

Japanese RESTAURANT news

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そしてトレンド



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ジャパニーズ・レストランニュース

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

Mission of Japanese Restaurant News

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



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New Year Greetings

新年の御挨拶

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Japanese Restaurant News 読者の皆様
健やかに新春をお迎えのこととお慶び申し上げます。
新しき一年、皆様のご健勝とご多幸を祈念申し上げます。

これまで、南カリフォルニアの各地を訪問し、多くの方にお会いする機会を得ました。日本酒や国産ウイスキーなどの酒類や和牛などの日本食材が地域に浸透し、これが日本のイメージアップ、そして日本のプレゼンス向上に繋がっていることを改めて実感しました。

当地において日本食が浸透している背景には、古くからビジネスを開拓されてきた日系人の方々、そして日系企業の皆様の献身的なご努力があります。日本食レストランや食品業界関係者の皆様のご長年のご努力に深く敬意を表すとともに、当館としても日本食や酒類の更なる普及・輸出促進に貢献していきたいと思っております。

日本から海外への農林水産物・食品の輸出額の中でも、米国への輸出額は昨年引き続き第1位となりました。カリフォルニアは全米で最大の日本食レストラン数を誇っており、最も日本食の普及が進んでいる州です。私は、当地にはまだまだポテンシャルがあると思っています。日系企業の皆様が力を合わせて新たな商流を積極的に開拓し、より多くの消費者に日本食の魅力を知り、楽しんでいただくことを心から希望します。そのために、「オールジャパン」というスピリットを醸成することこそが、総領事館の役割であり、地道に汗をかいていきたいと思っております。

最後に、在留邦人、日系米国人そして読者の皆様の新しい年におけるご健康、ご多幸そして日米関係の一層の発展を祈ってご挨拶とさせていただきます。

在ロサンゼルス日本国総領事
室田 幸靖



JETRO
Los Angeles

あけましておめでとうございます。旧年中はジェトロが皆様方から格別のご高配を賜りましたことを厚く御礼申し上げます。

さて、2025年1月から9月までの日本から米国向けの農林水産物・食品の累計輸出額は、緑茶、ぶり・ホタテ貝等水産品の輸出が伸び、2,024億円と中国・香港を上回り、引き続き世界1位を保ちました。しかしながら、トランプ政権による相互関税や景気の影響もあり、9月単月では輸出額が前年割れするなど警戒感が強まっています。その一方で、11月には緑茶など一部の農産物の相互関税が対象外となるなど、良いニュースもありました。総じて言えば、米国向け輸出を取り巻く環境は予断を許さない状況が続いていると言えます。ジェトロも日本政府の農林水産物・食品輸出額の2030年5兆円の目標達成のため、各種事業を積極的に展開して参りました。昨年もラスベガス等で開催された複数の大規模食品見本市にてジャパン・パビリオンを設置し、日本食品の出展と商談を支援しました。また、各種イベント等を通じて日本酒や焼酎の普及にも注力しました。総領事館と連携した輸出支援プラットフォームでは、都道府県の特産品の輸出に注力し、大手スーパー物産展や当地日本食団体のフェアと連携した商談等を支援しました。JFOODO（日本食品海外プロモーションセンター）では、フロリダやテキサスで日本酒、両海岸で水産品や和牛の消費者向けプロモーションを行いました。また、日本食の裾野を広げるべく、学校での食育授業などのイベントも行いました。日本食文化の振興団体とも提携し、地元の高校で抹茶など日本茶のワークショップを開催して、日本文化の普及にも取り組んでいます。今年は6月から2026FIFAワールドカップが米国、カナダ、メキシコの北米3カ国で開催されます。世界中から多くのファンの来訪が予想されますので、日本食普及の絶好の機会と捉えて、皆様方と協力して取り組んで参りたいと思っております。私こと、ロサンゼルスに赴任して丸二年が経ちました。皆様方には様々な場面で大変お世話になり、支えて頂きましたことをあらためて厚く御礼申し上げます。レストラン業界の皆様方はじめ、本紙の読者の皆様にとって、実り多き一年でありますようお願い申し上げます。

日本貿易振興機構（ジェトロ）ロサンゼルス事務所
所長 梶田 朗



JNTO
Japan National
Tourism Organization

謹んで新春のお慶びを申し上げます。

日本政府観光局（JNTO）では、日本の多様な魅力を米国の皆様にお伝えし、訪日旅行の促進に取り組んでおります。米国からの訪日旅行者は順調に推移しており、昨年は過去最高を記録するなど、多くの皆さまを日本にお迎えすることができました。これも、日本の魅力を様々な機会を通じて発信してくださっている皆さまのお陰です。心より感謝申し上げます。

訪日旅行の目的は多様化が進んでおり、「自然」「文化」「体験」などをキーワードに、都市部だけでなく地方を訪れる旅行スタイルが注目を集めています。各地では、伝統工芸の制作体験やクッキング体験など、訪日観光客向けの体験型コンテンツの開発が進んでおり、JNTOも、地域の皆様と連携しながら、こうした魅力の発信と地方誘致に引き続き注力しております。

中でも、食への関心は年々高まりを見せており、寿司やラーメンといった定番にとどまらず、地域色豊かな郷土料理や、健康志向の高まりを受けた日本の食文化全体への注目も集まっています。「日本で各地の食を味わうこと」は、伝統文化体験や四季の魅力を楽しむことと並び、訪日旅行の大きな動機の一つとなっています。実際に、日本食をきっかけに日本に興味を持ち、訪日を果たし、現地ですらなる多様性に触れた後、更に日本ファンとなり、帰国後も引き続き日本食を楽しむという、好循環が生まれていることを実感しております。当地において日本食の魅力を伝え、日々その価値を高めてくださっている皆様のご尽力に、改めて深く敬意を表すとともに、心より感謝申し上げます。

本年も、皆様にとって良い年になることをお祈りしております。

日本政府観光局（JNTO）ロサンゼルス事務所
田中陽子



JCCSC

JAPANESE CHAMBER OF COMMERCE OF SOUTHERN CALIFORNIA
244 S. San Pedro St #410, Los Angeles, CA 90012 Tel: (213) 628-3063, Fax: (213) 628-3070 <http://www.jccsc.com>

新年明けましておめでとうございます。

本年度より南加日系商工会議所の会頭を拝命させていただきました山崎一郎と申します。どうか宜しくお願い申し上げます。

日本へ帰国する度に入国に並ぶ外国人の数が多くことに驚きを感じます。為替の影響で日本へ行きやすくなったことが原因だと思います。日本の観光地はどこも外国人で溢れ、日本人が逆に行かなくなったという現象が起きているようです。しかし大きなプラス面もあると思います。外国人観光客が多くなることで、経済的な効果はもちろんアップし、それ以上に安くて美味しい日本食を食べてもらえることで日本の味文化を体験してもらえることです。

日本の本場の味を体験されたアメリカ人が当地で日本食を愛していただくことは日本人にとって、また日本のレストランにとってありがたいことです。ここアメリカでは日本のレストランと同等の味、あるいはそれ以上に美味しい日本食も食べられます。戦後、日本食をアメリカに広められた共同貿易（株）の当時社長であった金井紀年氏は1985年度の南加日系商工会議所の会頭でありました。アメリカで寿司をここまで有名にされた功績は大きいと後輩として誇りに感じております。金井氏には及ばないまでもアメリカで日本企業や日本レストランが繁栄する一助を担えるよう精進して参る所存です。

結びに、アメリカにお住まいの日本人及び日系人の皆様の益々のご健勝とご多幸をご祈念申し上げ、新年のご挨拶とさせていただきます。

山崎一郎
南加日系商工会議所会頭





New Year Greetings

新年の御挨拶



あけましておめでとうございます

米国の皆さまにおかれましては、昨年が飛躍の素晴らしい年とられたことと存じます。日本では、さまざまな物価上昇により消費者が苦慮する一年となりました。特に日本人の主食また日本酒の原料となる米の不足と価格高騰は大きな社会問題として注目を集めました。

一方で、この数年は米国をはじめとするインバウンド需要が増加し、日本の食文化や伝統文化に触れていただく機会が多くなりました。“EXPO 2025 大阪・関西万博”の開催もその流れをさらに後押ししています。同時に、私たち日本人にとっても、世界の食や文化に関する多様な情報を得る貴重な機会となりました。

当会は、国内外における「唎酒師（酒ソムリエ）」の認定および育成を主要な活動の一つとしております。米国でも、在米の皆さまや企業のご協力のもと、精力的に活動を展開しております。2025年2月に開催いたしました「第6回世界唎酒師コンクール」には、多くの国と地域の代表が参加されました。総合優勝は台湾の方が獲得されましたが、料飲サービス部門ではアメリカ代表のサミュエル・バリックマン氏（Origami Sake ソムリエ）が優秀賞を受賞されました。日本酒の魅力や正しい楽しみ方が世界各国により広まりつつあることを実感し、大変うれしく思っております。

今年は午（うま）年であり、「躍動」「成功」「勝負運」を象徴する一年といわれています。日本酒業界をはじめ、世界の飲食業界がさらに発展していくことを心より期待しております。日本の食文化・酒文化がより広く世界に伝わり、永く受け継がれていくよう、今年も皆さまとともに歩んでまいりたいと存じます。

皆さまのご健勝と、2026年がより良い一年となりますことを心よりお祈り申し上げます。

SSI インターナショナル 会長
日置 晴之（HARUYUKI HIOKI）



January 1, 2026

On behalf of RX Japan Ltd., I wish you all a Happy New Year.

RX Japan was founded in 1986 as a member of Reed Exhibitions, the world's leading exhibition organizer. By consistently creating exhibitions that generate real business results, we became Japan's largest trade show organizer in 2003. Today, our mission remains unchanged: to organize high-quality exhibitions that support industry revitalization and foster international business connections. As of 2024, we now hold 97 exhibitions annually, across various of fields including food, jewelry, fashion, electronics, energy, IT, cosmetics, and medical. Recognized as a company that “creates trade shows where exhibitors and visitors can efficiently achieve business matching,” more than 26,000 companies exhibit at our shows each year.

“JAPAN'S FOOD” EXPORT FAIR, dedicated to promoting Japan's food and beverage exports, has been held since 2017 with strong support from the Ministry of Agriculture, Forestry and Fisheries and JETRO. Since 2022, the Ministry of Economy, Trade and Industry (METI) has also joined in supporting the show, further increasing its impact. The fair attracts high-quality buyers from around the world and has earned a strong reputation as a premier sourcing destination for unique and high-quality Japanese foods.

In response to growing demand, the exhibition has been held twice a year since 2024, with both editions running concurrently with JAPAN INT'L FOOD EXPO (JFEX). In 2025, the summer and winter editions together welcomed approximately 930 exhibitors from Japan and overseas, and over 33,000 visitors. The winter show, held in December, once again received high praise for the quality of business meetings.

To our buyers in the Americas, we warmly invite you to join us again at the upcoming editions of the fair. We hope you will experience Japanese food firsthand and discover new business opportunities. We will continue striving to deliver exhibitions of the highest quality and to serve as a bridge between Japan and the world.

Sincerely,

Takeshi Tanaka
President of RX Japan GK



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E-mail: mutual@lamtc.com
Web: www.lamtc.com

新年明けましておめでとうございます。

旧年中は格別のご高配を賜わり、厚く御礼申し上げます。

おかげさまで Mutual Trading は本年創業100周年を迎えます。日本の“本物の味”を世界の皆さまへお届けするという使命感とともに一世紀を歩んでまいりました。この道のりは、お客様、サプライヤーの皆さま、そして地域社会の方々からのご協力とご支援の賜物であり、皆さまお一人おひとりにあらためて感謝申し上げます。

これからも創業以来の「共存共栄」の志を大切に、革新への挑戦を続けながら、次の100年も、質の高い製品、確かなサービス、そして真心を込めたおもてなしで、日本と世界をつなぐ架け橋として歩み続けてまいります。

Mutual Trading一同を代表し、皆様にとって新たな年が喜びと繁栄に満ちた一年となりますよう、心よりお祈り申し上げます。

As we welcome this milestone year, I am filled with deep gratitude. In 2026, Mutual Trading celebrates its 100th anniversary — a century dedicated to bringing the authentic flavors of Japan to the people of the world.

This achievement is made possible only through the trust and support of our valued customers, suppliers, and community partners. To each of you, I extend my heartfelt appreciation. Together, we have built a legacy rooted in mutual advancement, shared prosperity, and an enduring love for Japanese food culture. Looking ahead, we will continue to honor our founding spirit while embracing innovation for the next hundred years — serving as a bridge between Japan and the world through quality products, reliable service, and a genuine spirit of hospitality.

On behalf of all of us at Mutual Trading, I wish you a joyful and prosperous New Year.

Masatoshi Ohata
President, Mutual Trading Co., Inc.



Happy New Year

On behalf of JFC International Inc., I would like to extend my sincerest best wishes for the New Year.

The year 2025 started as a challenging one, notably with the wildfires in Los Angeles at the beginning of the year. We sincerely pray for the quick recovery of all those who were affected. However, I believe the city of Los Angeles regained its brightness when the Dodgers won their second consecutive World Series in the fall. It was a year that truly made us feel the resilience and power of the city of Los Angeles.

The environment surrounding our business continues to change significantly, increasing in complexity. We believe we must adapt quickly to these rapid and substantial changes, continuing to provide value to consumers, customers, and our business partners.

The Japanese food market in the U.S. continues to expand. As a Japanese food wholesaler, we hope to strengthen our role as a bridge connecting customers and vendors and contribute to the growth of this market. In 2026, we will mark the 120th anniversary since the founding of our originating company. We will continue to uphold the principle of "Quality Merchandising and Good Service" that we have maintained since our establishment, and we will strive to deliver safe and secure Japanese foods to consumers.

Thank you for your ongoing support. I wish you all health, happiness, and success in the New Year.

Kazuhiro Shimizu
President





令和8年、2026年 新春のお慶びを謹んで申し上げます。

ここ米国では、寿司やラーメンといった定番の日本食に加え、「おにぎり」「発酵食品」「和スイーツ」、そして最近ではゆずなどの日本独自の食材やフレーバーも米国に暮らす人たちの間で注目され、その存在感がますます広がっています。ヘルシーでサステナブルな食としての和食は、米国の幅広い世代に親しまれ、食材や調味料への理解や関心も着実に深まっております。

米国各地では、日本各地の生産者や料理人との交流が一層活発になり、郷土料理や地域食材の魅力が現地のレストランやイベントで紹介される機会も増えています。MLBでは大谷翔平選手や山本由伸投手をはじめとする日本人選手たちが海を越えて米国で大活躍することで、日本に対する関心もますます高まると同時に、食の分野でも、日本の地方に根ざした味や独自の食材が同じように海を越え、現地で楽しんでいただける機会が広がりつつあります。こうした流れは、日本文化の多様な魅力が米国に浸透する兆しであり、今後のさらなる発展が大いに期待されます。

私たち日本食文化振興協会は、これまで培ってきたネットワークを生かし、米国にまだ知られていない「隠れた名品」や「旬の逸品」をこれからも紹介してまいります。単に日本の味を米国で紹介するだけでなく、その背景にある季節感や美意識、食を通じた心の豊かさを共有していくことが、私たちの使命であると考えております。

米国における日本食業界関係者の皆様のみならず、ご発展を心よりお祈り申し上げます。

令和8年／2026年 正月
JFCA 日本食文化振興協会
理事長 中田 直尚



謹んで新春のお慶びを申し上げます。

旧年中は、物価高・人手不足といった構造的な課題に加え、トランプ政権による相互関税措置の影響で物流・調達の不確実性がさらに高まり、皆様におかれましては例年以上に難しい経営環境のもとご尽力を重ねられたことと拝察いたします。そのような中、ロサンゼルス・ドジャースが二年連続でワールドシリーズを制覇し、大谷選手をはじめとする日本人選手が大活躍したことは、多くの在米日本人にとって大きな励みとなりました。

他方、米国の日本食市場に目を向けると、インバウンド需要の増加により日本への渡航経験を持つ米国人が急増し、「本場で体験した本物の味」を求める声も、年々強くなっており、和食はもはや「エスニック料理の一つ」ではなく、品質や産地、伝統性に価値を見いだす食文化として定着しつつあります。こうした本物志向の高まりは、私たち日系食品業界にとって大きな追い風であり、同時に今まで以上に確かな品質と安定供給が求められる新たな局面でもあります。

私ども「七味会」は、日系食品メーカーの親睦団体として、官民関係機関と密に連携し、米国の食品規制や通商政策の動向を迅速に共有するとともに、安全・安心な日本食の供給に努めてまいりました。本年も、皆様と共に日本食の正しい価値を伝え、米国の日本食市場のさらなる発展に寄与すべく、一層の品質向上と安定供給に取り組んでまいります。

新しい年が皆様にとりまして実り多き一年となりますよう、心よりお祈り申し上げます。

七味会会長 鈴木智文



Wismettac Asian Foods, Inc.
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www.wismettacusa.com

新春の候、皆様のご健勝とご繁栄をお喜び申し上げます。

平素より格別のお引き立てを賜り、心より御礼申し上げます。

2025年は、国際情勢の変化により通商環境が大きく揺れ動いた一年となりました。日米間の相互関税や物流コストの変動などの影響を受ける一方で、外食業界においてもさまざまな対応が求められる状況が続きました。人件費や食材価格の上昇などの課題は依然としてありますが、「本物志向」や「健康志向」を背景に日本食への関心は引き続き高く、米国市場においても新たな可能性を感じる一年でした。

2026年、私たち Wismettac Asian Foods, Inc. は、こうした変化を前向きな機会と捉え、皆様の事業をより力強く支えるため、引き続き努力を重ねてまいります。商品の安定供給を最優先としつつ、市場のトレンドやお客様の声を反映した新商品のご提案、そして一層きめ細やかなサポート体制の充実を図ってまいります。現場での課題やご要望にも丁寧に向き合い、皆様にとって信頼できるパートナーであり続けることを目指してまいります。

変化の多い時代だからこそ、新しい発想や挑戦が生まれるチャンスがあります。皆様とともに、日本食の魅力をも米国市場に広げ、業界全体の発展に貢献できることを心より楽しみにしております。

本年も変わらぬご愛顧を賜りますようお願い申し上げますとともに、皆様のご活躍と貴店の一層のご発展を心よりお祈り申し上げます。

鈴木喬久
Senior Vice President, Wismettac Asian Foods, Inc.



