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すし職人とレストランをつなぐスシ・シェフ・エージェンシー発足
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SAKE SOMMELIER CLUB

8 Enjoying Sake and Tastes of Fall

日本酒と秋の旬を楽しむ

9 California Sake Challenge 167:
The Coronavirus Pandemic Popularized
Online Sake Tasting Parties

酒豪大陸167:

コロナだからこそネット酒の会が拡大

NEWS / TREND

10 What is the Hierarchy of Positions for
Sake Production?

酒造りにはどのような職制があるのか

11 Sake Shochu Beer Institute of America
The Origin of Japanese Sake

- This issue traces the history of koji (rice malt). -

米国酒焼酎麦酒研究所 / 日本酒の始まり

それでは今回は麴の歴史をたどります。

12 Japanese Food Restaurant Expo

-Longest Running and Largest Japanese Food
Trade Show-

共同貿易バーチャルレストランエキスポ2021

-米国最大の歴史ある日本食トレードショー開催-

14 Tokyo Jizake Strolling
State of Emergency Declaration

東京地酒散歩 / 緊急事態宣言

15 "Adding water" is recommended when
serving hot shochu

焼酎の熱燗には「前割り」した焼酎がおすすめ

16 "Cuisine from Kochi Prefecture"
Appealing for their Fresh Food Ingredients

新鮮な食材が魅力の「高知の食」

22 Sushi Chef Agency Launched to Connect
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food industry-

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ジャパニーズ・レストランニュース

本誌はこの日本食レストラン業界にスポットをあて、何が流行っているのか、また繁盛店の紹介を通し、繁盛店のオペレーションや時代を生き抜くヒントを紹介し、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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We extend our sincere and heartiest congratulations to the Japanese Restaurant News on celebrating their 30th anniversary milestone.

We would like to take this opportunity to express our gratitude. As an influential industry newspaper for Japanese restaurants in the United States, Japanese Restaurant News has continually made great efforts to promote, develop and popularize Japanese food and ingredients in the United States for three decades. For over fifteen years we have been introducing our products in your magazine, which has an impressively wide reaching circulation and network of restaurant and food industries, including many worldwide consumers who enjoy Japanese food and want to explore the world of new flavors.

This year marks the 64th anniversary of Kikkoman since establishing our sales company in the United States, and this long standing continuation of business in the US market would not have been possible without the support of Japanese restaurants. Throughout the years, our product and brand presence in the US market continued to increase with the growth of the Japanese restaurant industry.

Since last year, the spread of Covid-19 has tragically taken many lives, and our hearts go out to everyone affected by the pandemic. The magnitude of the collapse of many industries resulted in an unprecedented predicament, including the restaurant business that has been hit hardest. Due to the long-term shutdown and strict restrictions, Japanese restaurants experienced a dramatic downturn in their business and sadly some were forced to close permanently. In order to support the restaurant business, we have been developing various sales promotion since COVID-19 started affecting to the restaurant business.

With the start of the economic recovery from early spring this year, the restaurant industry is also recovering and bouncing back rapidly. We sincerely hope that this recovery is not temporary, and anticipate that the industry as a whole will work together to sustain this recovery and achieve continuous and stable growth. We convey our heartfelt appreciation for the Japanese Restaurant News that continues to be a strong supporter and media leader of the Japanese food industry.

Once again, we congratulate Japanese Restaurant News on this celebratory 30th anniversary milestone.

この度は、Japanese Restaurant Newsが創刊30周年を迎えられたとのこと、誠にありがとうございます。

Japanese Restaurant Newsは全米の日本食レストラン向けの業界紙として、長年日本食の発信と啓蒙を進めておられ、米国での日本食の発展、並びに日本食材の浸透に多大なるご尽力をされておられます。弊社も15年以上、貴紙にて商品紹介をさせて頂くなど、貴紙ならではの広いネットワークを大いに活用させて頂いております。この場をお借りしまして、改めて感謝申し上げます。

キッコーマンも、米国に販売会社を設立し今年で64年を迎えます。この長きに渡る米国市場での企業活動の継続は、日本食レストランの皆様のご支援無しでは成し得ないものでした。今日の米国市場における弊社商品のプレゼンスは、日本食レストラン業界の成長と共にあります。

昨年来の新型コロナウイルス感染症の拡大で、2020年はレストラン業界にとって未曾有の苦境となりました。各地でレストランの営業制限や営業停止などが長期間に渡り施行され、日本食レストランの皆様にご迷惑に於かれましても、多大なるご苦勞を積み重ねられたことと察しております。弊社としては、出来る限りレストランの皆様へ寄り添うことが出来ればと考え、2020年は様々な販促支援プランを展開して参りました。

春先からの経済再開で、レストラン業界は急回復を遂げております。これを一時的な回復ではなく、継続的・安定的な成長へと移行出来るよう、業界全体が一丸となって進んでいければと考えております。

日本食業界を代表するメディアとして、Japanese Restaurant Newsにその牽引役となって頂けるような、今後の益々のご活躍を期待しております。改めまして、創刊30周年心からお祝い申し上げます。



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(20,000 issues published electroni-
cally) in North America, Japan, and
Southeast Asia.



在秋季享受日本酒

現在的人們對於四季的感覺的確薄弱了，但是日本料理的特點就是有四季感的。尤其是到了秋天，蔬菜、水果、魚變得更加美味，我們即將進入“秋之食慾”。回到日本料理的起源，我們來討論利用新鮮食材特性的日本酒的配酒菜。
蔬菜 無論如何蘑菇是每年這個季節不可缺的食材。尤其是在烹製秋菇時，切忌長時間的加熱和過度水洗，要在短時間內烹製以保持香氣的口感。當然蘑菇單獨的烤或炒等都很好吃，但含有三大鮮味成分之

Enjoying Sake and Tastes of Fall

In these modern days, we're feeling less seasonality – but Japanese food has always focused on enjoying the four seasons. Indeed, vegetables, fruit and fish are at their best in fall to satisfy the so-called “autumn appetite.” Let's go back to what Japanese food is about; here are some tips on some “tsumami” (small dishes to be enjoyed with alcoholic beverages) perfect for this season.
Vegetables Mushrooms are a must for fall. When cooking fall mushrooms, avoid rinsing with water and heating

for a long time, and cook quickly to keep their fragrance and texture. They are great grilled or sautéed alone, but shiitake, which contain guanylic acid, considered one of the three great umami generators, greatly increases its umami when cooked with glutamic acid of konbu, so cook them together as suimono (clear broth) or dobin-mushi (steam-boiled vegetables/meat in earthenware pot). In this case, pair the dish with a fragrant Junmai Ginjo.
Fish Tuna, bonito, salmon, barracuda, the various mackerels, saury,

yellowtail, and snapper are some of the notable fish that are excellent at this time of the year. If making nigiri, lightly broil to bring out the sweetness in the fish immediately before making them into sushi that is heavenly when paired with sake. And don't forget the condiments. Use ginger, scallions, garlic, yuzu, Japanese pepper, and grated daikon radish to accentuate the main ingredients' flavors. For sake pairings, Junmai Daiginjo and Ginjo go well with white-fleshed fish, and Kimoto and Yamahai for fattier fish. For nitsuke (fish boiled with soy sauce mixture), sweeter Junmai go well.

日本酒と秋の旬を楽しむ

確かに四季感の薄れている現代だが、やはり日本食の特徴と言えば四季感があること。特に秋には野菜や果物、魚が一段と美味しくなり、まさに“食欲の秋”をむかえる。日本食の原点に戻り、新鮮な素材の持ち味を生かした日本酒のつまみを検討してみてもはどうだろう。
野菜 なんとと言ってもキノコはこの時期外せない素材。特に秋のキノコを調理する時に注意したいのが長時間の過熱や水洗いは避け、香りと食感を残すように短

時間で調理すること。もちろん、キノコ類は単独でも焼き物、ソテーなどにしても美味しいが、3大旨み成分の一つ、グアニル酸を含むシイタケは昆布の持つグルタミン酸と混ざると相乗的に旨みが増強されるので、吸い物や土瓶蒸にも活用したい。この際の日本酒は香りのある純米吟醸の酒を勧める。
魚 マグロ、カツオ、サーモン、カマス、サバ、アジ、サンマ、サワラ、ハマチ、タイと代表的な魚はどれも美味しい。

握りシの場合、若干炙りを入れると魚の甘みがでて美味しくなるので握る直前にバーナーで焼きを入れ握るなどすると日本酒と良く合う。あとは薬味。ショウガ、ネギ、ニンニク、ユズ、サンショウ、大根おろしなど食材に合わせて工夫すると一層風味が増し美味しく味わえる。白身系の魚には純米大吟醸か吟醸を、脂分の多い魚はキモト、山廃系の純米酒をあててみたい。また、煮付けなどには少々甘いかなと思うくらいの純米酒が合う。

一、的瓜酸の(3)香菇，與含有谷氨酸的海帶混合後，協同會增強鮮味。它可以活用在清湯和陶壺燉菜中。這時推薦的是日本酒中有香氣的純米吟釀酒。
魚 金槍魚、鰹魚、三文魚、梭魚、鯖魚、竹筴魚、秋刀魚、鯖魚、鰯魚、鯛魚等典型魚類都很美味。在掌握壽司的情況下，如果少加一點烘烤，魚的甜味就會出來，味道會很好。所以如果你在製作前烘烤一下的話，那麼它和日本酒很相配。剩下的就是藥味了。如果對於生薑、蔥、大蒜、柚子、花椒、蘿蔔葉等食材下功夫，味道會更上一層樓。對於白身系的魚，想飲用純米大吟釀或吟釀；對於脂份多的魚，想試用KIMOTO，山廢系的純米酒。另外，有點甜味的干煮是適合純米酒的。

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채소 뭐니 뭐니해도 버섯은 이시기 빼놓을 수 없는 소재다. 특히 가을 버섯을 조리할 때는 장시간의 과일이나 세척은 피하고, 향과 식감이 남도록 단시간에 조리해야 한다. 물론 버섯류는 단독으로 구이, 볶음 등을 해도 맛있지만, 3대 단맛 성분 중 하나인 구아닐산을 포함한 표고버섯은 다시마가 가진 글루탐산과 섞이면 상승 작용으로 맛이 한층 강해지므로 국이나 도빙무시(주전자 찜)에도 활용하고 싶

다. 이때의 술은 향기가 있는 준마이 긴조(純米吟釀)를 추천한다.
생선 참치, 가다랑어, 연어, 꼬치고기, 고등어, 전갱이, 공치, 삼치, 방어, 대구로 대표되는 생선은 모두 맛있다. 초밥의 경우 생선을 살짝 구우면 생선의 단맛이 나와 더 맛있어지므로 초밥을 만들기 직전에 버너로 생선을 구운 후에 만들면 일본술과 잘 맞는다. 다음은 향신료 맛. 생강, 파, 마늘, 유자, 산초, 간 무 등 식자재에 맞게 고안하면 한층 풍미가 깊어져 맛있게 즐길 수 있다. 흰살생선에는 준마이 다이긴조(純米大吟釀)나 긴조(吟釀)가 잘 어울린다. 그리고 지방이 많은 생선에는 기모토(生麴), 야마하이(山廢)계의 준마이주를 곁들이고 싶다. 또, 조림 등에는 약간 단맛이 강한 준마이주가 궁합이 맞는다.

酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 167



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

The Coronavirus Pandemic Popularized Online Sake Tasting Parties

コロナだからこそネット酒の会が拡大

Due to the ongoing coronavirus pandemic since last year, the long-established weekly "Sake Tasting Event" for sake producers to interact with consumers was cancelled.

At this event, brewery owners and Master Sake Brewers introduce their sake brands to consumers, sample them together with consumers, ask for comments, receive feedback and words of encouragement from consumers, and utilize the feedback for their next sake production.

This very important event offering personal interaction between sake producers and consumers was cancelled due to the coronavirus pandemic.

On the other hand, this past year witnessed an increasing number of online sake parties.

I was invited several times as a guest to give lectures about sake.

Also, online drinking parties connecting with people overseas with help from an interpreter, or presenting a lecture despite my limited English language skills is also fun, becoming more established as the new norm.

While there are various ways to enjoy online sake tasting parties, the most popular way is to have breweries send their sake products to participants, give an online toast with the same sake, and to taste the sake together.

In the beginning, unfamiliarity with online gatherings caused participants to talk over each other, disappear from the screen due to poor internet connectivity,

or drink too much and fall asleep snoring on-screen, etc.

To be honest, gathering in person is better. But, we can't yet.

Sake production is almost complete. I'm looking forward to introducing and explaining our sake products to all of you.

As we get used to online drinking parties, they can be very fun in their own way.

In the post-pandemic world, perhaps we can utilize these online drinking parties effectively while attending many in-person tasting parties as well.

昨年(2020年)から続くコロナにより、日本酒業界は今まで当たり前に行っていたお客様との大事な交流の場である「酒の会」が全く出来なくなりました。

コロナ前までは毎週どこかで行われていた酒の会。

蔵元や杜氏が来て、自分の日本酒をお客様に説明して一緒に味わい、感想や応援をもらい、それを次の酒造りに生かしていく。

大事な大事な交流の場でしたが、コロナで全くリアルで酒の会が出来なくなりました。

しかし、その分、ネットでの酒の会が

この1年で増えました。

私も何度もゲストに呼ばれてお酒の説明をさせていただきました。

また、海外と繋いで、海外の皆さんにも通訳を入れたり、時には下手くそな英語で説明したり、それはそれで楽しいネット酒の会が当たり前になってきました。

やり方はたくさんありますが、やはり蔵からお酒を参加者に送って、同じお酒を同じ画面で乾杯して飲みながらやるのが一番好評です。

最初は慣れていなくて話が重なったり、ネット環境が悪くていきなり画面からいなくなったり、飲みすぎてそのまま

寝てしまい、いびきが聞こえてくる、なんてこともありました。

本当はリアルに会って話したい。でも今はまだ出来ない。お酒は出来てきている。その説明をしっかりとしたい。

慣れてくるとネットでの酒の会は上手にやると大変楽しく、これはこれでいいのかな、とも思うようになってきました。

コロナ後の未来は、このようなネットでの酒の会も上手に生かしながら、リアルにたくさんお話をしたいです。

SAKE Ambassador

ZOOM

into SAKE Shochu

Study of Daiginjo

Presented by Sake Shochu Beer Institute of America

SSBIA
Sake Shochu Beer Institute of America
米国酒焼酎麦酒研究所

日本酒 百味百題

As sake production grew in scale during the early Edo Period (1603-1868), a person-in-charge was assigned to each stage of sake production to divide the work. A clear occupational hierarchy was established to organize brewery workers from late 16th century to early 17th century, when sake production increased dramatically in volume in Ikeda and Itami to service the city of Edo. This occupational hierarchy and positions changed over time and varied slightly

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What is the Hierarchy of Positions for Sake Production?

