

Japanese RESTAURANT news

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The Magazine for Japanese Food Professionals Worldwide

May 2026

Vol. 35 No. 330 \$5.00



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2013 “Japanese Cuisine 和食”
2024 “Traditional knowledge and skills of sake-making 伝統的酒造り”



An Interview with Masatoshi Ohata, President of Mutual Trading Co., Inc.

- The Journey of Mutual Trading Co., Inc.:
Pioneering the Globalization of Japanese Cuisine-

共同貿易
大畑正敏社長インタビュー
—共同貿易が歩んだ
“日本食グローバル化”の歴史—

A Visit to Yaegaki Sake & Spirits, Inc.

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May 10th
Sun



from left:
Shochikubai Shirakabegura Mio Nigori, Hyogo Prefecture, #27180:300ml
Shochikubai Shirakabegura Mio Sparkling Sake, Hyogo Prefecture, #76135:150ml, #3137:300ml, #3572:750ml
Shochikubai Shirakabegura Mio Crisp Sparkling Sake, Hyogo Prefecture, #86943:150ml, #14631:750ml, #19937:300ml,
Tamanohikari Nigori Sparkling, Kyoto Prefecture, #21039:360ml, #38695:720ml / Nanbubijin Awa Sparkling, Iwate Prefecture, #470:720ml
Kikuizumi Hitosuji Sparkling, Saitama Prefecture, #10463:720ml / Kikuizumi Hitosuji Rose Sparkling, Saitama Prefecture, #10462:720ml
Choya Original Sparkling, #10155:187ml, #996:750ml

NEW

June 21st
Sun

Brooklyn Kura
— Crafted for *Father's day*
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from left:
Brooklyn Kura Catskills Junmai Daiginjo, Brooklyn New York, #21681:750ml
Brooklyn Kura Number 14 Junmai Ginjo Namazake, Brooklyn New York, #21444:375ml, #21435:750ml
Brooklyn Kura Blue Door Junmai Namazake, Brooklyn New York, #21419:375ml, #21413:750ml
Brooklyn Kura Tidal Junmai, Brooklyn New York, #21340:375ml, #21334:750ml
Brooklyn Kura Ashokan, Junmai Ginjo, Brooklyn New York, #21278:375ml, #21268:750ml
Brooklyn Kura Lake Effect, Junmai Nigori, Brooklyn New York, #21346:375ml, #21343:750ml
Brooklyn Kura Occidental, Dry Hopped Junmai, Brooklyn New York, #21494:750ml

MTC SAKE

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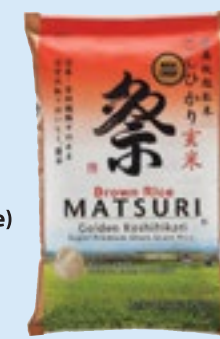
Musubi Calhikari
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fried rice



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

Mission of Japanese Restaurant News

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



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高品質な日本産和牛に注目、食肉カンファレンス開催 —米国においての高品質牛肉の需要の高まり—



The forefront of the U.S. meat industry converged at The Annual Meat Conference, held from March 2–4 in Oxon Hill, Maryland. Co-hosted by the FMI (Food Industry Association) and the Meat Institute, the event drew retailers and suppliers from across the country, creating a vibrant hub for deal-making and industry exchange.

Beyond the bustling exhibition floor, seminar sessions offered deeper insight into the latest consumer trends. Highlights included the presentation of the “Power of Meat” report, which delivered a comprehensive look at the current state of the industry—bringing its evolving dynamics sharply into focus.

Right now, the U.S. meat market is at a fascinating crossroads. As health consciousness rises, demand for protein remains resilient, and meat continues to hold a central place on the American plate. At the same time, inflation is putting pressure on household budgets, sharpening a growing focus on value.

The result is a market increasingly split between two poles: price and quality. Affordable, everyday options and premium products that deliver a sense of indulgence are both gaining traction, shaping a distinctly bifurcated landscape. At the retail level, differentiation now hinges on added value—products that offer convenience, compelling storytelling, and a

reason to stand out in a crowded case.

Amid these shifting dynamics, one presence stood out above the rest: Japanese Wagyu. Celebrated for its fine marbling and exceptional quality, Wagyu epitomizes the very essence of the premium segment.

At the conference, the only booth dedicated to Japanese Wagyu drew a particularly large crowd, becoming a focal point for attendees. Numerous business discussions took place with Japanese importers, highlighting the growing interest in high-end beef and Wagyu’s strong appeal in today’s market.

In 2025, Japan’s beef exports to the United States reached a record ¥15.4 billion, marking a 14.5% increase year over year. For buyers at the event, it was clear that Japanese Wagyu represents more than just a price point—it embodies value that goes well beyond cost.

Supported by JETRO (Japan External Trade Organization), this year’s exhibition went beyond simple sales promotion. It served as an immersive platform to communicate the strength of Japan’s food branding—offering not just products, but a firsthand experience of their quality and story.

In an increasingly price-competitive U.S. market, high value-added products like Wagyu are, if anything, shining even brighter. As consumer

spending continues to polarize, the question is whether brands can seize this moment and assert a strong presence in the premium tier.

In that sense, this exhibition carried significance far beyond its immediate impact—serving as a litmus test for how effectively such products can ride the wave of bifurcated demand and stake their claim in the high-end segment. ■

◆ ◆ ◆

米国の食肉ビジネスの最前線が集まるイベント「The Annual Meat Conference」が、3月2日から4日にかけてメリーランド州オクソンヒルで開催された。主催はFMI (Food Industry Association) と Meat Institute。全米から小売業者やサプライヤーが集まり、会場は活気に満ちた商談と情報交換の場となった。展示ブースに加え、セミナーでは最新の消費動向を分析する「Power of Meat」レポートが共有され、業界の「今」が立体的に浮かび上がった。

いま、米国の食肉市場は興味深い局面にある。健康志向の高まりによりタンパク質需要は底堅く、肉類の存在感は依然として大きい。一方でインフレの影響は消費者の財布を直撃し、節約志向も強まっている。その結果、市場は「安さ」と「質」の両極へと分岐。日常使いの低価格商品と、特別感を求めるプレミアム商品が同時に支持を集める構造が鮮明に



なっている。小売現場では、簡便性やストーリー性を備えた高付加価値商品が差別化の鍵を握る。

そうした潮流の中で、ひととき存在感を放ったのが日本産和牛だ。きめ細かな霜降りと品質の高さで知られる和牛は、まさにプレミアム市場を象徴する存在。会場唯一の日本産和牛のブースには、特に多くの来場者が訪れ、日系輸入事業者と多数の商談が行われた。2025年の日本の米国向け牛肉輸出額は前年比14.5%増の154億円と過去最高を更新しており、来場したバイヤーにとっては、「価格以上の価値」を体現する商品として映ったはずだ。ジェトロの後押しを受けた今回の出展は、単なる販売促進にとどまらず、日本産食品のブランド力を体験として伝える場となった。

価格競争が激しさを増す米国市場において、和牛のような高付加価値商品はむしろ輝きを増す。消費の二極化という波を捉え、プレミアム領域で存在感を示せるか——その試金石としても、今回の出展は大きな意味を持っていたと言えるだろう。

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Yuji Matsumoto

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



David Kudo

Sake Sommelier
Master Sake Sommelier

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



向顧客傳達 日本酒的魅力

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

因該告訴誰

你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應該嘗試。單喝100%純度的酒，連酒的10%都體會不到，所以一定要搭配食物一起品嚐。

Communicate the appeal of sake to customers

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

Consider who the message is directed to: Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try

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

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

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

日本酒の魅力をお客様に伝える

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

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

酒の良さが理解できないので、必ず料理と合わせ試飲をさせること。

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

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

時機

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

內容

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

일본술의 매력을 고객에게 알리기

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

알리는 사람은 누구인가?

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

타이밍

종업원이 드링크 주문을 받을 때 고객에게 “음료는 무엇으로 하시겠습니까?”라는 한 마디를 “날

씨가 추운데 맛있는 아츠칸(熱燗)은 어떠세요?”로 바꿔볼 것. 이 한마디로 큰 차이가 생긴다. 이때 2~3개의 일본술을 추천할 것.

내용

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

Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner

Timothy Sullivan
Sake Samurai



Takao Matsukawa
International
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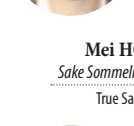
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Joe Mizuno
Head of the "Regional
Sake Tasting Club"



Akira Yuhara
Sake Sommelier
Miyako Hybrid Hotel



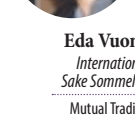
Rachel Macalisang
Sake and Wine
Sommelier



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"



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Lectures on sake at a culinary school

料理学校で日本酒の講義

Studying sake can take place in a variety of settings, from specialized classrooms to hands-on workshops, making it accessible to enthusiasts everywhere.

A variety of organizations—including the “Certified Sake Sommelier,” WSET, Sake Diploma, and Sake Expert programs—offer courses and certifications for those looking to deepen their knowledge of sake. It’s truly inspiring to see enthusiasts take their passion to the next level, gaining expertise that not only enriches their understanding but can also be applied professionally. The growing opportunities to learn and work with sake reflect just how far this beloved Japanese tradition has reached around the world.

However, these sake certifications

are something you have to seek out and pursue on your own, which can make them challenging to access—especially for younger generations who may find it difficult to navigate the options and take the first steps. Amidst this landscape, I was approached by the Tsuji Culinary Institute of Tokyo with a special request: to teach sake classes to their culinary students. For these young aspiring chefs—who are learning the art of cooking and aiming to shape the future of Japanese restaurants—opportunities to study sake are incredibly rare. Receiving such a request was truly an honor, and I gladly accepted, excited to share the depth and culture of Japanese sake with the next generation of culinary talent.

In a hands-on classroom usually reserved for cooking lessons, the

students had the chance to dive deep into the world of sake. We explored everything from its rich history and brewing methods to the rules behind Designated Sake, and, most importantly for these future chefs, the art of pairing sake with food. It was a full, engaging session designed to give them a solid foundation and a true appreciation for this iconic Japanese tradition.

One small disappointment was that, with some students under the age of 20, we weren’t able to include a tasting in the class. Still, I left confident that these students—who listened attentively and absorbed the lessons—will carry a strong interest in sake into the future, whether they open their own restaurants or pursue other culinary paths. It’s my hope that, in even a small way, this will help brighten the future of Japanese sake.■

酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 223



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

日本酒の勉強は様々な場所で行えます。「きき酒師」「WSET」「サケディプロマ」「サケエキスパート」など様々な団体が日本酒ソムリエなどの日本酒を学んで資格を出しています。

本当に素晴らしい事ですし、日本酒への関心を深めた方々がより深く日本酒を学び、それを仕事として使える事も素晴らしいと思っています。

しかし、このような日本酒の資格は自分で探して自分で取りに行かなければいけませんし、若い世代が取りやすいかと

いうとなかなか難しいです。

そんな中、料理の学校である辻調理師専門学校東京から依頼を受け、料理を学ぶ学生の皆さんに日本酒の授業をしてほしいとお願いされました。料理を学びこれから日本のレストランでシェフを目指していく若い学生は、学校で料理は学ぶけど日本酒を学ぶ機会がほとんど無い事からこのような依頼が来ました。本当に素晴らしい機会です、喜んでお受けしました。いつもは料理を学んでいる実習教室で日本酒についてしっかりと学んでいた

できました。日本酒の歴史からはじまり製造方法、特定名称酒などのルール、そして彼らにとって一番大切なペアリングについてなど、しっかりとお話しをさせていただきました。

1つ残念だったことは、20歳以下の学生もいる事から、試飲をさせることが出来なかった事です、授業を聞いてくれた学生は、今後の未来、自分のお店を持ったりしたときに日本酒に大きな関心を持ってくれると確信しました。日本酒の未来を少しでも明るくしたいです。

日本酒 百味百題

Ginjo, a sake different in quality from our nation's traditional sake, emerged around the end of the Taisho Era. Within a short time since, sake breweries nationwide started producing Ginjo. However, in the background were two major

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

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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When did Ginjo sake emerge? 吟醸酒の誕生

factors: first, the improved rice polishing machine.

Since their use started in Nada since the late Edo Era, hydraulic power was used for water wheel-driven rice polishing. However, by the end of the Taisho Era, the switch was made to horizontal-type rice polishing machine, driving the Ginjo sake production that requires high degree of rice grain polishing.

However, compared to the water wheel-driven rice polishing, the horizontal-type rice-polishing machine drastically improved efficiency in rice-polishing. Polishing rice to the rice-polishing ratio above 80 percent was very difficult due to the method of rubbing rice together. However, since entering into the Showa Era, the new vertical-type rice-polishing machine emerged, innovating the sake production technology to a new level. The vertical type rice-polishing machine was an epoch-making device that rotated the grindstone called the "diamond roll" to grind the rice in order from the surface portion.

Another factor was the "National Sake Competition" (The Brewing Society of Japan) held every other year from October 1907, and the "Annual Japan Sake Awards" held annually to this day since 1911. Sake breweries nationwide were excited to win a prize in the Sake Fair and the sake Competition. The Brewing Masters fully utilize the latest technologies of their respective era, competing by selecting the variety of the raw material rice, enhancing the degree of rice polishing, and exercising ingenuity in the sake production method. Ginjo sake emerged during the process to produce

sake for submission to the Sake Fair.

The higher the rice-polishing ratio for raw material rice, the higher the quality of sake as known since the late Edo Era. Unfortunately until the Taisho Era, there was no sufficient technology to achieve a high degree of rice-polishing. The Brewing Masters' long-term dream was achieved with the Vertical-type rice-polishing device, rapidly adopted in the early Showa Era. The highly polished raw material rice generates an elegant flavor, evaluated highly during the Sake Fair.

For this reason, the sake submissions naturally gravitated towards Ginjo sake. According to the Annual Japan Sake Awards report before/after 1935, sake produced with rice-polishing ratio above 50 percent constituted over half of all sake submissions that ranked into the top 100 selections. However, in contrast to the current Ginjo sake boom, the Ginjo sake production at the time aimed to garner awards at the Sake Fair, and since the sake was different in both flavor and aroma up to that point, these sake were rarely distributed among the market.

わが国の伝統的な酒とは異質の酒である吟醸酒が登場したのは、大正の末頃のことである。それから短期間のうちに全国の酒蔵でこぞって造られるようになったが、その背景には二つの大きな要因があった。一つは、原料米を搗く精米機の改良である。江戸時代後期に灘で始められて以来、造り酒屋での精米は河川の水力を利用する水車精米に頼っていたが、大正の末頃には電力による横型精米機に切り換えられていた。これが、原料米の高い精白度が要求される吟醸酒造りのきっかけになったの

である。ただ、横型精米機は水車精米に比べれば精米の効率を格段に高めたが、米と米とを擦り合わせる方式だったため、精米歩合80%以上に精白するのは至難の業だったという。しかし、昭和に入って間もなく新型の堅型精米機が登場し、酒造りの技術革新は新たな段階に進むことになる。堅型精米機とは、金剛ロールと呼ばれる研削砥石が回転しながら米の表層部分から順次削り取っていく仕組みの精米機で、精米方法の原理的転換を実現した画期的精米機だった。

もう一つの要因は、明治40年10月から隔年で開催された「全国清酒品評会」(醸造協会主催)と、明治44年から現在まで毎年開催されている「全国新酒鑑評会」である。これらの品評会や鑑評会で入賞するために全国の酒蔵は躍起になった。

杜氏は原料米の品種を選んで米の精白度を高め、酒造法に工夫を凝らすなど、その時代時代の技術を駆使して競い合った。吟醸酒は、この品評会用の酒造りから生まれた酒である。原料米の精米歩合を高めれば高めるほど良質の酒が造れるということは、江戸時代後期からすでに知られていたが、残念ながら大正までは、高度精米のための十分な技術がなかった。その杜氏の長年の夢を実現したのが、昭和の初期に急速に導入された堅型精米機だったわけである。原料米を極度に磨いた酒は淡麗な風味となり、当然、品評会での評価も高い。そのため、出品される酒は自然と吟醸酒に集中していくことになった。昭和10年前後の新酒鑑評会調査報告によると、精米歩合が50%以上の酒が上位100点のうちの半数以上にものぼっているという。ただ、現在の吟醸酒ブームと違って、当時の吟醸酒造りはあくまで品評会で賞を取るための酒造りであり、また、味も香りもそれまでの日本酒とはまったく異なった酒だったため、市場に出回ることとはほとんどなかった。



SAKE SOMMELIER CLUB

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

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

Standards indicating Japanese Sake Flavors

As the term indicates, amino acid is the amino acid content - umami component generated from rice protein broken down. Therefore, the higher the amino acid content, the richer the sake flavor. However, sake too high in amino acid can generate acidity.

The back label on a sake bottle can indicate the Sake Meter Value, acidity, and amino acid content; one reference to determine the sake flavor. However, sake flavor cannot be described simply as sweet if the sake meter value is negative, or dry if the sake meter value is positive.

Sake flavor consists not only of sugar, but also acidity, amino acid content, aroma, palate, and various factors intertwined.

