

Japanese RESTAURANT news

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Sushi & Sake Festival 2025

-The festival, organized by the Japanese Restaurant Association of America (JRA), is instrumental to popularize Japanese cuisine-

Governor Tasso of Iwate prefecture organized direct promotional sales visits to promote prefectural specialties

岩手県達増知事 県産品のトップセールス

—岩手を大いにアピール出来る手応えを実感—

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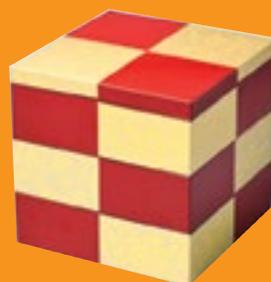
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すし&酒フェスティバル2025開催

ー米国日系レストラン協会主催、日本食の普及に貢献ー

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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し、繁盛店のオペレーションや時代を生き抜くヒントを紹介し、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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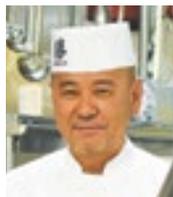
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Sake Sommelier
Master Sake Sommelier



Born Kita-Akita City,
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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.

Let's drink Sake

What is good sake?

Certainly one standard is the price, but we need to think if we can find a sake that has the value to satisfy ones taste. It is important to find a "sake that suits me" instead of a good sake.

There would be a tendency for one that likes fully body red wines to prefer a Junmai-Kimoto or Honjozo type, and one that likes a young, fruity chardonnay to prefer a gentle, strong aroma Daiginjo type.

Cold or Hot

Many people think that high quality sake should be enjoyed cold but this is wrong. Compared to fine quality sake which you can drink without worrying about the temperature, sake that has poor balance should be enjoyed extremely cold.

Tasting method

Sip it with air like you would with wine. For the glass, it is important to pour a small amount into a glass for

white wines type and swish it around lightly to come in contact with air.

Drinking container is important

It is amazing that the taste can totally change with the glass you use not only for sake but for wines and beers also. If you want to enjoy the taste, especially examine the aroma, it is good to use a small white wine glass. If you are having it hot, it is good to use a smaller ceramic type container that doesn't have the shape to be smothered with alcohol steam and doesn't cover your nose when you put it to your mouth.■

日本酒を飲もう

いいお酒とは

もちろん一つの目安になるのが値段だが、本当に自分なりに味わって価値を見出せるかを考える必要がある。いいお酒より「自分に合ったお酒」を見つけ出すことが重要。フルボディーの赤ワイン系が好きなのは、おそらく純米生もとや本醸造系が気に入るだろうし、若いフルーティーなシャルドネが好きなのは、端麗で香り高い大吟醸系が気に入る傾向にある。

冷か爛か

多くの人は、高級酒は冷して飲むと思っているが、これは違う。質の良い日本酒ほど温度にあまりとらわれず飲むことができるのに対して、バランスの悪い酒は、キンキンに冷やした方が逆に良い。

テイasting方法

ワインと同じく、空気と一緒にすするように飲む。グラスは、白ワイン系のグラスに少しそそぎ、軽く回し空気と触れ

させることが重要。

意外に大事なグラス

日本酒に限らず、ワインやビールでも飲むグラスによって味が全く変わるから不思議。味、特に香りを吟味し、楽しみたいのであれば小さめの白ワイングラスが良い。熱燗の場合は、アルコールの蒸気でむせないような形や口に当て鼻までかぶらない小さめの陶器系が良い。

實並非如此。高品質的日本酒無需擔心溫度即可飲用，但平衡度不佳的酒最好冷藏後再喝會更好。

品嚐方法

像葡萄酒一樣，在空氣中飲用。在白葡萄酒杯中倒一點酒，輕輕搖晃，讓它與空氣接觸是重要的。

另一個重要的玻璃杯

不可思議的是，不僅是日本酒，飲酒時用葡萄酒杯或啤酒杯的味道會完全不同。味道，特別是香氣，如果您想享受它，用一個小白葡萄酒杯就是不錯的選擇。在熱酒的情況下，最好使用不覆蓋口鼻的小陶器，以免被酒精蒸汽嗆到。

일본술을 마시자

좋은 술이란?

물론 가격이 기준이 되기도 하지만 정말 본인 나름대로 맛보고 가치를 이끌어낼 수 있는지 생각해 볼 필요가 있다. 좋은 술보다 '본인에게 맞는 술'을 발견하는 것이 중요하다. 풀 바디감의 레드 와인 계열을 좋아하는 사람은 아마도 준마이키모토(純米生酏)나 혼조조(本醸造)를 마음에 들어 할 것이다. 영하고 푸르티한 샤르도네를 좋아하는 사람이라면 단아하고 격조 높은 향의 다이긴조(大吟醸)를 좋아하는 편이다.

차게 혹은 따뜻하게

대부분의 사람은 고급술은 차게 마셔야 한다고 생각하지만, 이는 틀린 생각이다. 고

급 일본술일수록 온도와 상관없이 마실 수 있지만, 균형이 나쁜 술은 완전히 차갑게 마시는 편이 좋다.

시음 방법

와인과 마찬가지로 공기를 호로록 빨아들이며 함께 마신다. 화이트 와인 글라스에 조금 따르고 가볍게 돌리며 공기와 접촉시키는 것이 중요하다.

의외로 중요한 글라스

일본술뿐만 아니라 와인과 맥주 역시 신기하게도 마시는 글라스에 따라 맛이 변한다. 맛, 특히 향을 음미하며 즐기고 싶을 때는 작은 화이트 와인 글라스가 좋다. 아츠칸(熱燗)은 알코올의 증기로 숨이 막히지 않는 형태나 입에 대도 코까지 덮이지 않는 작은 도자기 계열의 잔이 좋다.

飲日本酒

什麼是好酒?

當然，一個準則是價格，但您需要考慮是否適合自己的口味並找到價值。找到一款“適合自己的酒”比找到一款好酒更重要。

喜歡酒味濃郁的紅葡萄酒的人可能會喜歡純米生和本釀造系風格的酒，而喜歡香嫩果味的人往往傾向喜歡優雅而芬芳的大吟釀品種。

熱或冷

許多人認為高檔酒應該冷飲，但事

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
Sake Samurai



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Yoshihiro Sako
Sake Sommelier
Yuzuki



Stuart Morris
Sake Sommelier
Hana Japanese Restaurant



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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 218



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 Brewery Tourism
酒蔵ツーリズム

Approximately 36 million foreign tourists visited Japan last year. Since Japan's population is approximately 120 million, the number of foreign tourists to Japan last year was comparable to nearly a quarter of Japan's population.

The Japanese government is currently working with the Japan Tourism Agency and tourism associations in various regions to recommend "Sake Brewery Tourism" to foreign tourists. The Japan Council for Promotion of Sake Brewery Tourism was launched, and many supportive sake breweries are joining nationwide.

日本にはインバウンドで昨年は3600万人近い外国人が観光に来てくれました。日本の人口は1億2000万人くらいなので、一年で日本の人口の1/4近くの人が日本に来てくれて、という事になります。

そんな、外国人観光客に向けて、今日日本政府と観光庁、そして各地の観光協会と酒蔵では「酒蔵ツーリズム」を推奨しています。

日本酒蔵ツーリズム協会という団体も立ち上がり、日本全国から多くの賛同する酒蔵が加盟しています。

Of course, Nanbu Bijin Brewery is also a corporate member. Iwate prefecture partnered with Japan Railways Group (JR) and launched the "Discover Iwate" campaign from September 1 to November 30.
<https://x.gd/CWtQN>

A photo of a kura-style sake brewery used by Nanbu Bijin for 200 years was used in the poster for this campaign, visible in the shortened URL above. Visitors can wear a happi coat (uniform of a sake brewery), tie a Japanese hand towel around your head, and cosplay as a sake brewery worker to take this same photo while touring

the sake brewery.

This photo will commemorate your visit to the brewery. The photo can be taken right away on site and can also be downloaded to your smartphone. Visitors can also create labels using their photo and purchase them as a product. This original sake was also awarded the Minister of Land, Infrastructure, Transport and Tourism Commendation.

I highly recommend our readers to enjoy Sake Brewery Tourism when visiting Japan. Not only can you enjoy delicious sake, but you can also enjoy scenic views of rural Japan. ■

当社も当然参加していますが、そんな中で、岩手県は9月1日から11月30日まで「旅せよ岩手」キャンペーンをJRと組んでやっています。
<https://x.gd/CWtQN>

このキャンペーンのポスターに南部美人の200年前から使われる土蔵の酒蔵の写真が使われました。上記の短縮アドレスから見る事が出来ます。

酒蔵の象徴でもある「はっぴ」を来て、頭には南部美人のオリジナルの手ぬぐいをまいて、まさに蔵人にコスプレしたような形で見学し、このポスターと同じ写

真が撮影できます。

まさに「酒蔵に行ってきました」という写真です。この写真は現場ですぐにこの写真はスマホにダウンロードできます。さらにこの写真を現場でオリジナルラベルにして商品として買う事も出来ます。このオリジナル酒は昨年の国土交通大臣表彰もいただきました。

是非この記事を見ている皆さんも日本に来たら全国へ酒蔵ツーリズムしに行ってください。最高に美味しい日本酒を飲むことが出来ますし、地方の素晴らしい美しい景色を見ることが出来ます。

日本酒 百味百題

Generally, the basic distinction in Japanese sake flavors is 'sweet' or 'dry.' However, recent trends indicate other preferred distinctions such as 'deep' and 'light.' Beer advertisements use terms such as

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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
Liquor Manager
JFC International Inc.



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What is the difference between 'deep' vs. 'light' sake flavors? 味の濃淡の違いは何か

'smooth' and 'refreshing,' originally terms used by sake sommeliers to evaluate sake. Antonyms of the terms 'smooth' and 'refreshing' are 'rich' and "full-bodied." Terms such as 'smooth,' 'refreshing,' 'rich,' and "full-bodied" are used to describe the appealing flavors of Japanese sake, relative terms to express the 'deep' vs. 'light' flavors of Japanese sake.

There is no clear definition for terms such as 'smooth,' 'refreshing,' 'rich,' and 'full-bodied,' as each of these terms are judged subjectively. However, referencing terminologies used by expert sake sommeliers describe 'smooth' and 'refreshing' sake as 'clean,' 'fresh,' 'clear,' 'light,' 'fine,' 'mellow,' and 'refined,' etc., to the palate.

However, 'smooth' and 'refreshing' sake does not merely mean mild in flavor and easy-to-drink, but also requires sufficient richness for Japanese sake. Therefore, too 'smooth' and 'refreshing' could also be disadvantages, described as 'light,' "lacking flavor," 'watery,' "insufficient range of flavor," "insufficient body," 'feeble,' etc.

'Rich' and "full-bodied" sake flavors indicate the sake is concentrated in flavor, described as having "a lasting aftertaste," 'rich,' "wide range of flavors," "sufficient range," 'stout,' 'robust,' etc. On the other hand, excessively 'rich' and "full-bodied" flavors could also be described as being "too rich," 'heavy,' 'intense,' "peculiar in flavor," "no firmness in flavor," etc.

The reason why a difference is generated in 'deep' vs. 'light' Japanese

sake flavors is due to the content of amino acids, sweetness, and acidity in the sake. The "lasting aftertaste" characteristic of rich and full-bodied sake not only contains a large quantity of amino acids, but also a harmonious balance between sweet and acidic flavors thought to generate a "full-bodied palate." Also, since the sweet and dry flavors are influenced by the relationship between sugar and acidity, one explanation can relate the degree of deep and light sake flavors to the degree of sweet and dry sake flavors.

Further, aftertaste is an important factor for Japanese sake. A lasting, firm, and heavy aftertaste is referred to as 'oshiaji' (lasting aftertaste), while a light, refreshing aftertaste is referred to as 'crisp' or 'smooth'. However, an aftertaste too rich can turn each 'good' quality into a 'bad' sake quality.■



一般に、日本酒の味の基本的な区別としては、甘口、辛口という基軸のほかに、濃淡の尺度がある。最近では「淡麗・辛口」の酒が好まれる傾向にあり、淡麗という言葉はビールの宣伝にも使われているが、もともとは日本酒のきき酒用語で、淡麗の反対語は「濃醇」である。淡麗、濃醇ともに日本酒のよい風味を表現する言葉で、酒の味わいの濃淡を表す相対的用語として使用されている。

淡麗、濃醇のいずれも、甘辛と同様に官能による判定であるから、明確な定義づけをすることはできないが、専門的なきき酒の用語を参照すると、淡麗とは、

酒を口に含んだ時の口あたりが、「すっきりしている」、「さっぱりとしている」、「きれい」、「軽い」、「きめが細かい」、「まろい」、「上品」といった感じの酒とされる。ただし、淡麗といっても、たんに味が淡くて飲みやすいというのではなく、日本酒としての適度なこくを備えていなければならない。したがって、淡麗も過ぎると欠点となり、「うすい」とか「さびしい」、「水っぽい」、「はばがない」、「ふくらみがない」、「線が細い」などと表現される。

一方、濃醇とは味が濃い酒という意味で、これを表す言葉には、「ごく味（こく）がある」、「濃い」、「にくがある」、「はばがある」、「ふくらみがある」、「線が太い」、「腰が強い（しっかりしている）」などがある。濃醇が過ぎて欠点となっている場合は、「くどい」とか「重い」、「しつこい」、「くせがある」、「だれた味」などといわれる。

このように日本酒の味に濃淡の差が生まれるのには、酒に含まれるアミノ酸類と、甘み、酸味の含量などが関係している。濃醇な酒の特徴である「ごく味」というのは、アミノ酸類の含量が多いだけでなく、甘みと酸味がほぼよく調和している状態を指し、その調和作用が日本酒ならではの「こくのある口あたり」を生み出していると考えられている。また、甘口、辛口もまた、糖分と酸との関係に影響されることから、糖分と酸の含量によって、酒の濃淡度と甘辛度とを関連づけて説明する説もある。

なお、日本酒ではあと味も重要な要素だが、あと味にごく味があり、しっかりとした重量感がある酒を「おし味がある」といい、すっきりとして軽快な感じの場合には「きれいがよい」とか「さばけがよい」という。あと味がくどすぎるような時は、それぞれの「よい」が「悪い」になる。





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.

World Sake Day 日本酒の日

October 1 is World Sake Day, the traditional start date of the sake brewery year in the fall, when rice was harvested and used to brew sake. World Sake Day was established by the Japan Sake and Shochu Makers Association in 1978.

Various events that toast with sake are organized on this day to wish prosperity for the sake industry that serves an integral role in Japanese culture. World Sake Day appears to be largely unfamiliar to the public despite more than 47 years since its establishment.

Not wishing to organize laborious events, I opted to sit down and enjoy a leisurely meal instead. Therefore, I organized a sake toasting event at the restaurant "Kitchen Souma" in the Yoyogi district of Tokyo.

Kitchen Souma is a new restaurant that opened in the summer of 2023, a serene restaurant targeting middle-aged and older patrons among other restaurants frequented by young consumers in the Yoyogi district. Since my shop is also frequented by many middle-aged and older patrons, I chose Kitchen Souma as the venue for my sake toasting event.

All eight sake selections I brought to this event were seasonal fall sake selections, consisting of "Sanzui & Junmai Daiginjo Draft" by Hakuro Shuzo Brewery (Niigata prefecture), "Akagisan Junmai" by Kondo Shuzo Co., Ltd. (Gunma prefecture), "Junmai Kikutsuka~Yu~" by Kikunotsukasa Brewery (Iwate prefecture), "Takizawa & Jyunmai Hiyaoroshi" by Shinsyu Meijyo Co., Ltd. (Nagano prefecture), "Iwamiginzan Jyunmai Autumn" by Ichinomiya Sake Brewing (Shimane prefecture) and "Honshu-ichi Junmai" by Umeda Sake Brewery (Hiroshima prefecture). All eight seasonal sake selections were each aged throughout the summer, thus smooth in flavor, with a refreshing aftertaste, enhanced acidity and umami flavor.

Food paired with these sake selections are each Japanese fusion cuisine prepared with attention to fall



flavors. Eight courses total - consisting of a starter, a pickled dish, a meat dish, down to the concluding rice dish - each perfectly complemented the seasonal fall sake selections. As the host, I intended to sip sake during the first toast and planned to refrain from drinking for the rest of the event. However, the restaurant owner Soma-san often prepared for me thoughtful, delicious small plates for me, separate from the event menu, I couldn't help getting tipsy from drinking more than I had intended. Kitchen Souma is a thoughtful restaurant serving delicious dishes that sticking to the topic of sake was impossible. The fun three hours

scheduled for this event flew by quickly with guests thoroughly drunk when the event concluded.

