

Japanese RESTAURANT news

www.alljapannews.com
The Magazine for Japanese Food Professionals Worldwide

April 2026

Vol. 35 No. 329 \$5.00



i i c h i k o
SH●CHU
JAPAN
iichiko.com



UNESCO Intangible Cultural Heritage ユネスコ無形文化遺産登録
2013 “Japanese Cuisine 和食”
2024 “Traditional knowledge and skills of sake-making 伝統的酒造り”



The World's Largest
Natural Products Show
‘Expo West 2026’ Held

Trends in the Number of
Japanese Restaurants Overseas
and the Characteristics
of the U.S. Market

海外における日本食レストラン
数の動向と米国市場の特徴

世界最大級の自然食品展
「Expo West 2026」開催

nippon
Oh'my Pasta
A brand that has been enjoyed
by families all over Japan for over 50 years.
<https://www.nipponcalifornia.com/pasta.php>

Let's learn about sake!
Sake Spectator
Available on Amazon.com

Den's Tea
Restaurant and Ceremonial
Matcha Available!

創立 1997年 全米レストラン協会認定、講習、試験、日本語です。
無料G-Mail登録の予習ビデオ講習で楽々合格！
Restaurant Academy
食品衛生許可証取得教室
レストラン・マーケット関係者必携 5年間有効
オーナー マネージャー 調理師クラス **4月19日**
全米レストラン協会認定、日本語で講習試験、全米で通用
Restaurant Academy 213-680-0011 <https://www.alljapannews.com/page/food-manager>

Pour, Dip and Cook. Spice it up!
Yamazirushi
All Natural
Yuzu-It
YUZU PEPPER SAUCE
液体 柚子こしょう

MIYAKO ORIENTAL FOODS INC. customerservice@coldmountainmiso.com Tel. 626-962-9633



produced by
MTC MUTUAL TRADING

JAPANESE FOOD & RESTAURANT EXPO

HAWAII

WED MAY 20

10 AM - 4:30 PM

Prince Waikiki Hotel
 Pi'inaio Ballroom

NEW YORK
save the date
SAT
SEPT 19

LOS ANGELES
save the date
SAT
SEPT 26



RSVP by **MAY 5**
 for **JFRE HAWAII**

www.eventspass.com/event/cherrycofoodshow26/
 Up to 5 people can be registered per account.



Setomono ichi:
 50% off from catalog price



Discount:
 Up to 30% off



Largest & Longest Running Japanese Food Trade Show Outside of Japan
Principal Meeting Place for Foodservice Professionals & Suppliers

NEW PRODUCTS \$SAVINGS FREE to ATTEND*



Last check-in will be at 4:00pm. Parking at Prince Waikiki Hotel is \$15.
 No one under the age of 18 will be allowed.
 Must be 21 years old for alcohol tastings. (Need valid ID)
 *JFRE is a professional trade show, and is restricted to food and foodservice professionals.
 This is not a public event. ©2026 Mutual Trading Co., Inc.



Hakkaisan Dodgers Special Edition Junmai Daiginjo

New Look. New Label. New Season.
Raise a Glass to Dodger Baseball!

NEW

MTC MUTUAL TRADING

authorized supplier of fine Japanese foods and liquors to Dodger Stadium



#36324
180ml



#49666
720ml



MTC SAKE
mtcsake.com

PAGEANT OF DISTINCTION

Legendary Finesse Award Winning
SAKE SHOCHU WINE CRAFT BEER SPIRITS

product availability may vary in regions
Enjoy responsibly @2026 Mutual Trading Co., Inc.



Refreshing YUZU Flavor and Umami from MISO

For Sushi Rolls, Fish, and Meat Dishes

GLUTEN FREE

NO MSG

REAL YUZU JUICE

chicken with yuzu miso glaze



5 fl.oz.



32 fl.oz.

Made by
MIYAKO ORIENTAL FOODS INC.
Baldwin Park, CA 91706 USA Tel. 626-962-9633
customerservice@coldmountainmiso.com

MTC MUTUAL TRADING

CONTENTS

SAKE SOMMELIER CLUB

05 Japanese sake and cuisine

日本酒と料理

06 California Sake Challenge 222: Recommending sake to gals and inbound tourists: Part 4

酒豪大陸 222: ギャルとインバウンドに日本酒 その4

NEWS / TREND

07 What is the role of rice malt necessary for sake production?

麴の役割とは何か

08 Sake Shochu Spirits Institute of America - Standards indicating Japanese Sake Flavors - 米国酒焼酎蒸留酒研究所 / 日本酒の味を示す基準

09 The World's Largest Natural Products Show 'Expo West 2026' Held -Health-Conscious and Sustainable Foods Take Center Stage: With Support from JETRO, Japanese Companies and Businesses from Nagano and Hokkaido Explore the North American Market- 世界最大級の自然食品展「Expo West 2026」開催 -健康志向とサステナブル食品が主軸 ジェトロ支援で日本企業や長野県・北海道の事業者も北米市場を開拓-



Japanese RESTAURANT news

April 2026

Vol. 35 No. 329

Cover image

The World's Largest Natural Products Show 'Expo West 2026'

11 Food Event Calendar

12 How Mutual Trading Pioneered Edomae Sushi in the United States

江戸前寿司をアメリカへのMutual Tradingの挑戦

16 Hakutsuru Launches Original "Sake Horchata" Cocktail Made with America's No.1 Nigori Sake at LA Galaxy's Home Stadium

白鶴酒造は、米国プロサッカーチームLA Galaxy本拠地で米国売上No.1のにごり酒を使ったオリジナルカクテル「サケ オルチャタ」を販売開始!

18 "Japan's Food" Export Fair

“日本の食品” 輸出エキスポ

Expand your Japanese portfolio - directly at the source in Japan.

20 Trends in the Number of Japanese Restaurants Overseas and the Characteristics of the U.S. Market 海外における日本食レストラン数の動向と米国市場の特徴

22 Actual Sake Export Performance for Fiscal Year 2025

- Sake Maintains Growth, Strengthening Its Presence in Global Markets-

2025年度 日本酒輸出高実績

-成長基調を維持、世界市場で存在感を強める日本酒-

All Japan News, Inc.

16901 S. Western Ave., Suite 102

Gardena, CA 90247

Tel: (213) 680-0011

E-mail: jrn@alljapannews.com

©2026 All Japan News Inc.

All rights reserved.

Publisher All Japan News Inc
Managing Editor David Kudo
Editor-in-Chief Hiroshi Kawabata
Designer Ritsuko Lynch
Contributing Writers
Kosuke Kuji, Yuji Matsumoto
Ryuji Takahashi
Special Thanks to JETRO / JETAASC

We're Member of Japan Business Association, Japanese Chamber of Commerce of Southern California, Hollywood Chamber of Commerce, Japanese Restaurant Association of America and Supporters Conference for WASHOKU.

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.



Please visit <https://www.alljapannews.com>

創立
1997年

全米レストラン協会認定、講習、試験、日本語です。
無料G-Mail登録の予習ビデオ講習で楽々合格!

Japanese Restaurant Academy



食品衛生許可証 取得教室

開講予定日

レストラン・マーケット関係者必携 5年間有効

全米レストラン協会認定、日本語で講習試験、全米で通用、
全米へ出張クラスも承ります。お気軽にお問い合わせ下さい。

オーナー
マネージャー
調理師クラス

4月19日



Restaurant Academy 213-680-0011 <https://www.alljapannews.com/page/food-manager>

The Finest Japanese Dining

MIYAKO HYBRID HOTEL



Miyako Hybrid Hotel 1st Floor
21381 S. Western Ave., Torrance, CA 90501
For Reservations and Information
(310) 320-6700
www.ise-shima.us

www.ise-shima.us

Find Us
@Los Angeles
Japanese sake Meetup

KIKISAKE-SHI
唎酒師

SAKE
SOMMELIER
CLUB



Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



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



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



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



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



Yuji Matsumoto
Master Sake Sommelier
Finalist of the 2nd
World Sake Som-
melier Competition.
Graduated from



Keio University Faculty of Law, Depart-
ment 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 Exec-
utive Officer of the
Japanese Food Trend News founded
in 1991, when the predecessor was
assigned back to Japan. Currently
distributed as Japan Restaurant News
(20,000 issues published electroni-
cally) in North America, Japan, and
Southeast Asia.

Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors

Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to any food when the odor is too strong,

then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins

Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor

From broiled dishes to soup dishes, Japanese sake is useful in a variety of dishes, as our readers know.

Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking

Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

日本酒と料理

よくアメリカ人から聞かれるのが、「ワインは料理に使うけど日本酒も使えるのか?」ということだ。日本酒には、ワインにない旨み成分がたくさんあるので何でも使用できるのがうれしい。

臭い消し

もちろん、魚介類にも効果があるが、豚肉やラムなどの匂いを消す効果がある。この匂いがあるからこそラム肉かもしれないが、和風な味つけにするとときに

は、ちょっと匂いが強すぎる時に日本酒をかけ、約2分くらい放置すると臭みも消える。

タンパク質柔軟効果

鶏の胸肉や牛の赤身、シチュー用の肉を下味をする前に日本酒を入れたジップロックバックに入れておくとパサパサ感がとれ美味しくなる。バーベキューや焼肉がもっと美味しくなるのだ。

旨味追加

煮付けからどんな汁物まで日本酒は使

えるのは皆さんも周知の事実。意外にも洋食のスープ、特にシーフードの入るもの日本酒を入れるとさらに美味しくなる。もちろんパスタやその他の料理にも使えるので試していただきたい。実はインスタントラーメンに少し入れても美味しい。

料理に向く日本酒

料理酒や純米酒がよい。吟醸、大吟醸酒は飲むのには良いが、料理としての効能は旨みが多い純米酒がベターである。

料理和日本酒

經常聽到美國人問：“葡萄酒是可以用來做料理的，日本酒可以嗎?”。日本酒有很多葡萄酒沒有的鮮味成分，所以我很高興任何料理可以使用日本酒。

消除氣味

當然，日本酒對魚貝類是有效的，對消除豬肉和羊肉的氣味也很有效。有這種氣味的可能是羊肉，當您想添加日本風味時，請在氣味最濃時撒上日本酒，然後放置約2分鐘後就可以消除氣味了。

蛋白質的軟化作用

如果將雞胸肉、牛瘦肉，等燉肉在調味前放入裝有日本酒的帶拉鍊袋中，味道會變得乾爽可口。烤肉和烤肉會更好吃。

添加鮮味

眾所周知，日本酒可以在任何湯中使用。令人意外的是，可以加入西式湯中，尤其是含有海鮮的湯中加入日本酒會更美味。當然也可以用於意大利面和其他菜餚，請嘗試一下。其實在方便麵裡放一點點也很好吃。

適合料理的日本酒

料理酒和純米酒都不錯。吟醸，大吟醸酒很好吃，但帶有大量鮮味的純米酒更適合作為料理的基礎。

요리와 일본술

자주 미국인으로부터 들을 수 있는 것이, 「와인은 요리에 사용하지만 일본술도 사용할 수 있을까?」라는 것이다. 일본술에는 와인에는 없는 맛 성분이 많이 있기 때문에 무엇 이든 사용할 수 있는 것이 기쁘다.

냄새 지우기

물론 어패류에도 효과가 있지만 돼지고기나 럼 등의 냄새를 없애는 효과가 있다. 이 냄새가 있기 때문에 럼고기일지도 모르지만, 일본식 맛을 낼 때에는, 조금 냄새가 너무 강할 때에 일본술을 걸어, 약 2분 정도 방치하면 냄새도 사라진다.

단백질 유연 효과

닭 가슴살이나 쇠고기 볶은 몸, 스테우 고

기를 맛을 내기 전에 일본술을 넣은 지퍼락백에 넣어두면 파사파사감이 잡혀 맛있게 된다. 바베크와 야키니쿠가 더 맛있게 되는 것이다.

맛을 추가

조림에서 어떤 국물까지 일본술은 사용할 수 있는 것은 여러분도 주지의 사실. 의외로 양식의 스프, 특히 해산물이 든 것 일본술을 넣으면 더욱 맛있게 된다. 물론 파스타나 그 외의 요리에도 사용할 수 있으므로 시험해 주셨으면 한다. 실은 인스턴트 라면에 조금 넣어도 맛있다.

요리를 향한 일본술

요리주나 순미술이 좋다. 음양, 대음양주는 마시기에 좋지만, 요리로서의 효능은 맛이 많은 순미술이 베테이다.

Brewery Owner	Sake Sommelier and Others							
 Kosuke Kuji Nanbu Bijin Inc. Fifth Generation Brewery Owner	 Teruyuki Kobayashi Taruhei Brewing Co Ltd.	 Joe Mizuno Head of the "Regional Sake Tasting Club"	 Chizuko Niikawa-Helto Sake Sommelier Sake Samurai	 Alice Hama Certified Wine & Sake Sommelier	 Liloua Papa Certified Sake Professional Level LL Young's Market Company			
 Timothy Sullivan Sake Samurai	 Masato Kato Sake Sommelier Wismettac Asian Foods	 Akira Yuhara Sake Sommelier Miyako Hybrid Hotel	 Hirohisa Kikuchi Sake Sommelier	 Eduardo Dingler Sake Ambassador	 Yoshihiro Sako Sake Sommelier Yuzuki			
 Takao Matsukawa International Sake Sommelier Latin Region Specialist Mutual Trading	 Philip Harper Tamagawa Hand Made Japanese Sake Master Sake Brewer	 Rachel Macalisang Sake and Wine Sommelier	 Koji Wong Owner Japon Bistro	 Kurtis Wells Mixologist	 Stuart Morris Sake Sommelier Hana Japanese Restaurant			
 Keita Akaboshi Sake Sommelier Kuramoto US Inc.	 Mei HO Sake Sommelier True Sake	 Miyuki Yoshida Sake Sommelier	 Kaz Tokuhara Sake Sommelier Manager Wismettac Asian Foods	 Koji Aoto Sake Sommelier Savannah Distributing Co. Inc.	 Toshiyuki Koizumi Sake Sommelier Owner "WASAN"			
 Michael John Simkin MJS Sake Selection Owner	 Mai Segawa Advanced Sake Sommelier Tako Grill	 Don Lee Sake Sommelier Yama Sushi Owner Chef	 Gary Imada Sake Advisor	 Eiji Mori Sake Sommelier Katana Restaurant	 Michael Russell Certified Sake Sommelier Pacific International Liquor Inc			
 Shigetō Terasaka Sake Sommelier President Japan Hollywood Network	 Isao Kiyota International Kikisake-Shi Academia de Sake Mexico Founder	 Eda Vuong International Sake Sommelier Mutual Trading	 Shino Okita Certified Sake Sommelier Shochu Advisor Hanbal Solutions LLC.	 Jonathan Cortez International Sake Sommelier Latin Region Specialist Mutual Trading				
 Sara Guterbock International Sake Sommelier New York Mutual Trading	 Rachel Fiekowsky International Sake Sommelier New York Mutual Trading	 Masae Kusada International Sake Sommelier New York Mutual Trading	 Lora Blackwell International Sake Sommelier Genji Sake					

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

酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 222



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 4

ギャルとインバウンドに日本酒 その4

Continuing from last report.

Finally, the sake brewed by our gal is about to make its debut! Before starting, she paid her respects to Matsuo-sama enshrined in the brewery. Using rice grown in the fields of Iwate, she personally crafted every drop of this special sake. Introducing... "YUICHU" – a brew as bold and unique as she is! This name carries a story close to their hearts. During their time in Iwate, they went through countless experiences, turning them into words, refining and refining... until only one remained: "Yui" (結). Wanting to honor the meaning of this word while still keeping it playful and bold, just like themselves, they created "YUICHU". This was the

part of the journey that came with the deepest creative struggle—but every bit of it made the name truly theirs. The gals themselves designed the label! Featuring illustrations of the girls set against iconic Shibuya and Japan backdrops, they went all out with sparkles, glam, and full-on decoration to make it shine. And while YUICHU will also be available in bottles, one of the boldest moves this time was embracing the traditional sake style: the "One Cup". Using aluminum cups allowed them to go even further—covering the entire surface with their signature gal-style design. With one simple word—"kawaii!"—the cups were a must-have, proving that

tradition and playful creativity can mix perfectly. The launch party went down in a club right in the heart of Shibuya, drawing a crowd of media and gal influencers eager to see the debut. From there, YUICHU took over a dedicated booth at the mega Don Quijote in Shibuya, and soon even 7-Eleven came knocking! The sake started popping up at popular spots across Tokyo, putting Shibuya—and beyond—on the map for this sparkling new release. Now? Every last bottle at Mega Don Quijote and 7-Eleven is sold out, and the only place to grab it is through the official online shop. YUICHU reached out to everyone—tourists visiting Shibuya and young adults of the gal generation who can legally enjoy a drink. Watching these gals in action, it's clear: their energy and style aren't just playful—they're shaking up conventions left and right. Truly, their spirit is that of a samurai at heart. ■

前回からの続きです。

いよいよギャルの仕込んだお酒が生まれます。蔵に祀られている松尾様にお参りをし、岩手の田んぼで育てた酒米でギャル自らが仕込んだお酒、その名を「YUICHU (ユイチュ)」と言います。この名前にも想いがこもっています。彼女たちが岩手に来て様々な経験を重ねて、それを言葉にして出していき、精査して精査して残った文字が「結 (ゆい)」でした。この「結」という言葉を大切にしたいという想いと、ギャルらしい言葉で表現したい想いで「YUICHU (ユイチュ)」となりました。

ここが最も生みの苦しみのあったところでした。ラベルはギャルの皆さんが作成。渋谷や日本をバックにギャルの絵が描かれ、きらきらしたラベルにしたいとの事からデコレーションを盛りに盛ってラベルを作成しました。そして、瓶でも出しますが、今回の大きな挑戦の1つに日本酒の伝統的な姿の「ワンカップ」を採用。アルミカップでやりましたが、瓶のラベルよりもカップのラベルはカップ全面を使えるため、よりギャル感を出せるとの事と、「カワイイ」という一言でカップも採用になりました。発表会は渋谷のクラブで行い、多くのマスコミ、ギャル系

インフルエンサーが来てくれました。その後渋谷のメガドンキで専用ブースを出して販売。さらにはコンビニのセブンイレブンからもお話しがあり、渋谷を中心に都内の観光地での販売もスタートしました。

現在はメガドンキ、セブンイレブン全て売り切れて、当社のネットショップでの販売となっています。渋谷に来るインバウンドの皆さん、そしてギャル世代のアルコール飲める年の若者にたくさんアプローチ出来た「YUICHU」でした。ギャルの力は様々な常識を変えていくまさに「心は侍」だと思いました。(終わり)

日本酒 百味百題

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered grain (flour, etc.), kneaded into brick

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.



JFC INTERNATIONAL INC

BRANCHES & SALES OFFICES

- Head Office:** LOS ANGELES
(800) 633-1004, (323) 721-6100
LOS ANGELES Branch
SAN DIEGO Sales Office
LAS VEGAS Sales Office
PHOENIX Sales Office
DENVER Sales Office
SAN FRANCISCO Branch
SACRAMENTO Sales Office
SEATTLE Branch
PORTLAND Sales Office
HOUSTON Branch
DALLAS Sales Office
BATON ROUGE Sales Office
CHICAGO Branch
TOLEDO Sales Office
NEW YORK Branch
BOSTON Sales Office
BALTIMORE Branch
ATLANTA Branch
ORLAND Sales Office
MIAMI Branch
HAWAII Branch
JFC GROUP OFFICE
HAPI PRODUCTS, INC.
JES INC.
Interbranch Distribution Center (IDC)

What is the role of rice malt necessary for sake production? 麴の役割とは何か

shapes or dumplings and hardened with rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu "Awamori." This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc.

The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are supplied to the yeast to advance the growth of yeast.

3. Various components metabolized form the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce. ■



麴とは、広義には穀類に糸状菌(カビ)を生育させたもののことで、その形状から餅麴と散麴に大別される。餅麴というのは、粉状にした穀物(小麦粉など)に水を加えてレンガ状や団子状に練り固めたものを培地とし、生のままの培地にクモノスカビ(リゾプス)を生育して造る麴で、中国から東南アジアにかけて広く使用されている。中国の紹興酒に用いる麴がこれである。一方、散麴は蒸した米などに麴カビ(麴菌)を育成させて造るもので、撒麴(さんきく)とも呼ばれる。散麴はわが国独特の技術で、酒だけでなく味噌や醤油の製造にも使われている。

わが国の醸造産業で使用される麴カビ

には7種類があるが、黄麴カビ、黒麴カビ、白麴カビの3つに大別される。日本酒造りに用いるのは胞子の色が黄緑色の黄麴カビ(アスペルギルス・オリゼー)で、麴カビの中でも代表的な菌種である。黒麴カビは胞子の色が黒褐色のカビで、沖縄の焼酎「泡盛」の製造に用いられている。このカビはクエン酸を大量に生成し、もろみを酸性に保つことができるため、腐敗菌が生育しにくく、暖かい気候でももろみを安全に発酵させることができる。白麴カビは胞子が白いカビ(黒麴カビの突然変異種)で、九州などの焼酎造りで使用されている。

酒造りでは、昔から「一麴、二酛、三造り」といわれるように、麴は日本酒の製造工程の中でもとりわけ重要な働きをする。その役割は、

- ① 麴に含まれる酵素が米のでんぷんをぶどう糖に変える。
- ② ビタミンなどの各種栄養素を酵母に供給し、酵母の増殖を促進する。
- ③ 麴から代謝される各種成分が、直接的、間接的に酒の香味に寄与する。

の3つである。酒にアルコールが含まれているのは、酵母の働きでアルコール発酵が行なわれるためだが、酵母はでんぷんのままではアルコール発酵を起すことができないから、でんぷんを分解して糖化しなければならない。したがって、①は麴の最も大切な役割となるわけだが、黄麴カビはアミラーゼなどのでんぷん分解酵素を豊富に生成する麴カビである。ただし、この酵素は生の状態のでんぷんには作用しないため、米を蒸してでんぷんを α 化する必要があるわけだ。なお、黄麴カビには、たんぱく質を分解してアミノ酸類に変えるたんぱく質分解酵素(プロテアーゼなど)を大量に生成するものもある。味噌や醤油に使われる麴カビがそれで、昔から酒、味噌、醤油それぞれの製造に適した麴カビを使い分けてきたのである。



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

Standards indicating Japanese Sake Flavors

Gathering information such as the type of premium sake, rice-polishing ratio, sake rice, water hardness, etc., can help to predict the flavor of sake to a certain degree. However, other indicators can also indicate flavor more frankly. Such indicators are the sake meter value, acidity, and amino acidity.