米国日系レストラン協会
Japanese Restaurant Association of America

新年あけましておめでとうございます。

皆様にとって実り多き一年となりますよう、心よりお祈り申し上げます。

米国日系レストラン協会の会長として三年目を迎えました、釘田慎二です。昨年も多くの皆様にご支援を賜り、協会として大変意義ある一年を過ごすことができました。

2025年は、カリフォルニア州内の山火事被害に対する支援金を募るイベントを開催したほか、恒例の寿司慰問、ゴルフ大会、Sushi & Sake Festivalなどを通じて、業界内外とのつながりをさらに深めることができました。特にSushi & Sake Festivalでは、開催の約1週間前にチケットが完売となり、日本食文化への関心の高まりを改めて実感しております。

一方で、物価上昇や人材不足といった課題は依然として深刻で、多くの飲食店が創意工夫を求められる状況が続いています。また、サステナブルな経営や地域社会との連携など、新たな視点での取り組みにも注目が集まった一年でもありました。

本年も引き続き、日本食の魅力を伝えるとともに、会員の皆様の声を反映した活動を通じて、業界のさらなる発展に努めてまいります。日本酒・焼酎の普及、日本産食材の活用支援、そして業界課題への対応など、多角的に取り組んでまいります。

2026年も変化をチャンスと捉え、ともに前進できる一年となりますよう、変わらぬご支援、ご指導を賜りますようお願い申し上げます。

米国日系レストラン協会
会長 釘田 慎二





New Year Greetings

新年の御挨拶



新年あけましておめでとうございます。

日頃より、弊社品のお取扱い、ご愛飲に、心より感謝申し上げます。

Sapporo Stone Brewing社は、2022年9月1日に当時のSapporoUSA社が米国クラフトビール会社の一つであるStone社を買収して生まれた会社です。2年余りの統合期間を終え、2025年からはSapporoの全製品が米国産となりました。

1964年にサッポロ製品の日本からの輸出を開始して以来、米国在住の皆さまに、より近い場所で自社製造し、より新鮮なビールをお届けすることは我々の夢でもありました。(直近では、カナダ産・ベトナム産のビール提供でしたが、2025年をもって、米国内で流通しているSapporo製品は全て米国産へ切り替わりました) 基本的には、西海岸の皆様にはCalifornia州Escondido工場で製造されたビールを、中部・東海岸の皆様にはVirginia州Richmond工場で製造されたビールを、お届けしております。

レストラン関係者の皆様にとって、ビールは1アイテムに過ぎませんが、レストランで楽しむ食事や時間がより特別な体験となりますよう、微力ながら高品質な米国産ビールを追及して参ります。Sapporoが米国において、認知を拡大できたのは、レストラン業界の皆様のご協力あつてのことでした。

当方は、2025年4月に日本へ帰国いたしました。引き続き北米事業の統括を担っております。よって、今後も、レストラン業界の皆様とともに、米国でのビジネスの発展を目指すとともに、日本食をはじめとする日本文化の米国での浸透に貢献できますよう尽力して参ります。

末筆ながら皆様のご健勝、ご多幸を心より祈念し、新年の挨拶とさせていただきます。

サッポロビール株式会社
国際事業本部副本部長、北米事業統括
北岡 宏昭



Kirin Brewery of America LLC21151
S. Western Ave., #135A, Torrance, CA 90501
Phone (310)714-0596

新年あけましておめでとうございます。

皆様におかれましては穏やかな新年を迎えられたこととお慶び申し上げます。

2025年はインフレや新たな諸政策の影響で飲食業界にとって厳しい一年となりました。コスト上昇や人手不足、物流や仕入れ価格など日々目まぐるしい変動に対応するため、多くの事業者が迅速な意思決定と柔軟な施策を迫られたことと拝察します。一方で、ドジャースのワールドシリーズ連覇における日本人選手の活躍など、日本文化への注目が高まった一年でもありました。とりわけ日本食への関心は引続き高く、業界に携わる者として、日本食がアメリカの食文化に定着しつつあることを誇りに思います。

キリンブランドもおかげさまで益々アメリカの食文化に浸透することが出来ております。昨年、当社は北米キリングループの一員であるNew Belgium Brewingでの製造・販売を開始いたしました。60年以上にわたり米国に根差してきたキリンブランドを、同じキリングループならではの徹底した品質管理と魂のこもった営業活動でより多くのお客様に届ける新たな一歩です。キリングループのDNAであるお客様本位・品質本位の精神を大切にしつつ、New Belgium Brewingの卓越したマーケティングと社員一人一人に浸透した闊達な遊び心を融合させ、2026年は皆様と共に一層の飛躍を目指してまいります。

本年も変わらぬご支援とご鞭撻を賜りますようお願い申し上げます。皆様のご健勝とご発展を心よりお祈り申し上げ、新年の御挨拶とさせていただきます。

Kirin Brewery of America LLC
President & CEO
久保田 幸輔



新年あけましておめでとうございます。

謹んで新春のお慶びを申し上げます。
旧年中は格別のご愛顧を賜り、心より御礼申し上げます。

2025年はアルコール飲料全体に健康への懸念が広がり、インフレーションやトランプ関税など、アルコール業界にとってまさに踏ん張り時の一年でした。しかしワインやビールなど多くのカテゴリーで売上が低下する中、日本酒市場は微増ながら成長を続け、私たちに希望を与えてくれました。これは、レストラン様や日本食業界が一丸となり、新しい需要を切り拓いてきた努力の賜物だと感じております。

白鶴酒造では、小容量高品質商品の展開や、新ジャンル「Hakutsuru Blanc」を発売し、日本酒の新しい楽しみ方のご提案をはじめました。今後も皆様と共に、日本食とSakeの魅力さをさらに広げてまいります。

2026年は午(うま)年です。日本食とSakeの魅力さをさらに広げ、馬のように力強く広大な米国を駆け抜ける一年にいたしましょう。皆様のご繁栄を心よりお祈り申し上げます。

本年もどうぞよろしくお祈り申し上げます。

Hakutsuru Sake of America, Inc.
General Manager 飛田 良樹 (Yoshiki Hida)
info@hakutsuru-america.com



新年あけましておめでとうございます。

謹んで新春のお慶びを申し上げます。
旧年中は格別のご愛顧を賜り、心より御礼申し上げます。

近年、日本食と日本産食品への関心は世界的に高まり、米国においても地域色豊かな食文化への理解が一層深まっております。とりわけ、日本の発酵文化や酒類に対する評価は年々高まっており、弊社としても、こうした素晴らしい日本の食文化を現地の料飲店様を通じてより多くの方々へお届けできるよう、試飲イベントや販促企画等を強化してまいりました。

皆様におかれましても、依然として人材確保の難しさや原材料費・物流コストの上昇など、課題の多い環境が続いていることと存じます。弊社は、来店されるお客様により高い価値を感じていただける商品提案や売場作り、メニュー開発のサポートを通じ、皆様の事業運営の一助となれるよう尽力してまいります。

本年の干支である丙午(ひのえうま)は、勢い・活気・新たな挑戦を象徴するといわれております。これまで積み重ねてこられた努力が大きく花開き、新しい飛躍へ繋がる一年となりますことを心より祈念し、新年のご挨拶とさせていただきます。

iichiko USA, Inc.
Sales Manager 東 努 (Tsutomu Higashi)





New Year Greetings

新年の御挨拶



Sake Shochu Spirits Institute of America
NPO法人 米国酒焼酎蒸留酒研究所
All Japan News Inc.

謹んで新春のお慶びを申し上げます。
 旧年中は格別のご支援を賜り、心より御礼申し上げます。

2025年は日本食業界にとって厳しい一年であり、健康志向の高まりやインフレーション、関税問題など逆風が続きました。しかしその中で日本食レストラン数は増加を続け、私たちに希望を与えてくれました。これはレストラン様や日本食業界が一丸となり、新しい需要を切り拓いてきた努力の成果にほかなりません。弊社も本年で創立35周年を迎え、スポンサー、読者の皆様の応援に感謝するとともに、米国日本食市場の発展に寄与してきた歴史を誇りに思います。

これまで培った経験と信頼を礎に、今後も日本食の魅力を広く伝え、業界全体を明るく照らす存在であり続けたいと願っております。2026年は午年、馬のように力強く広大な米国を駆け抜け、日本食文化の未来をさらに切り拓く一年にいたしましょう。

皆様のご繁栄とご健勝を心より祈念申し上げます。



David Kudo (工藤 実)
 President, All Japan News Inc.
 米国酒焼酎蒸留酒研究所 代表理事



本年もよろしくお願ひ申し上げます
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謹んで新春をお祝い申し上げます。

農林水産物・食品等の輸出の促進にも繋がる啓蒙活動にも日本は国を挙げて取り組んでいます。一方で、日本食が広まるにつれ課題も見えて来ました。食文化は作る人と食べる人がいなければ成り立ちません。保存・継承には人の手は不可欠です。

どうしたら食文化を継承していく事が出来るのか、最も重要なことは担い手を絶やさず守る事だと思います。現在のアメリカでは日本食の担い手の90%が日本人以外の人々に移って来ています。

日本食文化の正しい継承という面では危機感を感じざるを得ません。海外の既存の食文化との結びつきやこれによる新たな日本食の発展も視野に入れるべきで、“これは正しい日本の食ではない”と否定するつもりはありません。しかし、将来の正しい日本食の発展のためには、伝統的な食文化を教育して継承していくことは重要なことではないかと考えます。

日本食文化の発展のためにも私達は“食文化をどう継承するか”を念頭に置き、日本食業界の皆様とこれに務めていく所存です。

2026年が皆様方にとって輝かしく幸多き一年になりますことを心よりお祈り申し上げます。



ジャパニーズレストランニュース
 編集長 川端弘志



謹んで新年のご挨拶を申し上げます。

本年も末永くご愛顧いただける製品をご提供いたします。
 変わらぬお引き立てのほど、よろしくお願ひ申し上げます。

MIYAKO ORIENTAL FOODS, INC.
 customerservice@coldmountainmiso.com
 (626) 962-9633



謹んで新春の祝詞を申し上げます。

食を通じて人々の暮らしに新たな価値と豊かさを提供してまいります。
 本年も変わらぬご愛顧のほど心よりお願ひ申し上げます。

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Katsuya Uechi
Honorary Sake Sommelier & Saka-Sho
Chairman
Katsuya Group



Rick Smith & Hiroko Furukawa
Honorary Sake Sommelier & Saka-Sho
Owner "SAKAYA NYC"



Beau Timken
Honorary Sake Sommelier & Saka-Sho
Owner "True Sake"



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



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



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



有目的的釀造酒

在品酒會上，酒業經營商家和批發商關於自己的酒經常說“它是適合任何菜餚的”、“我們使用 100% 山田錦”、“純米大吟釀”，和“傳統的本造”等等，我看到他們向美國人這樣推薦。但是很多人（包括我自己）都不明白這意味著什麼。簡而言之，我想知道酒的味道適合什麼菜餚。

日本酒是一種可以充分利用加工技術改變口味的產品，而葡萄酒則被左右於葡萄本身的味道，就是說依賴於所謂的農產品。換句話說，日本酒可以通

Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, “This sake goes with any food,” “We use 100% Yamadani-shiki rice,” “This is Junmai Daiginjo,” and “This is a traditional kimoto sake,” etc. However, most people (including myself) don’t understand what those industry jargon means. In other words, “So what are the flavors of sake, and what foods does the sake go well with?” is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that’s the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery’s objective for the particular brand (design objective). Isn’t it most important to accurately communicate to consumers the brewery’s “philosophy and objective towards the brand’s flavor?” For example, the brewery’s benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won’t be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers. ■

味の理念や目的

よく試飲会で蔵元や問屋業者が自社の酒に対して「どんな料理にも合いますよ」とか「山田錦を 100%使ってます」、「純米大吟釀です」、「伝統的なキモト造りです」などと言ってアメリカ人に勧めているのを見る。しかし、多くの人（私自身も）はその意味が分からない。要するに「だから、どういう味がして何に合うのか」を知りたいのだ。

日本酒は加工技術を駆使させて味の変化を出すことができる製品に対してワイ

ンはブドウそのものの味が大きく左右する、いわゆる農業製品に近いのである。言い方を変えれば、日本酒はある程度味の設計を造り（米の選択、精米歩合、醗酵、温度、貯蔵方法など）によって調整できるのに対して、ワインはその年のブドウ品質でほとんど決定するのである。

さて、それならば日本酒を知る、伝えるのに一番の方法は、蔵のその酒に対しての方針（設計目的）を知ることが分かれば話は早いのである。美味しい酒って

どんな味がするのか、手作りの酒ってどんな味がするのか、自然豊かな大地で造った酒ってどんな味がするのか、ということである。蔵の本来目指している“味の理念や目的”を明確に消費者に訴えることがもっと必要であるのではないだろうか。たとえば、当蔵の水質（硬水）のメリットを生かし、肉料理との究極な相性を追及するために米はXX、造りはYYY、ワインや焼酎にも負けない個性を演出した、などもっと絞り込んだ消費者への提言と酒設計造りが必要なのではないだろうか。

過口味設計（選米、精米比例、発酵、温度、貯蔵方式等）等進行一定程度的調整，而葡萄酒則主要由當年產的葡萄的品質決定。

如果是這樣的話，理解和傳達日本酒的最好方法是了解酒廠為該酒制定的方針（設計目的）。美味的酒有什麼樣的味，手工釀造的酒有什麼樣的味，在自然豐富的土地上釀造的酒有什麼樣的味，這就是我們要知道的。我認為需要明確地向消費者傳達酒廠最初的目標“味道的理念和目的”。比如利用水質（硬水）的優勢，為了追求與肉類菜餚的極致的兼容而使用了XX米，釀造的YYY酒的個性是不輸於葡萄酒和燒酒的。我認為這些東西有必要向消費者提及而且告知釀造酒時的設計。

맛의 이념과 목적

시음회에 가면 양조장이나 도매업자가 자사의 술에 대해 “어떤 요리에도 궁합이 잘 맞아요”라든가 “야마다니시키 100%를 사용했습니다”, “준마이다이긴조입니다”, “전통적인 양조법인 기모토(生酛) 주조법으로 만들었습니다” 등을 내세우며 미국인에게 추천하는 모습을 자주 보게 된다. 하지만 대부분(나 자신 포함)은 그 의미를 모른다. 즉, 그들은 “그러니까 어떤 맛이고, 어떤 음식에 어울리는가”를 알고 싶을 뿐이다.

일본술은 가공 기술을 구사하여 맛에 변화를 줄 수 있는 제품이지만, 와인인 포도 그 자체의 맛이 크게 좌우하는 이른바 농업 제품에 가깝다. 바꾸어 말하면, 일본술은 어느 정도

맛의 설계를 제조(쌀의 선택, 정미 비율, 발효, 온도, 저장 방식 등)에 따라 조정할 수 있으나, 와인은 그 해의 포도 품질로 거의 결정된다.

그렇다면 일본술을 알고, 전달하는 데 가장 좋은 방법은 무엇일까? 양조장의 그 술에 대한 방침(설계 목적)을 알게 되면 이야기가 술술 풀린다. 맛있는 술은 어떤 맛인가, 수제 술은 어떤 맛인가, 풍부한 자연에 둘러싸인 대지에서 만든 술은 어떤 맛인가 등을 알리고 전달하면 되는 것이다. 양조장이 원래 지향하는 “맛의 이념과 목적”을 명확하게 소비자에게 전달하는 것이 더욱 필요하지 않을까? 예를 들어 해당 양조장의 수질(경수)의 이점을 살려 고기 요리와 궁극의 궁합을 추구하려면 쌀은 XX, 제조는 YYY, 와인과 소주에도 지지 않는 개성을 연출하는 등 더욱 대상을 좁혀 소비자에 대한 제언과 술 설계 제조가 필요할 것이다.

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
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by Kosuke Kuji 219



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

Recommending sake to gals and inbound tourists: Part I

ギャルとインバウンドに日本酒 その1

Young consumers are not consuming sake, is it because they "hate" sake?

Approximately 30 years have passed since I entered the sake industry. I have faced this issue since I was a young worker.

As a young student in my twenties, I knew no one (students at the Tokyo University of Agriculture, Department of Fermentation Science and Technology) who didn't consume sake because they "hated" sake. On the contrary, many sons of sake breweries attended the university, whose parents

sent sake to enjoy in the dorm. We held sake tasting events and actively frequented restaurants with many regional sake selections.

However, quality sake was still expensive, nearly double the cost of carton sake at the time. As sons of sake breweries, we knew delicious Junmai and Honjozo brands, and the skill to find delicious, affordable sake can be acquired by "studying."

However, there were no smartphones and cell phones at the time, which required hundreds of times more effort and passion to research and learn

about sake. Several years have passed since. We entered our 30s, 40s, and 50s, and the younger generation's relationship with sake became fuzzy.

However, the production volume of sake dropped to 1/3 of its peak volume within the last 50 years, with seemingly little potential left for domestic consumption.

Therefore, I was contemplating how to encourage sake consumption among younger generations and inbound tourists to Japan when I met a group of "gals."■

(To be continued in the next report)

日本酒が若者に飲まれない、と言われて久しいですが、若者は本当に日本酒を「嫌い」で飲まないのでしょうか？

私も日本酒業界に入って約30年ですが、若いころからこの問題に向き合ってきました。

私が若いころ、20代の学生の頃は、私のまわり（東京農業大学醸造学科）では、日本酒を「嫌い」で飲まない人はいませんでした。むしろ、大学には蔵元の息子も多く、実家の蔵の日本酒を送ってもらい、それを飲んで楽しんでいました。

逆に、きき酒とか、地酒を多く置く飲食店も積極的に行っていました。

しかし、やはり良い日本酒は、当時のパック酒の安いものと比べると倍近く値段が高いものもありましたが、私達蔵元の息子達は純米酒や本醸造で美味しいものを知っており、「勉強」すれば安くても美味しいものを見つけることが可能だと知っていました。

しかし、当時はスマホや携帯電話は無い時代です。調べる事、学ぶ事には今の何百倍もの努力と情熱が必要でした。

そこから年月が経ち、私も30代、40代、

そして50代となり、若者と日本酒の関係が見えにくい年になってきました。

ただ、日本酒の日本での現状は、とにかくこの50年で生産量は最盛期の1/3になり、日本国内での消費に可能性を感じなくなってきました。

そこで、再度未来のある若い世代や日本が好きで日本に観光に来てくれるインバウンドの皆さんに日本酒を飲んでもらうにはどうするか、と考えていた時に、「ギャル」と言われる人たちと出会いました。

(次回に続く)

日本酒 百味百題

Why does Ginjo sake generate a fruity aroma...? 吟醸酒はなぜ果実香がするのか

Ginjo sake generates a unique aroma, referred to as a “fruity aroma” or “floral aroma.” Generally speaking, the aroma is described as a fruity aroma similar to Delicious Apples, melon, banana, a sweet and refreshing aroma.

