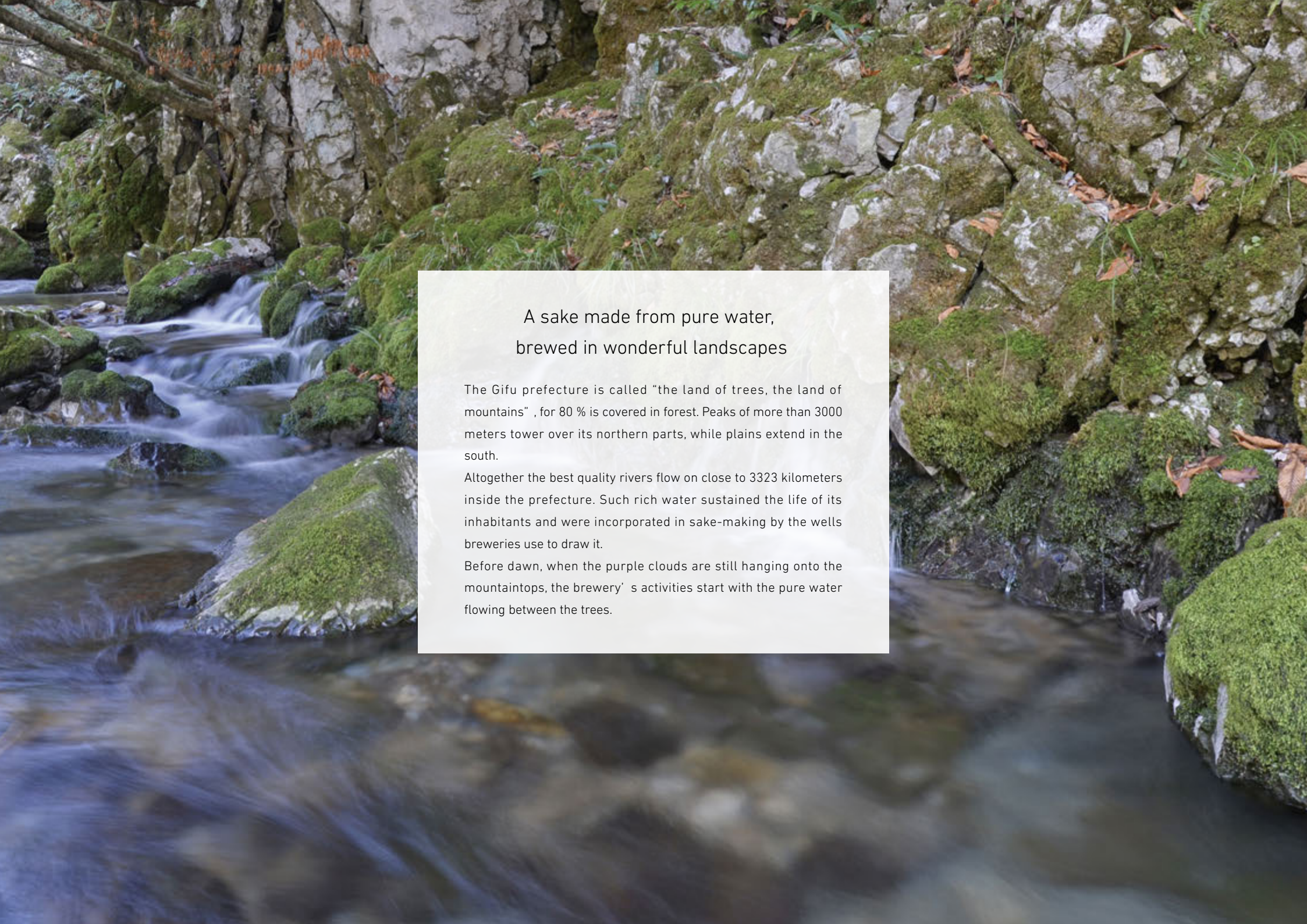




Sakes of Gifu  
– the land of pure waters



## A sake made from pure water, brewed in wonderful landscapes

The Gifu prefecture is called “the land of trees, the land of mountains” , for 80 % is covered in forest. Peaks of more than 3000 meters tower over its northern parts, while plains extend in the south.

Altogether the best quality rivers flow on close to 3323 kilometers inside the prefecture. Such rich water sustained the life of its inhabitants and were incorporated in sake-making by the wells breweries use to draw it.

Before dawn, when the purple clouds are still hanging onto the mountaintops, the brewery’ s activities start with the pure water flowing between the trees.



# Sakes of Gifu

## – the land of pure waters

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# The culture and traditions of sake

## Born from nature and men as a present to the gods

The sake, made from the fermentation of water, rice, and koji, is the most emblematic alcoholic beverage of the Japanese culinary culture.

Rice was imported from the Asian continent during the antiquity. Since then, it has always been a staple food in the Japanese cuisine. The people lived in a cycle of rice culture and harvest and their whole lifestyle revolved around it. In spring when the young plants were planted, they prayed for plentiful crops. In fall during the harvest, each region celebrated with festivals. The gods responsible for the nature generosity were thanked with rice, vegetable, and fish offerings, but also with "sacred wine" of sake.

Nowadays, the custom remained of sharing one's joy while mutually pouring sake after an abundant harvest.



The village of Shirakawago in Ono in the North of Gifu prefecture belongs to the world heritage for its Gassho-style houses. Its inhabitants pray the gods for plentiful crops during the very popular doburoku festival. During this event, a special sake with the same name is served. It is renowned for its milky nebulous appearance because it is not filtered.

The doburoku offered during this festival is made since the old times with a unique technique, in some shrines of the village. Since almost 1300 years, the culture and the traditions of sake have been transmitted and shared during religious celebrations, without a break, in each region of Japan.





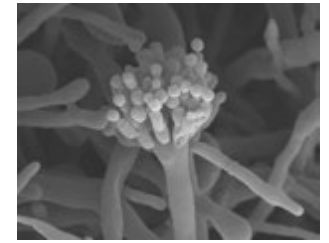
Rice is steamed cooked to become hard outside and soft inside.



Once spread, it is covered with *koji-kin*



*Moromi* is created by the fermentation of yeast in vats



*koji-kin*



*koji*

## Brewers and their invisible helpers

Sake brewing as we know it dates to the Muromachi era, between the 14th and the 15th century. The heart of this process is the discovery of yeast and *koji-kin*. In other parts of the world, the sugar used for the fermentation comes from fruits, honey, or maltose but for sake, rice saccharification happens by an external stimulation. The *koji-kin* was discovered to play this role.

The *koji-kin* bacteria saccharifies the rice's starch. The resulting sugar is then eaten by the yeast and transformed into alcohol. This is how modern sake is made, from the work of these invisible *koji-kin* and yeast.

At the end of the rice harvest, when winter starts, the rice is steamed at the cold morning hours in the brewery. After this step, the cereal is covered with *koji-kin* full of enzymes and is left to rest for 48 hours. Yeast is added to this sake no moto, the starter mix of

sake. Brewers do not see the bacteria's activity and must trust their honed senses and concentration. Then, they repeat three times the process of adding rice and water to the mix. The fermentation is done after around 25 days, where the microorganisms' work is closely scrutinized.

From the rice planting to the selection and culture of *koji-kin*, then to the yeast work, the brewers entrust their activities to a whole invisible natural world. Breweries have been able to create better sakes with the passion that allowed these artisans to level up their skills to this point.

There are more than 40 breweries in the Gifu prefecture, most of them founded between the 17th and the 19th century. This history that has been going on for 100, 200 years is carried by the constant efforts of the brewers and their innovative will.

# Terroir and local sakes in Gifu

## Sakes born from the generosity of Gifu's mountains and water

Even for Japanese standards, Gifu prefecture has a particularly mountainous relief: with Mounts Ryohaku and Hida in the North, Mounts Ibuki in the West and Mount Ontake and Mounts Kiso to the East. Its surface is 10 621 square kilometers, from which 80% are forest irrigated by abundant rivers: Hida, Kiso, Nagara, Ibi and Miya. Their underground branches flow through the Nohi rhyolite layer in the North-East, a granitic or clay layer in the East, and limestone, sandstones, and pebbles among other sedimentary rocks forming the sedimentary Mino layer in the center. The hardness of these waters ranges from very soft to mildly soft.

Their quality is different depending on the kind of soil they had to flow through, and they participate to the distinctiveness of the sake of each local brewery.

The prefecture distinguishes itself by its number of breweries, no matter how small they might be. This is actually because of their size that they can offer unique sakes, with varying aromas and tastes. Everything is possible, from a refreshing dry sake to particularly mellow or acidic sakes. This variety allows many culinary pairings, and a nice matching to the customer's needs, from the taste of an individual to a restaurant's concept.



Mount Yake from the Northern Japanese Alps (front) with the Yari and Hotaka summits in the back



An underground stream gushes in Yamagata city, the Enbara River famous for its rich waters

## Gifu's sake source

The sake quality and the culture of its fabrication are deeply linked to the climate, the water quality, the regional cuisine, the traditions, the environment, and the cleverness of the brewers.

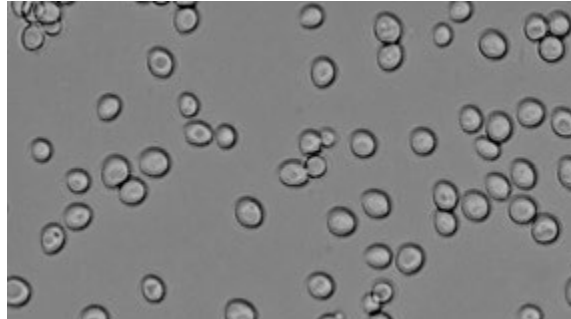
Gifu's sake benefits from its mountains and water, but also from the rice and yeast, and is enhanced by its marriage with local cuisine.



### Hida Homare, the Gifu rice that guarantees the sake's balance

Gifu mountains are not only a relief in the landscape. They also give the region a very contrasted climate and abundant waters. This is where the Hida Homare sake rice is cultivated. Its thick grains, its low protein level, and its white flesh full of starch make it the perfect cereal to reach a high-quality sake with a high polishing level. Hida Homare grants a nice balance between the acidic, sweet, bitter, and umami tastes.

But Gifu prefecture is also home to another rice scarce in other parts of Japan: Hatsushimo, a cooking rice. Its taste is simple, and its thick grains are a bit chewy, which make it perfect as a sushi rice. Hatsushimo is used in sake brewing, with a low polishing level. The resulting sake has a sweet and umami taste, particularly prominent when tasted during a meal, and delicious with refreshing dishes and fermented food.



### Gifu's G yeast, the source of floral aromas

There are many kinds of yeast, these tools of alcoholic fermentation giving sake its taste and aromas.

In Gifu prefecture, a special yeast was developed: the G yeast. It produces floral aromas and a refreshing taste. To get the specific and delicious ginjoka aroma, the fermentation must happen slowly and at a low temperature. The G yeast maintains its fermentation power in spite of the cold which makes it an ideal yeast for an aromatic sake in the freezing climate of Gifu. Among the breweries that use it, some voluntarily tone down their sakes aromas so they would be more refreshing and enhance the dishes they are paired with.



### Marriage with a cuisine from a landlocked region

Gifu prefecture is one of the rare regions of Japan with no access to the sea. Thus, different culinary traditions emerged: proteins such as river fish, birds and game, soy; fermented products such as miso, preserves, river fish narezushi (fermented fish); meat grilled on a magnolia leaf or sushi wrapped in a magnolia leaf to benefit from its disinfection properties.

Fermented food such as miso or marinated preserves often have a very strong taste. Salt-grilled ayu, a present from the river, and soy-based products have a delicate and slightly bitter taste. As each region has its own traditional cuisine, Gifu's sakes have a wide range of aromas and tastes depending on their ingredients and the ideas of their brewers.

# Index of the main characteristics

Sake tasting is an opportunity to discover some peculiar tastes. The following criterions will help you sort the various taste ranges of the bottles.



P.11  
Adachi Shuzo  
Junmai Ginjo  
Muroka Nama Genshu  
Kinkazan Sokyū

S U F



P.12  
Nihon-Izumi Brewery  
Junmai Ginjo  
Muroka Nama Genshu  
Nihon Izumi

S U L



P.13  
Komachi Sake Brewery  
Junmai Ginjo  
Nagaragawa

S U L



P.14  
Chiyogiku  
Junmai-shu  
Korin

S U L



P.15  
Shiraki Tsunesuke Shoten  
Daruma Masamune  
ten years aged sake

F S F



P.16  
Hayashi Honten  
Junmai Daiginjo  
Hyakujuro  
Shingetsu

F S



P.18  
Miwa Shuzo  
Junmai nigori-sake  
Shirakawago

S U F



P.19  
Takeuchi Sake Brewery  
Junmai Daiginjo  
Minokobai

F S U



P.20  
Watanabe Shuzo  
Junmai Daiginjo  
Shirayukihime

F S L



P.21  
Otsuka Shuzo  
Kimoto Junmai  
Muroka Nama Genshu  
Takesuzume

F S F



P.22  
Ikedaya Shuzo  
Kameguchi

S U F



P.23  
Tokoro Shuzo  
Junmai-shu  
Bojimaya  
Cho-Karakuchi

F U



P.24  
Sugihara Sake Brewery  
Hunaba Muroka  
Nama Genshu  
Ibi

S U L



P.25  
Gyokusendo Shuzo  
Junmai Daiginjo  
Minogiku

S U



P.27  
Kosaka Shuzo  
Junmai Ginjo Jikagumi  
Muroka Nama Genshu  
Hyakushun

S U L



P.28  
Miyozakura Jozo  
Junmai Ginjo  
Miyozakura Leaf

S U L



P.29  
Hakusen Shuzo  
Junmai-shu  
Kuromatsu Hakusen

S U F



P.30  
Heiwanishiki Shuzo  
Tokubetsu Junmai-shu  
Hidaji no Kantsubaki

F S L



P.31  
Yamada Shoten  
Junmai Daiginjo  
Tamakashiwa

F S U



P.32  
Hanamori Shuzo  
Tokubetsu  
Junmai-shu  
Hanazakari

S U F



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Hirano Jozo  
Junmai Ginjo  
Bojo

S U F



P.34  
Nunoya Hara Shuzo  
Honjozo  
Genbun  
Tennen Hana Kobo  
Jikomi Sakura

S U L



P.35  
Matsuiya Shuzo  
Junmai-shu  
Haburi Koseki

S U L



P.37  
Nakashima Sake Brewing  
Tokubetsu Junmai  
Kozaemon  
Shinano Miyama Nishiki

F S U



## Fragment - F

The aroma is characterized by its different aromatic elements. They can be fruity (apple or banana), often in a green-colored sake, or have other hints such as dark chocolate, caramel, roast, etc. more often found in an orange sake.