Since each person perceives flavor differently, I recommend referencing the various values while sampling sake to find your own preferred brand of sake. ■

日本酒の味を示す基準

アミノ酸とは、その名の通りアミノ酸の量を示す。アミノ酸は米のタンパク質の分解に伴って生じるものでうまみ成分になる。したがってアミノ酸が多いほどコクのある酒になるが、多すぎると酸味が出ることもある。

日本酒度、酸度、アミノ酸は裏ラベルに記載がある場合があり、味を知る手がかりになるとは言え、日本酒の味わいは日本酒度がマイナスなら甘口、プラスなら辛口と言うような単純なものではない。

糖だけでなく酸やアミノ酸の量、香り、口あたりなど、様々な要素が絡み合いって、味を構成している。

味の捉え方は各自によっても異なるので各種の数値を参考にしつつ、実際に飲んで好みの酒を探すのが良いだろう。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



Tokyo Jizake Strolling

東京地酒散歩

by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

Sake Seminar 日本酒セミナー

Recently, I was invited by a group of small and medium-sized business owners to lead a sake seminar, and I hosted an engaging two-hour session. While I receive requests for sake seminars from various organizations throughout the year, trends in sake—and alcoholic beverages more broadly—are constantly evolving. As a hands-on instructor who stays connected to the field, I make it a point to continually refine and update the content, ensuring each seminar reflects the latest insights and industry developments.

Most of what I talk about in my seminars focuses on the real, on-the-ground state of the sake industry and practical tips for buying sake without making mistakes. Unlike instructors who hold certifications but lack first-hand experience, I bring insights that only someone actively working in the field can share. I also make it a point to deliver these lessons in an engaging and often humorous way. One topic I often highlight is that, compared to younger generations, middle-aged consumers have become less willing to spend money on sake—a trend that always sparks lively discussion.

In fact, according to the latest household survey by Ministry of Internal Affairs and Communication, the annual average spending on sake has actually increased among people in their 20s and 30s, while it has declined among those in their 40s and 50s. This suggests it's not that younger people aren't drinking alcohol—it's that middle-aged consumers are buying less sake. And when you consider the age groups that still maintain regular drinking habits, there are actually more drinkers in their 40s and 50s. The real concern, then, is the middle-aged shift away from sake. While some older men often claim that “young people don't drink anymore,” the reality is quite the opposite: it's the middle-aged men who should be spending more on sake—this is the true, on-the-ground picture of the market.

Teaching sake to young people



might feel a little awkward—after all, many of them may already be more knowledgeable about the latest trends in sake than we are. However, when you look at shipment data by type of sake, there's only a modest increase in sales of namazake (unpasteurized sake) compared to the previous year, suggesting that young people aren't yet keeping sake regularly stocked at home. From this observation, the conversation naturally shifts to an important point: when people aren't spending, it often means they don't want to risk buying sake they might not enjoy. This leads perfectly into discussions on how to purchase sake wisely—how to avoid mistakes and choose bottles that truly match your taste—making the seminar both practical and engaging.

The seminar weaves in colorful stories—from a stubborn owner of a second-hand record shop to the passionate proprietor of a specialty coffee bean store—bringing life and relatability to the lessons. We also cover practical tips: what to pick up at the supermarket, which pack sake is worth trying, and other easily accessible options for enjoying Japanese sake. After the main session, there's always a Q&A segment where attendees can ask anything, and this time was no exception. The two-hour seminar was so lively that it extended to two and a half hours. While the organizers were a bit anxious about the venue schedule, I was grateful to receive requests

to repeat the seminar in the future—an opportunity I'd be more than happy to accept.

Interest in sake isn't limited by age—both young people and older generations share a curiosity and appreciation for it. While terms like “alcohol harassment” are part of today's conversation, perhaps it wouldn't hurt if, every now and then, we returned to the old days a bit: sharing a drink between a boss and their team, and yes, even listening to the occasional sake trivia from a passionate older gentleman. Sometimes, a little of that tradition can be a good thing. ■



先日、中小企業の経営者の人達から日本酒セミナーの依頼があったので、2時間のセミナーを開催した。毎年、何度か色々な所から日本酒セミナーの依頼が有るが、日本酒だけでなくアルコール飲料の動向は毎年変わっていくので、現場を知る講師として、内容のブラッシュアップを常に意識している。私の喋る内容は、ほとんどが日本酒業界のリアルな状況と失敗しない日本酒の買い方である。これは資格だけ持っている講師とは違い、現場にいる私にしか出来ない講義内容だと思っている。そしてそれを面白可笑しく説明するようにいつも心がけている。その中の一つで、若者よりも中年が日本酒にお金を使わなくなったという話がある。実際、総務省の家計調査にて直近1年で20代30代の日本酒の年間平均購買金額はアップして

おり、40代50代は下がっている。これは若者が酒を飲まないのでは無く、中年が日本酒を買わなくなっていると言って良いだろう。しかも飲酒習慣がある年代で言えば40代50代の方が多いので、深刻なのは中年の日本酒離れである。若者は酒を飲まないとよく言うオジサン達がいるが、いやいやオジサン達こそ日本酒にお金をもっと使ってくれが本当のリアルだったりする。もしかしたら若者に日本酒を教えるなんぞ恥ずかしい話で、よっぽど若者の方が最近の日本酒に詳しい可能性がある。しかし、造り別出荷数量を見ると生酒が前年比で多少上昇しているデータから若者も家に日本酒を常備するとまではいかない様だ。などという話を絡めながら、お金を使わないということは、出来るだけ好みでない日本酒を買いたくはないとなるので、では失敗せずに日本酒を買うにはどうしたら良いかなどと話が進んでいく。そこには、中古レコード屋の頑固店主の話も出てくるし、こだわりの珈琲豆屋の店主も話に出てくる。スーパーでは何を言えば良いか、パック酒を買うなら何が良いかなど、気軽に手に入る日本酒の話もする。その後は何でも質問してくださいと質問コーナーを設ける。今回は2時間のセミナーが盛り上がり、2時間半まで延長となり、場所の確保の問題で主催側が少し焦っていたが、是非またリポートをお願いしたいと有難いことに依頼を受けた。日本酒に興味があるのは、若い人も年配の人も同じで有る。最近はアルコールハラスメントなどの言葉もあるが、また昔みたいに上司と部下が酒を酌み交わし、面倒な日本酒うんちくを話すオジサンが出てきても、たまには良いのではないだろうか。



Oishii
Channel Oishii
 — where Japanese food stories
 are always on the menu



For more details, please scan
 the QR code.

Channel Oishii: Bringing the Allure of Japanese Cuisine to the World — Streaming Across North America from March 25

日本食の魅力を世界へ「Channel Oishii」 3月25日北米で配信開始

A new initiative to share the appeal of Japanese cuisine with the world has begun. “Channel Oishii,” a food-focused network developed by Japan International Broadcasting Inc., officially launched in North America on March 25, 2026. The channel is available via FAST (Free Ad-supported Streaming TV), offering viewers free, ad-supported access to a curated lineup dedicated to Japanese food culture.

Delivering the depth and diversity of Japanese cuisine through the power of visual storytelling, this project goes far beyond the boundaries of a typical food program. Instead, it is drawing attention as a media platform that invites audiences to experience Japanese culture in its entirety.

At the heart of Channel Oishii lies a simple yet compelling concept: discovering Japan through its food. The programming extends well beyond familiar staples like sushi and ramen, delving into regional specialties rooted in local traditions, the seasonality of ingredients, and the craftsmanship that defines Japanese culinary artistry. It also explores the cultural narratives behind the cuisine, offering viewers a deeper understanding of its origins and evolution.

From the allure of fermented foods to the delicate nuances of dashi, the channel highlights elements that may feel everyday to those in Japan, yet

reveal themselves as fascinating new discoveries for audiences abroad.

What sets the channel apart is its focus not only on the food itself, but on the stories behind it. By delving into the passions of producers, the philosophies of chefs dedicated to preserving tradition, and the intricate relationship between regional landscapes and local cuisine, the programming reveals the human narratives that shape every dish.

This approach creates a depth that goes far beyond simple recipe features. In turn, it invites viewers to see Japanese cuisine not merely as something to taste, but as a culture to understand.

The decision to launch first in the North American market reflects the growing global appetite for Japanese cuisine in recent years. Since washoku was inscribed on UNESCO’s Intangible Cultural Heritage list in 2013, interest has steadily expanded year by year.

Channel Oishii aims to build on this momentum, taking on the role of conveying the true essence and intrinsic value of Japanese food to a wider audience.

Just as significant is its commitment to digital distribution. Free from the constraints of conventional television, the platform is designed to engage younger generations and audiences across a wide spectrum of viewing habits.

Through multilingual support, with

a focus on English, it opens the door to cross-cultural dialogue—bringing the world closer together through a shared appreciation of Japanese food culture.

Channel Oishii goes beyond simply “exporting” Japanese cuisine; it positions itself as a conduit for cross-cultural exchange. Using food as its most accessible gateway, it explores just how profoundly the spirit of Japan can be communicated to a global audience.

The answers it seeks may well shape new perspectives on the role of content in an increasingly interconnected world.■

日本食の魅力を世界へ発信する新たな試みが始まった。株式会社日本国際放送が手がける食専門チャンネル「Channel Oishii」が、今年の3月25日より北米で無料の広告付きストリーミングサービスのFAST (Free Ad-supported Streaming TV) の配信をスタートした。和食の奥深さや多様性を、映像を通して世界に届けるこのプロジェクトは、単なるグルメ番組の枠を超え、日本文化そのものを体験させるメディアとして注目を集めている。

「Channel Oishii」のコンセプトは、「食を通じて日本を知る」こと。番組では寿司やラーメンといった定番メニューだけでなく、地方に根付く郷土料理や、四季折々の食材、さらには職人の技や食

文化の背景に至るまで丁寧に紹介される。例えば、発酵食品の魅力や出汁文化の繊細さなど、日本人にとっては日常でも、海外の視聴者にとっては新鮮な発見となるテーマが並ぶ。

特に特徴的なのは、料理そのものだけでなく“ストーリー”に焦点を当てている点だ。生産者の想いや、伝統を守る料理人の哲学、地域の風土と食の関係性など、食を取り巻く人々の営みを掘り下げることで、単なるレシピ紹介にとどまらない奥行きを生み出している。これにより視聴者は、日本食を「食べてみたいもの」から「理解したい文化」へと認識を深めていく。

北米市場を最初の展開先とした背景には、近年の和食人気が高まりがある。2013年に和食がユネスコ無形文化遺産に登録されて以降、その関心は年々拡大してきた。「Channel Oishii」はその流れをさらに加速させ、日本食の本質的な価値を正しく伝える役割を担う。

また、デジタル配信を軸にしている点も見逃せない。テレビに縛られないプラットフォーム展開により、若年層や多様なライフスタイルを持つ視聴者にもリーチ可能となっている。英語を中心とした多言語対応も進められており、文化の壁を越えたコミュニケーションを実現している。

「Channel Oishii」は、日本の食文化を“輸出”するだけでなく、異文化との対話を促すメディアでもある。食という最も身近な入り口から、日本という国の魅力をどこまで深く伝えられるのか。その挑戦は、これからのコンテンツの在り方にも新たな示唆を与えてくれそうだ。



It Starts With Rice

日本料理の基盤としての米

In Japanese cuisine, rice is not just a side—it is the foundation.

At Mutual Trading, this philosophy is reflected in the MIYAKO rice lineup, positioned as a core category supporting a wide range of restaurant concepts across the U.S. market. From high-end sushi counters to fast-paced casual operations, the choice of rice directly impacts flavor, consistency, and overall customer experience.

At the same time, today's market has become increasingly complex. With a wide range of varieties, price points, and performance differences, selecting the right rice is no longer straightforward. For operators, the challenge is not simply choosing “good rice,” but choosing the right rice for the right application.

Understanding Grain Types:

Short-Grain vs. Medium-Grain

At its most fundamental level, rice selection begins with grain type.

Short-grain rice, such as Koshihikari, is known for its characteristic stickiness, sweetness, and umami. It retains its quality even after cooling, making it well suited for applications such as onigiri. When used for sushi—particularly in high-end omakase settings—it is typically combined with seasoned vinegar, and achieving the desired balance requires an understanding of the rice's characteristics and preparation.

Medium-grain rice, including Calrose and New Rose varieties, has a lighter, less sticky texture with more defined grain separation. This makes it easier to handle in high-volume environments and versatile across dishes such as donburi, bento, and set meals. It is also widely used in sushi applications, offering a balance of workability and consistency.

In fact, New Rose—now represented by varieties such as MIYAKO Mirai Crystal—played a key role in the early development of sushi in the U.S., providing a practical and reliable rice option as the cuisine expanded. Today, continued improvements in Calrose

varieties have further elevated quality, with better moisture retention and stability that support both advance preparation and consistent performance in applications such as bento and sushi.

Rather than focusing on brand names, understanding these functional differences allows operators to make more efficient and consistent decisions.



Matsuri Koshihikari Rice is the best option for making onigiri.

日本料理の基盤としての米

日本料理において、米は単なる付け合わせではなく、その「基盤」そのものです。

Mutual Tradingでは、この理念を「MIYAKO」ブランドの米のラインナップに反映しており、本シリーズは、米国市場における多様なレストラン業態を支える中核カテゴリーとして位置づけられています。高級寿司店から回転の早いカジュアル店舗に至るまで、米の選択は味わいだけでなく、品質の安定性、さらには顧客体験全体にまで直接影響を与えます。

一方で、今日の市場はますます複雑化しています。品種、価格帯、さらにはパフォーマンスの違いが多岐にわたる中、「最適な米」を選定することは容易ではありません。事業者にとっての課題は、単に「良い米」を選ぶことではなく、用途や業態に適した米を見極めることにあります。

粒の違いを理解する:短粒種と中粒種

米選びの基本は、まず粒の種類を見極めることから始まります。

コシヒカリに代表される短粒米は、特徴的な粘りと甘み、うま味を備えています。冷めても品質を保ちやすく、おにぎりなどの用途に適しています。寿司、特に高級な「おまかせ」コースで使用される場合には、酢とのバランスが重要となり、米の特性と調理法を理解する必要があります。

一方、カルローズやニューローズなどの中粒米は、粘りが控えめで粒離れが良く、軽やかな食感が特徴です。そのため大量調理の現場でも扱いやすく、丼物や弁当、定食など幅広いメニューに適しています。また寿司用途においても広く使用されており、扱いやすさと食感の安定性のバランスに優れています。

実際、「ニュー・ローズ」(現「ミヤコミライクリスタル」)は、米国における寿司文化の初期の発展を支えた品種の一つであり、実用性と信頼性の高い選択肢として広く普及しました。現在では、カルローズの継続的な品種改良により品質はさらに向上し、保水性や安定性も高まり、弁当や寿司において事前仕込みや安定した提供を可能にしています。

ブランド名にとらわれるのではなく、こうした機能的な違いを理解することが、効率的で安定した米選びにつながります。

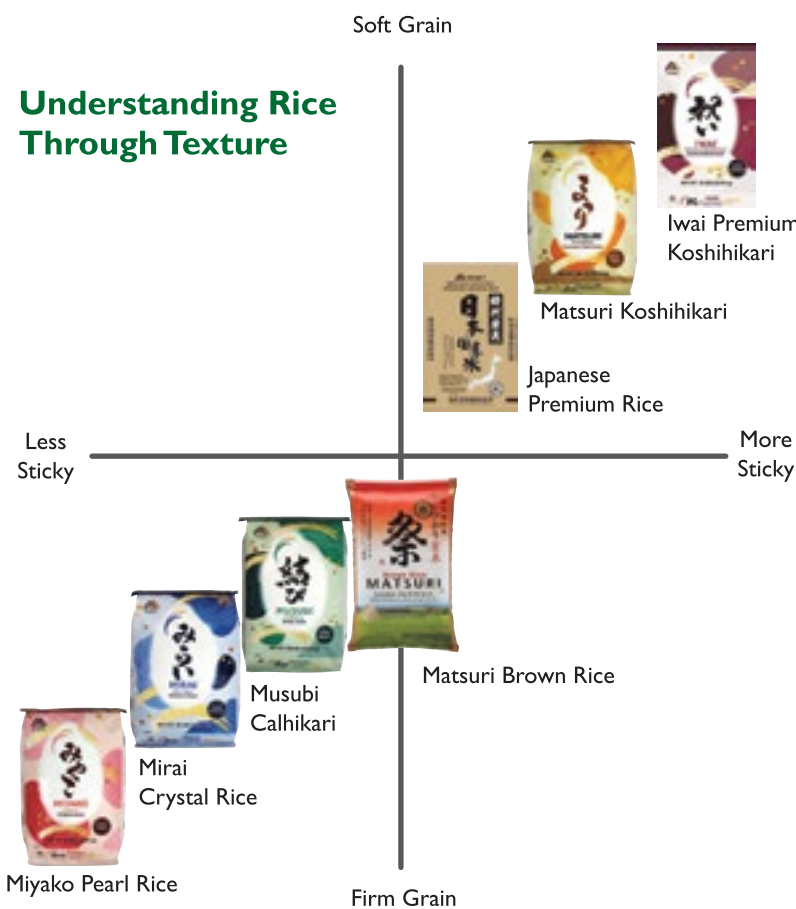
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Understanding Rice Through Texture



Texture plays a key role in how rice performs across different applications.