The Ginjo aroma is known to consist of mainly ester components such as isoamyl acetate, isobutyl acetate, ethyl valerate, caproic acid ethyl, and caprylic acid ethyl, along with high-end alcohol such as isoamyl alcohol. These esters are consistent with the fruity aroma components of apple, melon, banana, pineapple, etc.

The secret behind sake prepared from rice generating this fruity aroma is the unique production method behind Ginjo sake. Ginjo sake is produced “using white rice polished below the rice polishing ratio below 60%, gradually fermented at low-temperatures.” The production conditions inhibit the effects of yeast as much as possible, resulting in the fruity aroma.

First of all, the more the ingredient rice is polished, the more pure starch is produced. The reason why sake rice is polished to a high degree is to eliminate protein and lipids that would be a factor that reduces the flavor of sake. At the same time, the outer layer also contains nitrogen compounds, vitamins, etc., that would become nutrients to the yeast.

Therefore, in the fermentation mash prepared from highly polished steamed white rice, the yeast lack sources of nutrients, thus impacting its activity. Also, while the rice malt is prepared especially by hand to produce Ginjo sake, this rice malt is ideal to

gradually dissolve the steamed rice in the mash, a condition to gradually ferment the alcohol in the yeast. Thus, the low temperature below 50 degF not only further inhibits the steamed rice from dissolving; it also inhibits the activities of the yeast.

In this way, when left in a starved state in cold region, the yeast will utilize the fragrance ester to create its own energy. This is how the fruity aroma is created from esters. However, the yeast also has several types that easily generate the Ginjo aroma. Also, the fruity aroma components are also included in the carbonic acid generated while the fermentation-mash is fermenting, but instantaneously disappears, only to reappear later in the production stage. However, the fruity aroma is not guaranteed to be generated, but said to be dependent on the skill of the Master sake brewer.■



吟醸酒には特有の芳香がある。この香りを「吟醸香」または「吟香」という。一般には、デリシャスリンゴやメロン、バナナなど果物の、甘く爽やかでフルーティーな香りと表現される。

吟醸香を構成する成分は主として、酢酸イソアミル、酢酸イソブチル、吉草酸エチル、カプロン酸エチル、カプリル酸エチルといったエステル類と、イソアミルアルコールなどの高級アルコールであることが分かっているが、これらのエステル類はリンゴやメロン、バナナ、パイナップルといった芳香果実の香りの成分と一致する。

米から造る酒がこのようなフルーティーな香りを生成する秘密は、独特の吟醸造りにある。吟醸造りとは、「精米歩合60%以下に精米した白米を使用し、低温でゆっくり発酵させ、かす歩合を高くした」製法だが、これらの製法上の条件は、清酒酵母の働きをできるだけ抑えるためのもので、それによって吟醸香が生み出されるという。

まず、原料米を高度に精米すればするほど、米はでんぷん質の純度が高くなる。米を極度に精白するのは、外層部分に酒に雑味をつける要因となるたんぱく質や脂質などが含まれているためだが、外層部には同時に、酵母の栄養源になる窒素化合物やビタミン類なども含まれている。

したがって、そのような高度精白米の蒸米を使ったもろみ中では、酵母は栄養源が乏しいため活発に活動することができなくなる。また、吟醸造りでは、麹も突き破精型の特別なものを手造りして使用するが、この麹はもろみ中の蒸米をゆっくりと溶かすのに理想的な麹であり、酵母のアルコール発酵を緩慢にさせる条件となる。そして、10度以下という徹底した低温は、蒸米をさらに溶けにくくすると同時に、酵母の活動も抑えることになる。

こうした、いわば寒冷地に飢餓状態で置かれた状態になると、酵母は細胞膜内にある芳香エステル生成系と呼ばれる酵素を使って、自らエネルギーをつくり始める。こうして吟醸酒には、エステル類が構成する果実香がつくことになるわけだが、酵母にも吟醸香が出やすい種類がある。また、この芳香成分は、もろみの発酵の途中である高泡期に放出される炭酸ガス中にも含まれているが、いったん消えてしまい、末期になると再び出てくる。ただ、吟醸香は吟醸造りをすれば必ず出るとは限らず、その出方は杜氏の腕にかかっているといわれる。

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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

Halloween ハロウィン

Halloween is celebrated on October 31. For some reason, Halloween is increasingly celebrated in various regions throughout Japan in recent years. Although I'm not sure what Halloween celebrates, increasingly more Japanese cosplay and celebrate Halloween lively. The sight of small children cosplaying as witches and devils, strolling the streets collecting candy is endearing. However, trouble occurs annually as the night progresses, especially in the "Shibuya" district.

Because Shibuya district was at one time a lawless region with many commotions that erupted like riots, measures were implemented in recent years to ensure crowds do not gather at Shibuya on Halloween. Areas are cordoned off with caution tape, many stores close early, and transportation to Shibuya district ends at noon. Shibuya has become inconvenient and even dangerous in recent years for anyone with errands to run in the district on Halloween.

The young generation is participating in celebrating Halloween, although apparently not just in Japan. I'm no longer considered young for several years, so at our store, I consulted with a sommelier who periodically schedules wine tasting events and decided to



organize an event that pairs wine with Japanese snacks. Each of the 12 wine selections were named after a devil or a monster, according to its aroma and flavor profile. Each guest received a randomly distributed assortment of Japanese snacks and asked the sommelier, "Which wine would you pair with this snack?" as they enjoyed the pairing.

Many wine selections not often found in Japan were served during the event. In many instances, guests were impressed by the wine they drank for the first time from the respective nation. Japanese snacks were not limited to selections anyone could guess would be served with sake, which included candy and even gum for pairing, which stumped even the sommelier. This

event was the most popular among past wine tasting events. Cute children dressed for Halloween, some youth started commotions on Halloween, while adults enjoyed a low-key Halloween, celebrated in several styles and regions.

The following day, the news only covered a Halloween event held at Shibuya. Many news outlets reported fewer people gathered compared to the previous year due to the heavy downpour and no major commotion. With more foreign tourists visiting in recent years with constant issues involving tourists, Halloween is not an event to start commotions with foreign tourists. Instead, I see the need as a Japanese national to organize dignified events.■

10月31日はハロウィンである。何故か近年は日本でもハロウィンイベントが各地で開催されている。ハロウィンとは結局、何のお祭りか解らないのだが、日本ではコスプレ祭りといった感じで毎年賑やかさを増している。昼間に小さい子供たちが魔女や悪魔のコスプレでお菓子を貰って練り歩いているのは可愛いものだが、大人の時間になると毎年トラブルが絶えない。その象徴とも言える場所が「渋谷」である。一時期ほぼ無法地帯と化し暴動並みのバカ騒ぎが有った為、ここ数年渋谷区はハロウィンで渋谷に集まらない様に打ち出し、規制線が張られ、早い時間に閉める店も増え、渋谷行きのバスなどの交通機関も昼過ぎには終了してしまう。この数年、10月31日は渋谷に用事がある人にとっては危険であり不便な日となっている。

しかしこれは日本に限らずらしいのだが、それを肯定しているのは若者だけだろう。私は数年前に若者を卒業しているので、当店ではハロウィンイベントとして、ワイン会を時折開催してくれているソムリエと相談し、駄菓子とワインをペアリングするイベントを開催することとなった。12種類のワインには一つ一つ悪魔や妖怪の名前が香りや味わいの雰囲気から付けられ、参加者はランダムに振り分けられた駄菓子の詰め合わせを手に、「この駄菓子とどのワインが合いますか？」という質問をソムリエに投げかけ、ペアリングを楽しんでいた。ワインもなかなか国内では見かけない国のワインも多く仕入れられており、初めて飲む国のワインに感心する場面も多く見られた。駄菓子は、誰もが酒のつまみとして想像がつくものだけではなく、飴やガムなども入っていたので、なかなかソムリエもペアリングに苦戦していたが、過去のワイン会の中でも一番の高評価となった。子供の可愛らしいハロウィン、若者の大騒ぎのハロウィン、そして大人の落ち着いたハロウィン。色々なハロウィンが各地で開催され、各々一日を楽しんだことだろう。しかし翌日のニュースは渋谷のハロウィンイベントを取り上げたものだけだった。雨が強く降ったおかげで渋谷に集まった人も例年に比べ少なく、大きなトラブルもなかったという報道が多く見られた。海外からの旅行者も多い昨今、旅行者のトラブルも絶えない中で、外国人を巻き込んでバカ騒ぎするイベントではなく、日本人として品格のあるイベントというものを考えていかねばならないと私は考えている。



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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

Compatibility between Sake and Japanese Cuisine

Clean and dry sake mild in distinct flavor along with pure sake pairs well with any food. Aromatic sake and refreshing sake pair well with acidic foods or food prepared from bland food ingredients, while pure sake pairs well with simmered and stir-fried cuisines, food that line the dinner table daily, and food flavored with milk and butter. Rich foods pair well with hot sake rich in flavor and refreshing sake.

Next, let's think about foods compatible with Japanese sake. Foods that pairs well with sake evolved since traditional sake fans once licked salt and miso paste while enjoying sake. Sake is not selected to match the food, yet foods can be selected to enhance delicious sake flavors. Appetizers paired with sake are unique dishes for which the Western counterparts are rarely found.

Traditionally, licking salt or miso paste is a unique way for true sake fans to enjoy sake. Appetizers served with sake also tend to be salty, such as salted and dried mullet roe or salted fish guts.

Similar to sake, rice crackers and snacks are also made from rice and contain salt, thus pairs well with sake.

On the other hand, chocolates, cheese, and nuts enhance the sake flavor. First, classic appetizers paired with Japanese sake consist of salted fish guts, dried mullet roe, and other classic delicacies served in the industry.

Strong salt flavor and rich fermentation flavor enhances the sake flavor. Nuts faintly aromatic like rice and fermented food products like cheese pair well with sake, along with sweets like chocolate. ■

日本酒と料理の相性

クセの少ない淡麗辛口の酒や、醇酒タイプの酒であればどのような料理にも合わせやすい。薫酒タイプ、爽酒タイプでは酸味のある料理や淡白な食材を利用した料理には、軽快な味わいの薫酒や爽酒が合う。醇酒タイプは煮物や炒め物など日常の食卓に並ぶようなおかずは醇酒と相性が良い。牛乳やバターにも合う。濃い味付けの料理には旨の多い食材には芳醇な味わいの熱燗が合う。軽やかな爽酒と合わせても良い。

それでは日本酒に合わせる料理を考えてみよう。昔から塩や味噌を舐めて酒をたしなむが、進化した日本酒のあて。食事に酒を合わせるのではなく、酒を美味しく飲むために食べ物をつまむことがある。いわゆる酒のあてと言うもので、西洋にはあまりない、日本酒ならではの楽しみ方である昔から本当の酒好きは塩や味噌を舐めながら飲むといわれるが、酒のアテは塩辛カラスミ、酒造のような塩分の濃いものが多い。

また、せんべいやお菓子などのスナック菓子は塩気があり、日本酒と同じく米の原料であるため、非常に相性が良い、その他には、チョコレートやチーズ、ナッツなども、酒の味を引き立てる、つまみになる。

まず、定番の万能おつまみとして、日本酒の定番おつまみと言えば塩辛とカラスミなどの業界の珍味類が定番。強い塩気と発酵によるコクが酒の味を引き立てる、意外と合う洋風のおつまみもあります。

米と同じような穏やかな香りを持つナッツや発酵食品であるチーズも相性が良い、また日本酒はチョコレートのような甘いものにも合う。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America

The Challenge to Create a New Japanese Food Culture

新 日本食文化の挑戦

By Atsushi Ashizawa



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



The history of Gourmet Street in Little Tokyo changed -Animation and the Little Tokyo/Arts District Station- リトル東京の食文化街の歴史を変えた —アニメーションとメトロリトル東京駅—

Japanese Village Plaza is in the center of Little Tokyo. Long lines of customers form in front of Anime Jungle, the Sanrio Store, Gashapon Bandai Official Store, and Kura Revolving Sushi Bar collaborating with anime on weekends.

In August, the last long-established "Mitsuru Grill" with 70 years of history in Little Tokyo was sold to Little Akihabara Holdings, Inc. (President: Nobuyuki Yamamoto).

Kawafuku Restaurant served Edo-style Sushi, Tokyo Kaikan invented the California Roll, and Sapporo Ramen? was introduced in the 1960s. Numano Sake Company introduced Japanese sake California Kippun, the next generation took over, and the long-established restaurants closed their doors.

Half a century passed since, and a new food culture emerged in the neighborhood, a collaboration between animation and cuisine of a new era. Just as we got involved when the previous generation closed their doors, our generation is now facing a generational shift.

The neighborhood is currently home to 15 ramen shops, 7 restaurants with sushi bars, and nearly 20 stores serving beverages such as boba tea, which is immensely popular among young customers. The 15th restaurant

location of "Hinodeya Ramen" (Leader: Yuta Kayano) is the 11th restaurant in the U.S. since their expansion from San Francisco.

The neighborhood is currently changing. The flow of customers is shifting from 1st Street to 2nd Street. More stores opening target young customers. A permanent J-pop Culture Café is scheduled to open in early 2026. Their menu and anticipated services are garnering interest. Little Tokyo is the largest Japantown overseas. The collaboration of animation with a new era of cuisine is streamed nationwide and worldwide. Little Tokyo is still the mecca of the latest food culture worldwide, as history shows.

I wish you all good health and prosperity as we welcome the New Year.■



リトル東京の中心地ジャパニーズ・ビレッジプラザ。週末になるとアニメ・ジャングル、ハローキティ、バンダイ、アニメとコラボしているくら寿司に行列が出来る。この8月にリトル東京で70年の歴史を持つ最後の老舗“みつる寿司”がリトル秋葉原ホールディンググループ（山本信之代表）に売却された。

1960年代に江戸前寿司、カリフォルニアロール、札幌ラーメンと続いた。そして沼野商事によるカリフォルニア生一本という名の日本酒が誕生し、食文化の世代交代が進み老舗は役目を終えた。

あれから半世紀が経過し、街には新しい食文化の風が吹き始めて来た。新時代の食とアニメ文化とのコラボレーションだ。私達が関わって先代が終えたように、今度は私達に世代交代が近づいてきた。現在、街にはラーメン店が15店舗、寿司パー付きレストランが7店舗、若い人達に大人気のボパティーなどの飲み物の店が20店に近い。ラーメン店15店舗目となる“日の出屋ラーメン”（茅野雄太リーダー）はサンフランシスコからの進出で全米11店舗を有するチェーン店だ。



今、街に変化が現れて来た。客の流れが1番街から2番街に変わって来ている。新しい若者向けの店舗が続々開店している。2026年初頭にオープン予定のJポップカルチャーカフェはどんなメニューやサービスを提供してくれるのだろうか注目が集まる。海外最大の日本人街、リトル東京。新時代の食とアニメのコラボは

全米に、そして世界に向けてネット配信されている。リトル東京は世界の食文化の先端に行く聖地である事に変わりはない。それは過去の歴史が証明している。

新年を迎えるにあたり、皆様の健康と繁栄を祈念して挨拶とさせていただきます。

2026年吉日 芦沢厚志



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2026
Japanese Chamber of Commerce of Southern California
Japanese Chamber of Commerce Foundation presents
New Year CELEBRATION
OSHOGATSU in LITTLE TOKYO
Thursday January 1 2026
Weller Court: 10:50am-3:40pm
123 Astronaut Ellison S Onizuka St, Los Angeles, CA 90012
Japanese Village Plaza: 12:30am-4:10pm
335 E 2nd St, Los Angeles, CA 90012

What's Driving the Next Wave of Japanese Dining Flavors, ingredients, and trends shaping Japanese cuisine in the U.S.

米国における日本食を形づくるフレーバー、食材、そしてトレンド



Guests explore diner-captivating menu possibilities by incorporating A5 Wagyu Tenderloin.

The Food Pavilion at this year's Japanese Food & Restaurant Expo (JFRE) revealed a clear direction for where industry professionals are placing their priorities: products that deliver quality, efficiency, premium value, and a strong culinary narrative.

今年のJapanese Food & Restaurant EXPO (JFRE)のフードパビリオンでは、業界関係者が重視する方向性を明確に示しました。それは「品質」「効率」「プレミアム感」そして「食のストーリー性」を兼ね備えた商品です。

A5 Wagyu Takes the Spotlight 脚光を浴びる A5和牛

A standout of the Food Pavilion was MTC's A5 Kagoshima Wagyu, particularly the A5 Tenderloin. This rare cut captivated industry professionals with its refined sweetness, delicate marbling, and unmistakably silky texture. Chefs and buyers repeatedly described it as "luxurious," "incredibly clean," and "a different class entirely."

In addition to the strong reception at the JFRE, Mutual Trading recently achieved a major milestone outbidding others to acquire the Grand Champion carcass at the 36th Autumn Kagoshima Kuroge Wagyu Auction—a first-class recognition of sourcing quality.

This milestone further reinforces the strength of Mutual Trading's Farm to Customer model. By working directly with producers and utilizing a whole-cattle procurement system, Mutual Trading minimizes intermediary costs—allowing operators to access true Japanese A5 wagyu with both quality and pricing advantages.

フードパビリオンで特に注目を集めたのは、MTCのA5鹿児島和牛、特にA5テンドーロインでした。希少部位ならではの上品な甘み、繊細なサシ、そしてシルキーな口どけに、業界関係者は魅了されました。シェフやバイヤーからは、「贅沢」「雑味が一切なく、驚くほどすっきりな後味」「まったく別格」と称賛されました。

また、Mutual Tradingは、「鹿児島黒毛和牛」競技会でグランドチャンピオン牛を落札したことで大きな節目を達成しました。これは同社の調達品質が最高峰であることを示す快挙です。

この成果は、Mutual Tradingの「Farm to Customer (産地から顧客へ)」モデルの強さをさらに裏づけています。生産者との直接取引や「一頭買い」体制により中間コストを抑え、真の日本産A5和牛を、品質・価格ともに優位性のある形で提供できるのです。

> Learn more about the Grand Champion achievement



Menu Ideas That Captured Buyers' Attention

買い手の注目を集めたメニュー提案

A5 Wagyu Sushi for Restaurants

Many chefs responded strongly to the idea of offering A5 wagyu nigiri for approximately \$2 per piece. For diners, this becomes a small yet memorable luxury; for chefs, it can create a high-impact item that elevates the brand without overwhelming food cost.