## Sweet - S

The mellowness of sake is evaluated from its nihonshudo. The lower its value, the more important the sugar quantity. Sakes characterized by their sweet taste are marked with a "S" (Sweet).

## Umami - U

Umami plays a great role in cuisine pairings and temperature changes. It reveals itself with the amino-acids, succinic, and nucleic acids produced during the fermentation and the maturation of elements of the rice. It is associated with the icon "U" (Umami).

## Light body - L

When the taste and the feeling in the mouth are delicate, the sake is marked with a green icon "L" (Light).

## Full body - F

When its taste and its attack are powerful, sake is associated with the icon "F" (Full-bodied).



P.38  
Wakaba  
Junmai Ginjo  
Wakaba



P.39  
Chigonoiva Brewery  
Junmai Ginjo  
Chigo no Iwa



P.40  
Michisakari Sake Brewing  
Junmai Daiginjo  
Michisakari



P.41  
Hayashi Shuzo  
Junmai Daiginjo  
Mino Tengu  
Ihyowe



P.42  
Hazama Sake Brewery  
Junmai Ginjo  
Enasan



P.43  
Yamauchi Shuzo  
Junmai Ginjo  
Nama sake  
Fukamori



P.44  
Ohashi Brewery  
Junmai  
Kasagitsuru



P.45  
Iwamura Brewery  
Junmai ginjo  
Onna Joshu



P.46  
Ena Jozo  
Junmai  
Kujiranami



P.48  
Kawashiri Sake Brewery  
Jukusei Koshu Genshu  
Hidamasamune



P.49  
Niki Shuzo  
Junmai Daiginjo  
Warai Jogo



P.50  
Hirase Shuzoten  
Tokubetsu Junmai-shu  
Kusudama  
Tedzukuri junmai



P.51  
Oita Shuzoten  
Junmai Genshu  
Hidajiman Onikoroshi  
Dohatsushoten



P.52  
Funasaka Sake Brewery  
Daiginjo  
Yotsuboshi



P.53  
Hirata Sake Brewery  
Junmai Ginjo  
Shoryu no Mai



P.54  
Harada Brewery  
Junmai Ginjo  
Sansha  
Hana Kobo Dzukuri



P.55  
Okuhida Shuzo  
Junmai Ginjo  
Muroka Nama Genshu  
Hatsumidori



P.56  
Tenryo Sake Brewing  
Junmai Ginjo  
Tenryo  
Hida Homare



P.57  
Watanabe Sake Brewery  
Junmai Ginjo  
Horai  
Kaden Tedzukuri



P.58  
Kaba Shuzo  
Junmai Ginjo  
Shiramayumi  
Hida Homare



P.59  
Otsubo Shuzoten  
Karakuchi  
Jindai



# How to enjoy the local sakes of Gifu

Gifu prefecture is known in Japan for the interesting sakes produced by its numerous breweries. Factors such as water and rice quality, the brewers' techniques or the brewery's mindset, local sakes offer various characteristics, and might be appreciated in different ways, with a great variety of dishes.



## The taste

Every brewery introduction includes culinary pairing suggestions. Our taste comprises five flavour elements: acid, sweet, bitter, salty and umami. A mellow sake will match a sweet dish, and we can imagine variations on this theme. It also possible to do the contrary and pair this sake with a salty cuisine for other sensations.

### Acidity

The sake is refreshing and light. The variety and the fermentation level of the koji and yeast influence acidity. Enjoy your tasting differently by using the comments describing the characteristics of each bottle.

### Sweetness

The rice saccharification depends on koji. This sugar, combined to the yeast-induced aromas, shape the taste. The sweetness is measured with nihonshudo: if its value is negative, the sake is very mellow.

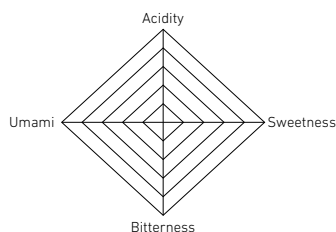
### Bitterness

Bitterness gives an accent to the sake and might take on a more important role depending on the culinary pairing. Some specialists say that the Gifu sakes' specificity is their bitterness.

### Umami

Rice and rice koji are at the root of the sweet and umami tastes, while the amino acids take part in producing umami. This is what gives the sake its body and fullness.

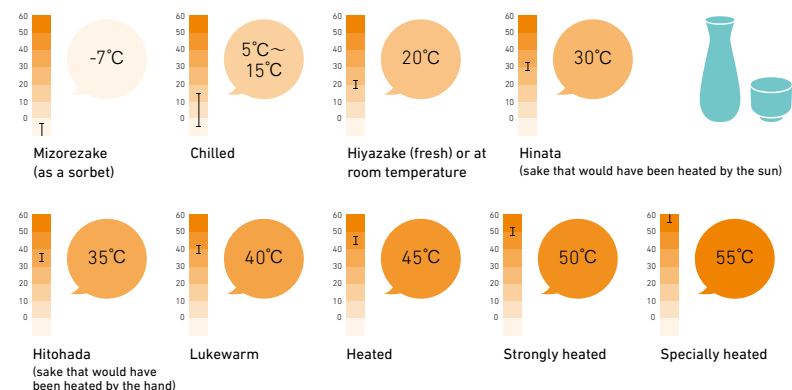
Sake does not register the salty taste, hence the absence of this date on the breweries' introduction page that only show the acidity, sweetness, bitterness, and umami values.



Taste is an indication of the sake's characteristics, not of its flavor.

## Changing the temperature to enjoy the sake in another way

One of the pleasures of sake is to alter its temperature to get other impressions, new flavors. Generally speaking, a bottle that gives off a sharp impression and has strong aromas is enjoyed chilled, while a full-bodied sake with a strong umami taste could be tasted after heating. A very acid namazake could be slightly heated while a warm nigorizake is delicious. It is a way to enhance the potential of a bottle.

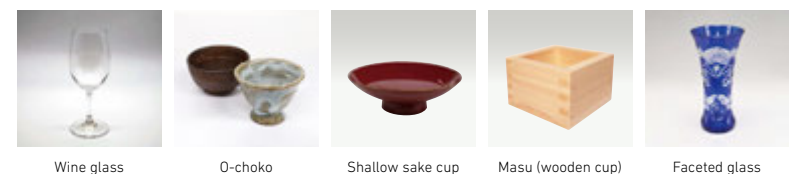


## Beyond sake: the cups



The glasses or sake cup reveal the aromas, the shape, the taste of sake. In a glass wine, the color and the aroma are better enjoyed. It matches with the atmosphere of a western diner. A shallow sake cup or a ceramic guinomi give a more Japanese vibe.

Gifu is renowned for its ceramics, but it is also the first masu producing prefecture. The rich wooden aroma is an harmonious match to the local sake, a one-of-a-kind experience.



Wine glass      O-choko      Shallow sake cup      Masu (wooden cup)      Faceted glass

# Map of sake breweries

## The Gifu region

- 1 Adachi Shuzojo ..... P11
- 2 Nihon-Izumi Brewery Co., Ltd..... P12
- 3 Komachi Sake Brewery Co., Ltd..... P13
- 4 Chiyogiku Co., Ltd ..... P14
- 5 Shiraki Tsunesuke Co., Ltd ..... P15
- 6 Hayashi Honten Co., Ltd. .... P16

## The Seino region

- 7 Miwa Shuzo Co., Ltd..... P18
- 8 Takeuchi Sake Brewery L.P. .... P19
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- 17 Hakusen Shuzo Co., Ltd..... P29
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- 22 Nunoya Hara Shuzojo ..... P34
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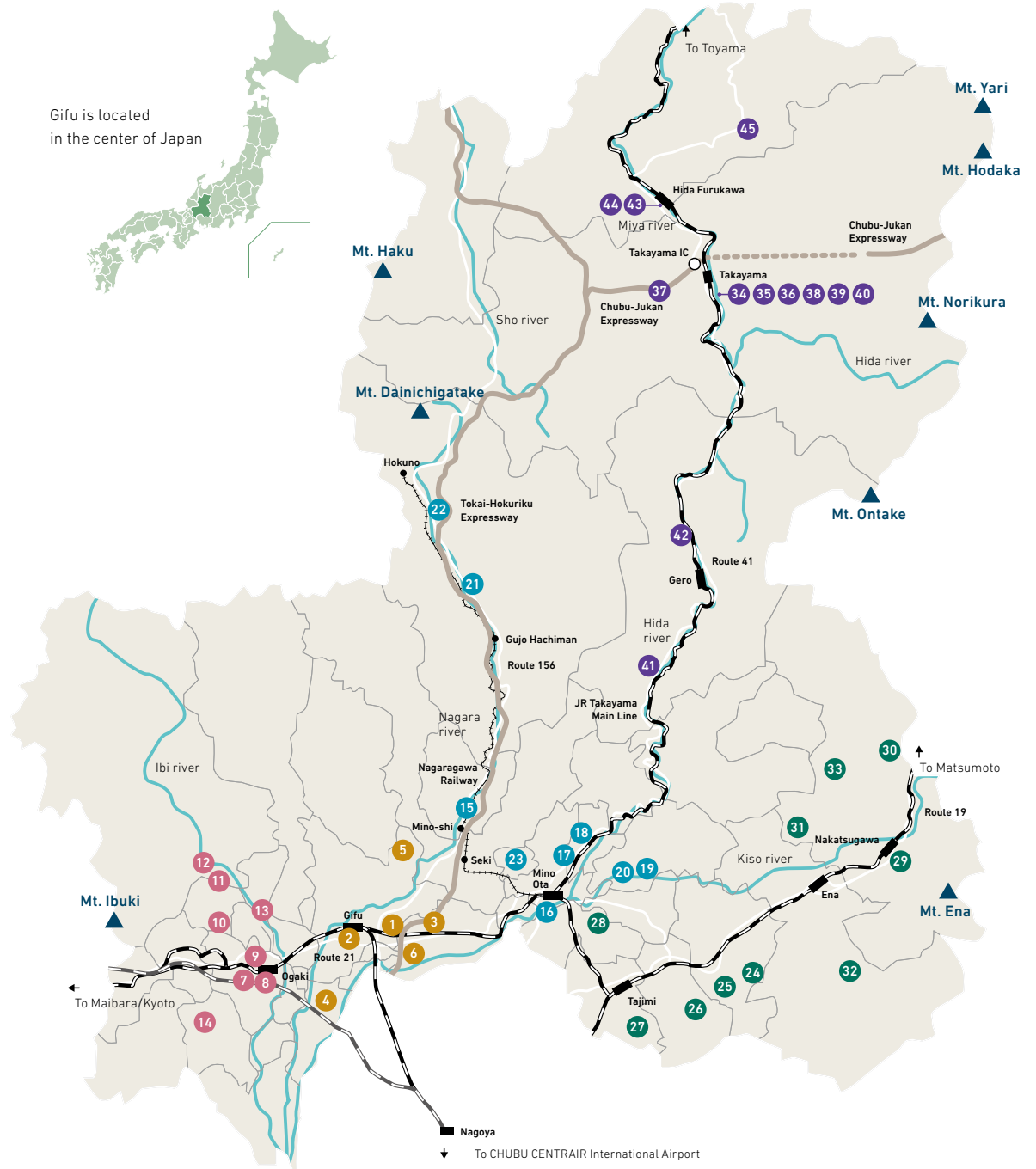
## The Tono region

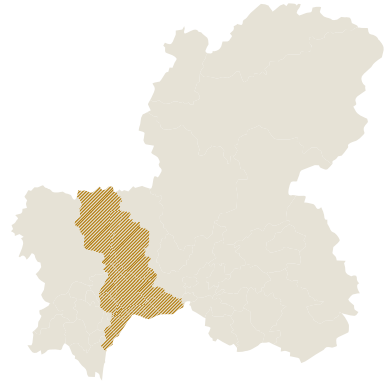
- 24 Nakashima Sake Brewing Co., Ltd..... P37
- 25 Wakaba Co., Ltd..... P38
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Gifu is located in the center of Japan





# GIFU

〈The Gifu region〉

The Gifu region is the biggest metropolis in the drainage basin of the Nagara river.

The city of the same name, which holds the prefectural office, boasts a large population and many companies. Nonetheless, the cultural traditions remain thanks to the generosity of nature.

For example, Nagara cormorant fishing, has more than 1300 years of history. This is where the only "Imperial Cormorants" of the country can be found, protected by the imperial house. Towering over the river on top of Mt. Kinka is Gifu Castle, where Oda Nobunaga, famous medieval samurai, planned for the unification of Japan. Near the castle is Kawaramachi, which once prospered as river port, old townscapes remain, with many shops selling traditional crafts such as Gifu Japanese umbrellas and Gifu lanterns.



Junmai Ginjo Muroka Nama Genshu

# Kinkazan sokyū

S U F



A sake that tells a story with its mild acidity and its mellowness.

### Tasting comment

Yellow color, slightly sparkly. Aromas of melon and pear harmonize with the roasted walnut and sour cream aromas stemming from the rice. A pleasant sweetness with a soft acidity that balance each other and spread in the mouth. The final is rich, with a touch of roasted bitterness.

### Pairing

This sake can be paired with fleshy meat, rich sauce cuisine or fermented condiments such as miso. It would also be delicious with dishes blending a strong sweetness with a creamy lactic acidity.

