

# Japanese RESTAURANT news

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拡大する日本食ブーム

**Japan's Agricultural, Forestry,  
Fishery, and Food Exports  
Reach ¥1.7 Trillion in 2025**  
-New record set, but the ¥2 trillion  
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## All Japan News, Inc.

16901 S. Western Ave., Suite 102

Gardena, CA 90247

Tel: (213) 680-0011

E-mail: jrn@alljapannews.com

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Kosuke Kuji, Yuji Matsumoto  
Ryuji Takahashi  
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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いたします。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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# Riding the Wave of Japanese Cuisine: Thriving Demand Despite Tariff Headwinds

—How Japanese Food Continues to Expand  
in the U.S. Market Even After Tariff Implementation—

## 関税逆風を越えて拡大する日本食ブーム

—関税導入後も拡大する日本食需要と米国市場の動向—

Even after reciprocal tariffs on Japanese agricultural, forestry, and fishery products were introduced under the Trump administration in April 2025, demand for Japanese cuisine overseas has remained robust. According to statistics from Japan's Ministry of Agriculture, Forestry and Fisheries, the export value of Japanese food and agricultural products in 2025 reached ¥1.7005 trillion (approximately \$17 billion), marking a 12.8% increase over the previous year and setting a record for the 13th consecutive year. While the total fell short of the government's 2025 target of ¥2 trillion, exports grew across all major markets. The United States remained the largest market, with exports rising 13.7% year-on-year to ¥276.2 billion, demonstrating that Japanese tea, beef, and seafood continue to enjoy strong popularity—even amid price pressures from the new tariffs.

Among the top performers driving Japan's food exports, green tea saw a staggering 98% year-on-year increase, fueled by the global rise in health-conscious consumption. Seafood items like scallops and yellowtail (buri) also recorded strong growth, while multiple other products—including rice and beef—hit record-high export values. These trends suggest that rising overseas demand has more than offset the cost pressures from newly imposed tariffs.

The Japanese food market in the U.S. continues to expand as well. Market research estimates that the total size of the U.S. Japanese restaurant sector is around \$32.2 billion (approximately ¥4.69 trillion), driven by growing dining-out diversity and the opening of new Japanese food establishments. Sushi, ramen, and izakaya-style dining are particularly popular, indicating that Japanese cuisine is increasingly becoming a staple of American food culture.

However, on a global scale, the number of Japanese restaurants slightly declined to about 181,000 as of 2025, with noticeable regional variations. In



China, import restrictions on Japanese seafood and economic slowdown led to a significant drop in restaurant numbers. In contrast, the U.S. saw a modest increase, with about 26,360 Japanese restaurants, reflecting the continued popularity of Japanese cuisine across the country.

In the U.S., Japanese cuisine continues to gain traction, yet rising costs from tariffs remain a potential risk. Increased ingredient prices could eventually be passed on to restaurant menus, which might affect consumer demand. However, current data suggest that growing consumer interest in Japanese food, combined with heightened health-consciousness, is driving the market forward, overcoming these headwinds.

Even after tariffs were introduced, exports of Japanese food products and demand in overseas markets—especially in the U.S.—continue to grow, visible both in the expanding restaurant scene and rising export values. Looking ahead, streamlining supply chains and implementing strategic measures to mitigate tariff impacts will be crucial for sustaining growth and unlocking further potential in global markets. ■

トランプ政権下で2025年4月から日本産農林水産物・食品への相互関税が導入されたにもかかわらず、日本食関連の輸出と海外需要は堅調に推移している。日本農林水産省の統計によると、2025年の農林水産物・食品の輸出額は前年比12.8%増の1兆7005億円（約170億ドル）に達し、13年連続で過去最高を更新した。輸出額は政府の2025年目標である2兆円には届かなかったものの、主要市場のすべてで伸びた。とりわけ米国向けは前年比13.7%増の2762億円と、依然として最大の輸出先となっている。これは関税導入後の価格上昇圧力がありながらも、日本茶や牛肉、魚介類などの人気が高く評価されていることの表れである。

輸出を牽引した品目としては、健康志向の高まりを背景に緑茶が前年比98%増となるなど大幅な伸びを示し、ホタテやブリなどの水産物も高い伸長を記録した。また、米や牛肉などの加工品を含む複数品目で過去最高記録を更新している。こうした結果は、関税のコストインパクトを上回る需要増が海外で続いていることを示唆している。

米国における日本食市場そのものの成長も継続している。市場調査によれば、米国の日本食レストラン全体の市場規模は約322億ドル（約4兆6900億円）級と推定され、外食需要の多様化や新たな日本食レストランの出店が進んでい

る。米国では寿司、ラーメン、居酒屋スタイルなど多様なジャンルが人気で、消費者の食文化として日本食が定着しつつある。

ただし、海外全体では2025年時点で日本食レストラン数は約18万1000店舗と前回調査から減少したとの統計もあり、地域別でのばらつきが見られる。中国では日本産水産物の輸入規制や経済減速の影響から店舗数が大幅に減少する一方、米国では店舗数が微増し約2万6360店となり、日本食の人気を裏付けている。

米国市場では、日本食の浸透が進む一方、関税によるコスト上昇は潜在的なリスク要因である。特に食材調達コストの上昇が外食価格に転嫁されれば、需要に影響を与える可能性も指摘されている。しかし現時点の統計では、消費者の日本食への関心と健康志向の高まりが、逆風を超える勢いで市場を牽引している。

このように、関税導入後も日本食関連の輸出と海外市場、特に米国における需要は成長を続け、レストラン市場の拡大や輸出額の増加という形で顕在化している。今後は供給網の効率化や関税影響を緩和する戦略的対応が、さらなる市場拡大に向けて重要となるだろう。

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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.



## 向顧客傳達 日本酒的魅力

不管東西有多好，如果你不說出來，顧客就不會去嘗試。

我在想在什麼樣的時機向顧客傳達日本酒的魅力以促進銷售。

### 因該告訴誰

你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應該嘗試。單喝100%純度的酒，連酒的10%都會不

## Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

### Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important

because a single try will not be sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

### Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake

during the recommendation.

### Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices. ■

## 日本酒の魅力を伝えるのは誰か？

どんな素晴らしいものでもそれを伝えなければ顧客は試さない。どのようなタイミングで日本酒の魅力を顧客に伝え、販売につなげるかを考えてみたい。

### 伝える人は誰なのか

シェフ、サーバー、バーテンダーなりに適切なトレーニングをしているか。この酒は美味しいのかまたは試すべきをしっかりと勉強させること。単独で飲んだだけでは、一割もその酒の良さが理解

できないので、必ず料理と合わせ試飲をさせること。

### タイミング

やはり、サーバーがドリンクオーダーを取る時に顧客に「お飲み物をいかがいたしましょうか？」という一言を、「寒いので美味しい熱燗は、いかがですか」と変えてみる。この一言で大きな違いが生まれる。また、この際、2~3銘柄お薦めの日本酒も伝えること。

### 内容

とにかく簡潔に「そうなの!？」と思わせるトークをする。たとえば、ドライですっきりしていてとてもスシに合う新潟のAAA銘柄はいかがでしょうか？または、照り焼きなどに合うボディがある秋田のBBB銘柄はいかがでしょうか？など、お客に分かりやすく、トライしてみたいくなるセールストークを考える。値段も手ごろなものや中間くらいの試しやすいものを2~3銘柄オファーすること。

到，所以一定要搭配食物一起品嚐。  
時機

當服務員接收點酒水時，試著把“你想喝一杯嗎？”改為“天冷了，來杯熱騰騰的日本酒怎麼樣？”這個詞有很大的不同。此時，告訴他們您推薦的2-3個品牌的日本酒。

### 內容

無論如何，客人簡短地說“是這樣嗎!？”你就有機會了。比如新潟的AAA品牌乾爽而利口和壽司搭配怎麼樣？照燒料理適合秋田的BBB品牌，怎麼樣？等等，思考一個讓客戶容易理解而且願意嘗試的方法。提供2到3個品牌，價格在中間值，這樣客人就容易嘗試。

## 사케의 매력을 전하는 사람은 누구인가?

아무리 좋은 상품이 있어도 이를 알리지 않으면 고객은 절대 시도해 보려 하지 않는다. 어떤 타이밍에 일본술의 매력을 고객에게 알리고 판매로 연결할 수 있을지 고찰해 보고자 한다.

### 알리는 사람은 누구인가?

셰프, 종업원, 바텐더에 걸맞은 적절한 트레이닝을 하고 있는가? 이 술은 맛있는지 아니면 시음해 보아야 할지 확실하게 공부할 것. 단독으로 마셔보는 것만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

### 타이밍

종업원이 드링크 주문을 받을 때 고객에게 “음료는 무엇으로 하시겠습니까?”라는 한마디를 “날씨가 추운데 맛있는 아츠칸(熱燗)은 어떠세요?”로 바꿔볼 것. 이 한마디로 큰 차이가 생긴다. 이때 2~3개의 일본술을 추천할 것.

### 내용

무엇보다 “그런가요!?” 정도의 이야기를 나눌 것. 예를 들어 “드라이하고 깔끔하여 초밥에 어울리는 니가타의 AAA 상품은 어떠신가요?” 또는 “데리야키 등에 어울리는 보디감이 있는 아키타의 BBB 상품은 어떠신가요?” 등 고객이 알기 쉽고 시도해보고 싶어지는 영업용 대화를 생각한다. 가격도 합리적인 것과 중간 정도로 부담 없이 시도할 수 있는 것을 2~3개 제한한다.

Brewery Owner



**Kosuke Kuji**  
Nanbu Bijin Inc.  
Fifth Generation  
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**Timothy Sullivan**  
Sake Samurai



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**Isao Kiyota**  
International  
Kikisake-Shi  
Academia de Sake Mexico  
Founder



**Rachel Fiekowsky**  
International  
Sake Sommelier  
New York Mutual Trading



**Joe Mizuno**  
Head of the "Regional  
Sake Tasting Club"



**Akira Yuhara**  
Sake Sommelier  
Miyako Hybrid Hotel



**Rachel Macalisang**  
Sake and Wine  
Sommelier



**Miyuki Yoshida**  
Sake Sommelier



**Don Lee**  
Sake Sommelier  
Yama Sushi  
Owner Chef



**Eda Vuong**  
International  
Sake Sommelier  
Mutual Trading



**Masae Kusada**  
International  
Sake Sommelier  
New York Mutual Trading



**Chizuko Niikawa-Helto**  
Sake Sommelier  
Sake Samurai



**Hirohisa Kikuchi**  
Sake Sommelier



**Koji Wong**  
Owner  
Japon Bistro



**Kaz Tokuhara**  
Sake Sommelier  
Manager  
Wismettac Asian Foods



**Gary Imada**  
Sake Advisor



**Shino Okita**  
Certified Sake Sommelier  
Shochu Advisor  
Hanbai Solutions LLC.



**Lora Blackwell**  
International  
Sake Sommelier  
Genji Sake



**Alice Hama**  
Certified Wine & Sake  
Sommelier



**Eduardo Dingler**  
Sake Ambassador



**Kurtis Wells**  
Mixologist



**Koji Aoto**  
Sake Sommelier  
Savannah  
Distributing Co. Inc.



**Eiji Mori**  
Sake Sommelier  
Katana Restaurant



**Jonathan Cortez**  
International  
Sake Sommelier  
Latin Region Specialist  
Mutual Trading



**Liloa Papa**  
Certified Sake Professional  
Level LL  
Young's Market Company



**Yoshihiro Sako**  
Sake Sommelier  
Yuzuki



**Stuart Morris**  
Sake Sommelier  
Hana Japanese Restaurant



**Toshiyuki Koizumi**  
Sake Sommelier  
Owner "WASAN"



**Michael Russell**  
Certified Sake Sommelier  
Pacific International  
Liquor Inc

**Info**

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

酒豪大陸

California  
**SAKE**  
CHALLENGE

by Kosuke Kuji 221



**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 3**

ギャルとインバウンドに日本酒 その3

Continuing from last report.

**W**e wanted inbound visitors and young people coming to Shibuya to drink sake. There is no inbound visitor in the world who doesn't know Shibuya, so the strategy of getting inbound visitors and young people to drink sake using "Shibuya" and "Gals" as keywords was developed entirely from the perspective of the "gals" themselves, the true stakeholders. Gals brew sake with their own hands, get involved in growing the rice for it, and deeply respect Japan's traditional culture surrounding sake. By doing so, they create a single gals sake brand and transmit it to the world

前回からの続きです。

渋谷に来るインバウンドと若者に日本酒を飲ませたい。世界で渋谷を知らないインバウンドはいないのだから、渋谷とギャルをキーワードにインバウンドと若者に日本酒を飲ませる作戦は、「当事者」である「ギャル」の発想で全て進めていきました。

ギャルが自ら日本酒造りをし、そのための米作りも関り、さらに日本酒にまつわる日本の伝統文化もリスペクトして、1つのギャル酒ブランドを創り出し、映像を通して世界へ発信していく。

through visual storytelling. With this concept finalized, the gals came to a sake brewery in Iwate to take part in the filming of the all-important visuals, the rice harvest, and the sake brewing process.

They step into the rice paddies, learn how to harvest rice from a local farmer grandfather, and harvest the rice dressed as gals. Then, in the fields where the harvest has just finished, they dance "Para Para," a dance synonymous with gals culture. A scene that would have been unthinkable by conventional standards spreads across Iwate.

After the harvest, they eat freshly harvested rice salt rice balls made by

この形に決まり、大事な大事な映像の撮影や稲刈り、酒の仕込みなどをしに、ギャルの皆さんが岩手の蔵に来てくれました。

田んぼに入り、農家のおじいさんに稲刈りを教えてもらい、ギャルの格好で稲刈りをし、稲刈りの終わった田んぼでギャルの代名詞でもある「パラパラ」を踊る。今までの考えではありえない絵が岩手に広がります。稲刈り終わった後に農家のおばあちゃん達が作ってくれた新米の塩むすびと二戸市の伝統料理である「せんべい汁」を食べて、農家のおばあ

the farmer grandmothers, along with senbei-jiru, a traditional dish of Ninoh City. Watching the gals run up to the grandmothers and excitedly say, "It's delicious—this is the best," even the farmers of Iwate, who at first wondered, "What on earth has arrived here?," gradually open up. In the end, people of all ages come together, become friends, and take photos flashing the gals peace sign.

It was a moment when we truly felt the power of gals. The pure "heart" of gals transcends generations, language, and regional boundaries. It was also the moment we felt certain that the sake made by gals would undoubtedly resonate with both young people in Japan and people from overseas.

After that, they took part in the brewing process at the brewery, danced the customary Para Para once again, and their days in Iwate came to an end. (To be continued in the next report)

ちゃんに駆け寄り「おいしい、超最高」と話している姿を見て、最初は岩手の農家の皆さんも「何が来たんだ」と思っていたところですが、最後は若者男女みんな仲良しになり、ギャルピースで写真撮影。ギャルのパワーを感じた瞬間でした。ギャルの純粋な「心」は世代や言葉や地域の壁を越えて伝わる。ギャルが造る日本酒も間違いなく日本人の若者にも外国人にも伝わる、と感じた瞬間でした。その後、蔵での仕込み作業と、恒例のパラパラも踊り、岩手での日々が終わりました。(次回に続く)

# 日本酒 百味百題

## What is the meaning behind the color of a sake bottle? 酒瓶の色には意味があるのか

Sake containers sold and common throughout the market consists of barrels, paper containers, pet bottles, aluminum cans, etc. However, the most common sake container used is the glass bottle, constituting ninety

percent of the containers used for distribution, of which the most common size is the 1.8-liter magnum bottle. Other sizes consist of 900 ml, 720 ml, 500 ml, 300 ml, 180 ml, and small bottles (referred to as “small bottles” if below 720 ml), of which the 900 ml bottle is the standardized size nationwide. Also, perhaps because the price is reasonable for the volume, the 720 ml bottle is the most commonly used for Ginjo and Junmai bottles.

The light “blue bottle” was the most common magnum bottle used until the middle of 1965. Afterwards, brown and green bottles replaced the light blue bottles. Currently, brown and green bottles are the most common sake bottles used, also as small bottles, mainly to preserve sake. Because sake is a very delicate beverage highly reactive to temperature, light, and vibrations, the impact of bottle color becomes a problem.

While sake is quick to change colors or produce an odor if exposed to ultraviolet rays, the brown bottle is less impacted compared to the “blue bottle.” Therefore, many sake breweries started the transition to “brown bottles” since 1974, and the “blue bottles” became less common. Currently, various colors of bottles are used as magnum and small bottles, while the bottles least impacted by the sun are the “black bottle,” “brown bottle,” “dark green bottle” and “emerald green bottle,” in this order. The transparent bottle, white bottle, and smoked bottle are all highly impacted by sunlight with little difference in the degree of impact between each.

Recently, sake bottles are coated with plastic to prevent sake from deteriorating by sunlight, while other sake bottles are made of titanium to block the sunlight.

Since ultraviolet light is what mainly impacts sake negatively, sake must be stored carefully even indoors with caution against ultraviolet rays. Needless to say, lighting must be kept to a minimum where sake is stored, while the use of light sources using ultraviolet rays like fluorescent lights and germicidal lamps must be prevented. On the other hand, the use of incandescent light as a light source is ideal.

If left in sunlight for a long period of time, sake produces microorganisms called hiochi-bacteria from lactic acid bacteria. This lactic acid bacteria generates an odor with characteristics that differs according to the type of sake. ■

一升瓶は薄いブルーの「青瓶」が主流だったが、その後は茶色の「茶瓶」や緑色の瓶が取って代わった。現在も小型瓶も含めて瓶の色は茶色、緑色が主流になっているが、その理由は主として、酒の保存性をよくするためである。日本酒は非常にデリケートな酒で、温度や光、振動に対して極めて敏感に反応するが、このうち光の影響については瓶の色が問題になる。

日本酒は日光、とくに紫外線に当たると変色したり異臭を発生しやすいが、茶色や緑色の瓶は「青瓶」に比べて、この影響を受けにくい。そのため、昭和49年頃から「茶瓶」に転換する酒蔵が急増し、「青瓶」はほとんど見られなくなった。現在は一升瓶、小型瓶ともにいろいろな色の瓶が使用されているが、日光の影響を受けにくいのは、「黒瓶」、「茶瓶」などの褐色瓶、「ダークグリーン瓶」や「エメラルドグリーン瓶」といった緑色の瓶の順とされる。透明瓶や白瓶、スモーク瓶などはいずれも日光の影響を受けやすく、その程度にはほとんど差がないという。最近では、光の影響による酒の劣化を防ぐためにプラスチックをコーティングした瓶や、光を遮断するチタン製の瓶なども登場してきている。

日本酒に悪影響を及ぼすのは主として紫外線だから、屋内での保管に際しても、紫外線には注意しなければならない。保管する場所の照明は必要最小限にすることはもちろんとして、蛍光灯や殺菌灯といった有紫外線光源は絶対に避けることが大切。光源としては、白熱灯が理想的といわれる。

日本酒を長時間日光にさらした時に発生する異臭を「ひなた臭」、「日光臭」などというが、それらを総じて「瓶香」と呼ぶ。このにおいについてはいろいろな表現があるが、においの性質は酒の種類によって異なる。

市販され流通している日本酒の容器には、木樽や紙パック、ペットボトル、アルミニウム缶などもあるが、最も一般的なものは一升瓶に代表されるガラス瓶であり、現在も流通容器の90%を占めている。ガラス瓶の主流は何とんでも容量1.8リットル一升瓶だが、その他、900ml、720ml、500ml、300ml、180ml、の小型瓶（容量720ml以下の瓶は「小瓶」とも呼ぶ）もあり、このうち900ml瓶は全国统一型の瓶である。また、720ml瓶は容量と価格の兼ね合いが手頃なためか、吟醸酒や純米酒といった高付加価値型の日本酒で多く採用されている。

ところで、昭和40年代半ば頃までの

美味しい酒を150種類  
日本全国から輸入  
全米のネットワークを通じて  
皆様に直送中

Yoshihide Murakami  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



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# 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.