MIYAKO Rice at a Glance Key differences in origin, texture, and application

RICE	Origin / Variety / Grain Type	Texture	Key Characteristics	One-Line Description	Best For
Japanese Premium Rice 日本国産米 #20406/20lbs	Japan / Blend (Koshihikari, Hitomebore) / Short-grain	Sticky, refined	Japan-grown blend with pronounced sweetness, aroma, and umami; balanced structure ideal for refined applications	The benchmark for authentic Japanese rice	High-end sushi, authentic washoku
Iwai Premium Koshihikari 祝い #20419/40lbs	California / Koshihikari / Short-grain	Sticky, balanced	Premium California-grown Koshihikari with strong stickiness and consistent performance with local sourcing advantages	Premium Koshihikari quality with reliable local supply KAPIKA	High-end sushi, washoku
Matsuri Koshihikari 祭 #20422/40lbs #20423/15lbs	California / Koshihikari / Short-grain	Classic sticky	Signature Koshihikari profile with rich flavor and moisture retention; slightly more accessible premium option	The classic Koshihikari experience	Sushi, onigiri, traditional dishes
Musubi Calhikari 結び #48197/40lbs	California / Calhikari / Short-grain	Medium, balanced	Lighter stickiness with clean grain separation; easy to handle across multiple applications	The all-purpose workhorse	Sushi, donburi, curry, fried rice
Mirai Crystal Rice (New Rose) みらい #22764/40lbs	California / New Rose / Medium-grain	Firm, clean	Medium-grain rice with defined structure and stable results; performs consistently across menus	Clean, consistent, and reliable	Sushi, bento, set meals
Pearl Rice (Calrose) みやこ #22765/40lbs	California / Calrose / Medium-grain	Light, firm	Firm grain with low stickiness and high yield; dependable and cost-efficient for volume operations	Built for high-volume efficiency	High-volume service
Matsuri Brown Rice 祭 玄米 #23698/15lbs	California / Koshihikari / Short-grain (brown rice)	Soft (brown rice)	Nutrient-rich with improved softness and ease of preparation compared to traditional brown rice	Brown rice, without the compromise	Health-focused menus

Simplifying a Crowded Market

Despite the wide range of options available, most rice used in foodservice today can be grouped into three practical categories:

• Premium Short-Grain Rice

Characterized by high stickiness and pronounced flavor, suited for sushi and high-end washoku; when used for sushi, achieving balance with seasoned vinegar requires a clear understanding of the rice’s characteristics and preparation

• Balanced / Versatile Rice

Offers moderate texture and ease of handling, making it suitable for a wide range of menu applications

• Cost-Efficient Rice

Designed for high-volume operations, delivering consistent performance and operational efficiency

This framework provides a clear starting point for selecting rice based on application, service style, and operational needs.

Choosing the Right Rice for Operation

Selecting the right rice comes down to aligning product characteristics with operational needs.

- High-end concepts prioritize flavor, aroma, and texture
 - Casual dining concepts benefit from flexibility and ease of use
 - High-volume operations require consistency, speed, and cost control
- In many cases, operators may use multiple types of rice within a single concept—for example, a premium rice for dinner

service and a more versatile option for lunch or takeout.

Consistency, Supply, and Partnership

Consistency and supply are just as important as flavor.

Mutual Trading maintains close relationships with rice producers and milling facilities, particularly in California, ensuring stable quality and reliable supply. Locally sourced rice can be milled and delivered within a short timeframe, supporting both freshness and operational efficiency.

This approach reflects a long-standing commitment to supporting Japanese cuisine in the U.S.—not only through product variety, but through consistent quality and trusted partnerships.

複雑な市場をシンプルに捉える

選択肢は多岐にわたるものの、今日の外食産業で使用される米の多くは、実用的な観点から大きく以下の3 のカテゴリーに分類することができます。

• プレミアム短粒米

高い粘りと際立った風味を備え、寿司や高級和食に適しています。寿司用途では、酢とのバランスが重要となり、米の特性と調理法を明確に理解する必要があります。

• バランス型／汎用米

適度な食感と扱いやすさを兼ね備え、幅広いメニューに対応できる汎用性の高いカテゴリーです。

• コスト効率型米

大量調理に適しており、安定した品質と高いオペレーション効率を実現します。

この枠組みで捉えることで、用途やサービス形態、さらには業務上のニーズに応じた米選びが、より明確になります。

業態に応じた米の選び方

適切な米を選ぶ鍵は、その製品特性を店舗の運営ニーズに合致させることにあります。

- 高級レストランでは、味・香り・食感といった品質要素が重視されます。
- カジュアルダイニングでは、汎用性と扱いやすさが大きな利点となります。
- 大量調理の現場では、品質の安定性、提供スピード、コスト管理が不可欠です。

多くの場合、単一の業態の中でも複数の米を使い分けています。例えば、ディナーにはプレミアム米を使用し、ランチやテイクアウトにはより汎用的な米を用いるなど、用途に応じた最適化が図られています。

安定供給とパートナーシップ

味と同様に、品質の安定性と供給体制も極めて重要な要素です。

Mutual Tradingは、特にカリフォルニア州の米生産者や精米施設と密接に連携し、安定した品質と確実な供給を実現しています。地元産の米は短期間で精米・配送が可能であり、鮮度とオペレーション効率の両立を支えています。この取り組みは、米国における日本食文化を支援するという、Mutual Tradingの長年にわたる揺るぎない姿勢を体現するものです。その支援は単なる製品供給にとどまらず、一貫した品質と信頼に基づくパートナーシップを通じて実践されています。



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An Interview with Masatoshi Ohata, President of Mutual Trading Co., Inc.

- The Journey of Mutual Trading Co., Inc.:
Pioneering the Globalization of Japanese Cuisine -

共同貿易 大畑正敏社長インタビュー

—共同貿易が歩んだ“日本食グローバル化”の歴史—

Founded in Los Angeles in 1926, Mutual Trading Co., Inc. celebrated its 100th anniversary in 2026—a remarkable milestone. Long before Japanese cuisine became a global phenomenon, the company had already laid the foundation for Japanese food distribution across North America. The story begins with founder Sadagoro Hoshizaki's small-scale trading business. Based in Los Angeles' Little Tokyo, he supplied Japanese food and daily necessities, supporting the local Japanese-American community of the time. Over the years, the company evolved beyond a simple trading firm serving immigrants, growing into a full-fledged distributor of Japanese cuisine across the North American market.

ロサンゼルスで1926年に創業した共同貿易（Mutual Trading Co., Inc.）は、2026年に創業100周年という大きな節目を迎えた。日本食が世界的に広がるはるか以前から、同社は北米における日本食品流通の基盤を築いてきた存在である。その起点は、創業者・星崎定五郎氏による小規模な貿易事業にさかのぼる。ロサンゼルスのリトル東京に拠点を構え、日本からの食品や日用品を供給することで、当時の在米日本人コミュニティを支えた。やがて同社は、単なる“移民向け商社”から脱却し、北米市場全体に向けた日本食流通企業へと進化していく。

From Postwar Recovery to Expansion: Laying the Foundations for Japanese Cuisine Across North America

After World War II, Mutual Trading Co., Inc. resumed operations alongside the rebuilding of the Japanese-American community, steadily growing around the reliable supply of Japanese ingredients. During Japan's period of rapid economic growth, the company expanded its business in step with the overseas expansion of Japanese corporations and the rising popularity of sushi culture.

What proved particularly significant was that the company's role went far beyond simply exporting ingredients. Serving as a bridge for distribution, education, and culture, Mutual Trading supported Japanese cuisine overseas through commercial supply to restaurants and by introducing Japanese ingredients to local chefs. With the global boom in Japanese food—sushi, ramen, sake, and more—the company's role became increasingly vital. Following the 2013

inscription of Washoku (Japanese cuisine) as a UNESCO Intangible Cultural Heritage, this momentum accelerated, solidifying Mutual Trading Co., Inc. as a central player in the era of Global Japanese Food.

The 100-year history of Mutual Trading Co., Inc. mirrors the story of Japanese cuisine's global expansion. From supplying goods to immigrant communities, the company grew into a distribution infrastructure supporting the restaurant industry. Today, it has evolved into a media platform sharing Japanese culture with the world. This trajectory not only reflects a century of growth but also offers insights into the future of content and the global food business. From Delivering Japanese Cuisine to Sharing Japanese Culture: The next 100 years for Mutual Trading Co., Inc. is about to begin from this momentous milestone.

We spoke with Masatoshi Ohata, President of Mutual Trading Co., Inc.

JRN: Could you share your thoughts on Mutual Trading Co., Inc.'s 100th

anniversary?

Ohata: This year, Mutual Trading Co., Inc. celebrates a major milestone: its 100th anniversary. The past 100 years have not been without challenges and obstacles. Yet, we have overcome them thanks to the unwavering support of our partners, local communities, and every single member of our team. We extend our heartfelt gratitude to all who have been part of this journey. In 1926, a small cooperative was established in Little Tokyo by ten Japanese-American retailers to support the lives of immigrant families. A century later, that modest beginning has grown into a company delivering Japanese food culture across the United States—and now, globally. This milestone year offers a moment to honor our past, give thanks for the present, and renew our commitment to the future.

JRN: What is the history of Mutual Trading Co., Inc., and what are its visions for the future?

Ohata: The origin of Mutual Trading Co., Inc. lies in its mission to preserve Japanese cuisine and deliver it to those who need it. Through the birth and growth of Japanese-American communities, the forced internment of Japanese Americans during the war, and the restrictions on food and logistics, the company continued its journey alongside the community, laying the foundation for Japanese food in the United States. As Japanese cuisine—sukiyaki, tempura, sushi—along with sake and broader food culture—gained acceptance in American society, the company takes pride not only in being

a provider of ingredients but also in playing a role in spreading Japanese culinary culture. Looking ahead to the next 100 years, our vision is guided by three pillars: a commitment to authenticity, honoring tradition and core values; innovation, exploring new culinary horizons; and sustainability, ensuring that Japanese food culture is passed on to future generations and shared globally.

JRN: Could you tell us about your business operations and plans in the United States?

Ohata: In the United States, Japanese cuisine is no longer a novelty—it has become an integral part of everyday food culture. Within this landscape, Mutual Trading Co., Inc. has leveraged its sourcing of high-quality products and nationwide distribution network, spanning the West and East Coasts, to provide a reliable supply system and expert support. Today, in addition to its 15 branches across the United States, the company operates production facilities for miso and sauces, and runs classes to train sake experts and the next generation of chefs. Looking ahead, the company aims to elevate the quality of Japanese food distribution in the U.S. market to the next level through expanding its network, enhancing its portfolio of high-quality products, and advancing both its logistics and sales services with greater specialization.

JRN: You've contributed significantly to the popularity and spread of Japanese cuisine in the United States, haven't you?



Masatoshi Ohata, President of Mutual Trading Co., Inc.

Ohata: Japanese cuisine is valued not only for its delicious flavors but also for its healthfulness, aesthetic appeal, and rich cultural heritage, earning support across generations. Mutual Trading Co., Inc. has long prioritized meeting customer needs by offering a wide range of products—from ingredients and seasonings to sake and restaurant supplies—ensuring they are delivered in the best possible condition. In addition, the company has ventured into introducing new food categories in the U.S., pioneering frozen edamame and Edomae sushi, and offering premium import craft sake and ramen ingredients well ahead of the times before others. As sushi, Japanese cuisine, and sake became established in America, Mutual Trading Co., Inc. takes pride in having played a foundational role in both distribution and education. Looking ahead, we aim to continue working closely with chefs, restaurants, educational institutions, and communities to share the appeal and diversity of Japanese cuisine far and wide.

JRN: Could you tell us about your future challenges and goals?

Ohata: Mutual Trading Co., Inc. carries values that have been passed down through generations—the spirit of ‘mutual prosperity’ and ‘pioneering’ that even inspired the company’s name. As a centennial company, there are values that must remain unchanged,

alongside systems that must evolve to meet the times. Our future challenges include cultivating the next generation of talent, creating new roles for Japanese cuisine in a multicultural society, and expanding the reach of Japanese food beyond the United States to the global stage. Our goal is to evolve from being simply a Japanese food distribution company into a company that carries food culture forward into the future.

JRN: Could you share your thoughts on the company’s founding home in Little Tokyo?

Ohata: Mutual Trading Co., Inc. began its journey in Little Tokyo, a neighborhood with a rich history spanning 140 years since the first Japanese restaurants opened. For us, Little Tokyo is more than just the place where the company was founded—it is our origin, our spiritual home. Our commitment to the community centers on three key pillars: ongoing support for Japanese-American and Japanese cultural organizations, activities that pass down history and culinary culture to the next generation, and mutual growth with the local community. Moving forward, we will continue to honor our roots in Little Tokyo and the broader Japanese-American community, striving to fulfill our responsibility as a company grounded locally yet expanding globally.■

戦後から拡大へ 日本食普及のインフラを構築

第二次世界大戦後、日系社会の再建とともに事業を再開した共同貿易は、日本食材の安定供給を軸に着実に成長。高度経済成長期以降、日本企業の海外進出や寿司文化の広がりや歩調を合わせるように、事業領域を拡大していった。

特に重要だったのは、「食材の輸出」だけでなく、流通・教育・文化の橋渡し役としての機能を担った点だ。レストラン向けの業務用供給や、現地シェフへの日本食材の紹介を通じて、日本食を海外で支えてきた。また、日本食ブームの拡大（寿司、ラーメン、日本酒など）を背景に、同社の役割はさらに重要性を増していく。2013年の和食のユネスコ無形文化遺産登録以降、その流れは加速し、「グローバル・ジャパニーズフード時代」の中核企業となっていた。

共同貿易の100年は、日本食の海外展開の歴史そのものでもある。

移民社会を支える物資供給から始まり、やがて外食産業を支える流通インフラへ、そして今、文化を発信するメディアへ。その進化の軌跡は、これからのコンテンツや食ビジネスのあり方にも示唆を与えている。「日本食を届ける」から「日本文化を伝える」へ。

共同貿易の次の100年は、その転換点から始まろうとしている。

共同貿易の大畑正敏社長にお話を伺った。

JRN: 共同貿易100周年への思いをお聞かせください。

大畑: 本年、共同貿易は創立100周年という大きな節目を迎えることができました。

この100年は、決して平坦な道のりではなく、多くの困難と挑戦の連続でしたが、乗り越えられたのは、ひとえにお取引先の皆様、地域社会、そして社員一人ひとりの支えがあったからこそです。心より感謝申し上げます。1926年、リトル東京で日系小売店10店舗が日本人移民の生活を支えるために立ち上げた小さな共同組合が、100年後の今日、全米、さらには世界へと日本食文化を届ける企業へと成長出来たことに、深い感慨を覚えます。この記念すべき年を、過去を敬い、現在に感謝し、未来への決意を新たにしたいと考えています。

JRN: 共同貿易の歴史と今後のビジョンは？

大畑: 共同貿易の原点は、「日本の食を守り、必要とする人へ届ける」という使命でした。日系社会の誕生と発展、戦争による日系人強制収容、物流や食の制限といった時代を経ながらも、日系コミュニティと共に歩み続け、日本食の基盤を米国で築いてきました。その後、すぎやき・天ぷら・寿司といった和食、日本酒、そして食文化全体が米国社会に受け入れられる過程で、当社は“食の供給者”にとどまらず、日本食文化を広める役割も担ってきたと自負しております。これからの100年に向けては、伝統や基本を大切にする「本物志向」、一方で新しい食文化を開拓する「革新性」、そ



Supporting the foodservice industry from the ground up—Mutual Trading warehouse team and staff united in ensuring continuity and reliability during COVID-19.



Kagami Biraki—celebrating partnership, tradition, and our continued commitment to the Japanese community and food culture.