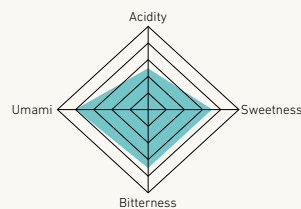
Beef bourguignon, beef stew, Camembert cheese, konpeito (Japanese sugary confection)

### Recommended cups temperature



Slightly fresh or at room temperature (10°C–18°C)  
Low-temperature warm sake (Around 30°C)

### Taste balance



Seimai-buai	55%
Rice	Hida Homare
Alcohol	17-18%
Acidic concentration	1.5
Nihonshudo	+3
Amino-acidic concentration	1.6
Storage	in the fridge

When the namazake is left to rest, its umami is the best.

The mount Kinka, one of Gifu symbols, lent its name to the sake "Junmai Ginjo Muroka Nama Genshu Kinkazan Sokyū", the main brand of Adachi Shuzojo. The brewery was founded in 1861 but the Kinkazan Sokyū was born almost twenty-seven years ago, when Shoji Adachi came back to the region to inherit Adachi Shuzojo. This sake is a junmaishu made without adding any alcohol.

The rice is Gifu-made Hida Homare and the water is drawn from an underground branch of the Nagara river, flowing under the brewery. The artisans make the namazake by leaving it to rest during a whole year, excited at the thought of seeing its taste change ever so slightly.

As the months pass, the amino acids undergo a denaturation. Some fans keep the sake in the refrigerator in a sealed bottle during two or three years to develop its mellow sweetness and enhance its umami. It suits well a rich cuisine with a strong taste and can be enjoyed little by little or on the rocks.

The word "sokyū" means "blue sky". On sunny days, Nagoya and the Pacific Ocean are visible from the top of mount Kinka, 300 meters high. A long time ago, the shogun Oda Nobunaga who dreamt of uniting Japan had settled there in the Gifu castle. He might also have seen a clear blue sky. The name "sokyū" also contains the idea of bringing nice beautiful days to the hearts of those who drink it.



### Adachi Shuzojo

founded in 1861  
3-21-10, Kotozuka, Gifu City, Gifu  
TEL 058-245-3658



Junmai Ginjo Muroka Nama Genshu

# Nihon Izumi

S U L



An elegant, floral,  
and fresh sweetness.

### Tasting comment

Pale yellow, almost transparent in appearance. The aroma is fresh with hints of pear, white peach, woody mineral; the yeast brings a touch of white mushroom while the rice gives a creamy taste. The slight astringent ending gives this sake a tight character.

### Pairing

This sake is recommended with grilled river fish or simple tasting ingredients such as chicken or pork. A sweet dish will bring out the softness and the delicacy of this sake. You can also pair it with a savory taste.

Salt-grilled ayu fish,  
magnolia leaf sushi or chirashizushi,  
fresh cheese, teppanyaki

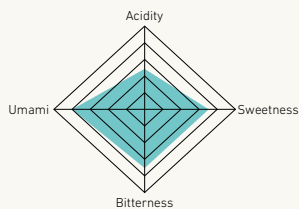
### Recommended cups temperature

Medium wine glass  
Porcelain sake cup



Slightly cold(8°C—12°C)

### Taste balance



## Brewing a fresh sake all year round, right by Gifu station

This brewery (located in the basement of a building close to the JR Gifu Station) is unique as it produces sake all year round. It was founded at the end of the Edo era (1603-1868). In 1877, it was moved to its current location in KanoShimizu-Cho in Gifu City. The Nagara river flows underground in this area, and this "source that Japan boasts" gave its name to the brewery ("Nihon" meaning Japan and "izumi", the source). Since the rebuilding of JR Gifu Station, Nihon Izumi Shuzo moved underground to produce its sake all year round and leverages this environment to offer a fresh sake, no matter the season.

Its main brand, the "Junmai Ginjo Muroka Nama Genshu Nihon Izumi" is made with locally grown Hida Homare rice. During the pressing of the moromi, the brewery uses a wooden vat passed down from the previous generations but specially made anew to fit inside the smaller, more compact brewery. Instead of using a machine for this step, the brewers let the moromi press itself under its own weight, for a slow pressing that infuses the sake. This process takes time, but the result is a sophisticated product, with a pure taste. It has the lightness and the freshness that are characteristics of namazake, as well as a moderate umami aroma brought in by its sweetness. Foreign visitors sometimes compare it to a white wine, and it matches well with fresh cheese, caprese salad or fresh oysters.



### Nihon-Izumi Brewery Co., Ltd (Nihon-Izumi Shuzo)

founded in Late Edo period  
3-8-2, Kanoshimizu-cho, Gifu City, Gifu  
TEL 058-271-3218



Junmai Ginjo

# Nagaragawa



Dry and slim

### Tasting comment

A slightly green silver, with crystal-like sparkles. The aromas are discreet, with hints of pear and lily-of-the-valley, and because of the rice an aroma of high-quality rice flour is also discernible. The sweetness and the acidity are moderate; their mix also has a soft bitterness and spreads tightly in the mouth before ending on a slightly dry note.

### Pairing

This sake is recommended with dishes that were cooked in oil and from which fat was removed or cuisine that can generally not be associated with wine such as fish roe. It will enhance their umami while toning down their fish or meat smell.

Simple ingredients tempura, salmon roe pickled in soy sauce, vegetables marinated in rice bran, meat cooked in miso on magnolia leaves, sheep milk cheese, fruit tarts

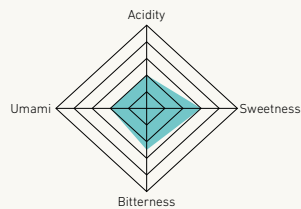
### Recommended cups temperature

Small wine glass  
O-choko



Slightly fresh or at room temperature  
(10°C—18°C)

### Taste balance



Seimai-buai	55%
Rice	Hida Homare
Alcohol	15-16%
Acidic concentration	1.5
Nihonshudo	+5
Amino-acidic concentration	1.4
Storage	in a cool, dark place

Yeast raised in music that brings out a local taste

Among the rice paddies and the century-old houses, a bigger mansion stands out. This ancient residence is the former Komachi Shuzo brewery.

Its most representative brand is the "Junmai Ginjo Nagaragawa". This sake is made from the local rice Hida Homare and water drawn from an underground Nagara river stream. It was originally made to be paired with local cuisine. Since almost forty years, its successes have crossed the Japanese borders: it received a gold medal from an American contest and a platina medal from the French contest Kura Master, among others international prizes.

At Komachi Shuzo, the traditional belief that "the yeast is a living being" is held dear. Therefore, speakers are disseminated in the brewery to give it the best conditions and stimulation. They broadcast yeast healing music to obtain an optimal fermentation and thus a delicious sake.

"The rice umami spreads broadly, and the aftertaste is smooth and pure", says the master brewer Kanetake Naofumi, 5th generation at this post. This rich taste, that brings forth the taste of the cuisine, might be owed to the dancing yeast.



### Komachi Sake Brewery Co., Ltd. (Komachi Shuzo)

founded in 1894  
2-15, Soharaibuki-cho, Kakamigahara City, Gifu  
TEL 058-382-0077



Junmai-shu

# Korin



The perfect sake for a meal.

### Tasting comment

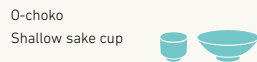
Cristal-like silver color, almost transparent. The aroma is very discreet. There is a faint hint of pear, then green bamboo and Japanese tea; then, a freshly made mochi aroma harmonizes the impression. The tasting impressions are soft as well, with a delicate and light sweetness that spreads in the mouth with a pleasant acidity and a firm umami. The aftertaste leaves a dry impression.

### Pairing

The aroma and taste of this sake are faint; therefore, it can be paired with a wide variety of dishes, from Japanese cuisine with dashi or soy sauce to stews and boiled food. It is recommended for both delicate traditional cuisine and izakaya's menu fare.

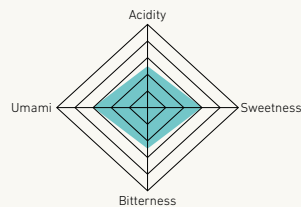
Soy sauce boiled potatoes, nikujaga, mackerel sushi, smoked potato salad, boiled meatballs, black tea chiffon cake

### Recommended cups temperature



Room temperature (15°C—22°C)  
Warm (Around 40°C—45°C)  
Warm then cooled down (Temperature must go up to 40°C then cool down to 15°C)

### Taste balance



Seimai-buai	65%
Rice	Organic Nihonbare
Alcohol	15%
Acidic concentration	1.4
Nihonshudo	+1.5
Amino-acidic concentration	1.5
Storage	In a cool, dark place

## A multi-faceted sake, born from organic rice

A small area of land is located between the two pure rivers that make Gifu proud, Nagara and Kiso. The Nagara is also flowing under Hashima city, at 128 meters below ground, as well as the Kiso, at only 50 meters below ground. When winter comes, a seasonal wind from the North-West, "Ibuki Oroshi", swipes the city. The cold becomes unbearable, and the region is well-known for its dire temperature gaps.

Chiyogiku is a brewery founded in 1738, 280 years before. Its master brewer is the 16th generation of the Sakakura family at this post. He studied biology at the university and his knowledge about fermentation is very deep. It is often said that the quality of the sake depends vastly on that of the rice. Therefore, the local farmers who partner with the brewery do not use phytosanitary products in their cultures. This biological rice is grown thanks to the technique of the aigamo, which involves the ducks of the same name.

The predecessor of Sakakura liked the painter Korin Ogata (1658-1716) and name his main brand after him: "Junmai Korin". This sake was certified "Organic Junmai" because it is made from 100 % organic rice and checked by the Japanese Agricultural Standards. Its attack is smooth, then the umami spreads in the mouth. It is considered a table sake because it does not hinder the taste of the food it is paired with. It was created to be "an ordinary brand sake" that the amateurs could enjoy every night without getting tired of, and to put people at ease.



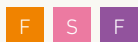
### Chiyogiku.Co., Ltd

founded in 1738  
2733, Takehana-cho, Hashima City, Gifu  
TEL 058-391-3131





# Daruma Masamune ten years aged sake



A full-bodied Aged sake with caramel and bitter chocolate complex aromas.

## Tasting comment

A sparkling amber or topaz with hints of red. The aromas are complex (dried fruits such as fig, caramel, cinnamon, or nuts) and harmonious which leaves a graceful impression. The tasting starts off with a rich and mellow sweetness, but there is also a quiet acidity and a tasty umami. The aftertaste lingers and can be enjoyed leisurely.

## Pairing

This sake should be paired with deeply rich and filled with umami dishes that have a hint of bitterness and sweetness. We also recommend desserts, roasts, and meats.

Sukiyaki, Peking duck, beef shigure preserve, rafute (Okinawa-style pork), custard, tiramisu, dried fruits, dark chocolate, Epoisses cheese



Seimai-buai	70%
Rice	Hatsushimo, Gohyakumangoku, Nihonbare
Alcohol	18-19%
Acidic concentration	2.4
Nihonshudo	-5
Amino-acidic concentration	2.5
Storage	In a cool, dark place

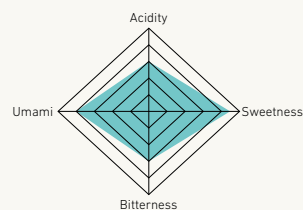
## Recommended cups temperature

Illustrated sake cup  
Brandy glass  
Baccarat antique glass  
Slightly deep small sake cup



Room temperature  
Human body temperature (Around 35°C)  
Blended with soda

## Taste balance



A rich and strong sake matured during ten years.

Located in a never-changing countryside landscape, the brewery Shiraki Tsunesuke Shoten produces a aged sake well appreciated in Western countries.

It was founded in 1835. Nowadays, Shigeri Shiraki, the second sisters out of the three potential heirs, is the seventh head of the brewery.

Shiraki Tsunesuke Shoten started producing aged sake in 1971. Mrs. Shiraki's father found accidentally a golden colored sake while cleaning an old barn. The bottle was so delicious that he decided to try and recreate its taste. After a long process of trial and error, the aged sake "Daruma Masamune" was born.

The 10-years aged main brand is full-bodied and pleasantly sweet, with a deep richness, a taste unique to this kind of aged sake. The rice is cultivated by local farmers. It is a mix of Hatsushimo, Gohyakumangoku and Nihonbare. The grains are almost unpolished and bring to the sake all their umami. The water is from an underground branch of the Nagara river. The fermentation lasts twenty days and, in the tanks, the strong enzymes of the koji actively transform the starch in sugar to produce the "Daruma Masamune".

The aged sake has a long history in Europe, where this sake enjoys a very nice reception, as its Kura Master 2022 (France) gold medal testifies.

Nowadays, part of the brewery has been converted as a bar, where the visitors can taste 10-years aged sake, but also bottles made 30 or 50 years before.



## Shiraki Tsunesuke Co., Ltd (Shiraki Tsunesuke Shoten)

founded in 1835  
61, Kadoyakado, Gifu City, Gifu  
TEL 058-229-1008



Junmai Daiginjo

# Hyakujuro Shingetsu

F S



A rich aroma with a clean taste.

### Tasting comment

The color is green and silver, almost transparent. The first nose impression is rich, with hints of sweet fruits (melon, pear, ripe apple...) which harmonize with touches of high-quality rice flour and bitter almond. When tasting, a sophisticated sweetness and a more discreet acidity unfold in the mouth. The bitterness of the aftertaste gives way to a deep and dry impression.

### Pairing

A simple cuisine and light ingredients would be ideal with this simple and dry sake. We recommend complementary savory dishes.

Caprese salad, tofu in an ankake sauce with vegetables, avocado and salmon, young ayu fish tempura (served with salt), Chaource cheese

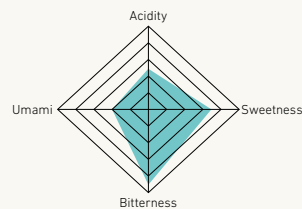
### Recommended cups temperature

Big wine glass  
Faceted glass



10—12°C

### Taste balance



Seimai-buai	45%
Rice	Hatsushimo
Alcohol	15%
Acidic concentration	1.1
Nihonshudo	+4
Amino-acidic concentration	1.2
Storage	Fridge

## A local, additive-free sake

Hayashi Honten, founded in 1920, is located on the former Nakasendo, a major road connecting Edo to Kyoto in the old days. The brewery faces the main street and the noren (curtain in front of a shop entrance) is printed with the face of Hyakujuro Ichikawa, a famous kabuki artist born in the region. The main brand of the brewery incidentally borrowed his name: "Hyakujuro Junmai Daiginjo Shingetsu". It is said that vows made to the new moon (shingetsu) will be fulfilled. True to this image, the sake is dry and invigorating like a quiet night. It is produced from Hatsushimo rice, cultivated by local farmers. The rice paddies have been irrigated for 350 years with the same system, which entered the World Heritage irrigation structure. "We are making local sake, so we want it to tell something about the inhabitants of this region", explains Rieko Hayashi, 5th generation master brewer.

