온 말을 이름으로 지었다고 한다. 예를들면, 신마치토오리이치조하루에 있던 큰 술집 「중형」은 한 집에서, 「무학」 「사이세키」 「미타라이」 3개의 브랜드를 가졌었는데, 「무학」은

흰 구름에 날개를 펴고 날아가는 학을 보면, 저 멀리까지 이어지는 긴 세월이 생각난다.

라는 와카에서 따왔다. (토후츠루는 「날아가는 학」이고, 거기서 「마이트루」가 되었다고 한다).

상표권이 없는 시대라서, 「하나타 치바나」 「와카미도리」 「오토와」 「아리아케」 등은 여러곳의 주점이 사용하는 데, 모두 꽃이나 소나무, 학, 거북이 등의 글자가 들어간 우아한 이름이 많았던 것 같다.

그런데, 현재 일본 전국에는 약 1400 곳의 주조회사가 있고 1회사 평균으로 8개의 상표종목을 가지고 있다고 하니, 만가지가 넘는 상표가 존재하게 된다.

술의 종목에서 옛날부터 가장 많은 것은 행운을 가져오거나, 이미지 상승을, 노린 이름이다. 현재 발매되고 있는 이름은 약 5000종류로, 그 대부분에 한자가 사용되고 있는데, 그 이름의 한자를 한 글자씩 분해하여, 가장 많이 사용되는 글자부터 베스트 텐을 열거하면, 1위·산, 2위·학, 3위·정, 4위·중, 5위·국화, 6위·대, 7위·금, 8위·천, 9위·乃, 10위·백의 순이되고, 3위와 4위의 조합인 「정중」은 117개 종목에서 사용되고 있다. 참고로, 「정중」이 많은 데는 경문의 「임제정중」의 「정중」소리가 「청주」로 통하기 때문이라는 설과, 칼의 「명도정중」에서 유래했다는 설 등이 있다.





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.

Sugar-free sake 당질제로의 술

Do you see major brands of carton sake advertised as sugar-free and purine-free sake in store aisles. Although regional sake fans would never consider purchasing these sake products, you'll likely see at least one brand in every supermarket and sake discount shop, which means there is a demand for these products in the market.

As a professional in the Japanese sake industry, I felt the need to familiarize myself with carton sake brands in the market. Therefore, I gathered as many brands as I could and organized an unprecedented "Sugar-free Sake Sampling Party" that no Japanese sake industry professional has yet organized. During my visits to several nearby supermarkets in search of varied brands of carton sake, I realized most stores sell sugar-free, purine-free sake by Gekkeikan Sake Co., Ltd.

I asked a sales representative from sake brewery Nihonsakari Co., Ltd. about my findings, to which he replied Gekkeikan is the top industry leader in market share of sugar-free and purine-free sake, followed by Nihonsakari.

Other similar sugar-free sake brands were not classified as refined sake due to a patent-related issue. I gathered a total of seven sugar-free carton sake brands: Gekkeikan, Nihonsakari, Kikumasamune, Hakutsuru, Sho Chiku Bai, Ozeki, and Isonosawa.

All sake brands besides Hakutsuru and Sho Chiku Bai were also purine-free. I could imagine sugar-free sake being produced from prolonged



fermentation; however, I had no idea how purine-free sake is produced. I'm told a special patented filtration technology is used to adsorb purine.

While eliminating various compounds such as sugar and purine can reduce the umami flavor in sake, Gekkeikan and Nihonsakari seem to lead the sake industry with their patented technology that retains the umami flavor in sake. Other sake breweries add amino acid and other compounds to supplement their umami flavor, similar to liquor. However, I can't deny the flavor of sugar-free, purine-free sake is flat and the umami flavor is rather subtle compared to regular sake brands. First-time consumers of sugar-free, purine-free sake might find the flavor to be amiss.

On the other hand, consumers who find sake difficult to consume in the scorching summer heat might find the subtle flavor of sugar-free, purine-free sake to be just right. The subtleness in flavor will gradually become less noticeable over time with continued consumption. The alcohol

content is comparable to regular sake, thus sugar-free, purine-free sake is just as intoxicating.