The sake meter value refers to the specific gravity of sake to water. The more lighter than water, the more positive the value; while the more heavier than water, the more negative the value. If the sugar content of sake is high, the specific gravity increases. Therefore, if the sake meter value is negative, the sweeter the flavor; while the more positive the sake meter value, the more dry the flavor.

Acidity refers to the amount of acids contained in sake, such as malic acid, citric acid, succinic acid, etc.

Acid not only adds a sour flavor to sake, but also brings out the flavor and acts as an umami flavor.

If the sake meter value is the same, high acidity tends to generate a dry flavor, while low acidity tends to generate a sweet flavor.

日本酒の味を示す基準

特定名称の種類や精米歩合、酒米や水の硬度などの情報を集めればある程度まで、味の予想をすることは可能だ。しかし、より端的に味を示す指標が他にもある。それが日本酒度、酸度、アミノ酸度である。

日本酒度は日本酒の水に対する比重のことで水より軽ければプラス、重ければマイナスとなる。

酒の中の糖が多ければ、比重が重くなることから、マイナスであればあるほど甘口、プラスであればあるほど辛く口とされている。

酸度はリンゴ酸、クエン酸、琥珀酸など、日本酒に含まれる酸の量を示す。

酸は単に酸っぱさを与えるだけでなく、味を引き締める効果や旨味としての役割もある。

日本酒度が同じでも酸度が高いと辛く感じ、低いと甘く感じる傾向がある。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



The World's Largest Natural Products Show, 'Expo West 2026,' Held -Health-Conscious and Sustainable Foods Take Center Stage: With Support from JETRO, Japanese Companies and Businesses from Nagano and Hokkaido Explore the North American Market-

世界最大級の自然食品展「Expo West 2026」開催

—健康志向とサステナブル食品が主軸

—ジェトロ支援で日本企業や長野県・北海道の事業者も北米市場を開拓—

New Hope Network, the Industry Leader Spotting Natural, Health, Organic, and Sustainable Products, Hosts the World's Largest Trade Show 'Natural Products Expo West 2026' in Anaheim, California, March 3-6.

Celebrating its 45th Anniversary, This Year's Expo Features Over 3,000 Exhibitors from More Than 140 Countries and Regions. Spanning the Vast Floors of the Anaheim Convention Center with Around 3,300 Booths, the Show Spotlights a Wealth of New Products Focused on Health and Sustainability. Drawing Retail Buyers, Distributors, and Food Manufacturers from Around the World, the Expo Serves as a Key Showcase of the Latest Trends in the Natural Products Market.

At the Expo, High-Protein Foods, Gut-Health-Focused Functional Products, and Plant-Based Ingredients Took Center Stage. Ready-to-Drink Protein Beverages, Protein Snacks, and Pre- and Probiotic-Enhanced Foods Highlighted Health Benefits While Paying Close Attention to Taste and Texture. In the Snack Category, Low-Sugar, High-Protein Items and Nutrient-Rich Freeze-Dried Snacks Showcased the Perfect Balance of

Convenience and Wellness, Reflecting the Growing Demand for Functional Yet Enjoyable Foods.

JETRO Supports Japanese Food Exports at the Japan Pavilion

Amidst This Trend, Japanese Companies and Ingredients Are Making a Stronger Mark. JETRO Set Up the 'Japan Pavilion' at the Expo to Support Japanese Food Manufacturers and Related Businesses in Expanding into the North American Market. Leveraging the High Quality and Health Image of Japanese Products, the Pavilion Served as a Key Platform for Meetings with Overseas Buyers. In Addition to Showcasing the Appeal of Japanese Foods, JETRO Provides Business Matching and Market Insights, Helping Companies Enter the North American Market and Expand Their Distribution Channels.

Nagano Prefecture Makes Its Debut with First-Ever Booth as a Local Government

Local Governments Are Stepping Up Their Game. Nagano Prefecture Made Its Debut with the First-Ever

Government Booth at the Expo, Featuring Eight Local Businesses. Showcased Products Included Rice Vinegar, Ponzu, Apple Juice, Sake, Shichimi Chili, and Rice-Based Processed Foods, Highlighting the Region's Agricultural and Specialty Foods. Exhibitors Held Direct Meetings with Buyers, Seeking to Expand into the North American Market. Interest in Fermented Foods

and Traditional Japanese Condiments Was Strong, Reflecting Their Perfect Fit with the Health-Conscious Natural Products Sector.

Meanwhile, Food Businesses from Hokkaido Participated Through a Shared Booth, Led by Sapporo City and Other Local Partners. They Showcased Hokkaido-Made Sweets, Snacks, Condiments, and Health-Focused Foods to Overseas Buyers. With the

**SUSHI CHEF, HELP WANTED
HIRING PEOPLE, RENT A ROOM**

**No1 Classified AD
as Japanese paper**

Please visit www.nikkansan.com
Minimum (4 lines, 2 weeks) is \$40.



日刊サン NIKKAN SAN (The Japanese Sun)
16901 S. Western Ave., Suite 102 Gardena, CA 90247
TEL: 310-516-0343

Hokkaido Brand Already Well-Known in North America, Exhibitors Aimed to Boost Exports by Highlighting the High Quality and Safety of Local Ingredients.

Across the Expo, Sustainability Has Emerged as a Key Trend Alongside Health Benefits. Products Incorporating Ingredients from Regenerative Agriculture and Eco-Friendly Packaging Are on the Rise, Reflecting a Growing Focus on Environmental Value in Product Development and Brand Strategy. At the Same Time, Items Featuring Spices and Flavors from Around the World—Including Korea and Mexico—Are Increasing, Highlighting the Globalization of the Natural Products Category.

As Global Health Consciousness Continues to Rise, the Natural Products Market Keeps Expanding. Expo West Stands as a Flagship Event Showcasing Emerging Trends in the Food and Supplement Industries. For Japanese Companies and Local Governments, It Provides a Key Platform to Promote Their Brands and Expand Distribution Channels Abroad, with Participation Expected to Grow Even Further in the Years Ahead. ■

自然製品、健康食品、オーガニック、サステナブルな製品などに焦点を当てた業界のリーダーである New Hope Network社は、カリフォルニア州アナハイムで3月3日から4日間に渡り、世界最大級の展示会「Natural Products Expo West 2026」が開幕した。45周年を迎える今年の展示会には、140以上の国・地域から3000社超が出展。アナハイム・コンベンションセンターの広大な展示フロアに約3300ブースが並び、健康志向やサステナビリティをテーマとした新製品が多数出展された。この展示会は世界各国の小売バイヤーや流通関係者、食品メーカーなどが来場し、自然食品市場の最新トレンドを示す場として大きな注目を集めている。

会場では高たんぱく食品や腸内環境を意識した機能性食品、植物由来原料を活用した商品などが目立った。RTDタイプのプロテインドリンクやプロテインスナック、プレ・プロバイオティクスを訴求した食品など、健康機能を前面に打ち出しながら味や食感にもこだわった商品が増加。スナック分野では低糖質・高たんぱくを訴求する商品や、フリーズドライ技術を活用した栄養価の高い軽食など、利便性と健康価値を両立させた商品が多く見られた。



74184 MELON
74183 STRAWBERRY
76873 BLUEBERRY
76871 ORANGE
74182 LYCHEE
74048 ORIGINAL
74213 GRAPE
77443 YUZU

Shirakiku

TRADITIONAL JAPANESE CARBONATED DRINK
RAMUNE

30 / 6.76 FL OZ (200 ML) WSP: \$

Just pop open the marble and enjoy its effervescent taste.

YouTube
www.wismettacusa.com
CATALOG

ジェトロ：ジャパンパビリオンで日本食品の輸出を支援

こうした中、日本企業や日本食材の存在感も高まっている。日本貿易振興機構（ジェトロ）は会場に「ジャパンパビリオン」を設置し、日本の食品メーカーや関連企業の北米市場開拓を支援。日本産食品の品質や健康イメージの高さを背景に、海外バイヤーとの商談の場として活用された。ジャパンパビリオンでは、日本産食品の魅力をアピールするとともに、輸出を志向する企業に対して商談支援や市場情報提供を行い、北米市場への新規参入や販路拡大を後押ししている。

長野県：自治体として初のブース出展

地方自治体の取り組みも活発だ。長野県は同展示会に自治体として初めて

独自ブースを設置し、県内8事業者が出展。米酢やぼん酢などの調味料、りんごジュース、日本酒、七味唐辛子、米加工品など、信州の農産物や加工食品を紹介した。ブースでは事業者が直接バイヤーと商談を行い、北米市場での販路開拓を目指した。発酵食品や日本の伝統調味料に対する関心は高く、健康志向の自然食品市場との親和性の高さがうかがえた。また、北海道からも食品事業者が共同ブース形式で出展。札幌市などが中心となり、北海道産の菓子やスナック、調味料、健康志向食品などを海外バイヤーに紹介した。北海道ブランドの認知度は北米でも高く、原料の品質や安全性を訴求することで輸出拡大につなげたいと考えた。

展示会全体のトレンドとしては、健康機能に加え、サステナビリティへの取り



組みも重要なテーマとなっている。再生型農業（リジェネラティブ農業）由来原料の使用や、環境配慮型パッケージの採用など、環境価値を商品開発やブランド戦略に組み込む動きが広がっている。また、韓国やメキシコなど世界各国のスパイスやフレーバーを取り入れた商品も増え、自然食品カテゴリーのグローバル化が進んでいる。

世界的に健康志向の高まりが続く中、自然食品市場は拡大を続けている。Expo Westはその潮流を象徴する展示会として、食品・サプリメント業界の新たなトレンドを発信する場となっている。日本企業や地方自治体にとっても、海外市場に向けたブランド発信や販路開拓の重要な機会となっており、今後も出展の広がりが期待される。

2026 FOOD EVENT CALENDAR APRIL-MAY

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 organization's 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 an 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.



May

Japanese Food & Restaurant Expo (JFRE) Hawaii

5/20/26

Honolulu, HI

www.cherryco.com

The Japanese Food & Restaurant Expo (JFRE), hosted by Mutual Trading, is the largest and longest-running Japanese food trade show outside of Japan. Guided by its mission, "Home to Authentic Japanese Culinary Culture — Passing down traditions, bridging discovery to New Japanese," JFRE connects heritage and innovation across the foodservice industry.

The Expo is held annually in Hawaii, New York, and Los Angeles, bringing together chefs, restaurant owners, retailers, and trade professionals to explore authentic Japanese ingredients, alcohol beverages, and restaurant supplies. The Hawaii event serves as part of this nationwide series dedicated to advancing Japanese culinary excellence in the U.S. market.

JFRE is a trade show for foodservice professionals. Attendance requires a Mutual Trading account. The event is not open to the general public, and all attendees must be 18 years of age or older.

The National Restaurant Association Show

5/16-19

McCormick Place

Chicago, IL

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



How Mutual Trading Pioneered Edomae Sushi in the United States

江戸前寿司をアメリカへ—Mutual Tradingの挑戦

To mark 100 years of bringing the flavors of Japan to America, Mutual Trading looks back on its storied history—from its early days as a Little Tokyo “co-op purchasing and import channel” serving Japanese immigrants in Southern California, to its role today as the authority on authentic Japanese food, alcoholic beverages, and restaurant supplies.

In this second installment, the story shifts to the 1960s, when Noritoshi Kanai and Harry Wolff Jr. set out on a product-seeking trip across Asia—an unexpected journey that catalyzes the introduction of Edomae sushi and transforms Mutual Trading into the Japanese foodservice industry leader.

An unlikely friendship

In 1965, Noritoshi Kanai, then general manager of Mutual Trading, approached sales consultant Harry Wolff Jr. with an idea: join him on a product-seeking trip across Asia.

At the time, Kanai and Wolff desperately needed a win. Mutual Trading’s breakout success selling Tohato’s Harvest Honey & Sesame Cookies to U.S. supermarket chains had just sputtered as American snack companies flooded the market with cheaper copycats made in Taiwan—a “bittersweet experience,” Kanai later recalled. The trip would be part business mission, part mental reset: a chance to scout the company’s next hit.

Kanai and Wolff had met in the early 1960s at the Housewares Show in Chicago. As they bonded, Kanai shared his struggles selling Japanese cookies and rice crackers in the American market. “If that’s the case, I’ll help you,” Wolff replied, adding another piece of advice for the new immigrant: “In the United States, find one good doctor and a good lawyer—and also a good Jewish friend.”

And so, a partnership—and an unlikely friendship between a bespeckled Japanese businessman from Tokyo, and a no-nonsense former bouncer from Chicago—was born.

Over the next year, the two traveled the country selling Harvest cookies, eventually pushing shipments to 50 cargo containers a month before the copycats caught up. Even after the boom ended, Wolff proved indispensable as Kanai pursued a bigger goal: expanding business beyond the Japanese-American community to reach

a broader American consumer base. The lesson was clear: Mutual Trading needed a quintessentially Japanese product that couldn’t be easily copied.

The trip that birthed the sushi revolution

With the company’s future at stake, the two left for Asia in search of the next “big hit.” But after days of scouting potential products across Taiwan, Hong Kong, Singapore, and Japan, the trip was “floundering,” Kanai later told the Los Angeles Times.

Upon checking into their hotel in Ginza, Kanai dared Wolff to try sushi at Shinnosuke, a restaurant near Kanai’s old stomping grounds—the Tokyo Mutual Trading office. Kanai was curious: Would a middle-aged, no-nonsense Ashkenazi Jewish man who came of age in Depression-era Chicago like Edomae nigiri sushi?

To Kanai’s surprise, Wolff didn’t just like sushi—he loved it. The dinner was such a hit that Wolff secretly returned to Shinnosuke for the next five nights, devouring nigiri and running up a \$275 bill (about \$2,650 today) on the company tab. Kanai told the Los Angeles Times in 2015 that, at the end of the trip, Wolff offered a bold proposition:

“Kanai, go do sushi. Sushi is good.”

Kanai was skeptical. It was, after all, 1965—the era of the Beatles, frozen TV dinners, meatloaf casseroles, haute French dining, and convenience cuisine. Sushi was largely confined to Japanese enclaves and rarely featured raw fish. When Kanai first visited

意外な友情の芽生え

1965年、当時Mutual Tradingのゼネラルマネージャーだった金井紀年は、販売コンサルタントのハリー・ウルフ・ジュニア（Harry Wolff Jr.）に、アジア各地を巡る商品発掘の視察に同行して欲しいという提案を持ちかけました。

当時、金井とウルフには、どうしても巻き返しが必要でした。Mutual Tradingが米国のスーパー向けに販売して大ヒットさせた東ハトの「ハーベスト・ハニー&セサミクッキー」は、アメリカのスナック菓子会社が台湾製のより安価な模倣品を大量に市場へ投入したことで、勢いを失いつつあったのです。金井は後にこれを「ほろ苦い経験」だったと回想しています。この旅は、ビジネス上のミッションであると同時に、気持ちを立て直すためのリセットでもありました。会社にとって次のヒット商品を探す機会だったのです。

金井とウルフが出会ったのは、1960年代初頭にシカゴで開催されたハウスウェア・ショーでした。日本のことや、ユダヤ教と仏教の意外な共通点について語り合ううちに親しくなり、金井は日本のクッキーや米菓をアメリカ市場で売るのがに苦戦していることを打ち明けました。するとウルフは「それなら、私が助けますよ」と応じ、渡米したばかりの金井にもう一つ助言を添えました。「アメリカで商売するのなら、良い医者と良い弁護士を見つけることだ。そして良いユダヤ人の友人も」。

こうして、パートナーシップが生まれました。そして、東京から来た日本人ビジネスマンと、シカゴ出身の歯に衣着せぬ元用心棒との、意外な友情も芽生えたのです。

その後の1年間、二人はハーベスト・クッキーを売って全米を回り、模倣品が追いついてくる前に、出荷量を月50本の貨物コンテナにまで押し上げました。ブームが終わ

った後も、ウルフは金井にとって欠かせない存在であり続けました。金井が次に目指した、より大きな目標—日系人市場の枠を超え、より幅広いアメリカ市場へと事業を拡大すること—を進めるうえで、彼の存在は不可欠だったのです。得られた教訓は明確でした。Mutual Tradingには、簡単には真似できない、いかにも日本らしい商品が必要だったのです。

寿司革命の起点となった旅

会社の将来がかかるなか、二人は次なる大ヒット商品を探求めてアジアへ旅立ちました。ところが、台湾、香港、シンガポール、そして日本を巡って数日間探し回っても、手応えは得られず、旅は難航していました。

銀座のホテルにチェックインした夜、金井はウルフをMutual Trading東京事務所の近くにある「新之助」へ誘い、寿司を試してみないかと勧めました。シカゴで世界恐慌の時代に育った中年のユダヤ人であるウルフは、にぎり寿司を気に入るのだろうか。金井はそれが気になっていたのです。

金井の予想に反して、ウルフは寿司に夢中になりました。その後、5夜連続で「新之助」に足を運び、にぎりを平らげ、会社負担で275ドル（現在の価値で約2,650ドル）を費やしました。旅の終わりに、ウルフは金井に大胆な提案をしました。

「金井、寿司でいこう。寿司はいい。」

金井は半信半疑でした。何しろ、1965年です。ビートルズの時代であり、アメリカではTVディナーやミートローフのキャセロール、フランス料理の高級店、そして手軽さを重視した加工食品が主流だった頃でした。寿司は主に日系人社会の中にとどまり、生魚を使うものはまだ稀でした。金井

Los Angeles in 1956, he observed that West Coast “sushi” meant inari, futomaki, or chirashi, reflecting the Kansai roots of early Japanese immigrants. He told Wolff, “No, Americans don’t eat raw fish!”

Wolff also reframed sushi for Kanai as more than a food product—it was a model of hospitality. Unlike most upscale dining in the United States, where chefs stayed hidden in the kitchen, sushi chefs built relationships with customers, embodying omotenashi, the Japanese art of attentive, intentional hospitality.

Then, Wolff hit him with the clincher: “If you take sushi to the United States, who’s going to copy you?”

“Two ideas were born [from that trip],” Kanai recalled in 2006. “1) Target restaurants with an American customer base, and 2) Introduce sushi. Wolff was living proof that Americans will eat raw fish, and more importantly, that delicious flavors are universally accepted by people from other cultures.”

With Kanai convinced, the real work began stateside. First, he had to persuade risk-averse Japanese restaurant owners to stake their businesses on an unknown: Edomae sushi. He honed in on a Little Tokyo institution: Kawafuku.

Creating the nation’s first sushi bar at Kawafuku

Founded in 1923 by former Imperial Palace chef Takichi Kato, Kawafuku was among the first—if not the first—upscale Japanese restaurants in the United States. With ornate interiors and a reputation for hosting VIPs ranging from members of the

Japanese imperial family to Charlie Chaplin, it was both a community cornerstone and a rare Japanese dining destination for non-Japanese Angelenos. Much of that broader appeal centered on a dish that, at the time, was practically synonymous with Japanese food in America: sukiyaki. For Kanai, Kawafuku was the ideal pulpit from which to launch sushi.

When Kanai first broached the idea with then-owner Tokijiro Nakashima, he was shut down immediately. “No, no, no—sushi will run us out of business,” Nakashima protested. “Sushi is no good. American people don’t like.”

Kanai was persistent. After six months of persuasion, Nakashima finally relented: Kawafuku would open a “sushi bar”—a term Kanai himself coined—with Mutual Trading overseeing the sourcing of both ingredients and talent. Kanai recruited sushi chef Shigeo Saito from Tsukiji to helm the counter—and in 1965, Kawafuku opened what is widely regarded as the first sushi bar in the United States.

The timing couldn’t have been better. Japan’s postwar economy was booming, and a new wave of corporate executives from Japan began traveling to Southern California to establish business stateside. Kawafuku’s sushi bar catered to their tastes, while also giving them a memorable place to entertain their American counterparts. Word spread quickly. Kawafuku’s success helped spur restaurants like Eigiku Cafe and Tokyo Kaikan to open sushi bars of their own, both supplied by Mutual Trading.



In Japan, on a dare, Kanai introduces Wolff to Sushi.

The two squabble over

“Americans do not eat raw fish” or not,
with Wolff winning over that they will.



Mutual Trading General Manager

Noritoshi Kanai hires Harry Wolff Jr.

on the spot at the Chicago Warehouse Show, a chance encounter that would eventually bring Edomae Sushi to the United States.