Hayashi Honten uses a specific fabrication method to avoid any additive, thanks to lactic acid. In general, the saccharification process happens with the koji (yeast), and the yeast is creating the alcoholic fermentation. It is called the multiple parallel fermentation. In this brewery, a lactic acid fermentation is added to become a triple fermentation. This method is the one that prevents any use of additives. The brewery's reputation for brewing additive-free sake has crossed borders with their "Hyakujuro" sake receiving the platinum medal at the 2020 Kura Master competition in France.

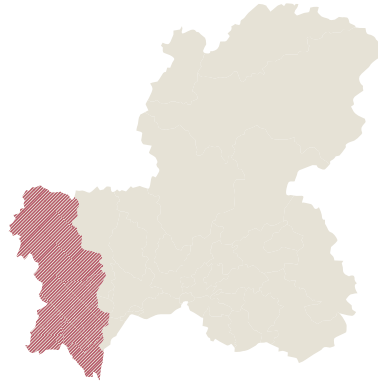


### Hayashi Honten Co., Ltd.

founded in 1920  
2239 Nakashinkano-cho, Kakamigahara City, Gifu  
TEL 058-382-1238



# SEINO



〈The Seino region〉

The battle of Sekigahara that has allegedly “determined the fate of the whole country” unfolded near the city of the same name, in the western part of the Seino region. The eastern area extends to the city of Gifu. The middle part is made of plains and rivers, the Kiso, Nagara, and Ibi, crossing the whole prefecture to reach the sea.

There are also a few big cities such as Ogaki nicknamed “the capital of water”. Its port used to be a strategic point for the river merchants. Nowadays, one can enjoy the cherry blossom viewing from the boats.



Junmai nigori-sake

# Shirakawago

S U F



Creamy with distinctive strong rice umami

### Tasting comment

The color is a soft milky white. The rice aroma is strong and reminiscent of the freshness of sour cream or yoghurt. When tasting, the umami and mellowness from the rice can be felt clearly and they fill the mouth with a refreshing acidity. After swallowing, a delicate rice aroma stays pleasantly in the mouth.

### Pairing

Goes well with something acidic or with a salty and flavorful cuisine, to enhance its mellowness.

*Fermented food such as cottage cheese and tomato salad, rice bran pickled vegetables, crucian carp sushi...*

*Pork boiled in ponzu sauce*

*Pork and ham coated with breadcrumbs*

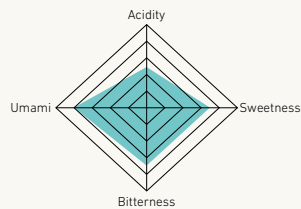
*Sauerkraut, blue cheese, mascarpone*

### Recommended cups temperature



Around 10°C

### Taste balance



An intense taste, peak nigori

Ogaki City, where Miwa Shuzo is located has been nicknamed "the capital of water". The Miwa Shuzo brewery is standing near what used to be the river port. Its main brand "Shirakawago" was born here almost fifty years before. It bears the name of a group of ancient houses (currently a world heritage site) because of the relationship that existed between one of the villagers and the head of Miwa Shuzo at the time, the 6th generation.

For 1,300 years the Shirakawa village organizes the Doburoku festival. The current sake is made from the doburoku sake's method. This beverage was offered to the gods during the festival and is still produced in the shrines. However, one could not buy it as a souvenir. This is why at the time, Miwa Shuzo was tasked by the Shirakawa villagers with creating a sake that would be similar to doburoku. The "Shirakawago" was born after a long research process.

Its most unique trait is its "nigori" (cloudy white) feature. It is produced from the doburoku techniques, with low polished Gifu rice, and a complete fermentation. All the tastiness and sweetness of the rice can be felt in this rich sake. The moromi is not squeezed but filtered with a net, to get this intense nigori. Its aroma is totally different from that of the refined sake (seishu) and will suit sweets or strongly tasty dishes.



### Miwa Shuzo Co., Ltd.

founded in 1837  
4-48, Funamachi, Ogaki City, Gifu  
TEL 0584-78-2201



Junmai Daiginjo

# Minokobai



Light umami, balanced sake

### Tasting comment

A silvery color, almost transparent, with a crystal-like shine. The aromas are discreet. Sweet ginjo aromas with grapefruit or melon notes that harmonize with the aromas of shiratama dango and high-end rice flour. The attack is well-rounded, with a translucent feel. The balance between a soft sweetness and a moderate acidity spread smoothly in the mouth, as a withdrawn umami naturally comes forth. The finale ends with a rich nuance. After swallowing, the ginjo's softness remains.

### Pairing

This sake characterized by its purity can be paired with simple ingredient based dishes. As a table sake it can be enjoyed throughout the meal.

Squid, fugu or hirame fish sashimi, soft squid balls, dashi omelet, eggplant preserves, bagna cauda, marinated tara fish with kasu (sake lees)

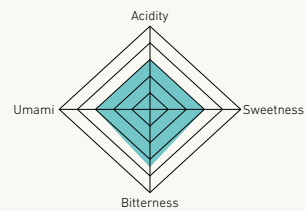


### Recommended cups temperature



Around 13°C—15°C

### Taste balance



Seimai-buai	40%
Rice	Yamada Nishiki
Alcohol	16%
Acidic concentration	—
Nihonshudo	around -3
Amino-acidic concentration	—
Storage	In a cool, dark place

A subtle taste, like a plum flower

The Takeuchi brewery was founded in 1744 near the Ogaki castle, symbol of the city. Its main brand is the "Junmai Daiginjo Mino Kobai". It was made from the famous sake rice Yamada Nishiki polished at 40 %, which gives a pleasant aroma. The water is that of an underground river under the brewery. The three big rivers Kiso, Nagara and Ibi seeped under the "Capital of water", as Ogaki is nicknamed. The This brewery well allows the brewery to draw the water 150 meters below, after a long underground filtration of the three rivers. This pure and soft water is the product of a balanced and delicate mix that it brings to the sake.

Mino Kobai has a fruity aroma and a clean finish despite its mellowness. Its taste is balanced between the sweetness and the umami. This sake is well-suited for the Japanese cuisine or dishes with a light taste, but it also suffices itself and can be enjoyed on its own.

The brewery offers this sake to the Ochobo Inari shrine in the nearby Kaizu city, in order to keep on flourishing.

The "bai" in "Mino Kobai" means "plum flower". This sake with a delicate and subtle taste like a fragile flower is enjoyed in Japan as well as beyond the borders where it received several first prizes. It is particularly popular in China, Singapore, Taiwan or Hong Kong.



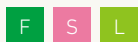
### Takeuchi Sake Brewery L.P.

founded in 1744  
1, Tenma-cho, Ogaki City, Gifu  
TEL 0584-81-3311



Junmai Daiginjo

# Shirayukihime



A refined all-purpose sake

### Tasting comment

A crystal-like silvery color, almost transparent. The first aromas are those of cucumber, unripe melon, pear; then come the fresh hints of honeysuckle or Japanese green tea that leave a quiet impression. A tingling bitterness follows the soft sweetness. A moderate acidity and the last taste of bitterness give a dry and tight characteristic to this sake.

### Pairing

As a clear-tasting table sake, it can be paired with a wide variety of dishes, particularly rich cuisine. It also strongly suits umami-tasting food.

Conger eel tempura (with a tentsuyu sauce),  
camembert cheese, ayu fish in a dengaku miso sauce,  
goheimochi, fried chicken, nuts tart

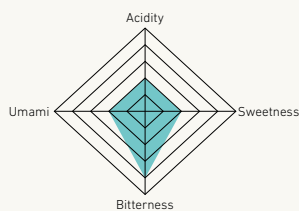


### Recommended cups temperature



At room temperature(15°C—20°C)  
Warm sake, with a wide range of possible temperatures(40°C—55°C)

### Taste balance



Seimai-buai	50%
Rice	Hatsushimo
Alcohol	15%
Acidic concentration	1.0
Nihonshudo	+6
Amino-acidic concentration	1.5
Storage	In a cool, dark place

A long and difficult,  
but beautiful and delicate brewing

True to her love of living organisms, 4th generation brewer Asako Watanabe went to study at the Tokyo University of Agriculture. After graduating, she worked for nearly two years in a Yamanashi brewery where she learnt the skills of master brewers and the basics of the sake brewing before going back home to take over the family company.

Watanabe Shuzojo was founded in the in the 35th year of the Meiji Era (1902). The brewery is in Ogaki City, "the water capital", where it has produced sake for more than 120 years to the delight of the neighbors.

Nowadays, "Shirayukihime" is the focus of Mrs Watanabe. This sake's taste is discreet, but whether in the mouth or after swallowing, it is always pleasant. The rice, Hatsushimo, is cultivated on site in Ogaki along with a species of milkvetch, Astragalus sinicus. This plant has the property of absorbing nitrogen, which allows the farmers to use very little phytosanitary products, in a long and difficult growing process. The water is not drawn from the underground stream that flows under the brewery, but from a natural source of the Nagara river in the Koga-san mountain. It is called "Koga-san forest water" . Finally, the yeast itself is grown from local yeasts such as the locally famous, G2 yeast. Thus, it is a true local sake, with ingredients carefully selected from the region's best.

The distinctive features of "Shirayukihime" are its pleasant taste and its aftertaste. To get to this result, the rice is steamed at a low temperature then fermented. The result is a delicate taste, with no off flavor.

This sake might be tasty, but the aftertaste does not remain for long. It is thus particularly suited to be served with a variety of dishes. Like the milkvetch blooming between the rice paddies, this sake has a touching sweetness to it.



### Watanabe Shuzojo

founded in 1902  
8-1126, Hayashimachi, Ogaki City, Gifu  
TEL 0584-78-2848



Kimoto Junmai Muroka Nama Genshu

# Takesuzume

F S F



A richly acidic sake

### Tasting comment

Almost transparent pale yellow. The nose gives off a simple impression, between grapefruit and pear on one hand and the rice aromas on the other hand. The attack is powerful. On a rich sweet base, the kimoto acidity is similar to a yoghurt's. Both flavors spread together in the mouth. Bitterness arises at the end and gives a body to the sake. The taste remains after swallowing.

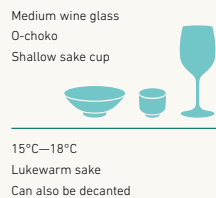
### Pairing

For this strongly acidic sake, we recommend an equally acidic cuisine.

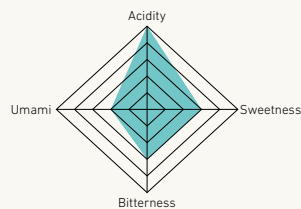
Chili pepper marinated aji fish, yoghurt sauce cucumber, Chinese thin noodles salad, Camembert cheese, South-East Asian cuisine with spices and herbs, Bagna Cauda

### Recommended cups temperature

Seimai-buai	60%
Rice	Yamada Nishiki
Alcohol	17-18%
Acidic concentration	2.2
Nihonshudo	+8
Amino-acidic concentration	—
Storage	in the fridge



### Taste balance



A purely local sake: water, rice, yeast, each ingredient is a present from nature.

The brewery Otsuka Shuzo was founded in 1896 at the mount Ikeda's foot. Its main brand, "Takesuzume", is entirely made from Ikeda town's ingredients, from the water to the rice or the yeast. The farmers cultivate Yamada Nishiki rice within the town itself and the water is from the Kasu River. The high quality of the rice produces a nice flavor that ends up in the sake's umami. It is made following the traditional "kimoto process", in which lactic acid is not added during the starter yeast culture process, but is fermented by yeast and natural bacteria in the air.

Furthermore, the careful preparation of this sake lasts during more than thirty days, to peacefully do the saccharification and the temperature adjusting. The steamed rice, the water and the koji are pressed by two artisans and the master brewer while the mix infuses with the airborne bacteria. They create optimal conditions for the lactic acid and the high-quality yeast to activate. Their rhythm is fundamental, and they work as if the ancient pressing song was still resonating in the brewery. The three brewers paddle the mix during more than three hours in a repetitive movement, one, two, three, with all their force and patience. Thus born "Takesuzume" is characterized by a strong umami flavor, a moderate acidity, and a clear finale. When heated in winter, the acidity is even softer, and the sake taste is even more gentle.



### Otsuka Shuzo Co.,Ltd.

founded in 1884  
422, Ikeno, Ikeda-cho, Ibi-gun, Gifu  
TEL 0585-45-2057

# Kameguchi

S U F



Ample and umami

## Tasting comment

A pale-yellow color. The nigori particles float as powdery snow and recall the reflection of light on snow. The aroma is delicate, a harmonization of refreshing notes (grapefruit, citrus fruit's peel), narcissus, and cooked rice. The attack is powerful. In the mouth we first feel the alcohol's sweetness then a strong acidity spreads. Towards the end, the alcoholic taste remains and leaves a dry and rich impression.

## Pairing

Its powerful umami taste can be paired with rich condiments, or dishes made from red fish or red meat.

Bonito tataki (with aromatic herbs),  
beef sinews marinated with red miso (with leek),  
grilled crab and lemon drizzle, pepper steak, steamed meat bun

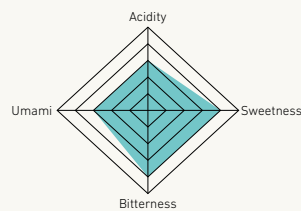
## Recommended cups temperature

Medium to big wine glass  
Guinomi



Around 14°C  
Sake heated with the addition of around 15% water (35°C—45°C)

## Taste balance



Seimai-buai	—
Rice	Gohyakumangoku
Alcohol	—
Acidic concentration	—
Nihonshudo	—
Amino-acidic concentration	—
Storage	In a cool, dark place

A taste that feels “alive” ,  
with the master brewer techniques and the yeast

Ikedaya Shuzo was founded in 1689 in a charming wooden building, in a quiet street. In the brewery, numerous prizes and distinctions are aligned.