Sugar-free, purine-free sake can also serve as an alternative to continuously distilled shochu, mixed with soda like chu-hai, and consumed in large volumes. Gekkeikan was most suitable to be served as a mixed drink. After sampling many carton sake brands, my conclusion was that it is unfortunate for a sake fan to not be familiar with sugar-free, purine-free sake when discussing sake. ■

◆ ◆ ◆

대기업 메이커의 팩 주에서 당질제로나 프린체 제로라고 써있는 술을 볼 수 있게 될 일은 없을까. 토주애호가에게는 결코 손에 잡히지 않는 술이었지만, 슈퍼마켓이나 술할인점을 둘러보면 반드시 한 종류는 놓여있으니, 수요는 나름대로 있다는 말이 된다. 일본주 업계에 있어서, 이것을 모르고 프로라고 자칭할 수 없다고 생각하여, 아뭏든 모을 수 있는 만큼 모아서, 일본주 업계사람이 아무도 하지 않는

「당질제로의 일본주를 마시고 비교하는 모임」을 개최해 보았다. 우선은 술을 모으는 것 부터인데, 가까운 마트를 둘러 보고 알게된 것은, 니혼모리의 당질제로·프린체제로, 월계관의 당질제로·프린체제로 술을 두고 있는 가게가 대부분이었다. 궁금해서 니혼모리의 영업사원에게 물어보니, 당질제로·프린체제로 점유율 1위가 월계관이고 니혼모리가 2위라는 것이다. 그 외의 동종의 술을 보면 분류가 청주에는 없는 당질제로의 술도 있어서, 이것은 특허의 문제라고 하는 것 같다. 결국 모은 술은 니혼모리·월계관·키쿠마사무네·백학·송죽매·오제키·이소노자와의 7종류. 모두 공통된 것은 당질제로라는 점. 백학과 송죽매 이외에는 프린체 제로. 당질을 없애는 것은 알코올 발효를 진행하면 되겠지 하고 상상할 수 있지만, 프린체 제로에 관해서는 상상도 못했지만 특수한 여과기술로 프린체를 흡착시키고 있다는 점. 이것이 특허라는 것. 여러가지로 제거하면 감칠맛도 사라지는데, 이 감칠맛을 남기는 기술에 관하여 월계관·니혼모리 두 곳이 특허 기술로 두드러진 느낌이었다. 다른 곳은 아미노산 등의 첨가로 감칠맛을 보충하고 있어서 리큐어같은 취급을 받기도 한다. 그렇다고 해도, 역시 다른 통상의 일본주에 비하면 맛은 연하고 라이트한 느낌은 부정할 수 없다. 처음 마신 사람은 모두, 아쉬움을 느낄 것이다. 하지만 이 폭염으로 일본주를 마시기 힘든 사람들에게는 딱 맞는 라이트한 맛이다. 게다가 계속 마시면 그 라이트감은 서서히 사라지고 몸이 익숙해진다. 알코올 도수는 통상 일본주와 다르지 않기 때문에 취기는 다르지 않다. 게다가 당질과 프린체를 억제할 수 있어서, 갑류소주의 대체품으로 소다로 섞어 추하이처럼 꿀꺽꿀꺽 마셔도 나쁘지 않다. 이것에 관하여서는 월계관이 가장 좋은 느낌이었다. 이것저것 마셔보고, 일본주 좋아하는데 당질제로·프린체제로를 모른체 일본주를 말하는 것은 아깝다고 나는 생각한다.



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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 미국 사케·소주·맥주 주류연구기관

Compatibility of Sake with Cuisine

Aromatic Sake – Highly aromatic and refreshing flavor. Select cuisine with gentle sweetness for pairing. To match the fruity aroma of this sake, cuisines presented with citrus fruits, or cuisine using the fruit itself is recommended. Positioned as an aperitif-type of sake to be paired with appetizers.

Refreshing Sake – Simple in aroma, Refreshing Sake is characteristic for compatibility with wide range of cuisines. This sake compliments cuisines with light umami flavors, mild flavors, and refreshing flavors; also effective in resetting the palate after rich cuisines with fatty components.

Pure Sake – Compatible with cuisines abundant in umami flavors and rich flavors with notable salt flavor. Also compatible with cuisines prepared using cheese and butter, as well as delicacies such as salted squid guts, dried mullet roe, and salted sea cucumber guts.

Mellow Sake – Compatible with richly flavored, highly flavorful cuisines. Also compatible with cuisines with oily components, flavors highly simmered down, burnt flavor, and spiced cuisines, as well as aged cheese and desserts with rich, sweet flavors.■

요리와와의 궁합

훈주—화사한 향, 청량한 풍미, 부드러운 단맛을 지닌 요리를 선택. 술이 지닌 과일향에 걸맞는 감귤류를 첨가한 요리. 또는 과일 자체를 사용한 요리가 좋다. 전체계요리에 맞춘 식전주의 위치에 어울림.

소오슈—심플한 향미의 소오슈는 요리와의 궁합의 폭이 넓은 것이 특징. 경쾌한 맛, 연한 맛, 상큼한 맛을 가진 요리와 어울린다. 기름성분, 진한 요리 후의 리셋효과가 있다.