が1956年に初めてロサンゼルスを訪れた際、アメリカで「寿司」といえば、関西出身の初期移民の影響を受けたいなり寿司や太巻き、ちらし寿司が中心だったので。金井はウルフに言いました。「いや、アメリカ人は生魚なんて食べないよ」。

ウルフはまた、寿司を単なる食品としてではなく、「おもてなし」のあり方そのものだと捉え直すよう金井に促しました。アメリカの多くの高級店では、料理人は厨房にいて表に出ないのが一般的でしたが、寿司職人は客の目の前でにぎり、客と関係を築いていきます。そこには、細やかな気配りと意図をもった接客で相手に向き合う、日本の「おもてなし」が体现されていたのです。

そして、ウルフは金井を納得させるひと言を口にしました。「寿司をアメリカに持っていったとして、いったい誰がそれを真似できる？」

「その視察から、二つのアイデアが生まれました」と金井は2006年に振り返っています。「一つ目は、アメリカ人を顧客に持つレストランをターゲットにすること。二つ目は、寿司を紹介することです。ウルフの存在は、アメリカ人が生魚を受け入れるという何よりの証明でした。そしてそれ以上に、本当においしいものは文化を越えて人々に受け入れられるという事実を示してくれたのです」。

金井が納得すると、舞台はアメリカへと移り、本格的な取り組みが始まりました。まず必要だったのは、慎重でリスクを避けがちな日本料理店の経営者たちに、まだ馴染みの薄い江戸前寿司の導入を決断してもらうことでした。金井が狙いを定めたのは、リトルトーキョーの老舗として知られる「かわふく」でした。

かわふく、全米初の「寿司バー」誕生へ

かわふくは、かつて皇居で料理人を務めた加藤太吉によって1923年に創業され、米国における高級日本料理店の代表的な存在でした。豪華な内装に加え、日本の皇族からチャーリー・チャップリンに至るまでVIPを迎えてきた店としても知られ、日系人社会の拠点であると同時に、当時のロサンゼルス市民にとっても数少ない本格的な日本料理店でした。そうした幅広い人気を支えていたのは、当時アメリカで日本料理とほぼ同義だった、すき焼きでした。金井にとってかわふくは、寿司を広めるうえで理想的な出発点だったのです。

金井が当時の店主・中島時次郎氏に初めてその構想を持ちかけたとき、即座に却下されました。「だめだ、だめだ、だめだ。寿司なんてやったら店がつぶれてしまう」と中島氏は反対し、「寿司はだめだ。アメリカ人は好きじゃない」と言い切ったのです。

それでも、金井は諦めませんでした。半年にわたる説得の末、ついに中島氏が折れ、かわふくは米国初の「寿司バー」を開くこととなります。この「寿司バー」という呼び名は、金井自身が生み出した言葉でした。Mutual Tradingが食材と人材の調達を担い、金井は築地から寿司職人の斎藤茂雄を招き、カウンターを任せました。そして1965年、かわふくは全米初の寿司バーとして広く認知される店となったのです。

タイミングはこれ以上ないほど絶好でした。戦後の日本経済は好況に沸き、日本の企業がアメリカに進出しはじめた時期でした。新たな経営層が米国での事業基盤を築くため、南カリフォルニアへ相次いで渡るようになります。かわふくの寿司バーは、そうした彼らの嗜好に答えると同時に、アメリカ側のビジネス相手をもてなすのにふさわしい、印象的な場にもなりました。

Fresh fish, rice, soy sauce, vinegar and seaweed

“Fresh fish, rice, soy sauce, vinegar and seaweed are necessary to make sushi,” said Kanai. “My strategy was to become the one-stop ingredients supplier for Japanese sushi restaurants.”

For Kanai—who had overseen the procurement of rice, miso, and medical supplies in Rangoon, Burma (present-day Myanmar) during World War II as an assistant quartermaster—logistics came naturally.

In sushi's early days in America, Kanai leveraged Mutual Trading's partnerships to equip chefs with the essentials: Yamasa soy sauce and Mitsukan rice vinegar (both under exclusive contracts), plus imported nori, powdered wasabi, and gari from Japan. Rice came from California's Koda Farms, whose 1962 Kokuho Rose—developed by Keisaburo Koda with rice breeder Arthur Hughes Williams to mimic Japanese-style rice—became sushi's ideal grain; Kanai secured a one-year exclusive distribution agreement for Mutual Trading.

Seafood—the neta for nigiri—was the real hurdle. Tuna, crab, salmon, and sea urchin could be sourced domestically. What Kanai needed, though, was a reliable pipeline of a variety of seafood from Japan. In the late 1960s, he devised an improvised cold chain: raw fish packed in ice at Tsukiji at 3:00 a.m., rushed to Haneda Airport at 11:00 a.m., flown to LAX, then collected by a young Mutual Trading employee, Seicho Fujikawa, and delivered straight to restaurants. The system was laborious and expensive—barely workable for three restaurants, and

impossible to sustain at any larger scale.

That's when Kanai had an idea: what if the seafood could be frozen and shipped in temperature-controlled container freight? Refrigeration and faster transport were advancing for a reliable cold-chain shipping system. For Mutual Trading, adopting those innovations was essential for the company to scale the sushi business toward success.

In 1968, buoyed by record sales of \$1 million, Mutual Trading upgraded by installing freezer and refrigeration facilities to expand frozen seafood imports. Traditional sushi chefs initially balked at the idea of frozen fish for sushi, but Mutual's sales team steadily won them over. Over time, frozen seafood became the industry standard, and the company broadened its lineup with anago, octopus, and squid from South Korea as well as Japan.

The sushi boom arrives

In the late 1960s, Kanai and Wolff's vision began to pay off: sushi bars quietly spread to triple Mutual Trading's business between 1965 and 1970.

In 1968, Mr. Kubo, an individual with no restaurant experience, opened Osho Sushi in Century City, widely regarded as the first sushi bar outside of Little Tokyo and an influential force proving sushi's acceptance by Americans. Located near the 20th Century Fox lot, the 30-seat restaurant quickly became entwined with celebrity culture, drawing regulars like Yul Brynner—who, in turn, became an unlikely evangelist for sushi. Seicho Fujikawa later



Little Tokyo institution Kawafuku in 1965

becomes the first restaurant in the United States to open a sushi bar, a term coined by Kanai, who helps design it to authentic Japanese specs on the restaurant's second floor.

評判は瞬間に広がりました。かわふくの成功は、栄菊や東京會館といった店が相次いで寿司バーを開くきっかけとなり、いずれもMutual Tradingが食材供給を担いました。

寿司の基礎食材：

生魚、米、醤油、すし酢、海苔

金井は次のように見立てていました。「寿司バーで鮫が売れば、酢も米も海苔も生姜もワサビも売れる。それを一手に引き受ければ、ビジネスは大きく発展する」。金井は第二次世界大戦中、ビルマのラングーン（現ミャンマー）で補給将校補として、米や味噌、医療物資の調達を統括していました。そうした経験から、物流は金井にとって馴染み深い分野でした。

アメリカで寿司が広まり始めた当初、金井はMutual Tradingの提携関係を活用し、職人たちに必要な基本食材を供給していきました。独占契約を結んでいたヤマサ醤油とミツカンの米酢に加え、日本から海苔、粉わさび、ガリを輸入しました。米はカリフォルニアのコウダ・ファームズから調達しました。同社の「国宝ローズ」は、1962年に国府田敬三郎氏（こうだ・けいさぶろう）が米の育種家アーサー・ヒューズ・ウィリアムズとともに、日本米に近い食味を目指して開発した品種で、やがて寿司に理想的な米となりました。金井はこの米について、Mutual Tradingのために1年間の独占販売契約を結びました。

最大の難関は、にぎりのネタとなる魚介類でした。マグロ、カニ、サーモン、ウニは、国内調達が可能でしたが、金井が必要としていたのは、日本から多様な魚介を安定的に調達できる確かな供給網でした。1960年代後半、金井は即席の冷ドチェーンを編み出します。午前3時に築地で生魚を氷詰めにし、午前11時に羽田空港へ急送、そこからLAXへ空輸し、到着後はMutual Tradingの販売担当の藤川成長が引き取り、そのまま取引先の料理店へ届ける、という方法でした。この仕組みは手間も運賃コストもかかり、3店舗を回すのがやっとで、規模を拡大すれば到底維持できないものでした。

そこで、金井は発想を転換しました。魚介を冷凍し、温度管理されたコンテナ貨物で輸送できないか。冷凍技術の進歩や輸送の高速化によって、より信頼性の高いコールドチェーン輸送の仕組みが整いつつありました。Mutual Tradingにとって、そうした革新を取り入れることは、寿司ビジネスを拡大していくうえで不可欠だったのです。

1968年、売上が100万ドルに達したことを追い風に、Mutual Tradingは冷凍庫と冷蔵設備を導入し、冷凍魚介の輸入拡大に踏み切りました。伝統的な寿司職人たちは当初、寿司に冷凍魚を使うことに強い抵抗を示しましたが、Mutualの営業チームは粘り強く説得を重ね、少しずつ理解を広げていきました。のちに冷凍魚介は業界標準となり、同社は日本のみならず韓国からも、アナゴ、タコ、イカといった商材を取りそろえるようになりました。

寿司ブームの到来

1960年代後半、金井とウルフの構想は現実のものとなりました。寿司バーが静かに広がり、1965年から1970年の間にMutual Tradingの事業は3倍に拡大したのです。

1968年、レストラン経営の経験がなかった久保氏が、センチュリーシティに「Osho Sushi」をオープンしました。同店は、リトルトーキョー以外で最初に誕生した寿司バーとして広く注目を集め、寿司がアメリカ人に受け入れられることを証明した存在として大きな影響力を持ちました。20世紀フォックスのスタジオ近くに位置する30席の店は、たちまちハリウッド・セレブの人気店となり、ユル・プリンナーのような常連客を惹きつけます。プリンナーはいつしか、意外にも寿司の「伝道者」になっていきました。藤川は後年、サーシャ・イツセンバーグの著書『The Sushi Economy』の中で、Oshoがプリンナーのお気に入りのデートスポットだったと語っています。「いつも彼女を連れてきてたよ（Oshoに）。毎回ね」。

次第に、ハリウッドの著名人たちが寿司の広がりを後押しする存在となりました。役者リチャード・ドレイファスのような有名



Mutual Trading installs freezer and refrigeration facilities in 1968, setting a new industry standard:

using frozen seafood imported from Japan for sushi.

told author Sasha Issenberg in *The Sushi Economy* that Osho was a favorite date spot for Brynner: “No hair. Oooh, always bring down girlfriends, every single one.” Hollywood celebrities soon became sushi’s most visible advocates. Stars like Richard Dreyfuss famously touted it in papers of record like the *LA Times* as a healthy “diet food,” helping transform what had once been a niche, ethnic dish into an icon of aspirational, health-minded Southern California living.

By the 1980s, sushi-mania in the United States reached a new peak, fueled in part by a surge of interest in Japanese culture after the release of *Shōgun*, the hit TV miniseries based on James Clavell’s bestselling novel. Mutual Trading tripled the number of sushi restaurants it supplied in Southern California, from 39 in 1977 to 116 in 1980. In 1985, sushi appeared for the first time at a state dinner at the Plaza Hotel in Century City as President Ronald Reagan welcomed Prime Minister Yasuhiro Nakasone. Sushi was suddenly everywhere in pop culture—joked about on *Saturday Night Live* and name-checked in films like *The Breakfast Club* and *Troop Beverly Hills*. Some sushi chefs—such as Kazunori Nozawa, affectionately dubbed by the *LA Times* as the “sushi Nazi” of Sushi Nozawa in Studio City— even became celebrities in their own right.

For Kanai—who’d spent months persuading restaurant owners that sushi could work in America—none of this happened by chance. It was the result of years of thankless, unglamorous work by him and Mutual Trading employees laying the groundwork for sushi chefs to succeed stateside.

the traditional Japanese raw seafood known as sushi. This was Dreyfuss' diet lunch. There was enough food for eight. Dreyfuss leaped out of his chair with a surprisingly athletic bounce.
“This comes from Beverly Hills and costs 60 bucks a day,” he said, holding the tray and prowling around, busting with enthusiasm.
“The commodity bit has taken me about two years of hard drinking to get used to,” he said, staring at a seaweed-wrapped fish morsel for a second before popping it in his mouth.

Kanai and Wolff’s vision begins to pay off in the 1970s, as sushi surges in popularity among Hollywood celebrities like Richard Dreyfuss and Yul Brynner—helping turn it into an icon of aspirational, health-minded Southern California living.

Long before sushi went mainstream, Mutual Trading would offer financial support to sushi chefs with credit as they opened their restaurants. “This was costly, time-consuming and risky, but I believe it was necessary,” Kanai recalled in 2006. He’d often advise many chefs in informal roles including Tokyo Kaikan chef Ichiro Mashita who famously invented the California roll in the 60s when bluefin tuna was seasonally scarce and avocado was abundant as a state cash crop and suitable as a fatty substitute for tuna.

Kanai’s business philosophy wasn’t driven solely by numbers—logistics, margins, or market analysis—but by something deeper: human connection. He’d learned as much through his partnership with Wolff and countless chefs over the years.

In those early days in the 1960s, Kanai carried that same philosophy into Little Tokyo, schlepping to the Sugar Bowl Cafe (the forerunner to Ajino Ichiban) on San Pedro Street—a popular restaurant for young Japanese chefs—to get to know them: their hopes, their anxieties, and what they wanted from a new life in America.

“They’d all come to share their American dream, drinking sake until midnight,”

Kanai reminisced in 2006. “I’d hang out, looking after these young chefs, becoming good friends and confidants. One by one, they’d open their own restaurant. And, when they did, they’d always contact me and start business with Mutual Trading. This is the reason why Mutual Trading is said to have a strong business base today. Building this core foundation and trusting bond was no accident, in fact it’s the result of deep-rooted relationships and mutual respect, built upon trust that cannot be severed nor replaced with technology.”



Wolff and Kanai celebrate as Mutual Trading grows the sushi restaurant base from 39 in 1977, to 116 in 1980. The 1980’s NBC miniseries *Shogun*, further fuels consumer curiosity for Japanese cuisine.

人は、ロサンゼルス・タイムズのような有力紙で寿司を健康的な「ダイエット食」として称賛したことで知られています。そうした発信が、かつてはニッチなエスニック料理に過ぎなかった寿司を、健康志向の南カリフォルニアの食文化を象徴する存在へと押し上げたのです。

1980年代に入ると、アメリカの寿司ブームは新たな頂点を迎えました。その背景の一つにあったのが、ジェームズ・クラベルのベストセラー小説を原作とするヒットTVドラマ『Shōgun』の放映をきっかけに、日本文化への関心が高まったことです。Mutual Tradingは南カリフォルニアで取引する寿司店の数を、1977年の39店から1980年には116店へと3倍近くに増やしました。

1985年には、センチュリーシティのプラザ・ホテルで、ロナルド・レーガン大統領が中曽根康弘首相を迎えた晩餐会に、初めて寿司が振る舞われました。寿司は次第にポップカルチャーのあらゆる場面に登場するようになり、コント番組『サタデー・ナイト・ライブ』でネタにされ、映画『The Breakfast Club』や『Troop Beverly Hills』でもその名が言及されるほどでした。中には、スタジオシティの「Sushi Nozawa」の店主・野沢和典氏のように、ロサンゼルス・タイムズから親しみを込めて「寿司ナチ (Sushi Nazi)」と呼ばれ、寿司職人自身がセレブのような存在となった例もありました。

しかし、寿司がアメリカで通用することを、何カ月もかけて飲食店の経営者たちに説得してきた金井にとって、これらは決して偶然の産物ではありませんでした。寿司職人たちがアメリカで成功できる土台を築くために、金井とMutual Tradingの社員たちが長年にわたり、欠かせない仕事を積み重ねてきた結果だったのです。

寿司がアメリカで脚光を浴びる前から、Mutual Tradingは寿司職人の開業を資金面でも支えていました。金井は2006年に「これは費用もかさみ、時間もかかり、リスクも大きかったが、必要なことだったと信じていた」と振り返っています。

す。金井はまた、東京會館のシェフ、増田一郎氏をはじめ、多くの職人に助言を与えることも少なくありませんでした。増田氏は、1960年代、マグロが季節的に手に入りにくい一方で、アボカドがカリフォルニアの主要農産物として豊富に出回っていた時期に、脂ののったマグロの代わりとしてアボカドを用い、カリフォルニアロールを考案した人物としても知られています。

金井の経営哲学は、物流や利益率、市場分析といった数字だけで動いていたのではありませんでした。もっと深いところにある「人とのつながり」こそが、その原動力でした。ウルフとのパートナーシップ、そして長年にわたり関わってきた数え切れないほどの寿司職人たちとの交流を通じて、金井はそのことを学んでいったのです。

1960年代初頭、金井はその哲学を胸にリトルトーキョーへ足しげく通い、サンパドロ通りのシュガー・ボウル・カフェ（「味の一番」の前身）に顔を出しました。そこに集う若い職人たちの希望や不安、そしてアメリカでどのような人生を築きたいのかという思いに、じっくりと耳を傾けていたのです。

「皆がアメリカンドリームを語り合うために集まり、夜更けまで酒を酌み交わしていました」

と、金井は2006年に振り返っています。「私はそこに加わり、若い職人たちの面倒を見ながら、時を経て親しい友人であり相談相手にもなっていました。その後、彼らは一人、また一人と独立し、自分の店を開くようになります。そして店を持つと、必ず私に連絡をくれ、Mutual Tradingとの取引を始めてくれたのです。」

「こうした積み重ねが、今日のMutual Tradingの強さにつながっているのです。この揺るぎない基盤と信頼の絆は、決して偶然に築かれたものではありません。長年にわたり培われた人間関係と、互いを認め合う姿勢の積み重ねの上に成り立っており、その信頼は、技術で代替できるものではありません。」

Hakutsuru Launches Original “Sake Horchata” Cocktail Made with America’s No.1 Nigori Sake at LA Galaxy’s Home Stadium

白鶴酒造は、米国プロサッカーチームLA Galaxy本拠地で米国売上No.1のにごり酒を使ったオリジナルカクテル「サケ オルチャタ」を販売開始！



Sayuri Sake Horchata



Hakutsuru Sake Brewing Co., Ltd. is serving its popular nigori sake “Hakutsuru Sayuri Nigori Sake”—the No.1-selling nigori sake in the United States^{※1}—along with a lineup of sake cocktails at the home stadium of LA Galaxy, a Major League Soccer (MLS) club based in Los Angeles. The beverages are available at Dignity Health Sports Park (DHSP), where fans can enjoy a unique fusion of Japanese sake culture and the excitement of professional soccer.

Marking its second season as the club’s Official Sake Partner, Hakutsuru is introducing a new signature cocktail for the 2026 season: “Sake Horchata.” Inspired by horchata^{※2}—a plant-based refreshment that has become a growing trend in the United States—the drink features “Sayuri” as its base, creating a creamy, refreshing cocktail designed for match-day enjoyment.

Returning by popular demand, last season’s favorites will also remain on the menu: the “Sayuri Margarita” and the “Sayuri Frozen Margarita.” Together, the lineup brings a distinctive twist to stadium beverages, offering fans a fresh way to experience sake while cheering on the Galaxy.

※1 “Sayuri Nigori Sake 300ml” is the No.1-selling nigori sake in the U.S. retail market (IRI, 2025).

※2 Horchata is a traditional plant-based refreshing beverage loved in Spain and Mexico. The version that has become popular in the United States is the Mexican-style horchata, which is made from rice and flavored with ingredients such as cinnamon and sugar. It has a milky white appearance and is known for its flavor, often described as a “sweet and spiced milk.”

Cocktails served at a special sake bar at the home stadium.

Sayuri Sake Horchata

A creamy, rich cocktail that brings together “Sayuri Nigori Sake,” a junmai sake brewed from rice, and horchata, a traditional rice-based beverage. The two drinks—both made primarily from rice—create a perfect harmony of flavors, while the LA Galaxy logo, dusted in cinnamon on top, adds a striking visual accent. The result is a refreshing new “Japanese × Latin” fusion experience.

Sayuri Sake Margarita

A refreshing cocktail that blends sake and citrus, delivering a bright flavor that captures the spirit of Southern California. This drink also features Hakutsuru Sake Brewing Co., Ltd export product “Hakutsuru Juicy Yuzu.”

Sayuri Frozen Sake Margarita

An original slush-style[※] twist. The perfect drink for hot game days or summer nights spent under the stadium lights.

※A slush is a frozen beverage in a semi-solid form, similar to a sherbet or smoothie.

Hakutsuru Sake Brewing Co., Ltd. signed a partnership agreement with LA Galaxy and Dignity Health Sports Park on March 13, 2025, becoming the club’s Official Sake Partner. The agreement covers the period from the 2025 MLS season (February 22 to October 18, 2025) through the end of the 2027 season.

During the 2025 season, approximately 1,100 bottles of “Sayuri” were served to around 2,000 fans. Fans who enjoyed the sake shared positive feedback, saying, for example: “Smooth and creamy. Absolutely delicious! An unforgettable experience.”

Hakutsuru Sake Brewing Co., Ltd. has long focused on exports. In 1900, it exhibited bottled sake at the Paris Exposition, and in 1984, it stationed employees in Los Angeles. In 2005, it established its local subsidiary, HAKUTSURU SAKE OF AMERICA, INC. (HSA), continuing an active brand presence in the U.S. market.

By supporting a locally rooted soccer team in Carson, California, where HSA is based, the company aims to strengthen ties with the local community and contribute to regional vitality. At the same time, it seeks to enhance brand recognition and further expand the popularity of Japanese sake in the U.S. market. ■



Sayuri Sake Margarita



Sayuri Frozen Sake Margarita



U.S. Product Information

Product Name : Hakutsuru Sayuri Nigori Sake 300ml
 Category : Japanese Sake
 Ingredients : Rice (domestically produced), rice malt
 Rice Polishing Ratio : 70%
 Alcohol Content : 12.5%
 Sake Classification : Junmai
 Product Features : It features a refreshing sweetness and a clean, crisp finish.

Product URL : https://www.hakutsuru-sake.com/global/us/product/sayuri_g/sayuri_300.html
 Instagram <https://www.instagram.com/hakutsuru.sake.usa/reel/DVPVtG0j0Fi/>



白鶴酒造株式会社は、アメリカのロサンゼルスを本拠地とするメジャーリーグサッカー（以下、MLS）チームLA Galaxy（ロサンゼルス・ギャラクシー）のホームスタジアム「ディグニティ・ヘルス・スポーツパーク（以下、DHSP）」で、アメリカ売上No.1のにごり酒※1「Hakutsuru Sayuri Nigori Sake」及びそのカクテルを提供している。オフィシャル日本酒パートナー2年目となる2026年シーズンは、アメリカでトレンドとなっている植物由来の清涼飲料「オルチャタ※2」に着想を得て、「さゆり」をベースにしたオリジナルカクテル「サケ オルチャタ」を新たに提供している。年に引き続き、「さゆりマルガリータ」と「さゆりフローズンマルガリータ」も提供する。

※1 Sayuri Nigori Sake 300mlは、アメリカの小売店のにごり酒部門売上No.1（2025年IRI調べ）

※2 オルチャタ（Horchata）は、スペインやメキシコで愛されている、植物由来の伝統的な清涼飲料です。アメリカで流行しているのは、メキシコで親しまれているタイプで、お米を原料に、シナモンや砂糖などを加えて作ります。見た目は乳白色で「甘くスパイシーなミルク」のような味わいが特徴。



Sayuri Sake Horchata



Sayuri Sake Margarita

ホームスタジアムの特設酒バーで提供されるカクテル

さゆりオルチャタ

お米から造られる純米酒「Sayuri Nigori Sake」とお米の伝統飲料「Horchata」が会った、クリーミーでリッチな味わいのカクテル。お米を主原料とする両者ならではの完璧なハーモニーに、トップのシナモンで描かれたLA Galaxyのロゴが視覚的にアクセントを添える、新感覚の「和×ラテン」フュージョン。

さゆりマルガリータ

日本酒と柑橘を融合させた爽やかな一杯。南カリフォルニアらしい鮮やかな味わい。このカクテルには、白鶴酒造の海外向け商品「Hakutsuru Juicy Yuzu」も使用。

さゆりフローズンマルガリータ

オリジナルのスラッシュ*スタイルアレンジ。暑い試合の日や、スタジアムのライトの下で過ごす夏の夜にぴったりな一杯。

*スラッシュとは、液体を凍らせて半固形にした、シャーベット状やスムージー状のフローズン飲料のこと。



Fans lined up at the special sake bar



LA Galaxy

LA Galaxy is the most successful club in MLS, boasting a 30-year history since the league's inception. Based at Dignity Health Sports Park (DHSP) in Carson, California, the team has won the MLS Cup six times (2002, 2005, 2011, 2012, 2014, 2024). In addition, they have claimed the MLS Supporters' Shield four times (1998, 2002, 2010, 2011), the Lamar Hunt U.S. Open Cup twice (2001, 2005), and the CONCACAF Champions Cup once (2000).