World Sake Day is a day to attend sake toasting events, still widely unknown compared to the Beaujolais Nouveau release date, which is unacceptable considering sake is the national wine of Japan. Like fall festivals in desolate towns known only to locals, we must use up the town's budget to lavishly celebrate World Sake Day. I look to the Japan Sake and Shochu Makers Association to invite sake fans from other prefectures as guests as a measure to increase the popularity of World Sake Day. ■

10月1日は日本酒の日である。何故に日本酒の日かと言うと、以前は酒造年度の始まりが10月1日であったこと、秋の稲刈りの時期で、その米で酒造りが始まるタイミングであるからとされており、1978年に日本酒造組合中央会が制定した。その日は日本酒で乾杯をして日本文化である日本酒業界の繁栄を祈願しようと、色々なイベントが開催されているが、47年以上制定から経っているにしては、一般的には浸透していない印象である。そんな中、疲れるイベントを打ちたくない私としては、座ってゆっくり料理を楽しむみたいということで、東京代々木にある小料理屋【台所そうま】にて日本酒で乾杯イベントを行った。この台所そうま、2023年の夏にオープンした新しいお店で、若者が多い代々木の飲食店の中で、中高年を虜にしている落ち着いた店である。当店も中高年が多い店なのでうってつけの場所ということで、昨年と今年、日本酒乾杯イベントで利用させてもらった。今回の為に用意した日本酒は全て秋の季節酒で、新潟県柏露酒造の「さんずい・純米大吟醸生詰め」、群馬県近藤酒造の「赤城山・ひやろし純米」、岩手県菊の司酒造の「純米酒・きくつか〜夕〜」、長野県信州銘醸の「瀧澤・純米吟醸ひやおろし」、島根県一宮酒造の「石見銀山・純米秋あがり」、広島県梅田酒造場の「本洲一・純米秋あがり」の計8種。全て、夏を越してまろやかな味わいで後味スッキリ、酸味と旨味が増している秋の季節酒である。それに合わせる料理は全て秋の味覚を意識した創作和食で前菜からお漬物から肉料理からメの飯物まで秋の季節酒とピッタリな8品が出てきた。主催としてイベント中は乾杯だけで酒を飲むつもりはなかったのだが、店主の相馬さんがちょこちょこ私用にイベント用の料理とは違う気の利いた美味しい小皿を出してくれるので、私もついつい飲みすぎてしまった。美味しい気の利いた店にいて、日本酒の話だけしているのは無理である。3時間のイベントだったが、楽しい時間はあっという間に過ぎ、参加者もすっかり酔っ払い終了となった。日本酒の日、乾杯イベント、一般的にはボジョレー解禁より知名度が低い日本酒の国酒としてこんなことではいけない。寂れた町の秋祭りの様にその町の人しか知らない、町の予算を使い切る為だけの祭りの様にはしてはいけない。日本酒愛好家外部からも沢山の人の参加してもらい知名度が上がる施策を日本酒造組合中央会に期待したい。

SAKE SOMMELIER CLUB

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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 米国酒焼酎蒸留酒研究所

Pairing Japanese Sake with Foods

Bad pairing refers to the delicious flavor diminished when sake is paired with food. Depending on the combination, the sake flavor may counter the flavor of the food, generating unpleasant aroma and texture. In many cases for example, sake may enhance the odor of fish and seafood. On the other hand, we want to avoid combinations where the balance between the sake vs. food flavors are bad and completely overwhelms the flavor of the paired item.

Therefore, let's confirm the following.

-Does Japanese sake pair well with other foods besides Japanese cuisine?

Japanese sake pairs well not only with Japanese cuisine, but also with various other cuisines such as Western, Chinese, and ethnic cuisines. In addition, Japanese sake also pairs well with food ingredients other than Japanese food products such as butter, cheese, and spices.

- Flavor of sake paired with food is characteristic by sake type.

For each sake type, certain combinations pair well. Depending on the sake classification type, food that pairs well differs according to the flavors and aroma. For example, mellow sake pairs well with rich foods, pure sake pairs well with foods strong in umami flavor, refreshing sake pairs well with refreshing foods, and aromatic sake pairs well with light foods. Now, let's pair specific sake with foods.

The basic approach when selecting sake is whether to pair sake similar in flavor (to the food), or to pair the food with sake completely different in flavor. Combining sake with foods similar in flavor ensures the best compatibility. For example, sweet foods are compatible with sweet sake, while spicy foods are compatible with acidity sake. On the other hand, combining alcohol with a unique, different flavor can generate a new delicious flavor. This type of phenomenon is referred to as 'marriage' in the wine world, also slightly more difficult to pair. ■

日本酒と料理の相性

相性が悪い組み合わせと言うのは、酒と料理を合わせることで、おいしさが減る場合である。組み合わせによって酒の味と料理の味が反発し、あったり、不快な香味、舌触りが生じることがある。例えば、酒が魚介の生臭さを際立たせたりしてしまうケースが多い、また酒と料理の味のバランスが悪く、相手の味を完全に殺してしまうような、組み合わせも避けた方が良い。それではここで少し確認することにする。

—日本酒は和食以外の料理にも合うか。

どんな料理にも合う。日本酒は和食だけでなく洋食、中華、エスニック料理などあらゆる料理と組み合わせることができる。バターやチーズ香辛料など和食以外の食材とも相性が良い。

—料理との相性も酒のタイプ別に特徴がある。

タイプごとに相性の良い組み合わせがある、味わいと香りによる分類のタイプごとに、相性の良い料理が異なる。塾酒はコクのある料理に、醇酒はうまみの強い料理に、爽酒はさっぱりとした料理に、薫酒は軽い料理に合う。それでは具体的に料理に日本酒を合わせてみよう。日本酒を選ぶ際の基本的な考え方は同じような風味の酒を組み合わせるか、全く異なる風味の酒を組み合わせるか、のどちらかになる。甘い料理には甘い酒、スパイシーな料理にはスパイシーな酒、と言うように似たような味を持つ者同士を合わせると相性が良い一方、異なる個性の味を組み合わせることで新たなおいしさを生むこともある。このような現象はワインの世界ではマリアージュ、と呼ばれているが、やや難易度の高い合わせ方でもある。

**ONLINE
SAKE Class**

Sake Navigator

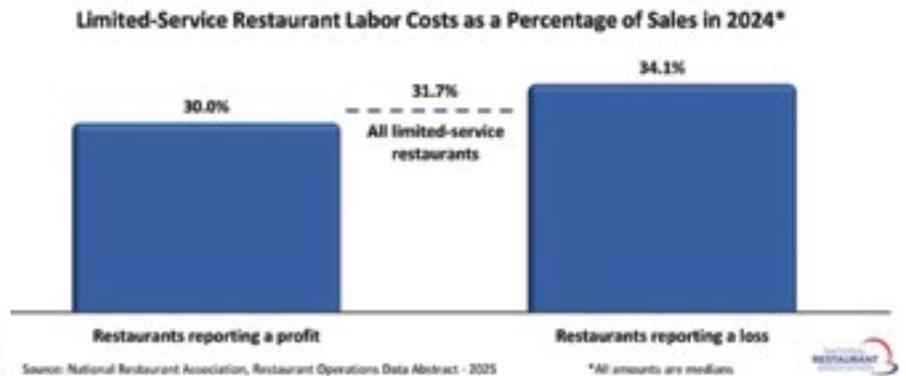
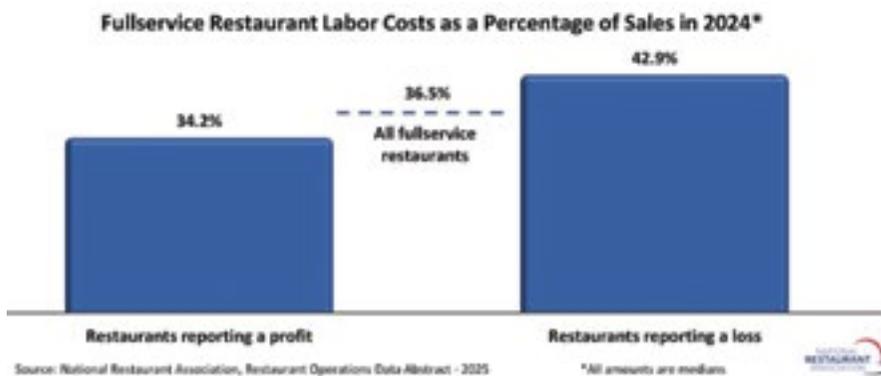
Presented by Sake Shochu Spirits Institute of America

Elevated labor costs had a significant impact on restaurant profitability in 2024

-Profitable restaurants were much more likely to keep labor costs in check-

2024年、人件費の高騰は飲食店の収益性に大きな影響を与えた

-収益性の高いレストランほど労働コストの抑制に努める傾向がはるかに強かった-



Successfully managing the prime costs of food and labor is key to a restaurant's ability to turn a profit. While labor-cost ratios ran well above historical averages for most restaurants last year, operators who let them get too far out of line were much more likely to find themselves in the red.

That's one of the findings from the 2025 edition of the National Restaurant Association's which was released in August. 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. For fullservice operators who reported a pre-tax profit in 2024, labor costs were a median of 34.2% of sales – or more than 2 percentage points lower.

In contrast, fullservice respondents who reported a loss saw their labor costs take up a much larger chunk of every sales dollar. For these operators, salaries and wages (including benefits) represented a median of 42.9% of sales – or more than 6 percentage points above the reading for all fullservice respondents.

The story was similar in the limited-service segment, though the differences were not as dramatic. Among all limited-service respondents to the survey, salaries and wages (including benefits) represented a median of 31.7% of sales in 2024.

Labor costs represented a median of 30.0% of sales among limited-service operators who reported a pre-tax profit in 2024, and a median of 34.1% of sales for limited-service operators who reported a loss.

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.

Note: The data in the 2025 Restaurant Operations Data Abstract is not intended to represent standards or goals for individual restaurants, nor is the report an attempt by the National Restaurant Association to set or adjust industry prices or operating ratios. Rather, the data and related 'Analyze Your Operation' worksheet are intended to be used as management tools to help restaurant operators gauge their restaurant's performance.■

食 材費と人件費という主要原価を適切に管理することが、飲食店が利益を上げるための鍵となる。昨年は多くの飲食店で人件費比率が過去平均を大幅に上回ったが、この比率を過度に逸脱させた経営者は赤字に陥る可能性が格段に高かった。

これは、8月に発表された全米レストラン協会の2025年版調査報告書の主な発見事項の一つである。本要約は、全国900以上のレストラン経営者から提供された財務・運営データに基づいている。

調査対象のフルサービス事業者において、2024年の給与・賃金（福利厚生を含む）は売上高の中央値で36.5%を占めた。2024年に税引前利益を報告したフルサービス事業者では、人件費は売上高の中央値で34.2%であり、2%ポイント以上低い水準であった。

対照的に、損失を報告したフルサービス業態の回答者では、売上高1ドルあたりの人件費比率が大幅に上昇した。これらの事業者において、給与・賃金（福利厚生を含む）は売上高の42.9%（中央値）を占め、全フルサービス業態回答者の数値を6ポイント以上上回った。

限定サービス部門でも状況は類似していたが、その差はそれほど顕著ではなかった。調査対象の限定サービス部門全体では、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31.7%であった。

2024年に税引前利益を報告した限定サービス業者の売上高に占める人件費の中央値は30.0%であった。一方、損失を報告した限定サービス業者の売上高に占める人件費の中央値は34.1%であった。

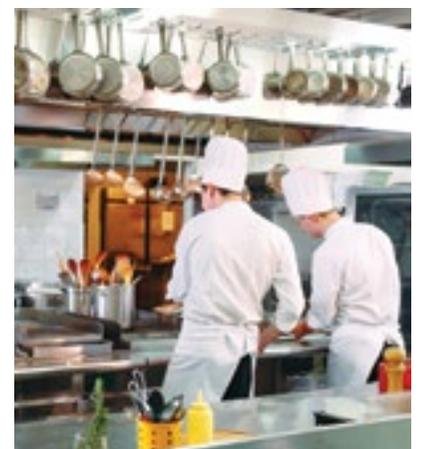
人件費に加え、本要約には飲食費、賃借料、光熱費、マーケティング費用など、

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ます。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できる。

2025年版レストラン運営データ要約は、協会のウェブサイトで購入可能。

注：2025年レストラン運営データ要約の記載データは、個々のレストランに対する基準や目標を示すものではありません。また、本報告書は全米レストラン協会が業界価格や運営比率を設定・調整しようとする試みでもありません。むしろ、データおよび関連する「運営分析」ワークシートは、レストラン経営者が自店の業績を評価するための管理ツールとして活用されることを意図したものです。





MTC KITCHEN – Tools of the Trade

Japanese Craftsmanship Captivates Coast to Coast

MTC KITCHEN – 職人技の道具：日本の職人技が全米を魅了



Sakai Takayuki knives drew steady lines for custom engraving, now a signature of the JFRE experience.



Forged for Perfection 鍛え抜かれた完璧 — 堺孝行の輝き

No professional kitchen discussion is complete without knives—and Sakai Takayuki stood out on both coasts. In New York, the brand's Yanagiba and Wabocho models impressed attendees for their precision and craftsmanship. In Los Angeles, both Japanese and Western-style models captured attention, appealing to chefs who value dependable performance as much as artistry.

Although select knife lines remain limited in supply, enthusiasm showed no signs of slowing. Personalized engraving—a JFRE tradition—remained one of the most sought-after experiences, underscoring how chefs increasingly view their tools as an extension of their professional identity.

プロの厨房を語る上で、包丁は欠かせない存在です。「堺孝行」は東西両海岸で際立った存在感を示しました。ニューヨークでは柳刃や和包丁シリーズが、その精密さと職人技で来場者を魅了。ロサンゼルスでは和洋両タイプが人気を集め、機能性と芸術性を兼ね揃えた道具を求めるシェフの心を掴みました。

一部のシリーズは供給が限られているものの、その人気は衰える気配を見せません。毎年恒例となった名入れ刻印サービスは、依然として最も人気のある体験の一つであり、シェフにとって「道具＝自分の分身」という意識の高まりを象徴しています。

Featured at 2025 MUTUALTRADING Japanese Food & Restaurant Expo in New York (September 20) and in Los Angeles (September 25), MTC Kitchen once again drew crowds of chefs and restaurant professionals eager to explore Japanese innovation in tools and tableware.

In New York, attendees—many from management and ownership roles—gravitated toward versatile tableware suited for menu development and daily service. Rimmed round plates and traditional Japanese patterns remained favorites, reflecting an enduring appreciation for timeless design.

And in Los Angeles, the mood was more expressive. Independent booths for Arita ware and Hasami ware debuted to enthusiastic response, showing Los Angeles' continued love for craftsmanship that elevates both presentation and storytelling.

ニューヨーク(9月20日)とロサンゼルス(9月25日)で開催された「2025 MUTUAL TRADING Japanese Food & Restaurant Expo」では、MTC Kitchenのブースが今年も多くのシェフやレストラン関係者で賑わい、日本の調理器具やテーブルウェアにおける革新性を探求する姿が見られました。

ニューヨーク会場では、経営者やシェフなど、意思決定層の来場が多く、メニュー開発や日常サービスに適した多用途の食器に関心を示しました。縁付きの丸皿や伝統的な和柄は依然として人気が高く、時代を超えて愛されるデザインの評価が再確認されました。

一方、ロサンゼルス会場はより表現力豊かな雰囲気にも包まれました。新たに独立ブースを設けた有田焼・波佐見焼は熱烈な反響を呼び、器が「語る」プレゼンテーションとストーリーテリングの両方を高める職人技への、ロサンゼルスらしい共感が感じられました。

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Beyond knives, MTC Kitchen's broader non-food lineup reflected the practical creativity of modern kitchens. In Los Angeles, Hasegawa Co.'s cutting boards, sushi mats, and hangiri attracted strong attention for their lightweight durability and hygienic design.

In New York, attendees gravitated toward long-lasting “investment” pieces—ceramics, cutting boards, and tools that bring consistent performance to daily operations.

Category managers noted that attendees increasingly see Japanese-made products not simply as supplies, but as strategic assets—investments that shape workflow, presentation, and guest satisfaction alike.

包丁以外にも、MTC Kitchenのノンフード製品群は、現代の厨房が求める創造性と実用性を兼ね備えていました。

ロサンゼルスでは、長谷川化学工業のまな板、寿司マット、飯切が、軽量で耐久性に優れ、衛生的なデザインとして高く評価されました。

ニューヨークでは、「投資価値のある道具」——陶器、まな板、調理器具など、日常業務の品質を長期的に支える製品への関心が高まりました。

カテゴリマネージャーは、来場者は日本製製品を単なる“消耗品”ではなく、ワークフローやプレゼンテーション、顧客満足度を左右する“戦略的資産”と見なすようになっていくと指摘しました。



Elegance in Every Pour: The Kimoto Glass Tokyo Effect

注ぐたびに広がる優雅さ: Kimoto Glass Tokyoの真髄

Among the highlights in Los Angeles was Kimoto Glass Tokyo, exquisitely striking sake glassware which has become social-media-worthy centerpieces. Precisely designed to enhance aroma and texture through precise rim thickness and balance, each piece is designed explicitly for certain brews from Junmai Ginjo's to Yamahai's, elevating sake tasting into a full sensory experience.