## Year-End and New Year Sales Landscape

### 年末年始の販売事情

At the end of last year, thanks to the stretch of warm weather, our annual year-end in-store sales event was exceptionally easy to manage. Every year, we brace ourselves with heaters and layers of down jackets to protect against the cold, but this time we were able to get through it without any special cold-weather measures.

In terms of sales, high-end sake performed particularly well. Compared to a typical year, premium bottles such as daiginjo sold out at an early stage. We had also prepared larger inventories of new sake and regular products than usual, but by New Year's Eve, everything had sold out. If it's not cold, sake doesn't move. But if it's too cold, it doesn't move either.

Temperatures of around 50°F, like those at year's end, may have been ideal for shopping. Another major factor was the cooperation of two breweries from Niigata. We are indebted every year to Kanemasu Shuzo in Shibata City and Hakuro Shuzo in Nagaoka City.

Although we couldn't ask them to take part in in-store sales, it was also a positive point that Nihonsakari, a major manufacturer, lent us display fixtures, allowing us to decorate the storefront. Year-end ordering and selling are driven by momentum, and as a result, small mistakes tend to occur frequently. We usually realize them after the

New Year has already begun. A common pattern is this: for new sake from breweries whose products are mostly consumed locally, we ask in advance to reserve them by the case. Then, around Christmas, at the timing of the final shipment of the year, we place orders for all of them at once. Sometimes, due to miscounting the number of cases, the reserved sake is still left sitting at the brewery. Another pattern is missing the ordering window for the first shipment of the new year, resulting in sake taking a long time to arrive even after the year has turned.

Every year, the same situation repeats itself: inventory remains at the brewery, the ordering timing is missed, and even after business resumes in the new year, there is sake that still needs to be picked up and sold, yet the products don't make it onto the store shelves. Despite this being an annual occurrence, it's something we still haven't been able to manage well.

When it comes to New Year business, we are truly supported by breweries that will ship sake ordered on New Year's Eve or New Year's Day in



time for the start of business in the new year. At the same time, when sake from certain breweries takes a long time to arrive, it's because they are busy responding to local demand during the New Year period—and that, too, feels like something positive and admirable.

People talk about warm winters year after year, but the fact that sake is selling well during the proper winter season is a good thing. Ideally, I'd love for it to sell just as well even when it gets warmer. And every year, I find myself thinking that if people came out to the shopping streets every day the way they do during year-end shopping, both this town and everyone's businesses would run more smoothly.

And, as always, I remind myself to shake off the New Year sluggishness as quickly as possible.■

お買い物に適していたのかもしれない。今回も新潟2蔵の協力を得ることが出来たのも大きな要因である。新発田市の金升酒造と長岡市の柏露酒造には毎年お世話になっている。店頭販売はお願いできなかったが、大手メーカーの日本盛にも什器を貸してもらい、店頭を飾り付けられたのも良かった。年末は勢いで発注をかけ、勢いで売っていくので、細かなミスも多発する。それに気づくのが大体年明けである。よくあるパターンが、酒が地元でほとんど消費される酒蔵の新酒は先にケース単位で取り置きをお願いしておき、クリスマスくらいの年内最終発送のタイミングでそれを全て発注かけるのだが、ケースの数え間違いでキープの酒がまだ酒蔵に残っているパターンである。あとは、年始の初荷の発注の時期を逃し年が明けてもなかなか酒が届かないパターンである。在庫が蔵に残り、しかも発注タイミングを逃し、年明けの営業が始まって取って売らなければならない酒が有るのに商品が店頭には並ばないという事態は毎年の事なのに上手く管理が出来ない。年始の商売は、大晦日や元旦に注文しても年始の営業に合わせて送ってきてくれるような酒蔵に本当に助けられていると感じる。しかし、なかなか届かない酒蔵も、それだけ地元の対応に年始は追われているということなので、素晴らしいことだなと思う。暖冬暖冬と言われているが、しっかり冬の間に酒が売れているのは良いことで、出来れば暖かくなっても同じように売れると嬉しいなと思っているし、年末の買い物くらい毎日商店街に人が出てきてくれると、この街も皆の商売も上手くいくのになと毎年思っている気がする。そして正月ボケを早く治せと自分自身に言い聞かせているのも毎年のことである。

◆ ◆ ◆  
**昨**年の年末は、暖かい日が続いたおかげで、毎年行っている年末店頭販売会は非常にやりやすかった。毎年、ストーブを出したりダウンジャケットを重ね着したりと防寒対策をしっかりとって挑んでいたのだが、今回は特に防寒対策無しで乗り切ることが出来た。イメージとしては、高級酒の売れ行きが良く、例年に比べ用意していた大吟醸などの高級酒は早い段階で完売した。そして例年に比べ新酒や通常商品の在庫も多く準備していたが大晦日に全て売り切れる状態となった。寒くなければ日本酒は動かない、しかし寒すぎても動かない。年末の様な気温10度くらいが



# SAKE SOMMELIER CLUB

Master Sake Sommelier

## Info

Sake Shochu Spirits  
Institute of America

(213) 680-0011

AllJapanNews@gmail.com

Ask me



**Yuji Matsumoto**  
Master Sake Sommelier

Beverage Manager

ymatsumoto001@gmail.com



**Toshio Ueno**  
Master Sake Sommelier

Vice President  
Sake School of America

info@sakeschoolofamerica.com



**Ami Nakanishi**  
Master Sake Sommelier

Vice President  
New York Mutual Trading  
nymtc.com



**Atsuko Glick**  
Master Sake Sommelier

Manager  
Sake School of America

info@sakeschoolofamerica.com



**Yoshihide Murakami**  
Master Sake Sommelier

Liquor Manager  
JFC International Inc.

ymurakami@jfc.com



**David Kudo**  
Master Sake Sommelier

President, All Japan News

davidkudo@gmail.com

JAPAN



**Ryuji Takahashi**  
Master Sake Sommelier

Owner "ji-sakeya"  
Shuto-Mejin

ryu2syuto@yahoo.co.jp



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

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

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

This issue explains how to enjoy sake sampling.

### 1. Audibly

Hearing is the first sense to enjoy sake. Please listen for the sound of sake pouring into the sake bottle and bubbles audibly forming in carbonated sake.

### 2. Visually

Once the sake is poured, please examine the sake inside the sake cup. The type of sake will generate differences in the shade of sake color, viscosity, clarity and sheen, etc.

### 3. Aroma

Next, gently inhale the sake aroma without shaking the sake cup. Determine the intensity of the aroma, high/low, how the aroma spreads, concentration, and durability. Try to detect the change afterwards.

### 4. Palate

Finally, sip and taste the sake on your palate. First, taste with the tip of the tongue, savor the flavor, and then further savor the sweetness, bitterness, acidity and umami flavor. Savor the sake flavor not only with the tongue, but focus the senses from the throat to the nasal passage to enjoy new discoveries.

Clear the mind of any preconceived notions and taste the sake with a fair mind. When sampling the sake, incorporating cheerful, fun terms utilizing as many expressions as possible in a brief summary is important.

今回は利き酒の方法を解説する。

### 1、耳酒

酒を楽しもうとするとき最初に感じるのが聴覚。酒器へ酒を注ぐときの音、発泡酒なら泡の音も聞こえる。耳をすましてみよう。

### 2、目

注ぎ終わったら、次は酒器の中の酒をじっくり眺めてみる。酒の種類によって色の濃淡や液体の粘性、透明度や輝きなどに違いが出て来る。

### 3、鼻

次に酒を揺らさないようにそうそっと香りを嗅いでみよう。香りの強弱、高低、広がり、濃度、持続性を探してみよう。その後の変化も感じてみよう。

### 4、舌

そしていよいよ口に含んでみる。まずは舌先で感じる、第一アタックをしっかり捉え、次に舌で甘味、苦味、酸味、旨味、を感じ取る。味わいは舌だけで、感じるものではない。喉から鼻腔にかけての感覚にも神経を集中させてみると多くの発見がある。

先入観を捨てて公平な気持ちで臨むこと。試飲する際は明るい楽しい言葉を取り入れ、出来る限り多くの表現を駆使しつつも簡潔にまとめることが重要です。

**ONLINE  
SAKE Class**

*Sake Navigator*

Presented by Sake Shochu Spirits Institute of America

# What foods will be hot in 2026? Healthy and spicy top list

## -Global smashed burgers, Caribbean curry bowls and elevated noodles are faves-

### 2026年に流行る食品とは？健康志向でスパイシーがトップリスト

#### —世界各国のスマッシュドバーガー、カリブのカレーボウル、高級感のある麺料理が人気—



Today's foodies are looking for escape—and the chance to step out of their everyday lives and into something or somewhere more comforting. There's a sense of nostalgia that's inspiring innovation to meld the past with the present.

According to the National Restaurant Association's 2026 What's Hot Culinary Forecast, restaurant operators are ramping up their efforts to meet those needs and offer their guests comforting, flavorful foods that are appealing in their global complexity, but healthful and accessible at the same time.

#### What's old is new again

Social media, for example, is turning the smashed burger – once a nostalgic staple – into a tempting item that appeals to younger generations. The challenge, however, is to make one of America's ultimate comfort foods seem new and globally popular, too. To achieve that goal, chefs are cooking up interesting twists, such as smashed burger tacos.

“Menu innovation is an important driver of sales, especially during these uncertain times when people are looking to food and drink to make them feel good and give them comfort,” says Dr. Chad Moutray, Association Senior Vice President of Research & Knowledge and Chief Economist.

The Top 5 dishes also highlight a deep-seated desire to experience the world through various types of cuisines. Consumers want to be transported with every bite, whether it's

a Caribbean curry bowl or a protein-packed miso dish that teleports them to the streets of Tokyo. Restaurant menus are eager to bring that global interest home via exclusive interpretations of a variety of dishes. They include:

#### 1. Smashed burgers:

The ground beef is cooked on a hot griddle or in a cast-iron skillet, creating a burger with a crispy, caramelized crust and juicy middle.

#### 2. Elevated instant noodles:

This restaurant version of instant noodles, such as ramen, features complex flavors in a high-quality, customized, and affordable way.

#### 3. Caribbean curry bowls:

This fusion dish features a distinct flavor profile that consists of different aromatic spices, like turmeric, allspice, and thyme, with a bit of peppery heat.

#### 4. Smoothie bowls:

Colorful, customizable, and healthy, these delicious and nutritious, veggie- and fruit-based bowls fit various dietary needs and are easy to eat on-the-go.

#### 5. Miso-glazed proteins:

Typically made with a fermented paste of soybeans, koji, salt, and sometimes grains, these dishes are steeped in complex flavors and healthfulness, and bring depth to a variety of fish, meats, and plant-based proteins

Thanks to these elevated recipes, access to the world of food is at everyone's fingertips at all types of restaurants—whether they're fine dining, casual, or quickservice locations. ■

現代の食通たちは、日常から逃れ、より心地よい何かや場所へ足を踏み入れる機会を求めている。過去と現在を融合させる革新を促すノスタルジーが感じられる。

全米レストラン協会の「2026年 注目すべき料理トレンド予測」によると、飲食店経営者はこうしたニーズに応えるため、グローバルな複雑さを持ちながらも健康的で親しみやすい、心温まる味わい深い料理を提供しようと、取り組みを強化している。

#### 古いものが新しいものとなる

例えばソーシャルメディアは、かつてノスタルジックな定番だったスマッシュドバーガーを、若い世代にアピールする魅力的な一品へと変えつつある。しかし課題は、アメリカの究極のフードを新しく見せ、かつ世界的に人気のあるものにする事だ。その目標を達成するため、シェフたちはスマッシュドバーガーのタコスといった興味深いアレンジを考案している。

「メニューの革新は売上を牽引する重要な要素です。特に、人々が気分を高揚させ、安らぎを得るために飲食を求める不確実な時代においてはなおさらです」と、副社長兼チーフエコノミストのチャド・モートレイ博士は述べている。

トップ5の料理は、様々な料理を通じて世界を体験したいという根深い欲求も浮き彫りにしている。消費者は一口ごとに旅へと誘われたいと願っている。カリブ風カレーボウルであれ、タンパクたっぷりの味噌料理は、東京の街に瞬時に連れて行ってくれる。レストランのメ

ニューは、様々な料理を独自に解釈することで、その世界的な関心を家庭に届けようと躍起になっている。具体的には以下の通り：

#### 1. スマッシュドバーガー：

挽肉を高温のグリドルや鋳鉄製フライパンで焼き上げ、カリッとキャラメリゼされた表面とジューシーな中身のバーガーに仕上げる。

#### 2. 高級インスタント麺：

ラーメンなどのインスタント麺をレストラン仕様にアレンジ。高品質でカスタマイズされた複雑な味わいを手頃な価格で提供。

#### 3. カリビアンカレーボウル：

ターメリック、オールスパイス、タイムなど様々な芳香スパイスとほのかなピリリとした辛みの特徴の、独特の風味を持つフュージョン料理。

#### 4. スムージーボウル：

カラフルでカスタマイズ可能、かつヘルシーなこの美味しく栄養価の高い野菜とフルーツベースのボウルは、様々な食事ニーズに対応し、手軽に持ち運びながら食べられる。

#### 5. 味噌のタンパク質料理：

通常、大豆、麴、塩、時には穀物を発酵させて作ったペーストを使用し、複雑な風味と健康効果に満ちており、様々な魚、肉、植物性タンパク質に深みをもたらす。

こうした洗練されたレシピのおかげで、あらゆるタイプのレストラン（高級レストランであれ、カジュアルな店、クイックサービス店など）において、誰もが手の届くところにある食の世界へのアクセスが可能となっている。

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# MTC WAGYU:

## Redefining Wagyu for Professional Kitchens

### プロの厨房における和牛の新たな定義

In a market where “wagyu” is often associated with rarity or indulgence, MTC Wagyu is taking a different approach. Rather than positioning wagyu as a one-off luxury or special-occasion ingredient, Mutual Trading is developing it as a category designed for consistent, long-term use in professional kitchens.

At its core, MTC Wagyu challenges the notion that wagyu must be rare or occasional. It is not designed to appear briefly on a menu, rather, it is designed to be used. This philosophy guides every aspect of Mutual’s Wagyu program, from sourcing and product design to logistics and supply planning.

Today, MTC Wagyu represents a curated portfolio of Japanese wagyu selected not only for quality, but for reliability, repeatability, and operational fit. By respecting established Japanese wagyu brands while differentiating through specification design, distribution control, and an operational mindset, Mutual Trading has built the wagyu category tailored to the realities of the U.S. market. That same sourcing discipline was underscored in 2025, when Mutual Trading successfully secured the Grand Champion Wagyu, reflecting the level of trust and access the company has built with top-tier producers in Japan.

This approach has resonated strongly through industry operators and buyers alike. In 2025, MTC Wagyu surpassed 20% of US import market share, becoming the category leader with annual sales reaching \$20 million. Wagyu has grown into one of Mutual Trading’s core product categories, that by repositioning it from an occasional indulgence menu item to one that’s special yet a mainstay component on professional menus.

「和牛」は希少性や贅沢品として語られることが多い市場の中で、MTC Wagyuはあえて異なるアプローチを取っています。Mutual Tradingは、和牛を“一度きりの高級食材”や“特別な日のための食材”として位置づけるのではなく、プロの厨房で長期的かつ安定的に使い続けられるカテゴリとして開発を進めています。

MTC Wagyuの根幹にあるのは、「和牛は希少であるべき」「特別な機会にしか使えない」といった概念への挑戦です。メニューに一時的に登場するようなものではなく、日常的に使用される基礎食材であることを前提として設計されています。この理念は、調達や製品設計から物流、供給計画に至るまで、Mutualの和牛プログラムのあらゆる側面に徹底されています。

現在、MTC Wagyuは品質だけでなく、信頼性、継続供給、そして業務への適合性を基準に厳選された日本産和牛のポートフォリオを提供しています。確立された日本の和牛ブランドを尊重しつつ、仕様設計、流通管理、そして業務効率を重視した差別化戦略により、Mutual Tradingは米国市場の実情に合わせた和牛カテゴリーを構築しました。この調達における厳格な姿勢は、2025年にMutual Tradingがグランドチャンピオン和牛の獲得に成功したことによって改めて証明されました。これは、同社が日本のトップクラスの生産者との間に築き上げてきた信頼関係とアクセスレベルを反映するものです。

このアプローチは業界関係者やバイヤーの双方から強い共感を呼びました。2025年、MTC Wagyuは米国輸入市場シェアの20%を超え、年間売上高2000万ドルを達成し、カテゴリーリーダーとなりました。和牛はMutual Tradingの中核商品カテゴリーの一つに成長し、単なる特別なメニューアイテムから、プロのメニューにおいて「特別でありながらも定番」の構成要素へと位置づけを変えました。



#72299 Striploin

MTC Wagyu is sourced by the whole head, then cut and portioned to suit everything from small kitchens to high-volume operations.

### The MTC Wagyu Winning Difference MTC Wagyuが選ばれる決定的な違い

MTC Wagyu product line is sourced based on Mutual Trading’s highly strict benchmark including quality, traceability, and a stable supply capability.

MTC Wagyuの製品ラインは、Mutual Tradingが定める「品質」「トレーサビリティ（追跡可能性）」「安定供給」という、Mutual Tradingが設ける非常に厳格な基準に基づいて調達されています。

**Selected based on real-world kitchen performance, not grade alone**

等級のみならず、実際の厨房での調理性能に基づいた選定

**Fully traceable by individual animal**

一頭一頭の完全なトレーサビリティの確保

MTC WAGYU PRODUCTS

**Supported by grading certificates when required**  
必要に応じて等級証明書の添付

**Sourced through authorized Japanese channels**  
日本国内の正規ルートによる調達

While well-known origins such as Kagoshima and Miyazaki form the foundation, Mutual Trading also works with other regions including Yonezawa, Himeji, and Kagoshima female cattle.

鹿児島県や宮崎県といった有名な産地を基盤としつつ、品質・用途・供給安定性の基準を満たす場合、米沢牛・姫路和牛・鹿児島雌牛など、他地域とも取引を行います。

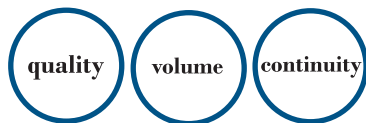


## Preparation & Quality Advantages

### 調理・品質面の強み

The defining strength of MTC Wagyu lies in the balance of quality, volume, and continuity. Rather than chasing the highest marbling scores, selection is based on factors that matter in daily operations:

MTC Wagyuの最大の強みは、品質・供給量・安定性のバランスにあります。最高級の霜降り等級を追求するのではなく、日常業務で重要な要素に基づいて選定しています。



#### High usable yield after trimming

トリミング後の高い可食歩留まり

#### Predictable performance across cooking methods

調理方法を問わず安定した仕上がりが

#### Consistency of marbling and fat distribution

霜降り度と脂肪分布の一貫性

#### Low fat melting point with a clean finish

低い脂肪融点と、すっきりとした後味

Mutual's product control under these specifications allow chefs to offer the same dish, at the same quality, over time, without constantly adjusting menus or pricing.

Mutual Trading社の製品管理システムは、これらの仕様に基づいているため、シェフはメニューや価格を頻繁に変更することなく、同じ料理を同じ品質で長期間提供することができます。

## From Producer to Plate: A Fully Controlled Supply Chain

### 生産者から食卓まで：一貫管理されたサプライチェーン

Mutual Trading's wagyu program is supported by an integrated supply structure that spans:

Mutual Tradingの和牛プログラムは、以下を網羅する統合的な供給体制によって支えられています。

1

#### Long-term relationships with Japanese producers and processors

日本の生産者および加工業者との長期的なパートナーシップ

2

#### Direct purchasing and annual procurement planning

直接買付と年間調達計画

3

#### Vertically integrated control over shipping, import, storage, and U.S. distribution

輸送・輸入・保管・米国内流通までを一貫管理（調達・流通）

Wagyu is processed at Japan-based, U.S. export-approved facilities, rapidly frozen, and is transported under strict frozen-chain management. Upon arrival in the U.S., products are re-inspected under USDA standards before distribution through Mutual's nationwide distribution network. This end-to-end control helps Mutual Trading oppose market volatility, thus enables stable pricing and dependable availability.