酒造りにはどのような職制があるのか

depending on the region. The general occupational hierarchy and responsibilities of brewery workers during the Edo Period are detailed in order from the top position as indicated below:

- **Master Sake Brewer:** The highest-ranking position entrusted by the Brewery Owner to oversee the entire sake production process. Form a team of sake brewery workers before entering the brewery to start sake production, instructs every stage of sake production on-site.
- **Head Chief:** Supporting role referred to as the manager etc. A brewery assistant acting as an aid to the Master Sake brewer. Directs sake brewery workers on tasks for the entire sake production process.
- **Emon:** Person-in-charge of preparing koji (rice malt), also referred to as the Daishi (Master), Koujishi (Koji Master), Koujiya (maltster).
- **Motomawari:** Person-in-charge of preparing the yeast starter. Also referred to as motomawashi (yeast starter master), motoya (yeast starter maker).
- **Dougumawashi:** Person-in-charge of washing and maintaining tools used for sake production. Also transports the water and polished sake rice.
- **Kamaya:** Person-in-charge of steamed rice. This role prepares the steaming vat, adjusts water for steamed rice, measures rice for the steaming vat, and lights the iron pot.
- **Fumagashira:** Person-in-charge of the process to press the finished unrefined sake mash in the tank (joso).
- **Oimawashi:** Aids peoples in charge of each division excluding the Emon, conducts miscellaneous duties. Classified by experience and skills as Jyoubito (Expert), Chubito

(Proficient), and Shitabito (Beginner).

- **Muronoko:** Assistant to the Emon, prepares the rice malt.
- **Meshitaki:** A task of a young new worker, also referred to as meshiya (cook). Prepares meals and heats the bath for sake brewery workers, assists the Master Sake Brewer, cleans the lodge, and responsible for overall housekeeping chores.

In this hierarchy, the Master Sake Brewer, Head Chief, and Emon are especially known as the “three highest ranks,” forming the core of sake brewery workers. This occupational hierarchy of brewery workers was solidified mostly by the mid-Edo Period. However, this organizational hierarchy referenced that of farm villages at the time. In farm villages during the Edo Period, the village headman acted as the village chief and managed annual tributes and village expenses, the group leader (elder) assisted the village chief to conduct tasks, three village inspectors referred to as the “three highest-ranking people” was the inspiration for the three ranks under the Master sake brewer). Also, the lower ranks are referred to as “the common people,” “Shitabito” (low-ranking people) similar to a farm village.

江戸時代の初期、酒造りの規模が大きくなるにつれて、酒造りの各工程にそれぞれ責任者を置いて仕事を分担するようになり、蔵人の組織に明確な職階制が生まれた。その時期は、池田、伊丹などで江戸向け酒の生産量が飛躍的に増大した16世紀末から17世紀初めの頃とされている。これらの職階や職名は時代によって、また地方によって多少異なるが、次に、江戸時代の

一般的な酒造場の職制と職務分担の内容を、上位の職階から順に列記する。

- **杜氏** 酒造家から酒造りに関する一切を委嘱された最高責任者。蔵入り前の蔵人編成から始まり、すべての工程に立ち会って指令を下す。
 - **頭** 脇、世話役、世話やきなどとも呼ばれる。蔵内の次席として杜氏の補佐に当たり、酒造の全工程の作業について蔵人を指揮する。
 - **衛門** 麴造りの責任者で、大師、麴師、麴屋とも呼ばれる。
 - **酛廻り** 酒母(酛)製造の責任者。酛廻し、酛屋とも呼ばれる。
 - **道具廻し** 酒造に用いる諸道具の洗浄・整備の責任者。仕込み水や精白米の運搬も行なう。
 - **釜屋** 蒸米調整作業の責任者。甑の準備、釜水張り、甑に置く米の計量、釜の焚き付けを行なう。
 - **船頭** 出来上がったもろみを槽で搾る(上槽)工程の責任者。
 - **追い廻し** 衛門を除く各部署の責任者を手伝って、雑役に従事する。経験と技能によって、上人、中人、下人の区分があった。
 - **室の子** 衛門の助手として麴造りに従事する。
 - **飯焚** 新参の年少者の職務で、飯屋ともいう。蔵人の食事の世話や風呂焚きの係で、杜氏のお燗酒番や宿舎の掃除など、一切の下働きを行なう。
- これらの職階のうち、杜氏、頭、衛門はとくに「三役」と称し、蔵人の中核を成していた。この蔵人の職階制は、江戸時代中期にはほぼ全容が固まっているが、組織の体系は当時の農村における郷村制を範にしている。江戸時代の農村では、村の長で年貢や村費などを取り仕切る名主(庄屋)、名主を補佐して実務を行なう組頭(年寄)、村の目付役をした百姓代の三人を村方三役と呼んだが、これに当たるのが杜氏以下の「三役」である)また、その下の職階も農村での本百姓、水呑(名子)、下人といった階級をなぞっている。



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Sake Shochu Beer Institute of America 米国酒焼酎麦酒研究所

Sake Shochu Beer 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.

The Origin of Japanese Sake -This issue traces the history of koji (rice malt)-

日本酒の始まり - それでは今回は麴の歴史をたどります。

The power of koji mold essential to producing sake

Koji (rice malt) consists of two types – “bara-koji,” prepared by growing mold onto grains such as rice (a kind of malt made of heated grains, such as rice); and “mochi-koji,” prepared by growing mold onto flour kneaded with water (a kind of malt fermented onto rice cake).

Bara-koji is more commonly used in Japan, while mochi-koji is more commonly used in China, Thailand, and the Philippines.

This difference is said to be largely due to food culture. Bara-koji was established in Japan, where rice is consumed as the main staple; while mochi-koji was established in some regions of China, where rice and grains are ground into powder as the main staple. Mochi-koji plays an important role to promote alcohol fermentation for production of Asian alcoholic beverages in high-temperature, high-humidity regions of Southeast Asia.

Sake Production using Koji (Rice Malt)

Sake production using the power of koji mold is said to have started during the Nara period (710-784 AD). Once sake production using koji (rice malt) was established, sake shops and private vendors selling koji to sake shops increased in numbers during the Kamakura Period (1185-1333), when the “Koji-za” (Koji Malt Producers Guild) was founded. The Koji-za was authorized by the shogunate government to be the sole producer of koji. In some sake shops however, koji production was undertaken as the job of sake producers, with some preparing their own koji. During the Muromachi Period (1392-1573), a conflict gradually developed between sake shops and Koji-za over the right to produce koji. Afterwards, the shogunate government disbanded the Koji-za and sake shops took on koji preparation.

酒に欠かせない麴菌の力

麴には、米などの穀物にカビを繁殖させる「ばら麴」と、小麦粉を水で練って小麦粉を水で練ったものにカビを繁殖させて作る「餅麴」の2種類がある。日本ではばら麴が多く使われているが、中国やタイ、フィリピンなどでは餅麴が主に使用されてきた。これは食文化が大きく関係していると言われており、日本では米を主食としたことから、ばら麴が中国の一部地域では麦や雑穀類を粉にして主食としたため、餅麴が定着したと言われている。餅麴菌は高温多湿な東南アジアに主に生息するアジア圏の酒にとって麴はアルコール発酵を促す重要な存在であった。

麴による酒造り

麴菌の力によって酒が作られ始めたのは、奈良時代からとされる。麴での酒造りが当たり前となると鎌倉時代には酒屋と酒屋に麴を売る民間業者が増え麴座と言う同業組合が作られた。

麴座は幕府により、麴を独占的に造ることを認められていた。しかし、一部の酒屋では麴造りは酒造業者の範疇内であるとして自家製で麴を作る業者もあった。室町時代になると徐々に酒屋と麴座との間で麴造りの利権をめぐる争いが起こる。

その後幕府によって麴座は解体され麴作り酒屋の仕事となっていた。



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Gekkeikan founded its sake brewery in Folsom on the outskirts of Sacramento in 1989.

When it came to setting up a brewery, the first thing we set about doing was selecting a location based on an important ingredient that constitutes the biggest part of sake, and that ingredient is water. After a journey searching for water encompassing 30 different locations, we ultimately ended up at the base of the Sierra Nevada mountains in Folsom.

32 years have now passed, and these days our youthful brewmaster Naoyuki Match Murakami strives to make further improvements. As a result, in this milestone year, Gekkeikan was the only company to receive a silver medal in the Junmai-shu category at the International Wine Challenge 2019 – which features a lineup packed with leading sake brewers from Japan – with sake made from the Calrose rice brought by the Japanese American community to California and raised with Californian pride.

With the aim of becoming an even better Junmai-shu, Gekkeikan Traditional will go forward and continue its evolution.



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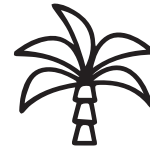
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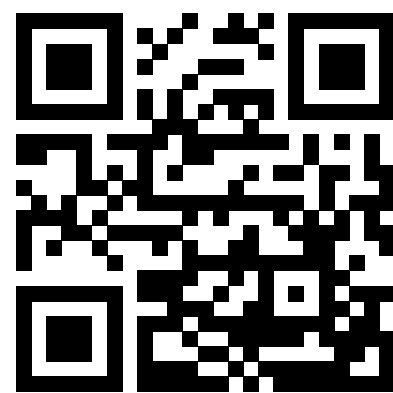
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Ryuji Takahashi

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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.

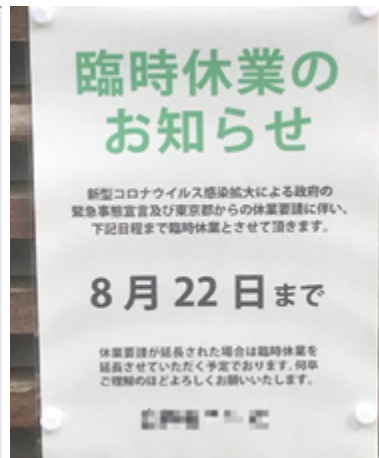
State of Emergency Declaration

緊急事態宣言

A state of emergency was declared in Tokyo from July 12 to August 22, the fourth declared in Tokyo stopped the provision of alcohol and drove restaurants and liquor stores into yet another difficult situation. Izakaya restaurants of major restaurant chains closed one after another, significantly impacting the sales of commercial sake products sold by liquor stores.

Various speculations and postings online criticized the city of Tokyo and the Japanese government for hosting the Olympic Games, while other posts opposed such criticisms, an indication of mounting frustration and fatigue felt by the Japanese public. Eventually, a poster criticizing The Liberal Democratic Party of Japan and KOMETO (New Clean Government Party) were created and distributed among restaurants. Small restaurants are compensated with cooperation money for distributing the posters, in some cases making more money with their restaurants closed than open. This difference in earnings also caused frustration, prompting the Japanese government and the city of Tokyo to change how cooperation money is divided. The liquor store I operate also saw a decrease in business transactions with restaurants. Business is slow at the moment due to the request from local government to reduce business hours.

However, I see life like a card game - we each strategize our win using the hand we're dealt. When opening a restaurant for example, no one is guaranteed an ideal location, size, or rent. In fact, most of these factors will not go your way. However, we rack our brain and think hard despite our less-than-optimal conditions to create a renowned restaurant. Not only does changing cards not guarantee a better hand, it could even worsen your hand. However, we must try our luck anyway. Criticizing the dealer for dealing a bad hand doesn't help. Similarly,



no one knows the correct strategy to fight the coronavirus pandemic.

Needless to say, no entrepreneur wants to end up having to close the door of his/her own restaurant or company. However, policies improved to prevent this outcome should not put off your consumers either. Every entrepreneur is trying hard to fight this unprecedented fight against the coronavirus. Atami city, Shizuoka prefecture suffered a notable decline in tourists due to a landslide on top of the coronavirus pandemic. Since there is no one to blame in this case, people have no where to direct their frustrations to, the most frustrating situation. Is politics to blame, the people who won't comply with various requests from the local government, or the Tokyo Olympics?

What we can do for now is to set the groundwork and research various information to revitalize your business when the coronavirus pandemic ends. As I write this, now is the time and climate to "learn to be a hawk.*1"

*1 "Learning to be a hawk": From May to June, hatched hawk chicks learn how to fly and hunt during this season and prepare to leave the nest to become independent (in other words, the timing for each entrepreneur to start preparing to "become independent").

