

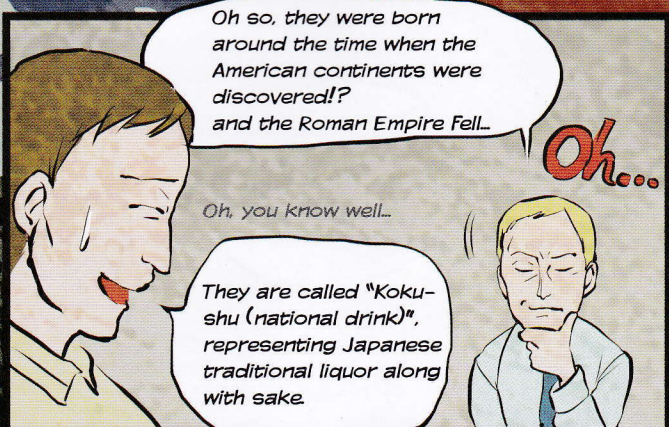
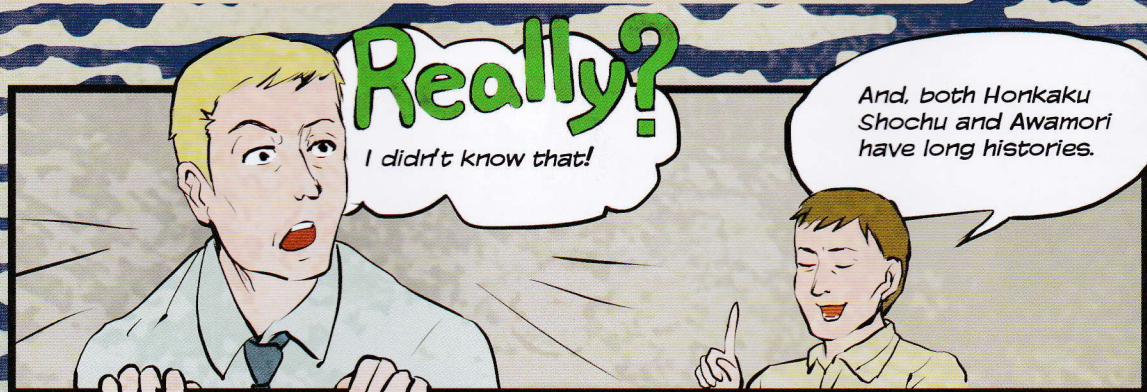
DO YOU KNOW SHOCHU?





Point

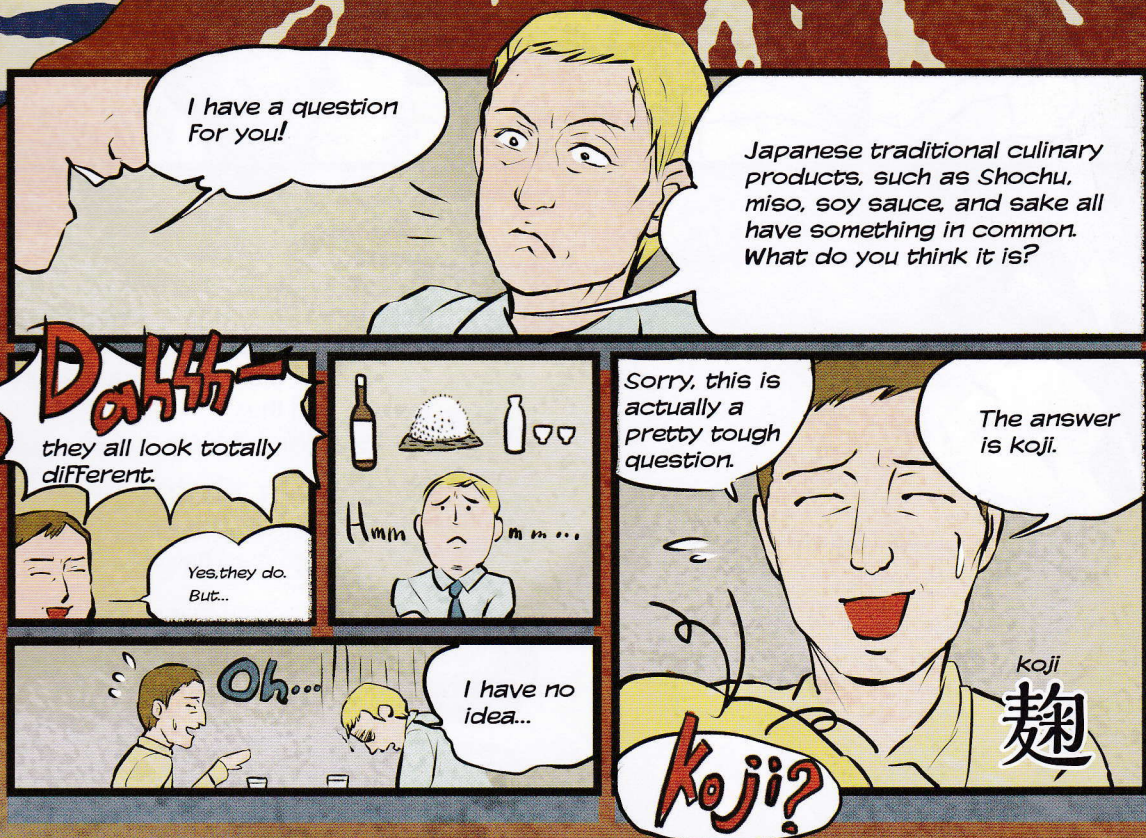
Like whiskey, brandy, and vodka, Honkaku Shochu and Awamori are same type of distilled, but have more diverse and delicate flavors.