Attendees praised Kimoto Glass Tokyo's ability to merge minimalism with emotion, as the varying curvature of the glass subtly influences the flavor journey. The collection's modern silhouette resonated with beverage directors seeking to pair authenticity with sophistication, redefining how diners engage with premium sake.

ロサンゼルス会場で特に注目を浴びたのが、「Kimoto Glass Tokyo」の酒器です。SNSでも話題となる美しい酒器コレクションは、縁の厚みやバランスを精密に計算し、香りや口当たりを引き立てよう設計されています。純米吟醸から山廃まで、それぞれの酒に最適化されたデザインが、利き酒を五感で味わう体験へと昇華させました。

来場者は、ミニマリズムと情感を見事に融合させたグラスを称賛。微妙な曲線が味わいの変化を繊細に導く点が高く評価されました。この現代的なシルエットは、“本物志向×洗練”を追求する飲料ディレクターにも響き、プレミアム日本酒の提供スタイルを新たに定義しました。



Kimoto Glass Tokyo showcased how glassware design can transform sake into a multisensory ritual.



Sustainable by Design: Rethinking Materials and Mindset

デザインが導くサステナビリティ: 素材とマインドセットの再考

A growing focus on sustainability and durability added a thoughtful dimension to this year's showcase. FSX wet towels and OLICA wooden containers drew consistent attention in both New York and Los Angeles for their practical, stylish, and eco-conscious appeal. This emerging interest signals a wider shift: attendees are now looking for tools that align with environmental values while enhancing guest comfort and service quality.

FSX introduced its yuzu-, cedar-scented, and unscented premium wet towels, celebrated as the ultimate in oshibori hospitality. Though not reusable, these high-end towels deliver a sense of luxury and freshness—providing comfort and hygiene in one seamless experience. They exemplify how scent and presentation elevate the simple act of welcoming guests.

Meanwhile, OLICA's elegantly grained disposable wooden containers, made from sustainably cultivated Falcata wood, impressed attendees seeking functional yet refined packaging. Neither too luxurious nor too plain, these eco containers strike the perfect balance of quality and design—enhancing a restaurant's overall impression and brand presence when paired with the right cuisine and atmosphere.

Beyond aesthetics, OLICA offers thoughtful practical benefits that appeal to operators:

- Foldable structure: containers can be assembled as needed, reducing waste and optimizing use.
- Smart storage: lids and bases are designed as a single set, simplifying inventory management.
- Space efficiency: collapsible construction makes them ideal even for kitchens with limited space.

From bento and sushi to pastries and catering, OLICA containers adapt seamlessly across cuisines, proving that sustainability and presentation can coexist beautifully.

Together, FSX and OLICA illustrate how Japanese suppliers are redefining sustainability—not only through materials but through design that enhances the dining experience. From ceramics to sake glassware, MTC Kitchen's presence at JFRE 2025 reaffirmed that quality is more than what meets the eye—it's a philosophy of care, craftsmanship, and continuity.

持続可能性と耐久性への関心の高まりが、今年の展示会に思慮深い側面をもたらしました。FSXの高級おしぼりやOLICAの木製容器は、実用性・スタイル・環境配慮の三拍子を兼ね揃え、ニューヨークとロサンゼルス両会場で一貫して注目を集めました。来場者は今、環境への配慮とゲストの快適性、そしてサービスの質を同時に高めるツールを求めています。

FSXは柚子・杉・無香のプレミアムおしぼりを紹介。再利用しない仕様ながら、香りと質感で“おもてなし”の格を上げるアイテムとして高く評価されました。香りと演出がもたらす「迎える所作の格上げ」を見事に体現しています。

一方、OLICAの洗練された木目調使い捨て容器は、持続可能な方法で栽培されたファルカタ材を使用。機能性と美観を求めめる来場者に強い印象を与えました。高級すぎずカジュアルすぎない絶妙なバランスで、料理や空間の魅力を高めるパッケージとして評価されています。適切な料理と雰囲気組み合わせることで、レストラン全体の印象とブランド価値を高めます。

OLICA容器の主な特徴: 見た目だけでなく、実用的な利点を提供

- 折りたたみ構造: 必要時に組み立て可能で、廃棄を削減
- スマートな保管設計: フタと本体がセット構造で、在庫管理を簡素化
- 省スペース性: コンパクト収納で、限られた厨房スペースにも最適

弁当、寿司、ペストリー、ケータリングなど多様な料理に対応し、持続可能性とプレゼンテーションの共存を実現しています。

FSXとOLICAの提案は、素材だけでなく、「食体験そのものをデザインする」という日本ブランドの新たな持続可能性の形を示しました。

陶磁器から酒器に至るまで、MTC Kitchenは、「品質とは、見た目以上に“思いやり・職人技・継続性”の哲学である」ことを改めて証明しました。



Eco-forward designs like OLICA wooden containers and FSX deluxe spa-quality towels drew attention from sustainability-minded restaurateurs.



OLICA



Wood Containers with Lid Shippo
16/25/14x14x4.4cm #69144
12/25/14x20.8x4.4cm #25413



from left:
FSX Aroma Premium with Yuica Hinoki Hand Wipe
12/50/25.5x27cm #42377
FSX Aroma Premium with Citral Hand Wipe
6/100/25.5x27cm #35524

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Governor Tasso of Iwate prefecture organized direct promotional sales visits to promote prefectural specialties

-Sales visits organized to sell prefectural specialty products directly to prospective clients proved effective-

岩手県達増知事、県産品のトップセールス

—岩手を大いにアピール出来る手応えを実感—



Governor Tasso distributes rice balls at Dodger Stadium

Governor Takuya Tasso of Iwate prefecture, along with the Iwate Prefectural Federation of Chambers of Commerce and Industry, JA Iwate Prefectural Federation of Agricultural Cooperatives, local processed food manufacturers and business operators in the agriculture, forestry and fishery industry, organized direct promotional sales visits throughout the U.S. and Canada for eight days between September 5 - 12.

The sales visits targeted a wide range of local buyers, consumers, and restaurant industry affiliates and focused on promoting Iwate prefectural agriculture, forestry and fishery products and processed food products to increase sake exports and expand sales channels. On September 8, mostly local business affiliates were invited to "The Oshu City Trade Show" at the Japan House Los Angeles on Hollywood Blvd. Also, a networking event

between Japanese professional Major League Baseball players from Iwate prefecture and affiliates of the Los Angeles Angels baseball team was held at the Angel Stadium, where participants met Yusei Kikuchi, pitcher for the Los Angeles Angels, and other players at the venue behind the dugout. The networking event also strengthened friendships between the local media and community.

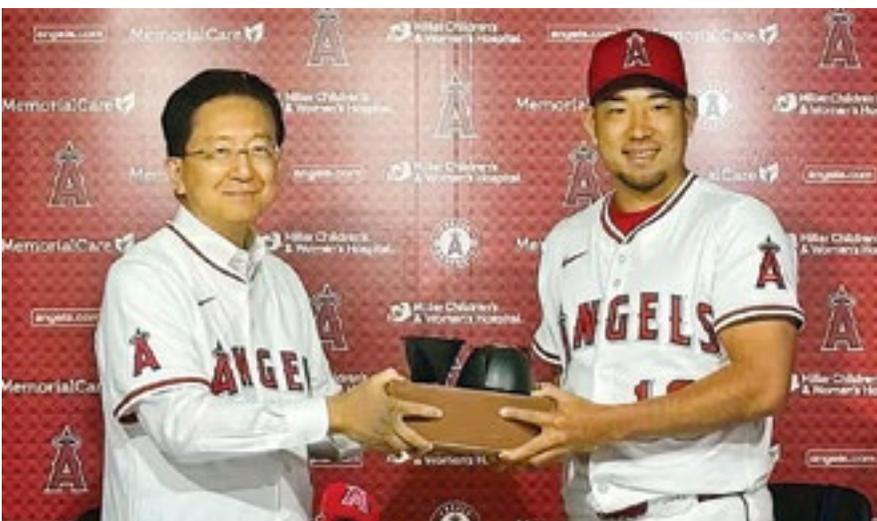
Afterwards, "Iwate Fair" was held in cooperation with "Mitsuwa Marketplace," a Japanese supermarket in the city of Torrance, a suburb of Los Angeles. A reception to promote Iwate prefectural food products was held at a Japanese restaurant in Torrance on September 10. Afterwards, 2,000 rice balls were prepared using the rice brand "Hitomebore" from Iwate prefecture and served to guests during a promotional event at the Dodgers Stadium in Los Angeles. Governor Takuya Tasso of Iwate prefecture commented, "We met many fans of Shohei Ohtani, designated hitter for the Los Angeles Angels, and many guests accepted our rice balls."

The Japanese governor also continued, "Japanese culture became widespread mainly through our food culture. I sense the demand here." Tasso further commented, "Los Angeles, where three Japanese Major League

Baseball players from Iwate prefecture are professionally active, is a very favorable gateway to enter markets overseas. The conditions to capitalize on their connection to Iwate prefecture are favorable." Promotional events that combine sports events with food are highly effective in attracting the attention and interest of guests, a wonderful opportunity to evaluate immediate effectiveness in improving awareness of prefectural specialties and expanding sales routes.

Buyers and distributors gave positive feedback about Iwate prefectural specialties, such as, "We'd like to carry your products," "Please continue organizing this event," and "I'd like to visit Iwate prefecture." Further, one comment anticipated inbound tourism, "I'd like to try foods I enjoyed in the U.S. in Japan, and vice versa." Encouraged by the positive feedback, Iwate prefecture decided their direct sales visits and promotional events were "effective," and expressed interest in advancing a strategy to further increase exports and attract tourism.

Also, stops during these visits included the University of California, Berkley and SLAC National Accelerator Laboratory, where ideas were exchanged with researchers. Visitors



Takuya Tasso (left), Yusei Kikuchi, Major League Baseball player for Los Angeles Angels



from left : Kosei Murota, Consul General of Japan in Los Angeles / Takuya Tasso, Governor of Iwate prefecture / Akira Kajita, Executive Director of JETRO Los Angeles



also requested technical support related to the Next-Generation Particle Physics Accelerator “International Linear Collider (ILC)” during their visit as the first step to facilitate international cooperation to further both industry-wide goals and technological research. Iwate prefecture highly rated their direct promotional sales events for venturing beyond food sampling and promotional events and reaching the negotiation phase for “ongoing distribution” through local distributors and restaurant workers to discuss the “possibility of partnerships.” The next step is to capitalize on the network established overseas to further brand Iwate prefectural specialty products.

Efforts proven effective to promote Iwate prefectural food exports overseas are highly encouraging for Iwate

prefectural agricultural, forestry, fishery and processed food manufacturers. Governor Tasso of Iwate prefecture commented enthusiastically about future prefectural efforts, “I want to capitalize on the local feedback we received to facilitate introducing the appeal of Iwate prefectural ‘food products’ and ‘technological research’ worldwide.”

The purpose of these direct promotional sales visits was to venture beyond short-term food sampling and sales promotion by targeting a wide range of collaboration through negotiations with distributors and discussions with researchers. These visits marked a successful first step in increasing future exports and promoting inbound tourism.■

9月5日から12日までの8日間、岩手県達増拓也知事は、県商工会議所連合会、JA岩手県五連、県内農林水産・加工品事業者とともに、カナダ・米国を巡るトップセールスを展開した。今回の訪問では、県産の農林水産物や加工品、日本酒の輸出強化・販路拡大に焦点を当て、現地バイヤーや消費者、レストラン業界の関係者まで幅広くアプローチした。

8日には、ハリウッドのジャパンハウスで「奥州市トレードショー」を地元のビジネス関係者を中心に招待し開催した。また、エンゼルスタジアムでは、球団関係者や岩手ゆかりの選手との交流が実現。ダッグアウト裏の会場で菊池雄星選手らと面会し、現地メディアや地元コミュニティとの関係強化につながる交流を持った。

その後ロサンゼルス郊外のトーランス市の日系スーパーマーケット「ミツワマーケット」と連携した「いわてフェア」の

実施した。10日には、岩手県産食材PRレセプションをトーランス市の日本食レストランで開催し、その後ロサンゼルス・ドジャーススタジアムにおいて、県産米の“ひとめぼれ”を使ったおにぎり2000個を一般観客に配布するプロモーションを展開。達増知事は、「大谷選手のファンがたくさんいて、多くの人を受け取ってくれた」と話す。また、「食を中心に日本の生活文化が浸透しており、ニーズがあると感じた」とし、「岩手県出身のメジャーリーガーが3人いるロサンゼルスは、海外への入り口として非常にいい場所。岩手との関係を強調できる条件がある」と語った。こうしたスポーツ×食のPRは、来場者の関心を直接引き出す効果が高く、県産品の認知向上や販路開拓に即効性がある取り組みと評価できる。

岩手県産品についてバイヤーや流通関係者から「実際に取り扱いたい」「継続して実施してほしい」といった肯定的な声が相次いだほか、「岩手を訪れてみた



Kosuke Kuji, President of Iwate Prefecture Japan-Sake Makers Association (left)
Kosei Murota, Consul General of Japan in Los Angeles





い」「米国でも食べたものを再び日本で、あるいはその逆で体験したい」といったインバウンドを見据えたコメントも得られた。こうした反応を受け、県では今回の訪問を「手応えあり」と位置づけ、今後さらに輸出拡大と観光誘致に向けた戦略を進める意向を示している。

また、今回の訪問スケジュールには、カリフォルニア大学パークレー校やSLAC国立加速器研究所を訪問し、研究者との意見交換も実施。次期素粒子物理加速器「国際リニアコライダー（ILC）」関連技術支援の要請も併せて行い、産業・研究両面での国際連携にも視線を向けた訪問も実施した。



岩手県としては、今回のトップセールスが単なる試食・PRイベントにとどまらず、現地の流通・飲食業者と「継続的な取り扱い」や「提携可能性」の交渉段階にまで踏み込んだ点を評価。今後、今回築いた海外でのネットワークをベースに、県産品のブランド化を一層進める方針。

現地で手応えを掴んだ県産食材の輸出促進は、地元農林水産業者・加工業者にとっても大きな期待材料。達増知事は、「現地の声を次につなげ、岩手の“食”と“研究”の魅力を世界に示していきたい」と述べ、今後の取り組みに意欲を示した。今回のトップセールスは短期的な試食・販売促進にとどまらず、流通業者との商談や研究者との意見交換を含めた幅広い連携を狙ったもので、今後の輸出拡大とインバウンド促進に向けた手応えを一定につかんだといえる。



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Hiroshi Narita, President and Representative Director of Yakult Honsha Co., Ltd.

“Yakult” recognized by Guinness World Records as the “No. 1 best-selling lactic acid beverage brand in the world”

「ヤクルト」ブランドが「乳酸菌飲料 世界売上 No.1」としてギネス世界記録に認定

Yakult Honsha Co., Ltd. was founded in Japan in 1935 as a beverage maker offering affordable, delicious lactic acid beverages. Today, Yakult is a lactic acid beverage brand sold in over 40 countries worldwide, officially recognized by the Guinness World Records as the “No. 1 best-selling lactic acid beverage brand in the world.”

This record was “based on retail sales results of a lactic acid beverage brand with the highest sales records from January to December 2024,” officially recognized by Guinness World Records based on data provided by a research firm. An award ceremony was held to celebrate this recognition at the Tokyo office of Yakult Honsha Co., Ltd. on October 14.

Hiroshi Narita, President and Representative Director of Yakult Honsha Co., Ltd., stood to welcome his guests and commented, “Yakult Group is honored to receive this recognition by ‘Guinness World Records,’ a result of our past efforts, and a great source of encouragement for us to remain steadfast in our commitment to enhance healthy and joyous lives worldwide. I’d like to express my sincere gratitude to each of you for this honor and to request your continued support for our further growth.” This recognition

proved Yakult Group’s leadership position in the probiotic beverage market once again.

Yakult Group expanded overseas into Taiwan in 1964, then to the U.S. in 1999. The probiotic beverage maker expanded full-scale across six southwestern states by 2007, and to fifteen states by 2019. During that time, their production plant started operating in Fountain Valley, Ca, in 2014. The construction of an environmentally friendly production plant is planned in Georgia in September 2026. “Yakult” is sold in 40 nations and regions including Japan to date.