東

京都に4度目となる7月12日から8月22日の期間の緊急事態宣言が発令された。それにより、酒類の提供が禁止され、飲食店や酒販店は厳しい状況に再度追い込まれる事となった。大手外食チェーンの居酒屋などは閉店が相次ぎ、それに伴い業務用の酒をメインとした酒販店も大きなダメージを受けている。そして、ネット上では色んな憶測や政府や東京都、オリンピック開催を非難する投稿や、反対にその投稿を非難する書き込み等が散乱し、人々の心が削られている。そしてとうとう、現与党の自民党や公明党を非難するポスターが作成され、飲食店で拡散されている。そんな中、規模の小さい店は協力金の恩恵を受けており、休んでいても営業するよりお金が入ってくるという事実もある。その差にも不満が続出しており政府も東京都も協力金の振り分け方を変化させている状況だ。私が経営する酒販店も、飲食店の取引が激減し、時短営業要請などで、忙しさはあまり無い。しかし、人生はカードゲームの様であると私は考える。配られる手札で勝つために頑張るのである。例えば、飲食店を出店しようとして、必ずしも、理想の立地で理想の大ききで理想の家賃の店が出店出来るわけでは無い。殆どが思い通りにならないであろう。しかし、その理想の状況でなくても頑張って知恵を絞って名店を造りあげていくのである。カードチェンジしても必ず良いカードが来るとは限らない。もしかししたら、前より状況が悪くなる場合もある。しかし、やっていくしかないのだ。勝負するしかない。配られたカードが悪くてもゲームのディーラーを批判してもどうにもならない。今回のコロナ対策の正解

は誰にも解らない。当たり前だが、自分の店や会社は潰したくない。だがそれに対する政策改善の訴えが人の心を削る物ではいけない。皆、必死でこの今まで経験したことの無いコロナウイルスと戦っているのである。そんな中、静岡県熱海市で土砂災害が起き熱海市はコロナと土砂災害によるダブルパンチで観光客が減っている。この場合、批判する相手がいけないので、不満をぶつける場所が無い。今、一番苦しいだろうと思う。悪いのは政治なのか、色々な要請を守らない人達なのか、はたまた東京オリンピックなのか。今言えることは、もうすぐ見えるコロナ禍終了の出口までに商売を復活させる種まきしておくこと、色んな情報をキャッチし勉強しておくことだと思う。そう、これを書いているこの時期こそ七十二候の「鷹乃学習(タカスナワチワザヲナラウ)」である。



米国焼酎 香味話題

“Adding water” is recommended when serving hot shochu

焼酎の熱燗には「前割り」した焼酎がおすすめ

“Adding water” is a method of consumption unique to shochu; meaning shochu is mixed with water beforehand. Shochu with “water added” and left in the refrigerator overnight to several days is referred to as “shochu with water added.” Shochu can be heated and consumed straight in some cases. However, shochu is often consumed this way by those used to drinking shochu straight or have a high tolerance for alcohol. For those who enjoy shochu mixed with water or hot water, adding water and heating the shochu definitely makes it more flavorful.

Therefore, I want to recommend “adding water,” mixing water into shochu to your preferred concentration. As I introduced in the beginning, mixing water into shochu and leaving overnight or longer to blend the shochu with water before drinking is a way of consumption unique to shochu. Water added to shochu, poured into a cup and heated to the right temperature brings out the aroma and smooth flavor of shochu.

Preparing shochu with “added water” requires shochu, water, and a cup to mix the two. The cup can be a water bottle, glass bottle, etc. However, if you’re leaving the shochu in the refrigerator for several days, then using a shaded bottle or shochu server is recommended. Shochu server is a bottle with a spout to pour shochu. Some are made of glass, although a ceramic shochu server is recommended to obstruct sunlight that degrades the quality of shochu and advances aging due to the effects of far-infrared rays.

The reason why “adding water” brings out the shochu flavor

Why does “adding water” draw out the well-rounded, subtle shochu flavor? Because mixing water into shochu and letting it stand allows the alcohol molecules in shochu to wrap around the water molecules, reducing the stimulant in alcohol. The shochu flavor is made smooth

without impacting the aroma.

This change from adding water is notable after leaving overnight. However, let the shochu stand for one week if possible. The shochu flavor is best if the shochu mixed with water is left for a period of time to blend at the molecular level.

How to enjoy shochu with “added water”

To prepare shochu with “added water,” there is no particular ratio to mix shochu with water. However, if using shochu with approximately 25 percent alcohol content, the general ratio used is shochu 6: water 4, or shochu 5: water 5.

Those who prefer higher concentration may enjoy shochu 6: water 4. On the other hand, I recommend for those who prefer a lower concentration try the approximate ratio water 4: shochu 6. Mixing shochu with 25 percent alcohol content with the same volume of water produces shochu with “added water” with approximately 12.5 percent alcohol content. Therefore, try these guidelines to adjust to and enjoy shochu at your preferred alcohol content.



「前割り」とは、焼酎独特の飲み方で、前もって焼酎を水で割っておくことを指す。この「前割り」した焼酎を冷蔵庫などで一晩から数日間ほど寝かせたものを、「前割り焼酎」と言う。

焼酎をそのままお燗して飲むケースもあるが、これは焼酎をストレートで飲まれている人や、アルコールに強い人の話。日頃、水割りやお湯割りで焼酎をたのんでいる人は、加水したものを温めたほうが、だんぜんおいしく味わえる。そこでお勧めしたいのが「前割り」。焼酎をあらかじめ好みの濃度に割り水しておく飲み方だ。冒頭に紹介したが、飲む前にあらかじめ焼酎を水で割っておき、一晩から以上寝かせることで焼酎と水をなじませるといふ、焼酎ならではの飲み方。

前割りにした焼酎を器に注いで、ほどよい温度に温めることで、香り豊かでまろやかな味わいの燗酒が楽しめる。

「前割り」焼酎を作るのに必要なものは、焼酎と水、それらを混ぜ合わせるのに使う容器だけ。容器は、ペットボトルやガラス瓶などで構わないが、何日か寝かせる場合は、遮光ボトルや焼酎サーバーを利用すると良い。焼酎サーバーとは、焼酎を注ぐための栓が付いた器のことで、ガラス製のものもあるが、焼酎の品質劣化につながる日光などを遮り、また遠赤外線効果で熟成を促してくれる陶器製のものが良い。



「前割り」で焼酎がおいしくなる理由

「前割り」することで、丸みのあるやさしい味が引き出されるのは何故か？

それは水と一緒に寝かせておくことで、焼酎のアルコール分子を水の分子が包みこみ、アルコールの刺激がほどよく軽減。焼酎本来の香味はそのままに、まろやかな味わいが楽しめるから。

こうした前割りによる変化は、一晩寝かせるだけでも実感できるが、できれば1週間ほど待ちたいところ。焼酎と水が分子レベルでなじむまで、じっくり寝かせてから味わいたい。

「前割り」焼酎のおいしい飲み方

焼酎を「前割り」する場合、焼酎と水の割合に特にこれといった決まりはないが、アルコール度数が25度くらいの焼酎を用いる場合、焼酎6:水4、または焼酎5:水5で作るのが一般的。

濃い目の焼酎が好きな人は焼酎6:水4。あまり強くないと思う人は水4:焼酎6くらいから試すことを勧める。アルコール度数25度の焼酎を同量の水で混ぜると、約12.5度の「前割り」焼酎が出来上がるので、これを目安にお好みの度数で調整してみると良い。

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日英両語話します。

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★ GENERAL
REALTY GROUP, INC.



新鮮な食材が魅力の「高知の食」

“Cuisine from Kochi Prefecture”
Appealing for their Fresh Food Ingredients

Kochi prefecture is home to thriving agriculture and fishing industries, a treasure trove of food ingredients. Blessed by a warm climate with long daylight hours during the winter season, Kochi prefecture is endowed with clear rivers and fresh air, abundant in Kuroshio (Black) Current that brings various fish and shellfish.

農業、漁業が盛んな高知は、まさに食材の宝庫。温暖で冬期の日照時間が長く恵まれた気候。澄んだ川、きれいな空気、そして豊富な魚介類をもたらす黒潮に恵まれている。



We interviewed Toru Ageta, Director of the Kochi Prefectural Government's Export Development Office, to ask about the food culture that originated and evolved in Kochi prefecture, local moderate climate, food culture today, and the overall appeal of Kochi cuisine.

高知で生まれ育まれた文化、そして恵まれた気候、活気に満ちた食文化。そんな高知の魅力を高知県産地消・外商課 輸出振興室長の揚田 徹氏に伺った。



A fisherman in Kochi prefecture known to be the “first Japanese foreigner,” John Manjiro drifted ashore while fishing at age fourteen and was rescued by an American whale ship. His talent in fishing was recognized by the captain of the whale ship. Soon afterwards, since approximately 1897, many Japanese nationals from Kochi prefecture crossed the Pacific Ocean and emigrated to the U.S. Throughout history, many emigrants from Kochi prefecture acted as a cultural bridge between the U.S., Kochi prefecture, and Japan.

Our home Kochi prefecture occupies the southern half of Shikoku Island, surrounded by the ocean. The “virgin landscape of Japan” is still visible to date in the long coastline facing the Pacific Ocean, rich mountains with the top forest rate in Japan (approximately 84 percent), miraculously clear stream “Niyodo River” renowned as the “Niyodo Blue,” and two large rivers of the “Shimanto River” known as the “last clear stream,” etc.

The climate is basically warm year-round with heavy rainfall and long daylight hours. Due to these topographical and climatic factors, Kochi prefecture is suitable not only for many outdoor activities, but a treasure trove abundant in “food ingredients from the sea, mountains, and rivers,” attracting tourists as a region offering



delicious cuisine. Kochi prefecture ranked No. 1 six times and No. 2 three times in a survey of “Regions with the Highest Number of Delicious Local Cuisines,” conducted by a major Japanese travel agency.

In terms of culture, Kochi prefecture is renowned as home of the “Yosakoi Festival” held in Tosa city,

where the regional Yosakoi-style dance is performed in regions across 33 nations worldwide. Performed in a variety of styles from traditional folk music to a live performance by a rock band, complete with Samba, rock, and classical-style choreography, etc., the festival enjoys growing acceptance among foreign nationals who enjoy performing foreign folk dances.

「日本人初の国際人」と呼ばれる、高知県の漁師だったジョン万次郎。14歳の時、出漁中に漂着し、アメリカの捕鯨船に救助され、船長にその才能を認められました。その後、1897年頃から、多くの高知県出身の若者が太平洋を渡りアメリカの地に移住しました。長い歴史の中で、本県出身の移住者の皆様は、アメリカと日本、そして高知との交流の架け橋として活躍されています。



私達が暮らす高知県は、周囲を海で囲まれた四国の南半分を占めており、太平洋に面した長い海岸線と、森林率日本一（約84%）の豊かな山々、そして「仁淀ブルー」と形容される奇跡の清流「仁淀川」や「最後の清流」と呼ばれる「四万十川」の二大河川などをはじめ、今なお「日本の原風景」が残っています。気候は基本的に年中温暖であり、降雨量、日照時間共に多く、このような地形のおよび気候的な要因から、アウトドア・アクティビティだけでなく、食の宝庫と言えるほど「海、山、川の幸」が盛りだくさんで、食べ物が非常においしい土地として旅行者を魅了しており、日本の大手旅行情報誌の調査では「地元ならではの美味しい食べ物が多かったランキング」で、過去12年間で第一位を6回、第二位を3回獲得しています。

また、文化面では、今や世界33の国や地域で踊られている土佐のカーニバル「よさこい祭り」が有名です。これまでの伝統的な音楽から、今ではロックなバンド演奏や振り付けもサンバ調、ロック調、古典の踊りなどと工夫を凝らしてきており、海外の踊り好きな方々にも受け入れられてきています。



Kochi prefecture exports world-class produce worldwide

Agriculture in Kochi prefecture capitalizes on geographical advantages such as warm climate, the longest daylight hours in the world, and heavy rainfall to specialize in developing protected horticulture with high labor productivity despite limited agricultural acreage. Kochi prefecture boasts the top shipping volume across Japan for various produce such as eggplant, ginger, Chinese chives, Myoga ginger, Shishito pepper, Yuzu citrus, and Tosa citrus. Yuzu citrus is especially well received worldwide, thus the prefecture focuses on exporting this product. At a Yuzu citrus sampling event held at a Michelin 2-star restaurant “Senderens” in Paris, Yuzu citrus garnered much attention among participating top chefs for its unique flavor unlike any other citrus fruit. This event ignited the popularity of Yuzu citrus, since used at high-end restaurants across Europe. The wave of popularity soon spread to the United States and Australia as well.

One popular local dish is the “Inakazushi” (traditional sushi local to Kochi prefecture). Unlike typical sushi however, sushi rice for Inakazushi is scented with Yuzu citrus juice instead of vinegar, and mountain produce such as sansai (mountain herbs), shiitake mushrooms, etc., top the Yuzu-scented sushi rice instead of fish.

世界に誇る高品質な高知の農業

本県の農業は、温暖な気候と全国トップレベルの豊富な日射量と降水量という自然環境を生かして、狭い耕地面積ながら、労働生産性が高い施設園芸に特化して発展してまいりました。ナス、米ナス、ショウガ、ニラ、ミョウガ、シトウ、ユズ、土佐文旦は、出荷量日本一を誇っています。特に、ユズは海外で高い評価を受け、輸出にも力を入れてきました。2011年にフランス、パリのミシュラン2つ星レストラン「サンドランス」でユズ賞味会を開催したところ、他の柑橘にはない独特の風味がトップシェフから注目されました。これを機に、欧州全体で高級レストランを中心にユズブームが始まり、その波は米国、豪州にも伝わりました。

地元で愛される料理の一つに田舎寿司がありますが、田舎寿司では通常の寿司とは異なり、しゃり（ご飯）は酢の代わりにユズ果汁で香りづけされ、魚の代わりに、山菜や椎茸などの山里の食材がその柑橘系の爽やかな香りのしゃりを覆います。



Various Marine Products from Kochi Prefecture

In the fishery industry, Kochi prefecture capitalizes on topographical advantages such as the Kuroshio (Black) Current flowing offshore and the long varied coastline of approximately 700 km, thriving with various fisheries. Currently active in resource-friendly fishery, the most representative being “pole-and-line bonito fishing,” Kochi prefecture is currently obtaining the certified in Marine Eco-Label Japan (MEL) certification to fish four different species such as bonito, red snapper, etc. Recently, Kochi prefecture is also

actively fish farming to sustainably fish tuna, yellowtail, sea bream, etc.