Its main brand is “Kameguchi” . This light nigori has a unique fruity aroma, a delicate consistence, and a strongly dry finish: a truly dynamic sake. The rice is from the Gohyakumangoku variety, and the water is drawn from under the brewery, from an underground branch of the Ibi River. In summer, its beautiful waters are teeming with ayu fishes, a favorite when fishing. To give this sake its “alive” taste, the 16th heir to the brewery Matsui explains all the weight given to the yeast work: “we carefully observe the moment where the moromi expresses itself, and we adjust precisely its time and temperature.”

Ikedaya Shuzo has always used yeasts that make bubbles during the fermentation. As soon as it starts, the bubbles rise and the tanks overflow. “It is a pain to clean up, but this is how our sake is made. The moromi phase expresses itself, bubbles are projected onto walls, and we know that the good bacteria, key to a delicious sake, are activating.”

At Ikedaya Shuzo, it is possible to find another nigori, “Minori Fuji”, refreshing and melt-in-the-mouth, and a sake line comprising daiginjo and junmai bottles, “Fukuwakamatsu”. Each of them is made with care, and the drinkers can without a doubt feel the traditional techniques inherited from the master brewer Echigo.



## Ikedaya Shuzo Co., Ltd.

founded in 1689  
612-1, Miwa, Ibigawa-cho, Ibi-gun, Gifu  
TEL 0585-22-0016





Junmai-shu

# Bojimaya Cho-Karakuchi



A sake one cannot get enough of

### Tasting comment

An almost transparent pale yellow. Fruity aromas of grapefruit or green banana, but also mushrooms as well as a powerful acidity come forth. The mellow sweetness gives way to this strong acidity, and towards the middle of the tasting, the rice umami and astringency surface. The flavorful richness fills the mouth with a dry finale. The sake is soft and well-balanced.

### Pairing

This table sake can be paired with everyday cooking, from boiled food to stir-fried food. We recommend savory or smoked flavors. The Bojimaya suits meats and brings forth the refined traditional Japanese cuisine.

Tuna carpaccio (with Parmesan cheese), croquette, earthenware-steamed cuisine, marinated buri fish, roasted white-fleshed fish (with a mushroom sauce), sweet-and-sour pork

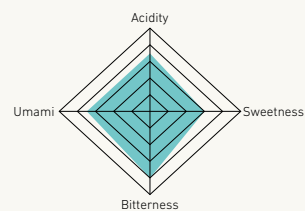
### Recommended cups temperature

Small wine glass  
O-choko  
Shallow sake cup



At room temperature(15°C-22°C)  
Warm sake(Around 40°C)

### Taste balance



Seimai-buai	65%
Rice	Made in Japan
Alcohol	17%
Acidic concentration	1.8
Nihonshudo	+10
Amino-acidic concentration	2.3
Storage	In a cool, dark place

Like a wine – when the brewing gives a special acidity to the sake

The town of Ibigawa, located in the Western part of the Gifu prefecture, was named after the river Ibi that flows there from the Mount Kanmuri (1256 meters) of the Hakusan mountains. The flourishing past of the dwellers living off the water transportation left a trace in the form of the Tokoro Shuzo brewery, active since 1870 in the Miwa neighborhood.

The main brand of the brewery, Bojimaya, was launched by the 5th generation of sake brewers Yu Tokoro after his training in 2000. His idea was to combine the umami and the acidity, with a clean finish. It would complement nicely rich foods or meats since for a sake, its acidity is quite strong, not unlike that of a wine. Its quality does not reduce with time so it can be kept in the fridge for some time, and even become mellow after three years. As Tokoro puts it "I want to show people how to enjoy themselves freely with just one bottle".

The water used for the brewing comes from a subterranean part of the Ibi river and is drawn from a well at a depth of ten meters. Since the previous generation of brewers, the production is based on the will to create a sake "that we would like to drink ourselves". Aside from the main brand, the Tokoro Shuzo genshu sakes have not been diluted with water and have received very little treatment after the pressing.

The most important peculiarity of this brewery is its namazake (unpasteurized sake), unique, produced and sold all year long at a monthly rhythm. It must be kept at a low and controlled temperature but such a sake, whose peculiarity is a treat for the gourmet, can be found only at Tokoro Shuzo.



### Tokoro Shuzo Co., Ltd.

founded in Early Meiji period  
537-1, Miwa, Ibigawa-cho, Ibi-gun, Gifu  
TEL 0585-22-0002



# Ibi



A strong fruity taste,  
a fleshy full-bodied sake

### Tasting comment

The color is a nebulous silver, characteristic of an origami sake. Among the rich fruity aromas of kiwi, green apple, pear or melon, a hint of bitter almond slightly comes forth. The impression left is simple. The richly sweet and slightly acidic flavors taste mineral and the tasting ends with an ample body with a moderate bitterness. The finale is dry and clear.

### Pairing

A salty cuisine is recommended. We also suggest pairing this sake with ingredients that would make its ample sweetness come forth. The mellow flavors of chestnut or cream, the rich broth such as consommé are also recommended.

*New Year traditional cuisine*  
(anchovy cooked in sugar and soy sauce, boiled black beans),  
chestnut desserts,  
kuri kinton (a chestnut sweet from Gifu), white sauce gratin,  
salt-grilled buri fish (with lemon), rich consommé

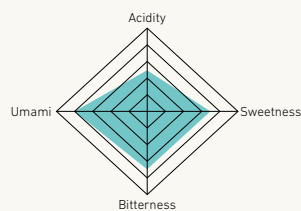
### Recommended cups temperature

Seimai-buai	60%
Rice	Ibi no Homare
Alcohol	17%
Acidic concentration	1.8
Nihonshudo	-3
Amino-acidic concentration	0.9
Storage	In a cool, dark place



Suitable for a wide range of temperatures  
Warm sake, or warm then cooled off sake

### Taste balance



A delicate sake from an original rice,  
lauded by foreigners.

Sugihara Shuzo is known as the "smallest brewery in Japan". Even the locals have trouble getting their hands on its main brand "Ibi", nicknamed "the phantom sake".

Its peculiarity comes from its rice. The sake rice "Ibe no Homare" is a unique rice specially created by three local people: the brewer, a farmer, and a biologist. It is an enhanced version of the famous sake rice Yamada Nishiki, adjusted to the Ono climate to bring out its best umami in the sake. The farmer only harvests two warehouses worth of this rice, hence the small quantity of bottles produced by Sugihara Shuzo every year.

The Ibi river flows near the town of Ono where the brewery is located, and the Nobi plains extends all around. The fifth master brewer Yoshiki Sugihara has started by the rice culture, saying "I would like to produce a local sake made from a rice best suited for our natural climate." When he inherited the 1892-founded brewery, he was still a novice in the trade. The seimaibuai, the ingredients, the water absorption rate, the fermentation rhythm... He started out while writing these information and repeating trials, errors, and analyses. This sake born from constant efforts has a fruity and refreshing flavor, with an ideal sweetness. It is popular abroad and most notably in Hong Kong, South Korea, China, Taiwan, the United-Kingdom, France and Germany, where it can be found on renowned restaurants' tables.



### Sugihara Sake Brewery Co., Ltd. (Sugihara Shuzo)

founded in 1892  
1, Shimoiso, Ono-cho, Ibi-gun, Gifu  
TEL 0585-35-2508



Junmai Daiginjo

# Minogiku



Elegant

### Tasting comment

The color is a very pale yellow. The first aromas are nice and discreet. They recall fruits like green bananas, pears, or unripe melon, but also the freshness of bay leaves.

The attack starts lightly on the tip of the tongue. It is followed by the mellowness of rice and by a moderate acidity, which balances and unfolds in the mouth with the umami. A rich bitterness appears and the finish is pleasant and clear.

### Pairing

Dishes with a strong umami taste will match this sake, since umami is its main characteristic.

#### Marinated fishes

Boiled crab, shrimp grilled in salt, gratin dauphinois, cheese fondue, steamed meat dumpling (shumai)

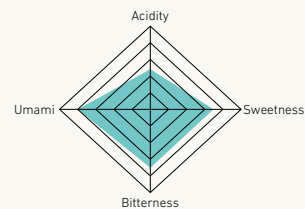
### Recommended cups temperature

Large wine glass  
O-choko



Around 15°C—18°C

### Taste balance



Seimai-buai	50%
Rice	Yamada Nishiki Hida Homare
Alcohol	15.3%
Acidic concentration	1.3
Nihonshudo	+3
Amino-acidic concentration	1.3
Storage	In a fresh and dark place

## In search of the best sake, with the help of technology

The virtues of the waters flowing from the Yoro mountains have contributed to the daily life of the inhabitants in the town and district of the same name in Gifu for a long time. Gyokusendo Shuzo is a brewery founded there in 1806. It originally mass-produced sake but since the 1990s, it has started specializing in quality over quantity. The company is always excited to participate in competitions and has received the top award of the Annual Japan Sake Awards for four years, a precious honor.

Its main brand "Junmai Daiginjo Minogiku" is made from Yamada Nishiki and Hida Homare rice. The very soft water that the brewery uses, comes from an underground river 200 meters below the ground. Gyokusendo Shuzo offers a graceful and modern sake, with a delicious aftertaste. After a lot of research, the brewery combined the virtues of hand-made tradition to cutting edge technology for high precision production. Many trials determined the necessary adjustments so the rice would not dissolve, and the umami would come forth. To this end, Gyokusendo Shuzo introduced a machine to measure the water absorption in the grain at the rice washing step. The sake is stored in refrigerated containers as soon as it is done simmering. It is then sold at its most mellow time. Thanks to its sweet aroma, it is a very welcome drink to pair with good cuisine.

Its marriage with the traditional Japanese cuisine should be particularly praised. The aftertaste after the first mouthful is perfectly paired with the delicate taste of fine cuisine.

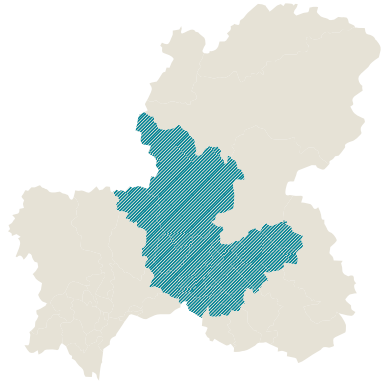


### Gyokusendo Shuzo Co., Ltd.

founded in 1806  
800-3, Takada, Yoro-cho, Yoro-gun, Gifu  
TEL 0584-32-1155



# CHUNO



## 〈The Chuno region〉

Mt. Dainichigatake where the Nagara river springs forth is located in the Chuno region. From the first days of summer until fall, Gujo City is popular for its ayu fishing in the river upstream from town. A bit further along the same Nagara river, Mino city is renowned for its traditional washi paper production, which was registered as a UNESCO Intangible Cultural Heritage. The name of the local technique is "Hon Mino-shi". The neighboring city of Seki is one of the world's three major cutlery centers. They craft a wide variety of blades and export them.

The Nagara runs through the Chuno region from North to South and gave it multiple blessings. On its banks, traditional crafts were born; including washi paper 1300 years ago and cutlery 800 years ago.



Junmai Ginjo Jikagumi Muroka Nama Genshu

# Hyakushun



A rich fruity sweet taste,  
with a juicy, pleasing acidity

### Tasting comment

The color is silvery transparent, reflecting the light like crystal. The main aroma is typical of ginjo, rich, with ripe pineapple or melon notes. The generous sweetness gives way to a pleasing acidity which smoothly fills the mouth. The finale shows a little bit of bitterness, for slim and dry impression. As we drink, the stinging freshness of the beginning turns into a peaceful taste.

### Pairing

A strongly salty cuisine or a freshly acidic one. Tomato-based Italian dishes are also recommended.

Dried aji fish, sake-cooked asari shells,  
wakasagi fish tempura, fried meat or fish in spices,  
lasagna, caprese salad, tomato pizza,  
red fish or shellfish sashimi

Seimai-buai	60%
Rice	Special rice Mino Nishiki
Alcohol	16.5%
Acidic concentration	1.6
Nihonshudo	+1
Amino-acidic concentration	1.6
Storage	Fridge, to be opened within three months from the production day

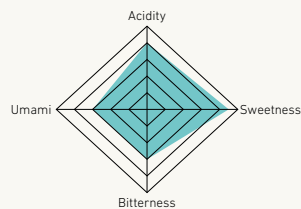
### Recommended cups

temperature



Around 10°C

### Taste balance



## Distinctive rice and water, enhanced by fermentation

The main street in Mino City, nicknamed "udatsu street" has kept its historical charm. Houses from the Edo period (1603-1868) have udatsu, or firewalls built on the ends of a roof to help prevent the spread of fires. These roofed separation walls gave their name to the street. The washi Japanese paper of Mino has been designated as a UNESCO Intangible Cultural Heritage. Prosperous artisans used the udatsu on their roofs as part of their competition against each other. Among them, the Kosaka Shuzo brewery was founded in 1722, and its building was classified as important cultural property of Japan.

The main brand of the brewery is the "Junmai ginjo jikagumi muroka nama genshu Hyakushun".

The water used to make their sake comes from an underground part of the Nagara river and the local rice, Mino Nishiki, is irrigated by the same river. "The Nagara water is soft and delicious. The sake is made by the action of microorganisms that get lively during the fermentation, by exploiting the distinctive characteristics of the rice and water", explains the president Yoshinori Kosaka. The muroka nama genshu Hyakushun is bottled as soon as the pressing of the sake is over. Its strong umami and aroma as well as its slight acidity due to the gas in the bottle make it a popular sake, including abroad. Thus, the chef of a Basque cuisine restaurant in London particularly recommends to pair it with oyster, charcoal grilled fish, or cheesecake. The name "Hyakushun" means "eternal spring". When in our mouth, its spring-like flavor would almost grow flowers in our hearts.