Notable players throughout the club's history include Landon Donovan, David Beckham, Robbie Keane, Steven Gerrard, Zlatan Ibrahimović, Javier Hernández, Cobi Jones, Riqui Puig, and Marco Reus, while current members include former Japan national team players Maya Yoshida and Mirai Yamane.

LA Galaxy

LA GalaxyはMLSで最も成功を収めているクラブで、MLS創設時から30年の歴史を誇っている。カリフォルニア州カーソンにあるDHSPを本拠地とし、これまでMLSカップを6度（2002, 2005, 2011, 2012, 2014, 2024）制覇している。さらにMLSサポーターズシールドを4度（1998, 2002, 2010, 2011）、ラマー・ハントU.S.オープンカップを2度（2001, 2005）、そしてCONCACAFチャンピオンズカップを1度（2000）獲得。

歴代にはランドン・ドノバン、デイビッド・ベッカム、ロビー・キーン、スティーヴン・ジェラード、ズラタン・イブラヒモビッチ、ハビエル・エルナンデス、コビ・ジョーンズ、リキ・プッチ、マルコ・ロイスらが名を連ね、現在は元日本代表の吉田麻也や山根視来も在籍している。

白鶴酒造は、LA Galaxy及びDHSPと2025年3月13日にパートナーシップ契約を締結し、オフィシャル日本酒パートナーとなった。契約期間は、2025年MLSシーズン（2025年2月22日～10月18日）から2027年シーズン終了まで。

2025年シーズンは、「さゆり」は延べ約2,000名に約1,100本を提供した。「さゆり」を飲んだファンからは「なめらかでクリーミー。格別の美味しさ！忘れられない一本だ。」といった好意的な感想が寄せられている。

白鶴酒造は早くから輸出に注力しており、1900年にはパリ万博に瓶詰酒を出品、1984年にはロサンゼルスに社員を駐在させ、2005年には現地法人「HAKUTSURU SAKE OF AMERICA, INC. (HSA)」を設立するなど、アメリカ市場において積極的なブランド展開を続けてきた。

「HSA」が拠点を構えるカリフォルニア州カーソンにて、地域に根ざしたサッカーチームを応援することで、地元コミュニティとのつながりを深め、共に地域を盛り上げている。そして、ブランド認知の向上や、日本酒の米国市場でのさらなる普及を目指している。

12th
“JAPAN’S FOOD”
EXPORT FAIR *SUMMER*

– For Importers & International Buyers –

📅 June 24 (Wed) -26 (Fri), 2026 📍 Tokyo Big Sight, Japan



**Source Export-ready
Japanese Food & Beverage!**



▼ Visitor Registration



▼ VIP Registration



**SCAN TO JOIN
FOR FREE!**



SOURCE JAPAN

Meet 700+ Export-Ready Japanese Food Suppliers.

12th

"JAPAN'S FOOD" EXPORT FAIR **SUMMER**

Hosted Buyer Program

June 24 -26, 2026 Tokyo Big Sight, Japan

Hosted Buyer Benefits



3 Nights Hotel in Tokyo

Complimentary 3-night stay in Tokyo during the show.



Pre-arranged Business Meetings

Schedule meetings in advance through the official matching platform.



Exclusive Buyer Lounge

Private space for meetings, networking, and on-site support.

Eligibility



- F&B buyers with purchasing authority
- Companies actively sourcing Japanese food products
- Commitment to attend 10 pre-scheduled meetings
- Agreement to the Hosted Buyer Program Terms

SCAN TO APPLY!



Contact: Attn. Yurika Yasumoto, Yijie Wang (Jessica)

"JAPAN'S FOOD" EXPORT FAIR Show Management | Organiser: RX Japan GK

jpfood-rp-en.jp@rxglobal.com

+81-3-6739-4133 [Web: https://www.jfex.jp/jpfood/en-gb.html](https://www.jfex.jp/jpfood/en-gb.html)

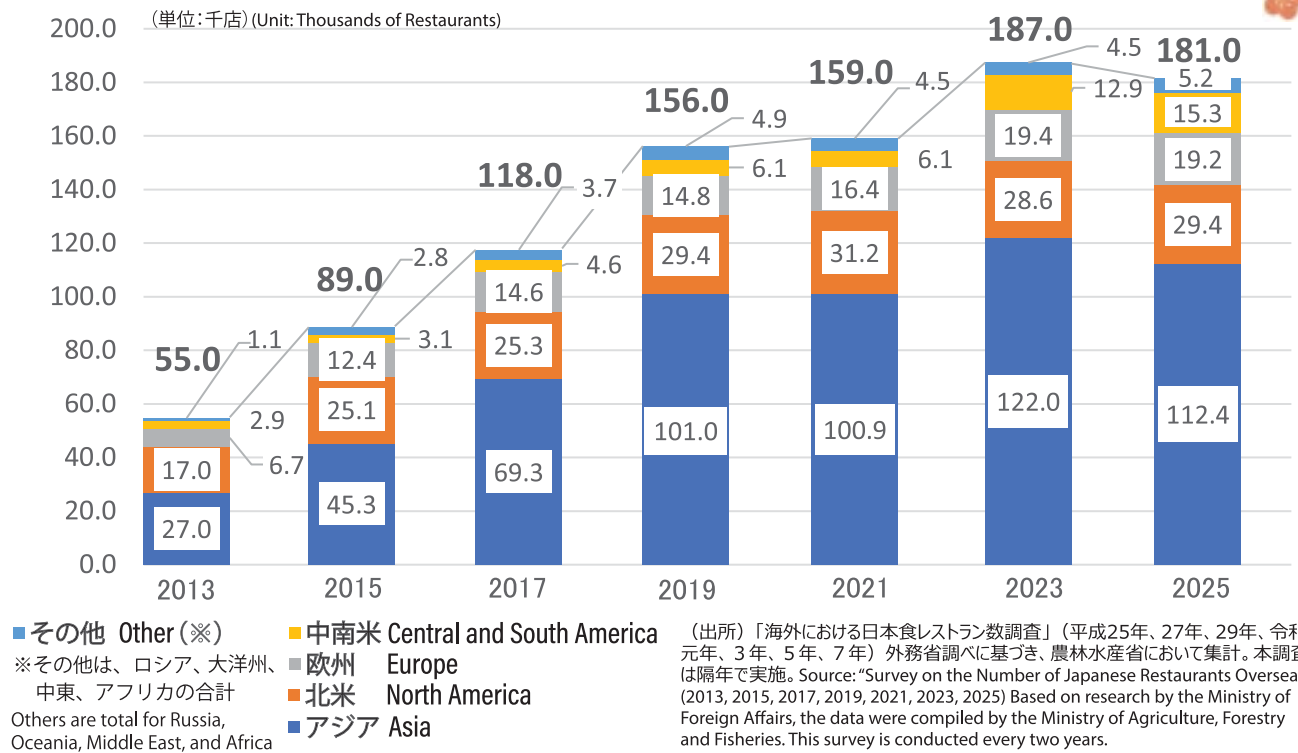
Trends in the Number of Japanese Restaurants Overseas and the Characteristics of the U.S. Market

海外における日本食レストラン数の動向と米国市場の特徴

海外における日本食レストランの概数（推移）

Estimated Number of Japanese Restaurants Overseas (Trends Over Time)

輸出・国際局
海外需要開拓グループ
令和7年11月28日



According to a survey released by Japan's Ministry of Agriculture, Forestry and Fisheries in November 2025, the number of Japanese restaurants overseas stands at approximately 181,000, a decline of about 6,000 from the 187,000 recorded in the previous 2023 survey. The global number of Japanese restaurants had been rising rapidly for more than a decade, growing from around 55,000 in 2013 to 159,000 in 2021, and reaching 187,000 in 2023. This latest survey, however, marks the first decline since the statistics began, signaling a notable shift in the global Japanese food market. For an industry that has long been defined by steady international expansion, the downturn represents an important indicator that the dynamics of the worldwide Japanese dining scene may be entering a new phase. A regional breakdown shows that the primary driver behind the global decline is the Chinese market. In China, the number of Japanese restaurants fell by about 15,260, bringing the total to roughly 63,500, largely due to factors such as economic stagnation. Meanwhile, other regions are experiencing strong growth. Latin America saw the number of Japanese restaurants

rise to around 15,300, an increase of about 20%, while the Middle East recorded approximately 1,600 restaurants, also up by about 20%.

These contrasting trends highlight how the popularity of Japanese cuisine now varies significantly by region. The global spread of Japanese anime and pop culture, along with a growing interest in health-conscious dining, is widely seen as fueling demand in emerging markets. Among these regions, the United States stands out as the second-largest market for Japanese restaurants in the world, after China. As of 2025, the country is home to approximately 26,360 Japanese restaurants.

The number of Japanese restaurants in the U.S. has shown steady long-term growth. According to a survey by JETRO, the total has expanded by about 1.6 times over the past 12 years, reaching a scale of roughly 23,000 establishments during that period. This sustained growth highlights how Japanese cuisine has firmly established itself within the broader American dining culture. The rise of Japanese cuisine in the United States can broadly be divided into three key phases. The first was the sushi boom of the 1960s and 1970s. In its early days, sushi

spread mainly within Japanese communities in cities such as Los Angeles and New York. By the 1970s, however, it had begun gaining popularity among Hollywood celebrities and health-conscious consumers. A major turning point came with the creation of the California Roll in California. Designed to appeal to American diners who were hesitant about eating raw fish, the roll helped make sushi more approachable and played a crucial role in expanding the reach of Japanese cuisine across the United States. The second phase began in the 1990s, marked by the diversification of Japanese cuisine in the United States. Beyond sushi, dishes such as tempura, teriyaki, udon, and izakaya-style small plates began to gain wider recognition. During this period, Japanese food gradually evolved from being seen as a luxury dining experience to becoming a more casual, everyday option in the American restaurant landscape. At the same time, the number of authentic Japanese restaurants run by Japanese chefs and supported by Japanese companies also increased, further deepening Americans' exposure to traditional Japanese cuisine. The third phase emerged in the 2000s with the ramen boom. Japanese

ramen specialty shops began expanding into major cities such as New York and Los Angeles, introducing American diners to regional styles like tonkotsu and miso ramen. These rich, flavorful bowls quickly gained popularity, particularly among younger consumers. With the rise of social media, ramen also became highly shareable and visually appealing, helping it establish itself in the United States as iconic Japanese street food. Looking at Japanese restaurants by city, they are heavily concentrated in metropolitan areas such as Los Angeles, New York, San Francisco, Seattle, and Honolulu. Los Angeles, in particular, stands out as a hub of Japanese food culture, supported by its large Japanese community. The city offers a wide variety of dining experiences, from sushi and ramen shops to izakayas and Wagyu-focused restaurants. In New York, the scene leans more toward high-end Japanese dining, with several restaurants earning Michelin stars and attracting gourmets from around the world. Meanwhile, on the West Coast, casual sushi bars and ramen shops dominate, making Japanese cuisine a regular part of everyday dining for locals. Another distinctive feature of Japanese restaurants in the United States is that many are operated by non-Japanese owners. Sushi and ramen have long been recognized as international cuisines, and it's common to find restaurants run by Korean, Chinese, and even American entrepreneurs. This widespread ownership reflects how Japanese food has evolved beyond being just a foreign cuisine—it has become a fully integrated part of American food culture.

In summary, while the number of Japanese restaurants overseas experienced its first decline in 2025, this was primarily driven by a slowdown in the Chinese market. In contrast, demand in the United States remains strong and stable. Sushi, ramen, and other Japanese dishes have become deeply embedded in American society, and Japanese restaurants continue to serve as key hubs for promoting Japan's food culture and supporting exports of Japanese agricultural products. Looking ahead, they are expected to play an increasingly important role in connecting Japan with the world through cuisine. ■

海外における日本食レストランの国・地域別概数

Estimated Number of Japanese Restaurants Overseas by Country/Region

海外需要開拓グループ
令和7年11月28日

■ 国・地域別における日本食レストラン数上位は、中国、米国、韓国、メキシコ、台湾。

各国・地域において「日本食レストラン」に該当するものとしているところは、次の①～④のいずれかによる。

The classification of a restaurant as a “Japanese restaurant” in each country or region is based on one of the following criteria (①-④):

① 現地のWEBサイトや電話帳及びガイドブック等で「日本食レストラン」として紹介されている。② 現地で「日本食レストラン協会」のような団体が組織され、これに参加している。③ 現地日本人会、日本商工会議所等で「日本食レストラン」として扱われている。④ 上記以外にも各在外公館において「日本食レストラン」として認識されている。例えば、ジェトロにおける日本食レストラン数調査結果等。

① It is listed as a Japanese restaurant on local websites, phone directories, guidebooks, or similar sources. ② It participates in a local organization, such as a Japanese Restaurant Association. ③ It is recognized as a Japanese restaurant by local Japanese associations or chambers of commerce.

④ Beyond the above, it is recognized as a Japanese restaurant by Japanese diplomatic missions or other official sources, such as survey results from JETRO on the number of Japanese restaurants.

【欧州】 Europe	店舗数	増減数	【欧州】 Europe	店舗数	増減数
アイスランド Iceland	20	10	セルビア Serbia	40	0
アイルランド Ireland	120	30	タジキスタン Tajikistan	10	-
アゼルバイジャン Azerbaijan	20	0	チェコ Czech Republic	330	30
アルバニア Albania	20	10	デンマーク Denmark	290	20
アルメニア Armenia	50	-50	ドイツ Germany	1,510	290
イタリア Italy	2,160	-300	ノルウェー Norway	220	-80
ウクライナ(*) Ukraine	140	0	ハンガリー Hungary	80	-10
ウズベキスタン Uzbekistan	20	0	フィンランド Finland	200	-10
英国 United Kingdom	1,820	560	フランス France	3,390	-1,290
エストニア Estonia	130	30	ブルガリア Bulgaria	90	60
オーストリア Austria	90	-10	ベラルーシ Belarus	230	180
オランダ Netherlands	1,550	370	ベルギー Belgium	170	20
キプロス Cyprus	100	20	ポーランド Poland	890	20
ギリシャ Greece	80	20	ポルトガル Portugal	220	50
キルギス Kyrgyzstan	320	270	モルドバ Moldova	50	20
クロアチア Croatia	70	20	ラトビア Latvia	110	20
ジョージア Georgia	40	10	リトアニア Lithuania	140	60
スイス Switzerland	380	110	ルーマニア Romania	180	70
スウェーデン Sweden	310	-220	ルクセンブルク Luxembourg	140	0
スペイン Spain	810	110	ロシア Russia	2,520	-670
スロバキア Slovakia	80	10			
スロベニア Slovenia	10	0			

【アフリカ】 Africa	店舗数	増減数
エジプト Egypt	60	10
ガーナ Ghana	20	10
ケニア Kenya	30	10
コートジボワール Côte d'Ivoire	10	0
ジンバブエ Zimbabwe	20	-
セネガル Senegal	10	-
チュニジア Tunisia	40	10
ナイジェリア Nigeria	30	10
南アフリカ South Africa	230	-30
モーリシャス Mauritius	60	30
モロッコ Morocco	200	10

【アジア】 Asia	店舗数	増減数
インド India	630	220
インドネシア Indonesia	6,580	2,580
カンボジア Cambodia	370	90
シンガポール Singapore	1,140	-70
スリランカ Sri Lanka	60	20
タイ Thailand	5,920	590
韓国 South Korea	19,800	1,590
中国 China	63,500	-15,260
ネパール Nepal	90	30
パキスタン Pakistan	30	10
バングラデシュ Bangladesh	50	20
フィリピン Philippines	940	180
ブルネイ Brunei	60	20
ベトナム Vietnam	1,820	200
マレーシア Malaysia	2,200	310
ミャンマー Myanmar	90	10
モルディブ Maldives	40	0
モンゴル Mongolia	100	50
ラオス Laos	50	0
台湾 Taiwan	7,100	-340
香港 Hong Kong	1,480	80
マカオ Macau	340	30

【北米】 North America	店舗数	増減数
米国 USA	26,360	320
カナダ Canada	3,080	470

【中南米】 Latin America	店舗数	増減数
アルゼンチン Argentina	610	-10
ウルグアイ Uruguay	60	20
エクアドル Ecuador	260	150
エルサルバドル El Salvador	50	10
グアテマラ Guatemala	90	30
コスタリカ Costa Rica	150	50
コロンビア Colombia	420	-100
チリ Chile	500	-30
ドミニカ共和国 Dominica	70	-20
トリニダード・トバゴ Trinidad and Tobago	20	0
ニカラグア Nicaragua	20	0
パナマ Panama	90	40
バハマ The Bahamas	10	0
パラグアイ Paraguay	90	10
バルバドス Barbados	10	-
ブラジル Brazil	4,520	1,670
ベネズエラ Venezuela	320	0
ペルー Peru	220	-10
ボリビア Bolivia	250	140
ホンジュラス Honduras	30	-
メキシコ Mexico	7,430	310

【中東】 Middle East	店舗数	増減数
アラブ首長国連邦 Emirates	190	20
イスラエル Israel	320	0
イラク Iraq	20	-
イラン Iran	40	10
カタール Qatar	40	10
クウェート Kuwait	170	20
サウジアラビア Saudi Arabia	170	20
トルコ Turkey	480	220
バーレーン Bahrain	50	10
ヨルダン Jordan	80	10
レバノン Lebanon	90	10

【大洋州】 Oceania	店舗数	増減数
オーストラリア Australia	2,230	230
ニュージーランド New Zealand	500	20
パラオ Palau	10	-
フィジー Fiji	10	0

■ 店舗数 Number
■ 増減数 Increase/decrease count

農林水産省 輸出・国際局
Export and International Affairs Bureau.
Ministry of Agriculture, Forestry and Fisheries.

(出所) 外務省調べに基づき、農林水産省が集計。・店舗数は、10店舗以上の国・地域を掲載しており、一の位は四捨五入している。このため、上記の合計値と全世界計は一致しない。・香港及びマカオの店舗数は、中華人民共和国の店舗数に含まれない。・ウクライナは、前回同様、今回も調査が困難であったことから、現地の状況を踏まえて直近の2021年調査結果を記載。

農 林水産省が2025年11月に公表した調査によると、海外における日本食レストラン数は約18万1,000店となり、前回2023年調査の約18万7,000店から約6,000店減少した。海外の日本食レストラン数は2013年の約5万5,000店から急増を続け、2021年には約15万9,000店、2023年には約18万7,000店に達していたが、今回初めて減少に転じた。これは統計開始以降初めての減少であり、日本食市場の変化を示す重要な指標といえる。

地域別に見ると、減少の主因は中国市場である。中国では経済停滞などの影響により、日本食レストラン数が約1万5,260店減少し約6万3,500店となった。一方で、中南米では約1万5,300店(約20%増)、中東では約1,600店(約20%増)と増加しており、日本食の人気は地域によって大きな差が生じている。日本のアニメやポップカルチャーの影響、健康志向の高まりなどが新興地域

での需要拡大の背景とされている。その中でも米国は、中国に次いで日本食レストランが多い世界第2位の市場であり、2025年時点で約2万6,360店が存在する。米国の日本食レストラン数は長期的に増加しており、ジェトロの調査によれば、過去約12年間で店舗数は約1.6倍(約2万3,000店規模)に拡大した。これは日本食が米国の食文化の中で定着してきたことを示している。米国における日本食人気の歴史は、主に三つの段階に分けられる。第一は1960～70年代の寿司ブームである。当初、寿司は主にロサンゼルスやニューヨークの日系コミュニティを中心に広まり、1970年代にはハリウッドの著名人や健康志向の高い層の間で人気となった。特にカリフォルニア州で誕生した「カリフォルニアロール」は、生魚に抵抗のあった米国人にも受け入れられ、日本食の普及に大きく貢献した。第二は1990年代以降の日本食多様化

である。寿司に加えて、天ぷら、照り焼き、うどん、居酒屋料理などが広まり、日本食は「高級料理」から「日常的な外食」へと変化した。この時期には、日系企業や日本人シェフによる本格的な日本料理店も増加した。第三は2000年代以降のラーメンブームである。ニューヨークやロサンゼルスなどの都市で日本のラーメン専門店が進出し、豚骨ラーメンや味噌ラーメンが若者を中心に人気となった。SNSの普及もあり、ラーメンは「日本のストリートフード」として定着した。都市別に見ると、日本食レストランはロサンゼルス、ニューヨーク、サンフランシスコ、シアトル、ホノルルなどの都市圏に集中している。特にロサンゼルスは日系人口が多く、日本食文化の中心地の一つであり、寿司店やラーメン店だけでなく、日本式居酒屋や和牛専門店など多様な業態が存在する。ニューヨークでは高級和食店が多く、ミシュラン星付き

レストランの中にも日本料理店が含まれている。一方、西海岸ではカジュアルな寿司バーやラーメン店が多く、日常的な外食として日本食が定着している。また、米国の日本食レストランの特徴として、日本人以外の経営者による店舗が多い点が挙げられる。寿司やラーメンはすでに国際的な料理として認識されており、韓国系や中国系、さらには米国人オーナーによる店舗も多数存在する。このため、日本食は単なる外国料理ではなく、米国の食文化の一部として定着しているといえる。以上のように、海外の日本食レストラン数は2025年に初めて減少したものの、その主因は中国市場の落ち込みであり、米国では依然として安定した需要が続いている。寿司やラーメンなどの日本食は米国社会に深く浸透しており、日本食レストランは日本の農林水産物輸出や食文化発信の重要な拠点として今後も大きな役割を担うと考えられる。

Actual Sake Export Performance for Fiscal Year 2025

- Sake Maintains Growth, Strengthening Its Presence in Global Markets-

2025年度 日本酒輸出高実績

—成長基調を維持、世界市場で存在感を強める日本酒—

In fiscal 2025, Japan's sake exports exceeded the previous year in both value and volume, demonstrating steady progress in expanding overseas markets and enhancing product value. According to statistics released by the Japan Sake and Shochu Makers Association, sake exports in 2025 reached approximately ¥45.9 billion (up about 6% from the previous year) in value and about 33,500 kiloliters (up about 8%) in volume, surpassing last year's figures in both categories. This marks the second consecutive year of growth in both value and volume, highlighting the rising global demand for Japanese sake. This marks the second consecutive year of growth in both volume and value, underscoring the steadily rising global demand for Japanese sake.