して長く未来へとつないでいく「持続可能性」、この3つを軸に、日本の食文化を次世代へ、そしてグローバルへつなげていくことが私たちのビジョンです。

JRN：米国での事業展開や計画をお聞かせください。

大畑：米国において、日本食はもはや特別な存在ではなく、日常の食文化の一部となりました。その中で共同貿易は、高品質な商品の調達機能と西海岸・東海岸を含む全米の販売物流ネットワークを活かし、安定した供給体制と専門性の高いサポートを提供してきました。現在、米国内で15の支店に加え、味噌や調味料の製造、和酒の専門家や次世代のシェフを育てるクラスの運営も行っています。今後は、「更なるネットワークの拡充」、「より高品質な商品の拡充」、「物流や営業サービスの拡充、専門性の高度化」を通じて、米国市場における日本食流通の「質」を次の段階へ引き上げていきたいと考えています。

JRN：米国での日本食の人気や普及へ貢献されてきたと思いますが？

大畑：日本食は「おいしい」だけでなく、「健康的」「美しい」「文化的背景がある」という価値が評価され、幅広い世代に支持されています。共同貿易は、素材、調味料、酒類、レストラン用品など、お客様の要望に応えるべく幅広い商品を揃えて、より良い状態でお届けすることを大切にしてきました。また、米国内では新しい分野の食を提供する事にも取り組んでまいりました。米国初の冷凍枝豆や江戸前寿司の紹介、地酒やラーメン食材の提供を早い時期から始めました。寿司や和食、和酒が米国で定着する過程に

おいて、その土台となる流通と啓蒙の役割を担えたことは、当社の誇りでもあります。今後も、シャフやレストランの皆さま、教育機関やコミュニティと連携しながら、日本食の魅力と多様性を広く伝えていきたいと思っています。

JRN：今後の挑戦や目標について教えてください。

大畑：共同貿易には脈々と受け継がれる価値観があります。社名の基にもなっている「共存共栄」と「開拓」の精神です。100年企業だからこそ、変わってはいけない価値と、変わらなければならない仕組みがあります。今後の挑戦は、「次世代人材の育成」、「多文化社会における日本食の新しい役割の創造」、「米国を超え、広く世界へと日本食を拡大」です。「日本食流通の会社」から「食文化を未来につなぐ会社」へと進化することが、我々の目標です。

JRN：創業の地・リトル東京への思いなど教えてください。

大畑：共同貿易は、リトル東京から始まりました。そのリトル東京も、日本食店の誕生から140年という長い歴史を重ねています。私たちにとってリトル東京は、たんなる創業地ではなく、原点であり、精神的な故郷です。地域への貢献として私たちが大切にしているのは、「日系・日本文化団体への継続的な支援」、「次世代への歴史と食文化を伝える活動」、「地域コミュニティとの共生」です。これからも、リトル東京を含む日系社会への感謝を忘れず、「地域に根ざし、世界へ広がる企業」として、その責任を果たしていきたいと考えています。

2026 FOOD EVENT CALENDAR MAY



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.

Annual WAFC Convention

5/2-6

JW Marriott Hill Country Resort

San Antonio, TX

www.wafc.com

WAFC has long been a champion of educational advancement within the retail food industry. Through its programs and partnerships, WAFC continues to provide accessible, high-impact learning opportunities that empower individuals at every stage of their career. Whether you're a student, a rising leader, or a seasoned professional, WAFC offers tools and resources to help you grow, lead, and succeed. This convention is a chance to connect with peers, share insights, and explore new ideas that will shape the future of retail. We encourage you to take full advantage of the sessions, discussions, and networking opportunities available throughout the week. Each interaction is a step toward building a stronger, more innovative, and more inclusive industry.

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 food-service 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. Join your peers from across the industry in Chicago on May 16-19, 2026, for a future-forward experience where you'll discover everything it takes to stay revenue-driven and relevant — from tantalizing tastes for your menu to actionable solutions for streamlining service, payments and more.

The Sweets & Snacks Expo

5/19-21

Las Vegas Convention Center

Las Vegas, NV

www.sweetandsnacks.com

The Sweets & Snacks Expo is the premier business to business event for the confectionery and snack industries. Open only to those in the sweets and snacks trade, the show is unrivaled in new product launches, business-building solutions and innovations in merchandising. The event features the biggest, brightest, latest and greatest the candy and snack industries have to offer. Nostalgia, innovation, tried-and-true favorites and cutting-edge products are all represented at the Sweets & Snacks Expo.

Taste of Omaha

5/29-31

Omaha, NE

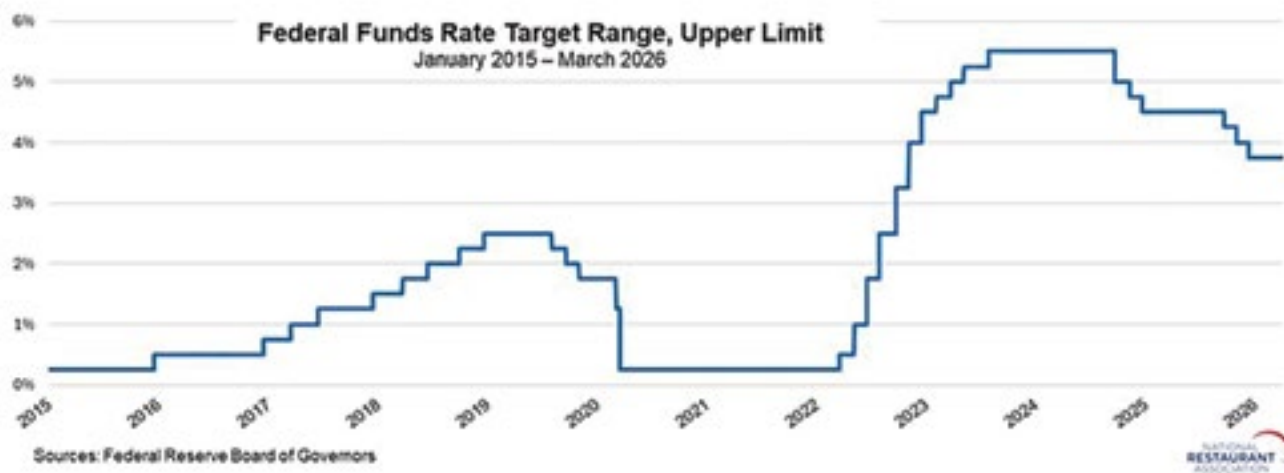
showofficeonline.com

"Feature Foods from many of Omaha's top restaurants, good entertainment and family activities for the kids... and you have the recipe for the TASTE OF OMAHA," says Mike Mancuso, Event Producer. "Omaha has a tremendous reputation for fantastic restaurants and food companies". The "TASTE OF OMAHA", now in the 29th year, has established itself as the Annual Event for our city bringing together a dazzling selection of great foods and culinary delights, for people from throughout the Midwest area, to TASTE, relax and enjoy as a family activity. The 2026 "TASTE OF OMAHA" will again showcase outstanding Restaurants with exciting live entertainment daily. This year the Annual Event will have entertainment for everyone's taste on stages throughout the Festival.

Monetary Policy

-Federal Reserve leaves interest rates unchanged for second straight meeting-

金融政策—米連邦準備制度理事会（FRB）2回連続で金利を据え置き—



At its March 17–18 meeting, the Federal Open Market Committee (FOMC) left short-term interest rates unchanged, marking a second straight meeting of steady policy following three consecutive 25-basis-point cuts at the end of 2025. The federal funds rate remains in a target range of 3.50% to 3.75%, with only one dissent—Stephen I. Miran—who favored an additional quarter-point cut.

The Committee reaffirmed that 2% inflation, measured by the PCE deflator, remains the benchmark most consistent with its dual mandate of maximum employment and price stability, and that this target will continue to guide policy decisions.

FOMC participants said the U.S. economy is still expanding at a “solid pace,” though inflation remains “somewhat elevated.” Job growth has cooled, but the unemployment rate has been “little changed in recent months,” suggesting only modest labor-market softening.

In their latest economic projections, Federal Reserve officials expect real GDP to grow 2.4% in 2026 and project core PCE inflation at 2.7%, up from the 2.5% estimate in December. Policymakers still anticipate a median of one 25-basis-point rate cut in 2026, unchanged from three months earlier.

Overall, the Fed finds itself in a challenging position. Softer hiring and risks to the outlook argue for lowering rates to support growth. Yet inflation pressures remain stubborn, particularly amid still-resilient economic growth. The conflict in Iran also risks renewed price acceleration. Given this tension, the Committee is likely to maintain a cautious stance and keep policy steady

while it monitors incoming data, including with its next meeting on April 28–29. Further rate cuts remain possible later in 2026 but are unlikely before mid-year.

For the restaurant industry, elevated interest rates continue to weigh on borrowing costs, often slowing expansion, renovation, and other capital investments. A lower-rate environment would help ease credit burdens, strengthen consumer spending, and support demand in sectors highly sensitive to discretionary income, including foodservice and hospitality.■

◆ ◆ ◆

3月17日から18日にかけて開催された連邦公開市場委員会（FOMC）は、短期金利を据え置いた。これにより、2025年末に3回連続で25ベースポイントの利下げを行った後、2回連続で政策を据え置くこととなった。フェデラルファンド金利は3.50%～3.75%の目標レンジに据え置かれた。反対票を投じたのはスティーブン・I・ミラン委員のみで、同氏はさらに0.25%の利下げを主張した。委員会は、PCEデフレーターで測定される2%のインフレ率が、完全雇用と物価安定という二重の使命に最も合致する基準であり続けること、またこの目標が引き続き政策決定の指針となることを再確認した。

FOMCの参加者は、インフレ率は依然として「やや高い水準」にあるものの、米国経済は依然として「堅調なペース」で拡大していると述べた。雇用増加の勢いは鈍化しているものの、失業率は「ここ数カ月でほとんど変化がない」ことから、労働市場の軟化はごく緩やかなものに留まっていることが示唆される。連邦準備制度理事会（FRB）当局者は、最新の経済見通しにおいて、2026年の実質GDP成長率を2.4%と予測し、コアPCE

インフレ率については、12月の予測値である2.5%から上昇し、2.7%になると見込んでいる。

政策当局者は、2026年に25ベースポイントの利下げが1回行われるとの見通しを依然として維持しており、これは3カ月前と変わっていない。全体として、FRBは困難な立場に置かれている。

雇用情勢の鈍化や景気見通しへのリスクを考慮すれば、成長を支えるために利下げを行うべきだという主張がある。しかし、特に依然として堅調な経済成長を背景に、インフレ圧力は根強く残っている。また、イラン情勢の緊張も物価上昇の再加速を招く恐れがある。こうした緊張関係を踏まえ、連邦公開市場委員会（FOMC）は、4月28日から29日にかけて開催される次回会合を含め、今後の経済指標を注視しつつ、慎重な姿勢を維持し、政策を現状維持する可能性が高い。2026年後半にはさらなる利下げが行われる可能性はあるが、年半ばまではその可能性は低い。

外食産業にとって、金利の上昇は引き続き借入コストの重荷となっており、事業拡大や改装、その他の設備投資の足かせとなっている。金利が低下すれば、資金調達の負担が軽減され、個人消費が活発化し、外食・宿泊業など可処分所得の影響を強く受けるセクターの需要を支えることになるだろう。

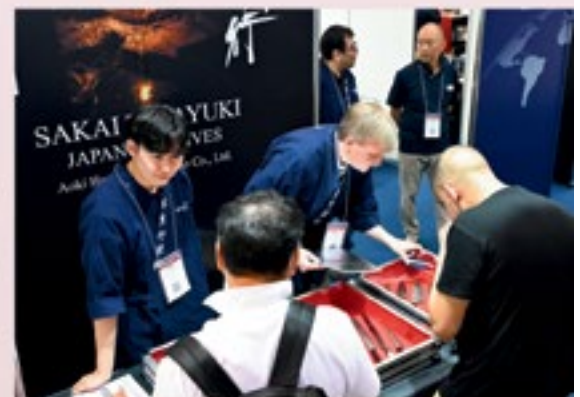
12th
“JAPAN’S FOOD”
EXPORT FAIR *SUMMER*

– 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



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+81-3-6739-4133

Web: <https://www.jfex.jp/jpfood/en-gb.html>

Andy Matsuda and Teruo Shimizu have been awarded the “Minister's Awards for Overseas Promotion of Japanese Food.”

アンディ松田氏、清水照雄氏「日本食海外普及功労者表彰」を受賞



Andy Matsuda (left) / Kosei Murota, Consul General of Japan in Los Angeles.



Teruo Shimizu (left) / Kosei Murota, Consul General of Japan in Los Angeles

The Japanese government presents the “Minister's Awards for Overseas Promotion of Japanese Food” as part of its ongoing mission to expand exports of Japanese agricultural, forestry, and fishery products, while also sharing the richness of Japanese culinary culture with the world. First established in 2006, this prestigious award honors individuals who have made outstanding contributions to introducing and promoting Japanese cuisine and ingredients overseas. In its 19th edition (FY2025), four recipients were recognized globally. Notably, two honorees were selected from the United States: Andy Matsuda and Teruo Shimizu—both celebrated for their significant roles in elevating the presence and appreciation of Japanese food abroad.

First, Andy Matsuda has played a pivotal role in spreading authentic knowledge and techniques of Japanese cuisine across the globe—primarily through the education of sushi chefs. Born in 1956 near Kobe, Hyogo Prefecture, Matsuda trained as a sushi chef at a renowned establishment in Osaka. At the age of 25, he moved to Los Angeles, where he began building his career in the United States. Working in hotels and restaurants as a sushi chef, he steadily honed his craft while introducing the precision and artistry of Japanese cuisine to a broader audience. In 2002, he took his mission a step further by

founding the Sushi Chef Institute in Los Angeles, a school dedicated to training aspiring sushi chefs. There, he has been teaching authentic sushi techniques to culinary professionals from around the world. To date, the institute has produced more than 2,300 graduates from over 35 countries—many of whom have gone on to become professional sushi chefs and successful restaurant owners, continuing Matsuda's legacy of excellence and cultural exchange. Since 2016, Andy Matsuda has brought his expertise to the global stage as a sushi chef aboard the internationally renowned cruise line Holland America Line. His talent and leadership were further recognized in March 2018, when he was selected as the only Japanese sushi chef among an elite group of just seven members of the Culinary Council—a team of world-class chefs chosen from across the globe. Matsuda has also been a strong advocate for the use of Japanese ingredients. One notable achievement includes transitioning the soy sauce used in onboard Asian restaurants to Japanese-made products, generating an annual demand valued at approximately \$3.5 million. Beyond culinary excellence, he has placed a strong emphasis on food safety—an area often scrutinized in the international preparation of sushi. Through his teaching, Matsuda highlights proper food hygiene and the safe handling of fish, helping to

elevate trust in Japanese cuisine worldwide. These decades of dedication to education and cultural exchange have significantly advanced the global appreciation of authentic sushi. It is this enduring impact that ultimately led to his recognition with the award.

Meanwhile, Teruo Shimizu has made a profound impact on the global spread of Japanese food culture from the manufacturing and distribution side of the industry. After studying fermentation microbiology at Meiji University's Faculty of Agriculture, he began his career in 1977

by joining Miyako Oriental Foods Inc. in Los Angeles—marking the start of a lifelong commitment to bringing Japanese ingredients to an international market.

Known as a pioneering producer of authentic miso in the United States, Miyako Oriental Foods Inc. has long been at the forefront of Japanese fermentation craftsmanship. At the heart of this legacy is Teruo Shimizu, who, as plant manager, oversaw operations at the first miso production facility on the U.S. mainland. In 1981, he was promoted to Vice President, and over the next several decades, he played a central role in expanding the production and distribution of traditional Japanese fermented seasonings—including miso, koji, ponzu, and yuzu kosho.

A defining milestone came in 1987, when the company's miso brand, Cold Mountain, was introduced to Whole Foods Market. This strategic move brought Japanese fermented foods into premium retail spaces, significantly broadening their reach and helping to establish their place in the American culinary landscape. Beyond his work in manufacturing and distribution, Teruo Shimizu has also been a tireless advocate for Japanese ingredients on the global academic stage. At conferences hosted by the Institute of Food Technologists—the world's largest gatherings dedicated to food science—he has consistently championed miso as a plant-based source of umami,



helping to reshape how it is understood internationally. Once referred to simply as “soybean paste,” miso is now widely recognized around the world by its Japanese name—“Miso”—a shift that speaks volumes about its growing cultural and culinary significance. Shimizu’s efforts have played no small part in that transformation. He has also served three terms as chairman of “Hichimi-kai,” an association comprising 60 Japanese food companies operating overseas. In this role, he has led initiatives such as food safety seminars for member organizations, supporting the advancement and credibility of Japanese food manufacturers abroad while strengthening the global foundation of Japanese cuisine.

In 2022, he was appointed as a Japanese Cuisine Goodwill Ambassador, further cementing his role as a leading advocate for Japanese food culture abroad. Continuing his outreach, in October 2024 he partnered with the Los Angeles office of the Japanese Food Export Platform and the Japanese Food Culture Association to host an educational program at a local high school. Centered on the theme of miso, the initiative combined an engaging lecture with a hands-on tasting experience—bringing the depth and versatility of this traditional ingredient directly to the next generation. Through efforts like these, he remains deeply committed not only to education but also to policy advocacy, helping shape a broader understanding and appreciation of Japanese cuisine on the global stage. He has also continued to champion the appeal and health benefits of Japanese ingredients through his involvement in industry associations, public lectures, and educational events. Whether speaking to professionals or engaging with local communities, his work consistently highlights the nutritional value and cultural richness of Japanese food—further deepening its resonance with audiences around the world.