Yakult seems committed to capitalize on this recognition and continue their global expansion and brand enhancement to expand their market. Their recognition by the Guinness World Records could’ve been awarded not only for achieving the “highest sales,” but also for their reliability among consumers, their long-standing brand value enhanced over time, and their global expansion rated high overall. Yakult Group’s recognition by the Guinness World Records is a major milestone achieved for the group and its brand, with heightened expectations of the group’s continued growth in the future. ■

ヤクルトは1935年に安価でおいしい乳酸菌飲料として日本で誕生し、現在では40か国以上で販売されている乳酸飲料ブランド。そのヤクルトが、ギネス世界記録に「最も大きな乳酸飲料／乳酸菌飲料ブランドとして正式に認定された。この記録は「2024年1月から12月までの小売実績に基づいた、最も販売実績のある乳酸飲料（乳酸菌飲料）ブランド」であり、調査機関によるデータをもとにギネス側が公式に認めたもの。その認定を記念し、10月14日に東京のヤクルト本社において認定授与式が開催された。挨拶に立ったヤクルトの成田 裕社長は「今回の『ギネス世界記録』認定は、これまでの歩みの成果であると同時に、未来への大きな励みでもある。ヤクルトグループはこれからも、世界中の人々の健康で楽しい生活づくりに貢献できるように、挑戦を続けてまいりたい。このような栄誉をいただき、改めて皆さまに深く感謝申し上げます。今後とも、ヤクルトグループのさらなる成長にご期待いただければ幸いです。」と語った。この認定により、同社は長年にわたるプロバイオティクス飲料市場でのリーダーシップを改めて証明した形となった。

同社の海外展開は1964年の台湾を皮切りに米国には1999年に進出。2007年の南西部6州での「本格展開」から始まり2016～2018年には29州、2019年にはさらに15州へと販売エリアを拡大した。その間2014年にはカリフォルニア州ファウンテンバレーに生産工場を

稼働させた。2026年9月にはジョージア州に環境対応型の生産拠点を建設予定で、現在日本を含め40の国と地域で「ヤクルト」を販売している。

ヤクルトは今後もグローバル展開・ブランド強化を図る姿勢を示しており、記録取得を機にさらなる市場拡大を目指す。今回のギネス認定は、単に“最多売上”という数値の達成だけでなく、消費者への信頼、長年にわたるブランド価値の蓄積、世界展開の成果を総合的に評価されたものとも言え、ヤクルトのギネス世界記録認定は、同社にとって企業・ブランド両面での大きな節目と位置づけられ、今後の展開にも注目が集まっている。



Overseas Promotional Activities of Local Governments for Regional Cuisine and Food Products

- Local governments' overseas food promotion activities are not merely tasting events, but important initiatives directly linked to regional branding, tourism, and market development-

地方自治体の食に関する海外PR活動レポート
—地方自治体の海外食PRは、単なる試食イベントにとどまらず、地域ブランドや観光、販路開拓に直結する重要な施策—

In recent years, Japanese local governments have been actively promoting their regional food products in the U.S. market with the dual aims of expanding overseas sales channels for local ingredients and attracting tourists. Their approaches can largely be categorized into four areas:

1. Local events and tasting promotions,
2. Business meetings and trade show participation for buyers,
3. Collaborations with media and influencers, and
4. Partnerships with overseas diplomatic missions and JETRO.

By combining these methods, more and more initiatives are successfully achieving both short-term awareness building and medium- to long-term business relationship development.

Representative Cases and Methods

1 Experiential Promotions at Stadiums and Similar Venues

Prefectures such as Iwate have conducted consumer-oriented, experiential PR activities, such as distributing rice balls made from locally produced rice at baseball stadiums. By leveraging the characteristics of sports event attendees—such as families and local community members—these initiatives can provide tastings to a large number of people in a short time, while generating buzz on social media and in local media outlets.



2 Industry-Focused Showcases and Business Meetings

Initiatives such as the Japanese Food & Beverage Showcase, led by JETRO and industry associations, and restaurant collaboration campaigns by JFOODO (which promotes Japanese seafood, among other products) focus on generating actual demand by targeting local buyers and chefs. These efforts are more likely to lead to concrete orders and product adoption, contributing to the establishment of sustained sales channels.



3 Top-Level Sales by Local Government Heads and Delegations

There are cases where governors or municipal leaders visit overseas to conduct top-level sales activities at diplomatic missions or business meetings. By personally meeting with stakeholders, they can strengthen the storytelling of local products and help build trust between the local government and overseas partners. Conducting these activities simultaneously with related events organized by diplomatic missions tends to amplify their effectiveness.

4 Collaboration with City Promotion (Tourism × Food)

Restaurant fairs featuring local ingredients and events under the “Taste of Japan” banner are often conducted in conjunction with tourism promotion. Travel attraction campaigns that use food experiences as an entry point tend to achieve better results, especially as inbound tourism recovers.



Outcomes and Evaluation

• Awareness Enhancement:

Direct engagement at sports venues and large-scale events allows for rapid and high-level awareness in a short period. Combined with social media amplification, this approach achieves highly efficient brand exposure.

• Business Opportunity Generation:

Trade shows and industry-focused showcases often lead to concrete transactions, contributing to the establishment of medium- to long-term sales channels.

• Cost-Effectiveness Challenges:

Overseas initiatives involve significant upfront costs, including travel, logistics, and quarantine measures, making short-term returns difficult. Since local governments alone have limited capacity for sustained investment, selecting the appropriate project lead (such as JAs, businesses, or chambers of commerce) and fostering public-private partnerships are key factors for success.

Challenges

1. Insufficient Follow-Up Systems:

Cases where tasting events lead to sustained adoption (e.g., introduction to wholesalers and retailers) are limited. Continuous negotiations and support for local partners are necessary.

2. Regulatory and Inspection Compliance:

The U.S. has strict food safety regulations, making it essential to meet export requirements such as sanitary certificates and residue standards. Strengthening the capacity for individual compliance at the local level is required.

Recommendations (Focused on the U.S. Market)

1. Institutionalize Public–Private Partnerships:

Establish a consortium involving local governments, JAs, chambers of commerce, and businesses to create a one-stop system covering trade shows, business meetings, and local product introduction.

2. Joint Promotions with Local Partners:

Collaborate with Japanese markets, local chains, and chefs on initiatives such as limited-time menus or pop-up events to establish a lasting presence.

3. Post-Event Follow-Up via Digital Channels:

Design digital coupons and purchase pathways for participants of tasting events to increase conversion from sampling to actual purchase.

4. Sharing Regulatory Compliance Know-How:

Standardize the necessary inspection and certification documents for export and coordinate conditions in advance with U.S. importers.

Successful Cases of “Local Government × Restaurant” Collaborations in the U.S. Market

Saga Prefecture (“Taste of Saga” Campaign)

Saga Prefecture conducted the “Taste of Saga” campaign from November 1 to 30 at UKA Restaurant (inside JAPAN HOUSE Los Angeles) in California, U.S. The campaign featured premium local Wagyu beef (Saga Beef) and locally produced sake as experiential menu items, directly promoting Saga’s food culture to American consumers. This approach—where a local government collaborates with a restaurant to offer regional ingredients as tangible, experiential menu items—is an effective method to expand consumer awareness and enhance brand value.



Collaboration between JFOODO and Restaurants Featuring Japanese Seafood

In February 2025, the Japan Food Products Overseas Promotion Center (JFOODO) conducted the “It Starts with Japanese Seafood” campaign in collaboration with nine restaurants in New York City, U.S. The campaign incorporated dishes featuring Hokkaido scallops and Japanese yellowtail (buri) into the menus, allowing American consumers to experience Japanese ingredients through the restaurant channel.

Although this case is not organized at the prefectural or municipal level, it serves as a useful model of collaboration between domestic organizations and U.S. restaurants.

Key Success Factors and Points

• High Engagement through Culinary Experience:

Using restaurants as a venue to enjoy food allows consumers to directly experience regional brands while tasting the dishes.

• Collaboration with Chefs:

When local restaurant chefs incorporate Japanese ingredients into their menus, it enhances both the authenticity and newsworthiness of the campaign.

• Limited-Time and Location-Specific Promotions:

By restricting the campaign to a specific period and venue, it creates a sense of exclusivity and generates buzz.

• Storytelling of Local Governments and Regional Brands:

Beyond simply providing ingredients, these campaigns communicate where the products come from, who produces them, and what makes them unique, creating a compelling narrative around the regional brand.



Considerations and Challenges

• While providing experiences through restaurants is effective for on-site awareness, additional follow-up is necessary to ensure adoption in sales channels such as retail stores and supermarkets.

• When the initiative involves exporting and importing ingredients, U.S. regulations, logistics, and associated costs can pose significant challenges.

• Quality control is crucial to ensure that the taste and presentation at restaurants meet or exceed consumer expectations. ■



近年、日本の地方自治体は「地域食材の海外販路拡大」と「観光誘致」の双方を狙い、米国市場に対する精力的なPR活動を展開している。手法は大きく

- (1) 現地イベント・試食プロモーション
- (2) バイヤー向け商談・展示会出展
- (3) メディア／インフルエンサー連携
- (4) 在外公館やJETROとの協働

の4点に整理できる。これらを組み合わせることで短期的な認知向上と中長期の取引構築を同時に狙う事例が増えている。

代表的な事例と手法

1 スタジアム等の体験型プロモーション

岩手県などは野球場で「県産米を使ったおにぎり配布」など消費者向けの体験型PRを実施し、高い来場者接触数を確保した。スポーツイベントの来場者特性（家族層・地域コミュニティ）を活用することで、短時間で多数に試食提供し、SNSや現地メディアで話題化を図る効果がある。



2 業界向けショーケース 商談会

JETROや業界団体が主導する「Japanese Food & Beverage Showcase」や、JFOODO（日本の水産プロモーション等）によるレストラン連携キャンペーンは、現地バイヤーやシェフをターゲットにした実需創出を重視する。これらは具体的な受注や導入につながりやすく、継続的な販路構築に寄与する。



3 自治体首長・代表団による トップセールス

知事や首長が現地を訪問し、在外公館や商談会でトップセールスを行う事例が見られる。トップ自ら関係者と会うことで地元産品のストーリーテリングが強化され、地方自治体と現地パートナーの信頼関係構築に結びつく。公館による関連イベントとの同時実施が効果を増幅する傾向がある。



4 シティプロモーションとの連携 (観光×食)

地方の食材を使ったレストランフェアや「Taste of Japan」系イベントは、観光プロモーションと連動して実施されることが多い。食体験を入口にした旅行誘致キャンペーンは、訪日観光回復期の追い風を受けて成果を出しやすい。



成果と評価

*認知向上:

スポーツ会場や大型イベントでの直接接触により短期間で高い認知が獲得できる。SNSでの拡散も加わり、ブランド露出の効率は高い。

*商談創出:

展示会や業界向けショーケースは具体的な取引につながるケースが多く、中長期の販路確保に寄与する。

*コスト対効果の課題:

海外展開は渡航費・物流コスト・検疫対応など初期投資が重く、短期での回収は難しい。自治体単体での継続投資には限界があるため、事業主体の選定（JA、事業者、商工会など）や官民連携が鍵となる。



課題

1. フォローアップ体制の不足:

試食イベント後の定着（卸・小売への導入）に至るケースが限定的で、継続的な交渉とローカルパートナーへの対応が必要。

2. 規制・検査対応:

米国は食品安全規制が厳格で、輸出条件（衛生証明、残留基準等）への対応が不可欠。地方レベルでの個別対応力強化が求められる。

提言（米国市場に特化）

・官民連携の恒常化:

自治体、JA、商工会、企業が参加する連合体を作り、展示会→商談→現地導入のワンストップ体制を整備する。

・現地パートナーとの共同販促:

日系マーケットやローカルチェーン、シェフとの共同企画（限定メニュー、ポップアップ）で定着を図る。

・デジタルでの事後フォロー:

試食イベント参加者に対するデジタルクーポンや購買導線を設計し、試食→購入のコンバージョンを高める。

・規制対応ノウハウの共有:

輸出に必要な検査・証明書類のテンプレ化や、米国側の輸入業者と事前に条件整備を行う。

米国市場での 「地方自治体 × レストラン (飲食店)」コラボによる成功事例

佐賀県

(“Taste of Saga”キャンペーン)

佐賀県は、米国カリフォルニア州ロサンゼルスのレストラン「UKA Restaurant (JAPAN HOUSE Los Angeles 内)」にて、11月1日から30日の1か月間「Taste of Saga」キャンペーンを実施。県産のプレミアム和牛「佐賀牛」や地元の日本酒などを体験メニューとして提供し、「佐賀の食文化」を米国消費者に直接訴求。このように、自治体がレストランと連携し、地域食材を実際に“体験可能なメニュー”として提供することで、消費者への認知拡大・ブランド価値向上を図る手法が取られています。

Japan Food Products Overseas Promotion Center (JFOODO) による日本産シーフード ×レストラン連携

2025年2月、JFOODOは「It Starts with Japanese Seafood」というキャンペーンを米国ニューヨーク市内の9店舗のレストランと連携して実施。北海道産ホタテや日本のブリを使った料理を各店のメニューに取り入れ、日本産食材をレストランチャネル経由で体験拡散。このように、地方自治体・都道府県単位ではないものの、国内自治体/団体と米国レストランとの連携モデルとして参考になる事例。

成功要因とポイント

*料理体験を通じた高接触:

レストランという“食を楽しむ場”を使うことで、消費者が実際に味わいながら地域ブランドに触れられる点。

*料理人・シェフとの協業:

現地レストランのシェフが日本産食材をメニュー化することで、本物感・話題性が高まる。

*期間限定・場所限定のプロモーション:

キャンペーン期間を限定し、話題性・希少性を演出。

*自治体・地域ブランドのストーリーテリング:

ただ食材を提供するだけでなく、「どんな地域で」「どんな作り手が」「どんな特色で」生産しているかを伴走的に伝えている。

留意点・課題

*レストランを通じた体験提供はその場の認知には強いが、「販売チャネル（小売・量販店）への定着」には別途フォローが必要。

*食材の輸出・輸入を伴う場合、米国側の規制・物流・コストがハードルとなる可能性あり。

*レストランでの味・演出が消費者期待を上回るかどうか、品質管理が重要。



Sushi & Sake Festival 2025

The festival, organized by the Japanese Restaurant Association of America (JRA), is instrumental to popularize Japanese cuisine

すし&酒フェスティバル2025開催

—米国日系レストラン協会主催

日本食の普及に貢献—

The Japanese Restaurant Association of America (JRA) held “Sushi & Sake Festival 2025” at the DoubleTree Hotel in the Little Tokyo district of Los Angeles on November 6. The association of Japanese restaurants operating mainly in Los Angeles organizes the annual “Sushi & Sake Festival” to introduce Japanese cuisine, promote Japanese food culture, introduce healthy high-quality Japanese agricultural, forestry, fishery and food products to promote understanding of Japanese food and food culture among Japanese food fans.

Approximately 54 Japanese restaurants and food manufacturers served Japanese cuisine, such as sushi and sake, for this year’s festival, attended by approximately 1,000 guests. Many locals seemingly not familiar with Japanese cuisine attended, indicative of

the high interest in Japanese cuisine. An affiliate of a Japanese food manufacturer and exhibitor at the festival commented, “Many Japanese restaurants operate in Los Angeles. Although Japanese cuisine is already popular, introducing the appeal of Japanese cuisine through events like this festival is important.”

Guests packed the venue before the doors opened at 11 a.m. Food stalls at the annual fall festival in Los Angeles served a wide range of Japanese cuisine consisting of traditional menu items such as sushi, sashimi and shabu-shabu, along with oden (hot pot of fish cakes), yakitori (char-grilled chicken skewers), ramen, Takoyaki (battered octopus balls) and Wagyu (Japanese black cattle). Long lines formed before the various booths indicated the event’s success.



The stage at the venue showcased a live opening taiko performance, the ceremonial breaking of a sake barrel, and other entertainment. One of the most popular events of the festival is the Tuna Filleting Show. On this day, a 375 pound BlueFin Tuna caught off the coast of Spain was filleted by Shinji Kugita, President of the JRA and Head Chef of KATSU-YA Group. Guests seemed impressed as they watched the rare sight of a tuna filleted before their eyes. One guest exclaimed “Delicious!” when tasting the tuna served as sashimi following the filleting show.

Naoko Kamiya, Deputy Consul General of Japan in Los Angeles, commented on her high hopes for the festival. “Los Angeles is one of many cities where Japanese food culture took

root. I hope this festival can serve as an opportunity for more people to enjoy Japanese food and beverages.”

While Japanese sake consumption declines in Japan, sake exports are increasing. Many guests formed lines in front of the booths to sample Japanese sake, shochu, and beer. This year, the Shochu Association attended the festival from Japan and introduced the appeal of shochu. Also, William Weston introduced the appeal of shochu during his shochu seminar. At the Japanese sake booth, guests were seen passionately asking questions, indicative of the high interest in Japanese sake in the U.S.