Sake Export Overview 2025: Value and Volume

Throughout 2025 (January–December), Japanese sake exports reached approximately ¥45.9 billion in value and about 33,500 kiloliters in volume. Both figures exceeded last year's results, representing roughly a 6% increase in value and an 8% rise in volume. Alongside the ongoing recovery trend, this reflects the growing global popularity of Japanese sake.

This growth is supported not only by favorable factors such as an increase in inbound tourism and the rising global interest in Japanese cuisine, but also by a shift toward higher-value sake products. Export prices are on the rise, and the international recognition of not only traditional sake but also premium and regional brands is helping to boost overall export value.

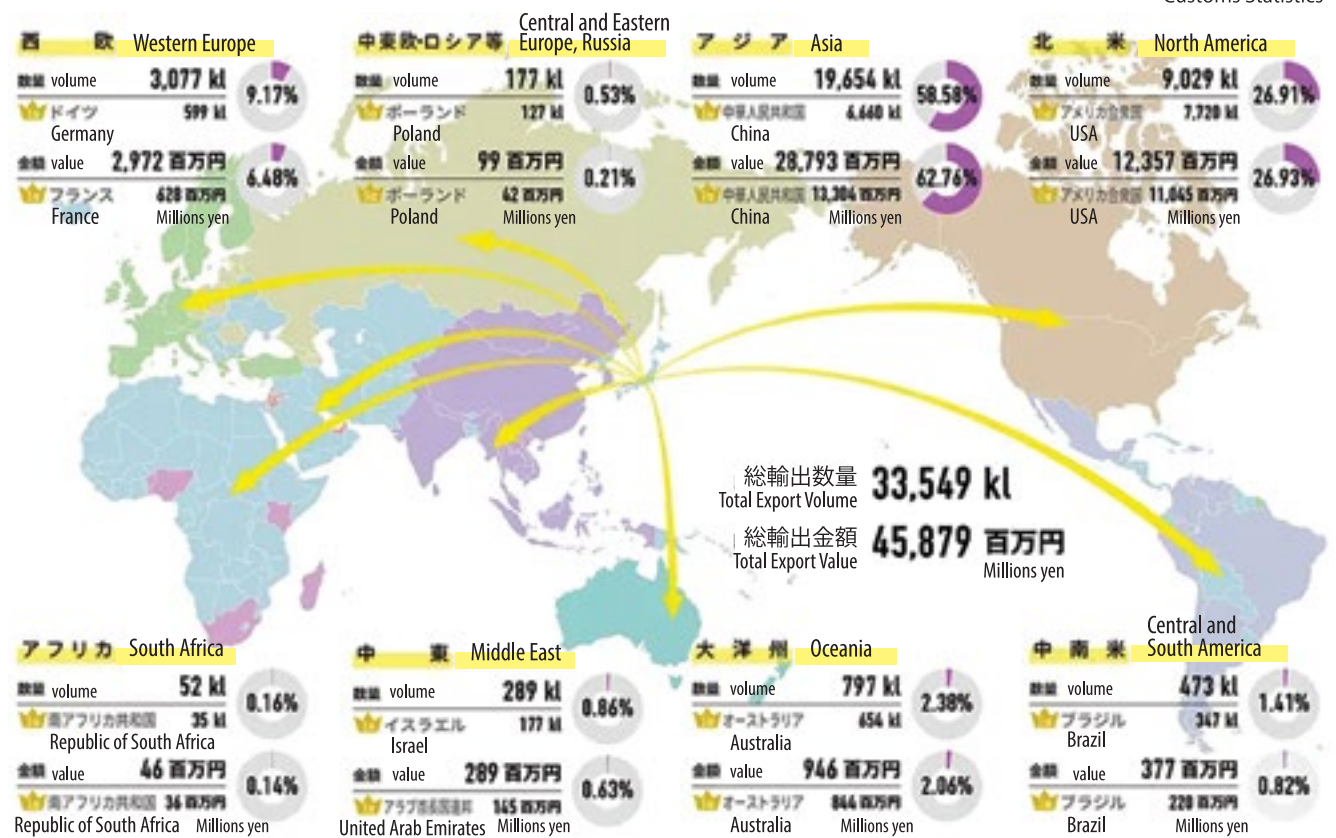
Export Trends by Country and Region (Value and Volume)

Top by Value: China

China emerged as the largest market for Japanese sake exports, reaching approximately ¥13.3 billion—a roughly 13.9% increase from the previous year. The Chinese market has long held a key position in sake exports, with premium lines as well

日本酒輸出量・金額マップ Sake Export Volume and Value Map

2025年財務省通関統計
2025 Ministry of Finance
Customs Statistics



as a wide range of products being well received in urban restaurants and retail outlets. The ongoing urbanization in China and the diversification of its food culture are thought to be driving further growth in demand.

By volume, China ranked second after the United States, reaching approximately 6,660 kiloliters, further solidifying its presence in the market. Data also indicate that sake is gaining recognition, particularly among urban fine-dining establishments and high-income consumers.

Top by Volume: United States

The United States was the largest export destination by volume, with approximately 7,720 kiloliters shipped. The U.S. market continues to be a major driver of high sake demand, particularly fueled by increased availability in Japanese restaurants, specialty stores, and Asian dining establishments. However, in 2025, the U.S. market faced some headwinds,

including additional tariffs, leading to a slight decline in both export value and volume compared to the previous year. Nevertheless, the United States continues to maintain a stable foundation relative to other markets, and the wider distribution of diverse sake brands has noticeably increased its popularity among younger consumers and those interested in Japanese culture.

Other Key Markets:

South Korea, Canada, and France

South Korea, Canada, and France also stood out in Japanese sake exports, with all three markets reaching record highs in both value and volume in fiscal 2025. In particular, South Korea has seen wide acceptance of diverse sake offerings alongside the growing influence of Japanese food culture, with export values approaching those of Hong Kong.

Canada and France also showed strong growth in both export value and volume. In particular, high-end

Japanese sake in France is increasingly being offered in upscale restaurants and wine bars, highlighting how sake is evolving from a traditional accompaniment to Japanese cuisine into a world-class beverage that enhances a wide range of dining experiences.

Expansion and Diversification of Export Markets

In fiscal 2025, Japanese sake reached a record high of 81 export destinations worldwide. This figure reflects not only the strength of traditional markets but also the ongoing expansion into emerging markets and new distribution channels. While Asian markets remain central, recognition and appreciation of sake are growing in Europe, Latin America, and beyond, showing that Japanese sake brands are steadily broadening their global footprint.

The recovery of global inbound demand and the growing interest in Japanese cuisine are driving further

opportunities for sake exports, in step with the rise in foreign visitors to Japan. Notably, proactive promotional strategies by the Japan Sake and Shochu Makers Association and related organizations—ranging from showcasing sake in overseas restaurants and international trade fairs to collaborations with sommelier associations—are delivering tangible results. Looking ahead, Japan's sake export market is poised for further growth—both in volume and quality—driven by deeper brand penetration and increasingly sophisticated export strategies worldwide. The continued efforts of the Japan Sake and Shochu Makers Association and the broader industry to promote value propositions that blend tradition with innovation will be key to unlocking the next phase of global expansion. ■



2025年度の日本酒輸出高は、主要な指標である輸出額・輸出数量ともに前年度を上回り、輸出市場の拡大と高付加価値化の両面で着実な進展を見せた。日本酒業界の業界団体である日本酒造組合中央会が発表した統計によると、2025年の輸出金額は約459億円（前年比約106%）、輸出数量は約3.35万キロリットル（前年比約108%）となり、ともに前年実績を上回る結果となった。これは数量・金額ともに2年連続の増加という評価であり、世界各国での日本酒の需要が一段と拡大していることを示している。

2025年度輸出総額・数量の概要

2025年度（1月～12月）を通じた日本酒輸出は、金額ベースで約459億円、数量は約3.35万キロリットルを記録した。金額・数量ともに前年を上回り、前年比で金額約6%増、数量約8%増となる伸びを示している。これまでの回復基調に加え、世界的な日本酒人気の高まりが鮮明になった成果といえる。

この背景には、訪日観光客の増加や、日本酒への関心が高まる国際的な食文化の浸透といった好材料のほか、高付加価値商品へのシフトも進行していることが挙げられる。輸出単価の上昇傾向も確認されており、伝統的な清酒だけでなく、プレミアム製品や地酒ブランドの評価が世界的に定着しつつあることが、輸出額の底上げに寄与している。

国・地域別の輸出動向（金額・数量）

金額ベースのトップ：中国

国・地域別の輸出額で最も大きな市場となったのは中国で、前年比約13.9%増の約133億円に達した。中国市場は日本酒輸出において長年にわたり重要な位置を占めており、高級ラインの商品や

国別輸出金額・数量 Export value/volume by country

金額順位 Amounts rank

順位	国名	R6(2024)	R7(2025)	R7/R6
1	中華人民共和国 China	11,677,628	13,304,352	113.9%
2	アメリカ合衆国 United States	11,441,896	11,045,019	96.5%
3	香港 Hong Kong	5,116,764	4,824,068	94.3%
4	大韓民国 South Korea	3,749,627	4,395,378	117.2%
5	台湾 Taiwan	2,670,148	2,698,237	101.1%
6	シンガポール Singapore	1,483,784	1,504,175	101.4%
7	カナダ Canada	1,040,604	1,311,583	126.0%
8	オーストラリア Australia	782,389	844,051	107.9%
9	フランス France	551,732	627,656	113.8%
10	イギリス United Kingdom	637,000	616,600	96.8%
11	タイ Thailand	406,742	478,752	117.7%
12	ベトナム Vietnam	411,045	470,504	114.5%
13	マレーシア Malaysia	394,542	443,277	112.4%
14	オランダ Netherlands	365,218	405,294	111.0%
15	ドイツ Germany	382,336	365,013	95.5%
16	イタリア Italy	268,868	295,630	110.0%
17	スペイン Spain	224,818	231,674	103.0%
18	ブラジル Brazil	192,196	219,854	114.4%
19	マカオ Macau	141,602	177,099	125.1%
20	アラブ首長国連邦 U.A.E.	163,637	145,293	88.8%
	その他 Others	1,366,124	1,475,987	108.0%
	合計 Total	43,468,700	45,879,496	105.5%
	<Reference> EU(イギリス含む including UK)	2,720,610	2,909,112	106.9%

※単位千円 Unit: Thousand Yen

数量順位 Quantity rank

順位	国名	R6(2024)	R7(2025)	R7/R6
1	アメリカ合衆国 United States	8,002,717	7,720,291	96.5%
2	中華人民共和国 China	5,323,822	6,660,359	125.1%
3	大韓民国 South Korea	4,895,020	5,483,104	112.0%
4	台湾 Taiwan	2,889,651	3,035,309	105.0%
5	香港 Hong Kong	2,015,331	2,030,179	100.7%
6	カナダ Canada	925,958	1,309,045	141.4%
7	シンガポール Singapore	701,826	686,994	97.9%
8	オーストラリア Australia	677,962	654,116	96.5%
9	タイ Thailand	605,985	625,416	103.2%
10	ドイツ Germany	613,730	599,114	97.6%
11	オランダ Netherlands	461,271	494,853	107.3%
12	フランス France	436,147	465,608	106.8%
13	イギリス United Kingdom	422,448	430,652	101.9%
14	ベトナム Vietnam	340,008	373,535	109.9%
15	イタリア Italy	384,050	370,384	96.4%
16	マレーシア Malaysia	361,502	368,902	102.0%
17	ブラジル Brazil	278,568	346,725	124.5%
18	スペイン Spain	267,754	281,483	105.1%
19	イスラエル Israel	157,297	176,763	112.4%
20	スイス Switzerland	148,473	153,432	103.3%
	その他 Others	1,146,556	1,283,211	111.9%
	合計 Total	31,056,076	33,549,475	108.0%
	<Reference> EU(イギリス含む including UK)	2,885,306	3,049,908	105.7%

※単位ℓ Unit: Liters

幅広い価格帯の日本酒が都市部のレストランや小売市場で受け入れられている。中国国内の都市化進展と食文化の多様化が、さらなる需要拡大を後押ししているとみられる。

数量ベースでは中国は米国に次ぐ2位で約6,660キロリットルとなり、数量面でも存在感を高めた。特に、都市部のファインダイニングや高所得層の消費者を中心に、日本酒の評価が浸透しているというデータもある。

数量ベースのトップ：アメリカ合衆国

数量ベースで最大の輸出先となったのは米国で、約7,720キロリットルを輸出した。米国市場は依然として大量の日本酒需要を支える主要市場であり、特に日本食レストランや専門店、中華・アジア料理店での取り扱いが増加している影響が大きい。しかし、米国は2025年に追加関税措置など市場環境が一部逆風となったため、前年比では輸出金額・数量ともにやや減少し、その影響が数字にも現れた。とはいえ、米国は他の市場に比べて引き続き安定した基盤を有しており、多様な日本酒ブランドの流通が進むことで、若年層や日本文化に関心を持つ層への普及が顕著になっている。

その他の市場：

韓国、カナダ、フランス

このほか、日本酒輸出実績において存在感を示したのが韓国、カナダ、フランスである。これらの市場は2025年度において金額・数量ともに過去最高記録を更新した。特に韓国では、日本食文化の浸透とともに多様な日本酒が広く受け入れられ、香港の輸出額に迫る勢いを見せている。

カナダやフランスも輸出額・数量の双方で大きな伸びを示しており、特にフランスでは高価格帯日本酒が富裕層向けレストランやワインバーでの提供機会が増

1リットル当たりの輸出金額 Export price per liter

輸出額順位 Export Value Rank	R6(2024) 単位(¥yen/L)	R7(2025) 単位(¥yen/L)	上昇率 rate of increase (e.g. prices)	
1	中華人民共和国 China	2,193	1,998	91.1%
2	アメリカ合衆国 United States	1,430	1,431	100.1%
3	香港 Hong Kong	2,539	2,376	93.6%
4	大韓民国 South Korea	766	802	104.6%
5	台湾 Taiwan	924	889	96.2%
6	シンガポール Singapore	2,114	2,190	103.6%
7	カナダ Canada	1,124	1,002	89.2%
8	オーストラリア Australia	1,154	1,290	111.8%
9	フランス France	1,265	1,348	106.6%
10	イギリス United Kingdom	1,508	1,432	95.0%
11	タイ Thailand	671	765	114.0%
12	ベトナム Vietnam	1,209	1,260	104.2%
13	マレーシア Malaysia	1,091	1,202	110.1%
14	オランダ Netherlands	792	819	103.4%
15	ドイツ Germany	623	609	97.8%
16	イタリア Italy	700	798	114.0%
17	スペイン Spain	840	823	98.0%
18	ブラジル Brazil	690	634	91.9%
19	マカオ Macau	2,857	3,058	107.1%
20	アラブ首長国連邦 U.A.E.	1,837	1,763	96.0%
	平均 Average	1,400	1,368	97.7%

(出典) 国税庁 Source: National Tax Agency

加している点が特徴的だ。これは日本酒が単なる和食用酒から、幅広い食体験を提供するワールドクラスの飲料として位置づけられつつあることを意味している。

輸出市場の拡大と多様化

2025年度の輸出先国・地域数は 過去最多の81カ国・地域に達した。これは従来の主要市場だけでなく、新興市場への開拓や販路拡大が進んでいることを示す数字である。アジアを中心とした地域はもちろん、ヨーロッパや中南米といった地域でも日本酒の認知・評価が拡大しており、日本酒ブランドの裾野が世界的に広がっていることがうかがえる。

世界的なインバウンド需要の回復や、日本食文化への関心の高まりは、訪日外国人の増加と連動して日本酒の輸出機会をさらに拡大している。海外の料理店での提供や国際的な酒類展示会への出展、ソムリエ協会との連携など、日本酒造組合中央会や関連団体の積極的なプロモーション戦略が成果を上げていることも特筆される。

今後の日本酒輸出市場は、世界各地でのブランド浸透と輸出戦略がより成熟することで、量的・質的にさらなる飛躍が期待される。日本酒造組合中央会をはじめとする業界全体が、伝統と革新を融合させた価値提案をグローバル市場へ発信し続けることが、次なる成長の鍵となるだろう。



HAKUTSURU
SAKE

"A New Way
To Sip"

Junmai Sake
200ml

CHIKKA



SAKKE
CUP



chikasakecup.com



[@hakutsuru_sake_usa](https://www.instagram.com/hakutsuru_sake_usa)

Product of Japan

日本語で授業と試験が受けられる!全米で通用!

全米レストラン協会 NRA の公認である Nrfsp が発行する
食品衛生許可証 -Food Protection Manager Certificate-



創立1997年

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。

5年間有効

通常クラス

Gardena 集合クラス

毎月通常 第3日曜日開催

場所

Japanese Restaurant Academy
16901 S. Western Ave. #102
Gardena, CA 90247

費用

お一人様 \$165
* 講習、テスト、許可証等込み

時間

8:50am 受付開始
9:00am 授業開始
1:00pm~3:00pm 終了予定

*お支払いいただいた方より先着順
10名様まで。参加希望者が5人未満
の場合は延期となる場合があります

お時間のない方で
講習が必要ないとお考えの方
予約制で1人から可能です。
1名申込/\$175

いつでも試験可能です。

出張クラス

全米どこでも随時 (9名様以上から)

費用

一律1名あたり \$165 交通費：車往復が可能な場合は \$100、それ以外の場合は実費となります。
宿泊費：宿泊が必要な場合は宿泊費用の実費がかかります。

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

練習問題

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

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

回答:1)d 2)b

The Magazine for Japanese Food Professionals Worldwide

日本餐厅新闻

April 2026

www.alljapannews.com



ichiko
SHOCHU
JAPAN
iichiko.com



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



Japanese sake and cuisine 料理和日本酒 P28

How Mutual Trading Pioneered Edomae Sushi in the United States
Mutual Trading (共同貿易公司) 如何成為美國
江戶前壽司的開拓先驅 P30

Recommending sake to gals and inbound tourists: Part 4
給辣妹與入境遊客的日本酒 其之四 P34

What is the role of rice malt necessary for sake production?
麴的作用是什麼 P35

美國清酒燒酎烈酒研究所 P38

nippon
Oh'my Pasta
A brand that has been enjoyed by families all over Japan for over 50 years.
<https://www.nippncalifornia.com/pasta.php>

Den's Tea
Restaurant and Ceremonial
Matcha Available!
www.densteawholesale.com
877-DENSTE (336-7832)

Let's learn about sake!
Sake Spectator
Available on Amazon.com

Pour, Dip and Cook. Spice it up!
Yamajirushi
All Natural
Yuzu-It
YUZU PEPPER SAUCE
液体 柚子こしょう
MIYAKO ORIENTAL FOODS INC. customerservice@coldmountainmiso.com Tel. 626-962-9633



produced by
MTC MUTUAL TRADING

JAPANESE FOOD & RESTAURANT EXPO

HAWAII

WED MAY 20

10 AM - 4:30 PM

Prince Waikiki Hotel
 Pi'inaio Ballroom

NEW YORK
save the date
SAT
SEPT 19

LOS ANGELES
save the date
SAT
SEPT 26



RSVP by **MAY 5**
 for **JFRE HAWAII**

www.eventspass.com/event/cherrycofoodshow26/
 Up to 5 people can be registered per account.



Setomono ichi:
 50% off from catalog price

Discount:
 Up to 30% off



Largest & Longest Running Japanese Food Trade Show Outside of Japan
Principal Meeting Place for Foodservice Professionals & Suppliers

NEW PRODUCTS \$SAVINGS FREE to ATTEND*



Last check-in will be at 4:00pm. Parking at Prince Waikiki Hotel is \$15.
 No one under the age of 18 will be allowed.
 Must be 21 years old for alcohol tastings. (Need valid ID)
 *JFRE is a professional trade show, and is restricted to food and foodservice professionals.
 This is not a public event. ©2026 Mutual Trading Co., Inc.



Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



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



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



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



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors
Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to any food when the odor is too strong,

then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins
Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor
From broiled dishes to soup dishes, Japanese sake is useful in a variety of dishes, as our readers know.

Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking
Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

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.



料理和日本酒

經常 常聽到美國人問：“葡萄酒是可以用來做料理的，日本酒可以嗎？”。日本酒有很多葡萄酒沒有的鮮味成分，所以我很高興任何料理可以使用日本酒。

消除氣味
當然，日本酒對魚貝類是有效的，對消除豬肉和羊肉的氣味也很有效。有這種氣味的可能是羊肉，當您想添加日本風味時，請在氣味最濃時

撒上日本酒，然後放置約2分鐘後就可以消除氣味了。

蛋白質的軟化作用
如果將雞胸肉、牛瘦肉，等嫩肉在調味前放入裝有日本酒的帶拉鍊袋中，味道會變得乾爽可口。烤肉和烤肉會更好吃。

添加鮮味
眾所周知，日本酒可以在任何湯中使用。令人意外的是，可以加入西

式湯中，尤其是含有海鮮的湯中加入日本酒會更美味。當然也可以用於意大利面和其他菜餚，請嘗試一下。其實在方便麵裡放一點點也很好吃。

適合料理的日本酒
料理酒和純米酒都不錯。吟釀，大吟釀酒很好喝，但帶有大量鮮味的純米酒更適合作為料理的基礎。

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)

Order

<https://alljapannews.com/page/sushisake-1>

- New Forms of Sushi
- New Styles of Sushi
- Innovative and Popular Creative Sushi
- Mastering Techniques
- Sushi in the USA and Europe
- In What Way Has "Sushi" Evolved?
- For all who love Sake



Hakkaisan Dodgers Special Edition Junmai Daiginjo

New Look. New Label. New Season.
Raise a Glass to Dodger Baseball!



authorized supplier of fine Japanese foods and liquors to Dodger Stadium



#36324
180ml



#49666
720ml



MTC SAKE
mtcsake.com

PAGEANT OF DISTINCTION

Legendary Finesse Award Winning
SAKE SHOCHU WINE CRAFT BEER SPIRITS

product availability may vary in regions
Enjoy responsibly @2026 Mutual Trading Co., Inc.