高知の豊かな海の幸

水産業においては、沖合を流れる黒潮と約700kmに及ぶ変化に富んだ長い海岸線の恵まれた環境を活かし、多種多様な漁業が盛んです。「カツオの一本釣り」に代表される資源に優しい漁業に取り組んでおり、カツオ、キンメダイなど4魚種でマリン・エコラベル・ジャパンの認証を取得しています。近年では、持続可能な漁業として、マグロ、ブリ、タイなどの養殖漁業に力を入れています。



Refreshing flavor of Tosa sake, also compatible with Tosa cuisine

Kochi prefecture is also renowned as the production region for “Tosa Sake.” The flavor and characteristics of sake is largely impacted by different climates, water quality, type of rice, and regional food culture, thus dramatically different across sake production regions. In Kochi prefecture where the climate is warm and high in humidity, sake production is difficult. On the other hand, this is the same reason Kochi sake breweries enhanced their sake production technology and closely manage the sake brewing process to offer a highly unique quality sake, never short of up-and-coming sake brewers taking the challenge to the next level. For example, several sake breweries produced sake from yeast taken to and grown outer space.

Although differences among sake breweries exist, the majority of sake produced in Kochi prefecture is dry in flavor. This preference for dry, refreshing sake is in part influenced by local cuisine. The most popular cuisines in Kochi prefecture are characteristic of meaty red fish like “Katsuo-no-tataki” (Seared Bonito), or white fish like mackerel, both strong in flavor. Dry sake is highly

compatible with these fish with strong flavor without competing in flavor. Also, sake-based liquor is very popular in Japan along with beverages using citrus grown in Kochi prefecture such as “Yuzu” and “Naoshichi,” especially popular for their refreshing aroma. Local cuisine and sake production is intricately connected. Sampling local specialty cuisines from Kochi prefecture paired with each sake brand produced by the eighteen local sake breweries from Kochi prefecture, known as the “TOSA NAKAMA 18,” is highly recommended.

Sake is long enjoyed in Kochi prefecture in various ways. One such representative occasion is the banquet referred to as “Oknyaku.” A banquet is referred to as “Oknyaku” in the Tosa dialect. Families, friends, and neighbors are invited to gather around large plates of assorted chilled dishes to enjoy a banquet together as a local custom. Recently, festivals set across the entire city of Kochi as the banquet venue to enjoy sake until the heart’s content is becoming established as one of the major spring events in Kochi prefecture.

Compliance with Food Safety Modernization Act (FSMA) is required to export food ingredients to the U.S. In Kochi prefecture, FSMA experts are dispatched since five years ago with cooperation between public and private sectors to ensure compliance. At this time, twenty corporations in Kochi prefecture have complied with FSMA, encouraging food manufacturers to take on the challenge of exporting food products to the U.S.

Carrying on John Manjiro’s legacy, we’re excited to continuing efforts to support increased exports from Kochi prefecture to introduce various food ingredients to fans of Japanese cuisine across the U.S., where many professionals from Kochi prefecture are actively thriving.



すっきりとした味わいで料理との相性も良い、土佐の日本酒

また、高知県と言えば「土佐酒」でも有名です。お酒の味と特徴は、異なる気候や水と米の種類、さらには地域の食文化が大きな影響を与えるため、それが醸造される地域によって劇的に変わります。気候が温暖でかつ湿度も高い高知では、日本酒づくりは困難なものです。逆にその理由により、高知の酒蔵は技術を磨き、さらに醸造過程を細かく管理することを学んだ結果、独創性にあふれた高品質のお酒と、常に新しい挑戦をする醸造者が生まれました。例えば、いくつかの酒蔵では、宇宙に運ばれて増殖した酵母を使ったお酒を造りました。

酒蔵によって違いはありますが、高知で醸造されるお酒の多くは辛口です。この辛口で爽やかな酒の好みは地元の食の影響でもあります。高知で最も人気のある料理の多くは「鰹のタタキ」のような赤身のしっかりした魚や、サバのような白身の魚が特徴であり、風味が強い傾向があります。辛口のお酒は、これらのはっきりとした味を邪魔することなく、非常によく合います。また、日本酒ベースのリキュールが日本でも人気になり、「ゆず」や「直七」など、高知で育った柑橘類を使ったドリンクが、その爽やかな香りです。地元の食と酒造

りは複雑につながっており、高知の名物料理と「TOSA NAKAMA 18」と呼ばれる高知県の18蔵元が造るそれぞれのお酒とのペアリングをぜひ試して欲しいです。

元来、高知には酒を楽しむ文化が根づいておりまして、その代表的なものが「おきやく」と呼ばれる宴会文化です。土佐弁で宴会のことを「おきやく」と呼び、大皿に盛られた皿鉢（さわち）料理を囲み、家族、友人、近所の方などを招いて宴会をするのが慣わしなのですが、今では、高知の街全体を宴会場に見立て、心ゆくまでお酒を飲む大きな宴会のようなお祭りが、高知の春の一大イベントとして定着してきました。

米国に食材を輸出するためには、FSMA（米国食品安全強化法）への対応が必要ですが、本県では5年前からFSMA専門家の派遣事業を行い、官民挙げて対応を進めてきました。現時点で、20の県内企業がFSMA対応を完了しており、米国への輸出に挑戦する食品メーカーを後押ししています。

今後も、ジョン万次郎の系譜を受け継ぎ、県出身者が多く活躍している米国の地において、日本食ファンの皆様により多くの高知県食材を味わってもらえるように、輸出拡大に向けた支援策を充実していきたいと考えています。





KOCHI FRESH

Kochi Prefecture, JAPAN

Kochi is located in the south of Shikoku, bordered by mountains to the north and the Pacific Ocean to the south. It has the highest forest coverage in Japan and enjoys abundant sunshine and rainfall. Kochi has an ideal environment for producing gourmet ingredients.

List of Products Available for Purchase in the United States (米国で購入可能な商品一覧)

< Importer/Distributor Contact Information >



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<http://www.aktusa.com>



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DAIEI TRADING
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MARUKAI WHOLESALE MART
<http://www.marukaihawaii.com>



MTC MUTUAL TRADING
<https://lamtc.com>



NEW YORK MUTUAL TRADING
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日本名門酒会
<https://www.meimonshu.jp>

Sato-no-Yuzu YUZU KOSHO (1.76 oz)



Wanpaku Yuzu Juice (9.47 fl oz)



Company Name

JA KOCHI*

REIHOKU YUZU Processing Factory

*Japan Agricultural Cooperatives KOCHI

✉ toc-rei-yuzukakou@ja-kochi.or.jp

<https://ja-kochi.or.jp>



Hyaku-San-Chin TOFU Jerky



Hyaku-San-Chin TOFU Jerky (Sansho Flavor)



Company Name

TANAKASHOKU

✉ y-tanaka@tanakashoku.jp

<https://www.tanakashoku.jp>



SANSHO (Japanese Pepper)

Company Name

GLAZIA



✉ tsune1@moritokuzo.com

<https://www.moritokuzo.com>



TAKE CHIKUWA (Fish Cake)



Company Name

TOSA KAMABOKO



✉ megumiya@river.ocn.ne.jp

<http://www.tosakamaboko.co.jp>

MARUKAI WHOLESALE MART

Yuzu-no-Sake YAMAYUZU SHIBORI



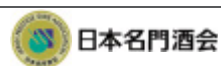
Company Name

Tsukasabotan Shuzo



✉ akihiko@tsukasabotan.co.jp

<https://www.tsukasabotan.co.jp>



Yuzu Sorbet



Yuzu Juice (for dilution)



Company Name Kochi Ice

✉ t.kataoka@kochi-ice.com

<https://www.kochi-ice.net>



(*JFC only has "Yuzu Sorbet".)

Battera Kombu



Oboro Kombu



Company Name

Izuri Konbu Kaisan



✉ izutani@izuri.net

<https://izuri.net>



Golden Eye Snapper - Fillet



- Pre-cut for Sushi Roll



Company Name

Koyo Freeze



✉ osamu-takahashi@ko-yo-freeze.co.jp
https://ko-yo-freeze.co.jp

MTC MUTUAL TRADING (NY / LA)

Shimanto-Unagi "Raw"



"Shirayaki" (Unseasoned Grilled)



Company Name

Shimanto Unagi Hanbai



✉ nakagoe@shimanto-unagi.com
https://shimanto-unagi.com
(You can access to the English page here.)

MTC MUTUAL TRADING (NY / LA)

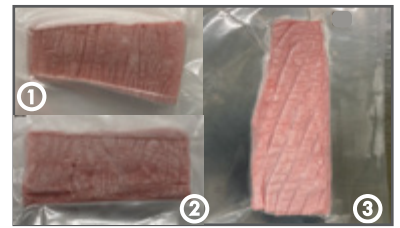
KOCHI DOHSUI

Company Name

KOCHI DOHSUI

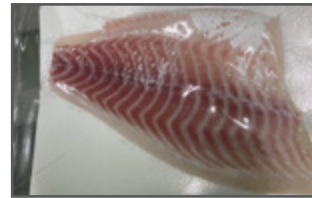


✉ ishida_y@dohsui.co.jp
http://kochidohsui.jp



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Farm-raised "Kuroshio" Yellowtail fillet with collar

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全国養殖クロマグロ品評会で最優秀賞を受賞した「黒潮本まぐろ」をはじめ、宿毛湾産のブリや真鯛を養殖場近くに立地している県内最大級の最新施設で加工しております。鮮度、旨味を逃がさずに米国までお届けします。

YUZU JUICE

Company Name

JA KOCHI* KITAGAWA YUZU Processing Factory

*Japan Agricultural Cooperatives KOCHI



✉ aki-kitagawa-yuzu@ja-kochi.or.jp
https://ja-kochi.or.jp



MTC MUTUAL TRADING (NY / LA)

NEWS from KOCHI Prefecture!

Promotions Planned for the US Market

1) Launching a multi-lingual website, "KOCHI FRESH".

(多言語ウェブサイト「KOCHI FRESH」の開設)

<https://www.kochi-fresh.com>



2) Launching "Visit Kochi Japan", a website providing sightseeing information for foreign tourists.

(外国人向け観光情報サイト「Visit Kochi Japan」の開設)

<https://visitkochijapan.com>

3) Promotions in collaboration with online shopping site, "Umami Insider".

(Eコマースサイト「Umami Insider」にページを開設)

<https://umami-insider.store>

4) Hold a "KOCHI YUZU, JAPAN" exhibition booth at the "Fi North America" food and beverage trade show.

(食品展示会「Fi North America」への "KOCHI YUZU, JAPAN" ブースの出展)

★October 25-28, 2021 / Las Vegas @ Mandalay Bay

<https://www.figlobal.com/northamerica/en/home.html>

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Soba-cha (Buckwheat Tea) (7.05 oz)



Company Name

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✉ i_osaki@osk-odani.co.jp
https://www.osk-odani.co.jp/en/

MTC MUTUAL TRADING (NY / LA)

Junmaiginjo Koiku No.54 (720 ml / 24.35 fl oz)



Tokubetsu Junmaishu (300 ml / 10.14 fl oz)



Company Name

SUIGEI SHUZO



✉ asami-sano@asask.co.jp
https://suigei.co.jp/en/

MTC MUTUAL TRADING (NY / LA)

CONTACT ▶ Food Business Supporter

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• West Coast : Kaz Ohno
kaz15001kochi@gmail.com



Nori Shimizu



Kazuhiko Ohno

Sushi Chef Agency Launched to Connect Sushi Chefs and Restaurants

-The only agent specializing in filling sushi chefs and other culinary positions within the Japanese food industry-

すし職人とレストランをつなぐスシ・シェフ・エージェンシー発足
-すし職人や日本料理の仕事に特化した唯一のエージェント-



Andy Matsuda, President of “Sushi Chef Institute” in Torrance, Calif., training the next generation of sushi chefs and chefs of Japanese cuisine, announced the launch of two new projects during an on-campus event on June 29.

As the novel coronavirus pandemic signals a return to normal, the restaurant industry is also returning to normal operations before the pandemic. The industry forced to cease operations or curtail operations long-term due to the pandemic is leaping back to normal. On the other hand, the industry also faces a serious labor shortage.

The “Sushi Chef Institute,” serving as a mediator to introduce individual

sushi chefs when requested, faced difficulties satisfying the conditions requested by both the restaurant-side and sushi chefs. To resolve this issue, the website “Sushi Chef Agency” was launched to register restaurants seeking sushi chefs and sushi chefs seeking employment. Sushi chefs can seek employment by searching locations, experience, and other conditions, while restaurants can review a candidate’s experience to offer a position.

The service shares information with sushi chefs and restaurants based in the U.S. and across various nations worldwide to offer the best matches for both the restaurants and sushi chefs. “The website widens the range

of selections for both sides. Continuing this service increases the number of participating restaurants and sushi chefs. The intent is to increase opportunities to exchange information and interact by supporting this website,” explained Matsuda about his motivation for launching the website.

Another project introduced was the “Blue Fin Tuna Catering Service,” specializing in catering Bluefin tuna. Conventional catering services catered cut pieces of tuna or other fish.

However, most people have never seen a whole tuna in person. The “Blue Fin Tuna Catering Service” offers a dynamic selling point of catering a whole tuna filleted at a client’s home.

“An important key point of our service is to have the end user see and understand a whole tuna can be filleted and prepared as various dishes. Our catering service enables customers to see with their own eyes and learn a whole high-end tuna can be used from head to tail without any waste - consumed as toro (fatty tuna), tuna head, brain, the bone marrow, a rare cut not typically served in restaurants; and other parts of the tuna - to prepare and serve as various dishes,” explained Matsuda about his aspirations for the new catering service.