The Ministry of Agriculture, Forestry and Fisheries published the

total export value of Japanese sake increased significantly from January to June 2025, an 11.8% increase of 22.8 billion JPY year-over-year. The U.S. market showed the greatest increase in both export value and quantity. One representative of an import trading company commented this increase can be attributed to increased familiarity of Japanese sake, more Japanese restaurants operating, and increased familiarity of Japanese cuisine due to inbound tourism.

Shinji Kugita, President of the JRA, commented on his future aspirations. “Thanks to each of your dedicated support, we’re incredibly grateful the festival was a tremendous success with all tickets sold out.

I’m happy for the great turnout that I feel is indicative of the high interest in Japanese food culture. The second and third floors of the venue and the garden booths were all packed, so I’m sure the guests were satisfied. This year, we welcomed representatives from the Shochu Association. Seeing guests listen intently to their presentation left an impression. The festival was held a day after the Dodgers won the World Series, so we and the guests were all elated.” The President of the JRA emphasized the importance of the association’s activities consisting of organizing food sanitation seminars, providing technical assistance and promoting Japanese cuisine, and commented his goal is to “diligently continue these efforts.” ■

米国日系レストラン協会 (JRA) は11月6日、ロサンゼルス・リトル東京のダブルツリーヒルトンにおいて“すし&酒フェスティバル2025”を開催した。JRAには、主に米国ロサンゼルスで営業する日本食レストランが加盟しており、“すし&酒フェスティバル”は、日本食の紹介と日本食文化をPRし、日本の農林水産物や食品の品質の高さやヘルシーさを紹介することにより日本の食材・日本食文化への理解を増進することと、日本食ファンの裾野を拡大させることを目的として開催している。今回のイベントには、約54社の日本食レストランや食品メーカーが寿司や日本酒などの日本食を提供し、およそ1000人が来場した。普段は日本食になじみがないとみられる米国人も多数来場しており、あらためて日本食への関心の高さがうかがえた。イベントに出展した食品メーカーの関係者は「ロサンゼルスでは多くの日本食レストランが展開しており、日本食はすでに一定程度普及しているが、このようなイベントを通じてあ

らためて日本食の魅力を伝えることは重要」と話していた。

午前11時の開場前から多くの来場者がつめかけた。ロサンゼルスの秋の恒例行事であるこのイベントでは、幅広いメニューを誇る日本食の特徴を前面に出し、すし、刺身、しゃぶしゃぶなどのトラディショナルな日本食に加え、おでん、焼き鳥、ラーメン、たこ焼き、和牛など多彩なブースには長い行列ができ盛況を極めた。

会場のステージではオープニングに太鼓の演奏、鏡開きなどが行われ参加者たちは楽しんでた。このイベントを盛り上げる最大のイベントのひとつにマグロの解体ショーがあり、この日はスペイン沖で捕獲された375ポンドの本マグロをKATSU-YAグループの料理長でJRAの釘田慎二会長自ら捌いた。普段では見ることの出来ないマグロの解体に来場者は圧倒されていた。実演後に刺身として提供されたマグロに「美味しい!」の感嘆の声が聞かれた。

神谷直子在ロサンゼルス日本国首席領事は「ロサンゼルスは日本食文化の根付いて来た拠点の一つ。これを機会にさらに多くの人々が日本の食品、飲料など楽しんでもらえれば。」と今後の期待を寄せる。

日本酒の日本国内消費が冷え込む中、日本酒の輸出が盛り上がっている。それを裏付けるように酒、焼酎、ビールのブースには多くが試飲に訪れた。今回は日本から焼酎組合が参加し焼酎の魅力をアピールした。また、ウィリアム・ウエストン氏による焼酎セミナーも開催され、焼酎の魅力を紹介した。特に日本酒のブースでは来場者が熱心に質問する光景が見られ、米国における日本酒の関心の高さが感じられた。

農林水産省の発表で2025年の1月～6月の上半期の日本酒輸出実績は大幅に上回り、前年同期比で11.8%増の228億円となっている。米国では金額・数量ベースともに一番の伸びをみせている。要因としては幅広く日本酒に対する理解

が進んでいることと、日本食レストランの増加、インバウンドによる日本食の認知度向上などが要因ではないか、と輸入商社の担当は語ってくれた。

米国日系レストラン協会 釘田慎二会長は、「おかげさまで大盛況でチケットも完売する状況で大変嬉しく思っている。このようにたくさんの方々に来ていただき主催者として大変うれしく思うと共に日本食文化への関心の高さを感じる。会場の2階や3階の会場、庭園のブースも盛況で、参加者の方々には満足していただけたと思う。今回は日本から焼酎組合の方にも参加していただき、参加者が焼酎をレクチャーを興味深く受けていたのが印象的でした。ドジャースがワールドチャンピオンになった翌日の開催なので、私達も参加者もハッピーになったと確信しています」と語り、食品衛生セミナー、技術指導など、日本食の啓蒙というJRAの活動の意義を強調し「地道な活動を続けていきたい」と抱負を述べた。



Japanese Restaurant Association of America

JRA was established to further develop the Japanese food and restaurant industry, to further deepen the friendship between Japan and the U.S., and to introduce the Japanese culture in 1999. The association continued their activities and deepened friendship among members while resolving food safety management issues. The association's most important achievement to date was to work with the U.S. Department of Health to stipulate temperature control of sushi rice provided to sushi restaurants. The association's main activities are to organize restaurant management seminars (sanitation, legal, accounting), classes offering certificates for handling food sanitation and charity golf tournaments, visits to the Keiro Retirement Home to serve sushi, organized the Sushi and Sake Festival to introduce Japanese cuisine to the mainstream consumers, sponsored the Nisei Week Court, etc. The association regularly organizes events to introduce Japanese sake and cuisine to deepen the friendship between Japan and the U.S. through Japanese cuisine.

米国日系レストラン協会

JRAは1999年、日本食レストラン業界の更なる発展が日米交流と日本文化の紹介に役立つと位置づけられ発足。その後会員間の親睦を図りながら活動を継続する中で、食品衛生管理問題などを解決している。中でも最大の功績は、衛生局に働きかけ寿司レストランで提供する寿司飯の常温管理を認めさせたことなどがある。主な活動は、レストラン経営セミナー（衛生、法律、会計）、食品取り扱い証明書教室（マネジャーと従業員対象）、チャリティーゴルフ大会、すしを提供する敬老引退者ホームの慰問、2世ウィーク女王候補のスポンサー、日本食を広く一般に紹介する食の祭典など。レストラン経営者を対象にした食品衛生取扱許可証クラスのほか、日本食や日本酒をアピールするイベントなども定期的に開催し日本食を通じた日米交流発展にも貢献している。





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お問い合わせ: Japanese Restaurant Academy

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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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December 2025

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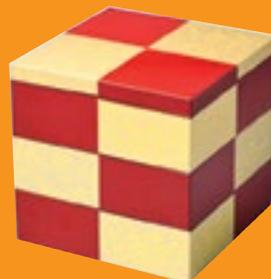
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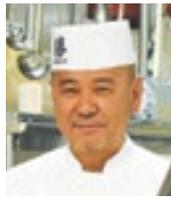
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Yuji Matsumoto
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David Kudo
Sake Sommelier
Master Sake Sommelier
Born Kita-Akita City, Akita Prefecture. Took over as Executive Officer of the Japanese Food Trend News founded in 1991, when the predecessor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



Let's drink Sake

What is good sake?

Certainly one standard is the price, but we need to think if we can find a sake that has the value to satisfy ones taste. It is important to find a "sake that suits me" instead of a good sake.

There would be a tendency for one that likes fully body red wines to prefer a Junmai-Kimoto or Honjozo type, and one that likes a young, fruity chardonnay to prefer a gentle, strong aroma Daiginjyo type.

Cold or Hot

Many people think that high quality sake should be enjoyed cold but this is wrong. Compared to fine quality sake which you can drink without worrying about the temperature, sake that has poor balance should be enjoyed extremely cold.

Tasting method

Sip it with air like you would with wine. For the glass, it is important to pour a small amount into a glass for

white wines type and swish it around lightly to come in contact with air.

Drinking container is important

It is amazing that the taste can totally change with the glass you use not only for sake but for wines and beers also. If you want to enjoy the taste, especially examine the aroma, it is good to use a small white wine glass. If you are having it hot, it is good to use a smaller ceramic type container that doesn't have the shape to be smothered with alcohol steam and doesn't cover your nose when you put it to your mouth.■

飲日本酒

什麼是好酒？

當然，一個準則是價格，但您需要考慮是否適合自己的口味並找到價值。找到一款“適合自己的酒”比找到一款好酒更重要。

喜歡酒味濃郁的紅葡萄酒的人可能會喜歡純米生和本釀造系風格的酒，而喜歡香嫩果味的人往往傾向喜歡優雅而芬芳的大吟釀品種。

熱或冷

許多人認為高檔酒應該冷飲，但事實並非如此。高品質的日本酒無需擔心溫度即可飲用，但平衡度不佳的酒最好冷藏後再喝會更好。

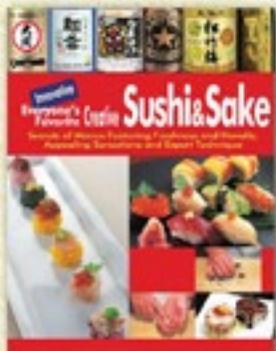
品嚐方法

像葡萄酒一樣，在空氣中飲用。在白葡萄酒杯中倒一點酒，輕輕搖晃，讓它與空氣接觸是重要的。

另一個重要的玻璃杯

不可思議的是，不僅是日本酒，飲酒時用葡萄酒杯或啤酒杯的味道會完全不同。味道，特別是香氣，如果您想享受它，用一個小白葡萄酒杯就是不錯的選擇。在熱酒的情況下，最好使用不覆蓋口鼻的小陶器，以免被酒精蒸汽嗆到。

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

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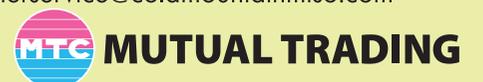


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MTC KITCHEN – Tools of the Trade

Japanese Craftsmanship Captivates Coast to Coast

MTC KITCHEN – 專業之道的工藝之美：日本職人工藝，正風靡美國東西兩岸



「堺孝行」(Sakai Takayuki) 刀具的客製化刻名服務前大排長龍，已成為JFRE 展會最具代表性的標誌性體驗之一。



Forged for Perfection 為完美而鍛造

No professional kitchen discussion is complete without knives—and Sakai Takayuki stood out on both coasts. In New York, the brand's Yanagiba and Wabocho models impressed attendees for their precision and craftsmanship. In Los Angeles, both Japanese and Western-style models captured attention, appealing to chefs who value dependable performance as much as artistry.

Although select knife lines remain limited in supply, enthusiasm showed no signs of slowing. Personalized engraving—a JFRE tradition—remained one of the most sought-after experiences, underscoring how chefs increasingly view their tools as an extension of their professional identity.

談及專業廚房，話題自然離不開刀具——而堺孝行(Sakai Takayuki)在今年東西兩岸展會中皆大放異彩。於紐約會場，品牌代表作「柳刃包丁」與「和包丁」以其精湛工藝與卓越精度令與會者讚嘆；而在洛杉磯，無論是日式傳統刀型或西式設計刀具，都成為焦點，特別受到兼重性能與美學的主廚青睞。

儘管部分精選刀具系列供應有限，現場熱度絲毫不減。客製化刻名服務，作為JFRE的經典亮點之一，依然是最受歡迎的體驗，反映出越來越多主廚將刀具視為自身專業與個人風格延伸的趨勢。

Featured at 2025 MUTUALTRADING Japanese Food & Restaurant Expo in New York (September 20) and in Los Angeles (September 25), MTC Kitchen once again drew crowds of chefs and restaurant professionals eager to explore Japanese innovation in tools and tableware.

In New York, attendees—many from management and ownership roles—gravitated toward versatile tableware suited for menu development and daily service. Rimmed round plates and traditional Japanese patterns remained favorites, reflecting an enduring appreciation for timeless design.

And in Los Angeles, the mood was more expressive. Independent booths for Arita ware and Hasami ware debuted to enthusiastic response, showing Los Angeles' continued love for craftsmanship that elevates both presentation and storytelling.

在 2025年Mutual Trading日本食品暨餐飲博覽會(JFRE)——於9月20日在紐約、9月25日於洛杉磯舉行——MTC Kitchen展區再次成為焦點，吸引眾多主廚與餐飲專業人士前來探索日本廚具與餐具的創新工藝之美。

紐約展會上，許多身居管理與經營職位的與會者特別關注能靈活應用於菜單開發與日常營運的多功能餐具。飾邊圓盤與傳統日式圖紋依然廣受青睞，展現市場對經典設計歷久不衰的品味與信任。

而在洛杉磯，現場氛圍更顯張力與創意。有田燒(Arita ware)與波佐見燒(Hasami ware)的獨立展區首次亮相便引起熱烈回響，展現出洛杉磯市場對兼具美學與故事性的日本工藝餐具持續高漲的熱情。

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Beyond knives, MTC Kitchen's broader non-food lineup reflected the practical creativity of modern kitchens. In Los Angeles, Hasegawa Co.'s cutting boards, sushi mats, and hangiri attracted strong attention for their lightweight durability and hygienic design.

In New York, attendees gravitated toward long-lasting “investment” pieces—ceramics, cutting boards, and tools that bring consistent performance to daily operations.

Category managers noted that attendees increasingly see Japanese-made products not simply as supplies, but as strategic assets—investments that shape workflow, presentation, and guest satisfaction alike.

除了刀具之外，MTC Kitchen更廣泛的非食品系列同樣展現了現代廚房的實用創意精神。在洛杉磯會場，「長谷川」(Hasegawa Co.)的砧板、壽司簾與壽司飯桶(hangiri)，以輕量、耐用與衛生設計脫穎而出，成為現場焦點之一。

在紐約，與會者傾向選購可長期使用、具投資價值的單品——如陶瓷器、砧板與各類廚具——這些工具能在日常營運中穩定發揮效能，成為專業廚房的首選。

品類經理指出，與會者越來越認識到，日本製產品已不再只是餐飲耗材，而是能塑造工作流程、料理呈現與顧客體驗的策略性資產與長期投資。

Elegance in Every Pour: The Kimoto Glass Tokyo Effect

每一斟皆優雅：「Kimoto Glass Tokyo」(東京木本玻璃杯)中的極致美學

Among the highlights in Los Angeles was Kimoto Glass Tokyo, exquisitely striking sake glassware which has become social-media-worthy centerpieces. Precisely designed to enhance aroma and texture through precise rim thickness and balance, each piece is designed explicitly for certain brews from Junmai Ginjo's to Yamahai's, elevating sake tasting into a full sensory experience.

Attendees praised Kimoto Glass Tokyo's ability to merge minimalism with emotion, as the varying curvature of the glass subtly influences the flavor journey. The collection's modern silhouette resonated with beverage directors seeking to pair authenticity with sophistication, redefining how diners engage with premium sake.

洛杉磯展會的亮點之一，是來自「Kimoto Glass Tokyo」(東京木本玻璃杯)的極致清酒酒器——其優雅而具現代感的設計成為社群媒體上最受矚目的焦點。每一款玻璃器皿皆為特定類型清酒(從純米吟釀到山廢系)量身打造，透過精準控制的杯緣厚度與平衡設計，完美釋放香氣與口感層次，讓品飲昇華為一場全感官的藝術體驗。

與會者讚賞「Kimoto Glass Tokyo」(東京木本玻璃杯)成功將極簡美學與情感表達融為一體——杯身曲線的細微變化，細膩地引導風味的展開。其系列作品以現代輪廓詮釋傳統之美，與飲品總監們追求兼具真實與精緻的理念不謀而合，重新定義了消費者體驗高端清酒的方式。



圖片說明：「Kimoto Glass Tokyo」(東京木本玻璃杯)展示了酒器設計如何將清酒品飲昇華為一場多重感官的儀式體驗。



Sustainable by Design: Rethinking Materials and Mindset

永續設計：重新思考材料與思維

A growing focus on sustainability and durability added a thoughtful dimension to this year's showcase. FSX wet towels and OLICA wooden containers drew consistent attention in both New York and Los Angeles for their practical, stylish, and eco-conscious appeal. This emerging interest signals a wider shift: attendees are now looking for tools that align with environmental values while enhancing guest comfort and service quality.

FSX introduced its yuzu-, cedar-scented, and unscented premium wet towels, celebrated as the ultimate in oshibori hospitality. Though not reusable, these high-end towels deliver a sense of luxury and freshness—providing comfort and hygiene in one seamless experience. They exemplify how scent and presentation elevate the simple act of welcoming guests.