Refreshing **YUZU** Flavor and
Umami from **MISO**
For Sushi Rolls, Fish, and Meat Dishes

GLUTEN
FREE

NO
MSG

REAL
YUZU
JUICE

chicken with
yuzu miso glaze



5 fl.oz.



32 fl.oz.

Made by
MIYAKO ORIENTAL FOODS INC.
Baldwin Park, CA 91706 USA Tel. 626-962-9633
customerservice@coldmountainmiso.com





How Mutual Trading Pioneered Edomae Sushi in the United States

Mutual Trading (共同貿易公司) 如何成為美國江戶前壽司的開拓先驅

為紀念將日本風味引入美國屆滿100週年，Mutual Trading (共同貿易公司) 深度回顧其傳奇歷史，從早期作為洛杉磯小東京服務南加州日本移民的「合作採購與進口渠道」，演變至今成為正宗日本食材、酒類及餐飲設備的權威標竿。在系列專題的第二章節中，敘事轉向1960年代。當時的金井紀年 (Noritoshi Kanai) 與Harry Wolff Jr. 開啟了一場橫跨亞洲的產品探索之旅——這段意外的旅程，不僅催生了江戶前壽司的引進，更促使Mutual Trading (共同貿易公司) 轉型為日本餐飲服務業的領航者。

An unlikely friendship
In 1965, Noritoshi Kanai, then general manager of Mutual Trading, approached sales consultant Harry Wolff Jr. with an idea: join him on a product-seeking trip across Asia.

At the time, Kanai and Wolff desperately needed a win. Mutual Trading's breakout success selling Tohato's Harvest Honey & Sesame Cookies to U.S. supermarket chains had just sputtered as American snack companies flooded the market with cheaper copycats made in Taiwan—a "bittersweet experience," Kanai later recalled. The trip would be part business mission, part mental reset: a chance to scout the company's next hit.

Kanai and Wolff had met in the early 1960s at the Housewares Show in Chicago. As they bonded, Kanai shared his struggles selling Japanese cookies and rice crackers in the American market. "If that's the case, I'll help you," Wolff replied, adding another piece of advice for the new immigrant: "In the United States, find one good doctor and a good lawyer—and also a good Jewish friend."

And so, a partnership—and an unlikely friendship between a bespeckled Japanese businessman from Tokyo, and a no-nonsense former bouncer from Chicago—was born.

Over the next year, the two traveled the country selling Harvest cookies, eventually pushing shipments to 50 cargo containers a month before the copycats caught up. Even after the boom ended, Wolff proved indispensable as Kanai pursued a bigger goal: expanding business beyond the Japanese-American community to reach

a broader American consumer base. The lesson was clear: Mutual Trading needed a quintessentially Japanese product that couldn't be easily copied.

The trip that birthed the sushi revolution

With the company's future at stake, the two left for Asia in search of the next "big hit." But after days of scouting potential products across Taiwan, Hong Kong, Singapore, and Japan, the trip was "floundering," Kanai later told the Los Angeles Times.

Upon checking into their hotel in Ginza, Kanai dared Wolff to try sushi at Shinnosuke, a restaurant near Kanai's old stomping grounds—the Tokyo Mutual Trading office. Kanai was curious: Would a middle-aged, no-nonsense Ashkenazi Jewish man who came of age in Depression-era Chicago like Edomae nigiri sushi?

To Kanai's surprise, Wolff didn't just like sushi—he loved it. The dinner was such a hit that Wolff secretly returned to Shinnosuke for the next five nights, devouring nigiri and running up a \$275 bill (about \$2,650 today) on the company tab. Kanai told the Los Angeles Times in 2015 that, at the end of the trip, Wolff offered a bold proposition:

"Kanai, go do sushi. Sushi is good."

Kanai was skeptical. It was, after all, 1965—the era of the Beatles, frozen TV dinners, meatloaf casseroles, haute French dining, and convenience cuisine. Sushi was largely confined to Japanese enclaves and rarely featured raw fish. When Kanai first visited

一段超越既有框架的友誼

1965年，時任Mutual Trading (共同貿易公司) 總經理的金井紀年向銷售顧問Harry Wolff Jr. 提出一個構想：一同前往亞洲進行產品考察。

當時，金井與Wolff急需一場市場勝仗。Mutual Trading (共同貿易公司) 先前將東鳩 (Tohato) 的「豐收蜂蜜芝麻餅乾」(Harvest Honey & Sesame Cookies) 引入美國超市連鎖店雖取得突破性成功，卻因美國零食公司紛紛引進台灣製造的低價仿製品而陷入苦戰——金井後來回憶道，那是一段「苦樂參半的經驗」。這趟旅程既是商業任務，亦是心態的重塑：一個發掘公司下一個「經典」的契機。

金井與Wolff結緣於1960年代初芝加哥的家庭用品展。隨著情誼增長，金井分享了在美國市場推廣日本餅乾與米果的困境。「如果是這樣，我會幫你，」Wolff 如此回應，並給了這位新移民一條建議：「在美國，你需要找一個好的醫生、一個好的律師，以及一位好的猶太朋友。」

於是，一段跨界合作，以及一位來自東京的日本商人，與一位快人快語、來自芝加哥的前保鏢之間深厚的友誼就此誕生。

在接下來的一年裡，兩人橫跨全美銷售Harvest餅乾，在仿製品湧現之前，每月的出貨量一度高達50個貨櫃。即使在熱潮消退後，隨著金井追求更大的目標：將業務擴展至日裔社群之外，觸及更廣泛的美國消費者，Wolff的角色依然不可或缺。這次的教訓十分明確：Mutual Trading (共同貿易公司) 需要一種具備純正日本靈魂、且無法被輕易複製的產品。

催生壽司革命的旅程

肩負著公司的未來，兩人啟程前往亞洲尋找下一個「熱銷奇蹟」。然而，在走訪台灣、香港、新加坡與日本多日後，這趟考察卻陷入了「掙扎」，金井後來在接受《洛杉磯時報》採訪時如此描述。

抵達銀座的飯店後，金井慫恿Wolff前往他以前工作地，Tokyo Mutual Trading辦公室附近的「新之助」餐廳品嚐壽司。金井很好奇：一位在經濟大蕭條時期於芝加哥長大的中年阿什肯納茲猶太人，是否會喜歡江戶前握壽司？

令金井驚訝的是，Wolff不僅喜歡，簡直是愛上了壽司。那晚的饗宴大獲成功，以至於Wolff在接下來的五個晚上私下回到「新之助」，大啖握壽司，並在公司的帳單上留下了275美元（約合今日2,650美元的紀錄。金井在2015年告訴《洛杉磯時報》，在那趟旅程結束時，Wolff提出了一個大膽的提議：

「金井，去做壽司吧。壽司真的太棒了。」

金井當時深感懷疑。畢竟那是1965年，披頭四、電視餐盒、肉餅砂鍋、法式高端料理與便利食品盛行的時代。當時的壽司僅限於日裔聚集區，且極少使用生魚。金井在1956年初訪洛杉磯時，觀察到西海岸所謂的「壽司」多指稻荷壽司、太卷或散壽司，反映了早期日本移民的關西根源。他告訴Wolff：「不，美國人不吃生魚！」

Wolff則為金井重新定義了壽司：它不僅是食物，更是一種待客之道。與美國多數高級餐廳中主廚隱身於廚房不同，壽司職人與顧客建立了連結，完美體現了「Omotenashi (おもてなし)」，日本那種細緻入微、發自內心的款待藝術。

Los Angeles in 1956, he observed that West Coast “sushi” meant inari, futomaki, or chirashi, reflecting the Kansai roots of early Japanese immigrants. He told Wolff, “No, Americans don’t eat raw fish!”

Wolff also reframed sushi for Kanai as more than a food product—it was a model of hospitality. Unlike most upscale dining in the United States, where chefs stayed hidden in the kitchen, sushi chefs built relationships with customers, embodying omotenashi, the Japanese art of attentive, intentional hospitality.

Then, Wolff hit him with the clincher: “If you take sushi to the United States, who’s going to copy you?”

“Two ideas were born [from that trip],” Kanai recalled in 2006. “1) Target restaurants with an American customer base, and 2) Introduce sushi. Wolff was living proof that Americans will eat raw fish, and more importantly, that delicious flavors are universally accepted by people from other cultures.”

With Kanai convinced, the real work began stateside. First, he had to persuade risk-averse Japanese restaurant owners to stake their businesses on an unknown: Edomae sushi. He honed in on a Little Tokyo institution: Kawafuku.

Creating the nation’s first sushi bar at Kawafuku

Founded in 1923 by former Imperial Palace chef Takichi Kato, Kawafuku was among the first—if not the first—upscale Japanese restaurants in the United States. With ornate interiors and a reputation for hosting VIPs ranging from members of the

Japanese imperial family to Charlie Chaplin, it was both a community cornerstone and a rare Japanese dining destination for non-Japanese Angelenos. Much of that broader appeal centered on a dish that, at the time, was practically synonymous with Japanese food in America: sukiyaki. For Kanai, Kawafuku was the ideal pulpit from which to launch sushi.

When Kanai first broached the idea with then-owner Tokijiro Nakashima, he was shut down immediately. “No, no, no—sushi will run us out of business,” Nakashima protested. “Sushi is no good. American people don’t like.”

Kanai was persistent. After six months of persuasion, Nakashima finally relented: Kawafuku would open a “sushi bar”—a term Kanai himself coined—with Mutual Trading overseeing the sourcing of both ingredients and talent. Kanai recruited sushi chef Shigeo Saito from Tsukiji to helm the counter—and in 1965, Kawafuku opened what is widely regarded as the first sushi bar in the United States.

The timing couldn’t have been better. Japan’s postwar economy was booming, and a new wave of corporate executives from Japan began traveling to Southern California to establish business stateside. Kawafuku’s sushi bar catered to their tastes, while also giving them a memorable place to entertain their American counterparts. Word spread quickly. Kawafuku’s success helped spur restaurants like Eigiku Cafe and Tokyo Kaikan to open sushi bars of their own, both supplied by Mutual Trading.



日本考察：在一場挑戰中，金井向Wolff介紹了壽司。兩人曾為「美國人到底吃不吃生魚」爭論不休，最終Wolff以行動證明了他的遠見。



1964年：Mutual Trading（共同貿易公司）總經理金井紀年與銷售員Harry Wolff Jr. 於芝加哥家庭用品展相識。這場偶然的邂逅，最終促成了江戶前壽司進軍美國。

接著，Wolff拋出了關鍵的一擊：「如果你把壽司引進美國，誰能複製你？」

「那趟旅程誕生了兩個構想，」金井在2006年回憶道。「第一，鎖定擁有美國客群的餐廳；第二，引進壽司。Wolff是美國人會吃生魚的活生生證明，更重要的是，美味是能跨越文化藩籬被大眾接受的。」

在金井被說服後，真正的考驗在美國展開。首先，他必須說服那些規避風險的日式餐廳老闆，將賭注押在未知的領域：江戶前壽司。他鎖定了小東京的標誌性機構：「川福」（Kawafuku）。

在「川福」打造全美首座壽司吧

由前皇居主廚加藤多吉於1923年創立的「川福」，是全美最早（即便不是第一家）的高端日式餐廳之一。憑藉華麗的內裝與接待過日本皇室成員、查理·卓別林等貴賓的聲譽，它既是社區的基石，也是非日裔洛杉磯人難得的日式用餐選擇。當時，「川福」最大的吸引力在於壽喜燒（Sukiyaki），這在當時幾乎就是美國人心中日本料理的代名詞。對金井而言，「川福」是推廣壽司最理

想的舞台。

當金井首度向當時的老闆中島常次郎提及這個構想時，立刻遭到拒絕。「不不不，壽司會讓我們倒閉，」中島抗議道。「壽司行不通。美國人不喜歡。」

金井展現了無比的毅力。經過六個月的遊說，中島終於妥協：「川福」將開設一個「壽司吧」（Sushi Bar），這是由金井親自創造的術語，並由Mutual Trading（共同貿易公司）統籌食材與人才的招募。金井從築地招募了壽司職人齋藤繁雄掌杓；1965年，川福開張了這座被廣泛視為全美首創的壽司吧。

這是一個完美的時機。日本戰後經濟蓬勃發展，新一波日本企業主管紛紛前往南加州拓展業務。川福的壽司吧契合了他們的口味，也提供了一個款待美國合作夥伴的難忘場所。名聲迅速傳開，川福的成功促使「榮菊咖啡廳」（Eigiku Cafe）與「東京會館」（Tokyo Kaikan）紛紛效仿開設壽司吧，而這些餐廳皆由Mutual Trading（共同貿易公司）供應物料。



金井與 Wolff 開啟了一場橫跨亞洲的產品探索之旅，旨在為 Mutual Trading（共同貿易公司）發掘下一個熱銷奇蹟。

Fresh fish, rice, soy sauce, vinegar and seaweed

“Fresh fish, rice, soy sauce, vinegar and seaweed are necessary to make sushi,” said Kanai. “My strategy was to become the one-stop ingredients supplier for Japanese sushi restaurants.”

For Kanai—who had overseen the procurement of rice, miso, and medical supplies in Rangoon, Burma (present-day Myanmar) during World War II as an assistant quartermaster—logistics came naturally.

In sushi's early days in America, Kanai leveraged Mutual Trading's partnerships to equip chefs with the essentials: Yamasa soy sauce and Mitsukan rice vinegar (both under exclusive contracts), plus imported nori, powdered wasabi, and gari from Japan. Rice came from California's Koda Farms, whose 1962 Kokuho Rose—developed by Keisaburo Koda with rice breeder Arthur Hughes Williams to mimic Japanese-style rice—became sushi's ideal grain; Kanai secured a one-year exclusive distribution agreement for Mutual Trading.

Seafood—the neta for nigiri—was the real hurdle. Tuna, crab, salmon, and sea urchin could be sourced domestically. What Kanai needed, though, was a reliable pipeline of a variety of seafood from Japan. In the late 1960s, he devised an improvised cold chain: raw fish packed in ice at Tsukiji at 3:00 a.m., rushed to Haneda Airport at 11:00 a.m., flown to LAX, then collected by a young Mutual Trading employee, Seicho Fujikawa, and delivered straight to restaurants. The system was laborious and expensive—barely workable for three restaurants, and

impossible to sustain at any larger scale.

That's when Kanai had an idea: what if the seafood could be frozen and shipped in temperature-controlled container freight? Refrigeration and faster transport were advancing for a reliable cold-chain shipping system. For Mutual Trading, adopting those innovations was essential for the company to scale the sushi business toward success.

In 1968, buoyed by record sales of \$1 million, Mutual Trading upgraded by installing freezer and refrigeration facilities to expand frozen seafood imports. Traditional sushi chefs initially balked at the idea of frozen fish for sushi, but Mutual's sales team steadily won them over. Over time, frozen seafood became the industry standard, and the company broadened its lineup with anago, octopus, and squid from South Korea as well as Japan.

The sushi boom arrives

In the late 1960s, Kanai and Wolff's vision began to pay off: sushi bars quietly spread to triple Mutual Trading's business between 1965 and 1970.

In 1968, Mr. Kubo, an individual with no restaurant experience, opened Osho Sushi in Century City, widely regarded as the first sushi bar outside of Little Tokyo and an influential force proving sushi's acceptance by Americans. Located near the 20th Century Fox lot, the 30-seat restaurant quickly became entwined with celebrity culture, drawing regulars like Yul Brynner—who, in turn, became an unlikely evangelist for sushi. Seicho Fujikawa later told author Sasha Issenberg in *The Sushi Economy* that Osho was a favorite date



1965年：小東京標誌性餐廳「川福」成為全美首間開設壽司吧的餐廳；「壽司吧」一詞由金井所創，他更親自協助於餐廳二樓按照正宗日本規格完成空間設計。

鮮魚、米、醬油、醋與海苔

「製作壽司需要鮮魚、米、醬油、醋和海苔，」金井曾言。「我的策略是成為日本壽司餐廳的一站式食材供應商。」

對於金井而言，物流是他的本能，二戰期間他曾擔任助理軍需官，在緬甸仰光負責米、味噌與醫療物資的採購。

在壽司進軍美國的早期，金井利用 Mutual Trading (共同貿易公司) 的合作關係為職人們提供必備物資：山佐 (Yamasa) 醬油與味之丹 (Mitsukan) 米醋 (兩者皆簽有獨家合約)，以及從日本進口的海苔、山葵粉與壽司薑。米則來自加州的國府田農場 (Koda Farms)，其1962年研發的「國寶玫瑰米」(Kokuho Rose) 是為了模擬日本米質感而生，成為壽司的理想用米；金井更為 Mutual Trading (共同貿易公司) 爭取到一年的獨家經銷協議。

握壽司的靈魂：「魚料」(Neta) 才是真正的阻礙。雖然鮭魚、螃蟹、鮭魚和海膽可以從加州、夏威夷與麻州取得，但金井需要一條能穩定從日本運送多樣海鮮的管道。1960年代後期，他設計了一套臨時冷鏈系統：凌晨三點在築地將生魚裝冰打包，上午十一點趕往羽田機場，飛往洛杉磯 (LAX)，再由年輕的 Mutual Trading (共同貿易公司) 員工藤川清一接機，直送餐廳。這套系統極其費工且昂貴——供應三家餐廳已是極限，根本無法應對更大規模的需求。

此時金井產生了一個靈感：如果海鮮可以冷凍，並透過溫控貨櫃運送呢？當時冷凍技術與快速運輸正不斷進步，有利於建立穩定的冷鏈系統。對於 Mutual Trading (共同貿易公司) 而言，採納這些創新技術是將壽司業務規模化、邁向成功的必經之路。

1968年，憑藉創紀錄的100萬美元銷售額，Mutual Trading (共同貿易公司) 增設了冷凍與冷藏設施，擴大了冷凍海鮮的進口。傳統壽司職人起初對使用冷凍魚製作壽司感到排斥，但Mutual的銷

售團隊逐漸贏得了他們的信任。隨著時間推移，冷凍海鮮成為了產業標準，公司也將產品線擴展至來自韓國與日本的星鰻、章魚與烏賊。

壽司浪潮的降臨

1960年代末，金井與Wolff的遠見開始開花結果：壽司吧悄然擴散，促使 Mutual Trading (共同貿易公司) 的業務在1965至1970年間成長了三倍。

1968年，毫無餐飲經驗的久保先生在世紀城 (Century City) 開設了「王將壽司」(Osho Sushi)，這被廣泛視為小東京之外的第一座壽司吧，也是證明壽司被美國大眾接受的關鍵力量。這間僅有30個座位的餐廳鄰近二十世紀福斯片場，迅速與名人文化接軌，吸引了如尤·伯連納 (Yul Brynner) 等常客，他也因此成為了壽司的意外推手。藤川清一後來告訴《壽司經濟》的作者薩沙·伊森伯格 (Sasha Issenberg)，王將壽司是伯連納最愛的約會地點：「光頭那位，喔，他總是帶著女朋友來，每一個都是。」

好萊塢影星隨即成為壽司最醒目的代言人。李察·德瑞佛斯 (Richard Dreyfuss) 等巨星在《洛杉磯時報》等權威媒體上稱讚壽司為健康的「減脂食品」，助力這項曾經小眾、充滿異國色彩的料理，轉化為象徵南加州嚮往健康生活的指標性符號。

到了1980年代，美國的壽司狂熱達到巔峰。部分歸功於改編自詹姆斯·克拉維爾 (James Clavell) 暢銷小說的熱門電視迷你影集《幕府將軍》(Shōgun) 所帶起的日本文化熱。Mutual Trading (共同貿易公司) 在南加州供應的壽司餐廳數量增加了兩倍，從1977年的39家成長到1980年的116家。1985年，當雷根總統在世紀城廣場飯店歡迎中曾根康弘首相時，壽司首度出現在國宴上。壽司突然席捲了流行文化，從《週六夜現場》的笑話，到《早餐俱樂部》與《比佛利山超級娘子軍》等電影中的台詞，無所不在。某些壽司職人，如被《洛杉



1968年：Mutual Trading (共同貿易公司) 增設冷凍與冷藏設施，樹立產業新標準：利用冷凍運輸擴大壽司海鮮食材產品線。

spot for Brynner: "No hair. Oooh, always bring down girlfriends, every single one." Hollywood celebrities soon became sushi's most visible advocates. Stars like Richard Dreyfuss famously touted it in papers of record like the LA Times as a healthy "diet food," helping transform what had once been a niche, ethnic dish into an icon of aspirational, health-minded Southern California living.

By the 1980s, sushi-mania in the United States reached a new peak, fueled in part by a surge of interest in Japanese culture after the release of *Shōgun*, the hit TV miniseries based on James Clavell's bestselling novel. Mutual Trading tripled the number of sushi restaurants it supplied in Southern California, from 39 in 1977 to 116 in 1980. In 1985, sushi appeared for the first time at a state dinner at the Plaza Hotel in Century City as President Ronald Reagan welcomed Prime Minister Yasuhiro Nakasone. Sushi was suddenly everywhere in pop culture—joked about on Saturday Night Live and name-checked in films like *The Breakfast Club* and *Troop Beverly Hills*. Some sushi chefs—such as Kazunori Nozawa, affectionately dubbed by the LA Times as the "sushi Nazi" of Sushi Nozawa in Studio City— even became celebrities in their own right.

For Kanai—who'd spent months persuading restaurant owners that sushi could work in America—none of this happened by chance. It was the result of years of thankless, unglamorous work by him and Mutual Trading employees laying the groundwork for sushi chefs to succeed stateside.

Long before sushi went mainstream, Mutual Trading would offer financial support to sushi chefs with credit as they opened their restaurants. "This was

costly, time-consuming and risky, but I believe it was necessary," Kanai recalled in 2006. He'd often advise many chefs in informal roles including Tokyo Kaikan chef Ichiro Mashita who famously invented the California roll in the 60s when bluefin tuna was seasonally scarce and avocado was abundant as a state cash crop and suitable as a fatty substitute for tuna.