At the event, a Bluefin tuna caught



Investment Banking & Consulting

M&A、経営戦略のアドバイスに高い実績を誇る専門集団である Takenaka Partners は、米国の日系食品、飲食産業においても多くの成功実績を有しております。

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Takenaka Partners は、米国と日本の両方に拠点を置き、30年以上にわたり M&A や戦略的提携を通じて日系企業の海外戦略のお手伝いをさせて頂いております。特に米国における既存事業の拡大、事業の多角化、米国市場への新規参入等は、M&A や戦略的提携を通じるにより、事業成長に必要な時間とコストを大幅に削減し効率良く実行することが可能となります。Takenaka Partners では、一般的な米系投資銀行が提供する相手企業との交渉、デューデリジェンス、企業価値算定など基本業務に加え、顧客企業の成長戦略を理解した上で、最適な相手企業を探し出すグリーンフィールドリサーチまで行っております。



in Ensenada, Mexico was provided by Prime Time Seafood, Inc. and filleted by Matsuda. The Bluefin tuna was dynamically cut into various pieces and served to guests.

Also, the event welcomed Hiroyuki Terada of the popular YouTube program "Diaries Of A Master Sushi Chef" as a guest. Terada competed against Matsuda and a sushi robot in the "Nigiri Sushi Competition" to determine who prepared nigiri (hand-pressed) sushi the fastest, and the "Nigiri Sushi Speed-eating Contest," both lively contests that excited the audience. Hakutsuru Sake of America provided sake for sampling, while the brand mascot of the newly released cup sake "CHIKA" performed a dance.

すし職人の養成学校「スシシェフ・インスティテュート」をカリフォルニア州トーランス市で運営するアンディー松田氏がこのほど、2つの新しいプロジェクトを始動し、6月29日にトーランスの校内で披露イベントを開催した。

新型コロナウイルスが収束に向かい、飲食業界は以前の様な状況を取り戻しつつあるが、このパンデミックで長期に渡る休業や業務縮小を余儀なくされていた業界は、急速に活気を取り戻している。しかし、一方では深刻な人材不足に直面している。

「スシシェフ・インスティテュート」では、以前よりすし職人の斡旋依頼があり個別にすし職人を紹介していたが、レストランサイド、すし職人の希望などそれぞれの条件をマッチングさせるのは難しかった。それを解決するために、このプロジェクトでは、職人を探しているレストランとすし職人が「スシ・シェフ・エージェンシー」のサイトに登録。すし職人は、勤務地や経験などの条件で検索し、レストランは登録したすし職人の経歴を見てポジションをオファーする。

すし職人と情報を共有することで、互いにベストな出会いを可能なものにするマッチメイキング業務で、アメリカをはじめとする世界各国のレストランに対応している。松田氏は、「双方にとって選

択肢の幅が大幅に広がる。これを継続することによって、レストランの数も増え、職人も増えて来る。サイトをサポートすることにより交流の場を増やすのが狙い」と発足について語った。

もう1つのプロジェクトは、本マグロとして知られるブルーフィン・ツナに特化した「ブルー・フィン・ツナ・ケータリング・サービス」。

従来までのケータリングは、マグロやその他の魚の切り身を使ったケータリングだった。

しかし、一般の人でマグロという一匹の個体を見た人は少ない。今回立ち上げた「ブルー・フィン・ツナ・ケータリング・サービス」はマグロ一匹を顧客の自宅にケータリングするというダイナミックさがセールスポイント。松田氏は、「マグロを解体して様々な料理になる、ということを知ってもらうことが大切なキーポイント。マグロ一匹を使い、頭から尻尾まで無駄にせず、トロや赤身、頭、脳、また、普段レストランでは食することが出来ない貴重な部位の骨髄など、マグロ自体がいろいろな形で料理になり提供されていることを知ってもらい見てもらう、という高級魚のマグロをすみずみまで堪能出来るケータリングサービス」と抱負を語る。

イベントでは、メキシコ・エンセナダ

で捕獲された本マグロがプライム・タイムシーフード社から提供され、松田氏により解体された。ダイナミックに捌かれたマグロは、各部位に切り分けられ招待客に振る舞われた。

また、ユーチューブの人気プログラム「Diaries Of A Master Sushi Chef」に出演する寺田博之氏がゲストで参加。松田氏、寺田氏とスシロボットが対決してにぎりのスピードを競った「にぎり対決」や「にぎり早食い競争」は会場を沸かせた。白鶴酒造からは日本酒の試飲や新発売のカップ酒「CHIKA」のキャラクターがダンスパフォーマンスを披露した。



Sushi Chef Agency

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Torrance, CA 90501
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<https://sushichef.agency/>
contact@sushichef.agency



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

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9:00am 授業開始
1:00pm~3:00pm 終了予定

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2名申込 / お一人様 \$145
3名以上申込 / お一人様 \$135

*講習・教材・テスト・許可証等込み *お支払いいただいた方より先着順10名様まで。参加希望者が5人未満の場合は延期となる場合があります。

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お申し込み

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

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第3日曜日開催

お問い合わせ

Japanese Restaurant Academy
(213) 680-0011
restaurantacademy@alljapannews.com



練習問題

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

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

回答:1)d 2)b

Japanese CULINARY news

日本飲食文化
中文版

September 2021 www.alljapannews.com

祝!

2013年“日本料理”联合国教科文组织非物质文化遗产注册
Japanese Cuisine Designated intangible cultural heritage by UNESCO

Enjoying Sake and Tastes of Fall

在秋季享受日本酒

P27

**The Coronavirus Pandemic Popularized
Online Sake Tasting Parties**

因為新冠，網絡酒會被擴大

P28

What is the Hierarchy of Positions for Sake Production?

釀造日本酒有什麼樣的工作制度?

P29

Sake Shochu Beer Institute of America

這次追溯麴的歷史

P30

State of Emergency Declaration

緊急事態宣言

P31

“Cuisine from Kochi Prefecture”

Appealing for their Fresh Food Ingredients

有新鮮食材魅力的“高知美食”

P32



Honorary Sake Sommelier & Saka-Sho



Kosei Yamamoto
Honorary Sake Sommelier & Saka-Sho
Former Chairman
Mutual Trading Company Inc



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



Rick Smith & Hiroko Furukawa
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Beau Timken
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Owner "True Sake"



Honorary Sake Sommelier

Kats Miyazato
Honorary Sake Sommelier
Owner of M&M Enterprise



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.



Enjoying Sake and Tastes of Fall

In these modern days, we're feeling less seasonality – but Japanese food has always focused on enjoying the four seasons. Indeed, vegetables, fruit and fish are at their best in fall to satisfy the so-called "autumn appetite." Let's go back to what Japanese food is about; here are some tips on some "tsumami" (small dishes to be enjoyed with alcoholic beverages) perfect for this season.

Vegetables Mushrooms are a must for fall. When cooking fall mushrooms, avoid rinsing with water and heating for a long time, and cook quickly to

keep their fragrance and texture. They are great grilled or sautéed alone, but shiitake, which contain guanylic acid, considered one of the three great umami generators, greatly increases its umami when cooked with glutamic acid of konbu, so cook them together as suimono (clear broth) or dobin-mushi (steam-boiled vegetables/meat in earthenware pot). In this case, pair the dish with a fragrant Junmai Ginjo.

Fish Tuna, bonito, salmon, barracuda, the various mackerels, saury, yellowtail, and snapper are some of the notable fish that are excellent at

this time of the year. If making nigiri, lightly broil to bring out the sweetness in the fish immediately before making them into sushi that is heavenly when paired with sake. And don't forget the condiments. Use ginger, scallions, garlic, yuzu, Japanese pepper, and grated daikon radish to accentuate the main ingredients' flavors. For sake pairings, Junmai Daiginjo and Ginjo go well with white-fleshed fish, and Kimoto and Yamahai for fattier fish. For nitsuke (fish boiled with soy sauce mixture), sweeter Junmai go well.

在秋季享受日本酒

現在的人們對於四季的感覺的確薄弱了，但是日本料理的特點就是有四季感的。尤其是到了秋天，蔬菜、水果、魚變得更加美味，我們即將進入“秋之食慾”。回到日本料理的起源，我們來討論利用新鮮食材特性的日本酒的配酒菜。

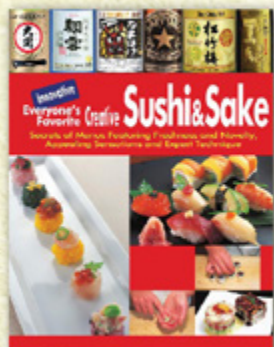
蔬菜 無論如何蘑菇是每年這個季節不可缺的食材。尤其是在烹製秋菇時，切忌長時間的加熱和過度水洗，要在短

時間內烹製以保持香氣的口感。當然蘑菇單獨的烤或炒等都很好吃，但含有三大鮮味成分之一的肌酸的(3)香菇，與含有谷氨酸的海帶混合後，協同會增強鮮味。它可以活用在清湯和陶壺燉菜中。這時推薦的是日本酒中有香氣的純米吟釀酒。

魚 金槍魚、鰹魚、三文魚、梭魚、鯖魚、竹筴魚、秋刀魚、鯖魚、鰺魚、鯛魚等典型魚類都很美味。

在手握壽司的情況下，如果少加一點烘烤，魚的甜味就會出來，味道會很好。所以如果你在製作前烘烤一下的話，那麼它和日本酒很相配。剩下的就是藥味了。如果對於生薑、蔥、大蒜、柚子、花椒、蘿蔔沫等食材下功夫，味道會更上一層樓。對於白身系的魚，想飲用純米大吟釀或吟釀；對於脂份多的魚，想試用KIMOTO，山廢系的純米酒。另外，有點甜味的干煮是適合純米酒的。

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



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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

The Coronavirus Pandemic Popularized Online Sake Tasting Parties

因為新冠，網絡酒會被擴大

Due to the ongoing coronavirus pandemic since last year, the long-established weekly "Sake Tasting Event" for sake producers to interact with consumers was cancelled.

At this event, brewery owners and Master Sake Brewers introduce their sake brands to consumers, sample them together with consumers, ask for comments, receive feedback and words of encouragement from consumers, and utilize the feedback for their next sake production.

This very important event offering personal interaction between sake producers and consumers was cancelled due to the coronavirus pandemic.

On the other hand, this past year witnessed an increasing number of online sake parties.

I was invited several times as a guest to give lectures about sake.

Also, online drinking parties connecting with people overseas with help from an interpreter, or presenting a lecture despite my limited English language skills is also fun, becoming more established as the new norm.

While there are various ways to enjoy online sake tasting parties, the most popular way is to have breweries send their sake products to participants, give an online toast with the same sake, and to taste the sake together.

In the beginning, unfamiliarity with online gatherings caused participants to talk over each other, disappear from the screen due to poor internet connectivity,

or drink too much and fall asleep snoring on-screen, etc.

To be honest, gathering in person is better. But, we can't yet. Sake production is almost complete. I'm looking forward to introducing and explaining our sake products to all of you.

As we get used to online drinking parties, they can be very fun in their own way.

In the post-pandemic world, perhaps we can utilize these online drinking parties effectively while attending many in-person tasting parties as well.

從去年開始持續的新冠，讓日本酒行業一直是常態“酒會”無法舉辦，這是一個與客戶互動的重要場所。

在新冠之前幾乎每週都會舉行酒派對。

酒經營者和酒釀造指導者前來向顧客解釋他們的日本酒，一起品嚐，以獲得人們的感想和支持，並將其用於下一次的酒釀造。

這是一個重要而重要的交流場所，但在新冠來到時完全不能舉辦真實的酒會。

然而，在線上舉辦的酒會數量在過

去一年中有所增加。

客人也多次邀請我來解釋日本酒。

另外，與海外也有聯繫，為海外的人們提供了翻譯，我有時會用不好的英語來說明，這使得的在線酒會變得有趣，也成為了見慣。

有很多方法可以做到這一點，但最受歡迎的是將酒廠的酒送給參與者，在同一個屏幕上乾杯喝相同的酒廠的酒。

一開始不習慣聊起來有些拘謹，網絡環境差時，畫面突然從屏幕上消失，有人喝多了睡著了，有時還會聽到打呼嚕的聲音，什麼樣的事情都有。

我真的很想在現實生活中見面和交談。

但現在還做不到。

酒已經準備好了。

想給出一個明確的解釋。

習慣了之後，在網上舉辦酒會就變得很有趣，我也開始認可這種方法。

在新冠之後的未來，我想在充分利用這種在線酒會的同時，在現實酒會中會談得更多。

SAKE Ambassador

ZOOM
into **SAKE Shochu**

Study of Daiginjo

Presented by Sake Shochu Beer Institute of America

Sake Shochu Beer Institute of America
SSBIA
米国酒焼酎麦酒研究所

日本酒 百味百題

As sake production grew in scale during the early Edo Period (1603-1868), a person-in-charge was assigned to each stage of sake production to divide the work. A clear occupational hierarchy was established to organize brewery workers from late 16th century to early 17th century, when sake production increased dramatically in volume in Ikeda and Itami to service the city of Edo. This occupational hierarchy and positions changed over time and varied slightly

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Yoshihide Murakami
Master Sake Sommelier
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What is the Hierarchy of Positions for Sake Production?

釀造日本酒有什麼樣的工作制度？

depending on the region. The general occupational hierarchy and responsibilities of brewery workers during the Edo Period are detailed in order from the top position as indicated below:

- **Master Sake Brewer:** The highest-ranking position entrusted by the Brewery Owner to oversee the entire sake production process. Form a team of sake brewery workers before entering the brewery to start sake production, instructs every stage of sake production on-site.
- **Head Chief:** Supporting role referred to as the manager etc. A brewery assistant acting as an aid to the Master Sake brewer. Directs sake brewery workers on tasks for the entire sake production process.
- **Emon:** Person-in-charge of preparing koji (rice malt), also referred to as the Daishi (Master), Koujishi (Koji Master), Koujiya (maltster).
- **Motomawari:** Person-in-charge of preparing the yeast starter. Also referred to as motomawashi (yeast starter master), motoya (yeast starter maker).
- **Dougumawashi:** Person-in-charge of washing and maintaining tools used for sake production. Also transports the water and polished sake rice.
- **Kamayaya:** Person-in-charge of steamed rice. This role prepares the steaming vat, adjusts water for steamed rice, measures rice for the steaming vat, and lights the iron pot.
- **Fumagashira:** Person-in-charge of the process to press the finished unrefined sake mash in the tank (joso).
- **Oimawashi:** Aids peoples in charge of each division excluding the Emon, conducts miscellaneous duties. Classified by experience and skills as Jyoubito (Expert), Chubito

(Proficient), and Shitabito (Beginner).