Point

Honkaku Shochu and Awamori were first made more than 500 years ago, and have developed with the unique climate, culture and distinctive skill of Japanese craftsmen.

WHAT ARE "HONKAKU-SHOCHU" AND "AWAMORI"?

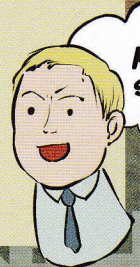


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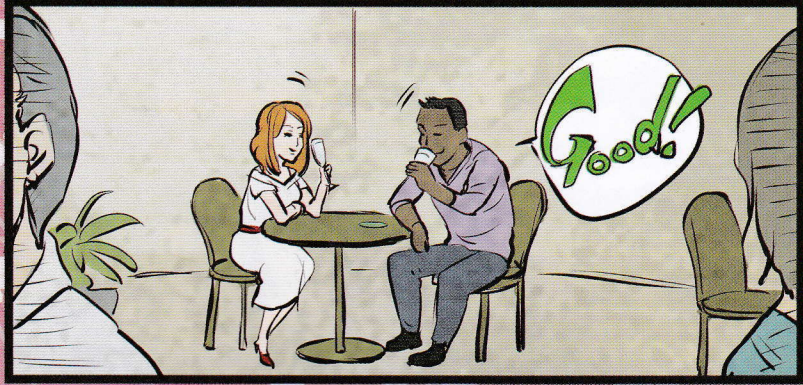
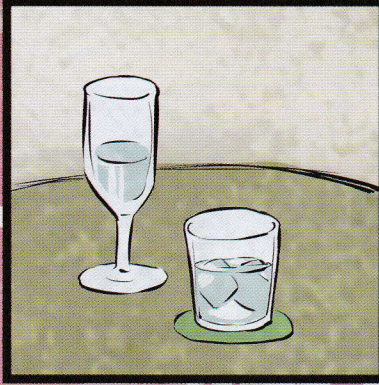
Japan has developed a food culture that uses koji to make fermented food and drinks throughout its history. Examples of this type of food include soy sauce, miso (soybean paste), and sake. Similarly, Honkaku Shochu and Awamori are made with Koji.



Koji is made by cultivating koji mold (aspergillus oryze, etc) on rice or some other starch source.



DIFFERENT TYPES OF KOJI



Honkaku Shochu and Awamori have unique Flavors.

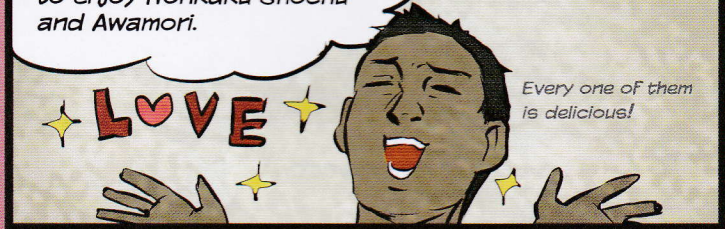
What is interesting is that they change depending on the Koji and ingredients used.



I see! That's why there are different brands?

That's right!

Then I've got many options to enjoy Honkaku Shochu and Awamori.



Every one of them is delicious!



Point



Tastes and aroma of Honkaku Shochu and Awamori change, depending on the ingredients and koji used. This means that there is a large variety of brands, and thus wide spectrum of taste and aroma.



Sweet Potato

Steamed sweet potatoes sweeten the taste with deep flavors!



Rice

Famous for a its sophisticated, yet mild taste.