In this way, Andy Matsuda has helped spread the technical artistry of Japanese cuisine worldwide through the education of chefs, while Teruo Shimizu has strengthened the foundation of Japanese food by advancing the production and distribution of key ingredients like miso. Although their contributions lie in different fields, both share a common mission: promoting a deeper understanding and appreciation of Japanese cuisine on a global scale. This year’s award recognizes their decades of dedication and remarkable achievements, highlighting their vital role in the international growth and influence of Japanese food culture.■



日本政府は、日本の農林水産物・食品の輸出拡大および日本食文化の普及を目的として「日本食海外普及功労者表彰」を実施している。これは海外で日本食や日本食材の紹介・普及に大きく貢献した人物に授与されるものであり2006年から続く制度である。第19回（令和7年度）には4名が受賞し、そのうち米国からはアンディ松田氏と清水照雄氏の2名が選ばれた。

まずアンディ松田氏は、寿司職人の教育を通じて日本食の正しい知識と技術を世界に広めてきた。兵庫県神戸近郊に1956年に生まれ、大阪の有名店で寿司職人として修業した後、25歳で米国ロサンゼルスへ渡った。現地では寿司シェフとして経験を積み、ホテルやレストランなどで働きながら日本料理の技術を広めていった。その後2002年、ロサンゼルスに寿司職人養成学校であるスシシェフ インスティテュートを設立し、世界中から集まる料理人に本格的な寿司技術を教育している。同校はこれまで35か国以上から2300人以上の卒業生を輩出し、多くのプロの寿司職人やレストラン経営者を生み出してきた。2016年から世界的クルーズ船「ホーランド アメリカライン」で寿司料理人として活躍し、2018年3月には、世界から厳選されたわずか7人の料理評議会のメンバーに、日本人で唯一の寿司シェフとして抜擢された。日本産食材の利用促進にも尽力し、船内アジアレストランの醤油を日本産に切り替え、年間約350万ドル規模の需要を創出した。さらに松田は、食品衛生や魚の安全な取り扱いなど、海外で問題となりがちな寿司調理の安全性にも重点を置いた教育を行い、日本食の信頼性向上にも貢献している。こうした長年の教育活動により、世界各地で本格的な寿司文化を広めた功績が高く評価され、今回の受賞につながった。

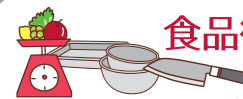
一方、清水照雄氏は日本食材の製造・流通の分野から日本食文化の普及に大きく貢献してきた。

明治大学農学部で発酵微生物学を学んだ後、1977年にロサンゼルス食品会社“都オリエンタルフーズ社”に入社した。同社は米国で本格的な味噌を製造する企業として知られており、清水氏は工場長として米国本土初の味噌製造施設の運営を担った。1981年には副社長に就任し、約半世紀にわたり味噌や麹、ポン酢、ゆず胡椒などの日本の発酵調味料の製造と販売を推進してきた。特に1987年には同社の味噌ブランド「コールド マウンテン」を高級スーパーであるホールフーズ・マーケットに導入し、日本の発酵食品を米国市場に広く普及させることに成功した。その他、インスティテュート・オブ・フード・テクノロジストが主催する世界最大規模の食品関連学術会議では、味噌を植物性うま味調味料として紹介する取組を続けている。当時、「ソイビーン・ペースト」と呼ばれていた味噌は、現在では「Miso」として世界的に認知されており、その普及に果たした役割は大きい。日本から進出している食品メーカー60社が加盟する「七味会」の会長を3期

務め、加盟企業向けの食品安全セミナー等を主導し、日系食品メーカーの取組を支援。2022年に「日本食普及の親善大使」に就任。2024年10月には、輸出支援プラットフォームロサンゼルス事務局及び日本食文化振興協会と連携し、現地高校で「Miso」をテーマとした講義とテイスティングを実施する等、教育活動や政策提言にも積極的に取り組んでいる。

さらに食品業界団体の活動や講演、教育イベントを通じて、日本食材の魅力や健康価値を伝える活動も続けている。

このように、アンディ松田氏は料理人の教育を通じて日本食文化の技術的側面を世界に広め、清水照雄氏は味噌などの日本食材の製造・流通を通じて日本食の基盤を支えてきた。両者の活動は分野こそ異なるものの、日本食の理解と普及を世界規模で促進した点で共通している。今回の受賞は、こうした長年の努力と功績が高く評価された結果であり、日本食文化の国際的発展における重要な貢献として位置づけられる。



食品衛生 豆知識 クイズ

安全な食品を提供するために



Q. ウォークイン冷蔵庫で保管される食品の温度は _____ を保たなければならない

- A 50°F (10°C) またはそれ未満 C 45°F (7°C) と 32°F (0°C) の間
B 45°F (7°C) またはそれ未満 D 41°F (5°C) またはそれ未満

全米レストラン協会認定、日本語で講習試験、全米で通用



レストラン・マーケット関係者必携 食品衛生許可証取得教室

詳細は <https://www.alljapannews.com/page/food-manager> 正解は D



A view of the Yaegaki Sake & Spirits, Inc. premises from the main gate.



Step into History: The Timeless Elegance of Yaegaki Sake & Spirits, Inc.

A Visit to Yaegaki Sake & Spirits, Inc. -360 Years of Tradition Meets Innovative Brewing- 八重垣酒造を訪問 —創業360年、伝統と革新の酒造り—

In February, I visited Yaegaki Sake & Spirits, Inc. From the Shinkansen window, Himeji Castle came into view, signaling that Himeji Station—and my destination—was just around the corner. Before visiting Yaegaki Sake & Spirits, Inc., I made a stop at Himeji Castle. Its gleaming white facade and imposing main keep were immediately overwhelming, and the closer I got, the more I was struck by a sense of awe—‘It’s incredible that this has endured so beautifully over the centuries.’ From Himeji Station, it was a 45-minute bus ride through serene countryside before arriving at Yaegaki Sake & Spirits, Inc. Once there, I toured the brewery under

the guidance of Hiroaki Utsumi, the Managing Director, gaining an up-close look at the craftsmanship behind their renowned sake.

Yaegaki Sake & Spirits, Inc., located in Himeji City, Hyogo Prefecture, is a traditional Japanese brewery with roots dating back to 1666. Throughout its long history, the brewery has dedicated itself to crafting sake that celebrates the local agriculture and pristine water sources. Central to their philosophy is the careful selection of high-quality rice and water, combined with the meticulous skill of master brewers. In particular, they make full use of Himeji’s exceptional



underground water, tailoring each brew to complement its unique characteristics. The guiding philosophy of Yaegaki Sake & Spirits, Inc. is to honor the blessings of nature, preserve tradition, and continually embrace new challenges. Since its founding, the brewery has prioritized quality above all else, blending time-honored techniques with deep respect for the local natural environment. At the same time, it has evolved with the times, experimenting with new styles and approaches to sake while growing alongside the community. Central to their craft is the patient, meticulous process of brewing, allowing fermentation and maturation to follow the natural rhythm, resulting in sake with profound depth and character.

Yaegaki Sake & Spirits, Inc. not only honors the local culture and history but also remains mindful of the environment, embracing sustainable brewing practices. This thoughtful approach has helped the brewery maintain its cherished status in the community, earning the lasting affection and trust of locals over generations. Mr. Utsumi describes their sake as ‘light and fruity in aroma, yet full-bodied and crisp on the palate.’ He adds, ‘It pairs beautifully with meals—not just Japanese

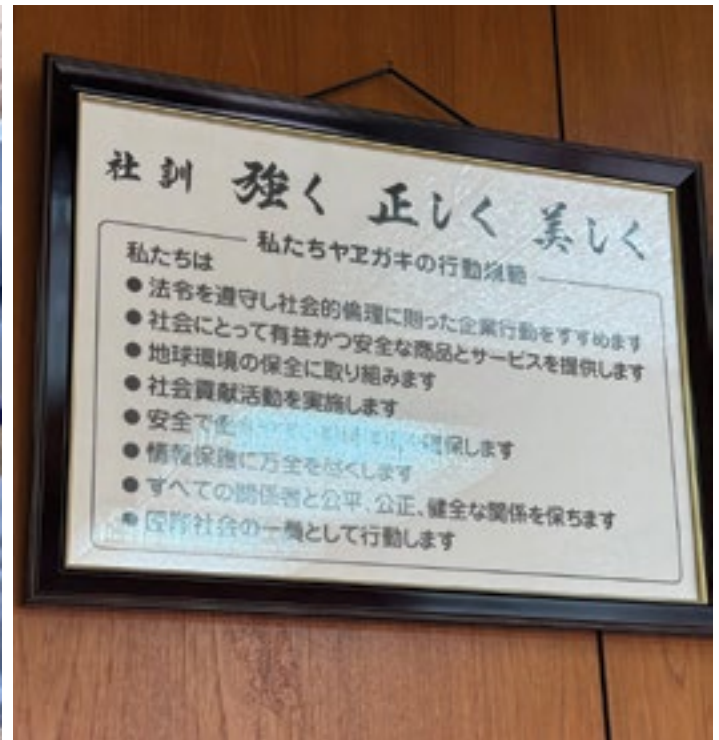
cuisine, but even Chinese dishes—making it versatile for a wide range of dining occasions.’ He continues, ‘Through our products, we communicate with our customers. For sake to become a more integral part of daily life, we must go beyond pursuing profit alone. It’s essential to convey our message with a respect for culture and a sense of mission.’

Yaegaki Sake & Spirits expanded overseas in 1987, establishing Yaegaki Corporation of USA in Los Angeles and even building a local production facility. This move was driven by the company’s philosophy of preserving sake culture while sharing it more widely. Inspired by the idea of ‘always returning to the origin,’ they created a sake called ‘Mu.’ Crafted to maximize the potential of rice, every drop embodies the essence of decades of experience and masterful technique.

The sake has been a top seller in the U.S., and Mr. Utsumi says it gave him a real sense that ‘Yaegaki’s sake resonates around the world.’ Guided by the spirit of Yaegaki Sake & Spirits—that ‘sake is made with the heart’—we can look forward to seeing the brewery continue to introduce new ways to enjoy Japanese sake. ■



from left :Hiroaki Utsumi, the Managing Director of Yaegaki Sake & Spirits, Inc. / David Kudo, Japanese Restaurant News / Yasuhiko Mizoguchi of Yaegaki Sake & Spirits, Inc.



2月に八重垣酒造を訪問した。新幹線からの窓越しに姫路城が見え、目的の姫路駅が近いことがわかる。八重垣酒造の訪問の前に姫路城に寄って見たが、真っ白な外観と大きな天守がまず圧倒的で、近づくほど「よくここまで残ってくれたな」と思うくらいの迫力があつた。

八重垣酒造へは姫路駅から、のどかな田園風景を見ながらバスに揺られること45分で到着。八重垣酒造に到着し常務取締役の内海寛明氏の案内で酒蔵を見学。

八重垣酒造は、兵庫県姫路市に位置する日本の伝統的な酒蔵で、創業は1666年（寛文6年）にさかのぼる。長い歴史を持つこの酒蔵は、地元の農産物や水を活かした酒造りに取り組んで来た。八重垣酒造が特に注力しているのは、良質な米と水の選定、そして職人の技による手間暇かけた酒造り。特に、姫路の良質な地下水を使用し、その水質に合った酒造りを行っている。

八重垣酒造の基本理念は「自然の恵みを大切に、伝統を守りつつ、新しい挑戦を続けること」。創業以来、品質を最優先に考え、長年培った技術とともに、地元の自然環境に敬意を表しながら酒造りを続けている。その中で、時代に合わせて新しい酒のスタイルやアプローチにも挑戦し、地域と共に成長して来た。特に、手間ひまかけた酒造りを大切に、発酵や熟成を自然のリズムに委ねること、深みのある味わいを実現している。

また、八重垣酒造は地元の文化や歴史を重んじるとともに、環境への配慮も忘れず、持続可能な製造プロセスを採用している。このような姿勢が、長年にわたり地域の人々に愛される酒蔵としての地位を確立する要因となっている。

内海氏は、自社の酒について“軽やかでフルーティな香りの中にしっかりと味があつて、キレがよいのが特徴”と語り、“食中酒として、日本食はもちろん、中華でもいけるし、幅広いシーンにマッチします”と語る。また、“商品を通じてお客さんとコミュニケーションをするわけで、生活の中にもっと日本酒が溶け込んでいくためには、利益だけを追求するのではなく、文化や使命といった部分を大切にメッセージを届けなければならない”と続ける。

海外に進出したのは1987年。「ヤエガキ・コーポレーション・オブ・USA」をロサンゼルスに開設し、現地に工場を作ったのも、日本酒の文化を守りつつさらに広げるという経営理念が基となっている。

「常にに原点に戻る」という思いを込めて名付けたのが「無」という商品で、コメの持つ可能性を最大限に引き出し、経験と技術の神髄を一滴一滴に込めて作られた。

この商品はアメリカでも断トツによく売れているといい、“八重垣の日本酒が世界で通じるんだという実感を持たせてくれました。”内海氏は語る。

「酒は心で造るもの」という、八重垣酒造の酒造りの精神で、これからも新しい日本酒の楽しみ方を積極的に提案して行くことを大いに期待したい。



Himeji Castle



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お問い合わせ: Japanese Restaurant Academy

(213) 680-0011 restaurantacademy@alljapannews.com

練習問題

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

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

回答: 1) d 2) b

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日本餐厅新闻

May 2026

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



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Celebrate *Mother's Day*
with Sparkling Elegance

May 10th
Sun



from left:
Shochikubai Shirakabegura Mio Nigori, Hyogo Prefecture, #27180:300ml
Shochikubai Shirakabegura Mio Sparkling Sake, Hyogo Prefecture, #76135:150ml, #3137:300ml, #3572:750ml
Shochikubai Shirakabegura Mio Crisp Sparkling Sake, Hyogo Prefecture, #86943:150ml, #14631:750ml, #19937:300ml,
Tamanohikari Nigori Sparkling, Kyoto Prefecture, #21039:360ml, #38695:720ml / Nanbubijin Awa Sparkling, Iwate Prefecture, #470:720ml
Kikuizumi Hitosuji Sparkling, Saitama Prefecture, #10463:720ml / Kikuizumi Hitosuji Rose Sparkling, Saitama Prefecture, #10462:720ml
Choya Original Sparkling, #10155:187ml, #996:750ml

NEW

June 21st
Sun

Brooklyn Kura
— Crafted for *Father's day*
Brewed in New York. Rooted in Japanese Tradition.



from left:
Brooklyn Kura Catskills Junmai Daiginjo, Brooklyn New York, #21681:750ml
Brooklyn Kura Number 14 Junmai Ginjo Namazake, Brooklyn New York, #21444:375ml, #21435:750ml
Brooklyn Kura Blue Door Junmai Namazake, Brooklyn New York, #21419:375ml, #21413:750ml
Brooklyn Kura Tidal Junmai, Brooklyn New York, #21340:375ml, #21334:750ml
Brooklyn Kura Ashokan, Junmai Ginjo, Brooklyn New York, #21278:375ml, #21268:750ml
Brooklyn Kura Lake Effect, Junmai Nigori, Brooklyn New York, #21346:375ml, #21343:750ml
Brooklyn Kura Occidental, Dry Hopped Junmai, Brooklyn New York, #21494:750ml



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Owner "SAKAYA NYC"



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Owner "True Sake"



Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise

Honorary Sake Sommelier



Yuji Matsumoto

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



David Kudo

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



Communicate the appeal of sake to customers

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

Consider who the message is directed to: Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try

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

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

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

向顧客傳達日本酒的魅力

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

因該告訴誰

你是否接受過成為廚師、服務員，或調酒師的適當培訓？請務必研究這種酒是否美味或是否應該嘗試。單

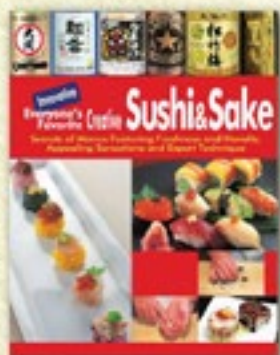
喝100%純度的酒，連酒的10%都體會不到，所以一定要搭配食物一起品嚐。

時機

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

內容

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



Stylish and Fashionable Sushi for a Modern Lifestyle

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



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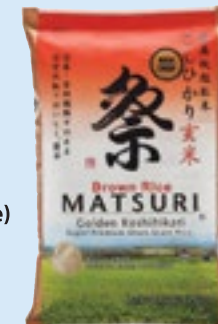
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It Starts With Rice

一切始於米

In Japanese cuisine, rice is not just a side—it is the foundation.

At Mutual Trading, this philosophy is reflected in the MIYAKO rice lineup, positioned as a core category supporting a wide range of restaurant concepts across the U.S. market. From high-end sushi counters to fast-paced casual operations, the choice of rice directly impacts flavor, consistency, and overall customer experience.

At the same time, today's market has become increasingly complex. With a wide range of varieties, price points, and performance differences, selecting the right rice is no longer straightforward. For operators, the challenge is not simply choosing "good rice," but choosing the right rice for the right application.

Understanding Grain Types:

Short-Grain vs. Medium-Grain

At its most fundamental level, rice selection begins with grain type.

Short-grain rice, such as Koshihikari, is known for its characteristic stickiness, sweetness, and umami. It retains its quality even after cooling, making it well suited for applications such as onigiri. When used for sushi—particularly in high-end omakase settings—it is typically combined with seasoned vinegar, and achieving the desired balance requires an understanding of the rice's characteristics and preparation.