- **Muronoko:** Assistant to the Emon, prepares the rice malt.
- **Meshitaki:** A task of a young new worker, also referred to as meshiya (cook). Prepares meals and heats the bath for sake brewery workers, assists the Master Sake Brewer, cleans the lodge, and responsible for overall housekeeping chores.

In this hierarchy, the Master Sake Brewer, Head Chief, and Emon are especially known as the “three highest ranks,” forming the core of sake brewery workers. This occupational hierarchy of brewery workers was solidified mostly by the mid-Edo Period. However, this organizational hierarchy referenced that of farm villages at the time. In farm villages during the Edo Period, the village headman acted as the village chief and managed annual tributes and village expenses, the group leader (elder) assisted the village chief to conduct tasks, three village inspectors referred to as the “three highest-ranking people” was the inspiration for the three ranks under the Master sake brewer). Also, the lower ranks are referred to as “the common people,” “Shitabito” (low-ranking people) similar to a farm village.



江戶時代初期，隨著日本酒釀造規模的擴大，酒釀造的每道工序都配備了負責人來分工進行，在釀酒者的組織中建立了清晰的工作等級。那時，據說是從 16 世紀末到 17 世紀初，池田和伊丹等地的面向江戶的酒的產量急劇增加。這些職階和職稱因時代和地區而略有不同，接下來是江戶時代一般釀酒廠的職場製度和職務分擔內容，從最高級別開始記述。

- **杜氏：**被釀酒廠委託做與釀酒有關的一切事務的首席執行官。從釀酒者進入釀酒廠前的組建開始，到所有的釀造過程他們都要下達命令。
- **頭：**也稱為輔佐，幫助人等。相當於釀酒廠的杜氏的輔佐，他在整個釀造作業過程中指導釀酒生產者。
- **衛門：**麴製作負責人，又稱為大師、麴師、麴屋。
- **酒母主任：**製造酒母（醱）的負責人。它也被稱為醱主任，醱屋。
- **整備者：**酒釀造所使用的各種工具的清潔和整備的負責人。還負責運輸水和精米。
- **蒸米者：**調整蒸米飯作業的負責人。擔任鍋的準備，將水裝入鍋中，稱好放入鍋中的米的量，然後燒火等工作。
- **船頭：**將完成的醱液擠入槽中（上槽）的過程的負責人。
- **追回：**在除麴製作之外的各部門負責人的輔助，從事多種雜項工作。根據他們的工作經驗和技能，他們分為上級、中級，和下級。
- **室子：**作為衛門的助手，從事麴的製作。
- **燒飯者：**新人的工作，也被稱為飯屋。負責照顧釀酒師傅的飲食和洗澡，並且負責給杜氏溫酒和清掃宿舍的所有下屬工作。

在這些職位中，杜氏、頭，和衛門被特別稱為“三役”，是酒廠職人的核心。釀酒師的等級制度在江戶時代中期幾乎完全被固定化，這個組織製度是仿照了當時農村的鄉村制度。在江戶時代的農村：負責管理年度稅務和村務開支的村長（莊屋）；協助村長實行具體工作的組頭（年長者）；和擔任村的監察責任的三人的農民，稱其為村方三役，這與杜氏下面的“三役”相對應。此外，下面的等級還有，農村地區的正規百姓、佃農（名子），和稱為下人的等級。



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Sake Shochu Beer Institute of America 這次追溯麴的歷史

酒不可欠缺的麴菌之力

麴有兩種：在大米等穀物上繁殖微生物菌稱為「花麴」；將小麥粉加水揉成麵團，然後繁殖菌，稱為「餅麴」。

在日本花麴被廣泛使用，但在中國、泰國、菲律賓等，主要使用的是餅麴。

據說這在很大程度上與飲食文化有關，大米是日本的主食；在中國的一些地方，以碾磨磨碎的小麥和小米作為主食，所以餅麴是固定使用的。

在高溫潮濕的東南亞地區的亞洲圈主要是餅麴為主，是用來促進發酵酒的重要物質。

用麴來釀造酒

利用麴菌的力量來釀造日本酒，據說從奈良時代開始的。

在鎌倉時代，當用麴釀造酒變亦成習慣時，酒屋和酒屋之間出售麴稱為麴座的民間業者數量在增加，並形成了一個同業協會。

麴座同業協會被幕府允許獨家製作麴。

但是有一些酒屋，也有屬於麴的專業製造者，他們就是用自家的麴來釀酒。

到了室町時代，酒屋與麴座就麴的製作權逐漸發生了爭執。

此後幕府就解除了麴座，製作麴轉為酒舖的工作。

加利福尼亞州賞飲32年，不勝感激。

月桂冠 (Gekkeikan) 傳統純米酒



月桂冠 於1989年沙加緬度近郊地區的Folsom 建設酒莊。

我們首先處理的議題，就是挑選在酒的成分中佔有很大比重，極為重要的「水」。經歷探求多達30處地方的水源之旅，最終抵達內華達山脈的Folsom山麓。

自此已達32年。

年輕Brewmaster Naoyuki Match Murakami 努力不懈的精心改良，在堪稱轉捩點的這一年，於好手如雲的

International Wine Challenge 2019 純米酒項目中，由日資公司引入並在當地培育，加利福尼亞州所引以為榮的結晶——加州玫瑰米酒榮獲本年度唯一的銀獎。

月桂冠 Traditional 純米酒，將繼續務求邁進，日新又新。



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Drink Responsibly





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.

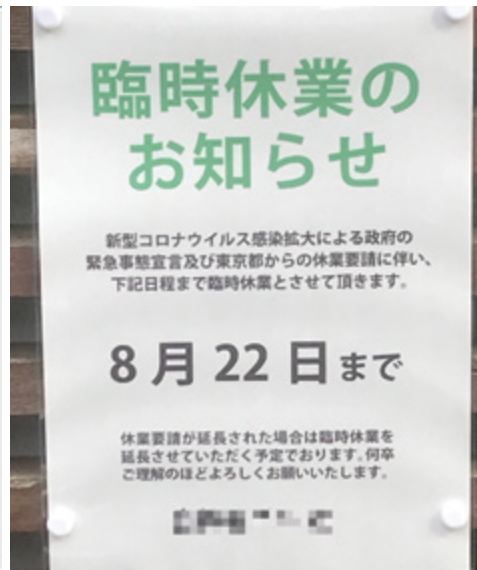
State of Emergency Declaration

緊急事態宣言

A state of emergency was declared in Tokyo from July 12 to August 22, the fourth declared in Tokyo stopped the provision of alcohol and drove restaurants and liquor stores into yet another difficult situation. Izakaya restaurants of major restaurant chains closed one after another, significantly impacting the sales of commercial sake products sold by liquor stores.

Various speculations and postings online criticized the city of Tokyo and the Japanese government for hosting the Olympic Games, while other posts opposed such criticisms, an indication of mounting frustration and fatigue felt by the Japanese public. Eventually, a poster criticizing The Liberal Democratic Party of Japan and KOMETO (New Clean Government Party) were created and distributed among restaurants. Small restaurants are compensated with cooperation money for distributing the posters, in some cases making more money with their restaurants closed than open. This difference in earnings also caused frustration, prompting the Japanese government and the city of Tokyo to change how cooperation money is divided. The liquor store I operate also saw a decrease in business transactions with restaurants. Business is slow at the moment due to the request from local government to reduce business hours.

However, I see life like a card game - we each strategize our win using the hand we're dealt. When opening a restaurant for example, no one is guaranteed an ideal location, size, or rent. In fact, most of these factors will not go your way. However, we rack our brain and think hard despite our less-than-optimal conditions to create a renowned restaurant. Not only does changing cards not guarantee a better hand, it could even worsen your hand. However, we must try our luck anyway. Criticizing the dealer for dealing a bad hand doesn't help. Similarly,



no one knows the correct strategy to fight the coronavirus pandemic.

Needless to say, no entrepreneur wants to end up having to close the door of his/her own restaurant or company. However, policies improved to prevent this outcome should not put off your consumers either. Every entrepreneur is trying hard to fight this unprecedented fight against the coronavirus. Atami city, Shizuoka prefecture suffered a notable decline in tourists due to a landslide on top of the coronavirus pandemic. Since there is no one to blame in this case, people have no where to direct their frustrations to, the most frustrating situation. Is politics to blame, the people who won't comply with various requests from the local government, or the Tokyo Olympics?

What we can do for now is to set the groundwork and research various information to revitalize your business when the coronavirus pandemic ends. As I write this, now is the time and climate to “learn to be a hawk.*1”

*1 “Learning to be a hawk”: From May to June, hatched hawk chicks learn how to fly and hunt during this season and prepare to leave the nest to become independent (in other words, the timing for each entrepreneur to start preparing to “become independent”).

東京都は7月12日至8月22日之間發出了第四次緊急事態宣言。

結果は酒類飲料の供應被禁止，餐館和酒類商店再次陷入了困境。大型餐飲連鎖居酒屋相繼關門歇業，以銷售業務酒為主的酒類商店也隨之受到嚴重的打擊。隨之而來的是，在網絡上的各種猜測、指責政府和東京都、非難奧運會的帖子，反對這些帖子的指責性投稿等也紛至沓來，讓人們感到心碎。最後，當前執政的自民黨作成了指責公明黨的海報，並在餐廳中傳播。此時，小型店在與之合作的過程中接受協力資金，即使不營業，他們也會收到比營業時更多的錢，這是一個事實。不滿仍在繼續，政府和東京都都在變化著合作資金的分配方式。我經營的酒類商店由於飲食店業務大副減少，而且被要求縮短營業時間，現在也不是很忙。但我認為生活就像一場紙牌遊戲。盡最大的努力贏得一手好牌。例如，在嘗試開餐廳時，一家位置理想、規模理想、租金理想的店是沒有的。大多數不會按想像進行的。但是，即使情況不理想，我們也會全力以赴，用智慧打造出知名的門店。即使你換牌，好牌也不一定會出現。也許情況比以前更糟。但是，只能做下去了。只有贏或輸。手上拿的是壞牌而批評發牌的莊家是無關緊要的。新冠對策的正確答案沒有人知道。當然，我不想自己的商店和社會被破壞。然而，反對者的呼籲政策改進的述求不能被無視。每個人都在拼命地與這種前所未有的冠狀病毒作鬥爭。在這期間，靜岡縣熱海市發生了土砂災害，受新冠和土砂災害的雙

重打擊，熱海市的遊客數量正在減少。在這種情況下，沒有人可以批評，也沒有可以抱怨的地方。現在會是最痛苦的時期。是政治不好，是人們沒有遵守各種要求，還是東京奧運會？現在能說的是，在能看到的新冠災難即將結束時需要恢復的業務，播下種子，獲取各種信息並且研究學習它。是的，這篇就是我們寫的七十二候的《鷹乃學習》。





有新鮮食材魅力的「高知美食」

“Cuisine from Kochi Prefecture” Appealing for their Fresh Food Ingredients

Kochi prefecture is home to thriving agriculture and fishing industries, a treasure trove of food ingredients. Blessed by a warm climate with long daylight hours during the winter season, Kochi prefecture is endowed with clear rivers and fresh air, abundant in Kuroshio (Black) Current that brings various fish and shellfish.

農業和漁業繁榮的高知是名副其實的食材寶庫。冬季氣候溫暖，日照時間長。受惠於澄川，清新的空氣，還有黑潮帶來了豐富的魚貝類。



We interviewed Toru Ageta, Director of the Kochi Prefectural Government's Export Development Office, to ask about the food culture that originated and evolved in Kochi prefecture, local moderate climate, food culture today, and the overall appeal of Kochi cuisine.

在高知出生成長伴隨著當地的文化、有著得天獨厚的氣候以及充滿活力的飲食文化。我們向高知縣地產地消・輸出振興室長揚田徹氏詢問了高知的魅力。

A fisherman in Kochi prefecture known to be the “first Japanese foreigner,” John Manjiro drifted ashore while fishing at age fourteen and was rescued by an American whale ship. His talent in fishing was recognized by the captain of the whale ship. Soon afterwards, since approximately 1897, many Japanese nationals from Kochi prefecture crossed the Pacific Ocean and emigrated to the U.S. Throughout history, many emigrants from Kochi prefecture acted as a cultural bridge between the U.S., Kochi prefecture, and Japan.

Our home Kochi prefecture occupies the southern half of Shikoku Island, surrounded by the ocean. The “virgin landscape of Japan” is still visible to date in the long coastline facing the Pacific Ocean, rich mountains with the top forest rate in Japan (approximately 84 percent), miraculously clear stream “Niyodo River” renowned as the “Niyodo Blue,” and two large rivers of the “Shimanto River” known as the “last clear stream,” etc.

The climate is basically warm year-round with heavy rainfall and long daylight hours. Due to these topographical and climatic factors, Kochi prefecture is suitable not only for many outdoor activities, but a treasure trove abundant in “food ingredients from the sea, mountains, and rivers,” attracting tourists as a region offering



delicious cuisine. Kochi prefecture ranked No. 1 six times and No. 2 three times in a survey of “Regions with the Highest Number of Delicious Local Cuisines,” conducted by a major Japanese travel agency.

In terms of culture, Kochi prefecture is renowned as home of the “Yosakoi Festival” held in Tosa city,

where the regional Yosakoi-style dance is performed in regions across 33 nations worldwide. Performed in a variety of styles from traditional folk music to a live performance by a rock band, complete with Samba, rock, and classical-style choreography, etc., the festival enjoys growing acceptance among foreign nationals who enjoy performing foreign folk dances.