Kanai's business philosophy wasn't driven solely by numbers—logistics, margins, or market analysis—but by something deeper: human connection. He'd learned as much through his partnership with Wolff and countless chefs over the years.

In those early days in the 1960s, Kanai carried that same philosophy into Little Tokyo, schlepping to the Sugar Bowl Cafe (the forerunner to Ajino Ichiban) on San Pedro Street—a popular restaurant for young Japanese chefs—to get to know them: their hopes, their anxieties, and what they wanted from a new life in America.

"They'd all come to share their American dream, drinking sake until midnight,"

Kanai reminisced in 2006. "I'd hang out, looking after these young chefs, becoming good friends and confidants. One by one, they'd open their own restaurant. And, when they did, they'd always contact me and start business with Mutual Trading. This is the reason why Mutual Trading is said to have a strong business base today. Building this core foundation and trusting bond was no accident, in fact it's the result of deep-rooted relationships and mutual respect, built upon trust that cannot be severed nor replaced with technology."



1980年代: Wolff與金井慶祝Mutual Trading (共同貿易公司)服務的壽司餐廳從1977年的39家成長至1980年的116家。1980年代NBC迷你影集《幕府將軍》的熱播,進一步點燃了消費者對日本料理的好奇心。

磯時報》戲稱為「壽司魔王」的野澤和則 (Kazunori Nozawa), 甚至自己也成為了名流。

對於曾花費數月說服老闆們壽司在美國大有可為的金井而言, 這一切並非偶然。這是他與Mutual Trading (共同貿易公司)員工們多年來默默耕耘、在幕後為壽司職人們鋪路所累積的成果。

早在壽司成為主流之前, Mutual Trading (共同貿易公司)就會提供信用貸款, 為創業的壽司職人提供財務支持。「這既耗時、昂貴又充滿風險, 但我深信這是必要的,」金井於2006年回憶道。他也常以非正式顧問的身分指導許多主廚, 包括「東京會館」的職人真下一郎 (Ichiro Mashita), 60年代當藍鰹魚季節性短缺時, 真下與金井利用加州盛產的酪梨作為油脂豐富的替代品, 共同研發出著名的「加州卷」。

金井的經營哲學並非僅由數字, 物流、利潤或市場分析驅動, 而是源於更深層的事物: 人與人的連結。這是他從與Wolff的夥伴關係, 以及多年來與無數主廚的交往中習得的智慧。

在1960年代的草創期, 金井將這份理念帶進了小東京, 他不辭辛勞地前往聖佩德羅街上的「味之一番」(Ajino Ichiban, 前身為Sugar Bowl咖啡廳), 那是當時年輕日本廚師聚集的熱點, 去了解他們的希望與焦慮, 以及他們對美國新生活的期許。

「他們聚集在那裡分享美國夢, 暢飲清酒直至深夜,」

金井在2006年感懷道。「我會待在那裡照看這些年輕主廚, 成為他們的好友與知己。隨後他們一個接一個開設了自己的餐廳。而當他們創業時, 總會聯繫我, 開啟與Mutual Trading (共同貿易公司)的合作。這就是為何人們說Mutual Trading (共同貿易公司)今日擁有如此穩固業務基礎的原因。建立這份核心基礎與信任連結絕非偶然, 事實上, 這是深厚關係與相互尊重的結晶, 建立在科技無法切斷、亦無法取代的信任之上。」

the traditional Japanese raw seafood known as **sushi**. This was Dreyfuss' diet lunch. There was enough food for eight. Dreyfuss leaped out of his chair with a surprisingly athletic bounce. "This comes from Beverly Hills and costs 60 bucks a day," he said, holding the tray and prowling around, busting with enthusiasm. "The commodity bit has taken me about two years of hard drinking to get used to," he said, staring at a seaweed-wrapped fish morsel for a second before popping it in his mouth.



1970年代: 金井與Wolff的願景開始收穫成果。隨著壽司在李察·德瑞佛斯與尤·伯連納等好萊塢影星間盛行, 它成功轉型為南加州追求嚮往、注重健康生活方式的指標符號。



Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigetō Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruhei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
International
Kikisake-Shi
Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



Rachel Macalisang
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
Hanbal Solutions LLC.



Lora Blackwell
International
Sake Sommelier
Genji Sake



Alice Hama
Certified Wine & Sake
Sommelier



Eduardo Dingler
Sake Ambassador



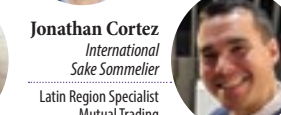
Kurtis Wells
Mixologist



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 222



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 4

給辣妹與入境遊客的日本酒 其之四

Continuing from last report.

Finally, the sake brewed by our gal is about to make its debut! Before starting, she paid her respects to Matsuo-sama enshrined in the brewery. Using rice grown in the fields of Iwate, she personally crafted every drop of this special sake. Introducing... "YUICHU" – a brew as bold and unique as she is! This name carries a story close to their hearts. During their time in Iwate, they went through countless experiences, turning them into words, refining and refining... until only one remained: "Yui" (結). Wanting to honor the meaning of this word while still keeping it playful and bold, just like themselves, they created "YUICHU". This was the

接續上次的內容。

終於，辣妹們親手釀造的酒誕生了。她們在向酒藏中供奉的松尾大神參拜之後，使用在岩手稻田裡栽種的酒米，由辣妹們親自釀造出的日本酒「YUICHU」誕生了。

這個名字也承載著她們的心意。自從來到岩手後，她們歷經了各種體驗，將心中的感受不斷轉化為言語，經過反覆的篩選與推敲，最終留下來的字是「結」。她們既想珍惜「結」這個詞所代表的意義，又希望能以符合辣妹風格的方式來呈現，於是誕生了「YUICHU」這個名字。這部分也是整個過程中最令人感到創作艱辛的

part of the journey that came with the deepest creative struggle—but every bit of it made the name truly theirs. The gals themselves designed the label! Featuring illustrations of the girls set against iconic Shibuya and Japan backdrops, they went all out with sparkles, glam, and full-on decoration to make it shine. And while YUICHU will also be available in bottles, one of the boldest moves this time was embracing the traditional sake style: the "One Cup". Using aluminum cups allowed them to go even further—covering the entire surface with their signature gal-style design. With one simple word—"kawaii!"—the cups were a must-have, proving that

階段。酒的標籤由辣妹們親自設計。背景描繪了澀谷與日本的街景，並畫上辣妹的形象。她們希望能呈現出閃閃發光的效果，因此不斷增加裝飾，完成了一款極為華麗的標籤。

此外，雖然也推出了瓶裝版本，但這次的一大挑戰是採用了日本酒傳統形式之一的「One Cup (單杯酒)」。這次使用的是鋁杯。與瓶子的標籤相比，杯身的標籤可以覆蓋整個面積，因此能更充分展現辣妹風格。而且她們覺得「很可愛」，於是也採用了杯裝版本。

發表會在澀谷的一家俱樂部舉行，聚集了許多媒體以及辣妹

tradition and playful creativity can mix perfectly. The launch party went down in a club right in the heart of Shibuya, drawing a crowd of media and gal influencers eager to see the debut. From there, YUICHU took over a dedicated booth at the mega Don Quijote in Shibuya, and soon even 7-Eleven came knocking! The sake started popping up at popular spots across Tokyo, putting Shibuya—and beyond—on the map for this sparkling new release. Now? Every last bottle at Mega Don Quijote and 7-Eleven is sold out, and the only place to grab it is through the official online shop. YUICHU reached out to everyone—tourists visiting Shibuya and young adults of the gal generation who can legally enjoy a drink. Watching these gals in action, it's clear: their energy and style aren't just playful—they're shaking up conventions left and right. Truly, their spirit is that of a samurai at heart. ■

系的網紅。之後又在澀谷的 Mega Donki (大型唐吉訶德店) 設立了專門的販售區進行銷售。甚至 7-Eleven 便利商店也主動聯繫合作，開始在以澀谷為中心的東京各大觀光地區販售。

目前 Mega Donki 和 7-Eleven 的商品已全數售罄，現在僅能在我們公司的網路商店購買。

這款「YUICHU」成功地接觸到了來到澀谷的入境遊客，以及辣妹世代中已達法定飲酒年齡的年輕人。辣妹們的力量正改變著各種既有的常識，我真心覺得她們「心中懷有武士之魂」。(完)

日本酒 百味百題

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered

What is the role of rice malt necessary for sake production? 麴的作用是什麼

grain (flour, etc.), kneaded into brick shapes or dumplings and hardened with rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu “Awamori.” This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc. The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are

supplied to the yeast to advance the growth of yeast.

3. Various components metabolized form the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce. ■

撒麴”。這種散麴是日本獨有的技術，不僅用於釀酒，也用於味噌、醬油的製造。

在日本的釀造產業中使用的麴菌有7種，大致可以分為黃麴菌、黑麴菌、白麴菌三類。日本酒製造中使用的是孢子顏色為黃綠色的黃麴菌 (*Aspergillus oryzae*, 米曲菌)，這是麴菌中最具有代表性的菌種。黑麴菌的孢子顏色為黑褐色，用於沖繩燒酒“泡盛”的釀造。這種菌能大量產生檸檬酸，使發酵液保持酸性，抑制腐敗菌的生長，即使在溫暖的氣候下也能安全發酵。白麴菌則是孢子呈白色的菌種 (黑麴菌的突變種)，用於九州等地的燒酒釀造。

在酒的釀造中，自古以來就有“一麴、二醱、三造”的說法，表示麴在日本酒的製造過程中扮演著極其重要的角色。其作用有三點：

1. 麴中含有的酶能將米中的澱粉轉化為葡萄糖。
2. 向酵母提供維生素等各種營養物質，促進酵母繁殖。
3. 麴的代謝產物直接或間接影響酒的香氣和風味。

酒之所以含有酒精，是因為酵母進行了酒精發酵，酵母就無法直接進行發酵，因此必須先將澱粉分解成糖類。因此，第1點是麴最重要的作用。黃麴菌能夠大量產生澱粉分解酶，如澱粉酶 (Amylase) 等。然而，這些酶不能作用於生澱粉，因此需要先將米蒸熟，使澱粉 α 化 (糊化) 後才能發揮作用。此外，黃麴菌中也有能大量生成分解蛋白質為氨基酸的酶類 (如蛋白酶) 的品種。味噌和醬油所使用的麴菌正是這種類型。自古以來，人們就根據酒、味噌、醬油等不同的製造工藝，分別使用最適合的麴菌種類。

廣義上是指在穀物上培育絲狀菌 (菌) 所製成的物質，根據其形態大致可以分為餅麴和散麴兩種。所謂餅麴，是將磨成粉狀的穀物 (如小麥粉) 加水後揉成磚塊狀或團子狀，再在這種生的培養基上培育出根菌 (*Rhizopus*) 所製成的麴。這種麴在中國至東南亞廣泛使用，比如中國紹興酒中使用的就是餅麴。另一方面，散麴是指在蒸過的米等原料上培育出麴菌 (麴) 所製成的麴，又稱為“

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.



JFC INTERNATIONAL INC

BRANCHES & SALES OFFICES

Head Office: LOS ANGELES

(800) 633-1004, (323) 721-6100

LOS ANGELES Branch

SAN DIEGO Sales Office

LAS VEGAS Sales Office

PHOENIX Sales Office

DENVER Sales Office

SAN FRANCISCO Branch

SACRAMENTO Sales Office

SEATTLE Branch

PORTLAND Sales Office

HOUSTON Branch

DALLAS Sales Office

BATON ROUGE Sales Office

CHICAGO Branch

TOLEDO Sales Office

NEW YORK Branch

BOSTON Sales Office

BALTIMORE Branch

ATLANTA Branch

ORLAND Sales Office

MIAMI Branch

HAWAII Branch

JFC GROUP OFFICE

HAPI PRODUCTS, INC.

JES INC.

Interbranch Distribution Center (IDC)



12th
“JAPAN’S FOOD”
EXPORT FAIR *SUMMER*

– For Importers & International Buyers –

📅 June 24 (Wed) -26 (Fri), 2026 📍 Tokyo Big Sight, Japan



**Source Export-ready
Japanese Food & Beverage!**



▼ Visitor Registration



▼ VIP Registration



**SCAN TO JOIN
FOR FREE!**



SOURCE JAPAN

Meet 700+ Export-Ready Japanese Food Suppliers.

12th

"JAPAN'S FOOD" EXPORT FAIR **SUMMER**

Hosted Buyer Program

June 24 -26, 2026 Tokyo Big Sight, Japan

Hosted Buyer Benefits



3 Nights Hotel in Tokyo

Complimentary 3-night stay in Tokyo during the show.



Pre-arranged Business Meetings

Schedule meetings in advance through the official matching platform.



Exclusive Buyer Lounge

Private space for meetings, networking, and on-site support.

Eligibility



- F&B buyers with purchasing authority
- Companies actively sourcing Japanese food products
- Commitment to attend 10 pre-scheduled meetings
- Agreement to the Hosted Buyer Program Terms

SCAN TO APPLY!



Contact: Attn. Yurika Yasumoto, Yijie Wang (Jessica)

"JAPAN'S FOOD" EXPORT FAIR Show Management | Organiser: RX Japan GK

jpfood-rp-en.jp@rxglobal.com

+81-3-6739-4133 [Web: https://www.jfex.jp/jpfood/en-gb.html](https://www.jfex.jp/jpfood/en-gb.html)

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

Standards indicating Japanese Sake Flavors

Gathering information such as the type of premium sake, rice-polishing ratio, sake rice, water hardness, etc., can help to predict the flavor of sake to a certain degree. However, other indicators can also indicate flavor more frankly. Such indicators are the sake meter value, acidity, and amino acidity.

The sake meter value refers to the specific gravity of sake to water. The more lighter than water, the more positive the value; while the more heavier than water, the more negative the value. If the sugar content of sake is high, the specific gravity increases. Therefore, if the sake meter value is negative, the sweeter the flavor; while the more positive the sake meter value, the more dry the flavor.

Acidity refers to the amount of acids contained in sake, such as malic acid, citric acid, succinic acid, etc.

Acid not only adds a sour flavor to sake, but also brings out the flavor and acts as an umami flavor.

If the sake meter value is the same, high acidity tends to generate a dry flavor, while low acidity tends to generate a sweet flavor.

判斷日本酒味道的標準

如果蒐集了特定名稱的種類、精米步合、酒米以及水的硬度等資訊，在一定程度上可以預測日本酒的味道。不過，還有一些更直接反映味道的指標，那就是日本酒度、酸度與胺基酸度。

日本酒度是指日本酒相對於水的比重。如果比水輕則為正值，比水重則為負值。由於酒中糖分越多，比重就越大，因此數值越負，口感越偏甜；數值越正，則越偏辛口。

酸度表示日本酒中所含酸的量，例如蘋果酸、檸檬酸、琥珀酸等。酸不僅帶來酸味，還具有讓味道更加緊緻的效果，同時也作為鮮味的一部分發揮作用。

即使日本酒度相同，如果酸度較高，通常會感覺更辛口；而酸度較低時，則往往會感覺更甜。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America

일식 레스토랑 뉴스

April 2026

www.alljapannews.com



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



Japanese sake and cuisine

요리와 일본술

P40

Recommending sake to gals and inbound tourists: Part 4

가루와 인바운드에 일본술 4편

P41

What is the role of rice malt necessary for sake production?

누룩의 역할이란 무엇인가?

P42

Sake Shochu Spirits Institute of America

미국·사케·소주·맥주 주류연구기관

P43

nippn
Oh'my Pasta
A brand that has been enjoyed by families all over Japan for over 50 years.
<https://www.nippncalifornia.com/pasta.php>

Den's Tea
Restaurant and Ceremonial
Matcha Available!
www.densteawholesale.com
877-DENSTE (336-7832)

Let's learn about sake!
Sake Spectator
Available on Amazon.com

Yamajirushi
All Natural
Yuzu-It
YUZU PEPPER SAUCE
液体 柚子こしょう
HOT
MIYAKO ORIENTAL FOODS INC. customerservice@coldmountainmiso.com Tel. 626-962-9633



Honorary Sake Sommelier & Saka-Sho



Bon Yagi
Honorary Sake Sommelier
TIC GROUP



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



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



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

Honorary Sake Sommelier



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise



Japanese sake and cuisine

I'm often asked by Americans, "I often use wine for cooking, but can I also use Japanese sake?" Japanese sake contains many umami flavors not found in wine, so it's great that they can be used in anything.

Eliminating odors

Of course, sake is not only effective in eliminating odors from fish and seafood, but also from pork and lamb. Of course the odor dictates lamb meat, however, when adding Japanese flavor to your cooking, add Japanese sake to any food when the odor is too strong,

then leave it for approximately two minutes for the odor to disappear.

Effective in softening proteins

Placing chicken breasts, red beef, and / or meat for stew in a zip lock bag filled with sake prior to marinating eliminates the dryness from the meat and adds flavor. Sake greatly enhances the flavor of meat for barbeque and yakiniku.

Adds umami flavor

From broiled dishes to soup dishes, Japanese sake is useful in a variety of dishes, as our readers know.

Surprisingly, Japanese sake also enhances the flavors of Western soup, especially in seafood, along with pasta and various other dishes. Please give it a try. Actually, sake is also great when used even in instant ramen noodles!

Japanese sake is great for cooking

Sake for cooking or Junmai sake is great for food preparation. While Ginjo and Daiginjo are great for drinking, Junmai is better suited and more effective for cooking due to its higher concentration of umami flavors. ■

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.



요리와 일본술

자주 미국인으로부터 들을 수 있는 것이, 「와인은 요리에 사용하지만 일본술도 사용할 수 있을까?」라는 것이다. 일본술에는 와인에는 없는 맛 성분이 많이 있기 때문에 무엇이든 사용할 수 있는 것이 기쁘다.

냄새 지우기

물론 어패류에도 효과가 있지만 돼지고기나 럼 등의 냄새를 없애는 효과가 있다. 이 냄새가 있기 때문에 럼고기일지도 모르지만, 일본식 맛을 낼 때에는, 조

금 냄새가 너무 강할 때에 일본술을 걸어, 약 2분 정도 방치하면 냄새도 사라진다.

단백질 유연 효과

닭 가슴살이나 쇠고기 볶은 몸, 스투용 고기를 맛을 내기 전에 일본술을 넣은 지퍼락백에 넣어두면 파사파사감이 잡혀 맛있게 된다. 바베큐와 야키니쿠가 더 맛있게 되는 것이다.

맛을 추가

조림에서 어떤 국물까지 일본술은 사용할 수 있는 것은 여러분도 주지의 사

실. 의외로 양식의 스프, 특히 해산물이 든 것 일본술을 넣으면 더욱 맛있게 된다. 물론 파스타나 그 외의 요리에도 사용할 수 있으므로 시험해 주셨으면 한다. 실은 인스턴트 라면에 조금 넣어도 맛있다.

요리를 향한 일본술

요리주나 순미술이 좋다. 음양, 대음 양주는 마시기에 좋지만, 요리로서의 효능은 맛이 많은 순미술이 베테이다.

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)

Order <https://alljapannews.com/page/sushisake-1>

- New Forms of Sushi
- New Styles of Sushi
- Innovative and Popular Creative Sushi
- Mastering Techniques
- Sushi in the USA and Europe
- In What Way Has "Sushi" Evolved?
- For all who love Sake

Brewery Owner	Sake Sommelier and Others							
 Kosuke Kuji Nanbu Bijin Inc. Fifth Generation Brewery Owner	 Teruyuki Kobayashi Taruhei Brewing Co Ltd.	 Joe Mizuno Head of the "Regional Sake Tasting Club"	 Chizuko Niikawa-Helto Sake Sommelier Sake Samurai	 Alice Hama Certified Wine & Sake Sommelier	 Liloua Papa Certified Sake Professional Level LL Young's Market Company			
 Timothy Sullivan Sake Samurai	 Masato Kato Sake Sommelier Wismettac Asian Foods	 Akira Yuhara Sake Sommelier Miyako Hybrid Hotel	 Hirohisa Kikuchi Sake Sommelier	 Eduardo Dingler Sake Ambassador	 Yoshihiro Sako Sake Sommelier Yuzuki			
 Takao Matsukawa International Sake Sommelier Latin Region Specialist Mutual Trading	 Philip Harper Tamagawa Hand Made Japanese Sake Master Sake Brewer	 Rachel Macalisang Sake and Wine Sommelier	 Koji Wong Owner Japon Bistro	 Kurtis Wells Mixologist	 Stuart Morris Sake Sommelier Hana Japanese Restaurant			
 Keita Akaboshi Sake Sommelier Kuramoto US Inc.	 Mei HO Sake Sommelier True Sake	 Miyuki Yoshida Sake Sommelier	 Kaz Tokuhara Sake Sommelier Manager Wismettac Asian Foods	 Koji Aoto Sake Sommelier Savannah Distributing Co. Inc.	 Toshiyuki Koizumi Sake Sommelier Owner "WASAN"			
 Michael John Simkin MJS Sake Selection Owner	 Mai Segawa Advanced Sake Sommelier Tako Grill	 Don Lee Sake Sommelier Yama Sushi Owner Chef	 Gary Imada Sake Advisor	 Eiji Mori Sake Sommelier Katana Restaurant	 Michael Russell Certified Sake Sommelier Pacific International Liquor Inc			
 Shigeto Terasaka Sake Sommelier President Japan Hollywood Network	 Isao Kiyota International Kikisake-Shi Academia de Sake Mexico Founder	 Eda Vuong International Sake Sommelier Mutual Trading	 Shino Okita Certified Sake Sommelier Shochu Advisor Hanbal Solutions LLC.	 Jonathan Cortez International Sake Sommelier Latin Region Specialist Mutual Trading				
 Sara Guterbock International Sake Sommelier New York Mutual Trading	 Rachel Fiekowsky International Sake Sommelier New York Mutual Trading	 Masae Kusada International Sake Sommelier New York Mutual Trading	 Lora Blackwell International Sake Sommelier Genji Sake					

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

酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 222



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 4

가루와 인바운드에 일본주4편

Continuing from last report.