レストラン向けA5和牛寿司

A5和牛握りを1貫あたり約2ドルで提供するというアイデアに、多くのシェフが強い関心を示しました。顧客にとっては「気軽に楽しめる小さな贅沢体験」、シェフにとっては「フードコストを抑えつつブランド価値を高める一品」になります。

Retail Bento Applications

For retail settings, the A5 Sliced Top Blade (Misugi) drew attention due to its thin slicing and quick sear. Costing roughly \$1 per nigiri, chefs can craft a five-piece premium wagyu sushi set at around \$9, a price point buyers noted performs extremely well in competitive bento sections.

小売向け弁当の応用

小売業向けでは、A5ミスジ薄切りが注目されました。薄切りで焼き時間も短く、1貫あたり約1ドルで原価計算ができるため、和牛寿司5貫入りの高級弁当を約9ドルで提供可能。競争の激しい弁当売り場でも「売れる価格帯」として評価されました。

These applications demonstrated that A5 wagyu can support both premium dining and everyday retail innovation, giving operators flexible pathways to incorporate true Japanese A5 into their offerings.

これらのメニュー提案は、本物の日本産A5和牛が高級業態だけでなく日常的な小売の革新にも貢献できることを示しています。



#77497 A5 Tenderloin

MUTUAL TRADING: the Wagyu Industry Leader!

和牛リーダー: Mutual Trading社のトップポジション

- TOP importer of Wagyu in America
- NATIONWIDE distribution to ensure steady supply
- Wagyu SPECIALISTS ensure quality, drive innovation
- Producer-direct partnerships CERTIFIES authenticity
- As industry recognized leader, SECURED THE 2025 KAGOSHIMA GRAND CHAMPION CARCASS

- 全米最大級の和牛輸入商社です
- 全米各地の拠点ネットワークにより、安定かつ継続的な供給を実現
- 専門チームが品質管理と商品開発に注力しています
- 日本の認定生産者と直接連携し、確かな品質と信頼をお届けします
- 2025年鹿児島黒毛和牛協議会にてグランドチャンピオン牛を落札

Efficiency-Driven Kitchen Solutions

効率性を追求した厨房ソリューション

Beyond wagyu, the strongest behavior trend centered around products developed to reduce staff labor without compromising quality.

Ramen soup bases—tonkotsu, shoyu, miso, spicy miso, and vegan—were consistent best sellers, valued for depth of flavor and ease of use. Frozen ready-to-serve items such as takoyaki, yakitori thigh with sauce, torikawa gyoza, and tako karaage offered operators predictable consistency across service periods.

One item repeatedly mentioned was the takoyaki densely filled with overflowing octopus, praised for its standout texture and flavor compared to typical market options.

from left:

- Takoyaki, #715181
- Torikawa Gyoza #23552
- Somi Tonkotsu Ramen Soup Base #23114

和牛以外では、調理の効率化を図りながら品質を維持できる商品が強い注目を集めました。

豚骨、醤油、味噌、辛味噌、ヴィーガンなどのラーメンスープベースは、深い味わいと扱いやすさが評価され、安定したベストセラーとなりました。たこ焼き、焼き鳥タレ味、鶏皮餃子、たこ唐揚げといった冷凍の調理済み商品は、時間帯を問わず安定した品質を提供できる点が評価されました。

特に「ぎっしり具材が詰まったタコ焼き」は、一般的な市販品と比べて際立ったその食感と風味が大変評価されました。



Premium Seafood – Flavor, Seasonality & Craftsmanship

プレミアムシーフード – 旨味、季節性、職人技

Tsukiji Ohta emerged as the highlight of the seafood category, offering chefs a direct connection to Toyosu Market and the distinct flavors of Japan's winter waters. Kanburi (Winter Yellowtail) showed exceptional fattiness and depth of umami, while Blue Fin Tuna received strong praise for its clean, premium quality. Many industry professionals noted how the natural three-day aging during shipment further enhanced tenderness and flavor.

Attendees also valued the reliability of Tsukiji Ohta's twice-weekly Toyosu shipments and the ability to communicate directly with expert buyers—giving them confidence in both quality control and consistency.

Complementing the fresh fish showcase, the Super Frozen / ULTS selection drew notable attention. Super Frozen Sea Urchin stood out for its clean flavor and strong value; Super Frozen Toro Iwashi earned praise for its rich marbling.

Together, the fresh offerings from Tsukiji Ohta and the ultra-premium Super Frozen selection demonstrated the breadth—and reliability—of Mutual Trading's seafood portfolio.

「築地太田」は、シーフード部門のハイライトとして注目を集め、豊洲市場と直結した仕入れルートにより、日本の冬の海ならではの旨味をシェフに届けました。寒ブリは抜群の脂のりと深い旨味を堪能でき、本マグロは、驚くほどクリーンで上質な味わいが高く評価されました。多くの業界関係者からは、輸送中の「自然な三日熟成」によって、より柔らかく旨味が増す点を評価する声も多く聞かれました。

築地太田が週2回、豊洲から直送している点に加え、熟練バイヤーと直接やり取りできる安心感も来場者から高く評価され、品質管理と安定供給への確かな信頼につながりました。

鮮魚ショーケースに加え、超冷凍/ULTSセクションのラインアップも大きな注目を集めました。超冷凍ウニは清らかな風味と高い価値で存在感を放ち、超冷凍トロいわしは豊かな脂の乗りが来場者から絶賛されました。

築地太田の新鮮な鮮魚類と高品質のスーパーフローズンセクションは、Mutual Tradingのシーフードポートフォリオの幅の広さと確かな信頼性を力強く示す結果となりました。



from left:

- ULTS Sea Urchin #71937
- ULTS Toro Iwashi #72914



>Fresh Fish Catalog



Ramen's Continued Rise Across Concepts

ラーメンのコンセプトを超えた継続的な成長

Ramen remains one of the most influential categories in Japanese dining. This year, interest was not limited to traditional ramen shops—cafés, fast-casual operators, and even non-Japanese venues explored ramen as a flexible add-on menu category.

The new Mensyo Ramen series drew especially enthusiastic reactions. Attendees were surprised by the depth in flavor as if stove-top prepared, yet simply achieved by the one-step microwave preparation, making it ideal for kitchens lacking full equipment. Flavors include tonkotsu-style, shoyu, miso, and a soupless tantanmen, each crafted with a quality level that differentiates from typical convenience-style ramen.

Miyako Mensyo Ramen Series:

- Miso #18375
- Soy Sauce #49304
- Tonkotsu #52204
- Tan Tan Men #34579



ラーメンは、日本食カテゴリーの中でも引き続き存在感が大きく、今年は、従来のラーメン店だけでなく、カフェ、ファストカジュアル、そして日本食以外の飲食店でも、ラーメンを柔軟な追加メニューとして活用する動きが見られました。

特に新シリーズ「Mensyoラーメン」には大きな反響がありました。まるでコンロで調理したかのような深みのある味わいでありながら、電子レンジ調理だけで簡単に実現できること、つまり設備の整っていないキッチンでもラーメンを楽しめるという利点があることに来場者は驚嘆しました。豚骨風、醤油、味噌、スープなしの担々麺など、各フレーバーは一般的なコンビニラーメンとは一線を画す品質で仕上げられています。

Bright, Modern Japanese Flavors

鮮やかでモダンな和風フレーバー

Japanese citrus continued to drive innovation, with yuzu, shikwasa, kabosu, and sudachi appearing in sauces, cocktails, desserts, and seafood pairings.

Kizami yuzu, yuzu sorbet, and yuzu miso were highlighted as versatile ingredients ideal for both traditional and contemporary menus.

Modern flavors such as black sesame latte and Japanese jalapeño sauce added further momentum, appealing to chefs seeking visually engaging and story-driven accents.

今年も日本の柑橘類は強いトレンドを牽引しました。柚子、シークワーサー、かぼす、すだちは、ソース、カクテル、デザート、シーフードなど幅広いメニューで活用されました。きざみ柚子、柚子ソルベ、柚子味噌は、伝統とモダンをつなぐ万能食材として注目を集めました。

さらに、黒ごまラテや和風ハラペーニョソースといった新しいフレーバーも、ビジュアル面とストーリー性の両面でシェフの関心を引きつけました。

from left:

- Kin Yuzu Oil #20725
- Yuzu Sorbet #58973
- Kuki Kuro Goma Latte Powder #23916
- Yuzu Cocktail Syrup #20793



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Ehime Kankitsu Citrus Farmers: The challenges of organic citrus farmers in Ehime prefecture, renowned as Citrus Kingdom Ehime, the top producer of Japanese citrus

-Introducing the unknown flavors of
Japanese citrus to consumers worldwide-

愛媛かんきつ輸出促進協議会
かんきつ王国・愛媛の有機農家の挑戦
～まだ知られていない日本産柑橘の
魅力を世界へ～



Japanese citrus “Yuzu” is gaining great popularity in recent years, primarily in Europe.

However, there are many Japanese citrus fruits not familiar in the global market, of which over 40 different citrus fruits are growing in Ehime prefecture, the top producer of Japanese citrus. The Ehime Organic Kankitsu Citrus Farmers Team (hereinafter referred to as the “team”), promotes environmentally conscious organic and sustainable farming, taking on a new challenge to introduce Japanese “Organic Citrus” to the global market.

近年欧米を中心に、日本産柑橘“柚子”が大きな注目を集めています。

しかし世界にはまだ知られていない日本産柑橘は数多く存在し、日本有数の柑橘産地である愛媛県では40種類以上が育てられています。その中でも有機栽培により環境への配慮と持続可能な農業に取り組む愛媛県有機柑橘生産者チーム（以下、チーム）が、いま“有機柑橘”の海外市場に向けた新たな挑戦を始めています。

One reason Ehime Kankitsu Citrus is delicious is because of the unique natural environment. Citrus grows with good water drainage where sunlight is efficiently absorbed in terraced orchards that expand on steep slopes, warm winters with little rain. The temperature difference between night and day condenses the sweet flavor of citrus to an even balance between fragrant aroma and acidity. Unlike conventional farming, organic farming does not use chemical fertilizers, herbicides, nor pesticides, which requires time and effort that produces delicious and safe citrus.

The team works daily to produce soil suitable for each region, insist on cultivating organic fertilizer, and reuses abandoned farmland for organic farming to “promote farming

that continues into the next generation to deliver safe and reliable citrus to consumers.”

Japanese organic citrus is uniquely flavorful. “Ehime Kashi No. 28” is jelly-like in texture, while “Haruka” is subtly sweet with fragrant aroma. “Amanatsu” and “Kawachi Bankan” are well-balanced in refreshing acidity and bittersweet flavor, while “Iyokan” is highly aromatic and rich in flavor. The aroma and texture of each variety offer ingredients that stimulate the creativity of cooks, bartenders, and pastry chefs.

The team is working hard to develop various products for export, such as whole citrus powder and creative heart-shaped citrus that directly utilizes the nutrients of organic citrus.



To introduce the appeal of these products in person, we collaborated with U.S. pastry chefs and bartenders at an event in New York. Bartenders based in New York proposed original cocktails that drew out and maximized the citrus aroma and flavors. A heart-shaped dry Rinoka Lemon was used as an accent of an exquisite and highly aromatic cocktail.

Also, a popular pastry chef introduced sweets using Iyokan powder. The deep aroma and subtle, sweet flavor of Iyokan were well received. At a sake event in Denver, Japanese organic Rinoka Lemon and sweet sake were mixed as a cocktail, served to local American guests and was well received.

The next goal is to organize a stable

supply chain (volume and quality) year-round, and to deliver Japanese citrus to the global market in a sustainable way, pass on regional agriculture to the next generation, and to introduce the unknown appeal of Japanese citrus to a global market. Our challenge has just begun. ■



愛媛県産柑橘が美味しい理由の一つに、独特の自然環境があります。水はけが良く陽光を効率よく吸収する急斜面に広がる段々畑、冬でも温暖な気候と少雨、昼夜寒暖差は、果実に甘みを凝縮し、豊かなアロマとバランスのよい酸味の柑橘を育みます。

更に有機栽培は慣行栽培と違って、化

学肥料や除草剤、農薬を使用しないため手間も時間もかかりますが、皮まで安心して食べられる美味しい柑橘ができあがります。

そしてこのチームは、各地域に適合した土づくりと有機肥料に拘った栽培、耕作放棄地の有機圃場への再生に取り組みながら「次世代につながる農業、安心安全な柑橘をお客様へ」という信念のもと日々栽培に向き合っています。

日本産有機柑橘は、味わいも個性豊かです。ゼリーのようにとろける食感の「愛媛果試第28号」、やさしい甘さと華やかな香りを持つ「はるか」、爽やかな酸味とほろ苦さのバランスが美しい「甘夏」や「河内晩柑」、香り高くコクのある「伊予柑」など、品種ごとに異なる香りとテクスチャーは、料理人やバーテン

ダー、パティシエにとって創造性を刺激する素材でもあります。

このチームでは、有機柑橘の栄養をそのまま活かした柑橘の丸ごとパウダーや、形状に工夫を凝らしたハート型柑橘など、多種多様な商品開発による輸出に力を入れています。

こうした魅力を直接伝えるため、私たちは米国のパティスリーシェフやバーテンダーとコラボレーションし、ニューヨークのイベントに参加しました。ニューヨークのバーテンダーが柑橘の香りと表情を最大限引き出したオリジナルカクテルを提案。ハート型のドライ璃の香レモンをアクセントに、香り立つ華やかな一杯が生まれました。また、人気パティスリーシェフにより、いよかんのパウダーを使ったスイーツが披露され、いよかんの奥深い香りと繊細な甘さが高い評価を得ました。デンバーのお酒のイベントでは、国産のオーガニックの璃の香レモンと、甘酒を合わせたカクテルを現地アメリカ人にふるまい好評を得ました。

これからの目標は、年間を通じ安定した供給体制（量と質）を整え、持続可能な形で日本の柑橘文化を世界へ届けることです。地域の農業を次世代へ引き継ぐこと、そして、まだ知られていない日本産の柑橘の魅力の世界に伝えること。私たちの挑戦は、始まったばかりです。



Photo: Diamond Dogs NYC



For our interested readers / ご関心のある方はこちらへ：

Ehime Kankitsu Citrus Farmers 愛媛かんぎつ輸出促進協議会

Web: <https://www.ehimecitrusfarmers.com>

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Instagram:



Japanese Food Expo 2025

-The largest Japanese food expo introducing Japanese food products in Los Angeles-

ジャパニーズ・フード・エキスポ2025開催

ー日本産食品を紹介するロサンゼルス最大級の日本食イベントー

Japanese Food Culture Association (JFCA), a non-profit that aims to increase recognition and health benefits of Japanese food products, held the “Japanese Food Expo 2025” at the Universal Hilton Hotel in the Los Angeles suburbs for two days from November 14 to 15. This trade-show is jointly organized between the JFCA and Japan External Trade Organization (JETRO) and supported by the Ministry of Agriculture, Forestry and Fisheries to popularize Japanese cuisine and food products in the U.S. market and develop sales channels.

Over 80 food companies led by Japanese food companies in the U.S., organizations, and local government agencies exhibited at the expo, organized this year for the 18th year. Various food products including Japanese sake, shochu, rice and rice-based products, noodles, condiments, processed seafood and frozen food products were exhibited and samples served. The number of guests reached approximately 2,800 in two days, consisting of a wide range of attendees from the Japanese food distributors, restaurant affiliates, retailers and general consumers.

Also, JETRO installed the “local government pavilion” for multiple local municipalities to promote their regional specialty products.

Akira Kajita, Executive Director of JETRO Los Angeles, shared his enthusiasm. “Global gateway is a business strategy we support. At this expo, we supported vendors to assess the market with their samples brought from Kagawa prefecture, Shizuoka prefecture, the Confectioner’s association, and Japan Soy Sauce Brewers’ Association.” Kajita further commented on his aspirations. “As the industry faces challenges such as tariffs, we believe the health benefits of Japanese cuisine can overcome these challenges. JETRO will continue to promote Japanese cuisine in the U.S. without fearing tariffs.”

Yasumasa Tajima, Director of Japan Soy-sauce Brewers’ Association,

commented, “Japanese soy sauce varies in flavors. Six businesses came together to introduce a wide range of soy sauce flavors. As exports increase, Japanese soy sauce is growing by double-digits year-round to introduce traditional Japanese soy sauce to consumers worldwide. Because business-to-business (B-to-B) customers are important, we’d like to connect with new customers to increase future business opportunities. We soon plan to head to Mexico for business. This expo is valuable to attract new customers.”

The booth of Gunma prefecture collaborated with prefectural businesses and distributed samples to promote prefectural agricultural and processed food products. Buyers and general consumers commented positively on the quality and flavor of the food products, an opportunity that highlighted possibilities for Gunma prefectural products in the U.S. market. The significant feature of this expo is its function as a place to negotiate business with industry professionals and to serve as a test market for general consumers. In addition to the feedback from direct product assessments obtained by distributing samples of food and beverage products, the expo is a practical opportunity to develop sales channels for exhibitors since marketability can be confirmed from actual sales.

Consul General Kosei Murota of the Consulate-General of Japan in Los Angeles commented, “The eyes of exhibitors lit up. Consumers knew more about Japan and Japanese cuisine than we imagined. The fact that consumers came to the expo to enjoy Japanese culture and cuisine moved us. I realized again that there are true business opportunities here for Japan.”

Consul General Murota continued, “Japanese agricultural products are increasingly consumed in the U.S. market and selling more. This trend will not change, but rather, I believe this trend will increase in the future. While industry professionals face institutional challenges pertaining to tariffs,



From left : Akira Kajita
Executive Director of
JETRO Los Angeles
Consul General
Kosei Murota
Consulate-General of
Japan in Los Angeles
Naohisa Nakada
President of the JFCA

I hope we overcome these challenges together and that Japanese food culture and business enjoy success, which the Consulate-General of Japan in Los Angeles will do what we can to support.”

The U.S. market, where the Japanese food craze worldwide originated, poses a high barrier for entry through food safety regulations and distribution channels. On the other hand, demand for “authentic” and “health-conscious” products are increasing, mainly among high-income earners. JFCA connects local suppliers with distributors to create a system that ensures ongoing sales of Japanese food products.