Meanwhile, OLICA's elegantly grained disposable wooden containers, made from sustainably cultivated Falcata wood, impressed attendees seeking functional yet refined packaging. Neither too luxurious nor too plain, these eco containers strike the perfect balance of quality and design—enhancing a restaurant's overall impression and brand presence when paired with the right cuisine and atmosphere.

Beyond aesthetics, OLICA offers thoughtful practical benefits that appeal to operators:

- **Foldable structure:** containers can be assembled as needed, reducing waste and optimizing use.
- **Smart storage:** lids and bases are designed as a single set, simplifying inventory management.
- **Space efficiency:** collapsible construction makes them ideal even for kitchens with limited space.

From bento and sushi to pastries and catering, OLICA containers adapt seamlessly across cuisines, proving that sustainability and presentation can coexist beautifully.

Together, FSX and OLICA illustrate how Japanese suppliers are redefining sustainability—not only through materials but through design that enhances the dining experience. From ceramics to sake glassware, MTC Kitchen's presence at JFRE 2025 reaffirmed that quality is more than what meets the eye—it's a philosophy of care, craftsmanship, and continuity.

對永續性與耐用性的日益關注，為今年的展會增添了更深層的思考維度。FSX 濕毛巾與OLICA木製容器在紐約與洛杉磯兩地皆廣受注目，因其兼具實用、時尚與環保理念而獲得高度評價。這股趨勢顯示，業界正尋求能同時體現環保價值、提升賓客體驗與服務品質的全方位解決方案。

FSX則以其備受讚譽的高級濕毛巾系列——包括柚子香、杉木香與無香型——完美詮釋了日式待客之道「御紋り」的極致精神。儘管為一次性用品，這些高端毛巾仍提供奢華而潔淨的體驗，將舒適與衛生完美融合。它們充分展現出香氣與呈現方式如何能將一個簡單的迎賓動作，昇華為令人難忘的感官儀式。

同時，OLICA採用源自印尼永續培育的法爾卡塔木(Falcata wood)製成、紋理優雅的一次性木製容器，深受尋求兼具功能性與美感包裝的與會者青睞。這些環保容器在奢華與樸素之間取得完美平衡，在品質與設計上相得益彰——當與合適的料理與氛圍搭配時，能進一步提升餐廳的整體印象與品牌價值。

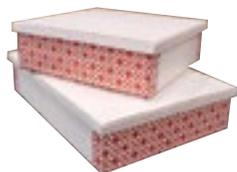
除了美學之外，OLICA亦以多項深思熟慮實用的設計細節贏得業界好評：

- **可折疊結構：**容器可按需求組裝，減少浪費並提升使用效率。
- **智慧收納：**上蓋與底座採一體化設計，簡化庫存管理。
- **節省空間：**可壓縮收納，特別適合空間有限的廚房與餐飲環境。

從便當、壽司到甜點與外燴，OLICA容器皆能靈活運用於各式料理，完美詮釋永續理念與美學設計的和諧共存。

FSX與OLICA共同詮釋了日本供應商如何重新定義永續——不僅體現在材料選擇，更透過能深化用餐體驗的設計本身。從陶器到清酒器皿，MTC Kitchen在JFRE 2025的展出再次印證：真正的品質不止於視覺，而是一種融合關懷、工藝與傳承的哲學。

OLICA



Wood Containers with Lid Shippo
16/25/14x14x4.4cmh #69144
12/25/14x20.8x4.4cmh #25413



from left:
FSX Aroma Premium with Yuica Hinoki Hand Wipe
12/50/25.5x27cm #42377
FSX Aroma Premium with Citral Hand Wipe
6/100/25.5x27cm #35524



圖片說明：OLICA木製容器與FSX高端水療級濕毛巾等環保創新設計，吸引了注重永續經營的餐廳業者廣泛關注。



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Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
International
Kikisake-Shi
Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



Rachel Macalisang
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Miyuki Yoshida
Sake Sommelier



Don Lee
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Yama Sushi
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Chizuko Niikawa-Helto
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Liloa Papa
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Sake Sommelier
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酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 218



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 Brewery Tourism
酒藏旅遊

Approximately 36 million foreign tourists visited Japan last year. Since Japan's population is approximately 120 million, the number of foreign tourists to Japan last year was comparable to nearly a quarter of Japan's population.

The Japanese government is currently working with the Japan Tourism Agency and tourism associations in various regions to recommend "Sake Brewery Tourism" to foreign tourists. The Japan Council for Promotion of Sake Brewery Tourism was launched, and many supportive sake breweries are joining nationwide.

去年，日本迎來了將近3600萬名外國遊客。日本的人口大約為1億2000萬人，也就是說，一年內來訪日本的外國遊客人數接近日本人口的四分之一。

現在，日本政府、觀光廳，以及各地的觀光協會正在和酒藏積極推廣面向外國遊客的「酒藏旅遊」。

日本酒藏旅遊協會也正式成立，全國各地的眾多酒藏都加入成為會員。我們公司當然也參與其中。在這

個背景下，岩手縣從9月1日到11月30日，與JR合作開展了「旅行吧岩手」的活動。活動詳情請見：
<https://x.gd/CWTQN>

A photo of a kura-style sake brewery used by Nanbu Bijin for 200 years was used in the poster for this campaign, visible in the shortened URL above. Visitors can wear a happi coat (uniform of a sake brewery), tie a Japanese hand towel around your head, and cosplay as a sake brewery worker to take this same photo while touring

the sake brewery. This photo will commemorate your visit to the brewery. The photo can be taken right away on site and can also be downloaded to your smartphone. Visitors can also create labels using their photo and purchase them as a product. This original sake was also awarded the Minister of Land, Infrastructure, Transport and Tourism Commendation.

I highly recommend our readers to enjoy Sake Brewery Tourism when visiting Japan. Not only can you enjoy delicious sake, but you can also enjoy scenic views of rural Japan. ■

觀，還可以拍攝與海報同款的照片。這真的是一張能讓人說「我到酒藏來了！」的紀念照。照片可以當場下載到手機中，並且還能立即將這張照片印製成原創酒標，購買成為屬於自己的專屬日本酒。這款原創日本酒在去年還獲得了國土交通大臣獎的表彰。誠摯邀請看到這篇文章的各位朋友，如果來到日本，一定要去全國各地體驗「酒藏旅遊」。不僅能品嚐到最美味的日本酒，還能欣賞到地方的絕美風景。

日本酒 百味百題

Generally, the basic distinction in Japanese sake flavors is 'sweet' or 'dry.' However, recent trends indicate other preferred

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What is the difference between 'deep' vs. 'light' sake flavors? 味道濃淡的區別

distinctions such as 'deep' and 'light.' Beer advertisements use terms such as 'smooth' and 'refreshing,' originally terms used by sake sommeliers to evaluate sake. Antonyms of the terms 'smooth' and 'refreshing' are 'rich' and "full-bodied." Terms such as 'smooth,' 'refreshing,' 'rich,' and "full-bodied" are used to describe the appealing flavors of Japanese sake, relative terms to express the 'deep' vs. 'light' flavors of Japanese sake.

There is no clear definition for terms such as 'smooth,' 'refreshing,' 'rich,' and 'full-bodied,' as each of these terms are judged subjectively. However, referencing terminologies used by expert sake sommeliers describe 'smooth' and 'refreshing' sake as 'clean,' 'fresh,' 'clear,' 'light,' 'fine,' 'mellow,' and 'refined,' etc., to the palate.

However, 'smooth' and 'refreshing' sake does not merely mean mild in flavor and easy-to-drink, but also requires sufficient richness for Japanese sake. Therefore, too 'smooth' and 'refreshing' could also be disadvantages, described as 'light,' "lacking flavor," 'watery,' "insufficient range of flavor," "insufficient body," 'feeble,' etc.

'Rich' and "full-bodied" sake flavors indicate the sake is concentrated in flavor, described as having "a lasting aftertaste," 'rich,' "wide range of flavors," "sufficient range," 'stout,' 'robust,' etc. On the other hand, excessively 'rich' and "full-bodied" flavors

could also be described as being "too rich," 'heavy,' 'intense,' "peculiar in flavor," "no firmness in flavor," etc.

The reason why a difference is generated in 'deep' vs. 'light' Japanese sake flavors is due to the content of amino acids, sweetness, and acidity in the sake. The "lasting aftertaste" characteristic of rich and full-bodied sake not only contains a large quantity of amino acids, but also a harmonious balance between sweet and acidic flavors thought to generate a "full-bodied palate." Also, since the sweet and dry flavors are influenced by the relationship between sugar and acidity, one explanation can relate the degree of deep and light sake flavors to the degree of sweet and dry sake flavors.

Further, aftertaste is an important factor for Japanese sake. A lasting, firm, and heavy aftertaste is referred to as 'oshiaji' (lasting aftertaste), while a light, refreshing aftertaste is referred to as 'crisp' or 'smooth'. However, an aftertaste too rich can turn each 'good' quality into a 'bad' sake quality.■



一般的，日本酒的基本口味區分，除了“甜口(甘口)”和“辛口(乾口)”之外，還有一個“濃淡”的尺度。近年來，“淡麗·辛口”的酒越來越受歡迎。淡麗一詞如今也常被用於啤酒廣告，但它原本是日本酒品評的KIKI酒中的術

語，與之相對的詞是“濃醇”。淡麗和濃醇都是用來表達日本酒優良風味的詞語，是表示酒的味道濃淡的相對性用語。

淡麗，濃醇和甘辛一樣，都是憑感官判斷的，因此無法做出明確的定義。不過參考專業的KIKI酒品酒術語，所謂的淡麗，是指入口時的感覺為“清爽”、“爽快”、“純淨”、“輕盈”、“細膩”、“圓潤”、“高雅”的酒。但是，淡麗並不意味著味道單薄、容易入口，而是要具備日本酒應有的適度醇厚。因此，若過於淡麗，就會成為缺點，被形容為“淡薄”、“單調”、“水感強”、“缺乏層次”、“沒有豐滿感”、“線條細”等。

另一面，濃醇則是指味道濃郁的酒，常用的描述包括“有醇厚感”、“味濃”、“有肉感”、“有層次”、“有豐滿感”、“線條粗”、“酒體強健”等。但若濃醇過度，也會成為缺點，被形容為“膩”、“厚重”、“黏口”、“有怪味”、“鬆弛無力”等。

日本酒的味道之所以會產生濃淡差異，與其中所含的氨基酸類、甜味和酸味的含量等因素有關。濃醇型酒的特點是醇厚感，不僅來自較高的氨基酸含量，還源於甜味與酸味的良好平衡，這種協調正是日本酒獨有的“口感濃郁”。此外，由於甜口與辛口也受到糖分和酸度的影響，因此有學說認為，可以通過糖分和酸的含量來關聯解釋酒的濃淡度與甜辛度。另外，在日本酒中，“餘味”也是重要因素。餘味中如果帶有醇厚感，有紮實的重量感，這樣的酒被稱為“有押味”；而若餘味清爽輕快，則稱為“切味好”或“爽快”。但若餘味過於膩或滯留，則這些“好”的評價會變成“壞”。





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散步



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.

World Sake Day 日本酒之日

October 1 is World Sake Day, the traditional start date of the sake brewery year in the fall, when rice was harvested and used to brew sake. World Sake Day was established by the Japan Sake and Shochu Makers Association in 1978.

Various events that toast with sake are organized on this day to wish prosperity for the sake industry that serves an integral role in Japanese culture. World Sake Day appears to be largely unfamiliar to the public despite more than 47 years since its establishment.

Not wishing to organize laborious events, I opted to sit down and enjoy a leisurely meal instead. Therefore, I organized a sake toasting event at the restaurant “Kitchen Souma” in the Yoyogi district of Tokyo.

Kitchen Souma is a new restaurant that opened in the summer of 2023, a serene restaurant targeting middle-aged and older patrons among other restaurants frequented by young consumers in the Yoyogi district. Since my shop is also frequented by many middle-aged and older patrons, I chose Kitchen Souma as the venue for my sake toasting event.

All eight sake selections I brought to this event were seasonal fall sake selections, consisting of “Sanzui & Junmai Daiginjo Draft” by Hakuro Shuzo Brewery (Niigata prefecture), “Akagisan Junmai” by Kondo Shuzo Co., Ltd. (Gunma prefecture), “Junmai Kikutsuka~Yu~” by Kikunotsukasa Brewery (Iwate prefecture), “Takizawa & Jyunmai Hiyaoroshi” by Shinsyu Meijyo Co., Ltd. (Nagano prefecture), “Iwamiginzan Jyunmai Autumn” by Ichinomiya Sake Brewing (Shimane prefecture) and “Honshu-ichi Junmai” by Umeda Sake Brewery (Hiroshima prefecture). All eight seasonal sake selections were each aged throughout the summer, thus smooth in flavor, with a refreshing aftertaste, enhanced acidity and umami flavor.

Food paired with these sake selections are each Japanese fusion cuisine prepared with attention to fall



flavors. Eight courses total - consisting of a starter, a pickled dish, a meat dish, down to the concluding rice dish - each perfectly complemented the seasonal fall sake selections. As the host, I intended to sip sake during the first toast and planned to refrain from drinking for the rest of the event. However, the restaurant owner Soma-san often prepared for me thoughtful, delicious small plates for me, separate from the event menu, I couldn't help getting tipsy from drinking more than I had intended. Kitchen Souma is a thoughtful restaurant serving delicious dishes that sticking to the topic of sake was impossible. The fun three hours

scheduled for this event flew by quickly with guests thoroughly drunk when the event concluded.

World Sake Day is a day to attend sake toasting events, still widely unknown compared to the Beaujolais Nouveau release date, which is unacceptable considering sake is the national wine of Japan. Like fall festivals in desolate towns known only to locals, we must use up the town's budget to lavishly celebrate World Sake Day. I look to the Japan Sake and Shochu Makers Association to invite sake fans from other prefectures as guests as a measure to increase the popularity of World Sake Day. ■

10月1日是「日本酒之日」。之所以定在這一天，是因為過去的釀酒年度從10月1日開始的，同時這段時間正值秋季稻穀收割，新米即將投入釀酒，因此被認為是日本酒新一季開始的象徵。1978年日本酒造組合中央會正式將其定為「日本酒之日」。這一天，人們會以日本酒乾杯，祈願日本這一文化象徵——日本酒產業的繁榮。儘管這一節日已設立47年以上，但在一般大眾中似乎仍未廣泛普及。在這樣的背景下，我不想作為一個活動搞得太勞累，更希望能坐下來慢慢享受美食，於是就在東京代代木的一家小料理店【Daikoro Souma】舉辦了日本酒乾杯活動。Daikoro Souma是一家於2023年夏天新開張的店鋪，在以年輕人居多的代代木飲食圈中，卻憑藉沉穩的氛圍吸引了不少中老年顧客。這家店的客群也以中老年為主，因此非常契合，所以去年和今年的日本酒乾杯活動都選擇在這裡舉行。本次活動準備的酒全部是秋季限定酒，新潟縣柏露酒造的「SANZUI・純米大吟釀生沽」、群馬縣近藤酒造的「赤城山・冷卸純米」、岩手縣菊之司酒造的「純米酒・KIKUTSUKA~TA~」、長野縣信州名釀的「瀧澤・純米吟釀冷卸」、島根縣一宮酒造的「石見銀山・純米秋上」、廣島縣梅田酒造場的「本洲一・純米秋上」等共八種。它們都是經過夏天熟成、口感圓潤、後味清爽，酸味與旨味更加協調了秋季的酒。與這些酒相配的料理，則是以秋季食材為主題的創作和食，從前菜、醃菜、肉料理到最後的飯物，共八道菜，與酒相得益彰。本來作為主辦方，我打算只在乾杯時稍微喝一點，但店主相馬先生不斷為我端上與活動菜式不同的精緻小盤料理，讓我忍不住一杯接一杯地喝酒。身處一家用心又美味的小店裡，只談酒而不喝酒，實在是做不到的事。三個小時的活動轉瞬即逝，大家都喝得盡興、滿臉微醺。日本酒之日的乾杯活動，雖然知名度不及波爾多新酒解禁日，但作為日本的國酒，不能就此沉寂。不能讓它變成像某些地方秋祭那樣，只有當地人知道、只是為了花掉預算而辦的冷清節日。希望今後日本酒造組合中央會能推出更多吸引酒愛好者和外部大眾共同參與的舉措，讓日本酒增加知名度。

SAKE SOMMELIER CLUB

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

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

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

Pairing Japanese Sake with Foods

Bad pairing refers to the delicious flavor diminished when sake is paired with food. Depending on the combination, the sake flavor may counter the flavor of the food, generating unpleasant aroma and texture. In many cases for example, sake may enhance the odor of fish and seafood. On the other hand, we want to avoid combinations where the balance between the sake vs. food flavors are bad and completely overwhelms the flavor of the paired item.

Therefore, let's confirm the following.

-Does Japanese sake pair well with other foods besides Japanese cuisine?