和牛は日本国内の米国輸出承認施設で加工され、急速冷凍後、厳格な冷凍流通管理のもと輸送されます。米国到着後、製品はUSDA（米国農務省）の基準に基づき再検査され、Mutual Tradingの全米流通ネットワークを通じて販売されます。

この包括的な品質管理体制により、Mutual Tradingは市場の変動に左右されることなく、安定した価格と確実な供給を実現しています。

## Suits Wide Range of Kitchen Concepts

### 幅広い厨房コンセプトに対応

Mutual Trading primarily purchases wagyu by the head. This allows offerings across cuts, formats, and price tiers, making wagyu accessible to a wide range of operators. MTC Wagyu is actively used across:

Mutual Tradingは、和牛を生産者からの一頭買いを基本としています。これにより、様々な部位、形態、価格帯の商品を柔軟に提供することが可能になり、幅広い業態の飲食店に和牛をお届けすることができます。MTC Wagyuは以下の業態で幅広く活用されています。

#### Fine dining and high-end Japanese cuisine

高級レストランおよび高級日本料理店

#### Steakhouses and grill concepts

ステーキハウスおよびグリルレストラン

#### Sushi bars

寿司店

#### BBQ, smokehouses, and gastropubs

バーベキュー店、スモークハウス、ガストロパブ

#### Casual dining, fast casual, and QSR

カジュアルダイニング、ファストカジュアル、クイックサービスレストラン

#### Burger chains, ramen shops, and Asian concepts

ハンバーガーチェーン、ラーメン店、その他アジア料理店

From ribeye cap and striploin to chuck, clod, brisket, and plate cuts, each selection is mapped to specific cooking methods and preparation needs.

リブロースキップやストリップロインから、チャック、クロー、プリスケット、プレートカットまで、それぞれの部位は特定の調理法や店舗運営ニーズに合わせて選定されています。



## Testimonials: Why Chefs Continue Using MTC Wagyu

### シェフがMTC Wagyuを使い続ける理由—現場からの声

Feedback from chefs and buyers consistently highlights the same advantages:

シェフやバイヤーからのフィードバックでは、常に以下の利点が挙げられています。

**“The quality doesn't fluctuate.”**

「品質が安定している」

**“We can keep the same menu year-round.”**

「年間を通して同じメニューを提供できる」

**“Costing and portion control are predictable.”**

「原価計算とポーションコントロールが容易である」

The appeal is not limited to flavor. Differing from other wagyu in the market, MTC Wagyu is valued because it integrates smoothly into restaurant operations, supporting consistency, cost management, and menu longevity.

その魅力は味だけにとどまりません。MTC Wagyuはレストランの運営にスムーズに組み込むことができ、一貫性、コスト管理、そしてメニューの長期的な維持をサポートするため、高く評価されています。



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# Japan's Agricultural, Forestry, Fishery, and Food Exports Reach ¥1.7 Trillion in 2025

-New record set, but the ¥2 trillion target remains out of reach-

2025年の農林水産物・食品輸出額 1.7兆円

—過去最高更新も目標の2兆円には届かず—

Japan's exports of agricultural, forestry, fishery, and food products hit a new record for the 13th consecutive year in 2025, continuing a long-running streak of growth. Despite the strong performance, however, the total once again fell short of the government's long-standing target of ¥2 trillion. According to the Ministry of Agriculture, Forestry and Fisheries, export values reached ¥1.7005 trillion last year, representing a 12.8 percent increase from the previous year. While the figure marked another all-time high and highlighted the expanding global demand for Japanese food and produce, it ultimately did not meet the government's ambitious benchmark, underscoring the gap between steady growth and policy expectations.

## Breakdown of Agricultural, Forestry, Fishery, and Small-Scale Cargo Exports

In 2025, the export value of Japan's agricultural, forestry, and fishery products, along with small-scale cargo, broke down as follows:

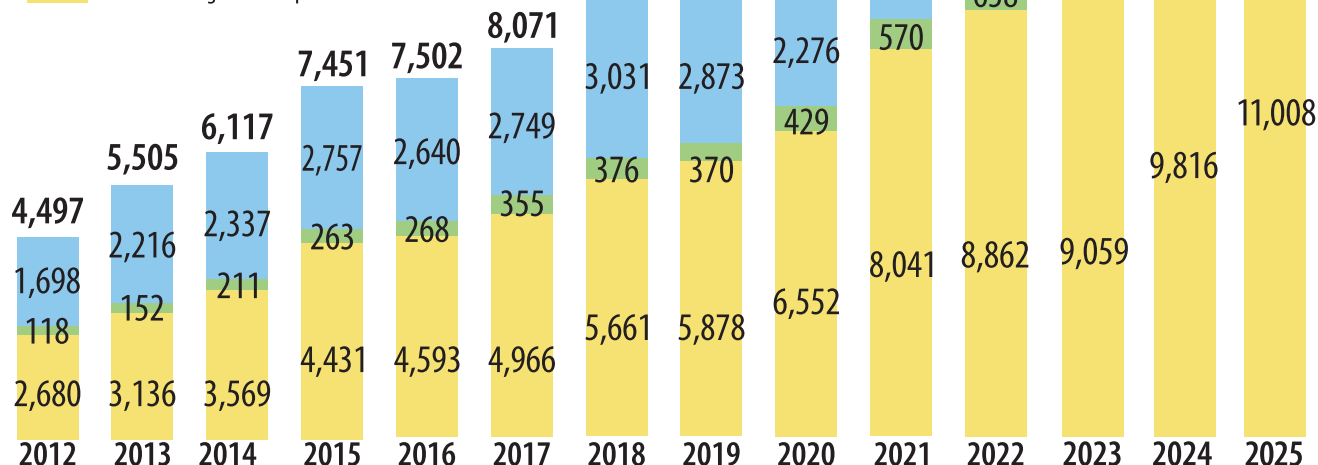
- \*Agricultural products: ¥1,100.8 billion, up 12.1% from the previous year
- \*Forestry products: ¥73.5 billion, up 10.1%
- \*Fishery products: ¥423.1 billion, up 17.2%
- \*Small-scale cargo: ¥103.1 billion, up 5.3%

Agricultural and fishery products together accounted for the majority of total exports, with fishery products showing particularly strong year-on-year growth. The numbers highlight both the steady expansion of Japan's primary food exports and the growing global demand for its seafood products. Looking at exports by country and region, the United States ranked first, with shipments totaling ¥276.2 billion, up 13.7 percent from the previous year. As the largest market for Japan's agricultural, forestry, fishery, and food exports, the U.S. continued to show strong demand despite the introduction of tariffs in April last year. In particular,

## Transition in the Export Value of (Japanese) Agricultural Forestry Fishery and Food Products

### 農林水産物・食品輸出額の推移

- 少額貨物 Small value cargo
- 水産物 Fishery products
- 林産物 Forestry products
- 農産物 Agricultural produce



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

green tea and beef remained highly popular, helping sustain export growth. Hong Kong came in second, with exports edging up slightly year on year to ¥222.8 billion. The city's deep-rooted demand—driven by a wide network of restaurants and retailers specializing in Japanese ingredients—played a key role in supporting export volumes.

Taiwan ranked third, with exports reaching ¥181.2 billion, also surpassing the previous year's level. The continued rise in the popularity of Japanese cuisine across Taiwan's food market appears to have underpinned this steady performance. China ranked fourth, with exports totaling ¥179.9 billion, despite the country having effectively halted imports of Japanese seafood in November last year. The move followed remarks by Prime Minister Sanae Takaichi regarding a potential Taiwan contingency, casting a shadow over bilateral trade in marine products. South Korea placed fifth, posting a sharp 20.0 percent increase to ¥109.4 billion. The figure marked the first time

exports to South Korea surpassed the ¥100 billion threshold, underscoring the expanding trade ties between Japan and its Asian neighbors.

A closer look at export growth by product category reveals green tea at the top of the list. Shipments surged to ¥72.0 billion—nearly double the previous year's level—driven by the global matcha boom. Rising international interest in matcha, along with growing health consciousness worldwide, has helped propel green tea into one of Japan's fastest-growing export items.

Across Western markets and Southeast Asia, green tea products—including matcha—have gained wide acceptance as ingredients for lattes, desserts, and other sweets. This momentum, combined with the ongoing global boom in Japanese cuisine, has fueled demand not only in volume but also in unit prices. The rise in per-unit value, alongside growing shipment volumes, has become a key driver of the overall increase in export value.

Ranking second by growth, scallops posted a striking 30.4 percent increase in export value, making them one of the major contributors to the expansion of seafood exports as a whole. Demand has continued to grow in markets outside China, particularly in the United States and Southeast Asia. While some easing of export restrictions to China has been observed, scallop producers have increasingly diversified their sales channels, expanding into a wider range of overseas markets. Demand has been especially strong in countries such as Vietnam, helping push export volumes higher. Ranking third was yellowtail, which recorded a solid 27.4 percent increase in export value. The growth is widely attributed to the rising popularity of Japanese cuisine overseas, driven by the expansion of Japanese restaurants and shifting consumer preferences in local markets. Demand for larger-sized yellowtail, in particular, has been increasing in markets such as the United States, contributing

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

## 2025年 農林水産物・食品輸出額 国・地域別

農林水産省  
輸出・国際局

順位 Rank	2025年1-12月（累計）Jan-Dec 2025 (Cumulative total)							2025年12月（単月）Dec, 2025 (Single month)				
	輸出先 Export Destination (Nation)	輸出額 (億円) Export value (100 million)	金額構成比 Monetary Composition Ratio (%)	前年同期比 Year-on-Year Comparison (%)	輸出額内訳 (億円) Breakdown of export value (100 million)			輸出額 (億円) Export value (100 million)	前年同月比 Comparison to the same month last year (%)	輸出額内訳 (億円) Breakdown of export value (100 million)		
					農産物 Agricultural produce	林産物 Forestry products	水産物 Fishery products			農産物 Agricultural produce	林産物 Forestry products	水産物 Fishery products
1	アメリカ合衆国 United States	2,762	17.3	+13.7	1,847	88	828	265	+0.6	193	7	65
2	香港 Hong Kong	2,228	13.9	+0.8	1,354	20	854	198	▲8.9	132	2	65
3	台湾 Taiwan	1,812	11.3	+6.4	1,364	45	403	222	▲2.0	170	5	47
4	中華人民共和国 China	1,799	11.3	+7.0	1,387	345	67	177	▲2.2	132	34	12
5	大韓民国 South Korea	1,094	6.8	+20.0	689	40	365	139	+25.1	66	4	70
6	ベトナム Vietnam	954	6.0	+10.7	453	7	493	121	+27.4	56	1	65
7	タイ Thailand	735	4.6	+17.1	379	11	346	72	+26.9	35	1	36
8	シンガポール Singapore	563	3.5	+1.2	460	6	98	48	▲9.5	36	1	12
9	ロシア Russia	414	2.6	+439.3	413	0	1	4	▲90.0	4	0	0
10	オーストラリア Australia	382	2.4	+16.6	329	2	50	35	+19.0	27	0	7
—	EU	997	6.2	+16.2	821	22	154	115	+32.7	95	2	19

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

### 輸出額の増加が大きい主な国・地域 (1-12月)

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

国・地域 Country/Region	増加額 Increase	主な増加品目 Major Items Increased
アメリカ合衆国 United States	+333億円 33.3 billion yen	緑茶、ぶり、かに（冷凍） green tea, yellowtail, crab (frozen)
大韓民国 South Korea	+182億円 18.2 billion yen	ぶり、ビール、いわし yellowtail, beer, sardines
中華人民共和国 China	+118億円 11.8 billion yen	錦鯉、ビール、丸太 Nishikigoi, beer, round wood

### 輸出額の減少が大きい主な国・地域 (1-12月)

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

国・地域 Country/Region	減少額 decrease	主な減少品目 Major Items decreased
オマーン Oman	▲12億円 12 billion yen	ソース混合調味料、醤油 mixed seasoning, soy sauce
グアム（米） Guam (USA)	▲7億円 7 billion yen	牛肉、菓子（米菓を除く）、りんご beef, snacks (except rice cracker), apple
ナミビア Namibia	▲6億円 6 billion yen	錦鯉、かに（冷凍）、かに調製品 Nishikigoi, crab (frozen), crab (prepared)

significantly to the overall rise.

Beyond seafood, Japanese beef has also emerged as a key product supporting the overall growth of agricultural, forestry, fishery, and food exports in 2025. According to statistics from the Ministry of Agriculture, Forestry and Fisheries, strong demand for green tea and beef in the United States—the top export destination—was cited as one of the main factors behind the increase in exports.

The robust performance of beef exports played a meaningful role in pushing total export value to ¥1.7005 trillion, up 12.8 percent year on year. Especially in the first half of 2025, agricultural products—including beef—served as a driving force behind the expansion, underscoring their importance in sustaining Japan's export growth.

Looking at past data, beef exports from Japan had already increased in 2024, and the trend appears to have continued into 2025. Demand has been particularly strong in the United States and Taiwan, reflecting the enduring global appeal of premium Wagyu beef. Japanese sake exports also continued to rise in 2025. According to statistics from the Japan Sake and Shochu Makers Association, export value reached approximately ¥45.8 billion—a 5.5 percent increase from the previous year. Exports are concentrated in markets such as China, the United States, and Hong Kong, with shipments reaching 81 countries and regions worldwide, demonstrating steady growth both in volume and value.

Several factors are driving this export expansion. Rising global interest in Japanese cuisine has fueled demand

for sake overseas, while a variety of marketing and promotional efforts have raised awareness of Japanese alcoholic beverages. In particular, China accounts for a significant share of exports, helping to strengthen the presence of Japanese sake across the broader Asian market.

### Drivers of Growth and Background

#### 1. The Global Japanese Cuisine Boom

Since the 2000s, “Washoku” (Japanese cuisine) has been steadily gaining popularity around the world. Rising health consciousness has further fueled interest in Japanese food products, boosting demand for authentic ingredients. As a result, exports of Japanese foodstuffs have experienced consistent upward growth since the early 2000s, reflecting both the global culinary trend and consumers' growing preference for healthy, high-quality foods.

#### 2. Impact of Inbound Tourism

The surge in foreign visitors to Japan has helped raise awareness of Japanese cuisine. Many travelers develop an appreciation for authentic Japanese ingredients during their stay, which often translates into increased demand for these products after returning home. This trend has been particularly strong in markets such as the United States and Europe, where interest in Japanese cuisine has directly contributed to rising exports.

#### 3. Expansion of New Channels and Trade Routes

In addition to traditional distribution networks, new export channels have been steadily established, contributing to the overall growth in export value. Drivers include rising demand for health foods, supermarket distribution, and local processing needs abroad. These new routes have allowed Japanese producers to reach a broader audience and diversify their overseas sales.

#### 4. Government Policies and Support Measures

The Japanese government has positioned the promotion of agricultural, forestry, and fishery exports as a key policy priority. Various support initiatives—including export support centers, workforce development programs, and overseas market expansion assistance—have strengthened the infrastructure for exporters, helping sustain and accelerate the growth of Japan's food exports.

### Goals and Future Challenges

#### 1. Falling Short of the ¥2 Trillion Target

The government's export target of ¥2 trillion by 2025 ultimately fell short by approximately ¥300 billion, highlighting the challenges that remain. Looking ahead to the ambitious ¥5 trillion goal set for 2030, efforts will need to focus on strengthening brand recognition in overseas markets, improving quality and logistics, and expanding production capacity to meet growing global demand.

#### 2. Concerns Over Exports to China

China remains a key market for Japan, but ongoing import restrictions—particularly on seafood—pose challenges. Minimizing the impact of these restrictions while exploring new export products and trade routes will be essential for sustaining growth in the region.

#### 3. Supply Capacity and Price Competitiveness

Enhancing production capacity and maintaining competitive pricing are critical to expanding Japan's agricultural, forestry, and fishery exports. In agriculture, long-standing issues such as an aging workforce and labor shortages must be addressed to sustain and improve international competitiveness.

On February 3, Minister of Agriculture, Forestry and Fisheries, Norikazu Suzuki, reported on 2025's export performance at a post-cabinet press conference. He highlighted that total exports of agricultural, forestry, and food products reached ¥1.7005 trillion—a 12.8 percent increase from the previous year—marking a record

# 2025 Export Value of (Japanese) Agricultural, Forestry, Fishery and Food Products by Month

## 2025年月別農林水産物・食品輸出額

農林水産省  
輸出・国際局

	農林水産物 Agricultural, forestry and fishery products	前年同月比 Comparison to the same month last year	輸出額内訳 Breakdown of export value		
			農産物 Agricultural produce	林産物 Fishery products	水産物 Forestry products
1月 January	954 億円	+10.4%	672 億円	44 億円	238 億円
2月 February	1,287 億円	+20.2%	840 億円	62 億円	386 億円
3月 March	1,420 億円	+19.3%	977 億円	66 億円	376 億円
4月 April	1,345 億円	+14.8%	937 億円	65 億円	343 億円
5月 May	1,214 億円	+13.8%	863 億円	64 億円	287 億円
6月 June	1,377 億円	+16.2%	942 億円	70 億円	364 億円
7月 July	1,291 億円	+12.9%	923 億円	64 億円	305 億円
8月 August	1,191 億円	+13.7%	844 億円	47 億円	300 億円
9月 September	1,463 億円	+16.1%	978 億円	59 億円	426 億円
10月 October	1,374 億円	+10.9%	963 億円	66 億円	344 億円
11月 November	1,450 億円	+10.6%	978 億円	62 億円	411 億円
12月 December	1,609 億円	+4.3%	1,092 億円	67 億円	451 億円
計 Total	15,974 億円 ¥1 trillion 597.4 billion	+13.4%	11,008 億円	735 億円	4,231 億円

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

(Money unit 100 million)

	Small value cargo 少額貨物	Comparison 前年同期比 to the same month last year
1-6月 Jan-Jun	501 億円	+8.2%
7-12月 Jul-Dec	531 億円	+2.8%
計 Total	1,031 億円	+5.3%

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

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

high for the 13th consecutive year. While the government's ¥2 trillion target was not reached, Minister Suzuki praised record export values for key products such as beef, green tea, and rice, attributing the success to the efforts of producers and businesses.