被稱為“日本最初的國際人”是約翰萬次郎，他是高知縣的漁民。14歲那年，他在出海捕魚時漂流在海上，被美國捕鯨船救起，他的才華得到船長的認可。之後，從1897年左右開始，許多高知縣的年輕人越過太平洋移民到了美國。縱觀悠久的歷史，來自該縣的移民一直是美國、日本，和高知之間的活躍的交流橋樑。

我們居住的高知縣位於四國的南半部，四面環海，面向太平洋的海岸線很長，擁有日本森林率最高（約84%）的山脈。這裡還有“仁淀藍”來形容的“仁淀川”，以及被稱為“最後的清流”的“四萬十川”兩大河流，直到今天依然保留著“日本的原始風景”。全年氣候基本溫暖，雨量和日照時間都很多，受這些地形和氣候因素的影響，這裡不僅是戶外活動，也是“海、山、河川的幸運”的美食寶庫。作為美食的土地吸引著遊客，根據日本主要旅遊信息雜誌的調查，高知在過去12年的中，在“當地美食排名榜”中，曾六次獲得第一名，三次獲得第二名。

在文化方面，土佐的狂歡節“夜來祭”聞名遐邇，現在在全世界33個國家和地區都有公演。從傳統音樂到搖滾音樂的演奏，以及編舞被設計成包括桑巴、搖滾，和古典舞蹈，被喜歡跳舞的海外人士所接受。





Kochi prefecture exports world-class produce worldwide

Agriculture in Kochi prefecture capitalizes on geographical advantages such as warm climate, the longest daylight hours in the world, and heavy rainfall to specialize in developing protected horticulture with high labor productivity despite limited agricultural acreage. Kochi prefecture boasts the top shipping volume across Japan for various produce such as eggplant, ginger, Chinese chives, Myoga ginger, Shishito pepper, Yuzu citrus, and Tosa citrus. Yuzu citrus is especially well received worldwide, thus the prefecture focuses on exporting this product. At a Yuzu citrus sampling event held at a Michelin 2-star restaurant “Senderens” in Paris, Yuzu citrus garnered much attention among participating top chefs for its unique flavor unlike any other citrus fruit. This event ignited the popularity of Yuzu citrus, since used at high-end restaurants across Europe. The wave of popularity soon spread to the United States and Australia as well.

One popular local dish is the “Inakazushi” (traditional sushi local to Kochi prefecture). Unlike typical sushi however, sushi rice for Inakazushi is scented with Yuzu citrus juice instead of vinegar, and mountain produce such as sansai (mountain herbs), shiitake mushrooms, etc., top the Yuzu-scented sushi rice instead of fish.

世界一流的優質的高知農業

本縣的農業，是利用了溫暖的氣候，以及日本頂級的太陽日射量和降水量等豐富的自然環境，儘管耕地面積窄小，我們專門特定發展了勞動生產率高的設施園藝。茄子、米茄子、生薑、韭菜、日本姜、獅子唐辛子、柚子，尤其是土佐文旦在日本的出貨量最大。特別是柚子在海外獲得了很高的評價，我們一直專注於出口。2011年，在法國巴黎米其林二星級餐廳“Senderens”舉辦柚子品鑑會時，以其他柑橘類水果所沒有的獨特風味吸引了頂級廚師的注意。藉此機會，以歐洲高級餐廳為中心，開始了柚子熱潮，後來浪潮傳至美國和澳大利亞。

本地人喜愛的料理之一是田舍壽司，田舍壽司與普通壽司是不同的，壽司米飯是用柚子汁代替醋使壽司有了果汁香，由野生山菜和香菇等代替魚，這樣山里的食材和柚子的清爽柑香就覆蓋了壽司米飯。



Various Marine Products from Kochi Prefecture

In the fishery industry, Kochi prefecture capitalizes on topographical advantages such as the Kuroshio (Black) Current flowing offshore and the long varied coastline of approximately 700 km, thriving with various fisheries. Currently active in resource-friendly fishery, the most representative being “pole-and-line bonito fishing,” Kochi prefecture is currently obtaining the certified in Marine Eco-Label Japan (MEL) certification to fish four different species such as bonito, red snapper, etc. Recently, Kochi prefecture is also

actively fish farming to sustainably fish tuna, yellowtail, sea bream, etc.



豐富的高知海鮮

在漁業方面，這裡有流入離岸的黑潮和約700公里長的變化豐富的海岸線，在得天獨厚的環境下，各種漁業蓬勃發展。我們從事以“單一捕撈鰹魚”為代表的優化資源型漁業捕撈活動，已獲得鰹魚和金目鯛魚等四種魚類的“海洋生態標籤-日本認證”。近年來，作為可持續的漁業，我們一直專注於金槍魚、鰹魚，和鯛魚等水產養殖。



Refreshing flavor of Tosa sake, also compatible with Tosa cuisine

Kochi prefecture is also renowned as the production region for “Tosa Sake.” The flavor and characteristics of sake is largely impacted by different climates, water quality, type of rice, and regional food culture, thus dramatically different across sake production regions. In Kochi prefecture where the climate is warm and high in humidity, sake production is difficult. On the other hand, this is the same reason Kochi sake breweries enhanced their sake production technology and closely manage the sake brewing process to offer a highly unique quality sake, never short of up-and-coming sake brewers taking the challenge to the next level. For example, several sake breweries produced sake from yeast taken to and grown outer space.

Although differences among sake breweries exist, the majority of sake produced in Kochi prefecture is dry in flavor. This preference for dry, refreshing sake is in part influenced by local cuisine. The most popular cuisines in Kochi prefecture are characteristic of meaty red fish like “Katsuo-no-tataki” (Seared Bonito), or white fish like mackerel, both strong in flavor. Dry sake is highly

compatible with these fish with strong flavor without competing in flavor. Also, sake-based liquor is very popular in Japan along with beverages using citrus grown in Kochi prefecture such as “Yuzu” and “Naoshichi,” especially popular for their refreshing aroma. Local cuisine and sake production is intricately connected. Sampling local specialty cuisines from Kochi prefecture paired with each sake brand produced by the eighteen local sake breweries from Kochi prefecture, known as the “TOSA NAKAMA 18,” is highly recommended.

Sake is long enjoyed in Kochi prefecture in various ways. One such representative occasion is the banquet referred to as “Okyaku.” A banquet is referred to as “Okyaku” in the Tosa dialect. Families, friends, and neighbors are invited to gather around large plates of assorted chilled dishes to enjoy a banquet together as a local custom. Recently, festivals set across the entire city of Kochi as the banquet venue to enjoy sake until the heart’s content is becoming established as one of the major spring events in Kochi prefecture.

Compliance with Food Safety Modernization Act (FSMA) is required to export food ingredients to the U.S. In Kochi prefecture, FSMA experts are dispatched since five years ago with cooperation between public and private sectors to ensure compliance. At this time, twenty corporations in Kochi prefecture have complied with FSMA, encouraging food manufacturers to take on the challenge of exporting food products to the U.S.

Carrying on John Manjiro’s legacy, we’re excited to continuing efforts to support increased exports from Kochi prefecture to introduce various food ingredients to fans of Japanese cuisine across the U.S., where many professionals from Kochi prefecture are actively thriving.



與清爽口感的料理相匹配的土佐日本酒

高知縣以“土佐酒”而聞名。日本酒的味道特徵是，因為不同的氣候、水和米的類型以及地域的飲食文化都會產生很大的影響。也會因釀造地區不同有很大的變化。在氣候溫暖、濕度高的地方，釀造日本酒很困難。相反的正因為如此，高知的釀酒廠學會了磨練自己的技能並詳細管理釀造過程，從而獨創了優質的酒和不斷接受新挑戰的釀酒師。例如，一些釀酒廠使用被運送到太空並繁殖的酵母來釀造酒。

儘管因釀酒廠的不同味道而異，但在高知釀造的酒大部分是辣口的。這種清爽的辣口感的酒也受到當地食物的影響。高知縣最受歡迎的料理多以“炙烤鰹魚刺身”等瘦肉魚，和鯖魚等白肉魚為主，有濃郁味道的傾向。辣口酒不會影響這些有獨特口味的魚，因此非常匹配。此外，以日本酒為基礎的蒸餾酒在日本也很受歡迎，使用高知產“柚子”和“直七”等柑橘類水果製成的飲料具有清爽的香氣而特別受歡迎。本

地的食物和日本酒的釀造有著千絲萬縷的關聯，想請您品嚐高知的特色菜餚名為“TOSA NAKAMA 18”和高知縣18家釀酒廠的酒的搭配。本來，在高知亦有深厚的享受酒的文化，典型的就被稱為“客人”的宴會文化。在土佐方言中，宴會被稱為“客人”，習慣上將菜餚圍在大盤子上，邀請家人、朋友、鄰居等參加宴會。如今，整個高知市的街道就像宴會廳一樣，有像大宴會一樣可以盡情暢飲的節日，已經成為了高知春季的一大盛事。為了向美國出口食品，必須遵守FSMA(美國食品安全強化法案)。

在本縣，我們已經在五年前派遣了FSMA 專家，並與公營業私營部門進行了合作。目前已有20家縣內的企業完成了FSMA合規性工作，製造商正在為出口美國的食品提供支持。

將來，為了那些繼承了約翰萬次郎的家系，活躍在美國的眾多本縣民眾，為了讓那些日本美食愛好者可以品嚐到更多的高知食材，我們將加強擴大出口的支持措施。





KOCHI FRESH

Kochi Prefecture, JAPAN

Kochi is located in the south of Shikoku, bordered by mountains to the north and the Pacific Ocean to the south. It has the highest forest coverage in Japan and enjoys abundant sunshine and rainfall. Kochi has an ideal environment for producing gourmet ingredients.

List of Products Available for Purchase in the United States (米国で購入可能な商品一覧)

< Importer/Distributor Contact Information >



AKT Trading Inc.
http://www.aktusa.com



CENTRAL BOEKI U.S.A.
http://boeki.co.jp/?lang=en



DAIEI TRADING
https://daiei-trading.com



JFC INTERNATIONAL INC
https://jfc.com

MARUKAI WHOLESALE MART
http://www.marukaihawaii.com



MTC MUTUAL TRADING
https://lamtc.com



NEW YORK MUTUAL TRADING
https://nymtc.com



日本名門酒会
https://www.meimonshu.jp

Sato-no-Yuzu YUZU KOSHO (1.76 oz)



Wanpaku Yuzu Juice (9.47 fl oz)



Company Name

JA KOCHI*

REIHOKU YUZU Processing Factory

*Japan Agricultural Cooperatives KOCHI

✉ toc-rei-yuzukakou@ja-kochi.or.jp

https://ja-kochi.or.jp



Hyaku-San-Chin TOFU Jerky



Hyaku-San-Chin TOFU Jerky (Sansho Flavor)



Company Name

TANAKASHOKU

✉ y-tanaka@tanakashoku.jp

https://www.tanakashoku.jp



SANSHO (Japanese Pepper)

Company Name

GLAZIA



✉ tsune1@moritokuzo.com

https://www.moritokuzo.com



TAKE CHIKUWA (Fish Cake)



Company Name

TOSA KAMABOKO



✉ megumiya@river.ocn.ne.jp

http://www.tosakamaboko.co.jp

MARUKAI WHOLESALE MART

Yuzu-no-Sake YAMAYUZU SHIBORI



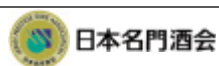
Company Name

Tsukasabotan Shuzo



✉ akihiko@tsukasabotan.co.jp

https://www.tsukasabotan.co.jp



Yuzu Sorbet



Yuzu Juice (for dilution)



Company Name Kochi Ice

✉ t.kataoka@kochi-ice.com

https://www.kochi-ice.net



(*JFC only has "Yuzu Sorbet".)

Battera Kombu



Oboro Kombu



Company Name

Izuri Konbu Kaisan



泉利昆布

✉ izutani@izuri.net

https://izuri.net



Golden Eye Snapper - Fillet



- Pre-cut for Sushi Roll



Company Name

Koyo Freeze



✉ osamu-takahashi@ko-yo-freeze.co.jp
https://ko-yo-freeze.co.jp

MTC MUTUAL TRADING (NY / LA)

Shimanto-Unagi "Raw"



"Shirayaki" (Unseasoned Grilled)



Company Name

Shimanto Unagi Hanbai



✉ nakagoe@shimanto-unagi.com
https://shimanto-unagi.com
(You can access to the English page here.)

MTC MUTUAL TRADING (NY / LA)

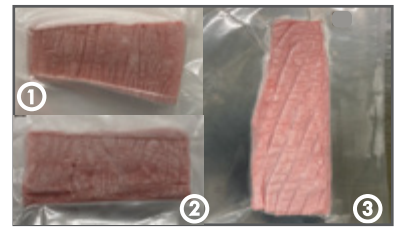
KOCHI DOHSUI

Company Name

KOCHI DOHSUI



✉ ishida_y@dohsui.co.jp
http://kochidohsui.jp

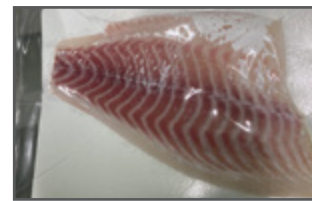


Farm-raised "Kuroshio" Bluefin Tuna block

① lean / ② medium fatty / ③ super fatty

We process farm-raised fish, such as "Kuroshio" Bluefin Tuna, grand prize winner of the National Farm-raised Bluefin Tuna Competition, as well as yellowtail and sea bream, both farm-raised in Sukumo Bay. Our state of the art facility is one of the largest and newest in Kochi Prefecture and is located near the farming areas.