Japanese sake pairs well not only with Japanese cuisine, but also with various other cuisines such as Western, Chinese, and ethnic cuisines. In addition, Japanese sake also pairs well with food ingredients other than Japanese food products such as butter, cheese, and spices.

- Flavor of sake paired with food is characteristic by sake type.

For each sake type, certain combinations pair well. Depending on the sake classification type, food that pairs well differs according to the flavors and aroma. For example, mellow sake pairs well with rich foods, pure sake pairs well with foods strong in umami flavor, refreshing sake pairs well with refreshing foods, and aromatic sake pairs well with light foods. Now, let's pair specific sake with foods.

The basic approach when selecting sake is whether to pair sake similar in flavor (to the food), or to pair the food with sake completely different in flavor. Combining sake with foods similar in flavor ensures the best compatibility. For example, sweet foods are compatible with sweet sake, while spicy foods are compatible with acidity sake. On the other hand, combining alcohol with a unique, different flavor can generate a new delicious flavor. This type of phenomenon is referred to as 'marriage' in the wine world, also slightly more difficult to pair. ■

日本酒與料理的搭配

所謂搭配不佳，是指酒與料理搭配後反而使酒的美味度下降的情況。

某些組合會導致酒與料理的味道相互衝突，甚至產生令人不愉快的氣味或口感。

例如，有時酒會讓海鮮的腥味更加明顯；又或者酒與料理的味道平衡不當，一方的味道完全掩蓋了另一方，這樣的搭配最好避免。

那麼，我們來確認幾個問題。

—日本酒是否適合搭配和食以外的料理？日本酒其實適合搭配各種料理。它不僅能與和食搭配，也能與西餐、中餐、甚至東南亞菜等不同類型的料理相配。日本酒與奶油、乳酪、香料等非日式食材也有良好的相性。

—不同類型的日本酒與料理的搭配是有特點的。確實如此。根據酒的味道與香氣，可以分為不同類型，而每種類型適合的料理也不同。純酒（陳年酒）適合搭配味道濃郁的料理；醇酒適合搭配鮮味強烈的料理；爽酒適合搭配清淡爽口的料理；薰酒適合搭配輕盈的料理。接下來，讓我們具體看看如何為料理選擇日本酒。選擇日本酒時的基本思路有兩種：一種是搭配具有相似風味的酒，另一種是搭配風味完全不同的酒，選擇哪一種組合？甜味料理可配甜味酒，辛香料料理可配辛口酒，也就是相似的味道往往更容易協調。但有時通過將截然不同風格的味道結合，也能創造出全新的美味體驗。這種現象在葡萄酒的世界裡被稱為“marriage（味覺的融合）”，不過這種搭配方式相對來說更具挑戰性。

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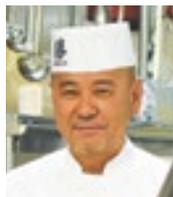
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Let's drink Sake

What is good sake?

Certainly one standard is the price, but we need to think if we can find a sake that has the value to satisfy ones taste. It is important to find a "sake that suits me" instead of a good sake.

There would be a tendency for one that likes fully body red wines to prefer a Junmai-Kimoto or Honjozo type, and one that likes a young, fruity chardonnay to prefer a gentle, strong aroma Daiginjo type.

Cold or Hot

Many people think that high quality sake should be enjoyed cold but this is wrong. Compared to fine quality sake which you can drink without worrying about the temperature, sake that has poor balance should be enjoyed extremely cold.

Tasting method

Sip it with air like you would with wine. For the glass, it is important to pour a small amount into a glass for

white wines type and swish it around lightly to come in contact with air.

Drinking container is important

It is amazing that the taste can totally change with the glass you use not only for sake but for wines and beers also. If you want to enjoy the taste, especially examine the aroma, it is good to use a small white wine glass. If you are having it hot, it is good to use a smaller ceramic type container that doesn't have the shape to be smothered with alcohol steam and doesn't cover your nose when you put it to your mouth.■

일본술을 마시자

좋은 술이란?

물론 가격이 기준이 되기도 하지만 정말 본인 나름대로 맛보고 가치를 이끌어낼 수 있는지 생각해 볼 필요가 있다. 좋은 술보다 '본인에게 맞는 술'을 발견하는 것이 중요하다.

풀 바디감의 레드 와인 계열을 좋아하는 사람은 아마도 준마이키토모(純米生酛)나 혼조조(本醸造)를 마음에 들어 할 것이다. 영하고 푸르티한 샤르도네를 좋아하는 사람이라면 단아하고 격조 높은 향의 다이긴조(大吟醸)를 좋아하는 편이다.

차게 혹은 따뜻하게

대부분의 사람은 고급술은 차게 마셔야 한다고 생각하지만, 이는 틀린 생각이다. 고급 일본술일수록 온도와 상관없이 마실 수 있지만, 균형이 나쁜 술은 완전히 차갑게 마시는 편이 좋다.

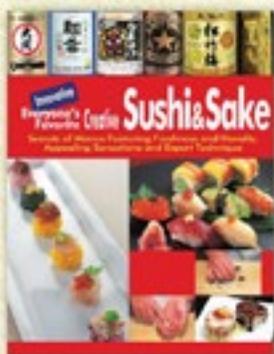
시음 방법

와인과 마찬가지로 공기를 호로록 빨아들이며 함께 마신다. 화이트 와인 글라스에 조금 따르고 가볍게 돌리며 공기와 접촉시키는 것이 중요하다.

의외로 중요한 글라스

일본술뿐만 아니라 와인과 맥주 역시 신기하게도 마시는 글라스에 따라 맛이 변한다. 맛, 특히 향을 음미하며 즐기고 싶을 때는 작은 화이트 와인 글라스가 좋다. 아츠칸(熱燗)은 알코올의 증기로 숨이 막히지 않는 형태나 입에 대도 코까지 덮이지 않는 작은 도자기 계열의 잔이 좋다.

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CHALLENGE

by Kosuke Kuji 218



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 Brewery Tourism
주장 투어리즘

Approximately 36 million foreign tourists visited Japan last year. Since Japan's population is approximately 120 million, the number of foreign tourists to Japan last year was comparable to nearly a quarter of Japan's population.

The Japanese government is currently working with the Japan Tourism Agency and tourism associations in various regions to recommend "Sake Brewery Tourism" to foreign tourists. The Japan Council for Promotion of Sake Brewery Tourism was launched, and many supportive sake breweries are joining nationwide.

일본에는 인바운드로 작년에는 3600만명에 가까운 외국인 관광객이 찾아 왔습니다.

일본 인구는 1억 2000만명 정도 이니까, 1년에 일본인구의 1/4 가까운 사람이 일본에 찾아오고 있다는 말이 됩니다. 그러한 외국인 관광객에 대비하여, 현재 일본정부와 관광청, 그리고 각지의 관광협회와 주장에서는 「주장 투어리즘」을 권장하고 있습니다. 일본주장 투어리즘 협회라는 단체도 앞장서, 일본전국에서 많은 찬동의 주장이 가맹하고 있습니다.

Of course, Nanbu Bijin Brewery is also a corporate member. Iwate prefecture partnered with Japan Railways Group (JR) and launched the "Discover Iwate" campaign from September 1 to November 30.
<https://x.gd/CWtQN>

A photo of a kura-style sake brewery used by Nanbu Bijin for 200 years was used in the poster for this campaign, visible in the shortened URL above. Visitors can wear a happi coat (uniform of a sake brewery), tie a Japanese hand towel around your head, and cosplay as a sake brewery worker to take this same photo while touring

당사도 당연히 참가하고 있는데, 그런 중에, 이와테현은 9월 1일부터 11월 30일까지 「여행하라 이와테」 캠페인을 JR과 협력하여 실시하고 있습니다.
<https://x.gd/CWtQN>

이 캠페인 포스터에 남부미인의 200년 전부터 사용된 토장의 술창고 사진이 사용되었습니다. 위의 단축 주소에서 볼 수 있습니다. 주장의 상징이 되는 「하피」를 입고, 머리에는 남부미인의 오리지널 일본 수건을 묶고, 그야말로 장인에게 코스프레 한 것같은 형태로 견학하는, 이 포스터와 같은 사진을 촬

the sake brewery.

This photo will commemorate your visit to the brewery. The photo can be taken right away on site and can also be downloaded to your smartphone. Visitors can also create labels using their photo and purchase them as a product. This original sake was also awarded the Minister of Land, Infrastructure, Transport and Tourism Commendation.

I highly recommend our readers to enjoy Sake Brewery Tourism when visiting Japan. Not only can you enjoy delicious sake, but you can also enjoy scenic views of rural Japan. ■

영할 수 있습니다.

바로「주장에 다녀 왔습니다」라는 사진입니다. 이 사진은 그 자리에서 바로 스마트폰에 다운로드 할 수 있습니다. 게다가 이 사진을 그 곳에서 오리지널 라벨로 하여 상품으로 살 수도 있습니다. 이 오리지널 술은 작년 국토교통부 대신표창도 받았습니다.

부디 이 기사를 보고 있는 여러분도 일본에 오면 전국의 주장 투어리즘에 가입시오. 가장 맛있는 일본술을 마실 수 있고, 지방의 훌륭하고 아름다운 경치를 볼 수 있습니다.

日本酒 百味百題

What is the difference between 'deep' vs. 'light' sake flavors? 맛의 농담의 차이는 무엇인가?

Generally, the basic distinction in Japanese sake flavors is 'sweet' or 'dry.' However, recent trends indicate other preferred distinctions such as 'deep' and 'light.' Beer advertisements use terms such as

'smooth' and 'refreshing,' originally terms used by sake sommeliers to evaluate sake. Antonyms of the terms 'smooth' and 'refreshing' are 'rich' and "full-bodied." Terms such as 'smooth,' 'refreshing,' 'rich,' and "full-bodied" are used to describe the appealing flavors of Japanese sake, relative terms to express the 'deep' vs. 'light' flavors of Japanese sake.

There is no clear definition for terms such as 'smooth,' 'refreshing,' 'rich,' and 'full-bodied,' as each of these terms are judged subjectively. However, referencing terminologies used by expert sake sommeliers describe 'smooth' and 'refreshing' sake as 'clean,' 'fresh,' 'clear,' 'light,' 'fine,' 'mellow,' and 'refined,' etc., to the palate.

However, 'smooth' and 'refreshing' sake does not merely mean mild in flavor and easy-to-drink, but also requires sufficient richness for Japanese sake. Therefore, too 'smooth' and 'refreshing' could also be disadvantages, described as 'light,' "lacking flavor," 'watery,' "insufficient range of flavor," "insufficient body," 'feeble,' etc.

'Rich' and "full-bodied" sake flavors indicate the sake is concentrated in flavor, described as having "a lasting aftertaste," 'rich,' "wide range of flavors," "sufficient range," 'stout,' 'robust,' etc. On the other hand, excessively 'rich' and "full-bodied" flavors could also be described as being "too rich," 'heavy,' 'intense,' "peculiar in flavor," "no firmness in flavor," etc.

The reason why a difference is

generated in 'deep' vs. 'light' Japanese sake flavors is due to the content of amino acids, sweetness, and acidity in the sake. The "lasting aftertaste" characteristic of rich and full-bodied sake not only contains a large quantity of amino acids, but also a harmonious balance between sweet and acidic flavors thought to generate a "full-bodied palate." Also, since the sweet and dry flavors are influenced by the relationship between sugar and acidity, one explanation can relate the degree of deep and light sake flavors to the degree of sweet and dry sake flavors.

Further, aftertaste is an important factor for Japanese sake. A lasting, firm, and heavy aftertaste is referred to as 'oshiaji' (lasting aftertaste), while a light, refreshing aftertaste is referred to as 'crisp' or 'smooth'. However, an aftertaste too rich can turn each 'good' quality into a 'bad' sake quality. ■



일반적으로, 일본주 맛의 기본적인 구별로는 단맛, 드라이맛이라는 기축 이외에, 농담의 척도가 있다. 최근에는 「담려·드라이」술을 선호하는 경향이 있는데, 담려라는 말은 맥주 선전에도 사용되지만 원래는 일본주의 키키슈용어로 담려의 반대말은 「농순」이다. 담려, 농순 모두 일본주의 좋은 풍미를 표현하는 말로서, 술맛의 농담을 표현하는 상대적 용어로서 사용되고 있다.

담려, 농순 둘다, 단맛과 같이 관능에 따른 판정이라서 명확한 정의매김을 할 수는 없지만, 전문적인 키키슈의 용어를 참조하면, 담려란, 술을 입에 머금

었을 때의 입가가 「깔끔하다」, 「상큼하다」, 「깨끗하다」, 「가볍다」, 「결이 곱다」, 「둥글둥글하다」, 「상품이다」 같은 느낌의 술이다. 단 담려라고 해도 단순히 맛이 싱거워서 마시기 쉽다는 것이 아니라, 일본주로서의 적당한 감칠맛을 갖추지 않으면 안된다. 따라서, 담려도 지나치면 결점이 되어, 「연하다」든지 「밍밍하다」, 「싱겁다」, 「깊은 맛이 없다」, 「풍부함이 없다」, 「선이 가늘다」 등으로 표현된다.

일반적으로, 농순이란 맛이 진한 술을 일컫는 의미로, 이것을 표현하는 말로는 「감칠맛(코쿠)이 있다」, 「진하다」, 「니쿠가 있다」, 「깊이가 있다」, 「풍부함이 있다」, 「선이 굵다」, 「코시가 세다(분명하다)」 등이 있다. 농순이 지나치면 결점이 되는 경우에는 「거칠다」라든지 「무겁다」, 「질척하다」, 「쿠세가 있다」, 「늘어지는 맛」 등으로 표현된다.

이렇게 일본주의 맛에 농염의 차이가 생기는 것은 술에 포함된 아미노산류와 단맛, 신맛의 함량등이 관계되어 있다. 농순한 술의 특징이다 「감칠맛」이라는 것은 아미노산류의 함량이 많을 뿐만 아니라, 단맛과 신맛이 적당히 조화를 이룬 상태를 가리키며, 그 조화작용이 일본주에서는 「입가에 감도는 감칠맛」을 만들어 낸다고 생각되고 있다. 또한, 단맛, 드라이맛도 역시 당분과 산과의 관계에 영향을 받음으로서, 당분과 산의 함량에 따라, 술의 농염도와 단맛 드라이맛 정도를 관련지어 설명한다는 이야기도 있다.

덧붙여, 일본주에서는 뒷맛도 중요한 요소인데, 뒷맛에 감칠맛이 있거나, 분명한 중량감이 있는 술을 「오시아지가 있다」라고 하여, 깔끔하고 경쾌한 느낌의 경우에는 「키레가 좋다」든지 「사바케가 좋다」라고 한다. 뒷맛이 너무 진할 때는 각각의 「좋다」가 「나쁘다」가 된다.

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

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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.

World Sake Day 일본주의 날

October 1 is World Sake Day, the traditional start date of the sake brewery year in the fall, when rice was harvested and used to brew sake. World Sake Day was established by the Japan Sake and Shochu Makers Association in 1978.

Various events that toast with sake are organized on this day to wish prosperity for the sake industry that serves an integral role in Japanese culture. World Sake Day appears to be largely unfamiliar to the public despite more than 47 years since its establishment.

Not wishing to organize laborious events, I opted to sit down and enjoy a leisurely meal instead. Therefore, I organized a sake toasting event at the restaurant "Kitchen Souma" in the Yoyogi district of Tokyo.

Kitchen Souma is a new restaurant that opened in the summer of 2023, a serene restaurant targeting middle-aged and older patrons among other restaurants frequented by young consumers in the Yoyogi district. Since my shop is also frequented by many middle-aged and older patrons, I chose Kitchen Souma as the venue for my sake toasting event.

All eight sake selections I brought to this event were seasonal fall sake selections, consisting of "Sanzui & Junmai Daiginjo Draft" by Hakuro Shuzo Brewery (Niigata prefecture), "Akagisan Junmai" by Kondo Shuzo Co., Ltd. (Gunma prefecture), "Junmai Kikutsuka~Yu~" by Kikunotsukasa Brewery (Iwate prefecture), "Takizawa & Jyunmai Hiyaoroshi" by Shinsyu Meijyo Co., Ltd. (Nagano prefecture), "Iwamiginzan Jyunmai Autumn" by Ichinomiya Sake Brewing (Shimane prefecture) and "Honshu-ichi Junmai" by Umeda Sake Brewery (Hiroshima prefecture). All eight seasonal sake selections were each aged throughout the summer, thus smooth in flavor, with a refreshing aftertaste, enhanced acidity and umami flavor.