Finally, the sake brewed by our gal is about to make its debut! Before starting, she paid her respects to Matsuo-sama enshrined in the brewery. Using rice grown in the fields of Iwate, she personally crafted every drop of this special sake. Introducing... "YUICHU" – a brew as bold and unique as she is! This name carries a story close to their hearts. During their time in Iwate, they went through countless experiences, turning them into words, refining and refining... until only one remained: "Yui" (結). Wanting to honor the meaning of this word while still keeping it playful and bold, just like themselves, they created "YUICHU". This was the

part of the journey that came with the deepest creative struggle—but every bit of it made the name truly theirs. The gals themselves designed the label! Featuring illustrations of the girls set against iconic Shibuya and Japan backdrops, they went all out with sparkles, glam, and full-on decoration to make it shine. And while YUICHU will also be available in bottles, one of the boldest moves this time was embracing the traditional sake style: the "One Cup". Using aluminum cups allowed them to go even further—covering the entire surface with their signature gal-style design. With one simple word—"kawaii!"—the cups were a must-have, proving that

tradition and playful creativity can mix perfectly. The launch party went down in a club right in the heart of Shibuya, drawing a crowd of media and gal influencers eager to see the debut. From there, YUICHU took over a dedicated booth at the mega Don Quijote in Shibuya, and soon even 7-Eleven came knocking! The sake started popping up at popular spots across Tokyo, putting Shibuya—and beyond—on the map for this sparkling new release. Now? Every last bottle at Mega Don Quijote and 7-Eleven is sold out, and the only place to grab it is through the official online shop. YUICHU reached out to everyone—tourists visiting Shibuya and young adults of the gal generation who can legally enjoy a drink. Watching these gals in action, it's clear: their energy and style aren't just playful—they're shaking up conventions left and right. Truly, their spirit is that of a samurai at heart. ■

지난 편에 이어집니다.

디어 가루가 만든 술이 탄생합니다. 창고에 모셔진 마츠오님께 참배하고, 이와테의 논에서 재배한 술쌀로 가루가 직접 만든 술, 그 이름을「YUICHU (유이쭈)」라고 합니다. 이 이름에도 정성이 담겨 있습니다. 그녀들이 이와테에 와서 다양한 경험을 쌓고, 그것을 말로 표현해 내며, 검토를 여러번 거친 결과의 단어가「결 (유이)」이었습니다. 이「결」이란 말을 소중하게 여기고 싶다는 마음과, 가루감성의 말로 표현하고 싶다는 생각이 어우러져「YUICHU (유이쭈)」가 되었습니다. 이

것이 가장 힘든 부분이었습니다. 라벨은 가루 여러분이 작성. 시부야나 일본을 배경으로 한 가루의 그림이 그려지고, 반짝이는 라벨을 원한다는 요청에 따라 데코레이션을 잔뜩한 라벨을 만들었습니다. 그리고, 병으로도 제공하지만, 이번의 큰 도전 중 하나로 일본주의 전통적인 모습인「원컵」을 채택. 알루미늄 컵으로 작업하였는데, 병 라벨보다도 컵 라벨은 컵 전면을 사용하기 때문에 한층 가루 느낌을 낼 수 있다고 하며,「귀여워」라고 하는 한마디에 컵도 채택되었습니다. 발표하는 시부야 클럽에서 열리고, 많은 매스컴, 가루쪽 인플루언서

가 참석했습니다. 그 후 시부야의 메가 돈키에서 전용부스를 만들어 판매. 게다가 편의점인 세븐일레븐에서도 이야기가 있고, 시부야를 중심으로 시내의 관광지에서의 판매도 시작되었습니다. 현재는 메가돈키, 세븐일레븐 모두 매진되어, 당사의 온라인 쇼핑몰에서 판매되고 있습니다.

시부야를 방문하는 인바운드 여러분과 가루세대 중에서 알코올 마실 수 있는 젊은 사람들에게 한층 가까워진「YUICHU」이었습니다. 가루의 힘은 다양한 상식을 바꾸어 가는 바로「마음은 사무라이」라고 생각했습니다. (끝)

日本酒 百味百題

Rice malt in broad terms is filamentous fungi (molds) grown on grains, roughly divided by shape into mochi koji (rice cake) and bara koji (rice malt). Mochi koji is prepared by adding water to powdered grain (flour, etc.), kneaded into brick shapes or dumplings and hardened with

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

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



JFC INTERNATIONAL INC

BRANCHES & SALES OFFICES

- Head Office:** LOS ANGELES
(800) 633-1004, (323) 721-6100
LOS ANGELES Branch
SAN DIEGO Sales Office
LAS VEGAS Sales Office
PHOENIX Sales Office
DENVER Sales Office
SAN FRANCISCO Branch
SACRAMENTO Sales Office
SEATTLE Branch
PORTLAND Sales Office
HOUSTON Branch
DALLAS Sales Office
BATON ROUGE Sales Office
CHICAGO Branch
TOLEDO Sales Office
NEW YORK Branch
BOSTON Sales Office
BALTIMORE Branch
ATLANTA Branch
ORLAND Sales Office
MIAMI Branch
HAWAII Branch
JFC GROUP OFFICE
HAPI PRODUCTS, INC.
JES INC.
Interbranch Distribution Center (IDC)

What is the role of rice malt necessary for sake production?

누룩의 역할이란 무엇인가?

rhizopus grown on it, widely used from China to Southeast Asia. This same koji is used in Chinese cooking wine, Shaoxing jiu. On the other hand, bara koji is prepared from koji mold (yeast cells) grown on steamed rice, etc., also referred to as koji preparation. Bara koji is a technique unique to Japan used to produce not only sake, but also miso and soy sauce.

Seven types of koji mold are used in the Japanese brewing industry, largely divided into yellow koji mold, black koji mold, and white koji mold. Yellow koji mold (*asperigillus oryzae*) with yellow-green spores are used to produce sake, the most representative of the koji mold. Black koji mold with blackish-brown spores are used to produce the Okinawan shochu "Awamori." This mold generates significant amounts of citric acid, maintaining the fermentation-mash in an acidic state, thus inhibiting the growth of putrefactive bacteria and safely enabling the fermentation of moromi (fermented mash), even in warm weather. White koji mold with white spores (mutant species of black koji mold) is used to produce shochu in Kyushu prefecture, etc.

The most important factor in sake production is said to be rice malt, the second is the yeast starter, and the third is the production method with the following functions:

1. The enzyme contained in koji converts rice starch into glucose.
2. Vitamins and various nutrients are supplied to the yeast to advance the growth of yeast.
3. Various components metabolized from the koji directly and indirectly contribute to the sake aroma.

Sake contains alcohol from yeast fermenting the alcohol. However, alcohol cannot ferment if yeast is still starch, thus the starch must be broken down for saccharification. Therefore, 1. Koji plays the most important function, however, yellow koji mold generates abundant enzymes to break down starch such as amylase, etc. However, this enzyme if raw is not effective on the starch, thus the rice must be steamed to convert the starch into α . Further, some yellow koji mold can break down protein and generate significant amounts of enzymes (protease, etc.) that breaks down protein into amino acids. Yellow koji mold is used to produce miso and soy sauce. Since ancient times, suitable koji mold is used to produce sake, miso, and soy sauce. ■



누룩이란, 넓은 의미로 곡류에 균사체(곰팡이)를 생육시킨 것으로, 그 형태에 따라 떡누룩(모찌코우지)과 산누룩(바라코우지)로 크게 나뉜다. 떡누룩이란 것은, 가루형태의 곡물(밀가루등)에 물을 넣어 벽돌모양이나 떡모양으로 반죽한 것을 배지로 사용하고, 생 상태의 배지에 쿠모노스곰팡이(리조브스)를 생육하여 만든 누룩으로, 중국에서 동남아시아에 걸쳐 널리 사용되고 있다. 중국의 소흥주에 사용되는 누룩이 이것이다. 한편, 산누룩은 찐 쌀 등에 누룩 곰팡이(누룩균)를 배양시켜 만든 것으로, 철누룩(산키쿠)라고도 불린다. 산누룩은 일본 특유의 기술로, 사케뿐만이 아니라 된장이나 간장의 제조에도 쓰이고 있다.

일본의 양조산업에 사용되는 누룩 곰팡이에는 7종류가 있는데, 황색누룩곰팡이, 검은누룩곰팡이, 흰색누룩곰팡이

이 3가지로 크게 나뉜다. 일본주 만들기에 쓰이는 것은 포자의 색이 황색인 황색누룩곰팡이 (아스페르기루스·오리제-1)로, 곡물균 중에서도 대표적인 균종류이다. 검은 누룩 곰팡이는 포자의 색이 흑갈색인 곰팡이로, 오키나와의 소주 「아와모리」제조에 사용되고 있다. 이 곰팡이는 구연산을 대량으로 생성하여 모로미를 산성으로 유지할 수 있어서, 부패균이 생육하기 어렵고, 따뜻한 기후에서도 모로미를 안전하게 발효시킬 수 있다. 흰색 누룩곰팡이는 포자가 흰 곰팡이(검은 누룩 곰팡이의 돌연변이종)로, 큐슈 등의 소주 제조에 사용되고 있다.

- 주조에서는 옛부터 「이치코우지, 니모토, 산츠크리」라고 말하듯이, 누룩은 일본주의 제조과정 중에서도 특히 중요한 역할을 한다. 그 역할은,
1. 누룩에 포함된 효소가 쌀의 전분을 포도당으로 변화시킨다.
 2. 비타민등의 각종영양소를 효모에 공급하여, 효모의 증식을 촉진한다.
 3. 누룩에서 대사되는 각종성분이 직접적, 간접적으로 술의 향과 맛에 기여한다.

이 세가지이다. 술에 알코올이 포함되는 것은 효모의 작용으로 알코올 발효가 이루어지기 때문인데, 효모는 전분 상태 그대로는 알코올 발효를 일으킬 수 없기 때문에, 전분을 분해해서 당분화하지 않으면 안된다. 따라서, 1은 누룩의 가장 중요한 역할이 되는 것인데, 황색누룩곰팡이는 아밀라제등의 전분분해효소를 풍부하게 생성시키는 누룩곰팡이이다. 단, 이 효소는 살아있는 상태의 전분에는 작용하지 않기 때문에, 쌀을 찌서 전분을 알파화 시킬 필요가 있는 것이다. 또한 황색 누룩 곰팡이에는 단백질을 분해하여 아미노산으로 바꾸는 단백질 분해효소(프로테아제 등)를 대량으로 생성시키는 것도 있다. 된장이나 간장에 사용되는 누룩 곰팡이가 그것으로, 옛부터 술, 된장, 간장 각각의 제조에 적합한 누룩곰팡이를 구분해서 사용해 왔다.



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 米國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

Standards indicating Japanese Sake Flavors

Gathering information such as the type of premium sake, rice-polishing ratio, sake rice, water hardness, etc., can help to predict the flavor of sake to a certain degree. However, other indicators can also indicate flavor more frankly. Such indicators are the sake meter value, acidity, and amino acidity.

The sake meter value refers to the specific gravity of sake to water. The more lighter than water, the more positive the value; while the more heavier than water, the more negative the value. If the sugar content of sake is high, the specific gravity increases. Therefore, if the sake meter value is negative, the sweeter the flavor; while the more positive the sake meter value, the more dry the flavor.

Acidity refers to the amount of acids contained in sake, such as malic acid, citric acid, succinic acid, etc.

Acid not only adds a sour flavor to sake, but also brings out the flavor and acts as an umami flavor.

If the sake meter value is the same, high acidity tends to generate a dry flavor, while low acidity tends to generate a sweet flavor.

일본주의 맛을 나타내는 기준

특정명칭의 종류나 정미비율, 술쌀이나 물의 경도등의 정보를 모으면 어느 정도까지는 맛을 예상할 수 있다. 하지만 보다 간결하게 맛을 나타내는 지표가 따로 있다. 그것이 일본주도, 산도, 아미노산도이다.

일본주도는 일본주의 물에 대한 비중을 의미하는데 물보다 가벼우면 플러스, 무거우면 마이너스가 된다.

술안에 당분이 많으면, 비중이 무거워지기 때문에 마이너스일수록 마이너스일수록 단맛이 되고 플러스일수록 매운맛으로 여겨진다.

산도는 사과산, 구연산, 호박산등, 일본술에 포함된 산의 양을 나타낸다.

산은 단순히 신맛을 내는 것에 그치지 않고, 맛을 깔끔하게 잡아주고 감칠맛을 내는 역할도 한다.

일본주도가 동일해도 산도가 높으면 매운 느낌. 낮으면 달콤하게 느끼는 경향이 있다.

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America

La revista para profesionales de la comida Japonesa en todo el mundo

NOTICIAS SOBRE

RESTAURANTES JAPONESES

Abril 2026

www.alljapannews.com



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



Sake tradicional
Sake para Chicas y Turistas
Internacionales, Parte 4 P45

¿Cuál es la función del koji? P46

Instituto de la Espiritu Sake Shochu de América ... P47

nippn
Oh'my Pasta
 A brand that has been enjoyed by families all over Japan for over 50 years.
<https://www.nippncalifornia.com/pasta.php>

Den's Tea
 Restaurant and Ceremonial
Matcha Available!
www.densteawholesale.com
 877-DENSTEA (336-7832)

Let's learn about sake!

Sake Spectator

Available on Amazon.com

Pour, Dip and Cook. Spice it up!

Yamazirushi
 All Natural
Yuzu-It
 YUZU PEPPER SAUCE

液体 柚子こしょう
 柚子こしょう

MIYAKO ORIENTAL FOODS INC. customerservice@coldmountainmiso.com Tel. 626-962-9633

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
Sake Sommelier
Latin Region Specialist
Mutual Trading



Keita Akaboshi
Sake Sommelier
Kuramoto US Inc.



Michael John Simkin
MJS Sake Selection
Owner



Shigeto Terasaka
Sake Sommelier
President
Japan Hollywood Network



Sara Guterbock
International
Sake Sommelier
New York Mutual Trading

Sake Sommelier and Others



Teruyuki Kobayashi
Taruhei Brewing Co Ltd.



Masato Kato
Sake Sommelier
Wismettac Asian Foods



Philip Harper
Tamagawa Hand Made
Japanese Sake
Master Sake Brewer



Mei HO
Sake Sommelier
True Sake



Mai Segawa
Advanced Sake
Sommelier
Tako Grill



Isao Kiyota
International
Kikisake-Shi
Academia de Sake Mexico
Founder



Rachel Fiekowsky
International
Sake Sommelier
New York Mutual Trading



Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



Rachel Macalisang
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
Hanbal 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 222



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 4

Continuación del episodio anterior.

Finalmente, nace el sake elaborado por las chicas. Tras rendir homenaje a Matsuo-sama, venerado en la destilería, las chicas elaboraron el sake con arroz cultivado en los arrozales de la prefectura de Iwate. El nombre es "YUICHU".

Este nombre también tiene un significado especial. Tras llegar a Iwate y vivir diversas experiencias, las plasmaron en palabras, seleccionando y refinando cuidadosamente los caracteres hasta que solo quedó "結" (yui). Su deseo de atesorar esta palabra "結" y expresarla de una manera que reflejara su estilo las llevó al nombre "YUICHU". Esta fue la parte más desafiante del proceso.

La etiqueta fue creada por las propias chicas. Con Shibuya y Japón como telón de fondo, la etiqueta presenta ilustraciones de las chicas, y como querían una etiqueta brillante, le añadieron mucha decoración.

También lo lanzaremos en botellas, pero uno de los mayores retos esta vez es adaptar el formato tradicional japonés del sake, el de una sola taza. Inicialmente usamos vasos de aluminio, pero como la etiqueta puede cubrir toda la superficie, decidimos que le daría un toque más "gyaru" (chica), y la palabra "lindo" fue el factor decisivo para adoptar el formato de taza.

El evento de lanzamiento se celebró en un club de Shibuya, y asistieron numerosos

medios de comunicación e influencers del estilo gyaru. Después, instalamos un stand en Mega Don Quijote en Shibuya para vender el producto. Además, la cadena de tiendas de conveniencia Seven-Eleven se puso en contacto con nosotros, y las ventas comenzaron en zonas turísticas de Tokio, principalmente en Shibuya. Actualmente, Mega Don Quijote y Seven-Eleven han agotado sus existencias, y las ventas se limitan a nuestra tienda online. "YUICHU" logró llegar a muchos turistas que visitaban Shibuya, así como a jóvenes de la generación gyaru con edad suficiente para consumir alcohol. Sentí que el poder de las gyaru realmente transforma diversas convenciones, demostrando su auténtico "espíritu samurái". (Fin)



日本酒 百味百題

¿Cuál es la función del koji?

150 tipos de sake delicioso importado de todo Japón a través de una red nacional enviado directamente a usted

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



BRANCHES & SALES OFFICES

Head Office: LOS ANGELES
(800) 633-1004, (323) 721-6100
LOS ANGELES Branch
SAN DIEGO Sales Office
LAS VEGAS Sales Office
PHOENIX Sales Office
DENVER Sales Office
SAN FRANCISCO Branch
SACRAMENTO Sales Office
SEATTLE Branch
PORTLAND Sales Office
HOUSTON Branch
DALLAS Sales Office
BATON ROUGE Sales Office
CHICAGO Branch
TOLEDO Sales Office
NEW YORK Branch
BOSTON Sales Office
BALTIMORE Branch
ATLANTA Branch
ORLAND Sales Office
MIAMI Branch
HAWAII Branch
JFC GROUP OFFICE
HAPI PRODUCTS, INC.
JES INC.
Interbranch Distribution Center (IDC)

En términos generales, el koji se refiere a los granos sobre los que se cultivan hongos filamentosos (moho). Según su forma, se clasifica en mochi koji (koji de pastel de arroz) y bara koji (koji disperso). El mochi koji se elabora añadiendo agua a granos en polvo (como harina de trigo) y amasándolos hasta obtener una forma similar a un ladrillo o una bola de masa, creando así un medio de cultivo. El moho Rhizopus se cultiva sobre este medio de cultivo crudo y se utiliza ampliamente desde China hasta el sudeste asiático. Este es el koji que se utiliza en el vino Shaoxing chino. Por otro lado, el bara koji se elabora cultivando el moho koji (Aspergillus oryzae) sobre arroz al vapor, y también se conoce como sankiku. El bara koji es una técnica exclusiva de Japón y se utiliza no solo en la producción de sake, sino también en la de miso y salsa de soja.

En la industria destilera japonesa se utilizan siete tipos de moho koji, que se clasifican generalmente en tres: koji amarillo, koji negro y koji blanco. El tipo de moho koji utilizado en la elaboración de sake es Aspergillus

oryzae, cuyas esporas son de color verde amarillento y es una especie representativa del moho koji. El moho koji negro tiene esporas de color marrón oscuro y se utiliza en la producción de Awamori, un tipo de shochu de Okinawa. Este moho produce grandes cantidades de ácido cítrico, manteniendo la acidez del mosto, lo que inhibe el crecimiento de bacterias que causan deterioro y permite una fermentación segura incluso en climas cálidos. El moho koji blanco tiene esporas blancas (una mutación del moho koji negro) y se utiliza en la producción de shochu en Kyushu y otras regiones.

En la elaboración de sake, como dice el dicho popular: "Primero el koji, segundo el mosto, tercero la fermentación", el koji desempeña un papel fundamental en el proceso. Sus funciones son:

- ① Las enzimas del koji convierten el almidón del arroz en glucosa.
- ② Aporta diversos nutrientes a la levadura, como vitaminas, favoreciendo su crecimiento.
- ③ Diversos componentes

metabolizados del koji contribuyen directa e indirectamente al sabor del sake.

Estos son los tres puntos principales. El sake contiene alcohol debido a la fermentación alcohólica que se produce por la acción de la levadura. Sin embargo, la levadura no puede fermentar el almidón directamente; debe descomponerlo en azúcar. Por lo tanto, el punto ① es la función más importante del koji, y el moho koji amarillo es un tipo de moho que produce abundantes enzimas degradadoras de almidón, como la amilasa. Sin embargo, esta enzima no actúa sobre el almidón crudo, por lo que es necesario cocer el arroz al vapor para gelatinizar el almidón. Además, algunos tipos de moho koji amarillo producen grandes cantidades de proteasas que descomponen las proteínas en aminoácidos. Este es el tipo de moho koji que se utiliza en la producción de miso y salsa de soja, y tradicionalmente se han utilizado diferentes tipos de moho koji adecuados para la producción de sake, miso y salsa de soja.



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

Continuación del episodio anterior.

Finalmente, nace el sake elaborado por las chicas. Tras rendir homenaje a Matsuo-sama, venerado en la destilería, las chicas elaboraron el sake con arroz cultivado en los arrozales de la prefectura de Iwate. El nombre es "YUICHU".

Este nombre también tiene un significado especial. Tras llegar a Iwate y vivir diversas experiencias, las plasmaron en palabras, seleccionando y refinando cuidadosamente los caracteres hasta que solo quedó "結" (yui). Su deseo de atesorar esta palabra "結" y expresarla de una manera que reflejara su estilo las llevó al nombre "YUICHU". Esta fue la parte más desafiante del proceso.

La etiqueta fue creada por las propias chicas. Con Shibuya y Japón como telón de fondo, la etiqueta presenta ilustraciones de las chicas, y como querían una etiqueta brillante, le añadieron mucha decoración.

También lo lanzaremos en botellas, pero uno de los mayores retos esta vez es adaptar

el formato tradicional japonés del sake, el de una sola taza. Inicialmente usamos vasos de aluminio, pero como la etiqueta puede cubrir toda la superficie, decidimos que le daría un toque más "gyaru" (chica), y la palabra "lindo" fue el factor decisivo para adoptar el formato de taza.

El evento de lanzamiento se celebró en un club de Shibuya, y asistieron numerosos medios de comunicación e influencers del estilo gyaru. Después, instalamos un stand en Mega Don Quijote en Shibuya para vender el producto. Además, la cadena de tiendas de conveniencia Seven-Eleven se puso en contacto con nosotros, y las ventas comenzaron en zonas turísticas de Tokio, principalmente en Shibuya. Actualmente, Mega Don Quijote y Seven-Eleven han agotado sus existencias, y las ventas se limitan a nuestra tienda online. "YUICHU" logró llegar a muchos turistas que visitaban Shibuya, así como a jóvenes de la generación gyaru con edad suficiente para consumir alcohol. Sentí que el poder de las gyaru realmente transforma diversas convenciones, demostrando su auténtico "espíritu samurái". (Fin)

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America