全国養殖クロマグロ品評会で最優秀賞を受賞した「黒潮本まぐろ」をはじめ、宿毛湾産のブリや真鯛を養殖場近くに立地している県内最大級の最新施設で加工しております。鮮度、旨味を逃がさずに米国までお届けします。



Farmed Sea Bream Skinless Fillet



Farm-raised "Kuroshio" Yellowtail fillet with collar

MTC MUTUAL TRADING (NY / LA)

YUZU JUICE

Company Name

JA KOCHI* KITAGAWA YUZU Processing Factory

*Japan Agricultural Cooperatives KOCHI



✉ aki-kitagawa-yuzu@ja-kochi.or.jp
https://ja-kochi.or.jp



MTC MUTUAL TRADING (NY / LA)

NEWS from KOCHI Prefecture!

Promotions Planned for the US Market

1) Launching a multi-lingual website, "KOCHI FRESH".

(多言語ウェブサイト「KOCHI FRESH」の開設)

<https://www.kochi-fresh.com>



2) Launching "Visit Kochi Japan", a website providing sightseeing information for foreign tourists.

(外国人向け観光情報サイト「Visit Kochi Japan」の開設)

<https://visitkochijapan.com>

3) Promotions in collaboration with online shopping site, "Umami Insider".

(Eコマースサイト「Umami Insider」にページを開設)

<https://umami-insider.store>

4) Hold a "KOCHI YUZU, JAPAN" exhibition booth at the "Fi North America" food and beverage trade show.

(食品展示会「Fi North America」への "KOCHI YUZU, JAPAN" ブースの出展)

★October 25-28, 2021 / Las Vegas @ Mandalay Bay

<https://www.figlobal.com/northamerica/en/home.html>

Shinkai-no-Megumi MINERAL WATER (67.63 fl oz)



Soba-cha (Buckwheat Tea) (7.05 oz)



Company Name

ODANI-KOKUFUN



✉ i_osaki@osk-odani.co.jp
https://www.osk-odani.co.jp/en/

MTC MUTUAL TRADING (NY / LA)

Junmaiginjo Koiku No.54 (720 ml / 24.35 fl oz)



Tokubetsu Junmaishu (300 ml / 10.14 fl oz)



Company Name

SUIGEI SHUZO



✉ asami-sano@asask.co.jp
https://suigei.co.jp/en/

MTC MUTUAL TRADING (NY / LA)

CONTACT ▶ Food Business Supporter

• East Coast : Nori Shimizu
nori@agentnplus.nyc

• West Coast : Kaz Ohno
kaz15001kochi@gmail.com



Nori Shimizu



Kazuhiko Ohno

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

ARTES CULINARIAS

Japonesas


noticias

Septiembre 2021 www.alljapannews.com



EL AÑO 2013

La Cocina Tradicional Japonesa a sido declarada Patrimonio Cultural Inmaterial por la UNESCO
Japanese Cuisine Designated intangible cultural heritage by UNESCO

- 
- La pandemia del coronavirus popularizó las fiestas de degustación de sake en línea P39**
- ¿Cuál es la jerarquía de posiciones para la producción de sake? P40**
- Declaración del estado de emergencia..... P41**

酒豪大陸

California SAKE CHALLENGE

by Kosuke Kuji 167



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

La pandemia del coronavirus popularizó las fiestas de degustación de sake en línea

Debido a la pandemia del coronavirus en curso, desde el año pasado se canceló el "Evento de degustación de sake" semanal, de larga data para que los productores de sake interactúen con los consumidores.

En este evento, los propietarios de las licorerías y los maestros destiladores de sake presentan sus marcas de sake a los consumidores, las prueban juntos, piden comentarios, reciben comentarios y palabras de aliento de los consumidores y utilizan éstos para su próxima producción de sake.

Este evento tan importante que ofrece interacción personal entre productores de sake y consumidores fue cancelado debido a la pandemia del coronavirus.

Por otro lado, el año pasado fui testigo de un número creciente de

fiestas de sake en línea.

Me invitaron varias veces a dar conferencias sobre el sake.

Además, las fiestas en línea para beber, conectarme con personas en el extranjero con la ayuda de un intérprete o presentar una conferencia a pesar de mis limitadas habilidades en el idioma inglés también son divertidas. Se están consolidando como la nueva norma.

Si bien hay varias formas de disfrutar de las fiestas de degustación de sake en línea, la forma más popular es que las destilerías envíen sus productos de sake a los participantes, brinden en línea con el mismo sake y lo prueben juntos.

Al principio, la falta de familiaridad con las reuniones en línea hizo que los participantes hablaran entre ellos, desaparecieran de la pantalla debido a la mala conectividad a

Internet, o bebieran demasiado y se quedaran dormidos roncando en la pantalla, etc.

Para ser honesto, reunirse en persona es mejor.

Pero todavía no podemos. La producción de sake está casi completa. Espero poder presentarles y explicarles nuestros productos de sake.

A medida que nos acostumbramos a las fiestas en línea para beber, pueden ser muy divertidas a su manera.

En el mundo posterior a la pandemia, tal vez podamos utilizar estas fiestas en línea para beber de manera efectiva mientras asistimos también a muchas fiestas de degustación en persona.

Gracias por su apoyo y confianza a lo largo de nuestros 32 años en California.

Gekkeikan Junmai Tradicional - Shu



Gekkeikan fundó su fábrica de Sake en Folsom en las afueras de Sacramento en 1989.

A la hora de abrir nuestra destilería, lo primero que nos propusimos fue seleccionar el agua, después de un viaje en su búsqueda que abarcó 30 lugares diferentes, finalmente terminamos en la base de las montañas de Sierra Nevada en Folsom.

Han pasado 32 años y en estos días nuestro joven maestro destilador Naoyuki Match Murakami, se esfuerza por hacer mejoras. Como resultado, en este año histórico, Gekkeikan fue la única compañía en recibir una medalla de plata con Junmai - Shu en la categoría Internacional Wine Challenge 2019, que representa una alineación repleta de bebidas de Sake líderes de Japón, Sake elaborado con Calrose, arroz traído por la comunidad Japonesa Americana a California y criado con orgullo de California.

Con el objetivo de convertirse en un Junmai - Shu aún mejor, Gekkeikan Tradicional seguirá adelante y continuará su evolución.



www.gekkeikan-sake.com

Bebe responsablemente.



日本酒 百味百題

¿Cuál es la jerarquía de posiciones para la producción de sake?

A medida que la producción de sake creció en escala durante el período Edo temprano (1603-1868), se asignó una persona a cargo a cada etapa de la producción para dividir el trabajo. Se estableció una jerarquía ocupacional clara, para organizar a los trabajadores de las destilerías desde finales del siglo XVI hasta principios del siglo XVII, cuando la producción aumentó drásticamente en volumen en Ikeda e Itami para dar servicio a la ciudad de Edo. Esta jerarquía y posiciones ocupacionales cambiaron con el tiempo y variaron ligeramente según la región. La jerarquía ocupacional general y las responsabilidades de los trabajadores de las destilerías durante el Período Edo se detallan en orden desde la posición superior como se indica a continuación:

*** Maestro destilador de sake:** puesto de mayor rango al que confía el propietario de la destilería para supervisar todo el proceso de producción. Comenzando con la formación de técnicos destiladores antes de ingresar a la destilería, instruyendo en cada etapa de la producción.

*** Jefe principal:** papel de apoyo conocido como gerente, etc. Un asistente de la destilería que actúa como ayuda al maestro destilador de sake. Dirige a los trabajadores en las tareas de todo el proceso de producción.

*** Emon:** persona encargada de preparar koji (malta de arroz), también conocido como Daishi (maestro), Koujishi (maestro de koji), Koujiya (malta).

*** Motomawari:** responsable de la preparación del iniciador de levadura. También conocido como motomawashi (maestro de iniciación de levadura), motoya (fabricante de iniciación de levadura).

*** Dougumawashi:** responsable del lavado y mantenimiento de las herramientas utilizadas para la producción de sake. También transporta el agua y el arroz del sake pulido.

*** Kamaya:** responsable del arroz al vapor. Esta función prepara la tina humeante, ajusta el agua para el arroz al vapor, mide el arroz para la tina humeante y enciende la olla de hierro.

*** Fumagashira:** responsable del proceso de prensado del puré de sake sin refinar terminado en el tanque (joso).

*** Oimawashi:** realiza tareas diversas con la ayuda de la persona a cargo de cada departamento, excepto Emon. Clasificados por experiencia y habilidades como Jobito (Experto), Chubito (Competente) y Shitabito (Principiante).

*** Muronoko:** Asistente del Emon, prepara la malta de arroz.

*** Meishitaki:** una tarea de un nuevo trabajador joven, también conocido como meishiya (cocinero). Prepara comidas y calienta el baño para los trabajadores de la destilería de sake, ayuda al maestro destilador, limpia el albergue y es responsable de las tareas domésticas generales.

En esta jerarquía, el maestro destilador de sake, el jefe principal y Emon son especialmente conocidos como los "tres rangos más altos", que forman el núcleo de los trabajadores de las destilerías de sake. Esta jerarquía ocupacional de los trabajadores se solidificó principalmente a mediados del Período Edo. Sin embargo, esta jerarquía organizativa hacía referencia a la de las aldeas agrícolas en ese momento. En las aldeas agrícolas durante el período Edo, el jefe de aldea, actuaba como jefe de la aldea y administraba los tributos anuales y los gastos; el líder del grupo (anciano) ayudaba al jefe de la aldea a realizar las tareas, tres inspectores de la aldea a los que se hacía referencia como los "tres de más alto rango", fue la inspiración para los tres rangos bajo el maestro destilador de sake. Además, los rangos más bajos se conocen como "la gente común", "Shitabito" (gente de rango bajo) similar a una aldea agrícola.

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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.

Declaración del estado de emergencia

Se declaró el estado de emergencia en Tokio del 12 de julio al 22 de agosto, el cuarto declarado en Tokio, detuvo el suministro de alcohol y llevó a los restaurantes y licorerías a otra situación difícil. Los restaurantes izakaya de las principales cadenas de restaurantes cerraron uno tras otro, lo que tuvo un impacto significativo en las ventas de productos comerciales de sake vendidos por las licorerías.

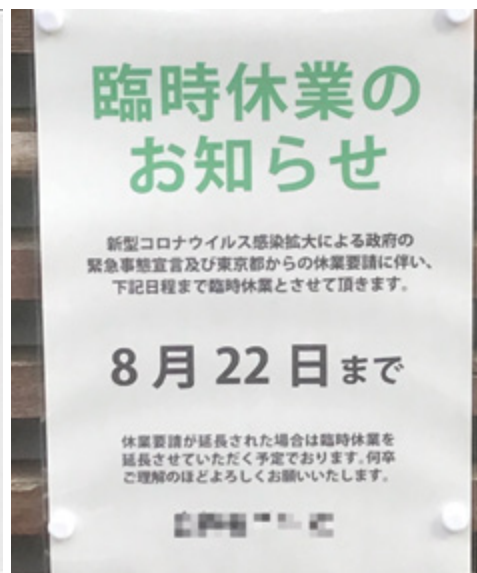
Varias especulaciones y publicaciones en línea criticaron a la ciudad de Tokio y al gobierno japonés por albergar los Juegos Olímpicos, mientras que otras publicaciones se opusieron a tales críticas, una indicación de la creciente frustración y fatiga que siente el público japonés. Finalmente, se creó y distribuyó entre los restaurantes un cartel que criticaba al Partido Liberal Democrático de Japón y KOMIITO (Partido Nuevo Gobierno Limpio). Los pequeños restaurantes son compensados con dinero de cooperación por distribuir los carteles, en algunos casos ganando más dinero con sus restaurantes cerrados que abiertos. Esta diferencia en las ganancias también causó frustración, lo que llevó al gobierno japonés y a la ciudad de Tokio a cambiar la forma en que se divide el dinero de la cooperación. La licorería que operó también registró una disminución en las transacciones comerciales con restaurantes. El negocio está lento en este momento debido a la solicitud del gobierno local de reducir el horario comercial.

Sin embargo, veo la vida como un juego de cartas: cada uno de nosotros elabora una estrategia para ganar utilizando la mano que nos reparten. Al abrir un restaurante, por ejemplo, a nadie se le garantiza una ubicación, tamaño o alquiler ideal. De hecho, la mayoría de estos factores no saldrán bien. Sin embargo, nos devanamos la cabeza



y pensamos mucho a pesar de nuestras condiciones menos que óptimas para crear un restaurante de renombre. Cambiar cartas no solo no garantiza una mejor mano, sino que incluso podría empeorar su mano. Sin embargo, debemos probar suerte de todos modos. Criticar al crupier por repartir una mala mano no ayuda. Del mismo modo, nadie conoce la estrategia correcta para combatir la pandemia del coronavirus.

Ni que decir, ningún emprendedor quiere acabar cerrando la puerta de su propio restaurante o empresa. Sin embargo, las políticas mejoradas para prevenir este resultado tampoco deberían desanimar a sus consumidores. Todos los emprendedores se esfuerzan por luchar sin precedentes contra el coronavirus. La ciudad de Atami, prefectura de Shizuoka, sufrió una notable disminución de turistas debido a un deslizamiento de tierra, además de la pandemia del coronavirus. Como no hay nadie a quien culpar en este caso, la gente no tiene a dónde dirigir sus frustraciones, la situación es muy estresante. ¿Tiene la culpa la política, las personas que no cumplen con las diversas solicitudes



del gobierno local o los Juegos Olímpicos de Tokio? Lo que podemos hacer por ahora es sentar las bases e investigar diversas informaciones para revitalizar su negocio cuando termine la pandemia del coronavirus. Mientras escribo esto, ahora es el momento y el clima para "aprender a ser un halcón * 1".



* 1 "Aprendiendo a ser un halcón": de mayo a junio, los polluelos de halcón eclosionado aprenden a volar y cazar durante esta temporada y se preparan para dejar el nido para volverse independientes (en otras palabras, el momento para que cada emprendedor comience a prepararse para "independizarse").