The bottles designed to be exported are pasteurized to keep all their properties, hence the disappearance of the genshu' s characteristic sparkle, replaced by a mellower aroma.



### Kosaka Shuzojo Co., Ltd.

founded in 1772  
2267, Aoi-cho, Mino City, Gifu  
TEL 0575-33-0682



Junmai Ginjo

# Miyozakura Leaf



A sake, well-balanced between sweetness, acidity, and bitterness, with a rich aroma

### Tasting comment

The aromas are characterized by hints of pear, green verdure, and bay leaves. The sweetness of rice can be tasted. Combined with a soft acidity, it does not spread widely in the mouth. The finale is dry, as a moderate bitterness comes forth.

### Pairing

This mineral rich sake has a good balance between sweet and bitter and is ideal for pairing with salty food or bitter cuisine.

Vegetable tempuras with salt,  
sanma fished grilled with grated white radish and soy sauce,  
white-fleshed fish sashimi, hollandse nieuwe, seafood pasta

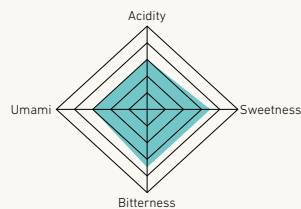
### Recommended cups temperature

Seimai-buai	60%
Rice	Asahi no Yume
Alcohol	15%
Acidic concentration	1.5
Nihonshudo	±0
Amino-acidic concentration	1.6
Storage	In a cool, dark place



8°C - 12°C

### Taste balance



## The elegant taste of local rice – the pleasure of a constantly evolving brewing

The Nakasendo is a 532 kilometer (330 mile) ancient mountain road linking Tokyo to Kyoto that the travelers used to walk by foot. The place where the "Ota pass" (a ferry) allowed them to cross the Kiso river used to be one of the most dangerous parts of the travel. The people blocked from crossing by the occasional flood made this Ota stop-over a successful one as they were drinking sake when night came. Founded in 1893, Miyozakura Jozo was established by consolidating several sake breweries that are recorded to have existed here.

The main brand of the brewery, "Miyozakura", was named after the cherry blossom (sakura) whose five petals symbolize the harmony of the sake's five tastes and five senses. It participates to the evolution of a movement to "give meaning to the local sake production in Gifu". The rice "Asahi no Yume" grown by contract farmers in Minokamo (where Miyozakura is located) has properties very similar to that of a sake rice such as a low viscosity and big grains. Its cultivation matches the peculiarities of the local climates too. "Ingredient management is essential." True to these words, to fit the rice quality, it is left to soak a whole night then dry steamed in ginjo vats. The fermentation is done with a unique method. It lasts a long time because it happens at a low temperature, thanks to nets wrapped around the reservoirs that act as water conveyors. The bottle "Miyozakura Junmai Ginjo Leaf" was conceived as a high-end sake that could be paired with everyday cuisine. It satisfies its producers since "it has allowed us to express the taste of our local rice".

Hiroe Watanabe, 6th generation of brewers, became the head of Miyozakura Jozo at the age of 29 years old, in 2005. He has been surrounded by a skilled, passionate, and hard-working team. Since 2012, the limited-edition brand "Tsushimaya" is made with local ingredients, but its concept is also to play with the modern evolution of sake brewing. "Our strong base is the Miyozakura. But we also want to bring to life the technologies that we have developed." In accordance with these words, the brewery continues working hard on sake brewing.



### Miyozakura Jozo Co., Ltd.

founded in 1893  
3-2-9, Otahonmachi, Minokamo City, Gifu  
TEL 0574-25-3428



Junmai-shu

# Kuromatsu Hakusen

S U F

A rich sake with a strong taste

### Tasting comment

Aromas of grapefruit, pear, green bamboo, or cooked rice. The attack is strong, the sweetness of ripe fruits and the acidity of citrus fruits fill the mouth. The impression gets richer towards the end with a bitterness that brings out the umami and the depth of the sake.

### Pairing

With its strong sweetness, its umami and its mellowness, this sake will suit dishes made from fermented seasonings such as soy sauce or miso. It also recommended with a traditional Japanese condiment cuisine such as the sansho pepper or a rich cuisine.

Asari shells skewered with sugar, soy sauce and ginger,  
anago fish and wasabi riceball,  
strong tasting camembert cheese,  
Hida beef flame-grilled with yuzu and pepper



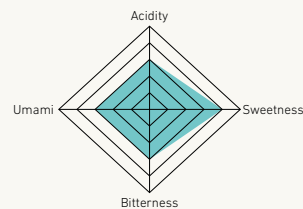
### Recommended cups temperature

Big or medium wine glass  
Shallow sake cup



Room temperature (Around 18°C)  
Warm (Around 45°C)

### Taste balance



### Hakusen Shuzo Co., Ltd.

founded in Late Edo period  
28, Nakakawabe, Kawabe-cho, Kamo-gun, Gifu  
TEL 0574-53-2508



A renowned *mirin* maker – a sake made for the table

Mirin is a sweet rice alcohol and an essential of Japanese cuisine. Made from rice koji, sticky rice and shochu (a rice alcohol), its alcohol percentage is generally around 14%. It plays a big role by bringing out the umami and the taste of the dishes. Since its foundation at the end of the Edo era (between 1850 and 1860), Hakusen Shuzo is a brewery which main production is mirin. Nowadays the sweeter mirin-like seasonings are easy to find, but the "true mirin" traditionally prepared and fermented by Hakusen Shuzo is recognized by the most prestigious restaurants.

Unlike the sake-centered breweries, Hakusen Shuzo focuses more on the pairing of the sake with the cuisine. Mirin influences greatly the taste of dishes, hence the numerous opinions the brewery receives from chefs in search of a precise taste. To answer them seriously, it is necessary to find the best ingredients to prepare this "cooking alcohol". Thus, even a daiginjo's aromas must be moderate to enhance the food it is paired with. The perfect situation would be to have the guests eating heartfully thanks to the umami and the richness of the sake, and then realize: "ah, I've been drinking since earlier!" The water is sourced from an underground branch of the Hida river. It brings to the sake its soft mellowness as well as its feel on the tongue. Each specialty of Hakusen Shuzo has its designated master brewer: mirin, shochu and sake. They put all their skills and information sharing to the task. "The fabrication method and the taste of our mirin have not changed since the Edo period, and it is our duty to keep this tradition going for the next two or three decades." This is the earnest state of mind supporting the whole brewery's production, sake first.



Tokubetsu Junmai-shu

# Hidaji no Kantsubaki

F S L

A sweet sake with a subtle and light attack

### Tasting comment

The aromas are soft with hints of grapefruit, pear, and white mushrooms. The attack is subtle with a tasty and harmonious sweetness. It fills the mouth tightly with a slight acidity. The finish is pleasant and lightly bitter.

### Pairing

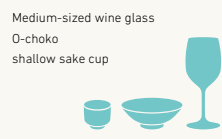
This subtle sake matches well with simple ingredients and tasty dishes.

Wakegi bulbs and nuta with white miso, Meiho ham, snap peas boiled with salt and served with mayonnaise, sukiyaki, Sachertorte  
(when the sake has the warmth of a sun-heated glass)



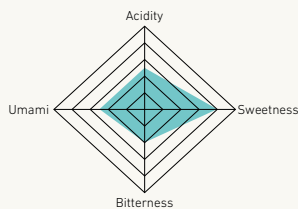
Seimai-buai	60%
Rice	Gohyakumangoku
Alcohol	14-15%
Acidic concentration	1.4
Nihonshudo	+3
Amino-acidic concentration	1.6
Storage	In a cool, dark place

### Recommended cups temperature



Room temperature (12°C-14°C)  
Warm (Around 35°C-40°C)

### Taste balance



A unique knowledge and techniques –

the sake is made between earthen walls from a waterfall’s water

Heiwanishiki Shuzo is built up against Mount Tomi (272 meters), the “Grand Canyon of Gifu”, a sight from the neighboring mountains. It was founded in 1850. The 13th generation of owners takes good care of the main building and the brewery that date back from this time.

The former master brewer was “Nanbu Toji”, who is from Iwate and has high sake brewing skills. Served Heiwanishiki Sake Brewery for over 30 years. The current toji, who learned sake brewing from the previous toji for about 10 years, is the nephew of the 13th head of the family. The wisdom and the techniques learnt near the former master brewer his knowledge of the brewery’s habits and the mountainous climate... his skills based on his experience certainly differ from that obtained through a more academic learning. After many trials and errors, the brewery decided to mainly use the Toyama prefecture Gohyakumangoku rice. The water is from “Nanten no taki” , a waterfall more than 20 meters high on Mount Tomi. Its natural softness allows a slow fermentation, the secret to a mild sake. The latter is made between the original earthen walls of the brewery, forty centimeters thick, which isolate it from the outside air and keep its temperature.

The “Hidaji no Kantsubaki” was born almost twenty years ago. It offers elegant aromas and a mellow and deliciously rich taste. The wide range of namazake are also very appreciated: “we meant to create a sake that we would love to drink, easy to appreciate.” In the shop window next to the brewery, koshu (old sake) from different ages are aligned, as well as a yuzu-flavored sake, made after the suggestion of a lady customer. This image feels like the real Oku Mino experience.



### Heiwanishiki Shuzo Co., Ltd.

founded in 1850  
2121, Shimoaso, Kawabe-cho, Kamo-gun, Gifu  
TEL 0574-53-5007





Junmai Daiginjo

# Tamakashiwa



A gorgeous and balanced  
with a lightly sweet taste

### Tasting comment

Hints of pear, yellow apple, or peach. The soft sweetness of melon, the well-balanced umami, and a refreshing and moderate acidity fill the mouth pleasantly. As we taste it, the sake's mellowness comes out. When served warm, its sweetness is akin to honey.

### Pairing

Best at the beginning of the meal. This strong sake with a lightly sweet taste is suitable for a fruity dish or moderately acid cuisine.

White radish and carrot in a vinegar and yuzu sauce,  
capellini with white peach, peach sorbet,  
dry-cured ham and melon, apple and cucumber salad



Seimai-buai	35%
Rice	Yamada Nishiki
Alcohol	17%
Acidic concentration	1.3
Nihonshudo	+2
Amino-acidic concentration	0.7
Storage	In a cool, dark place

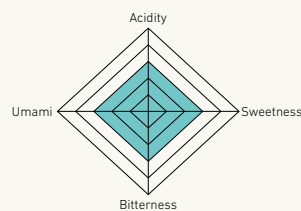
### Recommended cups temperature

Medium-sized wine glass  
Guinomi sake cup  
in faceted glass  
O-choko



Slightly cold (8°C—12°C)  
Warm sake, on a wide range  
of temperatures (30°C—45°C)

### Taste balance



Next to a river port  
“we take care of it as if it were alive”

The town of Yaotsu where the Kiso River flows was the biggest river port of the Chuno region. Blessed by this water, the soy sauce and miso makers have been numerous, even today. Yamada Shoten (Kuramoto Yamada) makes its sake from the water of a well located in a place that used to be called “Tamai” (wonderful well), named to honor the delicious water wells. The brewery was founded in 1868.

It endeavors to cultivate its local sake rice, with other interested people. Yamada Shoten focuses on the polishing of the rice. “We do everything by hand, thinking of course of the taste, but also of the people who will drink this sake. It really is a part of the traditional Japanese industry”, says the 6th owner of the brewery, Kazuhiko Yamada. The sake taste does change slightly every year. The master brewer, a local, tells that “by looking at the rice appearance, I think of the sake it will make.” He observes his moromi while thinking of the plant “how is it today?”

The fruit of the efforts of Yamada Shoten, very keen on hand-brewing and trusting in its elite brewers, is the “Junmai Daiginjo Tamakashiwa”. The brewery has not been working on the mellow/dry spectrum but has rather tried to produce “a bottle that would be paired on the simplest everyday tables.” This sake should not be limited to family dinners, because it matches many cuisines.



### Yamada Shoten Co., Ltd.

founded in 1868  
3888-2, Yaotsu, Yaotsu-cho, Kamo-gun, Gifu  
TEL 0574-43-0015



Tokubetsu Junmai-shu

# Hanazakari

S U F



A mild sake with the distinctive sweetness and acidity of the apple

### Tasting comment

A pale-yellow color. The aroma is light with hints of mushroom, the white rind of cheese, grapefruit, and cacao. In the mouth, the acidity of sweetness of an apple blend and spread with mellowness, to end on a bitter note that gives its lushness to the sake.

### Pairing

This table sake is suitable for a wide range of dishes. Since its umami is strong, it is a good match for a strong tasting cuisine such as meaty or tomato-filled dishes, dried fish or fermented products filled with umami.

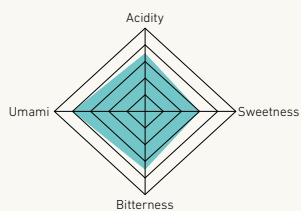
Mushrooms grilled with cheese, tomato-cooked meatballs, nikujaga, simmered taro and squid, chicken skewer (viscera), pizza with fish pickled in rice bran, miso-pickled pork, wild game

### Recommended cups temperature



Slightly cold or at room temperature (10°C–18°C)  
Warmth of a sun-heated glass (Around 30°C)

### Taste balance



Seimai-buai	60%
Rice	Gohyakumangoku
Alcohol	15-16%
Acidic concentration	1.7
Nihonshudo	+3
Amino-acidic concentration	1.2
Storage	In a cool, dark place

An elegant taste due to squeezing – a brewer on his mother’s footsteps

The town of Yaotsu is in an area blessed by the Kiso river’s waters. It thrived because of its port, the last accessible place for the boats going upstream. Hanamori Shuzo was founded there, in 1886.

The brewery focuses its efforts on the pressing step. Nowadays, it uses a precious Yaegaki press which presses slowly and thoroughly the sake base mix to produce a transparent, perfect result. It is possible to get various sakes according to the strength applied and after experimenting a bit, the brewers have set it to a wonderful one. There are three different muroka nama genshu depending on the pressing strength. The “Shizuku” is not pressed by the machine but filtered drop by drop with a bag in very small quantity and sold in a similarly limited edition.