Looking toward the 2030 target of ¥5 trillion, the government plans to take a proactive role, strengthening engagement in local trade channels and diversifying export destinations. During the press conference, Minister Suzuki also addressed measures to respond to rising private imports of rice and China's ongoing seafood restrictions, emphasizing the need to enhance domestic supply systems and secure stable export growth.■



**去**年1年間の日本の農林水産物や食品の輸出額は13年連続で過去最高を更新した。ただ、政府目標の2兆円には届かなかった。農林水産省によると、2025年の農林水産物や食品の輸出額は1兆7005億円で、前の年より12.8%増え13年連続で過去最高を更新したものの、政府が目標に掲げていた2兆円は達成出来なかった。

農林水産物および少額貨物の内訳は以下の通り。  
農産物：11,008億円 (対前年比+12.1%)  
林産物：735億円 (対前年比+10.1%)  
水産物：4,231億円 (対前年比+17.2%)  
少額貨物：1,031億円 (対前年比+5.3%)

このように、農産物と水産物が輸出額の大半を占めており、特に水産物は前年比で高い伸びを示した。

国・地域別に見ると、1位は米国の2762億円 (+13.7%)。日本の農林水産物・食品輸出の最大市場であり、去

年4月に関税が導入されたものの、緑茶や牛肉の需要が旺盛だった。2位は香港で、前年をわずかに上回る2,228億円となった。香港では多くの日本食材を扱うレストランや小売需要が根強く、輸出維持に寄与した。3位が台湾で輸出も堅調で1,812億円に達し、前年を上回った。食品市場での日本食人気の高まりが背景にあるようだ。高市総理大臣の台湾有事を巡る発言を受け、去年11月に日本産水産物の輸入を事実上停止した中国は4位で1,799億円。また、5位には韓国が入り、20.0%増の1,094億円と初めて1,000億円を突破するなど、アジア・近隣国との取引が拡大している。輸出額の伸びを品目別に見ると、1位は世界的な抹茶ブームを背景に約2倍に急増した「緑茶」の720億円。これは世界的な抹茶人気や健康志向の高まりが背景にある。欧米や東南アジア市場で抹茶を含む緑茶製品がラテやスイーツ原料として支持されているほか、日本食ブームに伴う需要拡大が寄与しており、輸出量だけでなく単価も上昇したことが総輸出増につながっている。2位は「ホタテ貝」の輸出額が30.4%増と大きく伸びており、水産物全体の輸出増加につながった要因の一つで、米国や東南アジアなど中国以外の市場での需要拡大が背景にある。中国向けの輸出制限が緩和された部分もあるが、ホタテは多様な市場へ販路を広げることで輸出量を伸ばしている。特にベトナム向けなどでの需要が拡大した。3位は「ぶり」で27.4%増と堅調な伸びを示している。ぶりは日本食レストランの拡大や現地消費者の嗜好変化といった日本食人気の高まりが後押ししていると見られる。特に大型サイズの需要が米国市場などで高まっていることが増加要因として挙げられる。そのほか、日本産牛肉は、2025年の農林水産物・食品輸出全体の伸びを支える重要な品目で、農林水産省の統計でも、輸出先1位の米国向け輸出は「緑茶や牛肉の需要が旺盛だった」ことが輸出増加の一因とされて

いる。輸出額全体が前年比12.8%増の1兆7005億円となった背景には、この牛肉の堅調な輸出が寄与している。特に2025年上半期の統計では、牛肉を含む農産物が輸出増のけん引役となった。過去のデータを見ると、2024年の牛肉輸出額は前年から増加しており、2025年もこの傾向が続いていることが示唆されている。米国や台湾向けでの需要が拡大しており、高級和牛の人気の海外でも根強いことが背景。また、日本酒の輸出は2025年も増加傾向にあり、日本酒・焼酎製造者協会などの統計によると、2025年の日本酒輸出額は前年比約5.5%増の約458億円に達した。これは中国、米国、香港などへの輸出が中心で、世界81カ国・地域に輸出が広がり、数量・金額ともに安定した成長が続いている。輸出増の背景としては、海外での和食人気の高まりに伴う日本酒需要の拡大、また多様なマーケティングやプロモーション活動による認知度向上が挙げられている。特に中国市場では輸出額が大きな割合を占め、アジア市場全体で日本酒の存在感が高まっている。

### 成長要因と背景

#### 1. 世界的な日本食ブーム

“和食”は2000年代以降、世界的に人気が高まっており、特に健康志向の高まりとともに日本産食品への関心が強まっている。そのため、日本食材の輸出は2000年代初頭から右肩上がり成長してきた。

#### 2. 観光インバウンドの影響

訪日外国人の増加により、日本食への認知が高まることで、帰国後に日本食材への需要が拡大しているとの指摘がある。特に米国や欧州などでの日本食人気が増えている。

#### 3. 新規チャネルおよび商流の拡大

既存の商流に加え、新たな輸出ルートへの獲得が進んでいることも輸出額の増加に寄与している。これは、健康食品、

スーパーマーケットの需要拡大、現地加工需要などが背景にある。

### 4. 政策面の取り組み

政府は、農林水産物の輸出促進を政策の柱としており、各種支援策（輸出支援センター、輸出人材育成支援、海外市場開拓支援など）が実施されている。こうした体制整備が輸出拡大の後押しとなっている。

### 目標と今後の課題

#### 1. 2兆円目標の未達と課題

政府が2025年までに掲げていた2兆円の輸出額目標は、残念ながら2025年の時点では約3,000億円足りず、未達成となった。さらに2030年の5兆円という高い目標を達成するためには、海外市場でのブランド浸透、品質・物流の改善、供給能力の強化が求められる。

#### 2. 中国向け輸出の懸念

中国は依然として日本にとって大きな市場だが、特に水産物に対する輸入規制が続く中、その影響を最小化しつつ新たな輸出品目やルートの開拓が必要。

#### 3. 供給力と価格競争力

農林水産物の供給力強化と価格競争力の向上は、日本の輸出拡大を進めるうえでの重要な課題。特に農業分野では国内の高齢化や担い手不足が長年のテーマとなっており、国際競争力を維持・向上させるための施策が今後も求められる。

2月3日の鈴木憲和農林水産大臣は閣議後の記者会見で、2025年の農林水産物・食品の輸出実績を報告し、輸出額が前年比12.8%増の1兆7005億円と13年連続で過去最高を更新したと強調したが、政府目標の2兆円には届かなかったと述べた。品目別では牛肉、緑茶、米などで最高値を更新したと評価し、これは事業者・生産者の努力の成果だとした。また、2030年の輸出目標5兆円に向け政府が前面に立ち、現地商流への売込み強化や輸出先の多角化などの施策を関係省庁と進める考えを示した。会見ではコメの民間輸入増や中国の水産物規制への対応にも触れ、国内米価格や輸出拡大に向けた供給体制の強化の必要性を語った。

## 2026 FOOD EVENT CALENDAR March-

### March

#### Natural Products Expo West

3/3-6

Anaheim, CA

Anaheim Convention Center

[www.expowest.com](http://www.expowest.com)

Natural Products Expo West continues to be the leading trade show in the natural, organic and healthy products industry, attracting over 60,000 industry professionals and 3,000 exhibits to the Anaheim Convention Center. Rated as one of the top 200 trade shows in the US by Tradeshow Week, Natural Products Expo West continues to help attendees reach their business goals. Co-located with Engredea, NEXT Innovation Summit and Fresh Ideas Organic Marketplace, Natural Products Expo West showcases the entire value chain of healthy products from start to finish, identifying the bestsellers of today and the trends of tomorrow.



#### Sea Food North America

3/15-17

THOMAS M. MENINO CONVENTION & EXHIBITION CENTER

Boston, MA

[www.seafoodexpo.com](http://www.seafoodexpo.com)

Seafood Expo North America/Seafood Processing North America is the largest seafood trade event in North America. The event attracts over 19,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment, and services. Attendees travel from more than 100 countries to do business at the exposition. No other event in North America provides seafood professionals with direct access to qualified buyers and suppliers representing all areas of the seafood industry.

#### The New York Restaurant Show

3/8-10

New York, NY

Javits Center

[www.newyorkrestaurantshow.com](http://www.newyorkrestaurantshow.com)

The newly renamed New York Restaurant Show is a once-a-year event that

focuses on serving the foodservice industry in the Northeast. We offer you the opportunity to see the best in the restaurant and food service industry. From the newest food trends to the best in technology to fit your restaurant and everything in between. This is your opportunity to find the latest and greatest for your operation. Whether you're an independent owner, quick-serve restaurant operator, chef, caterer, baker, bar or nightclub operator, hospital, hotel, or commercial foodservice personnel — join us March 8-10, 2026 at the New York Restaurant Show at the Javits Center. Join thousands of your peers at the show, where you'll have access to the hottest menu trends, state-of-the-art design and decor, the best in business education, and hundreds of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community — all under one roof. Whether you're an independent owner, quick-serve restaurant operator, chef, caterer, baker, bar or nightclub operator, hospital, hotel, or commercial foodservice personnel — join us March 8-10, 2026 at the New York Restaurant Show at the Javits Center. Join thousands of your peers at the show, where you'll have access to the hottest menu trends, state-of-the-art design and decor, the best in business education, and hundreds of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community — all under one roof. Whether you're an independent owner, quick-serve restaurant operator, chef, caterer, baker, bar or nightclub operator, hospital, hotel, or commercial foodservice personnel — join us March 8-10, 2026 at the New York Restaurant Show at the Javits Center. Join thousands of your peers at the show, where you'll have access to the hottest menu trends, state-of-the-art design and decor, the best in business education, and hundreds of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community — all under one roof.

#### NRA Public Affairs Conference

3/10-12

Washington DC

[www.restaurant.org](http://www.restaurant.org)

Make a difference on policy that affects your business. Join us March 10-12, 2026, in Washington, D.C. for our Public Affairs Conference and be part of the industry's largest grassroots lobbying event. The National Restaurant Association's annual Public Affairs Conference is your chance to make a difference as we head into the midterm elections. In addition to meeting with lawmakers on Capitol Hill, conference attendees will hear from top political speakers and celebrate the industry at networking events.

#### Bar & Restaurant Expo 2025

3/23-25

Las Vegas, Nevada

Las Vegas Convention Center

[www.barandrestaurantexpo.com](http://www.barandrestaurantexpo.com)

Bar & Restaurant Expo is built for the people who make hospitality happen—owners, operators, managers, bartenders, chefs, and teams driving service and sales every day. In 2026, we celebrate 40 years of powering the hospitality industry—bringing hands-on training, real-world solutions, and proven innovations to help you grow smarter, faster, and more profitably. Join 10,000+ industry leaders and suppliers in Las Vegas to discover what's next. In this milestone year, every moment counts—and the right ideas can transform your operation. This is where innovation is born. Meet with big brands, discover cutting-edge products, test new technology solutions and be the first to discover the latest trends and products to hit the market on the Expo Floor! Consider Bar & Restaurant Expo, formerly known as Nightclub & Bar Show, your one-stop shop to test, taste and get educated on new ideas for your bar or restaurant. Join us for an empowering conference program designed exclusively for professionals who are eager to take their profitability to new heights. Discover the strategies, insights, and cutting-edge techniques that will unlock the hidden potential within your business and drive sustainable financial success. Over the course of this dynamic program, industry experts and successful entrepreneurs will share their invaluable knowledge, guiding you through proven methods to optimize revenue, streamline operations, and boost profitability. From innovative marketing strategies and menu engineering to cost control tactics and staff management techniques, you'll gain a comprehensive toolkit tailored specifically to the challenges faced by bar and restaurant owners.

#### Exclusive to World Tea Expo

3/ 23-25

Las Vegas, Nevada

Las Vegas Convention Center

Questex's World Tea Conference + Expo, North America's leading tea event focused on the business of tea, will take place March 23-25, 2026 in Las Vegas at the Las Vegas Convention Center, co-located with Bar & Restaurant Expo. The yearly event attracts businesses and professionals from the national and international tea community, including buyers and decision makers from retailers, grocery, hotels, distributors, foodservice, tea shops, cafes and gift shops, among many others. The expo offers unique opportunities to experience and taste the latest tea and tea-related products,

and the conference program offers in-depth education on tea trends and issues, as well as insights on how to profit from tea.

### April

#### WAMP Convention and Meat Product Competition

4/9-12

Middleton, Wisconsin

The objective of the Wisconsin Association of Meat Processors is to work for the advancement and improvement of the Meat Processing industry by encouraging and fostering high ethical standards of good business practices in the industry and the cooperation of all engaged in the industry by the interchange of ideas and business methods as a means of increasing efficiency and usefulness of the industry to the general public.

The organizations main purpose is working for the benefit and protection of small and medium sized meat firms. This Association, with its enviable record of accomplishments, speaks effectively for the independent meat plant operators in the regulatory agencies and the state legislature. The only requirement for membership is an active involvement in the meat industry. There is no need to stand alone in a ever changing industry. Join the Wisconsin Association of Meat Processors, the team that is working for you.

#### Northwest Foodservice Show

4/19-20

Portland, Oregon

Portland Expo Center

The Northwest Foodservice Show offers exhibitors an unparalleled platform to enhance their business reach and visibility in the food service and hospitality sectors. With over 60 years of history, this event is the largest B2B food service show in the Pacific Northwest, attracting a diverse audience eager to discover new products and services. Exhibitors can showcase their offerings to key decision-makers, including restaurant owners, chefs, and hospitality executives. The show also features numerous educational sessions to help exhibitors stay informed about the latest industry trends and innovations. Additionally, product demonstrations allow exhibitors to engage with attendees directly, providing a hands-on experience of their products and culinary innovations. By connecting with industry peers and potential clients, exhibitors can expand their professional network, opening doors to new partnerships and business opportunities.



Kosei Murota, Consul General of Japan



Shinji Kugita, President of JRA

## Japanese Restaurant Association of America: New Year General Meeting & Reception Held

-To continue efforts to popularize Japanese cuisine and to pass on the Japanese food culture-

米国日系レストラン協会 新年会総会・レセプション開催

—今後も和食普及と日本文化継承に貢献—

On January 26, the Japanese Restaurant Association of America (JRA) hosted its 2026 New Year's Reception and Annual General Meeting at the Miyako Hybrid Hotel in Torrance, Southern California. The event brought together approximately 140 attendees, including food manufacturers, wholesale distributors, restaurant industry professionals, and supporters of the association.

At the opening of the congratulatory address by Consul General Kosei Murota, who also serves as Honorary Chairman of the JRA, it was reported that Teruo Shimizu of Miyako Oriental Foods received the Minister

of Agriculture, Forestry and Fisheries Award on December 15 as a 2025 Contributor to the Overseas Promotion of Japanese Cuisine. On the same day, Katsuya Uechi and Naohisa Nakata were appointed as Japanese Cuisine Goodwill Ambassadors.

Noting that those involved in the Japanese food industry remain a minority in Los Angeles, he emphasized the importance of cooperation even among rival companies in order to develop new businesses and sources of revenue. He also called attention to the need to look toward Arizona in the future. With Taiwanese semiconductor giant TSMC expanding its operations

there, many Japanese companies supporting the supply chain are also expected to move into Arizona, and demand for Japanese food in the region is anticipated to grow.

Consul General Kosei Murota stated, "Taiwanese people also love Japanese food, and for Japanese people, having access to Japanese cuisine is something to be grateful for. I am convinced that Arizona will become a new frontier for food. By making the most of this situation, we want to turn Arizona into a new and profitable frontier." He also expressed his intention to work in coordination with JETRO to examine concrete initiatives,

adding, "This year as well, I would like all of us to move forward with new challenges," and called for cooperation from those involved in the Japanese food industry.

Following the traditional kagami-biraki (Sake Barrel Opening Ceremony), a toast was offered by Jeff Yamazaki, President of the Japanese Chamber of Commerce of Southern California. Certificates of appreciation were then presented to three companies—JFC International Inc., Wismettac Asian Foods, Inc., and Mutual Trading Co., Inc.—in recognition of their longstanding support since the founding of the JRA.

Following an activity report by JRA President Shinji Kugita, he stated, "The JRA has now entered its 27th year since its founding. This has only been possible thanks to the support of JRA members, Japanese food manufacturers, distribution companies, and the Japanese government, including the Consulate, and I would like to express my sincere gratitude. In 2026 as well, we aim to be a JRA that is useful to all of you, and we will continue to devote ourselves to serving as a bridge between Japan and the United States in the restaurant industry."

Throughout the venue, participants engaged in toasts and lively



From left, Shinji Kugita, President of JRA  
Kosei Murota, Consul General of Japan  
Yuko Kaifu, President of Japan House Los Angeles





conversation, exchanging business cards and information as they actively worked toward building new business opportunities and cooperative relationships. Held at the start of the new year, the reception provided a valuable opportunity for attendees to meet face to face, serving as a forum for once again sharing their enthusiasm for the promotion and continued development of Japanese cuisine in the United States. JRA plans to continue its efforts to promote Japanese food culture through a variety of events, seminars, and festivals. This New Year's reception was positioned as an important milestone marking the start of the year. Voices celebrating reunions and new encounters were heard among the participants, and the event unfolded as a gathering filled with smiles and a sense of anticipation for the year ahead. ■

**米**国日系レストラン協会 (JRA) は1月26日、南カリフォルニアのトーランス市のミヤコハイブリッドホテルにおいて2026年度新年会と総会を食品製造メーカーや卸売業者、レストラン関係者、協会の支援者など140人が出席し開催した。

JRAの名誉会長でもある室田幸靖総領事の祝辞冒頭で、ミヤコオリエンタルフーズの清水照雄氏が昨年12月15日に2025年度日本食海外普及功労者として農林大臣表彰を受け、同日に上地勝也氏と中田直尚氏が日本食普及の親善大使に任命されたと報告があった。

LAでは日本食関係者がマイノリティであることから「ライバル企業同士でも協力し、新しいビジネスや稼ぎ口を開拓することが重要」と強調。また、今後アリゾナ州に目を向ける必要性を訴えた。台湾の半導体大手TSMCの進出に伴い、サプライチェーンを支える日本企業も多数アリゾナに進出予定であり、現

地で日本食への需要が高まることが予想される。室田幸靖総領事は「台湾人も日本食が大好きで、日本人は日本食があれば有難い。アリゾナは食のフロンティアになって行くと確信している。この状況を活かし、アリゾナを新しい儲けのフロンティアにしたい」と述べ、ジェットロと連携し具体的な展開を検討する意向を示し、「今年も皆で新しい挑戦を進めたい」と意欲を語り、日本食関係者への協力呼びかけた。

鏡開きの後、南加日系商工会議所のジェフ山崎会頭の乾杯と続き、JRA発足当時から協力に対してJFCインターナショナル社、ウイズメタックアジアフーズ社、共同貿易の3社に感謝状が贈呈された。

米国日系レストラン協会会長の釘田慎二氏の活動報告の後、「JRAは発足から27年目に突入した。これもJRA会員や日本食メーカー各社、流通各社、領事館をはじめとする日本政府の協力あってこ

そなので感謝したい。2026年も皆様の役に立てるJRAを目指し、レストラン業界における日本とアメリカの架け橋となれるよう精進して行きたい」と決意を述べた。

また、会場では乾杯や歓談をはじめ、参加者同士が名刺交換や情報交換を行い、新たなビジネスチャンスや協力関係の構築に向けた活動が活発に行われた。新年を迎えたこの時期に開催された新年会は、出席者にとって互いの顔を合わせる貴重な機会となり、米国内における日本食の普及・発展に対する熱意を改めて共有する場となりました。

米国日系レストラン協会は、今後も各種イベントやセミナー、フェスティバルなどを通じて日本食文化を広める活動を継続していく予定であり、今回の新年会はその年のスタートを祝う重要な節目として位置づけられている。参加者からも、再会と新たな出会いを祝福する声が聞かれ、笑顔と期待に満ちた会となった。



### Japanese Restaurant Association of America

JRA was established to further develop the Japanese food and restaurant industry, to further deepen the friendship between Japan and the U.S., and to introduce the Japanese culture in 1999. The association continued their activities and deepened friendship among members while resolving food safety management issues. The association's most important achievement to date was to work with the U.S. Department of Health to stipulate temperature control of sushi rice provided to sushi restaurants.

The association's main activities are to organize restaurant management seminars (sanitation, legal, accounting), classes offering certificates for handling food sanitation and charity golf tournaments, organized the Sushi and Sake Festival to introduce Japanese cuisine to the mainstream consumers, sponsored the Nisei Week Court, etc. The association regularly organizes events to introduce Japanese sake and cuisine to deepen the friendship between Japan and the U.S. through Japanese cuisine.

### 米国日系レストラン協会

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

# Sound of Japan: Japanese Music Resonates in Hollywood During Grammy Week

## Sound of Japan——グラミー賞ウィークの夜、ハリウッドで響いた日本の音



On February 3, 2026, the event “Sound of Japan,” celebrating Japanese music culture, took place at JAPAN HOUSE Los Angeles in Hollywood. Held immediately following the Grammy Awards, it stood out as one of the highlight after-parties of Grammy Week, drawing widespread attention from music fans, industry insiders, and culture enthusiasts alike.

2026年2月3日、ロサンゼルス・ハリウッドのジャパンハウス・ロサンゼルスにて、日本の音楽文化をテーマにしたイベント「Sound of Japan」が開催された。グラミー賞授賞式直後のタイミングとあって、本イベントはグラミー賞ウィークを彩るアフターパーティーのひとつとして、多くの注目を集めた。

The event was organized by the National Federation of Japanese Musical Instrument Association (NFJMIA), with JAPAN HOUSE Los Angeles and JETRO Los Angeles serving as supporters. Hidekazu Hashimoto, Vice Chairperson of NFJMIA, shared the story behind the event: “We are a trade association for traditional Japanese instruments, and last year at the Expo 2025 Osaka, Kansai in Japan, we held a three-day event promoting Japanese music to international audiences. During that time, JETRO approached us with an offer to hold a similar promotion in Los Angeles. We saw it as an amazing opportunity and decided to make it happen.”

Hashimoto also spoke about the vision for the event: “While some artists already incorporate instruments like the koto and shamisen, these instruments are also widely used in anime and video game music. We wanted to showcase that as a trend. Our goal was to spark interest among participating musicians and encourage them to feature Japanese instruments in their own music.”