순주—풍부한 감칠맛, 진한 양념으로 적당히 염분이 있는 요리가 이상적이다. 치즈나 버터를 사용한 요리가 어울린다. 오징어 젓갈, 카라스미, 고노와다 등의 술안주 별미와 어울린다.

숙주—진한 맛으로 풍미가 강한 요리와 어울린다. 또, 기름성분, 진하게 졸여진 것, 누룽지 맛, 향신료를 살린 요리와도 어울린다. 숙성된 치즈, 농후한 단맛을 지닌 디저트등이 어울린다.

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Sake tradicional

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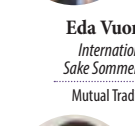
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California
SAKE
CHALLENGE

by Kosuke Kuji 216



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

Una fiesta de sake en una casa flotante

La casa flotante es una especialidad japonesa. Las casas flotantes en Tokio son especialmente populares entre los turistas extranjeros.

Son extremadamente populares durante la temporada de fuegos artificiales, especialmente las del río Sumida, que ofrecen el mirador perfecto para ver los fuegos artificiales directamente sobre el río.

Una de estas casas incluso se alquila para una cata de sake.

Me preocupaba que hiciera calor en pleno verano, pero la casa flotante está sorprendentemente bien equipada con aire acondicionado. A pesar de su aspecto anticuado, el interior es cómodo, incluso en verano.

En esta ocasión, invitaron a tres destilerías a disfrutar de sus sakes en la casa flotante.

Participaron aproximadamente 25 personas, incluidos los organizadores.

El viaje duró unas tres horas, desde Asakusa por el río Sumida hasta Odaiba y de vuelta.

Se sirvieron diversos platos, pero la tempura recién frita, característica de las casas flotantes, fue la mejor. También puedes subir y disfrutar de una vista espectacular.

Lo que es aún más sorprendente es que incluso hay karaoke a bordo.

Y es DAM, el servicio de karaoke en línea.

Puedes cantar cualquier canción, desde los últimos éxitos hasta los clásicos.

Como el barco está rodeado por el río y el mar, puedes cantar a todo volumen sin molestar a nadie.

Han pasado 15 años desde mi último viaje en casa flotante, y he recordado una vez más la maravillosa combinación de casas flotantes, la cultura tradicional japonesa y el sake.

Espero que los visitantes extranjeros también disfruten aún más de esta maravillosa combinación de casas flotantes, sake y deliciosa comida japonesa, incluyendo la tempura.



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¿Cuándo se consolidaron las marcas de sake?

La Edad Media fue una época de rápido desarrollo para las destilerías de sake de Kioto. Según registros de 1425, a mediados del período Muromachi, había 342 destilerías de sake en la zona de Kioto. Una de ellas, la más grande y con mayor reputación, era la de Gojo Nishinotoin, apodada "Yanagi no Sakaya" (Tienda de Sake de Sauce) por el sauce plantado frente a su puerta. Esta tienda colgaba una cortina (noren) con un gran "sello de seis estrellas" (rokuseimon) a la entrada, y el sello también estaba escrito en los barriles, junto con el nombre "Yanagi Sake". Se dice que este sello Yanagi marcó el inicio de las marcas de sake en Japón.

Posteriormente, quizá con la esperanza de aprovechar la fama del sake Yanagi, todas las destilerías de sake de Kioto comenzaron a nombrar su propio sake, y muchas pidieron a los nobles, monjes budistas y sumos sacerdotes que las patrocinaban que crearan el nombre usando palabras extraídas de

la poesía waka. Por ejemplo, Shigehira, una importante destilería de sake ubicada bajo Ichijo-sagaru en Shinmachi-dori, tenía tres marcas: "Maizuru", "Sasoishi" y "Mitarai". El nombre "Maizuru" proviene de un poema japonés:

"Cuando veo una grulla desplegando sus alas y volando entre las nubes blancas, pienso en los largos y lejanos años que se extienden en la distancia". (Se dice que la palabra "Maizuru" proviene del poema japonés "Tofuzuru", que significa "grulla voladora").

En una época sin derechos de marca registrada, muchas destilerías de sake usaban nombres como "Hanatachibana", "Wakamidori", "Otowa" y "Ariake". Sin embargo, la mayoría de los nombres eran elegantes, incorporando caracteres como "flor", "pino", "grulla" y "tortuga".

Por cierto, actualmente existen aproximadamente 1400 destilerías de sake en Japón, y se dice que cada empresa tiene

un promedio de ocho marcas registradas, lo que significa que existen más de 10 000 marcas diferentes.