The water used is from a subterranean stream of the Kiso River that helped Yaotsu grow its brewing culture. The rice and the yeast were carefully selected to match its softness and roundness. The “Tokubetsu Junmaishu Hanazakari” has a strong umami taste coming from the Gohyakumangoku rice used during its making process. It flows in the throat with the delicacy of a just-opened flower. A young farmer cultivates on a nearby land the sake rice that was used to make the “Kutami”, a bottle named after the cultivated plot.

The current master brewer, Eiji Kani, is the 5th generation of owners of this brewery. Before him was his mother, Atsuko. She cherished the harmony between the brewers and worked earnestly with neat tools. Her efforts allowed the Hanamori Shuzo sakes to grow in quality. Kani took over after her, saying powerfully: “What I can do, I do well. I follow in my mother’s footsteps without cutting corners.”



### Hanamori Shuzo Co., Ltd.

founded in 1886  
4091, Yaotsu, Yaotsu-cho, Kamo-gun, Gifu  
TEL 0574-43-0016



Junmai Ginjo

# Bojo

S U F

A powerful and balanced sake made from locally sourced ingredients

### Tasting comment

Pale yellow color. The aromas that stand out are the ginjo's (white peach and melon) and the rice's, reminding one of sticky rice flour cakes. In the mouth, the pleasant rice umami, and the sweetness of the koji can be felt, as well as a clear acidity. These three tastes fill the mouth with volume. The finish ends with a good balance and its last bitterness and umami.

### Pairing

This sake has volume, so an ample cuisine is suitable, with oil-based dishes or savory ingredients such as miso.


Boiled asparagus with tartar sauce, hirame fish carpaccio, shrimp tempura, white rind cheese, squid nuta-fashion with spring onions, soy sauce preserves



Seimai-buai	55%
Rice	Gohyakumangoku
Alcohol	15-16%
Acidic concentration	1.4
Nihonshudo	+5
Amino-acidic concentration	1.7
Storage	In a cool, dark place

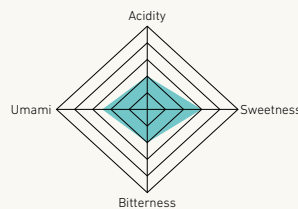
### Recommended cups temperature

Big wine glass  
O-choko  
Shallow sake cup (with warm sake)



Slightly cold or at room temperature (8°C–20°C)  
Warm (Around 50°C)

### Taste balance



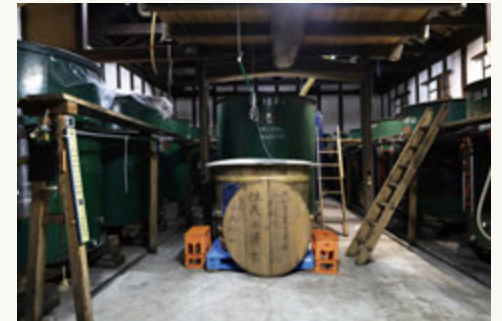
## A bottle named after his mother – the warmth of Gujo's people flows in this sake

Founded in the 1870s, at the beginning of the Meiji era, Hirano Jozo is surrounded by the mountains. In front of the brewery flows the Kurusu, a branch from the Nagara River, in this part of the peaceful Oku Mino region. The second master brewer of Hirano Jozo named its sake "Bojo" (maternal feelings) to honor the wife of the founder, She had a warm heart and was loved by the locals. This warmth is still passed on nowadays since this episode.

The bottle "Junmai Ginjo Bojo" is entirely made from local rice. Neighboring farmers partner with the brewery and cultivate for its sake rice fields that used to be vacant. Until then Hirano Jozo used to use Gohyakumangoku rice from Fukui or Toyama, but the plant adapted well to the local climate and has produced high-quality grains. The sake has kept the sweetness and the umami of that rice. It can also be said that its nice feeling on the tongue and its elegant and slightly refreshing aroma also stem from this cereal. Thus, this sake becomes a delicious ambassador for the brewery.

The water "coming from the earth, passed down from the past to the present", renowned for its purity, is used to make this sake. It is drawn one kilometer away from the brewery, from an underground water source coming from the depths of the mountain. It is used during the whole process: rice washing, tools cleaning, and even in the daily life. The ayu fish swimming in the Nagara River where this water flows into are called "Gujo's ayu" and are famous as a top-of-the-range dish.

Since its foundation, Hirano jozo has produced only small quantities of sake between its earthen walls that naturally protect it from the outside warmth. The rice is steam cooked there in traditional ovens and the state of the moromi is controlled by hand by the brewers. This hand-made taste brings warmth to the guests who enjoy this sake.



### Hirano Jozo Inc.

founded in 1873  
164, Tokunaga, Yamato-cho, Gujo City, Gifu  
TEL 0575-88-2006



Honjozo

# Genbun Tennen Hana Kobo Jikomi Sakura

S U L



A light sake with a nice aroma

### Tasting comment

A silvery and shiny color, almost transparent. The aroma is discreet and delicate: a harmony of pear, powdery rice, and small white flowers. The attack is characterized by a soft and pleasant sweetness, unfolding lightly and tightly, with richness. The finish is dry. A slight flowery aftertaste remains.

### Pairing

This sake with a soft and elegant sweetness can be paired with ingredients and a cuisine as delicate, as well as savory or acid dishes.

Seasonal white fish poêlée, Chirashizushi, Potato salad  
Ebishinjō, Brillat Savarin cheese

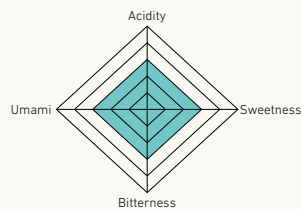
### Recommended cups temperature

Seimai-buai	70%
Rice	Akita Komachi
Alcohol	15.7%
Acidic concentration	1.4
Nihonshudo	+4
Amino-acidic concentration	—
Storage	In a cool, dark place.



Chilled or at room temperature  
(13°C—15°C)

### Taste balance



## A refreshing sake which gets its natural aroma from flower yeast

Nunoya Hara Shuzojo, founded in 1740, is a brewery settled in the northernmost point of the Nagara River. The place is a former stepover city of the Echizen road, which some wooden houses remained as they used to be. In the back of the brewery stands the original earthen building, along with some fine tools that are still being used to this day such as birch casks built more than one hundred years prior.

Its main brand is the honjozo sake "Genbun Tennen Hana Kobo Jikomi Sakura". It is balanced and refreshing, its aroma is pleasant and elegant. Other series, "Kiku", "Gekka Bijin", "Abelia", are also made with flower yeast. "My professor from Tokyo University of Agriculture created with success yeasts from flowers", explains the 12th heir to the brewery, Motofumi Hara. He himself has participated with his research about the role of an antibacterial matter to isolate the flower yeast, which he has been using for more than ten years as a brewer. Compared to the sakes made with yeasts distributed by the Brewing Society of Japan, in general, sake made with flower yeast, finding in nature new possibilities, wins the highest national distinctions. Under the brewery flows water from Mount Haku, one of the three sacred mountains of Japan and nicknamed the "Goddess of Water". The Akita Komachi rice is cultivated on site with the same water.

The yeast made from the fragile flowers is powerful. We can hear near the tanks the never-ending bubbling of the natural aroma sake fermentation.



### Nunoya Hara Shuzojo

founded in 1740  
991, Shirotori, Shirotori-cho, Gujo City, Gifu  
TEL 0575-82-2021



Junmai-shu

# Haburi Koseki



The umami stands out clearly in this subtle sake

### Tasting comment

Pale yellow green color. The aroma is light and soft. The ginjo aroma stands out with its hints of grapefruit and banana, as well as notes of green herb and chervil. The ingredients can be felt through clear rice aromas, but also mushroom and lime. When tasting, a refined sweetness and a soft bitterness blend tightly in the mouth. The full-bodied bitterness of the finish leaves a dry impression.

### Pairing

This subtle sake with a clear umami flavor is recommended for simple vegetable dishes, umami-tasting ingredients, or tomato-based cuisine.

Slightly pickled cucumber and cabbage, caprese salad, cured ham, grilled tomatoes and eggplants with cheese, fresh goat cheese



Seimai-buai	70%
Rice	Miyama Nishiki
Alcohol	15-16%
Acidic concentration	1.8
Nihonshudo	-3
Amino-acidic concentration	2.5
Storage	In a cool, dark place

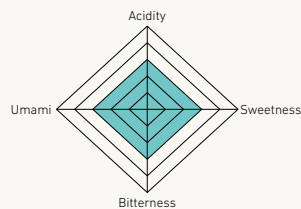
### Recommended cups temperature

Medium-sized wine glass  
Faceted glass o-choko



Around 14°C

### Taste balance



A family-brewed sake, with the ancestors' techniques and tools

Yoshihiko Sako, 11th generation of the Matsuiya Shuzojo master brewer tells: "I became a master-brewer 45 years ago. I was 35 years old, so I spent most of my life in this trade. I am not a heavy drinker myself, so I try to create bottles that could be appreciated by anyone, a pleasant and warm sake." Here, the polishing and the rinsing of the rice are done by hand, the steam cooking happens in traditional Japanese ovens and in wooden baskets. The cooked rice is moved by hand and brewed with wooden sticks before being suspended in bags where it is left to drain drop by drop for five to seven days. These techniques have almost not changed since the Edo era (1603-1868), well-kept by the four family members. "We want to leave trace of our ancestors' spirit, who poured their life in sake." Thus, the brewery exhibits around 7000 everyday life objects or tools linked to its activity. Sako sorted them for three years and 3600 of them have been designated important cultural and folkloric goods of the Gifu prefecture. The museum is "alive" because some of the tools are still being used.

To have the koji yeast slowly bringing out all the rice flavors, the brewers focus all their efforts on the temperature management when the two meet. For the moromi step, the brewery stays faithful to the tradition that has the mix strongly heated at the beginning then very lightly towards the end. There is no carbon filtration, hence the slight color of the sake and its strong umami. I always try not to rush. Every year the climate, the rice, but also our thinking change. In sake brewing, I am a freshman every year.

The labels of the bottles "Junmaishu Haburi Koseki", "Honjozoshu Kajitajo" and "Nigorizake" have been decorated by the writing of Sako's three daughters when they were in primary or middle school. Nowadays, all three of them help at the brewery. The eldest got married to a farmer in Nagano city, and the pair produces the Miyama Nishiki rice used at Matsuiya Shuzojo.



### Matsuiya Shuzojo Co., Ltd.

founded in 1795  
688-2, Kajita, Tomika-cho, Kamo-gun, Gifu  
TEL 0574-54-3111

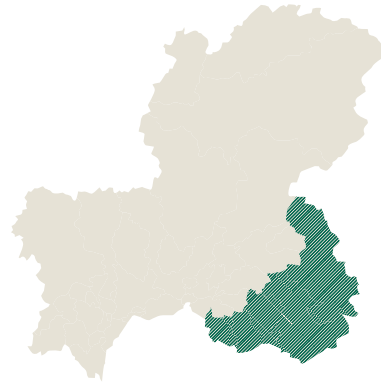


# TONO

〈The Tono region〉

This region is crossed by the former mountain road Nakasendo, active during the Edo period (1603-1868). It used to join the political center of Edo (Tokyo) to the imperial residence as well as cultural and economic center of Kyoto. This historical way left deep marks that can still be seen today. Magome Juku (post town) at the border of Nagano Prefecture used to be a resting spot for travelers. It is now a tourist attraction popular among both domestic and foreign visitors. Additionally, local kabuki was born there thanks to the traveling actors who taught their art to the residents. The prefecture is still home to the biggest number of preservation societies in Japan, more than thirty.

In addition, due to the abundance of clay suitable for pottery, the production of ceramics has thrived since ancient times and has been a source of affluence for the area. The local "Mino-Yaki" accounts for about half of the ceramics made in the whole country.



Tokubetsu Junmai

# Kozaemon Shinano Miyama Nishiki

F S U



Versatile sake with a soft sweet taste

### Tasting comment

Pear, green banana aromas. The first taste is sweet, close to papaya or banana, and it has a good balance with a pleasant acidity. The sake smoothly fills the mouth, tightened by a quiet bitterness. The finale is characterized by an echoing sweetness and umami taste.

### Pairing

This sweet, top-of-the-range sake can be paired with salty and acidic cuisine. It is particularly recommended with grilled fish or chicken.

Grilled chicken, grilled fish, omelet, Japanese style rolled omelet with cod roe, salty chicken Gero-style (Keichan)

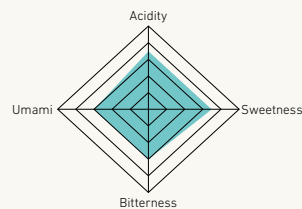
### Recommended cups temperature

Seimai-buai	55%
Rice	Miyama Nishiki
Alcohol	15.5%
Acidic concentration	1.2
Nihonshudo	+4
Amino-acidic concentration	1.4
Storage	In a cool, dark place



Fresh or at room temperature (10°C—18°C)  
Warm sake(40-45°C)

### Taste balance



Sakes for all,

a brewery that lets you take in the diversity of sake

The brewery was founded in 1702, during the Edo era. "Celebrating the beauty and the diversity of the four seasons. We produce sake to match seasonal cooking. We aim to pass on this vision of the world to everyone." To reach this goal, Nakashima Jozo offers more than sixty different products, including many seasonal limited-edition sakes. In line with their motto "How to express the richness of the rice and water of our area", the brewers spare no time and no effort, from fermentation to maturation.

The Toki River flows nearby, behind the brewery, but the water used for the sake is drawn from a long and shallow well on the property itself. The water that filters from it comes from an underground reservoir, flowing from the Byobu mountains. Some fossilized shells appear in the soil, a sign of the ancient sea that used to cover the land. This water is soft and rich. The special junmai sake "Kozaemon Shinano Miyama Nishiki" is made with a rice from Iida in Nagano, which was in the same sea area as this place fifteen million years before. With its smooth and translucent umami and its light aroma, it feels like the freshness and the sharpness of the wind on the face after running. Its taste does not get altered even if the temperature changes and it can be paired with a wide range of dishes. Since it comes from a region with plenty of fossilized shells, it would be an outstanding match for seafood.