The event drew a diverse crowd of music industry professionals, artists, producers, and cultural figures, all mingling in a relaxed, convivial atmosphere. Guests were treated to an

array of Japanese sake and cuisine, with the delicate flavors of the sake paired alongside uniquely Japanese dishes. First-time visitors praised the offerings, describing them as “sophisticated” and “as profound as the music itself.”

By combining food, drink, and music, the event offered a fully immersive experience of Japanese culture, naturally bringing together the international guests and fostering connections across the room.

The music program featured Masa Takumi, a composer, arranger, and music producer who won the 2023 Grammy Award for Best Global Music Album for *Sakura* and serves as a voting member of the National Academy of Recording Arts and Sciences (NARAS). As he introduced participants who had been nominated for the 2025 Grammys, the program shifted gears to a showcase of traditional Japanese instruments, including the koto and shamisen.

The atmosphere in the room transformed instantly. Music industry professionals, usually immersed in the latest pop music and cutting-edge sound production, listened intently to the unique timbres and nuanced intervals of the instruments. After the performances, many attendees eagerly asked questions about the instruments and playing techniques, revealing a deep curiosity and appreciation for traditional Japanese music.

Held in the wake of the world’s biggest music celebration, the Grammy Awards, “Sound of Japan” was more than just a festive after-party—it was a stage for reimagining Japanese music and culture in an international context. In the heart of Hollywood, the sounds, flavors, and aesthetics of Japan resonated quietly yet powerfully, leaving a lasting impression on all who attended that unforgettable night. ■

このイベントを主催したのは一般社団法人 全国邦楽器組合連合会、ジャパンハウス・ロサンゼルスとジェットロ・ロサンゼルスが後援した。主催した全邦楽連の橋本英宗副理事長は、「我々は日本の和楽器商ですが、昨年日本で開催された大阪・関西万博において3日間ですが海外に邦楽をプロモーションする邦楽体験イベントを実施した。その時にジェットロからロサンゼルスでのプロモーションのオファーがあり最高のチャンスということで開催した。」と語り、「琴や三味線などをすでに取り入れているアーティストもいるが、アニメやゲームの音楽で和楽器は多く使われているので、それをトレンドとして伝えたい。参加した音楽関係者が少しでも日本の楽器に興味を持ち、楽曲に使ってもらえるようにアピールしたい。」と抱負を語る。

会場では音楽関係者やアーティスト、プロデューサー、文化関係者などが多数来場し、終始リラックスした雰囲気の中で交流が行われた。この夜、参加者を迎えたのは日本酒や日本食の数々。繊細な味わいの日本酒と、日本ならではの料理が振る舞われ、初めて体験する来場者からも「洗練されている」「音楽と同じく奥深い」と好評を博した。食と酒を通じて日本文化を体感する演出は、国際色豊かなゲストたちの距離を自然と縮めて

いった。

音楽プログラムでは、作曲家、編曲家、音楽プロデューサーであり、2023年にグラミー賞の最優秀グローバル・ミュージック・アルバム賞をアルバム『Sakura』で受賞し、アメリカのナショナル・アカデミー・オブ・レコーディング・アーツ・アンド・サイエンス(NARAS)のボートンメンバーの宅見 将典氏 (Masa Takumi) がプレゼンターを務めた。2025年にグラミー賞にノミネートされた参加者達を紹介する中、プログラムでは、琴や三味線といった日本の伝統楽器による演奏が披露され、会場の空気は一変する。普段は最新のポップミュージックやサウンドプロダクションに触れている音楽関係者たちが、静かに耳を傾け、その独特の音色と間に聞き入る姿が印象的だった。演奏後には楽器や奏法について質問する姿も見られ、日本の伝統音楽に対する高い関心がうかがえた。

世界最大級の音楽イベントであるグラミー賞の余韻が残る中で開催された「Sound of Japan」は、祝祭的なパーティーであると同時に、日本の音楽と文化を国際的な文脈で再発見する場となった。ハリウッドの中心で、日本の音、味、そして美意識が静かに、しかし確かな存在感をもって響いた一夜だったと言えるだろう。



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# “Japanese Cuisine Spreading Across the World — Japanese Cuisine Goodwill Ambassadors Connecting Food Cultures”

-Katsuya Uechi × Naohisa Nakata: Delivering the Charm of Japanese Food from Los Angeles to the World-

世界に広がる「日本食」—日本食普及の親善大使が食文化をつなぐ

—上地勝也氏×中田直尚氏、ロサンゼルスから世界に届ける日本食の魅力—

The “Japanese Cuisine Goodwill Ambassador” (hereafter, “Ambassador”) program was launched in February 2015 with the goal of promoting Japanese cuisine and food culture overseas. In December 2025, Katsuya Uechi and Naohisa Nakata, both based in Los Angeles, were appointed as Japanese Cuisine Goodwill Ambassadors by the Ministry of Agriculture, Forestry and Fisheries. The appointments recognize their professional expertise in accurately sharing Japan’s culinary culture and ingredients with the world. At the same time, they are expected to play a key role in Japan’s global food strategy, helping to strengthen the presence and appreciation of Japanese cuisine in international markets.

## Innovator Connecting Japanese Culture with Local Markets

First up is Katsuya Uechi. Hailing from Okinawa, Uechi began his career as a chef in Japan before moving solo to Los Angeles in 1984. In 1997, he opened his own restaurant, Sushi Katsuya, in Studio City, quickly earning a reputation as a local favorite. Over the years, he expanded his presence across California and now serves as CEO of Katsu-ya Group Inc., overseeing multiple restaurants and embedding the appeal of Japanese cuisine into the local food culture.

While firmly rooted in traditional Edomae sushi techniques, Uechi’s talent for creatively adapting menus to suit American tastes has earned him widespread acclaim in the industry. One standout example is his signature dish combining spicy tuna with crispy rice, which has become a staple of Japanese dining in the U.S. and so influential that many other restaurants have sought to emulate it.

## The Marketing Visionary Promoting Japanese Cuisine

On the other side, Naohisa Nakata has been at the forefront of Japanese food marketing in Los Angeles. As CEO of Japan Taste Marketing Inc.,

Nakata has spearheaded the U.S. expansion of multiple brands, including Gindaco USA and Tenka Tori USA. Since 2021, he has also served as Chairman of the U.S.-based nonprofit Japanese Food Culture Association (JFCA), leading cross-industry promotional efforts. Through initiatives such as Japanese food marketplaces and expo events, the JFCA works to expand distribution channels and enhance brand value for Japanese ingredients and products. Nakata’s leadership has been instrumental in laying the foundation for these efforts, connecting Japanese culinary culture with American consumers in innovative and impactful ways.

## The Role and Future Vision of Japanese Cuisine Goodwill Ambassadors

The Japanese Cuisine Goodwill Ambassador program is designed to promote the appeal and accurate knowledge of Japanese food overseas, requiring approaches that take local culinary cultures into account. The role goes beyond simply showcasing hospitality dishes—it also includes supporting the export of Japanese ingredients and deepening understanding among international consumers. As of 2025, over 200 ambassadors have been appointed across more than 70 countries worldwide. Katsuya Uechi and Naohisa Nakata are set to take the lead in North America, playing a pivotal role in shaping how Japanese cuisine is experienced, appreciated, and integrated into local food culture.

While their areas of expertise differ, what unites Uechi and Nakata is their ability to convey the essence of Japanese cuisine. Beyond the taste and technique of the food itself, they articulate the cultural context, history, and intrinsic value of Japanese ingredients, delivering messages that resonate with international markets and consumers. This ability to translate Japan’s culinary heritage into a form that speaks to the world lies at the heart of future strategies for promoting Japanese cuisine.

Their efforts are set to bring a fresh perspective not just to Los Angeles, but across North America—and ultimately, to the global food culture scene.■

「日本食普及の親善大使」(以下「親善大使」)は、海外への日本食・食文化等により一層の普及を目的として、2015年2月に最初の任命を行った。2025年12月、ロサンゼルスを拠点に活動する上地勝也氏と中田直尚氏が、農林水産省による「日本食普及の親善大使 (Japanese Cuisine Goodwill Ambassador)」に任命された。この任命は、日本の食文化と食材を正しく広めるプロフェッショナルとしての評価であり、世界市場における日本食戦略の一翼を担う期待がかかる。

## 日本文化とローカル市場をつなぐ革新者

まず注目すべきは上地勝也氏。沖縄県出身の上地氏は、料理人としてのキャリアを日本国内で積んだ後、1984年に単身ロサンゼルスへ渡米。1997年には自身のレストラン「Sushi Katsu-ya」をスタジオシティに開業し、一躍地元の人気を博した。その後、カリフォルニアを中心に店舗網を拡大し、現在は複数のレストランを統括するKatsu-ya Group Inc.のCEOとして、日本料理の魅力を現地食文化に根づかせてきた。伝統的な江戸前寿司技術を基盤にしつつも、アメリカ人の嗜好を巧みに取り入れたメニュー開発力は業界でも高く評価されている。例えば、スパイスーツナとクリスピーライスを組み合わせた名物料理は、米国の食シーンにおける「日本食の定番」として、多くのレストランが模倣するほどのヒットを生んだ。

## マーケティングで日本食の魅力を伝える仕掛け人

一方の中田直尚氏は、ロサンゼルスを拠点に日本食マーケティングの第一線で活躍してきた人物。中田氏は Japan Taste Marketing Inc.の代表として、銀だこUSAや天下とりUSAなど複数ブランドの米国展開を推進するほか、2021年からは米国NPO法人 日本食文化振興協会 (JFCA) の理事長を務め、業界横断的なプロモーション活動を展開している。JFCAは日本食関連のマーケットプレイスやエキスポイベントを通じて、日本食材・食品の販路開拓やブランド価値の向上にも取り組んでおり、中田氏のリーダーシップがその礎を支えてきた。

## 親善大使の役割と今後の展望

「日本食普及の親善大使」は、海外で日本食の魅力や正確な知識を広める役割を担う制度で、各国の食文化事情を踏まえたアプローチが求められる。単なるおもてなし料理の紹介を超えて、日本産食材の輸出促進や現地消費者の理解深化も視野に入れる重要な任務だ。2025年時点で世界約70カ国以上に200人を超える大使が任命されており、上地氏と中田氏はその中でも北米での活動を牽引する存在になる。

両氏が持つ専門性は異なるものの、共通するのは「日本食の本質を伝える力」だ。料理の味わいや技術はもちろん、その背景にある食文化や歴史、食材の価値を言語化し、海外の市場や消費者に響く形で発信することこそ、これからの日本食普及戦略の核心といえる。彼らの活動は、ロサンゼルスを超えて北米全域、ひいては世界の食文化シーンに新たな風を吹き込むだろう。





### Katsuya Uechi

- Chairman & CEO, Katsu-ya Group
- Principal, Miyako Sushi & Japanese Cuisine School
- Advisor, Japanese Restaurant Association of America
- US District Manager of The Association for the Advancement of the Japanese Culinary Arts

### 上地勝也氏

- カツヤグループ (Katsu-ya Group) 代表取締役会長
- みやこ寿司&和食スクール 校長
- 米国日本食レストラン協会 会長補佐
- 社団法人 日本料理研究会 LA支部 支部長

Born on Miyako Island in Okinawa and raised in a family that ran restaurants in Naha, Katsuya Uechi developed a passion for cooking from a young age and set his sights on a career in Japanese cuisine. He honed his culinary skills at Tsuji Culinary Institute in Osaka and, after graduating, trained extensively in traditional Japanese cooking in Okinawa and other regions.

In 1984, Uechi moved to the United States, where he gained experience as a sushi chef in Los Angeles. In 1997, he opened his own restaurant, Sushi Katsu-ya, which quickly became a local favorite. Expanding further through partnerships, he grew the operation into Katsu-ya Group, now overseeing multiple restaurants primarily around the Los Angeles area. Today, Uechi is recognized as a leading figure in promoting Japanese cuisine and Washoku culture throughout the United States.

Katsu-ya Group is not just about running restaurants—it's also deeply committed to education and the promotion of Japanese cuisine. In 2008, Miyako Sushi & Washoku

School was established, with Katsuya Uechi serving as principal, passing on the foundations of Japanese cooking as well as advanced professional techniques to the next generation of chefs.

Uechi has also held leadership roles in the Japanese Restaurant Association of America and serves as US District Manager of The Association for the Advancement of the Japanese Culinary Arts, driving the global expansion of Washoku culture. He actively participates in a variety of events and charitable activities, including demonstrations at nationwide food festivals such as the Las Vegas Wine & Food Festival, where he showcases Japanese culinary techniques as a top chef. Respecting traditional Japanese methods while blending them with American food culture, Uechi has developed a unique style of Washoku that resonates with local tastes. His work has made him a key figure in promoting Japanese cuisine internationally, significantly contributing to the global appreciation and presence of Japanese culinary culture.

沖縄・宮古島で生まれ、那覇市で飲食店を営む家庭で育ち、幼い頃から料理に親しみ日本料理の道を志す。辻調理師専門学校（大阪）で料理を学び、卒業後は沖縄などで日本料理の修行を積んだ後、1984年に渡米。渡米後、ロサンゼルスで寿司職人として経験を積み、1997年に自身の店「Sushi Katsu-ya」をオープン。その後、パートナー企業との提携も進めつつ、Katsu-ya Group（カツヤグループ）として拡大を図り、ロサンゼルス周辺を中心に複数のレストランを展開。アメリカ内で日本料理・和食文化の普及を牽引する存在となっている。カツヤグループは レストラン経営だけでなく、日本料理の教育・普及にも力を入れており、2008年には みやこ寿司&和食スクール（Miyako Sushi & Washoku

School) を設立。上地氏が校長を務め、日本料理の基礎からプロ向けの技術までを次世代に伝えている。また、米国日本食レストラン協会の会長を歴任し、日本料理研究会 LA 支部長として、和食文化の海外展開を推進しているほか、各種イベントやチャリティ活動にも関与している。ラスベガス・ワイン&フードフェスティバルなど、全米規模の食イベントでのデモンストレーション参加やトップシェフとしての活動実績もあり、アメリカでの日本食・和食の存在感を高めている。上地氏は、日本での伝統的技法を尊重しつつ、アメリカの食文化と融合した独自のスタイルで和食を展開し、日本食の魅力を世界へ発信する重要なキーパーソンのひとりとして活躍しており日本食文化の海外普及に大きく貢献している。



### Naohisa Nakada

- President, Japanese Food Culture Association (JFCA)
- CEO, Japan Taste Marketing Inc.
- Chairman, Gindaco USA Inc. (Gindaco USA)
- President, Tenkatori USA Inc. (Tenkatori USA)
- President, Soma Suisan USA Inc. (Soma Suisan USA)

### 中田 直尚氏

- 米国NPO法人 日本食文化振興協会 (Japanese Food Culture Association, JFCA) 理事長
- Japan Taste Marketing Inc. 代表
- Gindaco USA Inc. 会長 (銀だこ USA)
- Tenkatori USA Inc. 社長 (天下とり USA)
- Soma Suisan USA Inc. 相馬水産 USA 社長

For many years, Naohisa Nakata has been at the forefront of promoting Japanese cuisine and food products in the United States, establishing himself as a leading expert in marketing and developing distribution channels for Japanese ingredients and products in the American market.

Since 2005, Nakata has served as President of the Japanese Food Culture Association (JFCA), a U.S.-based nonprofit dedicated to introducing Japanese food, sake, and regional culinary culture to American consumers. Through JFCA, he has helped establish a U.S. export support platform, facilitating trade and market development between Japan and the United States.

Nakata has also played a key role in organizing large-scale exhibitions, including the JAPANESE FOOD EXPO, helping numerous Japanese companies and local governments

enter the U.S. market. He has overseen marketing and distribution for regional brands such as Nanbu Bijin, a sake from Iwate Prefecture, and promoted the U.S. market entry of Hanaizumi, a sake brand from Fukushima, contributing to the broader context of Tohoku's post-disaster recovery.

His experience also includes marketing Orion Beer (2016–2019) and currently promoting Suntory Premium Malts across the U.S. West Coast and Hawaii (2019–present). Through these efforts, Nakata has become a pivotal figure in connecting Japanese culinary culture with American consumers, advancing both awareness and commercial opportunities for Japanese food overseas.

米国における日本食・日本産食品の普及・輸出促進に長年携わり、日本食および日本産食品の米国市場でのプロモーションと販路開拓の専門家として幅広く活躍している。

2005年設立の米国NPO法人「日本食文化振興協会」(JFCA)の理事長として、米国の一般消費者向けに日本食・酒類・地域食文化を紹介・普及する活動を牽引している。JFCAの活動を通じ“米国輸出支援プラットフォーム”の設立に関わるなど、日米の商流・市場開拓を促している。

「JAPANESE FOOD EXPO」などの大規模展示会の開催・運営を通じて、多数の日本企業や地方自治体の米国市場参入を支援している。また、岩手県の清酒「南部美人」など地域ブランドの米国マー

ケティング・流通ルートの開拓を担当。福島県の酒蔵「花泉」といった日本酒ブランドの米国流通開拓を推進（東北復興の文脈でも活動）。オリオンビール（2016–2019）のマーケティング担当を経て、サントリープレミアムモルツ（2019年～）の米国西海岸～ハワイ地域でのプロモーションも手掛けている。





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## 食品衛生許可証 取得教室

本資格はマネージャークラスの方を対象としたものであり、カリフォルニア州を始め多くの州では、すべてのフードサービス事業所ごとに Food Manager Certificate を取得している従業員を少なくとも 1 名配置することを義務付けています。従業員への衛生管理の徹底教育、検査員のインスペクションへの的確な対応のために、貴店で働く従業員全員に本許可証の取得をお勧めいたします。

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1:00pm~3:00pm 終了予定

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お申し込み



<https://www.alljapannews.com/page/food-manager>のフォームよりお申し込みください。  
または、電話、メールでお問合せください。

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

### 練習問題

1 次のうち、食を扱う場所で微生物の蔓延を防ぐために最も重要なことは何か?

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

2 不適切に解凍された食品は危険を伴う可能性がある。なぜなら・・・

- a) その食品の味または色を変えるかもしれないから
- b) 解凍中にバクテリアが増殖するかもしれないから
- c) お客様が凍った食品の一部を偶然食べるかもしれないから
- d) 不適切な解凍は中心の大部分が凍ったままになるかもしれないから

回答:1)d 2)b

# 日本餐厅新闻

March 2026

www.alljapannews.com



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



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What is the meaning behind the color of a sake bottle?  
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美國清酒燒酎烈酒研究所..... P35

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and gentle sweetness  
like muscat



## MIO NIGORI SPARKLING SAKE

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Grilled fare

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with red-grape character

## MIO CRISP SPARKLING SAKE

Fresh, light meals & seafood  
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and refreshing,  
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300ml



300ml

750ml

150ml

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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.



## Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

### Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important because a single try will not be

sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

### Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake during the recommendation.

### Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices. ■

## 向顧客傳達日本酒的魅力

不管東西有多好，如果你不說出來，顧客就不會去嘗試。我在想在什麼樣的時機向顧客傳達日本酒的魅力以促進銷售。

### 因該告訴誰

你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應該嘗試。單喝100%純度的酒，連酒的10%都

體會不到，所以一定要搭配食物一起品嚐。

### 時機

當服務員接收點酒水時，試著把“你想喝一杯嗎？”改為“天冷了，來杯熱騰騰的日本酒怎麼樣？”這個詞有很大的不同。此時，告訴他們您推薦的2-3個品牌的日本酒。

### 內容

無論如何，客人簡短地說“是這樣嗎！？”你就有機會了。比如新潟的AAA品牌乾爽而利口和壽司搭配怎麼樣？照燒料理適合秋田的BBB品牌，怎麼樣？等等，思考一個讓客戶容易理解而且願意嘗試的方法。提供2到3個品牌，價格在中間值，這樣客人就容易嘗試。

## Stylish and Fashionable Sushi for a Modern Lifestyle



"Creative Sushi & Sake" illustrates the techniques of the finest sushi chefs throughout the world, concentrating on the artistic presentations, unique ingredients and advanced methods of preparation. The writers were all top Japanese professional chefs with many years of experience.  
(published in English by All Japan News, Inc., in 2005)



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- For all who love Sake

# MTC WAGYU

A wagyu category designed for consistency, reliability, and everyday use in professional kitchens.