Naohisa Nakada, President of the JFCA, commented on his aspirations. “I’m excited to welcome many guests this year. This expo is currently held in

two cities, Los Angeles and New York. Many U.S. consumers are still largely unfamiliar with Japanese food products. We look forward to organizing this expo in such regions to support food manufacturers, wholesalers, distributors and supply chain solutions providers, all working together to introduce regional, unknown, delicious prefectural food products not yet familiar in the U.S. market and to support the Japanese food industry.”

The weakening trend of the Japanese Yen and the increasing popularity of Japanese cuisine attracts interest in the U.S. market from local governments and business operators. The Japanese Food Expo is an important platform to increase Japanese food products and introduce regional brands in international markets, anticipated to grow more important in the future. ■





日本食の魅力と認知度を高めることを目指す日本食文化振興協会 (JFCA) は、11月14日から15日までの2日間、ロサンゼルス郊外のユニバーサル・ヒルトン・ホテルにおいて、「ジャパニーズ・フード・エキスポ2025」を開催した。このイベントは日本食文化振興協会 (JFCA) とジェットロ・ロサンゼルスとの共催、農林水産省後援によるもので、日本食と日本産食品の米国市場への普及・販路開拓を目的とした見本市である。

18回目を迎える同エキスポには、在米日系食品商社やメーカーをはじめ、80を超える食品メーカー、団体、地方自治体が出展し、日本酒・焼酎、米・米加工品、麺類、調味料、水産加工品、冷凍食品など多彩な商品が展示・試食提供した。2日間の来場者数は約2,800人に達し、日系食品商社、レストラン関係者、小売事業者、一般消費者まで幅広い層が来場した。

また、ジェットロは自治体と連携した「自治体パビリオン」を展開し、複数の地方自治体が地域製品のPRを実施した。

ジェットロ・ロサンゼルス梶田 朗所長は、「グローバルゲートウェイという事業があり、今回は香川、静岡、群馬、製菓組合、醤油協会などサンプル製品を持っている業者のテストマーケティングのサ

ポートに協力した。」と語り、「関税問題で業界は向かい風だが、日本の食の魅力は十分立ち向かえる力があると思うので、関税にひるまずジェットロとしては日本の食のプロモートを米国で推進したい。」と意気込みを語る。

日本醤油協会 田島康正参与は、「日本の醤油は多様性があり、それを発信しようということで事業者6社が集まった。輸出事業の拡大という流れの中で、日本の醤油が年間を通して2桁の成長をしている。これからも日本の伝統的な醤油を世界の人達に知ってもらおうということに取り組んでいる。B to Bのお客様は大切なので、新しいお客様との接点を持ちながらこれからのビジネスにつなげていきたい。商談でメキシコに行くことが決まり、新規顧客獲得という面でも有意義なエキスポだと思う。」と述べた。

群馬県ブースでは、県内事業者と連携し、県農産物や加工品の試食・PRを実施。来場したバイヤーや一般消費者からは品質や味への高い評価が寄せられ、米国市場における群馬ブランドの可能性を示す機会となった。このエキスポは、業界関係者向けの商談機能と、一般消費者向けのテストマーケティング機能を併せ持つ点が大きな特徴である。試食・試飲を通じた直接的な商品評価に加え、実販売による市場性の確認が可能なることから、出展者にとって極めて実践的な販路開拓の場となっている。

在ロサンゼルス日本国総領事館 室田幸靖総領事は、「売り手の皆さんの目が輝いていた。お客様が日本というもの、日本食というものについて、我々が創造する以上に知っており、それを楽しみたいという気持ちを持って会場に来ていることにある種の感動を覚えた。まさにここに日本のビジネスチャンスがあると再認識した。」感想を述べた。また、「米国で日本の農産物がより消費され、ビジネス的に売れる、という土壌は変わらないと思うし、そのトレンドは大きくなって行くと思う。関税などの制度的な難しさは関係する方々はかかえていると思うが、それをみんなで乗り越えて、日

本の食文化、食ビジネスというものが、より成功して行くことを期待しているし、領事館として出来ることはやっていきたい」と続けた。

世界の日本食ブームの発信地ともいえる米国市場は、食品安全基準や流通構造の面で参入障壁が高い一方、高所得層を中心とした「本物志向」「健康志向」の需要が拡大している。JFCAはこのエキスポを通じて、現地サプライヤーや流通事業者とのマッチングを支援し、日本産食品の継続的な販売につなげる体制づくりを進めている。

JFCA中田 直尚理事長は、「多くの方々に来ていただき嬉しく思う。現在はロサンゼルスとニューヨークと2都市での開催だが、まだ日本食を知らない方々はアメリカには大勢いるので、そういう地域で開催したいし、アメリカに紹介されていない地方の隠れた美味しいものをメーカー、問屋、流通、物流が一緒になって日本食業界全体を応援したい」と意気込みを語る。

円安基調や日本人気の高まりを背景に、自治体・事業者の米国市場への関心は年々高まっている。ジャパニーズ・フード・エキスポは、日本産食品の輸出拡大と地域ブランドの国際発信を同時に実現する重要なプラットフォームとして、今後もその役割を一層強めていくことが期待される。

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"To the World with Special Freezing Technology — DayBreak Pioneers the Overseas Expansion of 'Frozen Sushi'

-Freezing Technology: From 'Storage' to 'Distribution Infrastructure'

— DayBreak's Challenge—

特殊冷凍技術で世界へ——ダイブレイクが切り拓く「冷凍寿司」の海外展開

—冷凍技術が「保存」から「流通のインフラ」へ——ダイブレイクの挑戦—



DayBreak is a company that redefines freezing technology not just as a tool for "food preservation," but as an infrastructure to enable the "international distribution of high-quality foods." Centered around their proprietary rapid-freezing machine, the ARTLOCK FREEZER, DayBreak has accumulated over 700 installations since the launch of the machine in October 2021. Their technology enables a wide range of foods—including seafood, prepared dishes, sweets, bread, and traditional Japanese confections—to be frozen while maintaining their freshness and texture. With this freezing technology as the foundation, DayBreak has recently begun to turn the challenge of freezing and distributing "sushi"—a field traditionally considered "difficult"—into a reality.

"Why Freezing Sushi Has Been Difficult"

Sushi achieves its true "sushi-ness" only when delicate conditions come together—such as the freshness of the raw seafood, the quality of the cooked vinegared rice, and the ideal temperature and texture balance between the topping and the rice. However, traditional freezing and thawing methods have faced the following challenges:

- *Loss of freshness in the topping, along with drip and moisture leakage
- *Drying, whitening, and deterioration of texture in the vinegared rice
- *Differences in the optimal thawing conditions for the topping and the rice

For these reasons, frozen sushi never became mainstream and remained largely experimental for many years.

However, DayBreak claims that advancements in freezing technology—along with the optimization of the overall recipe, including both the vinegared rice and the toppings—have made it possible to create "frozen sushi that maintains sufficient quality as sushi even after refrigerated thawing."

This technological breakthrough is shifting the freezing and distribution of sushi from the realm of "possibility" to that of practical application.

Expansion of the Frozen Sushi Market — Entry of Renowned Restaurants and Growing Awareness

Between 2024 and 2025, a number of renowned sushi restaurants and popular sushi chains introduced Artlock freezers and began selling frozen sushi. Participants range from high-end Tokyo establishments and regionally acclaimed sushi restaurants to nationwide take-out sushi chains. As a result, the perception of freezing has shifted from "a means of preservation" to "a way to deliver high quality and convenience," and frozen sushi is evolving from a niche experiment into a mainstream form of sushi distribution.

DayBreak itself has designated 2025 as the "First Year of Frozen Sushi," strengthening its efforts to promote the value and market potential of frozen sushi both in Japan and abroad.

Established U.S. subsidiary "DayBreak USA Inc." — Achieving the Export and Mainstream Adoption of Frozen Sushi

Following these domestic developments, in April 2025 Daybreak announced a partnership with the U.S. Japanese supermarket chain Mitsuwa Marketplace. U.S. sales of frozen sushi began in June 2025. This marked the first case in which frozen sushi exported from Japan became a regular, staple product in the U.S. retail market.

In terms of logistics, DayBreak's proprietary cold-chain technology—using its own insulated and cooling materials—allowed product quality to be maintained even after roughly three months of transport, including ocean shipping. With this quality control and distribution network in place, international distribution became possible.

By September 2025, sales also began at Mitsuwa's Hawaii stores, achieving expansion not only along the West Coast but also into more remote regions. This represented an important milestone demonstrating that frozen sushi can circulate overseas as an "everyday product."

Not just limited to exports — a business model that looks at the entire distribution process.

The success of frozen sushi lies not only in technology but in redefining the entire value chain, from "freezer equipment and recipe development" to "distribution and packaging materials," "export procedures," and "defrosting

and sales at retail stores." DayBreak goes beyond merely providing freezers; as a comprehensive frozen solutions provider, it has built a business model that anticipates the needs of both distribution and sales.

Furthermore, the international expansion of freezing technology has the potential to simultaneously address challenges such as reducing food waste, improving logistics efficiency, and coping with the shortage of skilled artisans or the absence of local craftsmen. By enabling high-value-added foods like sushi to succeed in frozen distribution, the "globalization of Japanese cuisine" and the creation of "new infrastructure for food distribution" become tangible possibilities.

Moreover, DayBreak is not limited to frozen sushi; it is advancing the application of freezing technology to a wide range of foods, including Japanese confectionery, prepared meals, meal sets, bread, and sweets, aiming to redefine the value of frozen foods as a whole.

Significance and Future Outlook

*Globalization of Sushi:

Overcoming constraints such as freshness requirements and the shortage of skilled chefs, enabling the delivery of Japan-quality sushi to consumers worldwide.

*Structural Transformation of Food Distribution:

Turning "freezing technology" into core infrastructure and shifting from the traditional freshness-first distribution model to a new model that balances quality preservation, shelf stability, and logistics efficiency.

*Sustainable Distribution:

Reducing food loss, improving inventory and delivery efficiency, and extending transport distances to lessen environmental impact and supply limitations.

*Diversified Expansion of Japanese Cuisine:

Promoting Japanese food culture globally by applying these technologies not only to sushi but also to a wide

range of categories such as wagashi, prepared foods, bread, and sweets.

2025 has been designated as the “First Year of Frozen Sushi.” As technology and distribution networks continue to mature, frozen sushi has the potential to evolve from a niche product into a new global standard for Japanese cuisine.

Through DayBreak’s integration of high-quality freezing technology, cold-chain infrastructure, and international distribution initiatives, the company has made it a reality to redefine sushi—a food traditionally emblematic of fresh ingredients—as a frozen product.

This endeavor is not merely a business model innovation; it represents a fundamental shift in the concept of food distribution itself. Moving forward, the symbolic success of frozen sushi may serve as a starting point for new global value created through the fusion of Japanese food culture and logistics technology.■

◆ ◆ ◆
DayBreakは、独自の急速冷凍機 アートロックフリーザーを中心に、冷凍技術を「食品保存」の領域に留めず、「高品質食品の国際流通」を実現するインフラとして再定義する企業だ。2021年10月の同冷凍機発売以降、約700社を超える導入実績があり、魚介、惣菜、スイーツ、パン、和菓子など、幅広い食品を鮮度と食感を保ったまま冷凍可能とする技術力を培ってきた。この冷凍技術を背景に、近年「寿司」の冷凍・流通という、従来は“難しい”とされていた領域への挑戦が現実化し始めている。

なぜ「寿司の冷凍」は困難だったのか

寿司は、生鮮魚介の鮮度、酢飯の炊き上がり、ネタとシャリの適温・食感という繊細な条件がそろって初めて「寿司らしさ」が成立する。しかし、冷凍・解凍時には以下のような問題が従来あった

- * ネタの鮮度低下、ドリップや水分流出
- * 酢飯の乾燥、白蟻化、食感の劣化
- * ネタとシャリで異なる最適な解凍条件の問題

これらの理由で、「冷凍寿司」は一般化せず、長らく“実験的”な域を出なかった。

だが、冷凍技術の進化と、酢飯・ネタを含めた全体レシピの最適化によって、「冷蔵解凍後も寿司として十分な品質を維持できる冷凍寿司」が誕生したと、DayBreakは主張している。

この技術革新により、寿司の冷凍・流通は「可能性」の領域から「実用」の領域へと移行しつつある。

冷凍寿司市場の拡大

— 名店の参入と認知の広がり

2024～2025年にかけて、複数の名

店や人気寿司チェーンが、アートロックフリーザーを導入して冷凍寿司の販売を開始。例えば、東京の高級店ブランドや地域を代表する寿司店、そして全国チェーンの持ち帰り寿司店など、多様な事業者が参画している。これにより、「冷凍＝保存目的」ではなく「冷凍＝高品質で便利」という価値観が広がっており、冷凍寿司は単なる試みから“一般流通する寿司の形”へと進化し始めている。また、DayBreak自身も2025年を「冷凍寿司元年」と位置づけ、冷凍寿司の価値や市場の可能性を国内外に向けて発信する活動を強化している。

米国子会社「DayBreak USA Inc.」を設立— 冷凍寿司の輸出と定番商品化の実現

こうした国内での整備を経て、2025年4月、DayBreakは米国の日系スーパーマーケットチェーン ミツワマーケットプレイスとの提携を発表。2025年6月から、冷凍寿司の米国販売が開始された。これは「日本から輸出された冷凍寿司が、米国の小売市場で定番商品として売られる」初の事例だ。輸送面では、DayBreak独自の保冷・断熱資材を用いたコールドチェーン技術により、海上輸送を含む約3か月の輸送を経ても品質を維持。品質保持と流通網の構築によって、国際流通が実現した。2025年9月にはハワイ店でも販売が始まり、西海岸のみならず遠隔地への展開も達成。「冷凍寿司が日本国外で“普通の商品”として流通し得る」ことを示す重要なマイルストーンとなった。

単なる輸出にとどまらない

— 流通全体を見据えたビジネスモデル

冷凍寿司の成功は、技術だけでなく、「冷凍機・レシピ開発」「流通・輸送資材」「輸出手続き」「小売店での解凍・販売」という一連のバリューチェーンを再定義した点にある。DayBreakは冷凍機の提供に留まらず、冷凍ソリューションとして、流通・販売までを見越した包括的なビジネスモデルを構築している。さらに、冷凍技術の国際展開は、食品ロス削減、物流効率化、熟練職人不足・現地職人の不在といった課題を同時に解決できる可能性を持つ。寿司のような高付加価値食品が冷凍流通で成立することで、「日本食のグローバル化」と「食品流通の新たなインフラ化」が現実味を帯びる。また、DayBreakは冷凍寿司にとどまらず、和菓子、惣菜、惣菜セット、パン、スイーツなど様々な食品への冷凍技術応用を進めており、冷凍食品全体の価値を再定義しようとしている。

意義と今後の展望

寿司の国際普及：

鮮度維持や職人不足という制約を超え、世界中に日本品質の寿司を届ける可能性。

食品流通の構造転換：

「冷凍技術」をインフラ化し、従来の“鮮度最優先”の流通モデルから、“品質保持×保存性×流通効率”を両立す

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る新モデルへの移行。
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日本食の多角展開：
寿司に限らず、和菓子、惣菜、パン、スイーツなど幅広いカテゴリへの応用による日本食文化の国際発信。

そして、2025年は“冷凍寿司元年”と位置づけられた。今後、技術と流通網がさらに成熟すれば、冷凍寿司は単なるニッチ商品ではなく、「日本食の新たな

グローバル・スタンダード」になる可能性を秘めている。

DayBreakが築き上げた「高品質冷凍技術」+「流通インフラとしてのコールドチェーン」+「海外流通への挑戦」の三位一体によって、従来“生鮮食品”の代表格だった寿司を、「冷凍食品」として再定義する取り組みが現実となった。

この挑戦は、単なるビジネスモデルの刷新ではなく、食品流通の概念そのものを変える試みである。今後、冷凍寿司という象徴的な成功を起点に、日本の食文化と物流技術が融合した新しい価値が、世界中に広がる可能性を感じさせる。



DayBreak USA Inc. Company Profile
CEO / Yoshihiro Katayama
Established: November 11, 2025
Location: California, USA
Business Description: Engaged in the development of freezing technologies in the United States and in the food distribution business, including frozen sushi.
URL <https://www.d-break.co.jp/>

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

練習問題

1 次のうち、食を扱う場所で微生物の蔓延を防ぐために最も重要なことは何か?

- a) 食べ物を扱うときに手袋を着用すること
- b) すべての身に着けている貴金属を外すこと
- c) ヘアネットを被ること
- 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) 解凍中に細菌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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January 2026

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祝 UNESCO Intangible Cultural Heritage
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謹んで新年の
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Taste philosophy and purpose 有目的的釀造酒 P28

What's Driving the Next Wave of Japanese Dining Flavors, ingredients, and trends shaping Japanese cuisine in the U.S.

謳動日式餐飲新浪潮的動力是什麼

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Recommending sake to gals and inbound tourists: Part I

給辣妹與入境遊客日本酒 其一

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Why does Ginjo sake generate a fruity aroma...?

吟釀酒為什麼會有果香?

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Tokyo Jizake Strolling / Halloween 萬聖節

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美國清酒燒酎烈酒研究所.....

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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.



Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, "This sake goes with any food," "We use 100% Yamadanishiki rice," "This is Junmai Daiginjo," and "This is a traditional kimoto sake," etc. However, most people (including myself) don't understand what those industry jargon means. In other words, "So what are the flavors of sake, and what foods does the sake go well with?" is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that's the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery's objective for the particular brand (design objective). Isn't it most important to accurately communicate to consumers the brewery's "philosophy and objective towards the brand's flavor?" For example, the brewery's benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won't be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers. ■

有目的的釀造酒

在品酒會上，酒業經營商家和批發商關於自己的酒經常說“它是適合任何菜餚的”、“我們使用 100% 山田錦”、“純米大吟釀”，和“傳統的本造”等等，我看到他們向美國人這樣推薦。但是很多人（包括我自己）都不明白這意味著什麼。簡而言之，我想知道酒的味道適合什麼菜餚。

日本酒是一種可以充分利用加工技術改變口味的產品，而葡萄酒則

被左右於葡萄本身的味道，就是說依賴於所謂的農產品。換句話說，日本酒可以通過口味設計（選米、精米比例、發酵、溫度、儲存方式等）等進行一定程度的調整，而葡萄酒則主要由當年產的葡萄的品質決定。

如果是這樣的話，理解和傳達日本酒的最好方法是了解酒廠為該酒制定的方針（設計目的）。美味的酒有什麼樣的味道，手工釀造的酒有什麼樣的味道，在自然豐富的土地上釀造

的酒有什麼樣的味道，這就是我們要知道的。我認為需要明確地向消費者傳達酒廠最初的目標“味道的理念和目的”。比如利用水質（硬水）的優勢，為了追求與肉類菜餚的極致的兼容而使用了XX米，釀造的YYY酒的個性是不輸於葡萄酒和燒酒的。我認為這些東西有必要向消費者提及而且告知釀造酒時的設計。

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What's Driving the Next Wave of Japanese Dining

Flavors, ingredients, and trends shaping Japanese cuisine in the U.S.