Barley

Its tastes and aroma are distinctive highly addictive! Ranges from light to sweet...



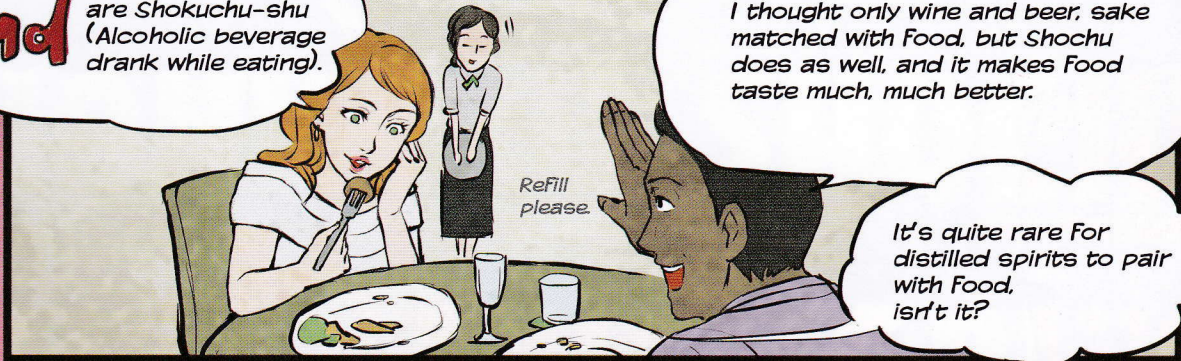
Awamori

Utilizes a unique producing process, which leads to rich flavor. Uses long grain Thai rice and local Okinawan black koji.

Other common ingredients for Shochu include buckwheat, brown sugar, and even Sesame!

AND INGREDIENTS ENABLE VARIOUS TASTES AND AROMA!

And Shochu and Awamori are Shokuchū-shū (Alcoholic beverage drunk while eating).



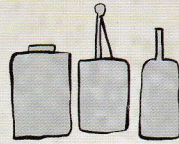
I thought only wine and beer, sake matched with Food, but Shochu does as well, and it makes Food taste much, much better.

It's quite rare for distilled spirits to pair with Food, isn't it?

We can enjoy them by diluting it with water or club soda as well as on the rocks with meals since it has less alcohol content than other distilled spirits.

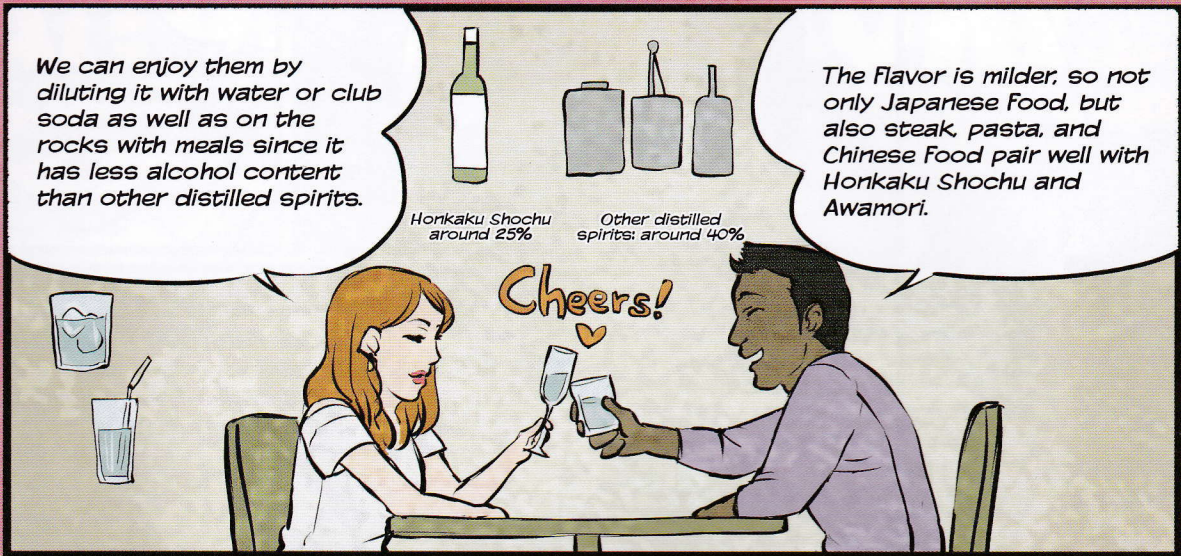


Honkaku Shochu around 25%



Other distilled spirits: around 40%

The Flavor is milder, so not only Japanese Food, but also steak, pasta, and Chinese Food pair well with Honkaku Shochu and Awamori.