- Selected for more than grade alone.
- Designed around how wagyu performs in real kitchens.

Connect with  
a Mutual Trading sales representative  
today!



**MUTUAL TRADING**

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above, showing serving suggestions  
product availability may vary by regions



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5 fl.oz.



32 fl.oz.



# MTC WAGYU:

## Redefining Wagyu for Professional Kitchens

### MTC和牛：為專業廚房重塑和牛標準

In a market where “wagyu” is often associated with rarity or indulgence, MTC Wagyu is taking a different approach. Rather than positioning wagyu as a one-off luxury or special-occasion ingredient, Mutual Trading is developing it as a category designed for consistent, long-term use in professional kitchens.

At its core, MTC Wagyu challenges the notion that wagyu must be rare or occasional. It is not designed to appear briefly on a menu, rather, it is designed to be used. This philosophy guides every aspect of Mutual’s Wagyu program, from sourcing and product design to logistics and supply planning.

Today, MTC Wagyu represents a curated portfolio of Japanese wagyu selected not only for quality, but for reliability, repeatability, and operational fit. By respecting established Japanese wagyu brands while differentiating through specification design, distribution control, and an operational mindset, Mutual Trading has built the wagyu category tailored to the realities of the U.S. market. That same sourcing discipline was underscored in 2025, when Mutual Trading successfully secured the Grand Champion Wagyu, reflecting the level of trust and access the company has built with top-tier producers in Japan.

This approach has resonated strongly through industry operators and buyers alike. In 2025, MTC Wagyu surpassed 20% of US import market share, becoming the category leader with annual sales reaching \$20 million. Wagyu has grown into one of Mutual Trading’s core product categories, that by repositioning it from an occasional indulgence menu item to one that’s special yet a mainstay component on professional menus.

在「和牛」往往與稀缺或奢華享受掛鉤的市場環境中，MTC和牛開闢了一條獨特路徑。與其將和牛定位為一次性的奢侈品或特定節日的食材，Mutual Trading（共同貿易公司）致力於將其發展為一個專為專業廚房設計、可持續且長期運用的核心品類。

MTC和牛的核心精神，在於挑戰和牛必須「稀有」或「偶一為之」的既有框架。它的設計初衷，並非作為菜單上的驚鴻一瞥，而是為了成為日常運營的基石。這一核心理念，驅動著Mutual Trading和牛計畫的每一個環節，從水源溯源、產品設計到物流與供應規劃，無不體現其匠心。

時至今日，MTC和牛代表了一系列精選的日本和牛組合，其篩選標準不僅在於卓越品質，更強調可靠性、可複製性以及營運契合度。在尊重日本既有和牛品牌的基礎上，透過精準的規格設計、配銷控制以及具感性的營運思維做出區隔，成功為美國市場量身打造了符合現實需求的和牛品類。這種對溯源紀律的堅持在2025年迎來了里程碑之舉——Mutual Trading成功購得「最優秀賞」優勝和牛（Grand Champion Wagyu），這不僅印證了公司與日本頂尖生產者之間深厚的信任紐帶，更展現了取得珍稀資源的能力。

這一模式獲得了業界經營者與採購者的一致高度認同。2025年，MTC和牛在美國進口市場的佔有率突破了20%，年銷售額達到2,000萬美元，正式躍升為該品類的領導品牌。這標誌著我們成功將和牛從偶爾為之的奢享食材，轉化為菜單上既彰顯特色又不可或缺的常駐主角，使其扎根成為Mutual Trading最具動能的核心產品線之一。



#72299 Striploin

MTC和牛堅持整頭溯源採購，再經精密切割與份量分裝，以適應從精品廚房到大規模營運的各式需求。

### The MTC Wagyu Winning Difference

#### MTC和牛的決勝關鍵

MTC Wagyu product line is sourced based on Mutual Trading’s highly strict benchmark including quality, traceability, and a stable supply capability.

MTC和牛產品線，源於Mutual Trading所制定的極嚴苛基準，涵蓋品質、溯源性及穩定供應能力。

**Selected based on real-world kitchen performance, not grade alone**

篩選不僅僅看重等級，更聚焦於現實中的「廚房表現」

**Fully traceable by individual animal**  
每頭和牛均具備完整的個體溯源紀錄

**Supported by grading certificates when required**

必要時提供評級證書

**Sourced through authorized Japanese channels**

且全數經由日本官方授權渠道採購

MTC  
和牛  
產品

While well-known origins such as Kagoshima and Miyazaki form the foundation, Mutual Trading also works with other regions including Yonezawa, Himeji, and Kagoshima female cattle.

在以鹿兒島與宮崎等知名產地為基石的同時，Mutual Trading亦與米澤、姫路等地區深度合作，並引進珍稀的鹿兒島母和牛，開拓更多元的料理敘事力。

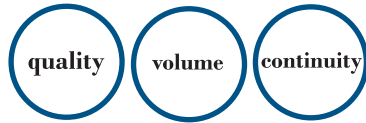


## Preparation & Quality Advantages

烹飪表現與品質優勢

The defining strength of MTC Wagyu lies in the balance of quality, volume, and continuity. Rather than chasing the highest marbling scores, selection is based on factors that matter in daily operations:

MTC和牛的核心優勢，在於精準權衡品質、產量與持續性，達成完美平衡。不盲目追求極致的油花分佈（Marbling Scores），而是優先考慮營運實務中的關鍵因素：



**High usable yield after trimming**  
修整後的極高出肉率

**Predictable performance across cooking methods**  
各種烹飪方式下的穩定表現

**Consistency of marbling and fat distribution**  
油花分佈的連貫性

**Low fat melting point with a clean finish**  
低熔點且餘韻清爽的油脂質感

Mutual's product control under these specifications allow chefs to offer the same dish, at the same quality, over time, without constantly adjusting menus or pricing.

憑藉對此等規格的嚴格控管，Mutual Trading得以讓主廚們在不需頻繁調整菜單或售價的前提下，長期穩定地提供品質始終如一的指標性料理。

## From Producer to Plate: A Fully Controlled Supply Chain

從產地到餐盤：全面掌控的供應鏈

Mutual Trading's wagyu program is supported by an integrated supply structure that spans:

Mutual Trading的和牛計畫擁有高度整合的供應體系支撐，範圍涵蓋：

1

**Long-term relationships with Japanese producers and processors**

與日本生產商及加工廠的長期合作夥伴關係

2

**Direct purchasing and annual procurement planning**

直接採購與年度採購規劃

3

**Vertically integrated control over shipping, import, storage, and U.S. distribution**

對運輸、進口、倉儲與全美配銷的垂直整合掌控

Wagyu is processed at Japan-based, U.S. export-approved facilities, rapidly frozen, and is transported under strict frozen-chain management. Upon arrival in the U.S., products are re-inspected under USDA standards before distribution through Mutual's nationwide distribution network. This end-to-end control helps Mutual Trading oppose market volatility, thus enables stable pricing and dependable availability.

所有和牛均在日本當地符合美國出口標準的設施完成加工，經由急速冷凍後，在嚴格的冷凍鏈管理下運輸。抵達美國後，產品須通過符合USDA標準的二次檢驗，方能進入Mutual Trading覆蓋全美的配送網絡。

此端到端的全面管控體系，使Mutual Trading能夠抵禦市場波動，從而實現穩定的定價與可靠的供貨。

## Suits Wide Range of Kitchen Concepts

跨越界限：適配多元餐飲概念

Mutual Trading primarily purchases wagyu by the head. This allows offerings across cuts, formats, and price tiers, making wagyu accessible to a wide range of operators. MTC Wagyu is actively used across:

Mutual Trading主要以「整頭」為單位採購和牛。這種方式讓我們能提供跨越部位、規格與價格區間的多樣化選擇，使得各類型的餐飲經營者都能駕馭和牛這一食材。

MTC和牛被廣泛用於：

- **Fine dining and high-end Japanese cuisine**  
高端餐飲與高級日式料理
- **Sushi bars**  
壽司吧
- **Casual dining, fast casual, and QSR**  
休閒餐廳、快速休閒（fast casual）與QSR

- **Steakhouses and grill concepts**  
牛排館與燒烤概念餐廳
- **BBQ, smokehouses, and gastropubs**  
BBQ、燻烤餐廳與美式酒館（gastropub）
- **Burger chains, ramen shops, and Asian concepts**  
漢堡連鎖、拉麵店與各類亞洲料理概念

From ribeye cap and striploin to chuck, clod, brisket, and plate cuts, each selection is mapped to specific cooking methods and preparation needs.

從肋眼蓋、紐約客，到肩胛肉、板腱、胸腹肉等部位，每一款精選部位皆能精準對接特定的烹飪技法與準備需求。



## Testimonials: Why Chefs Continue Using MTC Wagyu

職人見證：主廚們深耕MTC和牛的理由

Feedback from chefs and buyers consistently highlights the same advantages:

來自一線主廚與採購商的反饋一致印證了其優勢：

**“The quality doesn't fluctuate.”**

「品質絕無波動」

**“We can keep the same menu year-round.”**

「我們能全年維持相同的菜單」

**“Costing and portion control are predictable.”**

「成本預算與份量控制皆在掌握之中」

The appeal is not limited to flavor. Differing from other wagyu in the market, MTC Wagyu is valued because it integrates smoothly into restaurant operations, supporting consistency, cost management, and menu longevity.

其魅力遠不止於風味本身。區隔於市場上的其他品類，MTC和牛的珍貴之處，在於其能無縫融入餐廳的日常運營，支撐起品質的一致性、成本控管以及菜單的長效生命力。



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Brewery Owner

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**Takao Matsukawa**  
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**Keita Akaboshi**  
Sake Sommelier  
Kuramoto US Inc.



**Michael John Simkin**  
MJS Sake Selection  
Owner



**Shigeto Terasaka**  
Sake Sommelier  
President  
Japan Hollywood Network



**Sara Guterbock**  
International  
Sake Sommelier  
New York Mutual Trading

## Sake Sommelier and Others



**Teruyuki Kobayashi**  
Taruei Brewing Co Ltd.



**Masato Kato**  
Sake Sommelier  
Wismettac Asian Foods



**Philip Harper**  
Tamagawa Hand Made  
Japanese Sake  
Master Sake Brewer



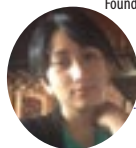
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Sake Sommelier  
True Sake



**Mai Segawa**  
Advanced Sake  
Sommelier  
Tako Grill



**Isao Kiyota**  
International  
Kikisake-Shi  
Academia de Sake Mexico  
Founder



**Rachel Fiekowsky**  
International  
Sake Sommelier  
New York Mutual Trading



**Joe Mizuno**  
Head of the "Regional  
Sake Tasting Club"



**Akira Yuhara**  
Sake Sommelier  
Miyako Hybrid Hotel



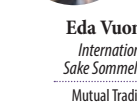
**Rachel Macalisang**  
Sake and Wine  
Sommelier



**Miyuki Yoshida**  
Sake Sommelier



**Don Lee**  
Sake Sommelier  
Yama Sushi  
Owner Chef



**Eda Vuong**  
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Sake Sommelier  
Mutual Trading



**Masae Kusada**  
International  
Sake Sommelier  
New York Mutual Trading



**Chizuko Niikawa-Helto**  
Sake Sommelier  
Sake Samurai



**Hirohisa Kikuchi**  
Sake Sommelier



**Koji Wong**  
Owner  
Japon Bistro



**Kaz Tokuhara**  
Sake Sommelier  
Manager  
Wismettac Asian Foods



**Gary Imada**  
Sake Advisor



**Shino Okita**  
Certified Sake Sommelier  
Shochu Advisor  
Hanbai Solutions LLC.



**Lora Blackwell**  
International  
Sake Sommelier  
Genji Sake



**Alice Hama**  
Certified Wine & Sake  
Sommelier



**Eduardo Dingler**  
Sake Ambassador



**Kurtis Wells**  
Mixologist



**Koji Aoto**  
Sake Sommelier  
Savannah  
Distributing Co. Inc.



**Eiji Mori**  
Sake Sommelier  
Katana Restaurant



**Jonathan Cortez**  
International  
Sake Sommelier  
Latin Region Specialist  
Mutual Trading



**Liloa Papa**  
Certified Sake Professional  
Level LL  
Young's Market Company



**Yoshihiro Sako**  
Sake Sommelier  
Yuzuki



**Stuart Morris**  
Sake Sommelier  
Hana Japanese Restaurant



**Toshiyuki Koizumi**  
Sake Sommelier  
Owner "WASAN"



**Michael Russell**  
Certified Sake Sommelier  
Pacific International  
Liquor Inc

## Info

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

## 酒豪大陸

California  
SAKE  
CHALLENGE

by Kosuke Kuji 221



## 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 3 辣妹與入境遊客的日本酒 其之三

Continuing from last report.

We wanted inbound visitors and young people coming to Shibuya to drink sake. There is no inbound visitor in the world who doesn't know Shibuya, so the strategy of getting inbound visitors and young people to drink sake using "Shibuya" and "Gals" as keywords was developed entirely from the perspective of the "gals" themselves, the true stakeholders. Gals brew sake with their own hands, get involved in growing the rice for it, and deeply respect Japan's traditional culture surrounding sake. By doing so, they create a single gals sake brand and transmit it to the world

接續上回。

我們希望讓來到涉谷的入境遊客和年輕人喝日本酒。既然在世界上幾乎沒有人不知道涉谷，那麼以“涉谷”和“辣妹”為關鍵詞，讓入境遊客和年輕人喝日本酒的作戰計劃，就完全從“當事人——辣妹”的發想出發來推進。

辣妹們親自參與日本酒的釀造，也參與種植釀酒用的稻米，並且對與日本酒相關的日本傳統文化心懷敬意，打造出一個屬於辣妹的日本酒品牌，再透過影像向全世界傳播。

through visual storytelling. With this concept finalized, the gals came to a sake brewery in Iwate to take part in the filming of the all-important visuals, the rice harvest, and the sake brewing process.

They step into the rice paddies, learn how to harvest rice from a local farmer grandfather, and harvest the rice dressed as gals. Then, in the fields where the harvest has just finished, they dance "Para Para," a dance synonymous with gals culture. A scene that would have been unthinkable by conventional standards spreads across Iwate.

After the harvest, they eat freshly harvested rice salt rice balls made by

the farmer grandmothers, along with senbei-jiru, a traditional dish of Ninoh City. Watching the gals run up to the grandmothers and excitedly say, "It's delicious—this is the best," even the farmers of Iwate, who at first wondered, "What on earth has arrived here?," gradually open up. In the end, people of all ages come together, become friends, and take photos flashing the gals peace sign.

It was a moment when we truly felt the power of gals. The pure "heart" of gals transcends generations, language, and regional boundaries. It was also the moment we felt certain that the sake made by gals would undoubtedly resonate with both young people in Japan and people from overseas.

After that, they took part in the brewing process at the brewery, danced the customary Para Para once again, and their days in Iwate came to an end. (To be continued in the next report)

方向確定之後，為了拍攝至關重要的影像，以及進行收割稻穀和酒的釀造準備工作，辣妹們來到了岩手的酒藏。

她們走進稻田，由農家的爺爺教她們如何收割稻穀，穿著辣妹的裝扮下田割稻；在收割完的田地裡，跳起了作為辣妹代名詞的“ParaPara”舞。在岩手的大地上，展開了一幅以往難以想像的畫面。收割結束後，她們品嚐了農家奶奶們用新米做的鹽飯糰，以及二戶市的傳統料理“仙貝湯”。看到她們跑到奶奶身邊，說

著“好好吃，超棒的”時，最開始還在想“這到底來了什麼人”的岩手農家人們，最終不分男女老少都打成一片，一起擺出“辣妹Peace”的手勢合影。那一刻，深深感受到了辣妹的力量。辣妹那份純粹的“心”，跨越了世代、語言與地域的隔閡。也正是在那一瞬間，我堅信，辣妹所釀造的日本酒，一定能夠傳達給日本的年輕人，也能夠傳達給外國人。之後，她們又在酒藏裡參與了釀造作業，也照例跳起了ParaPara舞，在岩手度過的日子就這樣畫下了句點。(未完待續)

# 日本酒 百味百題

## What is the meaning behind the color of a sake bottle? 酒瓶的顏色有意義嗎？

Sake containers sold and common throughout the market consists of barrels, paper containers, pet bottles, aluminum cans, etc. However, the most common sake container used

is the glass bottle, constituting ninety percent of the containers used for distribution, of which the most common size is the 1.8-liter magnum bottle. Other sizes consist of 900 ml, 720 ml, 500 ml, 300 ml, 180 ml, and small bottles (referred to as “small bottles” if below 720 ml), of which the 900 ml bottle is the standardized size nationwide. Also, perhaps because the price is reasonable for the volume, the 720 ml bottle is the most commonly used for Ginjo and Junmai bottles.

The light “blue bottle” was the most common magnum bottle used until the middle of 1965. Afterwards, brown and green bottles replaced the light blue bottles. Currently, brown and green bottles are the most common sake bottles used, also as small bottles, mainly to preserve sake. Because sake is a very delicate beverage highly reactive to temperature, light, and vibrations, the impact of bottle color becomes a problem.

While sake is quick to change colors or produce an odor if exposed to ultraviolet rays, the brown bottle is less impacted compared to the “blue bottle.” Therefore, many sake breweries started the transition to “brown bottles” since 1974, and the “blue bottles” became less common. Currently, various colors of bottles are used as magnum and small bottles, while the bottles least impacted by the sun are the “black bottle,” “brown bottle,” “dark green bottle” and “emerald green bottle,” in this order. The transparent bottle, white bottle, and smoked bottle are all highly impacted by sunlight with

little difference in the degree of impact between each.

Recently, sake bottles are coated with plastic to prevent sake from deteriorating by sunlight, while other sake bottles are made of titanium to block the sunlight.

Since ultraviolet light is what mainly impacts sake negatively, sake must be stored carefully even indoors with caution against ultraviolet rays. Needless to say, lighting must be kept to a minimum where sake is stored, while the use of light sources using ultraviolet rays like fluorescent lights and germicidal lamps must be prevented. On the other hand, the use of incandescent light as a light source is ideal.

If left in sunlight for a long period of time, sake produces microorganisms called hiochi-bacteria from lactic acid bacteria. This lactic acid bacteria generates an odor with characteristics that differs according to the type of sake. ■

量與價格較為適中，因此在吟釀酒、純米酒等高附加值日本酒中被廣泛採用。

說到瓶子的顏色，直到昭和40年代中期左右，一升瓶以淺藍色的“青瓶”為主流，但此後逐漸被棕色“茶瓶”和綠色瓶所取代。如今包括小型瓶在內，主流顏色也以棕色和綠色為主，其主要原因在於有利於酒的保存。日本酒是一種非常嬌貴的酒類，對溫度、光線和振動都極為敏感，其中光線的影響尤為關鍵。

日本酒如果暴露在陽光下，尤其是紫外線照射下，容易發生變色併產生異味。與「青瓶」相比，棕色和綠色瓶更不易受到這種影響。因此，自昭和49年（1974年）前後起，改用“茶瓶”的酒廠迅速增加，“青瓶”幾乎絕跡。現在，無論是一升瓶還是小型瓶，都使用各種顏色的瓶子，但按照防止日光影響的效果來看，依次為“黑瓶”“茶瓶”等褐色瓶，其次是“深綠色瓶”“翡翠綠色瓶”等綠色瓶。透明瓶、白瓶、煙色瓶等都較容易受到日光影響，而且它們之間的差異幾乎不大。近年來，為防止因光照導致酒質劣化，還出現了在瓶體外覆塑膠塗層的瓶子，以及能夠遮擋光線的鈦制瓶等新型容器。

由於對日本酒產生不良影響的主要是紫外線，因此即使在室內儲存時，也必須注意避免紫外線照射。儲存場所的照明應盡量減少，尤其要避免使用含紫外線的光源，如螢光燈和殺菌燈。理想的光源被認為是白熾燈。

日本酒長時間暴露在陽光下所產生的異味，被稱為“日曬味”“日光味”，統稱為“瓶香”。關於這種氣味有多種表達方式，其氣味特徵會因酒的種類不同而有所差異。

150種美味清酒  
從日本全國進口  
通過我們的全國網絡  
直接寄給你

Yoshihide Murakami  
Master Sake Sommelier  
Liquor Manager  
JFC International Inc.