Medium-grain rice, including Calrose and New Rose varieties, has a lighter, less sticky texture with more defined grain separation. This makes it easier to handle in high-volume environments and versatile across dishes such as donburi, bento, and set meals. It is also widely used in sushi applications, offering a balance of workability and consistency.

In fact, New Rose—now represented by varieties such as MIYAKO Mirai Crystal—played a key role in the early development of sushi in the U.S., providing a practical and reliable rice option as the cuisine expanded. Today, continued improvements in Calrose

varieties have further elevated quality, with better moisture retention and stability that support both advance preparation and consistent performance in applications such as bento and sushi.

Rather than focusing on brand names, understanding these functional differences allows operators to make more efficient and consistent decisions.



祭越光米 (Matsuri Koshihikari) 是製作御飯糰的最佳選擇。

在日本料理中, 米不僅是配菜, 更是其基石。

在Mutual Trading (共同貿易公司), 這份理念體現在「Miyako」系列米種中, 將其定位為支援全美市場多元餐廳概念的核心品類。從高端壽司檯到節奏快速的休閒餐飲, 米的選擇直接影響風味、一致性以及整體顧客體驗。

與此同時, 當今市場格局已變得日益複雜。面對眾多品種、價格區間與效能差異, 選擇合適的米不再是件簡單的事。



對營運者而言, 挑戰不在於單純選擇「好米」, 而是針對特定用途選擇「對的米」。

洞察米種特性: 短粒米與中粒米之別

從最基礎的層面來看, 選米始於對米種粒型的理解。

短粒米 (如越光米 Koshihikari) 以其標誌性的黏性、甜度與鮮味著稱。即使在冷卻後仍能保持品質, 使其非常適合御飯糰等應用。當用於壽司——特別是高端板前料理 (Omakase) 時——通常會搭配壽司醋, 而要達到理想平衡, 需深諳米的特性與調製技藝。

中粒米 (包含加州玫瑰米 Calrose 與新玫瑰米 New Rose) 質地較輕盈且黏性較低, 米粒分明。這使其在大量出餐的環境中更易於操作, 並廣泛適用於丼飯、便當及定食等菜餚。中粒米也廣泛用於壽司領域, 在操作便利性與一致性之間取得平衡。

事實上, 以Miyako Mirai Crystal為代表的新玫瑰米, 在美國壽司發展初期扮演了關鍵角色, 隨著料理普及, 提供了一個實用且可靠的米種選擇。如今, 加州玫瑰米品種的不斷改良進一步提升了品質, 其更佳的保水性與穩定性, 支援了預製需求, 並在便當與壽司應用中展現一致效能。

Understanding Rice Through Texture

稻米圖表: 從質地洞察米種特性



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The Premier Japanese Food, Alcoholic Beverages,
& Restaurant Supply Specialist

MIYAKO Rice at a Glance Key differences in origin, texture, and application

RICE	Origin / Variety / Grain Type	Texture	Key Characteristics	One-Line Description	Best For
Japanese Premium Rice 日本国産米 #20406/20lbs	Japan / Blend (Koshihikari, Hitomebore) / Short-grain	Sticky, refined	Japan-grown blend with pronounced sweetness, aroma, and umami; balanced structure ideal for refined applications	The benchmark for authentic Japanese rice	High-end sushi, authentic washoku
Iwai Premium Koshihikari 祝い #20419/40lbs	California / Koshihikari / Short-grain	Sticky, balanced	Premium California-grown Koshihikari with strong stickiness and consistent performance with local sourcing advantages	Premium Koshihikari quality with reliable local supply KAPIKA	High-end sushi, washoku
Matsuri Koshihikari 祭 #20422/40lbs #20423/15lbs	California / Koshihikari / Short-grain	Classic sticky	Signature Koshihikari profile with rich flavor and moisture retention; slightly more accessible premium option	The classic Koshihikari experience	Sushi, onigiri, traditional dishes
Musubi Calhikari 結び #48197/40lbs	California / Calhikari / Short-grain	Medium, balanced	Lighter stickiness with clean grain separation; easy to handle across multiple applications	The all-purpose workhorse	Sushi, donburi, curry, fried rice
Mirai Crystal Rice (New Rose) みらい #22764/40lbs	California / New Rose / Medium-grain	Firm, clean	Medium-grain rice with defined structure and stable results; performs consistently across menus	Clean, consistent, and reliable	Sushi, bento, set meals
Pearl Rice (Calrose) みやこ #22765/40lbs	California / Calrose / Medium-grain	Light, firm	Firm grain with low stickiness and high yield; dependable and cost-efficient for volume operations	Built for high-volume efficiency	High-volume service
Matsuri Brown Rice 祭 玄米 #23698/15lbs	California / Koshihikari / Short-grain (brown rice)	Soft (brown rice)	Nutrient-rich with improved softness and ease of preparation compared to traditional brown rice	Brown rice, without the compromise	Health-focused menus

Simplifying a Crowded Market

Despite the wide range of options available, most rice used in foodservice today can be grouped into three practical categories:

- Premium Short-Grain Rice**
Characterized by high stickiness and pronounced flavor, suited for sushi and high-end washoku; when used for sushi, achieving balance with seasoned vinegar requires a clear understanding of the rice's characteristics and preparation
- Balanced / Versatile Rice**
Offers moderate texture and ease of handling, making it suitable for a wide range of menu applications
- Cost-Efficient Rice**
Designed for high-volume operations, delivering consistent performance and operational efficiency

This framework provides a clear starting point for selecting rice based on application, service style, and operational needs.

Choosing the Right Rice for Operation

- Selecting the right rice comes down to aligning product characteristics with operational needs.
- High-end concepts prioritize flavor, aroma, and texture
 - Casual dining concepts benefit from flexibility and ease of use
 - High-volume operations require consistency, speed, and cost control
- In many cases, operators may use multiple types of rice within a single concept—for example, a premium rice for dinner service and a more versatile option for lunch or takeout.

Consistency, Supply, and Partnership

Consistency and supply are just as important as flavor.

MutualTrading maintains close relationships with rice producers and milling facilities, particularly in California, ensuring stable quality and reliable supply. Locally sourced rice can be milled and delivered within a short timeframe, supporting both freshness and operational efficiency.

This approach reflects a long-standing commitment to supporting Japanese cuisine in the U.S.—not only through product variety, but through consistent quality and trusted partnerships.



與其糾結於品牌名稱，理解這些功能性差異能讓營運者做出更高效且具一致性的決策。

簡化擁擠的市場選擇

- 儘管選擇眾多，現今餐飲服務業使用的米種多可歸納為以下三個實用品類：
- 高端短粒米
以高黏度與濃郁風味為特色，適用於壽司與高端和食；用於壽司時，需對米的特性與調製有清晰理解，以達成與壽司醋的平衡。
 - 平衡通用米
提供適中的質地與易操作性，使其適用於廣泛的菜單應用。
 - 高效經濟米
專為大量出餐的營運設計，提供穩定一致的效能與營運

此架構為根據應用需求、服務型態及營運條件選米提供了清晰的出發點。效率。

為您的營運選擇「對的米」
選擇合適的米種，關鍵在於將產品特性

與營運需求對齊：

- 高端餐飲概念優先考慮風味、香氣與質地。
- 休閒餐飲概念受益於靈活性與易操作性。
- 大量出餐的營運則需要一致性、速度與成本控管。

在許多情況下，營運者可能會在單一餐飲概念中使用多種米，例如，在晚餐時段使用高端米，而在午餐或外帶服務中選擇更具通用性的選項

一致性、供應與夥伴關係

一致性與供應穩定性與風味同樣重要。Mutual Trading與稻米生產者及碾米設施（特別是在加州地區）保持密切關係，確保穩定的品質與可靠的供應。在地採購的稻米可在短時間內完成碾製與配送，兼顧了新鮮度與營運效率。

此舉反映了長期以來支持美國日本料理發展的承諾，不僅透過產品的多樣性，更透過始終如一的品質與值得信賴的夥伴關係。



SAKE SCHOOL OF AMERICA Become a Sake Expert

开启你的清酒探索之旅，并通过中文课程获得 SAKE Advisor 认证。品鉴10款以上优质清酒，从了解历史到亲身品鉴，一步步建立对清酒的系统理解。

课程信息

- 日期： 6月15日（周一）（中文线上课程）
时间： 9:00 am – 4:00 pm PT
12:00 pm – 7:00 pm ET
课程费用： ~~\$475~~（含教材及12款清酒品鉴样品）
• MTC客户专享价：\$298（37%优惠）
优惠码：THANKYOU298
• 限时优惠价：\$375（100周年特别活动，立减\$100）
优惠码：MTC100
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to the People of the World



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Brewery Owner



Kosuke Kuji
Nanbu Bijin Inc.
Fifth Generation
Brewery Owner



Timothy Sullivan
Sake Samurai



Takao Matsukawa
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Sake Sommelier and Others



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Mei HO
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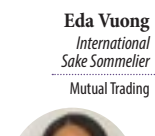
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Sake Sommelier



Don Lee
Sake Sommelier
Yama Sushi
Owner Chef



Eda Vuong
International
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Masae Kusada
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Chizuko Niikawa-Helto
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Koji Wong
Owner
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Kaz Tokuhara
Sake Sommelier
Manager
Wismettac Asian Foods



Gary Imada
Sake Advisor



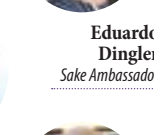
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Young's Market Company



Yoshihiro Sako
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Lectures on sake at a culinary school 在料理學校進行日本酒講座

酒豪大陸

California
SAKE
CHALLENGE

by Kosuke Kuji 223



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

Studying sake can take place in a variety of settings, from specialized classrooms to hands-on workshops, making it accessible to enthusiasts everywhere.

A variety of organizations—including the "Certified Sake Sommelier," WSET, Sake Diploma, and Sake Expert programs—offer courses and certifications for those looking to deepen their knowledge of sake. It's truly inspiring to see enthusiasts take their passion to the next level, gaining expertise that not only enriches their understanding but can also be applied professionally. The growing opportunities to learn and work with sake reflect just how far this beloved Japanese tradition has reached around the world.

However, these sake certifications

are something you have to seek out and pursue on your own, which can make them challenging to access—especially for younger generations who may find it difficult to navigate the options and take the first steps. Amidst this landscape, I was approached by the Tsuji Culinary Institute of Tokyo with a special request: to teach sake classes to their culinary students. For these young aspiring chefs—who are learning the art of cooking and aiming to shape the future of Japanese restaurants—opportunities to study sake are incredibly rare. Receiving such a request was truly an honor, and I gladly accepted, excited to share the depth and culture of Japanese sake with the next generation of culinary talent.

In a hands-on classroom usually reserved for cooking lessons, the

students had the chance to dive deep into the world of sake. We explored everything from its rich history and brewing methods to the rules behind Designated Sake, and, most importantly for these future chefs, the art of pairing sake with food. It was a full, engaging session designed to give them a solid foundation and a true appreciation for this iconic Japanese tradition.

One small disappointment was that, with some students under the age of 20, we weren't able to include a tasting in the class. Still, I left confident that these students—who listened attentively and absorbed the lessons—will carry a strong interest in sake into the future, whether they open their own restaurants or pursue other culinary paths. It's my hope that, in even a small way, this will help brighten the future of Japanese sake. ■

可以在各種不同的場所進行日本酒的學習。例如“喇酒師”“WSET”“SAKE DEPUROMA”“SAKE EKISUPATO”等，各類機構都在提供日本酒相關的認證資格。

這是一件非常美好的事情，讓對日本酒產生興趣的人能夠進一步深入學習，並將其運用到工作中，十分值得肯定。

不過，這類日本酒資格通常需要自己去尋找並主動報考，對於年輕一

代來說，獲取的門檻並不算低。

就在這樣的背景下，我受到了辻調理師專門學校東京的邀請，希望我能為學習料理的學生們開設一堂日本酒課程。由於這些立志成為日本餐廳主廚的年輕學生，雖然在學校系統學習料理，卻幾乎沒有機會接觸日本酒相關知識，因此才有了這次授課的請求。這是一個非常有意義的機會，我也非常高興能夠接受。在平時用於料理實習的教室裡，我為學生們系統地講解了日本酒知識。從日本酒的

歷史講起，到釀造方法、特定名稱酒的分類規則，以及對他們來說最重要的餐酒搭配等內容，都進行了詳細的講解。

唯一有些遺憾的是，由於學生中有未滿20歲的人，無法進行試飲。不過，我相信認真聆聽課程的學生們，在未來在開設自己的餐廳時，都會對日本酒產生濃厚的興趣。希望能夠為日本酒的未來帶來一點點的光明。

日本酒 百味百題

When did Ginjo sake emerge? 吟釀酒的誕生

Ginjo, a sake different in quality from our nation's traditional sake, emerged around the end of the Taisho Era. Within a short

time since, sake breweries nationwide started producing Ginjo. However, in the background were two major factors: first, the improved rice polishing machine.

Since their use started in Nada since the late Edo Era, hydraulic power was used for water wheel-driven rice polishing. However, by the end of the Taisho Era, the switch was made to horizontal-type rice polishing machine, driving the Ginjo sake production that requires high degree of rice grain polishing.

However, compared to the water wheel-driven rice polishing, the horizontal-type rice-polishing machine drastically improved efficiency in rice-polishing. Polishing rice to the rice-polishing ratio above 80 percent was very difficult due to the method of rubbing rice together. However, since entering into the Showa Era, the new vertical-type rice-polishing machine emerged, innovating the sake production technology to a new level. The vertical type rice-polishing machine was an epoch-making device that rotated the grindstone called the "diamond roll" to grind the rice in order from the surface portion.

Another factor was the "National Sake Competition" (The Brewing Society of Japan) held every other year from October 1907, and the "Annual Japan Sake Awards" held annually to this day since 1911. Sake breweries nationwide were excited to win a prize in the Sake Fair and the sake Competition. The Brewing Masters fully utilize the latest technologies of their respective era, competing by selecting the variety of the raw material rice, enhancing the degree of rice

polishing, and exercising ingenuity in the sake production method. Ginjo sake emerged during the process to produce sake for submission to the Sake Fair.

The higher the rice-polishing ratio for raw material rice, the higher the quality of sake as known since the late Edo Era. Unfortunately until the Taisho Era, there was no sufficient technology to achieve a high degree of rice-polishing. The Brewing Masters' long-term dream was achieved with the Vertical-type rice-polishing device, rapidly adopted in the early Showa Era. The highly polished raw material rice generates an elegant flavor, evaluated highly during the Sake Fair.

For this reason, the sake submissions naturally gravitated towards Ginjo sake. According to the Annual Japan Sake Awards report before/after 1935, sake produced with rice-polishing ratio above 50 percent constituted over half of all sake submissions that ranked into the top 100 selections. However, in contrast to the current Ginjo sake boom, the Ginjo sake production at the time aimed to garner awards at the Sake Fair, and since the sake was different in both flavor and aroma up to that point, these sake were rarely distributed among the market. ■

始以來，酒廠一直依賴利用河流水力的水車進行碾米。到了大正末期，這種方式已被電力驅動的橫式精米機所取代。這一變化成為需要高精白度原料米的吟釀酒釀造的契機。不過，橫式精米機雖然比水車精米大大提高了效率，但由於其是通過米粒之間相互摩擦來進行碾磨，要將精米步合提高到80%以上仍然極為困難。進入昭和初期不久，新型的立式精米機問世，使釀酒技術邁入了新的階段。所謂立式精米機，是一種利用稱為“金剛滾輪”的研磨石在旋轉的同時逐層削去米粒表層的裝置，實現了精米方式的根本性轉變，是一種劃時代的設備。

另一個因素是從明治40年（1907年）10月起每隔一年舉辦一次的“全國清酒品評會”（由釀造協會主辦），以及自明治44年（1911年）開始至今每年舉辦的“全國新酒鑑評會”。為了在這些評比中獲獎，全國各地的酒廠都竭盡全力。

杜氏們精心挑選原料米品種，提高精米程度，並在釀造方法上不斷創新，運用當時最先進的技術展開競爭。吟釀酒正是從這種以參賽為目的的釀酒實踐中誕生的。實際上，自江戶時代後期起，人們就已經知道，原料米磨得越精細，越能釀出優質的酒。但遺憾的是，直到大正時期，高度精米的技術仍未成熟。實現杜氏長期願望的，正是昭和初期迅速普及的立式精米機。將原料米極度精磨後釀出的酒，風味清淡純淨，自然在評比中更受好評。因此，參賽酒自然的逐漸集中為吟釀酒。根據昭和10年前後的新酒鑑評會調查報告，在前100名中，精米步合達到50%以上的酒佔了一半以上。不過，與當今的吟釀酒熱潮不同，當時釀造吟釀酒主要是為了在品評會上獲獎，而且其風味和香氣與傳統日本酒截然不同，因此幾乎沒有流通到市場上。

吟 釀酒是一種不同於日本傳統酒風格的酒類，它的出現大約是在大正末期。從那以後，在很短時間內，全國各地的酒廠紛紛開始釀造吟釀酒，其背景有兩個重要因素。其一是原料米碾磨機的改進。自江戶時代後期在灘地區開

150種美味清酒
從日本全國進口
通過我們的全國網絡
直接寄給你

Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
JFC International Inc.