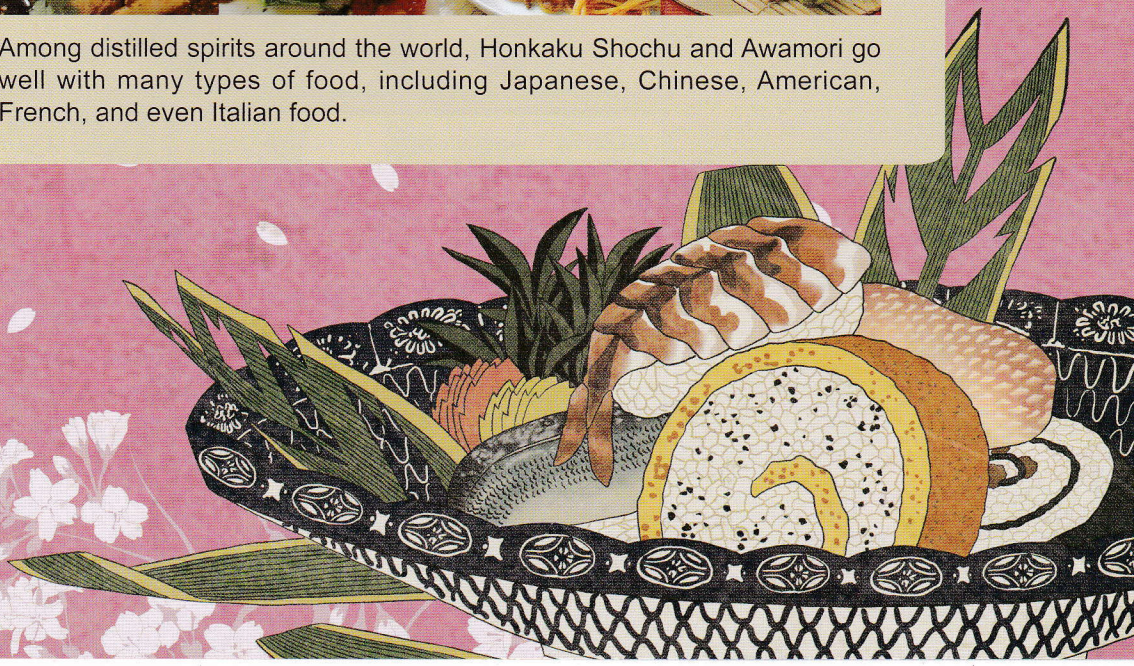
Cheers!



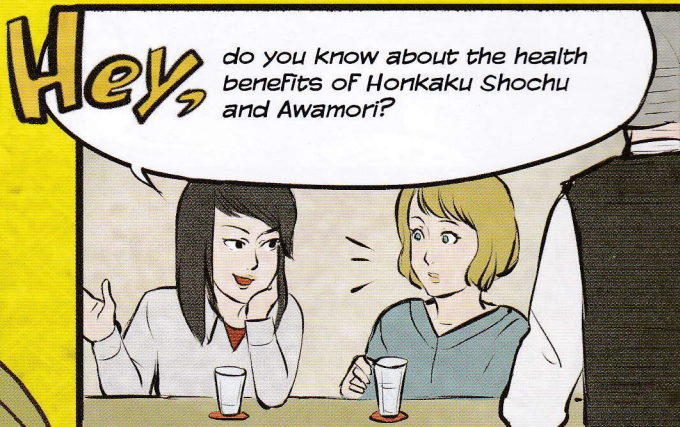
Point



Among distilled spirits around the world, Honkaku Shochu and Awamori go well with many types of food, including Japanese, Chinese, American, French, and even Italian food.



THE BENEFICIAL HEALTH BENEFITS OF HONKAKU-SHOCHU AND AWAMORI



Hey, do you know about the health benefits of Honkaku Shochu and Awamori?



No, I don't. In what ways are they healthy?