Food paired with these sake selections are each Japanese fusion cuisine prepared with attention to fall



flavors. Eight courses total - consisting of a starter, a pickled dish, a meat dish, down to the concluding rice dish - each perfectly complemented the seasonal fall sake selections. As the host, I intended to sip sake during the first toast and planned to refrain from drinking for the rest of the event. However, the restaurant owner Soma-san often prepared for me thoughtful, delicious small plates for me, separate from the event menu, I couldn't help getting tipsy from drinking more than I had intended. Kitchen Souma is a thoughtful restaurant serving delicious dishes that sticking to the topic of sake was impossible. The fun three hours

scheduled for this event flew by quickly with guests thoroughly drunk when the event concluded.

World Sake Day is a day to attend sake toasting events, still widely unknown compared to the Beaujolais Nouveau release date, which is unacceptable considering sake is the national wine of Japan. Like fall festivals in desolate towns known only to locals, we must use up the town's budget to lavishly celebrate World Sake Day. I look to the Japan Sake and Shochu Makers Association to invite sake fans from other prefectures as guests as a measure to increase the popularity of World Sake Day. ■

10월1일은 일본주의 날이다. 왜 일본주의 날이냐 하면, 이전에는 주조년도 시작이 10월 1일이었던 점과 가을 추수 시기로, 그 쌀로 술담그기가 시작되는 타이밍이었던 까닭으로 알려져 있고, 1978년 일본주조조합 중앙회가 제정했다. 그 날은 일본주로 건배를 하여 일본문화인 일본주업계의 번영을 기원하자는, 다양한 이벤트가 개최되는데, 47년 이상 제정된 것치고는 일반적으로는 침투되지 않은 인상이다. 그런 가운데, 피곤한 이벤트를 치르고 싶지 않은 나로서는, 앉아서 여유롭게 요리를 즐기고 싶기도 해서 도쿄 요요기에 있는 작은 요리점【키친 소마】에서 일본주로 건배 이벤트를 가졌다. 이 키친소마, 2023년 여름에 오픈한 새 가게로, 젊은이가 많은 요요기 식당 중에서, 중장년층을 사로잡고 있는 차분한 가게이다. 저희 가게도 중장년층이 많은 곳이라 안성맞춤인 장소로, 작년과 올해, 일본주 건배 이벤트로 이용하게 되었다. 이를 위해 준비한 일본주는 모두 가을 계절주, 니이가타현 백로주조의 「산즈이·준마이다이긴조나마트메」, 군마현 콘도주조의 「아카기산·히야로시준마이」, 이와테현 키쿠노시주조의 「준마이슈·키쿠츠카~타~」, 나가노현 신슈메이쥬의 「타키자와·준마이긴조히야오로시」, 시마네현 이치노미야 주조의 「이와미긴산·준마이아키아가리」, 히로시마현 우메다주조장의 「혼슈-준마이아키아가리」총 8종류. 모두, 여름을 지나 부드러운 맛으로 뒤맛이 깔끔하고, 신맛과 감칠맛이 풍부한 가을 계절주이다. 거기에 어울리는 요리는 모두 가을의 미각을 의식한 창작일식으로 전채요리부터 장아찌부터 육류요리부터 밥종류까지 가을의 계절주와 딱 맞는 8종류가 나왔다. 주최로서 이벤트 중에는 건배만으로 술을 마실 생각은 없었지만, 가게 주인인 소마씨가 종종 개인적으로 이벤트용 요리와는 다른 재치있는 맛있는 작은 접시를 내어 주어서, 나도 그만 과음하게 되었다. 맛있는 장소에서 일본주 이야기만 하는 것은 무리이다. 3시간 이벤트였지만, 즐거운 시간은 순식간에 지나, 참가자도 완전히 취하고 이벤트는 마쳤다. 일본주의 날, 건배이벤트, 일반적으로는 보잘레 해금보다 지명도가 낮지만 일본의 국주로서 이래서는 안된다. 쓸쓸한 마을의 가을 축제처럼 그 마을 사람밖에 모르는, 마을 예산을 모두 다 쓰기 위한 축제의 모습이어서는 안된다. 일본주 애호가 외부에서도 많은 사람들이 참가하여 지명도가 오르는 시책을 일본주조조합중앙회에 기대하고싶다.

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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 미국 사케·소주·맥주 주류연구기관

Pairing Japanese Sake with Foods

Bad pairing refers to the delicious flavor diminished when sake is paired with food. Depending on the combination, the sake flavor may counter the flavor of the food, generating unpleasant aroma and texture. In many cases for example, sake may enhance the odor of fish and seafood. On the other hand, we want to avoid combinations where the balance between the sake vs. food flavors are bad and completely overwhelms the flavor of the paired item.

Therefore, let's confirm the following.

-Does Japanese sake pair well with other foods besides Japanese cuisine?

Japanese sake pairs well not only with Japanese cuisine, but also with various other cuisines such as Western, Chinese, and ethnic cuisines. In addition, Japanese sake also pairs well with food ingredients other than Japanese food products such as butter, cheese, and spices.

- Flavor of sake paired with food is characteristic by sake type.

For each sake type, certain combinations pair well. Depending on the sake classification type, food that pairs well differs according to the flavors and aroma. For example, mellow sake pairs well with rich foods, pure sake pairs well with foods strong in umami flavor, refreshing sake pairs well with refreshing foods, and aromatic sake pairs well with light foods. Now, let's pair specific sake with foods.

The basic approach when selecting sake is whether to pair sake similar in flavor (to the food), or to pair the food with sake completely different in flavor. Combining sake with foods similar in flavor ensures the best compatibility. For example, sweet foods are compatible with sweet sake, while spicy foods are compatible with acidity sake. On the other hand, combining alcohol with a unique, different flavor can generate a new delicious flavor. This type of phenomenon is referred to as 'marriage' in the wine world, also slightly more difficult to pair. ■

일본술과 요리의 궁합

궁합이 맞지않는 조합이라는 말은 술과 요리를 어울림에 있어서 좋은 맛이 줄어드는 경우이다. 조합에 따라서 술의 맛과 요리의 맛이 반발하거나, 불편한 향미, 혀에 닿는 감촉이 생기는 경우가 있다. 예를들면, 술이 생선의 비린내를 두드러지게 하는 경우가 많고, 또한 술과 요리의 맛의 균형이 나쁘거나, 상대의 맛을 완전히 죽여버리는 경우의 조합도 피하는 편이 좋다.

그럼 여기서 조금 확인해 보기로 하자.

—일본술은 일식 이외의 요리에도 어울리는가?

어느 요리에도 적합하다. 일본술은 일식뿐만 아니라, 양식, 중식, 에스닉요리등 모든 요리와 어울릴 수 있다. 버터나 치즈향신료등 일식 이외의 식재료와도 궁합이 좋다.

—음식과의 궁합도 술의 타입별로 특징이 있다.

타입마다 궁합이 맞는 조합이 있다. 맛과 향에 따른 분류 타입에 따라서, 궁합이 좋은 요리가 달라진다. 주쿠슈는 깊은 맛이 있는 요리에, 쉼슈는 맛있는 요리에, 소오슈는 깔끔한 요리에, 카오루슈는 가벼운 요리에 어울린다. 그럼 구체적으로 요리에 일본술을 조합해 보자. 일본술을 선택할 때 기본적인 사고방식은 같은 풍미의 술을 조합하느냐, 전혀 다른 풍미의 술을 조합하느냐, 둘중에 선택하게 된다. 단맛의 요리에는 달콤한 술, 매콤한 요리에는 매운 술, 같은 비슷한 맛을 가진 것들을 조합하는 궁합이 좋은 한편, 다른 개성의 맛을 조합시킴으로서 새로운 맛을 만드는 경우도 있다. 이와같은 현상은 와인의 세계에서는 마리아주, 라고 부르는데, 다소 난이도가 높은 조합방법이기도 하다.

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California SAKE CHALLENGE

by Kosuke Kuji 218



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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

Turismo en Fábricas de Sake

Aproximadamente 36 millones de turistas extranjeros visitaron Japón el año pasado. Dado que la población de Japón es de aproximadamente 120 millones, el número de turistas extranjeros que visitaron el país el año pasado fue comparable a casi una cuarta parte de la población japonesa.

El gobierno japonés está trabajando actualmente con la Agencia de Turismo de Japón y asociaciones turísticas de diversas regiones para promover el turismo en fábricas de sake entre los turistas extranjeros.

Se creó el Consejo Japonés para la Promoción del Turismo en Fábricas de Sake, al que se están uniendo numerosas fábricas de todo el país.

Nanbu Bijin también es miembro corporativo. La prefectura de Iwate, en colaboración con Japan Railways Group (JR), lanzó la campaña «Descubre Iwate» del 1º de septiembre al 30 de noviembre. <https://x.gd/CWtQN>

El cartel de esta campaña utiliza una foto de la fábrica de sake Nanbu Bijin, una bodega de tierra con 200 años de antigüedad. Puede verla en la dirección abreviada que aparece arriba.

Los visitantes pueden usar un happi (uniforme de una fábrica de sake), atarse una toalla japonesa a la cabeza y disfrazarse de trabajador para tomarse esta misma foto durante la visita.

Esta foto será un recuerdo imborrable de su visita. Se puede tomar la foto allí mismo y descargarla a su teléfono. Los visitantes también pueden crear etiquetas con su foto y comprarlas como producto. Este sake original recibió una mención honorífica del ministro de Agricultura y Tierras, Infraestructura, Transporte y Turismo.

Recomiendo encarecidamente a nuestros lectores que disfruten del turismo de degustación de sake durante su visita a Japón. No solo podrán degustar un sake delicioso, sino también disfrutar de los paisajes rurales de Japón.



日本酒 百味百題

¿Cuál es la diferencia entre los sabores «intensos» y «ligeros» del sake?

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Generalmente, la distinción básica en los sabores del sake japonés es «dulce» o «seco». Sin embargo, las tendencias recientes indican otras distinciones preferidas, como «intenso» y «ligero». Los anuncios de cerveza utilizan términos como «suave» y «refrescante», originalmente empleados por los sumilleres de sake para evaluar esta bebida. Los antónimos de «suave» y «refrescante» son «rico» y «con cuerpo». Estos términos se utilizan para describir los atractivos sabores del sake japonés, y son relativos a la distinción entre sabores «intensos» y «ligeros».

No existe una definición precisa para términos como «suave», «refrescante», «rico» y «con cuerpo», ya que cada uno de ellos se juzga de forma

subjetiva. Sin embargo, la terminología empleada por los sumilleres expertos en sake describe el sake «suave» y «refrescante» como «limpio», «fresco», «claro», «ligero», «fino», «delicado» y «refinado», entre otras características, al paladar.

No obstante, un sake «suave» y «refrescante» no solo implica un sabor suave y fácil de beber, sino que también requiere la suficiente riqueza para ser un sake japonés.

Los sabores «ricos» y «con cuerpo» del sake indican una alta concentración de sabor, descrita como un «retrogusto persistente», «rico», «con una amplia gama de sabores», «con suficiente variedad», «intenso», «robusto», etc. Por otro lado, los

sabores excesivamente «ricos» y «con cuerpo» también podrían describirse como «demasiado ricos», «pesados», «intensos», «de sabor peculiar», «sin firmeza en el sabor», etc.

La diferencia entre los sabores «profundos» y «ligeros» del sake japonés se debe al contenido de aminoácidos, el dulzor y la acidez. Además, el retrogusto es un factor importante en el sake japonés. Un retrogusto persistente, firme e intenso se denomina «oshiaji» (retrogusto persistente), mientras que un retrogusto ligero y refrescante se denomina «fresco» o «suave». Sin embargo, un retrogusto demasiado intenso puede convertir cualquier cualidad «buena» en una cualidad «mala» del sake.





Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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

Día Mundial del Sake

El 1º de octubre se celebra el Día Mundial del Sake, la fecha tradicional que marca el inicio del año de producción de sake en otoño, cuando se cosecha el arroz que se utiliza para su elaboración. El Día Mundial del Sake fue establecido por la Asociación Japonesa de Productores de Sake y Shochu en 1978.

En este día se organizan diversos eventos para brindar y desear prosperidad a la industria del sake, que desempeña un papel fundamental en la cultura japonesa. A pesar de haber transcurrido más de 47 años desde su instauración, el Día Mundial del Sake parece ser bastante desconocido para el público en general.

Sin ganas de organizar eventos laboriosos, opté por sentarme a disfrutar de una comida tranquila. Por ello, organicé un brindis con sake en el restaurante “Kitchen Souma” en el distrito de Yoyogi, Tokio.

Kitchen Souma es un restaurante nuevo que abrió sus puertas en el verano del 2023. Se trata de un restaurante tranquilo dirigido a un público de mediana y mayor edad, en contraste con otros restaurantes frecuentados por jóvenes en el distrito de Yoyogi. Dado que mi tienda también es frecuentada por muchos clientes de mediana edad y mayores, elegí Kitchen Souma como lugar para mi evento de brindis con sake.

Las ocho selecciones de sake que llevé a este evento eran de temporada otoñal: “Sanzui & Junmai Daiginjo Draft” de la destilería Hakuro Shuzo (prefectura de Niigata), “Akagisan Junmai” de Kondo Shuzo Co., Ltd. (prefectura de Gunma), “Junmai Kikutsuka~Yu~” de la destilería Kikunotsukasa (prefectura de Iwate), “Takizawa & Junmai Hiyaoroshi” de Shinsyu Meijyo Co., Ltd. (prefectura



de Nagano), “Iwamiginzan Junmai Autumn” de la destilería Ichinomiya (prefectura de Shimane) y “Honshu-ichi Junmai” de la destilería Umeda (prefectura de Hiroshima). Los ocho sakes de temporada fueron añejados durante todo el verano, lo que les confirió un sabor suave, un retrogusto refrescante, una acidez marcada

y un intenso sabor umami.

Los platos que acompañaron a estos sakes fueron creaciones de cocina fusión japonesa, preparadas con especial atención a los sabores otoñales. En total, ocho platos —un entrante, un encurtido, un plato de carne y un postre de arroz— complementaron a la perfección los sakes de temporada. Como

anfitrión, mi intención era brindar con sake en el primer brindis y abstenerme de beber durante el resto del evento. Sin embargo, el dueño del restaurante, Soma-san, solía prepararme deliciosos platillos pequeños, aparte del menú del evento, y terminé bebiendo más de lo previsto. Kitchen Souma es un restaurante con una propuesta exquisita que hace imposible limitarse al sake. Las tres horas de diversión programadas para este evento pasaron volando, y los invitados llegaron completamente ebrios al finalizar.

El Día Mundial del Sake es una jornada para brindar con sake, aún bastante desconocida en comparación con la fecha de lanzamiento del Beaujolais Nouveau, lo cual resulta inaceptable considerando que el sake es el vino nacional de Japón. Al igual que las fiestas otoñales en pueblos remotos, conocidas solo por los lugareños, debemos agotar el presupuesto municipal para celebrar el Día Mundial del Sake por todo lo alto. Sugiero a la Asociación Japonesa de Productores de Sake y Shochu que invite a aficionados al sake de otras prefecturas, como medida para aumentar la popularidad del Día Mundial del Sake.

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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

Maridaje de Sake Japonés con Comida

Un mal maridaje se refiere a la disminución del delicioso sabor del sake al combinarlo con comida.

Dependiendo de la combinación, el sabor del sake puede contrarrestar el sabor de la comida, generando un aroma y una textura desagradables.

En muchos casos, por ejemplo, el sake puede realzar el olor del pescado y el marisco. Por otro lado, queremos evitar combinaciones donde el equilibrio entre los sabores del sake y la comida sea deficiente y opaque por completo el sabor del alimento con el que se combina.

Por lo tanto, confirmemos lo siguiente:

- ¿Marida bien el sake japonés con otros alimentos además de la cocina japonesa?

El sake japonés marida bien no solo con la cocina japonesa, sino también con diversas cocinas, como la occidental, la china y la étnica. Además, el sake japonés también marida bien con ingredientes de otros alimentos, como la mantequilla, el queso y las especias.

- El sabor del sake al maridarlo con la comida es característico de su tipo.

Para cada tipo de sake, ciertas combinaciones maridan bien. Dependiendo de la clasificación del sake, los alimentos que mejor maridan varían según sus sabores y aromas.

Por ejemplo, el sake suave marida bien con comidas sustanciosas, el sake puro con alimentos de sabor umami intenso, el sake refrescante con comidas refrescantes y el sake aromático con comidas ligeras.

Ahora bien, veamos cómo maridar sakes específicos con diferentes comidas.

La clave para elegir un sake es decidir si se busca un sake de sabor similar al de la comida o un sake de sabor completamente diferente. Combinar sake con alimentos de sabor similar garantiza la mejor armonía. Por ejemplo, los alimentos dulces combinan bien con sake dulce, mientras que los picantes combinan con sake ácido. Por otro lado, combinar un alcohol con un sabor único y diferente puede generar un nuevo y delicioso sabor. Este fenómeno se conoce como «matrimonio» en el mundo del vino y es un poco más difícil de lograr.

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