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SAKE SOMMELIER CLUB

Master Sake Sommelier

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米国酒焼酎蒸留酒研究所

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

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

Standards indicating Japanese Sake Flavors

As the term indicates, amino acid is the amino acid content - umami component generated from rice protein broken down. Therefore, the higher the amino acid content, the richer the sake flavor. However, sake too high in amino acid can generate acidity.

The back label on a sake bottle can indicate the Sake Meter Value, acidity, and amino acid content; one reference to determine the sake flavor. However, sake flavor cannot be described simply as sweet if the sake meter value is negative, or dry if the sake meter value is positive.

Sake flavor consists not only of sugar, but also acidity, amino acid content, aroma, palate, and various factors intertwined.

Since each person perceives flavor differently, I recommend referencing the various values while sampling sake to find your own preferred brand of sake. ■

日本酒味道的表示標準

氨基酸顧名思義是表示氨基酸含量的指標。氨基酸是在大米中的蛋白質分解過程中生成的，是構成鮮味的重要成分。因此，氨基酸含量越高，酒體通常越有濃厚感，但如果過多，也可能帶來一定的酸味。

日本酒度、酸度和氨基酸含量有時會標註在酒瓶背面的標籤上，可以作為判斷風味的參考。不過，日本酒的味道並不能簡單地理解為：日本酒度為負就是甜口，為正就是辛口。

除了糖分之外，酸度、氨基酸含量、香氣以及入口的口感等多種因素都會相互作用，共同構成日本酒的整體風味。

每個人對味道的感受也有所不同，因此在參考各種數值的同時，親自品嚐、尋找符合自己喜好的日本酒才是最好的方法。

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



Tokyo Jizake Strolling

東京地酒散步

by Ryuji Takahashi



Ryuji Takahashi

Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

Sake Seminar 日本酒講座

Recently, I was invited by a group of small and medium-sized business owners to lead a sake seminar, and I hosted an engaging two-hour session. While I receive requests for sake seminars from various organizations throughout the year, trends in sake—and alcoholic beverages more broadly—are constantly evolving. As a hands-on instructor who stays connected to the field, I make it a point to continually refine and update the content, ensuring each seminar reflects the latest insights and industry developments.

Most of what I talk about in my seminars focuses on the real, on-the-ground state of the sake industry and practical tips for buying sake without making mistakes. Unlike instructors who hold certifications but lack first-hand experience, I bring insights that only someone actively working in the field can share. I also make it a point to deliver these lessons in an engaging and often humorous way. One topic I often highlight is that, compared to younger generations, middle-aged consumers have become less willing to spend money on sake—a trend that always sparks lively discussion.

In fact, according to the latest household survey by Ministry of Internal Affairs and Communication, the annual average spending on sake has actually increased among people in their 20s and 30s, while it has declined among those in their 40s and 50s. This suggests it's not that younger people aren't drinking alcohol—it's that middle-aged consumers are buying less sake. And when you consider the age groups that still maintain regular drinking habits, there are actually more drinkers in their 40s and 50s. The real concern, then, is the middle-aged shift away from sake. While some older men often claim that “young people don't drink anymore,” the reality is quite the opposite: it's the middle-aged men who should be spending more on sake—this is the true, on-the-ground picture of the market.

Teaching sake to young people



might feel a little awkward—after all, many of them may already be more knowledgeable about the latest trends in sake than we are. However, when you look at shipment data by type of sake, there's only a modest increase in sales of namazake (unpasteurized sake) compared to the previous year, suggesting that young people aren't yet keeping sake regularly stocked at home. From this observation, the conversation naturally shifts to an important point: when people aren't spending, it often means they don't want to risk buying sake they might not enjoy. This leads perfectly into discussions on how to purchase sake wisely—how to avoid mistakes and choose bottles that truly match your taste—making the seminar both practical and engaging.

The seminar weaves in colorful stories—from a stubborn owner of a second-hand record shop to the passionate proprietor of a specialty coffee bean store—bringing life and relatability to the lessons. We also cover practical tips: what to pick up at the supermarket, which pack sake is worth trying, and other easily accessible options for enjoying Japanese sake. After the main session, there's always a Q&A segment where attendees can ask anything, and this time was no exception. The two-hour seminar was so lively that it extended to two and a half hours. While the organizers were a bit anxious about the venue schedule, I was grateful to receive requests

to repeat the seminar in the future—an opportunity I'd be more than happy to accept.

Interest in sake isn't limited by age—both young people and older generations share a curiosity and appreciation for it. While terms like “alcohol harassment” are part of today's conversation, perhaps it wouldn't hurt if, every now and then, we returned to the old days a bit: sharing a drink between a boss and their team, and yes, even listening to the occasional sake trivia from a passionate older gentleman. Sometimes, a little of that tradition can be a good thing. ■

前 幾天，有一些中小企業的經營者邀請我舉辦一場日本酒講座，於是我開展了一次為時兩小時的課程。每年都會有來自各地的日本酒講座邀請，但不僅僅是日本酒，整個酒類市場的動向也在不斷變化。作為了解一線實際情況的講師，我始終有意識地不斷更新課程內容。我講述的內容，大多圍繞日本酒行業的真實現狀，以及如何避免買到不合適的日本酒。我認為，這些內容不同於那些僅僅擁有資格證書的講師，只有身處行業一線的我才能講出來。同時，我也一直努力用生動有趣的方式來講解。其中有一個話題是：相比年輕人，中年人反而更不願意在日本酒上花錢。根據總務省的家庭調查數據，最近一年裡，20多歲和30多歲人群在日本酒上的年均消

費金額有所上升，而40多歲和50多歲則出現了下降。也就是說，與其說年輕人喝酒，不如說是中年人越來越少購買日本酒了。從有飲酒習慣的人群來看，40至50歲的人反而更多，因此真正嚴重的問題是中年人遠離日本酒。有些中年人常說年輕人不喝酒，但實際上，更真實的情況是：中年人自己才應該多花點錢在日本酒上。甚至可以說，現在給年輕人講日本酒反而有點“班門弄斧”，因為他們對近年的日本酒可能更了解。不過，從出貨數據來看，生酒的銷量同比略有上升，這也說明年輕人還沒有發展到在家中常備日本酒的程度。結合這些話題，我會進一步引導到：既然大家不願意多花錢，那就更不想買到不合口味的酒，那麼如何才能避免買錯日本酒呢？於是話題就自然展開了。在講解過程中，我還會舉一些例子，比如固執的二手唱片店老闆，或者講究品質的咖啡店老闆。同時，也會介紹在超市該買什麼酒、如果買紙盒裝日本酒該如何選擇等，讓大家了解如何輕鬆入手日常日本酒。之後我會設置提問環節，讓大家自由發問。這次講座同樣氣氛熱烈，從原本的兩小時延長到了兩個半小時。由於場地時間有限，主辦方一度有些著急，但最終還是非常感謝，並表示希望今後還能再次邀請我舉辦講座。無論是年輕人還是年長者，對日本酒的興趣其實是一樣的。雖然現在也有酒精騷擾這樣的說法，但偶爾像過去那樣，上司與下屬一起小酌幾杯，聽聽那些愛講日本酒知識的中年大叔侃侃而談，也未嘗不是一件不錯的事情。

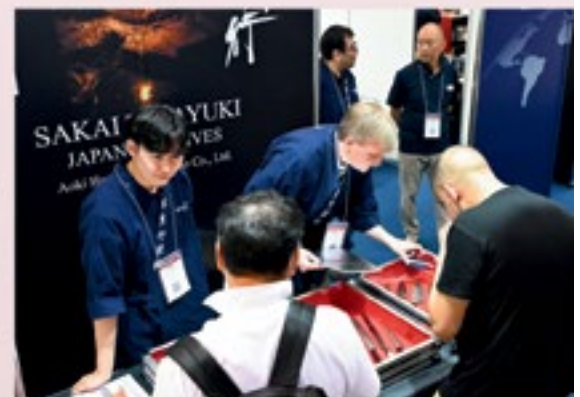
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David Kudo
Sake Sommelier
Master Sake Sommelier

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.



Communicate the appeal of sake to customers

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

Consider who the message is directed to: Are chefs, servers, and bartenders trained appropriately? Training the staff to thoroughly understand why a brand of sake tastes delicious and why customers should try

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

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

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

일본술의 매력을 고객에게 알리기

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

알리는 사람은 누구인가?

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

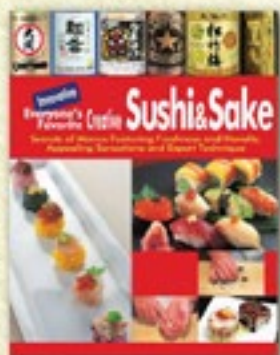
10%도 그 술의 장점을 이해할 수 없으므로 반드시 요리와 함께 시음해 볼 것.

타이밍

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

내용

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



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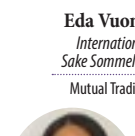
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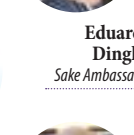
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by Kosuke Kuji 223



Kosuke Kuji

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

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

Lectures on sake at a culinary school
요리학교에서 일본술 강의

Studying sake can take place in a variety of settings, from specialized classrooms to hands-on workshops, making it accessible to enthusiasts everywhere.

A variety of organizations—including the "Certified Sake Sommelier," WSET, Sake Diploma, and Sake Expert programs—offer courses and certifications for those looking to deepen their knowledge of sake. It's truly inspiring to see enthusiasts take their passion to the next level, gaining expertise that not only enriches their understanding but can also be applied professionally. The growing opportunities to learn and work with sake reflect just how far this beloved Japanese tradition has reached around the world.

However, these sake certifications

are something you have to seek out and pursue on your own, which can make them challenging to access—especially for younger generations who may find it difficult to navigate the options and take the first steps. Amidst this landscape, I was approached by the Tsuji Culinary Institute of Tokyo with a special request: to teach sake classes to their culinary students. For these young aspiring chefs—who are learning the art of cooking and aiming to shape the future of Japanese restaurants—opportunities to study sake are incredibly rare. Receiving such a request was truly an honor, and I gladly accepted, excited to share the depth and culture of Japanese sake with the next generation of culinary talent.

In a hands-on classroom usually reserved for cooking lessons, the

students had the chance to dive deep into the world of sake. We explored everything from its rich history and brewing methods to the rules behind Designated Sake, and, most importantly for these future chefs, the art of pairing sake with food. It was a full, engaging session designed to give them a solid foundation and a true appreciation for this iconic Japanese tradition.

One small disappointment was that, with some students under the age of 20, we weren't able to include a tasting in the class. Still, I left confident that these students—who listened attentively and absorbed the lessons—will carry a strong interest in sake into the future, whether they open their own restaurants or pursue other culinary paths. It's my hope that, in even a small way, this will help brighten the future of Japanese sake. ■

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日本酒 百味百題

When did Ginjo sake emerge? 긴조주의 탄생

in the background were two major factors: first, the improved rice polishing machine.

Since their use started in Nada since the late Edo Era, hydraulic power was used for water wheel-driven rice polishing. However, by the end of the Taisho Era, the switch was made to horizontal-type rice polishing machine, driving the Ginjo sake production that requires high degree of rice grain polishing.

However, compared to the water wheel-driven rice polishing, the horizontal-type rice-polishing machine drastically improved efficiency in rice-polishing. Polishing rice to the rice-polishing ratio above 80 percent was very difficult due to the method of rubbing rice together. However, since entering into the Showa Era, the new vertical-type rice-polishing machine emerged, innovating the sake production technology to a new level. The vertical type rice-polishing machine was an epoch-making device that rotated the grindstone called the "diamond roll" to grind the rice in order from the surface portion.

Another factor was the "National Sake Competition" (The Brewing Society of Japan) held every other year from October 1907, and the "Annual Japan Sake Awards" held annually to this day since 1911. Sake breweries nationwide were excited to win a prize in the Sake Fair and the sake Competition. The Brewing Masters fully utilize the latest technologies of their respective era, competing by selecting the variety of the raw material rice, enhancing the degree of rice polishing, and exercising ingenuity in the sake production method. Ginjo sake

emerged during the process to produce sake for submission to the Sake Fair.

The higher the rice-polishing ratio for raw material rice, the higher the quality of sake as known since the late Edo Era. Unfortunately until the Taisho Era, there was no sufficient technology to achieve a high degree of rice-polishing. The Brewing Masters' long-term dream was achieved with the Vertical-type rice-polishing device, rapidly adopted in the early Showa Era. The highly polished raw material rice generates an elegant flavor, evaluated highly during the Sake Fair.

For this reason, the sake submissions naturally gravitated towards Ginjo sake. According to the Annual Japan Sake Awards report before/after 1935, sake produced with rice-polishing ratio above 50 percent constituted over half of all sake submissions that ranked into the top 100 selections. However, in contrast to the current Ginjo sake boom, the Ginjo sake production at the time aimed to garner awards at the Sake Fair, and since the sake was different in both flavor and aroma up to that point, these sake were rarely distributed among the market. ■

우리나라 전통적인 술과는 다른 성질의 술인 긴조주가 등장한 것은, 대정 말기 무렵이다. 그로부터 단기간에 전국의 모든 양조장에서 만들게 되었는데, 그 배경에는 두가지 큰 요인이 있었다. 첫번째는 원료쌀을 찧는 정미기의 개량이다. 에도시대 후반기에 나다에서 시작된 이래, 양조장에서 정미는 강물의 수력을 이용한 수차정미에 의존했지만, 대정 말기 무렵에는 전

력에 의한 가로형 정미기로 전환되었다. 이것이 원료쌀의 높은 정백도가 요구되는 긴조주 양조의 계기가 되었다. 다만, 가로형 정미기는 수차 정미기에 비해 정미 효율을 크게 높였지만, 쌀과 쌀을 문질러 맞추는 방식이었기 때문에, 정미비율 80%이상으로 정확히 맞추는 것은 대단히 어려운 일이었다는 것이다. 하지만, 쇼와에 들어서 순식간에 신행 수직형 정미기가 등장하면서, 양조의 기술혁신은 새로운 단계 나아가게 된다. 수직 정미기는 금강 롤이라고 불리는 연삭 연마석이 회전하면서 쌀의 표층부분부터 차례로 깎아내어 가는 방식의 정미기계로 정미방법의 원리적 전환을 실현한 획기적인 정미기계였다.

또 한가지 요인은, 명치 40년 10월부터 격년으로 개최된「전국청주품평회」(양조협회주최)와, 명치 44년부터 현재까지 매년 개최되고 있는「전국신주감평회」이다. 이들 품평회나 감평회에서 입상하기 위해 전국의 양조장은 필사적으로 노력했다.

기술자들은 원료쌀의 품종을 골라 쌀의 정백도를 높이고, 술제조 연구에 공을 들이는 등, 그 시대마다 기술을 활용하며 경쟁했다. 긴조주는 이 품평회용 술 제조에서 생겨난 술이다. 원료쌀의 정미비율을 높이면 높일 수록 양질의 술이 만들어 진다는 점은, 에도시대 후기부터 이미 알려졌지만, 안타깝게도 대정까지는 고도정미를 위한 충분한 기술이 없었다. 그 기술자들의 오랜 꿈을 실현한 것이 바로 쇼와 초기에 급속하게 도입된 수직형 정미기였다. 원료쌀을 극도로 정제한 술은 깔끔한 풍미를 가지고, 당연히, 품평회에서의 평가도 높다. 그 결과, 출품된 술은 자연스럽게 긴조주에 집중하게 되었다. 쇼와 10년 전후의 니이가타 품평회조사보고에 따르면, 정미비율이 50%이상인 술이 상위 100점 중 절반 이상을 차지하고 있다고 한다. 단, 현재의 긴조주의 붐과 달리, 당시의 긴조주 만들기는 어디까지나 품평회에서 살을 받기 위한 조였고, 또한 맛과 향도 그때까지의 일본주와는 전혀 다른 술이었기 때문에, 시장에 거의 나오지 않았다.

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

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

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

Standards indicating Japanese Sake Flavors

As the term indicates, amino acid is the amino acid content - umami component generated from rice protein broken down. Therefore, the higher the amino acid content, the richer the sake flavor. However, sake too high in amino acid can generate acidity.

The back label on a sake bottle can indicate the Sake Meter Value, acidity, and amino acid content; one reference to determine the sake flavor. However, sake flavor cannot be described simply as sweet if the sake meter value is negative, or dry if the sake meter value is positive.

Sake flavor consists not only of sugar, but also acidity, amino acid content, aroma, palate, and various factors intertwined.

Since each person perceives flavor differently, I recommend referencing the various values while sampling sake to find your own preferred brand of sake. ■

일본술의 맛을 나타내는 기준

아미노산은 말 그대로 아미노산의 양을 나타낸다. 아미노산은 쌀의 단백질 분해에 의해 생겨난 것으로 감칠맛을 내는 성분이다. 따라서 아미노산이 많을수록 풍미가 깊은 맛이지만 너무 많으면 산미가 나오는 경우도 있다.