驅動日式餐飲新浪潮的動力是什麼
塑造美國日本料理的風味、食材與趨勢



透過將 A5 和牛菲力 (A5 Wagyu Tenderloin) 納入菜單，餐廳得以為賓客開啟更精緻、且令人印象深刻的料理體驗，進一步提升整體菜單價值與品牌形象。

The Food Pavilion at this year's Japanese Food & Restaurant Expo (JFRE) revealed a clear direction for where industry professionals are placing their priorities: products that deliver quality, efficiency, premium value, and a strong culinary narrative.

今年日本食品暨餐飲博覽會 (JFRE) 的食品展區 (Food Pavilion) 清楚揭示了業界專業人士的關注方向：能同時提供品質、效率、高端價值，並具備強烈料理故事性的產品，正成為市場優先順位的核心。

> Learn more about the Grand Champion achievement



A5 Wagyu Takes the Spotlight

A5和牛成為焦點

A standout of the Food Pavilion was MTC's A5 Kagoshima Wagyu, particularly the A5 Tenderloin. This rare cut captivated industry professionals with its refined sweetness, delicate marbling, and unmistakably silky texture. Chefs and buyers repeatedly described it as "luxurious," "incredibly clean," and "a different class entirely."

In addition to the strong reception at the JFRE, Mutual Trading recently achieved a major milestone outbidding others to acquire the Grand Champion carcass at the 36th Autumn Kagoshima Kuroge Wagyu Auction—a first-class recognition of sourcing quality.

This milestone further reinforces the strength of Mutual Trading's Farm to Customer model. By working directly with producers and utilizing a whole-cattle procurement system, Mutual Trading minimizes intermediary costs—allowing operators to access true Japanese A5 wagyu with both quality and pricing advantages.

在本屆食品展區的一大亮點是MTC的A5鹿兒島和牛，特別是A5菲力 (Tenderloin) 部位。這款稀有部位以其精緻的甜味、細膩的大理石花紋和無可比擬的絲滑口感，吸引了眾多產業專業人士。廚師和買家們一再將其描述為「奢華」、「極其純淨」和「完全不同的類別」。

除了在本屆JFRE中獲得熱烈迴響外，Mutual Trading (共同貿易公司) 近期也取得一項重大里程碑——在第36屆「鹿兒島黑毛和牛秋季拍賣會」中成功擊敗多家競標者，贏得最高等級的冠軍牛屠體 (Grand Champion Carcass)。這不僅是一項頂級榮譽，也象徵著Mutual Trading在和牛採購品質上的卓越實力。

這項重要的里程碑，進一步彰顯了Mutual Trading「從牧場到顧客」(Farm to Customer) 模式的核心優勢。透過與生產者直接合作並採用全牛採購 (whole-cattle procurement) 制度，Mutual Trading能有效降低中間成本，使餐廳業者以更具競爭力的價格取得真正的日本A5和牛，同時確保最高等級的品質與供應穩定性。



Menu Ideas That Captured Buyers' Attention

吸引買家關注的菜單創意

A5 Wagyu Sushi for Restaurants

Many chefs responded strongly to the idea of offering A5 wagyu nigiri for approximately \$2 per piece. For diners, this becomes a small yet memorable luxury; for chefs, it can create a high-impact item that elevates the brand without overwhelming food cost.

餐廳適用的A5和牛壽司

許多主廚對於推出「每貫僅約2美元」的A5和牛握壽司概念反應強烈。對顧客而言，這是一份小巧卻令人難忘的奢華體驗；對主廚而言，則是一道能有效提升品牌形象、創造高關注度，同時不會帶來過高食材成本的亮點菜品。

Retail Bento Applications

For retail settings, the A5 Sliced Top Blade (Misugi) drew attention due to its thin slicing and quick sear. Costing roughly \$1 per nigiri, chefs can craft a five-piece premium wagyu sushi set at around \$9, a price point buyers noted performs extremely well in competitive bento sections.

零售便當類別的產品延伸與應用

在零售環境中，A5和牛肩胛上蓋薄切 (Top Blade / Misugi) 因其易於薄切、快速炙燒與高度作業效率而備受青睞。以每貫約1美元的食材成本計算，主廚可在約9美元的成本內製作出「五貫高級和牛壽司組合」。採購方指出，這樣的價格結構在競爭激烈的便當區段中表現極具優勢。

These applications demonstrated that A5 wagyu can support both premium dining and everyday retail innovation, giving operators flexible pathways to incorporate true Japanese A5 into their offerings.

這些應用顯示，A5和牛不僅能支撐高端餐飲，也能推動日常零售的創新，為業者提供多元而靈活的途徑，將真正的日本A5和牛融入其產品組合之中。



#77497 A5 Tenderloin

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- 全美配送體系，確保穩定、持續且可靠的供應
- 專業和牛團隊嚴格把關品質，並持續推動產品與應用創新
- 與產地生產者直接合作，確保來源正宗、全程可追溯
- 業界公認的領導品牌，成功取得2025年鹿兒島和牛最高等級的冠軍牛屠體 (Grand Champion Carcass)



Efficiency-Driven Kitchen Solutions

以效率為核心的廚房解決方案

Beyond wagyu, the strongest behavior trend centered around products developed to reduce staff labor without compromising quality.

Ramen soup bases—tonkotsu, shoyu, miso, spicy miso, and vegan—were consistent best sellers, valued for depth of flavor and ease of use. Frozen ready-to-serve items such as takoyaki, yakitori thigh with sauce, torikawa gyoza, and tako karaage offered operators predictable consistency across service periods.

One item repeatedly mentioned was the takoyaki densely filled with overflowing octopus, praised for its standout texture and flavor compared to typical market options.

from left:

- Takoyaki, #715181
- Torikawa Gyoza #23552
- Somi Tonkotsu Ramen Soup Base #23114

除了和牛之外，今年最顯著的行為趨勢集中在那些能在不犧牲品質的前提下，有效降低人力與作業負擔的產品上。

豚骨、醬油、味噌、辛味噌以及純素等多種拉麵湯底依舊是最穩定的熱銷品項，因其風味濃郁、操作簡便而備受餐飲業者青睞。同時，冷凍即食品：如章魚燒、醬燒雞腿串、雞皮餃子與章魚唐揚，則為餐廳在不同時段的服務提供了高度一致的品質與口味表現。

其中一款被反覆提及的產品，是內餡飽滿、章魚份量極為充足的章魚燒。與市面上普遍的章魚燒相比，業者一致肯定其在口感與風味上都明顯更勝一籌。



Premium Seafood – Flavor, Seasonality & Craftsmanship

高端海鮮——風味、季節性與職人技藝

Tsukiji Ohta emerged as the highlight of the seafood category, offering chefs a direct connection to Toyosu Market and the distinct flavors of Japan's winter waters. Kanburi (Winter Yellowtail) showed exceptional fattiness and depth of umami, while Blue Fin Tuna received strong praise for its clean, premium quality. Many industry professionals noted how the natural three-day aging during shipment further enhanced tenderness and flavor.

Attendees also valued the reliability of Tsukiji Ohta's twice-weekly Toyosu shipments and the ability to communicate directly with expert buyers—giving them confidence in both quality control and consistency.

Complementing the fresh fish showcase, the Super Frozen / ULTS selection drew notable attention. Super Frozen Sea Urchin stood out for its clean flavor and strong value; Super Frozen Toro Iwashi earned praise for its rich marbling.

Together, the fresh offerings from Tsukiji Ohta and the ultra-premium Super Frozen selection demonstrated the breadth—and reliability—of Mutual Trading's seafood portfolio.

在海鮮類別中，築地太田 (Tsukiji Ohta) 成為最受矚目的亮點，為主廚提供了直通豐洲市場 (Toyosu Market) 的採購渠道，並帶來日本冬季海域獨有的風味表現。寒鰯 (Kanburi / Winter Yellowtail) 因其卓越的脂肪含量與濃郁旨味而備受讚賞；藍鰹鮪 (Bluefin Tuna) 則以其純淨、高品質的風味特徵獲得高度肯定。許多業界人士並指出，魚貨在運輸過程中自然進行的「三日熟成 (3-day aging)」進一步提升了肉質的柔嫩度與風味深度。

與會者同樣重視築地太田每週兩次自豐洲直送的穩定供應，以及能夠直接與專業採購員溝通的優勢，使他們對品質控管與供貨穩定性都充滿信心。

與鮮魚展示相輔相成的，是超低溫冷凍 (Super Frozen / ULTS) 系列同樣吸引了大量關注。超低溫冷凍海膽以其純淨的風味與卓越的性價比脫穎而出；而超低溫冷凍脂沙丁魚 (Toro Iwashi) 則因其豐富的油花與飽滿口感而廣受讚賞。

築地太田的新鮮魚貨與頂級超低溫冷凍 (Super Frozen) 系列相互輝映，完整展現了Mutual Trading 海鮮產品線的廣度與可靠性。



from left: 海膽 (uni)

- ULTS Sea Urchin #71937
- ULTS Toro Iwashi #72914



>Fresh Fish Catalog

Ramen's Continued Rise Across Concepts

拉麵在不同餐飲概念中的持續崛起

Ramen remains one of the most influential categories in Japanese dining. This year, interest was not limited to traditional ramen shops—cafés, fast-casual operators, and even non-Japanese venues explored ramen as a flexible add-on menu category.

The new Mensyo Ramen series drew especially enthusiastic reactions. Attendees were surprised by the depth in flavor as if stove-top prepared, yet simply achieved by the one-step microwave preparation, making it ideal for kitchens lacking full equipment. Flavors include tonkotsu-style, shoyu, miso, and a soupless tantanmen, each crafted with a quality level that differentiates from typical convenience-style ramen.

Miyako Mensyo Ramen Series:

- Miso #18375
- Soy Sauce #49304
- Tonkotsu #52204
- Tan Tan Men #34579



拉麵依然是日式餐飲中最具影響力的品類之一。今年，其關注度已不再侷限於傳統拉麵店，咖啡館、快速休閒餐廳 (fast-casual)，甚至非日式餐廳也開始將拉麵視為一個具高度彈性的加值菜單類別。

全新的Mensyo Ramen系列引發了格外熱烈的回響。與會者對其濃厚且層次豐富的風味感到驚艷，口感宛如以爐火慢煮而成，但實際上只需簡單的「微波一步」即可完成，對缺乏完整廚房設備的店家而言堪稱理想選擇。系列口味涵蓋豚骨風、醬油、味噌以及無湯擔擔麵 (soupless tantanmen)，每款皆以遠超一般便利型拉麵的品質打造，清楚區隔於市售常見產品。

Bright, Modern Japanese Flavors

明亮、現代的日式風味

Japanese citrus continued to drive innovation, with yuzu, shikwasa, kabosu, and sudachi appearing in sauces, cocktails, desserts, and seafood pairings.

Kizami yuzu, yuzu sorbet, and yuzu miso were highlighted as versatile ingredients ideal for both traditional and contemporary menus.

Modern flavors such as black sesame latte and Japanese jalapeño sauce added further momentum, appealing to chefs seeking visually engaging and story-driven accents.

from left:

- Kin Yuzu Oil #20725
- Yuzu Sorbet #58973
- Kuki Kuro Goma Latte Powder #23916
- Yuzu Cocktail Syrup #20793



日本柑橘依然是風味創新的主要驅動力，包括柚子 (yuzu)、沖繩香檸檬 (shikwasa)、香橙 (kabosu) 與青柚 (sudachi)，並廣泛運用於醬料、雞尾酒、甜點及海鮮搭配之中。

切碎柚子 (kizamiyuzu)、柚子雪酪 (yuzu sorbet) 與柚子味噌 (yuzumiso) 被特別指出為高度多用途的食材，既適合傳統菜單，也能完美融入現代創意料理之中。

黑芝麻拿鐵 (black sesame latte) 與日式墨西哥辣椒醬 (Japanese jalapeño sauce) 等現代風味也為整體趨勢增添了動能，吸引了那些尋求視覺亮點與故事性元素的主廚們。



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Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
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Mei HO
Sake Sommelier
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Mai Segawa
Advanced Sake
Sommelier
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Isao Kiyota
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Joe Mizuno
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California
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CHALLENGE

by Kosuke Kuji 219



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

Recommending sake to gals and inbound tourists: Part I

給辣妹與入境遊客日本酒 其一

Young consumers are not consuming sake, is it because they "hate" sake?

Approximately 30 years have passed since I entered the sake industry. I have faced this issue since I was a young worker.

As a young student in my twenties, I knew no one (students at the Tokyo University of Agriculture, Department of Fermentation Science and Technology) who didn't consume sake because they "hated" sake. On the contrary, many sons of sake breweries attended the university, whose parents

sent sake to enjoy in the dorm. We held sake tasting events and actively frequented restaurants with many regional sake selections.

However, quality sake was still expensive, nearly double the cost of carton sake at the time. As sons of sake breweries, we knew delicious Junmai and Honjozo brands, and the skill to find delicious, affordable sake can be acquired by "studying."

However, there were no smartphones and cell phones at the time, which required hundreds of times more effort and passion to research and learn

about sake. Several years have passed since. We entered our 30s, 40s, and 50s, and the younger generation's relationship with sake became fuzzy.

However, the production volume of sake dropped to 1/3 of its peak volume within the last 50 years, with seemingly little potential left for domestic consumption.

Therefore, I was contemplating how to encourage sake consumption among younger generations and inbound tourists to Japan when I met a group of "gals."■

(To be continued in the next report)

直以來，人們都在說“日本酒不被年輕人喝了”，年輕人真的因為“不喜歡”才不喝日本酒的嗎？

我進入日本酒行業也將近30年了，從年輕時起就一直面對這個問題。

在我年輕的時候，20多歲還是學生時，我周圍的人（東京農業大學釀造學科）裡，沒有人是因為“不喜歡”日本酒而不喝的。大學裡有很多釀酒廠的藏元的兒子，他們會從家裡

的酒廠拿來日本酒，大家一起歡快地享受。相反的，我們會積極去那些提供利酒和各種地酒的餐飲店。

不過當時好的日本酒，和當時便宜的紙盒裝酒相比，價格可能會貴上近一倍。但我們這些藏元的兒子們知道純米酒或本釀造酒是好喝的，只要“學習”，就可能發現既便宜又好喝的酒。

然而，那是一個沒有智慧型手機、沒有手機的時代。查資料、學習，比現在需要數百倍的努力和熱情。

歲月流逝，我也進入30代、40代，直到50代，變成了一個越來越難看清年輕人與日本酒關係的人。

然而，日本酒在日本的現狀是，現在的產量已經跌到過去50年裡產量最鼎盛時期的三分之一，讓人很難再對日本國內消費抱有希望。

於是，我開始思考，要讓有未來的年輕世代，或喜歡日本並專程來觀光的入境遊客喝日本酒，該怎麼辦呢？就在思考的過程中，我遇到了被稱為“辣妹”的這一群人。

(下回繼續)

日本酒 百味百題

Why does Ginjo sake generate a fruity aroma...? 吟釀酒為什麼會有果香？

Ginjo sake generates a unique aroma, referred to as a “fruity aroma” or “floral aroma.” Generally speaking, the aroma is described as a fruity aroma similar to Delicious Apples, melon, banana, a sweet and refreshing aroma.

The Ginjo aroma is known to consist of mainly ester components such as isoamyl acetate, isobutyl acetate, ethyl valerate, caproic acid ethyl, and caprylic acid ethyl, along with high-end alcohol such as isoamyl alcohol. These esters are consistent with the fruity aroma components of apple, melon, banana, pineapple, etc.

The secret behind sake prepared from rice generating this fruity aroma is the unique production method behind Ginjo sake. Ginjo sake is produced “using white rice polished below the rice polishing ratio below 60%, gradually fermented at low-temperatures.” The production conditions inhibit the effects of yeast as much as possible, resulting in the fruity aroma.

First of all, the more the ingredient rice is polished, the more pure starch is produced. The reason why sake rice is polished to a high degree is to eliminate protein and lipids that would be a factor that reduces the flavor of sake. At the same time, the outer layer also contains nitrogen compounds, vitamins, etc., that would become nutrients to the yeast.

Therefore, in the fermentation mash prepared from highly polished steamed white rice, the yeast lack

sources of nutrients, thus impacting its activity. Also, while the rice malt is prepared especially by hand to produce Ginjo sake, this rice malt is ideal to gradually dissolve the steamed rice in the mash, a condition to gradually ferment the alcohol in the yeast. Thus, the low temperature below 50 degF not only further inhibits the steamed rice from dissolving; it also inhibits the activities of the yeast.

In this way, when left in a starved state in cold region, the yeast will utilize the fragrance ester to create its own energy. This is how the fruity aroma is created from esters. However, the yeast also has several types that easily generate the Ginjo aroma. Also, the fruity aroma components are also included in the carbonic acid generated while the fermentation-mash is fermenting, but instantaneously disappears, only to reappear later in the production stage. However, the fruity aroma is not guaranteed to be generated, but said to be dependent on the skill of the Master sake brewer.■



吟釀酒具有一種獨特的芳香，這種香氣被稱為“吟釀香”或“吟香”。一般來說，它被形容為像黃元帥蘋果、甜瓜、香蕉等水果那樣，甜美、清爽、帶有果味的香氣。

構成吟釀香的成分主要是醋酸

異戊酯、醋酸異丁酯、吉草酸乙酯、己酸乙酯、辛酸乙酯等酯類物質，以及異戊醇等高級醇。而這些酯類物質正好與蘋果、甜瓜、香蕉、鳳梨等芳香水果中的香氣成分一致。

以大米釀造的酒為何能產生如此果味濃郁的香氣？秘訣就在於獨特的吟釀釀造法。吟釀釀造法指的是“使用精米步合60%以下的白米，在低溫下緩慢發酵，使酒粕比例較高”的製法，而這些工藝條件都是為了盡量抑制清酒酵母的活性，從而生出吟釀香。

首先，原料米的精米度越高，米的澱粉純度就越高。之所以要將米高度精白，是因為米的外層部分含有會給酒帶來雜味的蛋白質和脂質，但外層同時也含有酵母的營養源，如含氮化合物和維生素等。

因此，在使用這種高度精白米的蒸米進行發酵的醪液中，由於營養不足，酵母無法活躍地進行活動。此外，吟釀酒釀造中還會使用一種特別的突破精型手工麴，這種麴能使醪液中的蒸米緩慢溶解，為抑制酵母的酒精發酵創造了條件。而在10°C以下的嚴格低溫環境中，蒸米更加不易溶解，同時也會抑制酵母的活性。

在這種猶如處於寒冷、飢餓狀態的環境下，酵母開始利用細胞膜內的芳香酯生成系酶，自行產生能量。這樣便形成了構成吟釀酒果香的酯類物質。不同酵母產生的吟釀香表現也有差異。並且，這些芳香成分還包含在發酵中期“高泡期”排出的二氧化碳中，雖然會一度消失，但到發酵末期又會再次出現。不過，吟釀香並非只要進行吟釀釀造就一定會產生，其表現程度據說取決於釀酒師的技藝。

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

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

Halloween

萬聖節

Halloween is celebrated on October 31. For some reason, Halloween is increasingly celebrated in various regions throughout Japan in recent years. Although I’m not sure what Halloween celebrates, increasingly more Japanese cosplay and celebrate Halloween lively. The sight of small children cosplaying as witches and devils, strolling the streets collecting candy is endearing. However, trouble occurs annually as the night progresses, especially in the “Shibuya” district.