No hangovers

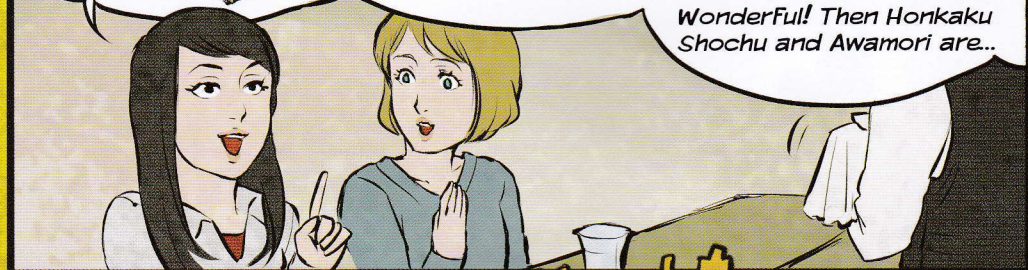
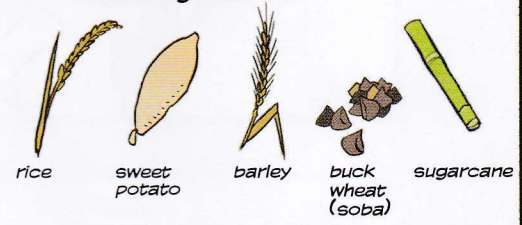
No residual sugars so less worry about waking up in the morning and feeling sick.



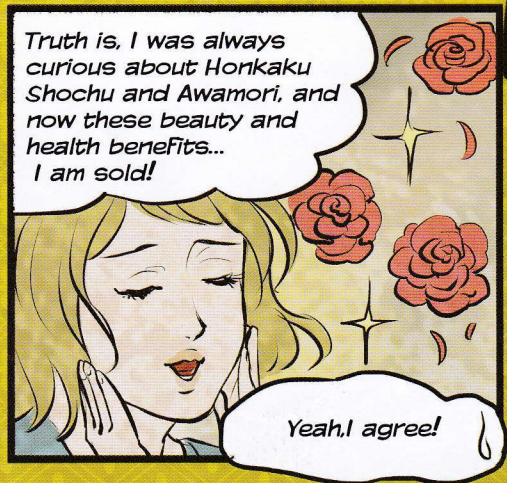
low calories

and natural ingredients

No sugars means lower calorie and it's additive-free and made with only natural ingredients.



Wonderful! Then Honkaku Shochu and Awamori are...



Truth is, I was always curious about Honkaku Shochu and Awamori, and now these beauty and health benefits... I am sold!

Yeah, I agree!



Alright,

then I'm going to order Awamori this time.

Be sure not to snack too much. That's where the calories are!

THE APPELLATION OF ORIGIN STATUS

The Appellation of Origin Control is the system whereby the WTO (World Trade Organization) grants certification to certain agricultural products such as wine from Bordeaux and Chablis, Champagne sparkling wines from the Champagne region, and brandy from Cognac. It is based on the concept of "terroir" or unique traditional regional qualities.

Among Horkaku Shochu and Awamori varieties, Iki Shochu, Kuma Shochu, Satsuma Shochu and Awamori, all have been granted Appellation of Origin Status by the WTO.

In addition to these, various distinctive shochu are made in local area around Japan.

JAPAN



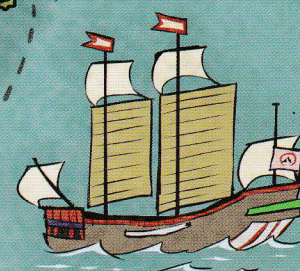
Iki Shochu

This barley Shochu is produced on the Iki-no-Shima Islands in Nagasaki Prefecture.



Kuma Shochu

This rice Shochu is produced around Hitoyoshi in Kumamoto Prefecture and the surrounding area called Kuma region.



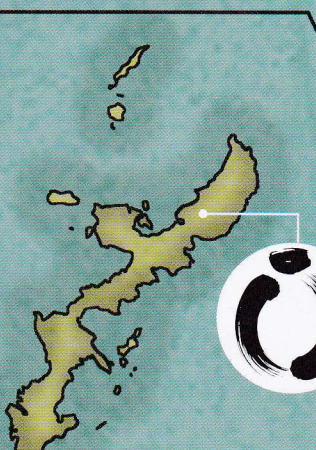
Satsuma Shochu

This sweet potato Shochu is produced in Kagoshima Prefecture.



Ryukyu Awamori

Fermented with black koji using Okinawa's original method. Awamori is produced in Okinawa Prefecture.





SO GOOD!



I never thought such a liquor existed, which goes well with any Food, but here it is!

Oh? You've got the ability to understand the differences in Shochu. Good job!

Umm...it makes me want to eat more Food.



Wait! You are drinking something else.

Is it a cocktail?



Are you still Japanese?

This is Shochu, too!

Take a look at the menu!



Woah!

What? You can mix it with water, club soda, or juice as well!



They are popular with everyone in Japan because it's easy to create and customize their own drinks.

Honkaku Shochu and Awamori are way cooler than I thought!



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