일본주도, 산도, 아미노산은 뒷라벨에 기재되는 경우가 있어, 맛을 알 수 있는 단서가 되기도 하는데, 일본주의 맛은 일본주도가 마이너스라면 단맛, 플러스라면 매운 것처럼 단순한 것은 아니다.

당 뿐만 아니라 산이나 아미노산의 양, 향, 입맛 등 다양한 요소가 어우러져 맛을 구성한다.

맛에 대한 감각은 사람마다 다르기 때문에 각종 수치를 참고하면서, 직접 마셔보고 자신에게 적합한 술을 찾는 것이 좋을 것이다.

**ONLINE
SAKE Class**

Sake Navigator

Presented by Sake Shochu Spirits Institute of America



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by Ryuji Takahashi



Ryuji Takahashi

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

Sake Seminar

일본주 세미나

Recently, I was invited by a group of small and medium-sized business owners to lead a sake seminar, and I hosted an engaging two-hour session. While I receive requests for sake seminars from various organizations throughout the year, trends in sake—and alcoholic beverages more broadly—are constantly evolving. As a hands-on instructor who stays connected to the field, I make it a point to continually refine and update the content, ensuring each seminar reflects the latest insights and industry developments.

Most of what I talk about in my seminars focuses on the real, on-the-ground state of the sake industry and practical tips for buying sake without making mistakes. Unlike instructors who hold certifications but lack first-hand experience, I bring insights that only someone actively working in the field can share. I also make it a point to deliver these lessons in an engaging and often humorous way. One topic I often highlight is that, compared to younger generations, middle-aged consumers have become less willing to spend money on sake—a trend that always sparks lively discussion.

In fact, according to the latest household survey by Ministry of Internal Affairs and Communication, the annual average spending on sake has actually increased among people in their 20s and 30s, while it has declined among those in their 40s and 50s. This suggests it's not that younger people aren't drinking alcohol—it's that middle-aged consumers are buying less sake. And when you consider the age groups that still maintain regular drinking habits, there are actually more drinkers in their 40s and 50s. The real concern, then, is the middle-aged shift away from sake. While some older men often claim that “young people don't drink anymore,” the reality is quite the opposite: it's the middle-aged men who should be spending more on sake—this is the true, on-the-ground picture of the market.

Teaching sake to young people



might feel a little awkward—after all, many of them may already be more knowledgeable about the latest trends in sake than we are. However, when you look at shipment data by type of sake, there's only a modest increase in sales of namazake (unpasteurized sake) compared to the previous year, suggesting that young people aren't yet keeping sake regularly stocked at home. From this observation, the conversation naturally shifts to an important point: when people aren't spending, it often means they don't want to risk buying sake they might not enjoy. This leads perfectly into discussions on how to purchase sake wisely—how to avoid mistakes and choose bottles that truly match your taste—making the seminar both practical and engaging.

The seminar weaves in colorful stories—from a stubborn owner of a second-hand record shop to the passionate proprietor of a specialty coffee bean store—bringing life and relatability to the lessons. We also cover practical tips: what to pick up at the supermarket, which pack sake is worth trying, and other easily accessible options for enjoying Japanese sake. After the main session, there's always a Q&A segment where attendees can ask anything, and this time was no exception. The two-hour seminar was so lively that it extended to two and a half hours. While the organizers were a bit anxious about the venue schedule, I was grateful to receive requests to repeat the seminar in the future—an

opportunity I'd be more than happy to accept.

Interest in sake isn't limited by age—both young people and older generations share a curiosity and appreciation for it. While terms like “alcohol harassment” are part of today's conversation, perhaps it wouldn't hurt if, every now and then, we returned to the old days a bit: sharing a drink between a boss and their team, and yes, even listening to the occasional sake trivia from a passionate older gentleman. Sometimes, a little of that tradition can be a good thing. ■

◆ ◆ ◆

며칠전, 중소기업 경영자분들로부터 일본주 세미나 의뢰를 받아서, 2시간의 세미나를 개최하였다. 매년 여러 곳에서 일본주 세미나 의뢰가 들어오지만, 일본주 뿐만 아니라 알코올 음료의 동향은 매년 바뀌어 가기 때문에, 현장을 아는 강사로서, 내용의 개선을 항상 염두에 두고 있다. 내가 말하는 내용은 대부분 일본주 업계의 현실적인 상황과 실패하지 않는 일본주 구매 방법에 관한 것이다. 이것은 자격증만 가진 강사로서 만이 아닌 현장에 있는 나만이 할 수 있는 강의 내용이라고 생각한다. 그리고 그것을 재미있고 유쾌하게 설명하려고 항상 노력하고 있다. 그 중에 하나로, 젊은층보다 중년이 일본주에 돈을 쓰지 않게 되었다는 이야기가 있다. 실제로, 총무성의 가계조사에 따르면 최근 1년간 20대 30대의 일본주 연간평균구매 금액은 증가했으며, 40대, 50대는 줄어

들었다. 이것은 젊은층이 술을 마시지 않는 것은 아니라, 중년이 일본주를 구매하지 않는다고 말해도 좋을 것이다. 게다가 음주습관이 있는 연대라고 하면 40대 50대 쪽이 많아서, 심각한 것은 중년의 일본주 기피현상이다. 젊은이는 술을 마시지 않는다고 자주 말하는 아저씨들이 있지만, 오히려 아저씨들이야말로 일본주에 돈을 더 써야하는 것이 진짜 현실이기도 하다. 아마도 젊은이에게 일본주를 가르치는 것은 부끄러운 이야기이지만, 오히려 젊은층이 최근 일본주에 정통할 가능성이 있다. 하지만, 생산별 출하량을 보면 생주가 전년대비 다소 상승하는 데이터로 보아, 젊은층도 집에 일본주를 항상 비축할 정도는 아닌것 같다. 이런 이야기를 섞어가며, 돈을 사용하지 않는다는 것은, 가능한한 취향에 맞지 않는 일본주를 사고 싶지 않다는 뜻이니까, 실패없이 일본주를 사려면 어떻게 하는 것이 좋은지 등에 대해 이야기가 진행된다. 거기에는 중고 레코드 가게의 고집센 주인 이야기도 나오고, 고집스러운 커피 원두 가게 주인 이야기도 나온다. 슈퍼마켓에서 무엇을 사면 좋은지, 패주를 사면 어떤 점이 좋은지 등, 쉽게 구할 수 있는 일본주에 대한 이야기도 한다. 그 후에는 무엇이든 질문해 달라는 질문코너를 마련한다. 이번에도 2시간 세미나가 활기를 띠어, 2시간 반까지 연장되었고, 장소 확보 문제로 주최측이 다소 초조해 했지만, 다시 한 번 재참여를 부탁하고 싶다는 고마운 의뢰를 받았다. 일본주에 관심이 있는 것은 젊은 사람이나, 나이드는 사람이나 마찬가지이다. 최근에는 알코올 과음함 같은 말도 있지만, 예전같이 상사와 부하가 술을 함께 마시며, 번거로운 일본주 이야기를 하는 아저씨가 나와도, 가끔은 괜찮지 않을까?

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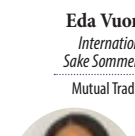
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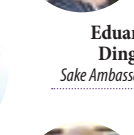
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Fifth Generation Brewery Owner
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Born May 11, 1972. Entered Tokyo University of Agriculture's Department of Brewing and Fermentation. In 2005 became the youngest person ever to receive the Iwate Prefecture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

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

Conferencia sobre Sake en una Escuela Culinaria

El sake se puede estudiar en diversos lugares.

Varias organizaciones, como "Sake Sommelier", "WSET", "Sake Diploma" y "Sake Expert", ofrecen certificaciones a quienes han estudiado sobre el sake.

Esto es realmente maravilloso, y me parece fantástico que quienes profundizan su interés por el sake puedan aprender más sobre él y utilizar ese conocimiento profesionalmente.

Sin embargo, obtener estas certificaciones requiere dedicación y esfuerzo, y no es fácil para las generaciones más jóvenes.

En este contexto, recibí una solicitud del Instituto Culinario Tsuji de Tokio, para impartir una conferencia sobre el sake a sus estudiantes. Esta solicitud surgió porque los jóvenes estudiantes de cocina que aspiran a ser chefs en restaurantes japoneses tienen muy pocas oportunidades de aprender sobre el sake. Fue una oportunidad maravillosa, y acepté con gusto.

Los estudiantes recibieron una lección completa sobre el sake en las aulas de cocina, prácticas que utilizan habitualmente para sus estudios. Hablamos a fondo de todo, desde la historia del sake y sus

métodos de producción, hasta las normas que rigen las clasificaciones específicas y, lo más importante para ellos, los maridajes.

Lamentamos no haber podido ofrecerles una cata, ya que algunos estudiantes eran menores de 20 años. Sin embargo, confío en que quienes asistieron a la charla desarrollen un gran interés por el sake en el futuro cuando abran sus propios negocios. Quiero contribuir, aunque sea un poco, a un mañana más prometedor para el sake.



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Yoshihide Murakami
Master Sake Sommelier
Liquor Manager
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El nacimiento del sake Ginjo

El sake Ginjo, un tipo de sake distinto del sake japonés tradicional, apareció a finales de la era Taisho. En poco tiempo, comenzó a producirse en bodegas de todo el país, impulsado por dos factores principales. Uno de ellos fue la mejora de las máquinas pulidoras de arroz. Desde sus inicios en Nada, a finales del período Edo, las bodegas de sake habían utilizado molinos accionados por ruedas hidráulicas que aprovechaban el agua de los ríos. Sin embargo, a finales de la era Taisho, estos molinos fueron reemplazados por pulidoras de arroz horizontales eléctricas. Esto impulsó la producción de sake Ginjo, que requiere un alto grado de pulido del arroz. Si bien las pulidoras horizontales aumentaron significativamente la eficiencia del pulido en comparación con las máquinas accionadas por ruedas hidráulicas, su método de frotar los granos dificultaba enormemente alcanzar un grado de pulido del 80 % o superior. Sin embargo, poco después del inicio de la era Showa, apareció un nuevo tipo de pulidora de arroz vertical, marcando una nueva etapa en la

innovación tecnológica de la elaboración del sake. La pulidora de arroz vertical fue una máquina revolucionaria que transformó los métodos de pulido del arroz. Se utilizaba una muela abrasiva giratoria, llamada rodillo de diamante, para eliminar progresivamente la capa exterior de los granos de arroz.

Otro factor que contribuyó a su desarrollo fue el "Concurso Nacional de Cata de Sake" (organizado por la Asociación de Destileros), que se celebraba cada dos años desde octubre de 1907, y el "Concurso Nacional de Evaluación de Nuevos Sakes", que se celebra anualmente desde 1911 hasta la actualidad. Las destilerías de sake de todo Japón competían ferozmente por los premios en estos concursos.

Los toji (maestros destileros) competían seleccionando variedades de arroz, aumentando el grado de pulido e ideando métodos de elaboración innovadores, utilizando las tecnologías de la época. El sake ginjo surgió de la elaboración de sake específicamente para estos concursos. Si bien se sabía desde finales del

período Edo que un mayor grado de pulido del arroz resultaba en un sake de mayor calidad, lamentablemente, no se contaba con la tecnología suficiente para un pulido de alto nivel hasta la era Taisho. La máquina pulidora de arroz vertical, que se introdujo rápidamente a principios del período Showa, fue lo que finalmente hizo realidad el sueño de aquel maestro cero. El sake elaborado con arroz pulido al extremo tenía un sabor ligero y refrescante, y, naturalmente, obtenía altas calificaciones en los concursos de sake. Como resultado, el sake presentado a estos concursos se concentró en la forma de sake ginjo. Según un informe de un nuevo concurso de cata de sake de alrededor de 1935, más de la mitad de las 100 mejores muestras eran sake con un grado de pulido del arroz del 50 % o superior. Sin embargo, a diferencia del auge actual del sake ginjo, su elaboración en aquel entonces tenía como único propósito ganar premios en concursos de sake, y debido a que su sabor y aroma eran completamente diferentes a los del sake de la época, era difícil encontrarlo en el mercado.



SAKE SOMMELIER CLUB

Master Sake Sommelier

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Sake Shochu Spirits Institute of America

NPO法人

米国酒焼酎蒸留酒研究所

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

Instituto de la Espiritu Sake Shochu de América

Criterios para identificar el sabor del sake

Los aminoácidos, como su nombre indica, muestran la cantidad de aminoácidos presentes en el sake. Estos se producen durante la descomposición de la proteína del arroz y son componentes del umami. Por lo tanto, cuantos más aminoácidos contenga el sake, más rico será su sabor, pero un exceso puede resultar en acidez.

El valor del medidor de sake, la acidez y el contenido de aminoácidos a veces se indican en la etiqueta posterior y pueden servir

como pistas sobre el sabor. Sin embargo, el gusto del sake no se reduce a un valor negativo en el medidor que indique dulzor o un valor positivo que indique sequedad.

El sabor se compone de varios elementos, incluyendo no solo el azúcar, sino también la cantidad de acidez y aminoácidos, el aroma y la sensación en la boca.

Dado que la percepción del gusto varía de persona a persona, lo mejor, es usar estos valores como referencia al degustar diferentes sakes para encontrar tu favorito.

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Tokyo Jizake Strolling

by Ryuji Takahashi

東京地酒散歩



Ryuji Takahashi

Regional Sake Specialty Store “Ji Sakeya” Owner, Master Sake Sommelier, Shuto-Meijin, and the charismatic guru of ordinary sake.

Plans and manages events and seminars with his own unique flare to introduce the appeal of Japanese sake and cuisine, unaffected by the latest trends, while managing a jizake retail store.

Seminario sobre El Sake

Recientemente, recibí una solicitud de pequeños empresarios para impartir un seminario sobre sake, así que ofrecí uno de dos horas. Cada año recibo solicitudes de seminarios de sake de diversos lugares, pero dado que las tendencias en bebidas alcohólicas, no solo en sake, cambian anualmente, siempre me esfuerzo por perfeccionar el contenido como ponente con experiencia práctica. La mayor parte de mi charla se centra en la situación real de la industria del sake y en cómo comprar sake sin cometer errores. A diferencia de otros ponentes que solo cuentan con títulos académicos, creo que esta es una charla que solo alguien con experiencia práctica puede impartir. Y siempre intento explicarla de forma interesante y amena. Uno de los temas que abordo es que las personas de mediana edad gastan menos en sake que los jóvenes. De hecho, según la encuesta de gastos de los hogares del Ministerio del Interior y Comunicaciones, el gasto anual promedio en sake de las personas de entre 20 y 30 años aumentó el año pasado, mientras que disminuyó para las personas de entre 40 y 50 años. Esto no quiere decir que los jóvenes beban más, sino que las personas de mediana edad compren menos sake. Además, dado que quienes tienen entre 40 y 50 años son más propensos a tener hábitos de consumo de alcohol, la disminución en el consumo de sake entre las personas de mediana edad es particularmente preocupante. Hay hombres mayores que suelen decir que los jóvenes no beben alcohol, pero la verdad es que son ellos quienes deberían gastar más dinero en



sake. Quizás les resulte incómodo hablarles a los jóvenes sobre sake, y es posible que ellos sepan más sobre el sake actual que los hombres mayores. Sin embargo, al observar el volumen de envíos por método de elaboración, los datos muestran que el sake sin pasteurizar ha aumentado ligeramente en comparación con el año anterior, por lo que parece que los jóvenes no tienen sake en casa habitualmente. A partir de esta observación, la conversación deriva de forma natural hacia un punto crucial: cuando la gente no gasta, a menudo significa que no desea correr el riesgo de adquirir un sake que tal vez no sea de su agrado. El seminario entrelaza historias pintorescas —desde la de un obstinado dueño de una tienda de discos

de segunda mano hasta la de un apasionado propietario de un establecimiento de cafés de especialidad—, aportando vida y cercanía a las lecciones impartidas. También abordamos consejos prácticos: qué productos adquirir en el supermercado, qué variedades de sake envasado vale la pena probar y otras opciones de fácil acceso para disfrutar del sake japonés. Tras la sesión principal, siempre se incluye un segmento de preguntas y respuestas en el que los asistentes pueden plantear cualquier duda; y esta ocasión no fue la excepción. El seminario, programado para durar dos horas, resultó tan animado que terminó extendiéndose hasta las dos horas y media. Si bien los organizadores se mostraron algo inquietos por los horarios del

recinto, yo me sentí muy agradecido al recibir peticiones para repetir el seminario en el futuro: una oportunidad que aceptaría con sumo placer. El interés por el sake no entiende de edades; tanto los jóvenes como las generaciones mayores comparten una misma curiosidad y aprecio por esta bebida. Aunque términos como el «acoso por alcohol» formen parte de las conversaciones actuales, tal vez no estaría de más que, de vez en cuando, regresáramos un poco a los viejos tiempos: compartir una copa entre un jefe y su equipo y, sí, incluso escuchar alguna que otra anécdota o curiosidad sobre el sake contada por un apasionado caballero de edad avanzada. A veces, un poco de esa tradición puede resultar algo muy positivo.