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市面上流通的日本酒容器除了木桶、紙盒、塑膠瓶、鋁罐等之外，最常見的還是以一升瓶為代表的玻璃瓶，目前仍占流通容器的90%。玻璃瓶中以容量1.8升的一升瓶為主，此外還有900ml、720ml、500ml、300ml、180ml等小型瓶（容量720ml以下的瓶子也被稱為“小瓶”）。其中，900ml瓶為全國統一規格的瓶型。720ml瓶由於容





# 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.

## Year-End and New Year Sales Landscape

### 年末年初的銷售情況

At the end of last year, thanks to the stretch of warm weather, our annual year-end in-store sales event was exceptionally easy to manage. Every year, we brace ourselves with heaters and layers of down jackets to protect against the cold, but this time we were able to get through it without any special cold-weather measures.

In terms of sales, high-end sake performed particularly well. Compared to a typical year, premium bottles such as daiginjo sold out at an early stage. We had also prepared larger inventories of new sake and regular products than usual, but by New Year's Eve, everything had sold out. If it's not cold, sake doesn't move. But if it's too cold, it doesn't move either.

Temperatures of around 50°F, like those at year's end, may have been ideal for shopping. Another major factor was the cooperation of two breweries from Niigata. We are indebted every year to Kanemasu Shuzo in Shibata City and Hakuro Shuzo in Nagaoka City.

Although we couldn't ask them to take part in in-store sales, it was also a positive point that Nihonsakari, a major manufacturer, lent us display fixtures, allowing us to decorate the storefront. Year-end ordering and selling are driven by momentum, and as a result, small mistakes tend to occur frequently. We usually realize them after the

New Year has already begun. A common pattern is this: for new sake from breweries whose products are mostly consumed locally, we ask in advance to reserve them by the case. Then, around Christmas, at the timing of the final shipment of the year, we place orders for all of them at once. Sometimes, due to miscounting the number of cases, the reserved sake is still left sitting at the brewery. Another pattern is missing the ordering window for the first shipment of the new year, resulting in sake taking a long time to arrive even after the year has turned.

Every year, the same situation repeats itself: inventory remains at the brewery, the ordering timing is missed, and even after business resumes in the new year, there is sake that still needs to be picked up and sold, yet the products don't make it onto the store shelves. Despite this being an annual occurrence, it's something we still haven't been able to manage well.

When it comes to New Year business, we are truly supported by breweries that will ship sake ordered on



New Year's Eve or New Year's Day in time for the start of business in the new year. At the same time, when sake from certain breweries takes a long time to arrive, it's because they are busy responding to local demand during the New Year period—and that, too, feels like something positive and admirable.

People talk about warm winters year after year, but the fact that sake is selling well during the proper winter season is a good thing. Ideally, I'd love for it to sell just as well even when it gets warmer. And every year, I find myself thinking that if people came out to the shopping streets every day the way they do during year-end shopping, both this town and everyone's businesses would run more smoothly.

And, as always, I remind myself to shake off the New Year sluggishness as quickly as possible.■

酒不好賣；但如果太冷，也同樣不好賣。或許像年末那樣大約10度左右的氣溫，才是最適合外出購物的溫度。這次也得到了新潟兩家酒藏的協助，這也是一個重要因素。每年都承蒙新發田市的金升酒造和長岡市的柏露酒造關照。雖然沒能邀請他們來進行店頭銷售，但大型酒企日本盛借出了陳列器具，讓店頭裝飾得更加體面，這一點是也非常好的。年末往往憑著一股衝勁下訂單，再憑著這股氣勢賣貨，因此各種小失誤也時有發生。而這些問題大多是在年後才發現。常見的情況是：某些在當地會被消耗殆盡的新酒，會提前按整箱數量請酒藏預留，等到耶誕節前後、年內最後一次發貨時統一下單，但卻因為箱數清點錯誤，結果預留的酒還有部分留在酒藏。另外一種常見情況是，錯過了年初初荷的訂貨時機，導致即使過了年，酒也遲遲送不到。庫存明明還留在酒藏，也需要訂貨銷售，但因為錯過了發貨時間，年初營業開始後商品卻無法及時陳列在店頭。這種情況幾乎年年發生，卻始終難以管理得更好。年初做生意時，那些即便在除夕或元旦下單，也能配合年初上班時間發貨的酒藏，真的幫了大忙。當然，那些遲遲未能發貨的酒藏，其實也是因為年初忙於應對本地市場的需求，這本身也是一件值得高興的事。雖然大家都說是暖冬，但冬季裡酒能賣得動，就是一件好事。如果天氣轉暖后也能保持這樣的銷售勢頭就更好了。每到年末，我都會想：如果商店街每天都像年末購物那樣人潮湧動，這條街和大家的生意一定都會更加興旺。與此同時，我也每年都會對自己說一句趕快擺脫正月綜合症吧。

去 年年末由於持續暖和的天氣，每年都會舉辦的年末店頭銷售會進行得非常順利。往年總是要搬出取暖爐、穿上厚厚的羽絨服做好充分的防寒準備，這次卻幾乎沒有特別的防寒措施就順利完成了。從銷售情況來看，高端酒的銷量尤其不錯。與往年相比，提前準備的大吟釀等高檔酒在較早階段就銷售一空。雖然也比往年準備了更多的新酒和常規商品庫存，但到了大年三十也全部售罄。天氣不冷，日本



# SAKE SOMMELIER CLUB

Master Sake Sommelier

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

Ask me



**Yuji Matsumoto**  
Master Sake Sommelier  
Beverage Manager

ymatsumoto001@gmail.com



**Toshio Ueno**  
Master Sake Sommelier  
Vice President  
Sake School of America

info@sakeschoolofamerica.com



**Ami Nakanishi**  
Master Sake Sommelier  
Vice President  
New York Mutual Trading

nymtc.com



**Atsuko Glick**  
Master Sake Sommelier  
Manager  
Sake School of America

info@sakeschoolofamerica.com



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

ymurakami@jfc.com



**David Kudo**  
Master Sake Sommelier  
President, All Japan News

davidkudo@gmail.com

JAPAN



**Ryuji Takahashi**  
Master Sake Sommelier  
Owner "ji-sakeya"  
Shuto-Mejin

ryu2syuto@yahoo.co.jp



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

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

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

This issue explains how to enjoy sake sampling.

### 1. Audibly

Hearing is the first sense to enjoy sake. Please listen for the sound of sake pouring into the sake bottle and bubbles audibly forming in carbonated sake.

### 2. Visually

Once the sake is poured, please examine the sake inside the sake cup. The type of sake will generate differences in the shade of sake color, viscosity, clarity and sheen, etc.

### 3. Aroma

Next, gently inhale the sake aroma without shaking the sake cup. Determine the intensity of the aroma, high/low, how the aroma spreads, concentration, and durability. Try to detect the change afterwards.

### 4. Palate

Finally, sip and taste the sake on your palate. First, taste with the tip of the tongue, savor the flavor, and then further savor the sweetness, bitterness, acidity and umami flavor. Savor the sake flavor not only with the tongue, but focus the senses from the throat to the nasal passage to enjoy new discoveries.

Clear the mind of any preconceived notions and taste the sake with a fair mind. When sampling the sake, incorporating cheerful, fun terms utilizing as many expressions as possible in a brief summary is important.

這次為大家講解品酒的方法。

### 1、聽（耳酒）

當我們準備享受美酒時，最先感受到的是聽覺。把酒倒入酒器時的聲音，如果是起泡酒，還能聽見氣泡綻放的細微聲響。請靜下心來，用耳朵去感受它。

### 2、看（目）

倒好酒之後，仔細觀察酒器中的酒液。不同種類的酒在顏色深淺、液體的黏稠度、透明度以及光澤上都會有所差異。持續觀察，可以初步判斷酒的特性。

### 3、聞（鼻）

接著，在不搖晃酒杯的情況下，輕輕地聞一聞香氣。留意香氣的強弱、高低層次、擴散感、濃度以及持續時間，同時也要感受香氣隨時間產生的變化。

### 4、嘗（舌）

然後，將酒含入口中。首先用舌尖捕捉最初的“第一衝擊感”，接著用舌頭體會甜味、苦味、酸味和鮮味。味道並不僅僅是舌頭的感受，還包括從喉嚨到鼻腔之間的整體感覺。集中注意力，會發現更多細膩而豐富的層次。

品酒時要拋開先入為主的觀念，以公正客觀的心態去體驗。試飲時盡量使用積極、愉快的詞彙，在表達豐富多樣的同時保持簡潔，這一點尤為重要。

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# 일식 레스토랑 뉴스

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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.



## Who will convey the appeal of sake?

No matter how good a product is, the message needs to be communicated for customers to try the product. Let's consider when the appropriate timing is and how to communicate the appeal of Japanese sake in a way that leads to sales.

### Consider who the message is directed to

Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try it is important because a single try will not be

sufficient to understand even ten percent of the appeal of a brand. Therefore, please have staff try the sake paired with the cuisine.

### Timing

Of course, a good place to start would be to have the servers change their ordering from "What can I get you to drink?" to "It's cold outside, would you like to try some hot sake?" This suggestion alone is a major difference. Also, please mention two to three different brands of Japanese sake during the recommendation.

### Content

Speak informatively to customers in a way that generates a response like "Oh really?" For example, "How about AAA, a dry and refreshing sake from Niigata that goes great with sushi?" Or "Would you like to try BBB, a brand of sake from Akita that has body and goes great with teriyaki?" The point is to word the recommendations into easy-to-understand sales pitches that makes customers want to try the brand. Offer two to three different brands that range from reasonable to mid-range prices. ■

## 사케의 매력을 전하는 사람은 누구인가?

아무리 좋은 상품이 있어도 이를 알리지 않으면 고객은 절대 시도해 보려 하지 않는다. 어떤 타 이밍에 일본술의 매력을 고객에게 알리고 판매로 연결할 수 있을지 고찰해 보 고자 한다.

### 알리는 사람은 누구인가?

셰프, 종업원, 바텐더에 걸맞은 적절한 트레이닝을 하고 있는가? 이 술은 맛있는지 아니면 시음해 보아야 할지 확실하게 공부할 것. 단독으로 마셔보는 것

만으로는 10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

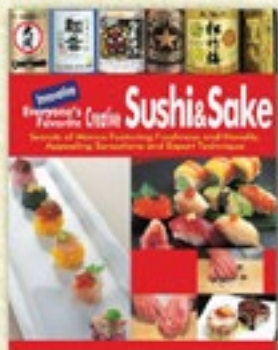
### 타이밍

종업원이 드링크 주문을 받을 때 고객에게 "음료는 무엇으로 하시겠습니까?"라는 한 마디를 "날씨가 추운데 맛있는 아츠강(熱燗)은 어떠세요?"로 바꿔 볼 것. 이 한마디로 큰 차이가 생긴다. 이때 2~3개의 일본술을 추천할 것.

### 내용

무엇보다 "그런가요?" 정도의 이야기를 나눌 것. 예를 들어 "드라이하고 깔끔하여 초밥에 어울리는 니가타의 AAA 상품은 어떠신가요?" 또는 "데리야키 등에 어울리는 보디감이 있는 아키타의 BBB 상품은 어떠신가요?" 등 고객이 알기 쉽고 시도해보고 싶어지는 영업용 대화를 생각한다. 가격도 합리적인 것과 중간 정도로 부담 없이 시도할 수 있는 것을 2~3개 제안한다.

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**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 3**  
가루와 인바운드에 일본술 3편

Continuing from last report.

**W**e wanted inbound visitors and young people coming to Shibuya to drink sake. There is no inbound visitor in the world who doesn't know Shibuya, so the strategy of getting inbound visitors and young people to drink sake using "Shibuya" and "Gals" as keywords was developed entirely from the perspective of the "gals" themselves, the true stakeholders. Gals brew sake with their own hands, get involved in growing the rice for it, and deeply respect Japan's traditional culture surrounding sake. By doing so, they create a single gals sake brand and transmit it to the world

전편에 이어 계속입니다.

**시**부야를 찾는 인바운드와 젊은이에게 일본술을 권하고 싶다. 전 세계에서 시부야를 모르는 인바운드는 없으니까, 시부야와 가루를 키워드로 삼아 인바운드와 젊은이에게 일본주를 마시게 하는 작전을 「당사자」에 해당하는 「가루」의 발상으로 전부 진행하였습니다.

가루가 직접 일본주를 만들고, 그를 위한 쌀 재배에도 참여하고, 덧붙여 일본주와 관련된 일본의 전통문화도 존중하면서, 하나의 가루주 브랜드를 만들

through visual storytelling. With this concept finalized, the gals came to a sake brewery in Iwate to take part in the filming of the all-important visuals, the rice harvest, and the sake brewing process.

They step into the rice paddies, learn how to harvest rice from a local farmer grandfather, and harvest the rice dressed as gals. Then, in the fields where the harvest has just finished, they dance "Para Para," a dance synonymous with gals culture. A scene that would have been unthinkable by conventional standards spreads across Iwate.

After the harvest, they eat freshly harvested rice salt rice balls made by

어서, 영상을 통해 전 세계에 알린다. 이런 식으로 정한 뒤에 중요한 영상 촬영이나 경작, 술 담금 등을 위하여, 가루 여러분이 이와테의 술창고에 방문하였습니다.

논에 들어가서 농가의 할아버지에게 벼 수확을 배우고 가루 스타일로 벼를 베로 경작이 끝난 논에서 가루의 대명사인 「파라파라」를 춤춘다. 지금까지의 생각으로는 불가능했던 그림이 이와테에서 펼쳐집니다. 벼 수확이 끝난 후에 농가의 할머니들이 만들어 준 햅쌀의 소금 주먹밥과 니토시의 전통요리인 「센

the farmer grandmothers, along with senbei-jiru, a traditional dish of Ninoh City. Watching the gals run up to the grandmothers and excitedly say, "It's delicious—this is the best," even the farmers of Iwate, who at first wondered, "What on earth has arrived here?," gradually open up. In the end, people of all ages come together, become friends, and take photos flashing the gals peace sign.

It was a moment when we truly felt the power of gals. The pure "heart" of gals transcends generations, language, and regional boundaries. It was also the moment we felt certain that the sake made by gals would undoubtedly resonate with both young people in Japan and people from overseas.

After that, they took part in the brewing process at the brewery, danced the customary Para Para once again, and their days in Iwate came to an end. (To be continued in the next report)

베이국)을 먹고, 농가의 할머니에게 달려가 「맛있다, 최고다」라고 말하는 모습을 보고, 처음에는 이와테의 농가 여러분도 「뭐가 왔지?」라고 생각했지만, 나중에는 남녀노소 모두 친하게 되어 가루 포즈로 사진촬영. 가루의 파워를 느낀 순간이었습니다. 가루의 순수한 「마음」은 세대나 언어, 지역의 벽을 넘어 전해진다. 가루가 만든 일본주도 분명히 일본인 젊은이나 외국인에게도 전달된다 라고 느낀 순간이었습니다. 그 후, 창고에서의 담금 작업과 늘상의 파라파라도 춤추고, 이와테에서의 시간이 마무리되었습니다.

(다음 편에 계속)

# 日本酒 百味百題

## What is the meaning behind the color of a sake bottle?

### 술병의 색에는 의미가 있는 것인가?

Sake containers sold and common throughout the market consists of barrels, paper containers, pet bottles, aluminum cans, etc. However, the most common sake container used is the glass bottle, constituting ninety

percent of the containers used for distribution, of which the most common size is the 1.8-liter magnum bottle. Other sizes consist of 900 ml, 720 ml, 500 ml, 300 ml, 180 ml, and small bottles (referred to as “small bottles” if below 720 ml), of which the 900 ml bottle is the standardized size nationwide. Also, perhaps because the price is reasonable for the volume, the 720 ml bottle is the most commonly used for Ginjo and Junmai bottles.

The light “blue bottle” was the most common magnum bottle used until the middle of 1965. Afterwards, brown and green bottles replaced the light blue bottles. Currently, brown and green bottles are the most common sake bottles used, also as small bottles, mainly to preserve sake. Because sake is a very delicate beverage highly reactive to temperature, light, and vibrations, the impact of bottle color becomes a problem.

While sake is quick to change colors or produce an odor if exposed to ultraviolet rays, the brown bottle is less impacted compared to the “blue bottle.” Therefore, many sake breweries started the transition to “brown bottles” since 1974, and the “blue bottles” became less common. Currently, various colors of bottles are used as magnum and small bottles, while the bottles least impacted by the sun are the “black bottle,” “brown bottle,” “dark green bottle” and “emerald green bottle,” in this order. The transparent bottle, white bottle, and smoked bottle are all highly impacted by sunlight with little difference in the degree of impact between each.

Recently, sake bottles are coated with plastic to prevent sake from deteriorating by sunlight, while other sake bottles are made of titanium to block the sunlight.

Since ultraviolet light is what mainly impacts sake negatively, sake must be stored carefully even indoors with caution against ultraviolet rays. Needless to say, lighting must be kept to a minimum where sake is stored, while the use of light sources using ultraviolet rays like fluorescent lights and germicidal lamps must be prevented. On the other hand, the use of incandescent light as a light source is ideal.

If left in sunlight for a long period of time, sake produces microorganisms called hiochi-bacteria from lactic acid bacteria. This lactic acid bacteria generates an odor with characteristics that differs according to the type of sake. ■



시 판되어 유통되고 있는 일본술의 용기에는 나무통, 종이팩, 패트병, 알루미늄캔 등도 있지만, 가장 일반적인 것은 잇쇼병으로 대표되는 유리병으로 현재에도 유통되는 용기의 90%를 차지하고 있다. 유리병의 주류는 뭐라해도 용량 1.8리터 잇쇼병이고, 900ml, 720ml, 500ml, 300ml, 180ml, 등의 작은 병(용량720ml 이하의 병은 「소병」이라고도 부른다)도 있고, 그 중에 900ml 병은 전국통일형의 병이다. 또한 720ml 병은 용량과 가격의 균형이 적합해서, 음양주나 순미주같은 고부가가치의 일본주에서 많이 쓰이고 있다.

그런데, 쇼와 40년대 중반까지 잇쇼병은 옅은 파란색의「청병」이 주류였는데, 그 후 갈색의「갈색병」이나 녹색의 병이 대체되었다. 현재에도 소형병도 포함해서 병의 색은 갈색, 녹색이 주류인데, 그 이유는 주로, 술의 보존성을 좋게 하기 위함이다. 일본주는 매우 섬세한 술로, 온도나 빛, 진동에 대해 매우 민감하게 반응하는데, 그 중에 빛의 영향에 관해서는 병의 색이 문제가 된다.

일본주는 햇빛, 특히 자외선에 노출되면 변색하거나 이상한 냄새를 발생시키기 쉬운데 갈색이나 녹색 병은「청병」에 비해서, 이 영향을 잘 받지 않는다. 그래서 쇼와 49년무렵 부터 「갈색병」으로 전화하는 술창고가 급증하고, 「청병」은 거의 찾을 수 없게 되었다. 현재는 잇쇼병, 소형병 모두 여러가지 색의 병을 사용하고 있는데, 햇빛의 영향을 덜 받는 「흑병」, 「갈색병」등의 갈색병, 「다크 그린병」이나 「에메랄드 그린병」같은 녹색병의 순서가 된다. 투명병이나 하얀병, 스모크병 등은 아무래도 햇빛의 영향을 받기 쉽고, 그 정도는 거의 차이가 없다고 한다. 최근에는 빛의 영향에 따른 술의 열화를 막기 위해 플라스틱을 코팅한 병이나, 빛을 차단하는 타타늄 병등도 등장하고 있다.

일본주에 악영향을 미치는 것은 주로 자외선이므로, 실내에서 보관할 때에도 자외선에는 주의 하지 않으면 안된다. 보관하는 장소의 조명은 최소한으로 하는 것은 물론이고, 형광등이나 살균등 같은 유자외선광원은 반드시 피하는 것이 중요하다. 광원으로서 백열등이 이상적이라고 한다.

일본술을 장시간 햇빛에 노출했을 때 발생하는 이상한 냄새를「히나타냄새」, 「일광취」라고 하는데, 그것들을 일컬어「병향」이라고 한다. 이 냄새에 관해서는 여러가지 표현이 있는데, 냄새의 성질은 술의 종류에 따라 다르다.