Because Shibuya district was at one time a lawless region with many commotions that erupted like riots, measures were implemented in recent years to ensure crowds do not gather at Shibuya on Halloween. Areas are cordoned off with caution tape, many stores close early, and transportation to Shibuya district ends at noon. Shibuya has become inconvenient and even dangerous in recent years for anyone with errands to run in the district on Halloween.

The young generation is participating in celebrating Halloween, although apparently not just in Japan. I’m no longer considered young for several years, so at our store, I consulted with a sommelier who periodically schedules wine tasting events and decided to



organize an event that pairs wine with Japanese snacks. Each of the 12 wine selections were named after a devil or a monster, according to its aroma and flavor profile. Each guest received a randomly distributed assortment of Japanese snacks and asked the sommelier, “Which wine would you pair with this snack?” as they enjoyed the pairing.

Many wine selections not often found in Japan were served during the event. In many instances, guests were impressed by the wine they drank for the first time from the respective nation. Japanese snacks were not limited to selections anyone could guess would be served with sake, which included candy and even gum for pairing, which stumped even the sommelier. This

event was the most popular among past wine tasting events. Cute children dressed for Halloween, some youth started commotions on Halloween, while adults enjoyed a low-key Halloween, celebrated in several styles and regions.

The following day, the news only covered a Halloween event held at Shibuya. Many news outlets reported fewer people gathered compared to the previous year due to the heavy downpour and no major commotion. With more foreign tourists visiting in recent years with constant issues involving tourists, Halloween is not an event to start commotions with foreign tourists. Instead, I see the need as a Japanese national to organize dignified events. ■

10月31日是萬聖節。不知為何，近些年日本各地也開始舉辦各種萬聖節活動。雖然我始終搞不清楚萬聖節究竟是什麼節日，但在日本，它給人的感覺更像是一個“角色扮演盛會”，熱鬧程度每年都在增加。白天時，小孩子們打扮成小魔女或惡魔四處走動討糖，倒是挺可愛的；但等到大人們的時間段，每年都會不斷出現各種麻煩。最具代表性的地點就是“澀谷”。曾經有一段時間那裡幾乎變成無法無天的區域，鬧騰程度堪比暴動。因為這些原因，近年來澀谷區開始呼籲大家不要在萬聖節期間前往澀谷，並設立了多個限制區，許多商店也會提前關門，甚至連前往澀谷方向的巴士等交通工具都在下午就停止運行。這幾年，對那些在10月31日確有事情要去澀谷的人來說，那一天已經變成既危險又不方便的日子。

不過聽說這並非日本獨有的現象，但恐怕只有年輕人對此是樂在其中的。我幾年前就已經從年輕人畢業了，因此我們店在萬聖節期間，與偶爾在我們店舉辦葡萄酒會的一位女侍酒師商量後，決定舉辦一個“葡萄酒與日本零食配對”的活動。12款葡萄酒分別根據香氣和味道的氛圍被給予了惡魔或妖怪的名字，參與者拿著隨機分到的零食大禮包，一邊問侍酒師：“這款零食配哪款酒比較合適呢？”一邊享受搭配樂趣。葡萄酒里還有不少日本國內比較少見的國家出產的酒，大家第一次品嚐到這些國家的葡萄酒時都感到十分驚訝。零食不是一般人容易聯想到的下酒小菜，也包含了糖果和口香糖等，這些讓女侍酒師在配對時頗費了一番功夫，但最終這個活動在歷次葡萄酒會中獲得了最高的評價。孩子們可愛的萬聖節、年輕人喧鬧的萬聖節、還有大人們沉穩的萬聖節。各地都舉辦著各種不同風格的萬聖節活動，大家都以自己的方式度過了這一天。然而隔天新聞里報導的，卻只有澀谷的萬聖節活動。由於當晚大雨，前往澀谷的人比往年少許多，媒體也多為並未出現大規模的麻煩這樣的報導。如今海外遊客也明顯增多，在旅行者相關的糾紛不斷發生的情況下，我認為我們日本人更應思考：不應再舉辦將外國人也捲入喧鬧混亂中的活動，而應當打造更有品格、更具日本氣質的節日活動。



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

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

Compatibility between Sake and Japanese Cuisine

Clean and dry sake mild in distinct flavor along with pure sake pairs well with any food. Aromatic sake and refreshing sake pair well with acidic foods or food prepared from bland food ingredients, while pure sake pairs well with simmered and stir-fried cuisines, food that line the dinner table daily, and food flavored with milk and butter. Rich foods pair well with hot sake rich in flavor and refreshing sake.

Next, let's think about foods compatible with Japanese sake. Foods that pairs well with sake evolved since traditional sake fans once licked salt and miso paste while enjoying sake. Sake is not selected to match the food, yet foods can be selected to enhance delicious sake flavors. Appetizers paired with sake are unique dishes for which the Western counterparts are rarely found.

Traditionally, licking salt or miso paste is a unique way for true sake fans to enjoy sake. Appetizers served with sake also tend to be salty, such as salted and dried mullet roe or salted fish guts.

Similar to sake, rice crackers and snacks are also made from rice and contain salt, thus pairs well with sake.

On the other hand, chocolates, cheese, and nuts enhance the sake flavor. First, classic appetizers paired with Japanese sake consist of salted fish guts, dried mullet roe, and other classic delicacies served in the industry.

Strong salt flavor and rich fermentation flavor enhances the sake flavor. Nuts faintly aromatic like rice and fermented food products like cheese pair well with sake, along with sweets like chocolate. ■

日本酒與料理的搭配

口味清淡、爽口辛辣的日本酒，或者醇酒類型的日本酒，都比較容易與各種料理搭配。對於薰酒類型、爽酒類型來說，帶有酸味的料理或使用清淡食材的料理，更適合搭配輕快口感的薰酒或爽酒。醇酒類型則與燉菜、炒菜等日常餐桌上常見的家常菜十分相配，也能與牛奶或黃油搭配。味道濃厚的料理或使用旨味豐富食材的料理，則適合搭配芳醇風味的熱燴（熱酒）。

同時，搭配輕盈的爽酒也不錯。那麼，讓我們來考慮一些適合日本酒的料理。自古以來，人們會舔鹽或味噌來品酒，而這種做法也催生了更為進化的日本酒。有時不是將酒配合餐食，而是為了更好地飲酒而選擇小食，也就是所謂的酒的下酒菜。

這種習慣是日本酒特有的，在西方並不常見。據說以前真正愛酒之人過去會一邊舔鹽或味噌一邊喝酒，而日本酒的下酒菜常以鹽辛、烏魚子、酒盜等高鹽分的食物為主。此外，仙貝或其他小吃類零食因為帶鹽味、且和日本酒一樣以大米為原料，因此非常相配。除此之外，巧克力、乳酪、堅果等也能作為襯托日本酒風味的下酒菜。

首先，作為經典的萬能下酒菜，日本酒的定番搭配就是鹽辛、烏魚子等各種海味珍品。濃郁的鹹味與發酵帶來的醇厚感能夠提升日本酒的風味。令人意外的是，日本酒與一些西式下酒菜也很搭。

與大米一樣擁有溫和香氣的堅果、同樣屬於發酵食品的乳酪，都能與日本酒相得益彰。另外，日本酒甚至能與巧克力等甜食搭配。

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Taste philosophy and purpose

I often see breweries and wholesale dealers recommending their sake to local American diners at sampling events, saying, "This sake goes with any food," "We use 100% Yamadanishiki rice," "This is Junmai Daiginjo," and "This is a traditional kimoto sake," etc. However, most people (including myself) don't understand what those industry jargon means. In other words, "So what are the flavors of sake, and what foods does the sake go well with?" is my question.

While sake fully utilizes processing

techniques to create differences in flavor as a product, wine is largely influenced by the flavor of the grapes themselves, more of an agricultural product. In other words, the flavor of sake can be designed to some extent and adjusted (through the selection of rice, grade of rice polishing, fermentation, temperature, storage method, etc.), while wine is largely dependent on the quality of grapes harvested that year. If that's the case, the best and quickest way to understand sake and to communicate the flavor is to understand the

brewery's objective for the particular brand (design objective). Isn't it most important to accurately communicate to consumers the brewery's "philosophy and objective towards the brand's flavor?" For example, the brewery's benefits of hard water should be capitalized upon, and the use of XX rice to pursue the ultimate compatibility with meat dishes, how the sake is created using rice YYY to create a uniqueness that won't be defeated by wine or shochu, etc., to suggest designing sake that proposes a more narrowed-down qualities to customers. ■

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맛의 이념과 목적

시음회에 가면 양조장이나 도매업자가 자사의 술에 대해 "어떤 요리에도 궁합이 잘 맞아요"라든가 "야마다니시키 100%를 사용했습니다", "준마이다이긴조입니다", "전통적인 양조법인 기모토(生酏) 주조법으로 만들었습니다" 등을 내세우며 미국인에게 추천하는 모습을 자주 보게 된다. 하지만 대부분(나 자신 포함)은 그 의미를 모른다. 즉, 그들은 "그러니까 어떤 맛이고, 어떤 음식에 어울리는가"를 알고 싶을 뿐이다.

일본술은 가공 기술을 구사하여 맛에 변화를 줄 수 있는 제품이지만, 와인 포도 그 자체의 맛이 크게 좌우하는 이른바 농업 제품에 가깝다. 바꾸어 말하면, 일본술은 어느 정도 맛의 설계를 제조(쌀의 선택, 정미 비율, 발효, 온도, 저장 방식 등)에 따라 조정할 수 있으나, 와인은 그해의 포도 품질로 거의 결정된다. 그렇다면 일본술을 알고, 전달하는데 가장 좋은 방법은 무엇일까? 양조장의 그 술에 대한 방침(설계 목적)을 알게 되면 이야기가 술술 풀린다. 맛있는 술은 어

떤 맛인가, 수제 술은 어떤 맛인가, 풍부한 자연에 둘러싸인 대지에서 만든 술은 어떤 맛인가 등을 알리고 전달하면 되는 것이다. 양조장이 원래 지향하는 "맛의 이념과 목적"을 명확하게 소비자에게 전달하는 것이 더욱 필요하지 않을까? 예를 들어 해당 양조장의 수질(경수)의 이점을 살려 고기 요리와 궁극의 궁합을 추구하려면 쌀은 XX, 제조는 YYY, 와인 과 소주에도 지지 않는 개성을 연출하는 등 더욱 대상을 좁혀 소비자에 대한 제언과 술 설계 제조가 필요할 것이다.

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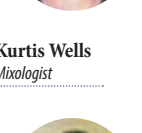
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Recommending sake to gals and inbound tourists: Part I

가루와 인바운드에 일본술 1편

Young consumers are not consuming sake, is it because they "hate" sake?

Approximately 30 years have passed since I entered the sake industry. I have faced this issue since I was a young worker.

As a young student in my twenties, I knew no one (students at the Tokyo University of Agriculture, Department of Fermentation Science and Technology) who didn't consume sake because they "hated" sake. On the contrary, many sons of sake breweries attended the university, whose parents

sent sake to enjoy in the dorm. We held sake tasting events and actively frequented restaurants with many regional sake selections.

However, quality sake was still expensive, nearly double the cost of carton sake at the time. As sons of sake breweries, we knew delicious Junmai and Honjozo brands, and the skill to find delicious, affordable sake can be acquired by "studying."

However, there were no smartphones and cell phones at the time, which required hundreds of times more effort and passion to research and learn

about sake. Several years have passed since. We entered our 30s, 40s, and 50s, and the younger generation's relationship with sake became fuzzy.

However, the production volume of sake dropped to 1/3 of its peak volume within the last 50 years, with seemingly little potential left for domestic consumption.

Therefore, I was contemplating how to encourage sake consumption among younger generations and inbound tourists to Japan when I met a group of "gals." ■

(To be continued in the next report)

일 본술을 젊은이들은 마시지 않는다, 라고 들은지 오래되었습 니다만, 젊은이들은 정말로 일 본술을 「싫어서」마시지 않는 것일까요? 저도 일본술 업계에 들어온지 약 30년이지만, 젊을 때 부터 이 문제를 마주하고 있었습니다.

제가 젊을 때, 20대 학생 시절은, 저의 주변 (도쿄농업대학 양조학과) 에서는 일본술을 「싫어서」마시지 않는 사람이 없었습니다. 오히려, 대학에는 쿠라모토의 자식도 많고, 본가의 쿠라사케를 받아서 그것을 마시면서 즐기고 있었

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하지만, 역시 좋은 일본주는 당시 팩주가 싼 것과 비교하면, 2배 가깝게 값이 비싼 것도 있었지만, 저희 쿠라모토의 자식들은 준마이슈나 본양조를 좋은 맛을 알고 있어서, 「공부」하면 싸고 맛있는 것을 찾을 수 있다고 알고 있었습니다. 하지만, 당시에는 스마트폰이나 휴대전화는 없는 시대입니다. 조사하는 것, 배우는 일에는 지금의 몇백배의 노력과 열정이 필요했습니다.

그로부터 세월이 흘러, 저도 30대, 40대, 그리고 50대가 되어, 젊은이와 일본술의 관계를 잘 볼 수 없는 나이가 되었습니다. 단, 일본술의 일본에서의 현상은, 아뭏든 지난 50년의 생산량은 최대 성장기의 1/3이 되고, 일본 국내에서의 소비에 가능성을 느끼지 못하게 되었습니다. 거기에서, 재차 미래가 있는 젊은 세대나, 일본을 좋아하여 일본에 관광으로 오는 인바운드 여러분에게 일본술을 마시게 하려면 어떻게 할까? 라고 생각하고 있을 때 「가루」라고 불리는 사람들과 만났습니다. (다음편에 계속)

日本酒 百味百題

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

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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Why does Ginjo sake generate a fruity aroma...? 음양주는 왜 과실향이 나는가?

Ginjo sake generates a unique aroma, referred to as a “fruity aroma” or “floral aroma.” Generally speaking, the aroma is described as a fruity aroma similar to Delicious Apples, melon, banana, a sweet and refreshing aroma.

The Ginjo aroma is known to consist of mainly ester components such as isoamyl acetate, isobutyl acetate, ethyl valerate, caproic acid ethyl, and caprylic acid ethyl, along with high-end alcohol such as isoamyl alcohol. These esters are consistent with the fruity aroma components of apple, melon, banana, pineapple, etc.

The secret behind sake prepared from rice generating this fruity aroma is the unique production method behind Ginjo sake. Ginjo sake is produced “using white rice polished below the rice polishing ratio below 60%, gradually fermented at low-temperatures.” The production conditions inhibit the effects of yeast as much as possible, resulting in the fruity aroma.

First of all, the more the ingredient rice is polished, the more pure starch is produced. The reason why sake rice is polished to a high degree is to eliminate protein and lipids that would be a factor that reduces the flavor of sake. At the same time, the outer layer also contains nitrogen compounds, vitamins, etc., that would become nutrients to the yeast.

Therefore, in the fermentation mash prepared from highly polished steamed white rice, the yeast lack sources of nutrients, thus impacting its activity. Also, while the rice malt is prepared especially by hand to produce

Ginjo sake, this rice malt is ideal to gradually dissolve the steamed rice in the mash, a condition to gradually ferment the alcohol in the yeast. Thus, the low temperature below 50 degF not only further inhibits the steamed rice from dissolving; it also inhibits the activities of the yeast.

In this way, when left in a starved state in cold region, the yeast will utilize the fragrance ester to create its own energy. This is how the fruity aroma is created from esters. However, the yeast also has several types that easily generate the Ginjo aroma. Also, the fruity aroma components are also included in the carbonic acid generated while the fermentation-mash is fermenting, but instantaneously disappears, only to reappear later in the production stage. However, the fruity aroma is not guaranteed to be generated, but said to be dependent on the skill of the Master sake brewer.■



음양주에는 특유의 향이 있다. 이 향은 「음양향」혹은「음향」이라고 한다. 보통은, 달리셔스 사과나 메론, 바나나등의 과일, 달콤하고 상큼한 후르티한 향으로 표현된다. 음양향을 구성하는 성분은 주로, 아세트산 이소아밀, 아세트산 이소부틸, 길초산 에틸, 카부론산 에틸, 카부릴산 에틸이라는 이스테르류과, 이소아미르 알코올등의 고급 알코올인 것으로 알려져 있는데, 이들 에스테르류는 사과나 메론, 바나나, 파인애플 같은 방향과실의 향 성분과 일치한다.

쌀로 만든 술이 이런 후르티한 향을 생성하는 비밀은 독특한 음양 빛기에 있다. 음양빛기란,「정미율 60%이하로 정미한 백미를 사용하여, 저온에서 천천히 발효시켜, 가스올을 높인다」제조법인데, 이러한 제조법 상의 조건은 청주 효모의 활동을 가능하면 억제시키기 위한 것으로, 그것을 통해 음양향을 만들어 내는 것이다.