Tradicionalmente, la marca de sake más común se ha elegido por su significado auspicioso o para realzar la imagen de la marca. Actualmente existen alrededor de 5000 marcas en el mercado, la mayoría de las cuales usan kanji. Sin embargo, si desglosamos los kanjis de sus nombres uno por uno y enumeramos los diez caracteres más comunes, obtenemos: 1.º - montaña, 2.º - grulla, 3.º - sei, 4.º - mune, 5.º - kiku, 6.º - dai, 7.º - oro, 8.º - primavera, 9.º - no y 10.º - blanco. La combinación del 3.º y 4.º lugar, "Masamune", se utiliza en 117 marcas. Por cierto, existen varias teorías sobre la popularidad de "Masamune", incluyendo que el sonido de "Masamune" en el sutra "Rinzai Masamune" es similar a "sake" (sake refinado), o que proviene del nombre de la espada "Meito Masamune".





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.



Sake Cero Carbohidratos

¿Alguna vez te has encontrado con un sake envasado de un gran fabricante con la etiqueta "cero carbohidratos" o "cero purinas"? Aunque los aficionados locales probablemente no lo comprenden, siempre hay al menos un tipo disponible en cualquier supermercado o licorería de descuento, lo que indica una buena demanda. Sentí que no podía considerarme un profesional en la industria del sake sin saber esto, así que reuní todos los que pude y organicé una "degustación de sake sin carbohidratos", algo que nadie en la industria del sake hace. Primero, empecé a coleccionar sake. Mientras recorríamos los supermercados cercanos, noté que la mayoría tenían sake

sin carbohidratos ni purinas de Nihonsei o sake sin carbohidratos ni purinas de Gekkeikan. Curioso, pregunté a un representante de ventas de Nihonsei, y me dijo que Gekkeikan tiene la mayor cuota de mercado en la categoría de cero carbohidratos y cero purinas, con Nihonsei en segundo lugar. Al observar otros sakes similares, también hay sakes sin carbohidratos que no se clasifican como sake, aparentemente debido a problemas de patentes. Al final, recopilé siete tipos de sake: Nihonzakari, Gekkeikan, Kiku Masamune, Hakutsuru, Shochikubai, Ozeki e Isonosawa. Todos tienen una cosa en común: cero carbohidratos. Excepto Hakutsuru y Shochikubai, también tienen cero purinas. Si

bien podía imaginar la eliminación de carbohidratos a través de la fermentación alcohólica, no tenía idea de cero purinas. Aparentemente, absorben purinas usando una técnica de filtración especial. Esta es una tecnología patentada. Si bien la eliminación de varios ingredientes también reduce el umami, Gekkeikan y Nihonzakari parecen destacarse con su tecnología patentada para preservar este umami. Otras destilerías complementan el umami con aminoácidos y otros aditivos, a menudo tratando su sake como un licor. Dicho esto, en comparación con otros sakes regulares, su sabor es innegablemente suave y ligero. Quienes lo prueban por primera vez probablemente

lo encuentren un poco flojo. Sin embargo, para quienes les resulte difícil beber sake con esta ola de calor, su ligereza es perfecta. Además, con el consumo continuo, la ligereza desaparece gradualmente y el cuerpo se acostumbra. El contenido de alcohol es el mismo que el del sake normal, así que no te emborracharás de la misma manera. Además, al ser menor el contenido de azúcar y purinas, no está mal mezclarlo con soda como sustituto del shochu y beberlo a grandes tragos. En este sentido, el Gekkeikan me causó una excelente impresión. Habiendo probado varios sakes, creo que es una pena hablar de sake sin saber que no tiene ni azúcar ni purinas, aunque te guste.



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.

Instituto de la Espiritu Sake Shochu de América

Compatibilidad del sake con la gastronomía

Kunshu: (Sake aromático) Elija platos con un aroma vibrante, un sabor refrescante y una dulzura suave. Para complementar el aroma afrutado del sake, son ideales los platos con cítricos o con la propia fruta. Ideal como aperitivo para acompañar bocaditos.

Soushu: (Sake Refrescante) De aroma sencillo, el Sake Refrescante se caracteriza por su compatibilidad con una amplia gama de cocinas. Este sake complementa platos con ligeros sabores umami, suaves y refrescantes; también es eficaz para revitalizar el paladar después de platos contundentes con componentes grasos.

Junshu: (Sake puro) Idealmente, los platos con un sabor intenso, un condimento rico y una salinidad moderada son los más adecuados. Marida bien con platos que llevan queso o mantequilla. Marida bien con exquisiteces como calamares salados, huevas de mújol secas y konowata (erizo de mar) como aperitivos de sake.

Jukushu: (Sake suave) Marida bien con platos con un sabor intenso y sabores fuertes. También combina bien con platos grasos, bien cocinados a fuego lento, quemados y picantes. Marida bien con quesos curados y postres dulces y contundentes.

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