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

Yoshihide Murakami  
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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.

## Year-End and New Year Sales Landscape

### 연말연시의 판매상황

At the end of last year, thanks to the stretch of warm weather, our annual year-end in-store sales event was exceptionally easy to manage. Every year, we brace ourselves with heaters and layers of down jackets to protect against the cold, but this time we were able to get through it without any special cold-weather measures.

In terms of sales, high-end sake performed particularly well. Compared to a typical year, premium bottles such as daiginjo sold out at an early stage. We had also prepared larger inventories of new sake and regular products than usual, but by New Year's Eve, everything had sold out. If it's not cold, sake doesn't move. But if it's too cold, it doesn't move either.

Temperatures of around 50°F, like those at year's end, may have been ideal for shopping. Another major factor was the cooperation of two breweries from Niigata. We are indebted every year to Kanemasu Shuzo in Shibata City and Hakuro Shuzo in Nagaoka City.

Although we couldn't ask them to take part in in-store sales, it was also a positive point that Nihonsakari, a major manufacturer, lent us display fixtures, allowing us to decorate the storefront. Year-end ordering and selling are driven by momentum, and as a result, small mistakes tend to occur frequently. We usually realize them after the

New Year has already begun. A common pattern is this: for new sake from breweries whose products are mostly consumed locally, we ask in advance to reserve them by the case. Then, around Christmas, at the timing of the final shipment of the year, we place orders for all of them at once. Sometimes, due to miscounting the number of cases, the reserved sake is still left sitting at the brewery. Another pattern is missing the ordering window for the first shipment of the new year, resulting in sake taking a long time to arrive even after the year has turned.

Every year, the same situation repeats itself: inventory remains at the brewery, the ordering timing is missed, and even after business resumes in the new year, there is sake that still needs to be picked up and sold, yet the products don't make it onto the store shelves. Despite this being an annual occurrence, it's something we still haven't been able to manage well.

When it comes to New Year business, we are truly supported by breweries that will ship sake ordered on New Year's Eve or New Year's Day in

time for the start of business in the new year. At the same time, when sake from certain breweries takes a long time to arrive, it's because they are busy responding to local demand during the New Year period—and that, too, feels like something positive and admirable.

People talk about warm winters year after year, but the fact that sake is selling well during the proper winter season is a good thing. Ideally, I'd love for it to sell just as well even when it gets warmer. And every year, I find myself thinking that if people came out to the shopping streets every day the way they do during year-end shopping, both this town and everyone's businesses would run more smoothly.

And, as always, I remind myself to shake off the New Year sluggishness as quickly as possible.■

도의 기온이 쇼핑하기에 적당했는지 모른다. 이번에도 니이가타 2곳의 협력을 얻을 수 있었던 것도 큰 요인이다. 신하타시의 킨쇼 주조와 나가오카시의 백로주조에는 매년 신세를 지고 있다. 매장 판매는 요청하지 못했지만, 대형 제조업체인 일본성에게서 진열대를 빌려서 매장을 꾸밀 수 있었던 점도 좋았다. 연말에는 기분으로 주문을 하고, 기분으로 판매를 해서, 작은 실수가 자주 생긴다. 그것을 깨닫는 것은 보통 새해가 된 후다. 자주 있는 패턴이, 술이 지역에서 거의 소비되는 양조장의 신주는 미리 케이스 단위로 예약해 두고, 크리스마스 정도의 연말 마지막 발송 시점에 그것들을 모두 발주하지만, 케이스를 잘못 세어 보관중인 술이 아직 양조장에 남아 있는 경우가 있다. 또, 연초 처음 주문 시기를 놓쳐서 새해가 되어도 좀처럼 술이 도착하지 않는 경우도 있다. 재고가 창고에 남아있고, 게다가 주문 시기도 놓쳐, 새해 영업을 시작되어 반드시 판매하지 않으면 안 되는 술이 있음에도 상품이 매장에 진열되지 않는 사태는 매년 반복되어도 잘 관리 되지 않는다. 연초의 판매는 그믐날이나 새해 첫날에 주문해도 연초의 영업에 맞춰 받을 수 있도록 하는 양조장으로 부터 큰 도움을 받는 느낌이다. 하지만, 좀처럼 도착하지 않는 양조장도, 그만큼 지역판매 대응에 새해 초부터 바쁘다는 뜻이니, 정말 멋진 일이라고 생각한다. 따뜻한 겨울이라고 하지만, 겨울 내내 술이 잘 팔리는 것은 좋은 일로, 가능하면 따뜻해져도 똑같이 팔리면 좋겠다고 생각하고, 연말의 쇼핑만큼 매일 상점에 사람이 방문하면, 이 거리도 모든 가게의 사업도 잘 되어 갈텐데 하고 매년 생각하는 것 같다. 그리고 새해 멍때리기를 빨리 고쳐야지 하고 자신에게 다짐하는 것도 매년하는 일이다.



◆ ◆ ◆  
작년 연말은 따뜻한 날이 이어진 덕택으로, 매년 열리던 연말 매장 판매회는 매우 수월했다. 매년 난로를 꺼내고 다운자켓을 겹쳐입는 등 방한대책을 철저히 하고 도전했지만, 이번에는 특히 방한대책없이 버틸 수 있었다. 이미지는 고급주의 판매가 좋았고, 예년에 비해 준비해 둔 대응량의 고급주는 초기에 매진되었다. 그리고 예년에 비해서 신주나 통상상품의 재고도 많이 준비했지만 연말에 모두 매진되는 상황이 되었다. 춤지 않으면 일본술은 움직이지 않는다. 하지만 너무 추워도 움직이지 않는다 연말 같은 10도 정

# SAKE SOMMELIER CLUB

Master Sake Sommelier

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

Ask me



**Yuji Matsumoto**  
Master Sake Sommelier  
Beverage Manager

ymatsumoto001@gmail.com



**Toshio Ueno**  
Master Sake Sommelier  
Vice President  
Sake School of America

info@sakeschoolofamerica.com



**Ami Nakanishi**  
Master Sake Sommelier  
Vice President  
New York Mutual Trading

nymtc.com



**Atsuko Glick**  
Master Sake Sommelier  
Manager  
Sake School of America

info@sakeschoolofamerica.com



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

ymurakami@jfc.com



**David Kudo**  
Master Sake Sommelier  
President, All Japan News

davidkudo@gmail.com

JAPAN



**Ryuji Takahashi**  
Master Sake Sommelier  
Owner "Ji-sakeya"  
Shuto-Mejjin

ryu2syuto@yahoo.co.jp



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

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

## Sake Shochu Spirits Institute of America 미국 사케·소주·맥주 주류연구기관

This issue explains how to enjoy sake sampling.

### 1. Audibly

Hearing is the first sense to enjoy sake. Please listen for the sound of sake pouring into the sake bottle and bubbles audibly forming in carbonated sake.

### 2. Visually

Once the sake is poured, please examine the sake inside the sake cup. The type of sake will generate differences in the shade of sake color, viscosity, clarity and sheen, etc.

### 3. Aroma

Next, gently inhale the sake aroma without shaking the sake cup. Determine the intensity of the aroma, high/low, how the aroma spreads, concentration, and durability. Try to detect the change afterwards.

### 4. Palate

Finally, sip and taste the sake on your palate. First, taste with the tip of the tongue, savor the flavor, and then further savor the sweetness, bitterness, acidity and umami flavor. Savor the sake flavor not only with the tongue, but focus the senses from the throat to the nasal passage to enjoy new discoveries.

Clear the mind of any preconceived notions and taste the sake with a fair mind. When sampling the sake, incorporating cheerful, fun terms utilizing as many expressions as possible in a brief summary is important.

이번에는 시음 방법을 설명한다.

### 1. 귀

술을 즐기려 할때 가장 먼저 느끼는 것이 청각이다. 술잔에 술을 따를 때의 소리, 거품주라면 거품의 소리도 들린다. 귀를 기울여 보자.

### 2. 눈

술을 따른 후, 다음은 술잔 안의 술을 지긋이 바라본다. 술 종류에 따라 색의 농염이나 액체의 점성, 투명도나 광택등에 차이가 나타난다.

### 3. 코

다음에 술이 흔들리지 않게 조심히 향을 맡아보자. 향의 강약, 고저, 퍼짐, 농도, 지속성을 찾아본다. 그 후의 변화도 느껴보자.

### 4. 혀

그리고 드디어 입에 머금어 본다. 우선은 혀끝으로 느끼는 첫번째 공격을 정확하게 잡고, 이어서 혀로 단맛, 쓴맛, 신맛, 감칠맛을 감지한다. 맛은 혀만으로 느끼는 것이 아니다. 목에서 코까지의 감각에도 신경을 집중시켜 보면 많은 발견이 있다.

선입견을 버리고 공정한 기분으로 임할 것. 시음할 때에는 밝고 즐거운 단어를 넣고, 가능하면 다양한 표현을 구사하면서도 간결하게 정리하는 것이 중요합니다.

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**Kosuke Kuji**  
Nanbu Bijin Inc.  
Fifth Generation  
Brewery Owner



**Teruyuki Kobayashi**  
Taruei Brewing Co Ltd.



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Sake Tasting Club"



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Yama Sushi  
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Katana Restaurant



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Latin Region Specialist  
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Japan Hollywood Network



**Isao Kiyota**  
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Kikisake-Shi  
Academia de Sake Mexico  
Founder



**Eda Vuong**  
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Certified Sake Sommelier  
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Hanbai Solutions LLC.



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International  
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International  
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New York Mutual Trading



**Rachel Fiekowsky**  
International  
Sake Sommelier  
New York Mutual Trading



**Masae Kusada**  
International  
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New York Mutual Trading

**Info**

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

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California  
**SAKE**  
CHALLENGE

by Kosuke Kuji 221



**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 3

Continuación del episodio anterior.

Queríamos que los turistas y jóvenes que vienen a Shibuya bebieran sake. Como todos los turistas internacionales conocen Shibuya, nuestro plan para que los visitantes y jóvenes que vienen a Shibuya beban sake usando Shibuya y "chicas" como palabras clave se basó completamente en las ideas de las propias "chicas".

Las "chicas" elaborarán el sake ellas mismas, participarán en el cultivo del arroz necesario y respetarán la cultura tradicional japonesa en torno al sake. Crearán una marca de sake "chicas" y la compartirán con el mundo a través de un video.

Con este plan decidido, las "chicas" vinieron a nuestra destilería en Iwate para grabar el importante video, cosechar el arroz y preparar el sake. Entraron en los arrozales, aprendieron a cosechar arroz con el abuelo agricultor, lo cosecharon con atuendos femeninos y luego bailaron la danza "Para Para", sinónimo de "chicas", en los campos después de la cosecha. Una imagen inimaginable se desplegó en Iwate. Después de la cosecha, disfrutaron de bolas de arroz hechas con el arroz nuevo por las esposas de los agricultores y de la "sopa senbei", un plato tradicional de la ciudad de Ninohe. Corrieron hacia ellas y exclamaron: "¡Está deliciosa, es la mejor!". Al principio, los agricultores de Iwate se preguntaron qué había

pasado, pero al final, todos los jóvenes y los adultos se hicieron amigos y se tomaron una foto con el "símbolo de la paz chicas". Fue un momento en el que sintieron el poder de las "chicas". El "corazón" puro de las "chicas" trasciende las barreras generacionales, lingüísticas y regionales. Fue un momento en el que se dieron cuenta de que el sake elaborado por las "chicas" sin duda conectará con jóvenes japoneses y extranjeros por igual. Después, trabajaron en la elaboración de sake en la destilería y bailaron la danza tradicional Para Para, poniendo fin a sus días en Iwate.

(Continuará)



# 日本酒 百味百題

## ¿Tiene alguna importancia el color de las botellas de sake?

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Los envases de sake disponibles comercialmente incluyen barriles de madera, cartones, botellas de plástico y latas de aluminio. Sin embargo, las botellas de vidrio, como la de 1,8 litros, son las más comunes, representando el 90% de todos los envases de distribución. La botella de vidrio más común es la de 1,8 litros, pero también existen botellas más pequeñas de 900 ml, 720 ml, 500 ml, 300 ml y 180 ml (las botellas de menos de 720 ml también se denominan "kobin" [botellas pequeñas]). De estas, la botella de 900 ml es la estandarizada a nivel nacional. Además, la botella de 720 ml, quizás debido a su razonable equilibrio entre volumen y precio, se utiliza a menudo para sakes de alto valor añadido, como el sake ginjo y el sake junmai.

Hasta mediados de la década de 1960, la botella azul claro "aobin" (azul) era la más común para las botellas de sake de 1,8 litros, pero las botellas marrones "chabin" y verdes las han sustituido. Incluso hoy en día, las botellas marrones y

verdes son las más comunes, incluidas las pequeñas, principalmente por la conservación del sake. El sake es una bebida delicada, extremadamente sensible a la temperatura, la luz y las vibraciones. El color de la botella es particularmente sensible a la luz.

El sake es propenso a la decoloración y a los olores desagradables cuando se expone a la luz solar, especialmente a la luz ultravioleta. Sin embargo, las botellas marrones y verdes son menos susceptibles a esto que las "azules". Como resultado, alrededor de 1974, el número de destilerías de sake que cambiaron a "chabin" (botellas marrones) aumentó rápidamente, y las "azules" pasaron a ser prácticamente invisibles. Si bien actualmente se utilizan botellas de varios colores, tanto para botellas de 1,8 L como para botellas pequeñas, las más resistentes a la luz solar son las marrones, como las "kurobin" (botellas negras) y las "chabin" (botellas marrones), seguidas de las verdes, como las "verde oscuro" y las "verde esmeralda". Las botellas transparentes,

blancas y ahumadas son susceptibles a la luz solar, con poca diferencia en su grado de sensibilidad. Recientemente, se han incorporado botellas recubiertas de plástico y botellas de titanio con filtro de luz para proteger el sake del deterioro inducido por la luz.

Son principalmente los rayos ultravioleta los que afectan negativamente al sake, por lo que se debe tener cuidado de protegerlo incluso al almacenarlo en interiores. Es evidente que la iluminación en el área de almacenamiento debe minimizarse y es fundamental evitar las fuentes de luz ultravioleta, como las luces fluorescentes y las lámparas germicidas. Se dice que las lámparas incandescentes son la fuente de luz ideal.

El olor desagradable que se produce cuando el sake se expone a la luz solar durante largos periodos se denomina "hinata nijimi" (olor a luz solar) o "nikko nijimi" (olor a luz diurna), aunque colectivamente se les conoce como "bin ka" (aroma a botella). Hay varias maneras de describir este olor, pero su naturaleza varía según el tipo de sake.





# Tokyo by Ryuji Takahashi Jizake Strolling 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.

## Rebajas de Año Nuevo



Gracias al buen tiempo del año pasado, nuestras rebajas anuales de fin de año en tiendas fueron extremadamente fáciles de organizar. Aunque normalmente me preparo para el frío sacando la estufa y poniéndome varias capas de chaquetas de plumas, esta vez pude pasar el invierno sin ropa especial. Las ventas de sake premium fueron fuertes, y los que teníamos en stock, como el daiginjo, se agotaron antes que en años anteriores. También

incluimos más sake nuevo y productos regulares de lo habitual, pero todos se agotaron para Nochevieja. El sake no se vende cuando no hace frío, pero tampoco cuando hace demasiado frío. Quizás temperaturas de alrededor de 10 grados, como las de fin de año, eran ideales para comprar. Otro factor importante fue la colaboración de dos destilerías de Niigata: Kanemasu Sake Brewery en la ciudad de Shibata y Kashiwara Sake Brewery en la ciudad de

Nagaoka, nuestras colaboradoras anuales. Si bien no pudimos pedirle ayuda a Nihonsei con las ventas en tienda, tuvimos la suerte de contar con el apoyo de Nihonsei, un importante fabricante de sake, quien nos prestó mobiliario y nos ayudó a decorar nuestras tiendas. A finales de año, los pedidos se realizan y se venden con mucha rapidez, lo que provoca muchos pequeños errores. Normalmente, estos errores solo se hacen evidentes después de Año Nuevo. Un patrón común es cuando una destilería, cuyo sake se consume principalmente en su localidad, solicita la reserva de cajas nuevas con antelación y luego encarga el envío completo cerca de la Navidad, el último envío del año. Sin embargo, debido a un error en el recuento de cajas, aún le sobran. Otro patrón es cuando la destilería no cumple con el plazo para encargar el primer envío del año, lo que resulta en que el sake no llegue ni siquiera después de Año Nuevo. Esto ocurre todos los años: con inventario restante en la destilería, se pierde el plazo para realizar los pedidos.

Incluso cuando el negocio abre en Año Nuevo, todavía hay sake para recoger y vender, pero el producto no está en los estantes. Esta situación es difícil de gestionar, pero es algo que ocurre todos los años. Siento que el negocio a principios de año se ve realmente impulsado por las destilerías que entregan los pedidos realizados en Nochevieja o el día de Año Nuevo a tiempo para el horario de apertura. Sin embargo, creo que es maravilloso que las destilerías que tardan en recibir sus envíos también estén ocupadas atendiendo las necesidades locales a principios de año. Dicen que ha sido un invierno cálido, pero es bueno que el alcohol se esté vendiendo bien durante esta temporada, y me alegraría que siguiera vendiéndose al mismo ritmo incluso cuando haga más calor. Pienso esto todos los años: si la gente saliera al distrito comercial todos los días a hacer sus compras de fin de año, esta ciudad y los negocios de todos irían bien. Y todos los años, me digo a mí mismo que debo superar rápidamente mi resaca de Año Nuevo.



# SAKE SOMMELIER CLUB

Master Sake Sommelier

## Info

Sake Shochu Spirits  
Institute of America

(213) 680-0011

AllJapanNews@gmail.com

Ask me



**Yuji Matsumoto**  
Master Sake Sommelier

Beverage Manager

ymatsumoto001@gmail.com



**Toshio Ueno**  
Master Sake Sommelier

Vice President

Sake School of America

info@sakeschoolofamerica.com



**Ami Nakanishi**  
Master Sake Sommelier

Vice President

New York Mutual Trading

nymtc.com



**Atsuko Glick**  
Master Sake Sommelier

Manager

Sake School of America

info@sakeschoolofamerica.com



**Yoshihide Murakami**  
Master Sake Sommelier

Liquor Manager

JFC International Inc.

ymurakami@jfc.com



**David Kudo**  
Master Sake Sommelier

President, All Japan News

davidkudo@gmail.com

JAPAN



**Ryuji Takahashi**  
Master Sake Sommelier

Owner "ji-sakeya"

Shuto-Mejin

ryu2syuto@yahoo.co.jp



Sake Shochu Spirits Institute of America

NPO法人

米国酒焼酎蒸留酒研究所

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

## Instituto de la Espiritu Sake Shochu de América

En esta ocasión, explicaremos cómo catar sake.

### 1. Sake con el oído

Al disfrutar del sake, lo primero que se percibe es el oído. Se puede oír el sonido del sake al ser vertido en la taza, y si es sake de baja malta, también se puede oír el sonido de las burbujas. Escucha con atención.

### 2. Ojos

Una vez que haya terminado de servir, observe detenidamente el sake en la taza. Dependiendo del tipo de sake, habrá diferencias en color, viscosidad, transparencia y brillo.

### 3. Nariz

A continuación, huelva suavemente el aroma sin agitar el sake. Intente identificar la intensidad, el tono, la extensión, la concentración

y la duración del aroma. También intente percibir cualquier cambio posterior.

### 4. Lengua

Por último, póngalo en la boca. Primero, capture el ataque inicial con la punta de la lengua, luego úsela para detectar el dulzor, el amargor, la acidez y el umami. El gusto no se siente solo

en la lengua. Concentrar los sentidos en las sensaciones que van desde la garganta hasta la cavidad nasal te llevará a descubrir muchos sabores.

Es importante dejar de lado las ideas preconcebidas y abordar la cata con imparcialidad. Al catar, es importante usar palabras ingeniosas y divertidas, y usar tantas expresiones como sea posible, manteniendo la concisión.

**SAKE Ambassador**

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*Study of Daiginjo*

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