우선, 원료쌀을 고도로 정미할수록, 쌀은 전분질의 순도가 높아진다. 쌀을 극도로 정백하는 것은 외층부분에 술에 잡맛을 내는 요인이 되는 단백질이나 지방 등이 포함되어 있기 때문인데 외층부분에는 동시에 효모의 영양원이 되는 질소화합물이나 비타민류 등도 포함되어 있다. 따라서, 그러한 고도정백미인 찌쌀을 사용한 모로미 안에서는 효모는 영양원이 부족해서 활발히 활동할 수 없게 된다. 또한, 음양주 빛기에서는 누룩도 초키 파정형의 특별한 것을 수작업으로 만들어 사용하는데, 이 누룩은 모로미 안의 찌쌀을 천천히 녹이는데 이상적인 누룩이 되고 효모의 알코올 발효를 완만하게 시키는 조건이 된다. 그리고, 10도 이하라고 하는 철저한 저온은 찌쌀을 더욱 녹지 않게 함과 동시에 효모의 활동도 억제하게 된다.

이러한, 말하자면 한냉지에 기아상태에 놓인 상태가 되면, 효모는 세포막안에 있는 방향 에스테르 성분이라고 불리우는 효소를 만들고, 스스로 에너지를 만들기 시작한다. 이렇게 하여 음양주에는 에스테르류가 구성하는 과실향이 생기게 되는데, 효모에도 음양향이 잘 나오는 종류가 있다. 또 이 방향성분은 모로미의 발효도중인 고포기에 방출되는 탄산가스속에도 포함되어 있지만, 일단 사라졌다가, 말기가 되면 다시 나온다. 다만, 음양향은 음양빛기를 하면 반드시 나온다고 할 수는 없고, 이 방출은 기술자의 솜씨에 달려 있다고 한다.





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.

Halloween

할로윈

Halloween is celebrated on October 31. For some reason, Halloween is increasingly celebrated in various regions throughout Japan in recent years. Although I'm not sure what Halloween celebrates, increasingly more Japanese cosplay and celebrate Halloween lively. The sight of small children cosplaying as witches and devils, strolling the streets collecting candy is endearing. However, trouble occurs annually as the night progresses, especially in the "Shibuya" district.

Because Shibuya district was at one time a lawless region with many commotions that erupted like riots, measures were implemented in recent years to ensure crowds do not gather at Shibuya on Halloween. Areas are cordoned off with caution tape, many stores close early, and transportation to Shibuya district ends at noon. Shibuya has become inconvenient and even dangerous in recent years for anyone with errands to run in the district on Halloween.

The young generation is participating in celebrating Halloween, although apparently not just in Japan. I'm no longer considered young for several years, so at our store, I consulted with a sommelier who periodically schedules wine tasting events and decided to



organize an event that pairs wine with Japanese snacks. Each of the 12 wine selections were named after a devil or a monster, according to its aroma and flavor profile. Each guest received a randomly distributed assortment of Japanese snacks and asked the sommelier, "Which wine would you pair with this snack?" as they enjoyed the pairing.

Many wine selections not often found in Japan were served during the event. In many instances, guests were impressed by the wine they drank for the first time from the respective nation. Japanese snacks were not limited to selections anyone could guess would be served with sake, which included candy and even gum for pairing, which stumped even the sommelier. This

event was the most popular among past wine tasting events. Cute children dressed for Halloween, some youth started commotions on Halloween, while adults enjoyed a low-key Halloween, celebrated in several styles and regions.

The following day, the news only covered a Halloween event held at Shibuya. Many news outlets reported fewer people gathered compared to the previous year due to the heavy downpour and no major commotion. With more foreign tourists visiting in recent years with constant issues involving tourists, Halloween is not an event to start commotions with foreign tourists. Instead, I see the need as a Japanese national to organize dignified events. ■

10월 31일은 할로윈이다. 어째서인지 최근 일본에서도 할로윈 이벤트가 각지에서 개최되고 있다. 할로윈은 결국, 어떤 축제인지 알 수 없지만, 일본에서는 코스프레 축제 같은 느낌으로 매년 인기가 더하고 있다. 낮에는 작은 아이들이 마녀나 악마 코스프레로 과자를 받고 행진하는 것은 귀여운 모습이지만, 어른들의 시간이 되면 매년 문제가 끊이지 않는다. 그 상징이 되는 장소가 「시부야」이다. 한 때 거의 무법지대가 되어 폭동 수준의 바보 소동이 있었기 때문에, 최근 수년간 시부야는 할로윈으로 시부야에 모이지 않도록 방침하여, 규제선이 쳐지고, 이른 시간에 폐점하는 가게도 증가, 시부야 행의 버스등의 교통기관도 오후가 지나면 종료해 버린다. 최근 몇 년, 10월 31일은 시부야에 볼 일이 있는 사람에게는 위험하고 불편한 날이 되어 버린 상태이다.

하지만 이것은 일본에 한정되지 않는 것인데, 그것을 긍정하는 것은 젊은 이들 뿐이겠지. 저는 수년전에 젊은이를 졸업하였기 때문에, 가게에서는 할로윈 이벤트로, 와인 모임을 때때로 개최해 주고 있는 소믈리에와 상담하여, 다가시와 와인을 페어링하는 이벤트를 개최하기로 하였다. 12종류의 와인에는 하나씩 악마나 요괴 이름이 향이나 맛의 분위기 따라서 붙여져, 참가자는 랜덤으로 준비된 다가시의 모둠을 손에 들고, 「이 다가시와 어느 와인이 어울립니까?」라는 질문을 소믈리에에게 던져, 페어링을 즐기고 있었다. 와인도 국내에서는 좀처럼 볼 수 없는 나라의 와인도 많이 준비하여, 처음 맛보는 나라의 와인에 감동하는 장면도 자주 볼 수 있었다. 다가시는 누군가 술 안주로 상상한 것 뿐만 아니라, 사탕이나 껌 등도 들어 있어서, 상당히 소믈리에도 페어링에 고생했지만, 과거의 와인모임 중에서도 가장 고평가되었다. 아이들의 귀여운 할로윈, 젊은이의 소란스러운 할로윈, 그리고 어른들의 차분한 할로윈. 다양한 할로윈이 각지에서 개최되어, 각각 하루를 즐겼을 것이다. 하지만 다음 날 뉴스는 시부야의 할로윈 이벤트를 다룬 것 뿐이었다. 비가 강하게 내린 덕에 시부야에 모인 사람도 예년에 비해 적었고, 큰 문제도 없었다는 보도가 많이 나왔다. 해외에서 여행객도 많았던 요즘, 여행자 트러블도 끊이지 않는 가운데, 외국인을 끌어들이는 바보소동하는 이벤트가 아니라, 일본인으로서 품격있는 이벤트라고 하는 것을 생각하지 않으면 안 된다고 나는 생각하고 있다.



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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

Compatibility between Sake and Japanese Cuisine

Clean and dry sake mild in distinct flavor along with pure sake pairs well with any food. Aromatic sake and refreshing sake pair well with acidic foods or food prepared from bland food ingredients, while pure sake pairs well with simmered and stir-fried cuisines, food that line the dinner table daily, and food flavored with milk and butter. Rich foods pair well with hot sake rich in flavor and refreshing sake.

Next, let's think about foods compatible with Japanese sake. Foods that pairs well with sake evolved since traditional sake fans once licked salt and miso paste while enjoying sake. Sake is not selected to match the food, yet foods can be selected to enhance delicious sake flavors. Appetizers paired with sake are unique dishes for which the Western counterparts are rarely found.

Traditionally, licking salt or miso paste is a unique way for true sake fans to enjoy sake. Appetizers served with sake also tend to be salty, such as salted and dried mullet roe or salted fish guts.

Similar to sake, rice crackers and snacks are also made from rice and contain salt, thus pairs well with sake.

On the other hand, chocolates, cheese, and nuts enhance the sake flavor. First, classic appetizers paired with Japanese sake consist of salted fish guts, dried mullet roe, and other classic delicacies served in the industry.

Strong salt flavor and rich fermentation flavor enhances the sake flavor. Nuts faintly aromatic like rice and fermented food products like cheese pair well with sake, along with sweets like chocolate. ■

일본술과 요리의 궁합

특유의 맛이 적은 담려주나, 순주 타입의 술이라면 어떤 종류의 요리에도 잘 어울린다. 카오루슈 타입, 소오슈 타입은 신맛이 있는 요리라든지 담백한 재료를 이용한 요리에는 경쾌한 맛의 카오루슈나 소오슈가 어울린다. 순주 타입은 조림이나 볶음 요리 등 일상의 식탁에 놓여지는 반찬은 순주와 궁합이 좋다. 우유나 버터와도 어울린다.

진한 양념 요리에는 감칠맛 요리에는 방수한 맛의 따끈한 술이 어울린다. 가벼운 소오슈와 맞춰도 좋다. 그렇다면 일본술에 어울리는 요리를 생각해 보자.

옛날부터 소금이나 된장을 맛보며 술을 즐기지만, 발전한 일본술의 아테. 식사에 술을 맞추는 것이 아니라, 술을 맛있게 마시기 위해 음식을 정하는 경우가 있다.

소위 술의 아테라고 하여, 서양에는 없는, 일본술 특유의 즐기는 방법으로 옛부터 진정으로 술을 좋아하는 사람들은 소금이나 된장을 찍어먹으면서 마신다고 하는데, 술의 아테는 젓갈 카라스미, 술도둑 같은 염분이 짙은 것이 많다. 또한, 센베이나 과자 등의 스낵류는 단맛이 있고, 일본술과 같은 쌀이 원료이기 때문에, 상당히 잘 어울린다. 그 이외에는 초콜릿이나 치즈, 견과류 등도 술맛을 돋보이게 하는 안주가 된다. 우선, 단골 만능 안주로, 일본술의 단골 안주라면 젓갈과 카라스미 등의 업계의 진미류가 그것이다. 강한 소금기와 발효에 의한 감칠맛이 술맛을 돋보이게 하는 의외로 어울리는 서양의 안주도 있습니다.

쌀과 같은 은은한 향을 가진 견과류나 발효식품인 치즈도 잘 어울리며, 또 일본술은 초콜릿 같은 단맛의 안주도 어울린다.

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酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 219



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 para Chicas y Turistas Internacionales, Parte 1

Se ha dicho durante mucho tiempo que los jóvenes no beben sake, pero ¿es realmente porque les "desagrada" que no lo beben?

Llevo unos 30 años en la industria del sake y me he enfrentado a este problema desde joven.

Cuando era estudiante, a los 20 años, nadie a mi alrededor (Universidad de Agricultura de Tokio, Departamento de Elaboración de Cerveza) le "desagradaba" el sake y no lo bebía.

De hecho, había muchos hijos de maestros de sake en mi universidad, y me enviaban sake de las destilerías de sus familias y yo disfrutaba tomándolo. Por otro lado, también participábamos activamente en catas de sake y restaurantes que ofrecían una amplia variedad de sake local.

Sin embargo, aunque el buen sake solía ser casi el doble de caro que el envasado barato de la época, los hijos de los fabricantes de sake sabíamos que era lo que hacía que los sakes junmai y honjozo fueran los mejores, y que si lo "estudiábamos", podríamos encontrar sake barato y delicioso.

Pero esto era antes de los smartphones y los celulares. Investigar y aprender requería muchísimo más esfuerzo y pasión que ahora.

Ha pasado el tiempo desde entonces, y ahora tengo entre 30 y 50 años, lo que dificulta ver la relación entre los jóvenes y el sake.

Sin embargo, la situación actual del sake en Japón es que el volumen de producción ha caído a un tercio de su pico en los últimos 50 años, y ya no hay potencial para el consumo interno.

Así que, mientras pensaba en cómo atraer a la generación más joven con un futuro brillante y a los turistas que aman Japón y visitan el país para beber sake, me encontré con un grupo de personas conocidas como "chicas".

(Continuará)



日本酒 百味百題

¿Por qué el sake ginjo tiene un aroma afrutado?

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El sake ginjo tiene un aroma distintivo. Este aroma se denomina "aroma ginjo" o "ginko". Generalmente se describe como el aroma dulce, refrescante y afrutado de frutas como manzanas, melones y plátanos.

Se sabe que los principales componentes del aroma ginjo son ésteres como el acetato de isoamilo, el acetato de isobutilo, el valerato de etilo, el caproato de etilo y el caprilato de etilo, así como alcoholes superiores como el isoamílico. Estos ésteres se combinan con los componentes aromáticos de frutas como manzanas, melones, plátanos y piñas.

El secreto para producir un aroma tan afrutado en el sake de arroz reside en el singular método de elaboración del ginjo. Esto implica utilizar arroz blanco pulido hasta un 60 % o menos, fermentarlo lentamente a bajas temperaturas y utilizar una alta proporción de lías. Estas condiciones de elaboración tienen

como objetivo minimizar la actividad de la levadura del sake, produciendo así el aroma a ginjo.

En primer lugar, cuanto más pulido esté el arroz, mayor será la pureza de su almidón. El arroz se pule tanto porque su capa exterior contiene proteínas y lípidos que le confieren un sabor desagradable al sake. Sin embargo, la capa exterior también contiene compuestos nitrogenados y vitaminas que sirven como nutrientes para la levadura.

Por lo tanto, en el puré elaborado con este arroz al vapor tan pulido, la levadura carece de una fuente de nutrientes y no puede funcionar activamente. Además, en la elaboración del sake ginjo, se utiliza un koji artesanal especial (koji elaborado por tsukihaseki), ideal para disolver lentamente el arroz al vapor en el puré, estimulando así la fermentación alcohólica de la levadura. Además, las temperaturas extremadamente bajas,

inferiores a 10 °C (10 °F), dificultan aún más la disolución del arroz al vapor, a la vez que suprimen la actividad de la levadura.

Al carecer de nutrientes en este clima frío, la levadura comienza a producir su propia energía mediante enzimas dentro de su membrana celular, conocidas como sistema de síntesis de ésteres aromáticos. Así es como el sake ginjo adquiere el aroma afrutado formado por ésteres, pero también hay tipos de levadura que son más propensos a producir aroma a ginjo. Este componente aromático también se encuentra en el dióxido de carbono liberado durante la etapa de formación de espuma de la fermentación del mosto, pero desaparece por un tiempo y reaparece hacia el final de la etapa. Sin embargo, el aroma a ginjo no se obtiene necesariamente con la elaboración de ginjo, y se dice que su desarrollo depende de la habilidad del maestro destilero.





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.

Halloween

El 31 de octubre es Halloween. Por alguna razón, en los últimos años se han celebrado eventos de Halloween por todo Japón. Aunque no se sabe con certeza qué es Halloween, se ha convertido en un festival de cosplay en Japón, y cada año cobra más vida. Es adorable ver a niños pequeños disfrazados de brujas y demonios desfilando durante el día, recibiendo dulces, pero cuando llega la hora de los adultos, siempre hay problemas. Shibuya es un lugar emblemático de esto. Durante un tiempo, se convirtió en una zona casi sin ley, con masacres casi violentas. En los últimos años, el distrito de Shibuya ha estado disuadiendo a la gente de reunirse en Halloween. Se han erigido barreras policiales, más tiendas cierran antes y el transporte público, incluidos los autobuses a Shibuya, se detiene a media tarde. En los últimos años, el 31 de octubre se ha convertido en un día peligroso e incómodo para cualquier persona que tenga negocios en Shibuya.

Sin embargo, esta parece ser una tendencia que no se limita a Japón, y parece que solo los jóvenes la aprueban. Desde que dejé de ser joven hace unos



años, consulté con un sumiller que ocasionalmente celebra fiestas de vino en nuestro restaurante y decidí organizar un evento de Halloween maridando vino con dagashi (dulces baratos). Cada uno de los 12 vinos llevaba el nombre de un demonio o monstruo, según su aroma y sabor. Los participantes recibieron una caja de dagashi

(dulces baratos) asignada al azar y preguntaron al sumiller: "¿Qué vino marida bien con estos dulces?". Disfrutaron del maridaje. Muchos vinos provenían de países poco comunes en Japón, y un gran número participantes quedaron impresionados con sus primeras degustaciones. El dagashi incluía no solo aperitivos típicos, sino también

dulces y chicles, lo que dificultó al sumiller maridar las bebidas, pero terminó siendo la fiesta de vino más elogiada de todas hasta la fecha. Desde el adorable Halloween de los niños hasta el desenfrenado y bullicioso Halloween de los jóvenes, pasando por el más discreto Halloween de los adultos, se celebraron diversos eventos de Halloween en todo el país, y probablemente todos disfrutaron del día. Sin embargo, las noticias del día siguiente solo cubrieron los eventos de Halloween en Shibuya. Debido a las fuertes lluvias, se reunió menos gente de lo habitual, y muchos informaron que no hubo incidentes importantes. Con el aumento de turistas extranjeros últimamente y los constantes problemas que causan, creo que debemos pensar en celebrar eventos dignos para los japoneses, en lugar de eventos que involucren a extranjeros y provoquen caos.



SAKE SOMMELIER CLUB

Master Sake Sommelier

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Sake Shochu Spirits Institute of America
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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 del sake con la comida

El sake ligero y seco, con un sabor poco característico, o sake tipo junshu, combina bien con cualquier tipo de comida.

Los tipos kunshu y soshu, de sabor ligero, combinan bien con platos ácidos o con ingredientes suaves. Los tipos junshu maridan bien con guarniciones habituales, como platos cocinados a fuego lento y salteados. También combinan bien con leche y mantequilla.

Los platos muy condimentados e ingredientes con mucho sabor combinan bien con el sake caliente, de sabor suave.

También se puede maridar con un soshu ligero.

Ahora, pensemos en platos que maridan bien con sake.

Desde la antigüedad, la gente ha disfrutado bebiendo sake lamiendo sal o miso, pero los aperitivos para acompañarlo han evolucionado.

En lugar de maridar el sake con la comida, a veces se come algo para realzar su sabor.

Estos son los llamados aperitivos para

sake, una forma única de disfrutarlo que no es común en Occidente. Desde la antigüedad se dice que los verdaderos amantes del sake lamen sal o miso mientras lo beben, pero los aperitivos de sake suelen ser muy salados, como las huevas de mújol secas y saladas y el sake kasu.

Aperitivos como las galletas de arroz y los dulces también son salados y, al igual que el sake, están hechos de arroz, lo que los convierte en una excelente combinación.

Otros aperitivos que realzan el sabor del sake son el chocolate, el queso y los frutos secos.

En primer lugar, si hablamos de aperitivos clásicos y versátiles, exquisiteces como el pescado salado y las huevas de mújol secas son los más comunes.

También hay aperitivos de estilo occidental que sorprendentemente complementan al sake, con su fuerte sabor salado y su rico sabor fermentado.

Los frutos secos, que tienen un aroma suave similar al del arroz, y el queso fermentado también maridan bien, y el sake también combina bien con dulces como el chocolate.

**ONLINE
SAKE Class**

Sake Navigator

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