Some of Nakashima Jozo's sakes are made with the local rice Hida Homare. The collaboration with the farmers goes both ways because the sake lees (kasu) are used as fertilizer by the local farmers. "The fermentation, aging, and the strength of the rice all stand out. The rice being produced in this region is blessed by the water's quality and the local weather." The search for the terroir and the technique know no bounds.



### Nakashima Sake Brewing Co., Ltd. (Nakashima Jozo)

founded in 1702  
7181-1 Tokimachi, Mizunami City, Gifu  
TEL 0572-68-3151



Junmai Ginjo

# Wakaba

S U L



A refreshing sake with an umami taste

### Tasting comment

Light aromas of pear and banana characteristic of ginjo blend with the fresh hints of green bamboo and verdure. The attack is supple, and the sake has a pleasant balance between a fresh acidity, a soft sweetness and bitterness. The last note is that of cloves.

### Pairing

This fresh sake with a strong umami fits sushi or other rice-based cuisine, as well as acid and savory dishes.

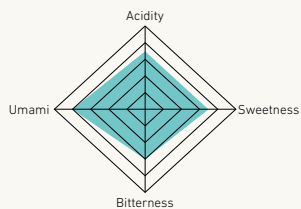
Sushi in magnolia leaves, mackerel sushi, oshizushi, basil sauce octopus, salty cheese, smoked cheese

### Recommended cups temperature



Slightly Fresh(10°C—12°C)  
Warm sake as if it had been heated up by the sunrays(Around 35°C)

### Taste balance



Seimai-buai	50%
Rice	Omachi
Alcohol	15.5%
Acidic concentration	1.3
Nihonshudo	+6
Amino-acidic concentration	1.4
Storage	In a cool, dark place

## A determined taste, enjoyed by the Mizunami people for more than 300 years

"A sake that you could recommend to anyone, without even thinking. We hope that one cup would be enough to take you to Mizunami." Wakaba is a brewery founded during the Genroku period (between 1680 and 1709) in the Masumi district of the city of Mizunami, at a fork between the old mountain road of Nakasendo and the road to Nagoya, the perfect place for a flourishing business. "Until recently, there were only fields here. The rivers Toki, north of the brewery, and Origawa in the east were big waterways. There was everything needed for the culture of rice and the sake production", explains 13th head of the brewery. During the Edo period (1603-1868), there were many others: nowadays, only two remain. Determination and a very good taste permeate this three hundred years old brewery. The sake is made with rice mainly cultivated by the local agricultural cooperative, the yeast is also from Gifu and the water is drawn from Wakaba's own ground. Since the 13th owner started in 1999, the brewery started specializing in 100% junmai sake, with each bottle boasting a deep, mouth-filling aroma and a signature fresh aftertaste. "We wanted it to be an everyday sake, that would go well with various dishes." "The most important thing for us is to make a sake that we would enjoy drinking. I have this one almost every night, with my dinner." Mr. Ito has a familiar and reassuring aura, but he managed to establish his taste to both the sake and his region. "This is a taste that was always popular here, and it is linked to the terroir. We have decided to contradict the modern trend and flavor the taste that makes our brand." In 2022 his son, the 14th generation of master brewer, came back to the family land. The enthusiasm for the brewery and the passion of the taste will be passed on to the next generation.



### Wakaba Co., Ltd.

founded in 1680-1709  
7270-1, Toki-cho, Mizunami City, Gifu  
TEL 0572-68-3168





Junmai Ginjo

# Chigo no Iwa

F S L



A clear and refreshing dry sake that one cannot get enough of

### Tasting comment

A silvery, almost transparent color. One can feel slight nuances of grapefruit, green herbs, or banana. The attack is light with a moderate sweet taste and a soft acidity that fill the mouth tightly, then the bitterness gives substance to the sake towards the end of the mouthful. The general impression is that of a translucent sake with a moderate sweetness.

### Pairing

The rich bitterness of this sake stands out better when it is paired with an herb cuisine. It also fits simple dishes.

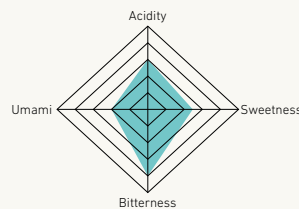
Octopus and potato Genovese salad, tomato and mozzarella caprese salad, ratatouille, Genovese pasta, fresh tofu with a miso and meat sauce

### Recommended cups temperature



Fresh or at room temperature (10°C—18°C)  
Slightly warmed sake (Around 30°C)

### Taste balance



Seimai-buai	50%
Rice	Hida Homare
Alcohol	15.8%
Acidic concentration	1.5
Nihonshudo	+6
Amino-acidic concentration	1.5
Storage	In a cool, dark place

A high-quality, luminous sake, brewed to the rhythm of a local region

Chigonoiwa Shuzo makes a refreshing and full-bodied sake, to drink endlessly while enjoying life. Their ambition is to create a bottle inviting the drinkers to a generous life. Since its foundation in 1902, the brewery has always tried to offer an "heart-touching" sake for its contemporaries.

In Toki city, a huge boulder of 18 meters of length and height, heavier than 13 tonnes and nicknamed "Chigo Iwa" towers above a mountain stream. According to the legend, a long time ago, a couple desperate for children followed the oracle of Kannon and walked to the rock to pray. There, they received a baby as beautiful as a pearl. This famous place, still well-liked by the local inhabitants, gave its name to the sake named "Chigo no Iwa". The legendary boulder is written with "chigo" as in "baby, infant", and "iwa" as in "rock", but the brewery has changed the two first characters to "a thousand" and "past", to symbolize eternity and the wish that this sake could grow and thrive like a child.

The water used in its making is drawn at a 45 meters depth. The region is well-known for its ceramic production called "Minoyaki". The water going through the long layers of clay necessary for the pottery is exceptionally soft, perfect for a refined sake. The main brand of the brewery "Junmai Ginjo Chigo no Iwa" hides a rich umami after an elegant and refreshing start.

This sake is made thinking of those who will drink it: "by creating delicious bottles made for an everyday life, we can answer any kind of need. Deinking a good sake makes life sweeter and gives hopes for pleasant tomorrows."



### Chigonoiwa Brewery Co., Ltd. (Chigonoiwa Shuzo)

founded in 1909  
2177-1, Dachi-cho, Toki City, Gifu  
TEL 0572-59-8014



Junmai Daiginjo

# Michisakari

F L



Sharp and clear table sake

### Tasting comment

An almost transparent color, with nuances of silver and platinum. A harmony of simple aromas, such as grapefruit, lemon, bay leaves, or green herbs with a fresh perfume. The soft and moderate sweet and acidic tastes tightly spread in the mouth with a slight bitterness that gives flesh to the blend. This sake ends on a dry and sharp note.

### Pairing

This sharp and dry sake with a clear finish is recommended for oil or garlic dishes. It will limit the strong aromas of fish-based cuisine and the oily sensation of oil-based cuisine.

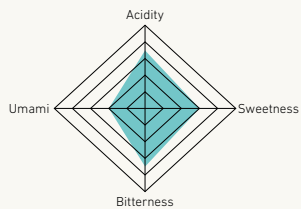
Spaghetti aglio, olio e peperoncino, mapo tofu, cheese fondue, mackerel sushi, fired fish balls, asari shells steamed in sake

### Recommended cups temperature



8°C—10°C

### Taste balance



A dry and popular sake, enhancing the dishes it is paired with

Michisakari Sake Brewing was founded in the middle of the Edo period, between 1772 and 1781, in Kasahara town (Tajimi). Even when sweet sakes were more in trend those days, the brewery continued to stick to the dry sake that has been loved by the locals for many years. About the preservation of this tasty tradition, the 5th brewer Takakichi Mizuno thought "we try to produce a good-quality, easy to drink, and refreshing sake", while concentrating on the rice polishing among others. The author Tatsuo Nagai, nicknamed "the master of novellas", was a distant relative of the Mizuno family. A lover of the Michisakari sake since his first cup, he shared the address with his writer friends which allowed the brewery to acquire a nation-wide fame.

The current master brewer is Tetsuji Mizuno, 6th generation. "We try to make a dry sake that would bring forth the details of the most delicate cuisine. We want to bring another depth to the meals eaten while drinking, it is our mission to help you live a healthy life." The aromas and the taste of the sake should not drown the dishes but enhance their details. Its hidden sweetness and the umami that unravel as the tasting goes make one go "one more please", "one more mouthful".

Every step of the sake-making is carefully analyzed, by statistics and the five senses, to offer this wonderful dry sake. The nihonshudo ranges from 12~13 "tasty dry" to 17~19 "excellent dry". The rice is polished in Michisakari's mill, and the brewery is trying to introduce new equipment, striving to stay on the cutting edge to keep on offering high quality products to its customers.



### Michisakari Sake Brewing Co., Ltd.

founded in 1772-1781  
2919, Kasahara-cho, Tajimi City, Gifu  
TEL 0572-43-3181



Junmai Daiginjo

# Mino Tengu Ihyowe



Strong aromas and pleasant taste

### Tasting comment

Pale yellow color. The smell reveals the distinctive ginjo aromas of melon and banana, as well as fresh cream and bitter almond. A strong sweet taste reminding of green papaya and a soft acidity fills the mouth. Towards the end, a roasted bitter taste appears, giving flesh and mellowness to the sake.

### Pairing

This sake with strong aromas and a rich sweet taste can be enjoyed at the beginning of the meal or along with the dessert. It also suits the sweetness and umami of fish eggs, or it can be balanced with the savory taste of soy sauce for example.

Salmon roe marinated in soy sauce, tai fish sashimi, hamo eel tempura, white fish eggs, shirasu fish fried rice, fresh tofu, cured ham and melon, bacon cheeseburger, warabimochi (dessert)

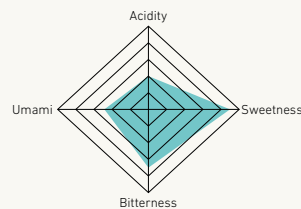
### Recommended cups temperature

Big wine glass  
O-choko



10°C—12°C

### Taste balance



Seimai-buai	35%
Rice	Yamada Nishiki
Alcohol	15%
Acidic concentration	1.1
Nihonshudo	±0
Amino-acidic concentration	1.1
Storage	-5°C

This is “Ihyôwe” : a masterpiece born from the brewer’s power and art

Its ten sites of Sengoku era castles (15th to 16th century) give Kani city a historical glow. When the tumultuous period was over, Ihyowe Hayashi settled there in 1612, and in 1874 the 9th generation after him founded the brewery as we know it. The current master brewer (12th generation) offers a wide range of products, from the traditional to the trendy.

The “Junmai Daiginjo Ihyowe” from the main series “Mino Tengu” is entirely made from Yamada Nishiki rice polished in the brewery up to 35%. It is then left to dry for two weeks then the moromi brews at a low temperature under close monitoring. The Yamada Nishiki rice must undergo another polishing phase to reach the 28% boasted by the “Junmai Daiginjo Ihyowe Ultimate 28”, a high-quality product and maybe the most refined of the whole Mino region. Only the drops of this sake slowly filtered with a bag are bottled and sold.

The 12th generation took over Hayashi Shuzo when he was 40, became the master brewer around ten years ago. According to him, “the sake is a culture born from nature that links Japanese people together. At each step of the process, I carefully assess the taste. I am still looking for the sake that will make people say ‘this is the taste of Hayashi Shuzo.’” With his earnest research interest, he tries out new trends: sparkling, white koji, low alcohol... The series “Akechi Mitsuhide”, named after the place near the brewery where this famous warrior, murderer of the great Oda Nobunaga, was born. There is also sake produced with Gohyakumangoku rice cultivated in Kani, or with rice growing on Hayashi Shuzo’s lands. The brewery’s catalogue is generous, and the customers are certain to find there the right bottle for their taste.



### Hayashi Shuzo Co., Ltd.

founded in 1874  
1418, Hazaki, Kani City, Gifu  
TEL 0574-62-0023



Junmai Ginjo

# Enasan

F U F



A pure and fruity taste

### Tasting comment

An almost transparent platinum color, shining like crystal. The banana and white peach ginjo aromas harmonize with the honeysuckle and the discreet rice aromas. The attack is strong, with a pleasant sweetness, a soft acidity, and a clear finish with a moderate fleshiness that brings out the umami. After the tasting, a taste of acacia flowers remains.

### Pairing

This sake can be paired with slightly sweet ingredients. It could be enjoyed as a cocktail made with teas. In that case, one should choose rather sweet teas such as a floral herb tea or kukicha.

Fish surimi, potato salad, tofu, sesame, white miso and dried kaki salad, chicken breast salad, seafood salad, fruits tart

Seimai-buai	50%
Rice	Hida Homare
Alcohol	16%
Acidic concentration	1.7
Nihonshudo	±0
Amino-acidic concentration	1.1
Storage	In a fresh and dark place

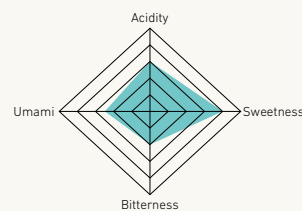
### Recommended cups temperature



Big wine glass

Cold(8°C—10°C)

### Taste balance



"Sake is something that is made with care, not to be made by its own."  
- with worshipping the Mount Ena

Mount Ena (2191 meters) would hide the placenta ('ena' in traditional Japanese word) of the greatest goddess of Japan, Amaterasu. The 12th emperor of Japan, Takeru Yamato, is drawn climbing it in the mythical tales of Kojiki and Nihonshoki. The wide mountain is close to its inhabitants' heart, with its peculiar shape of overturned boat.

Hazama Shuzo was founded during the Edo era (1603-1868) in Nakatsugawa (Shukuba town), a stopover of the former Nakasendo mountain road. The sake made facing mount Ena, with the water from the underground sources born in the mountain, is naturally named "Enasan". This water filtered by granitic rocks is exceptionally sweet and transparent, with a slightly sweet taste. The resulting sake has "the rice's umami and sweetness, while being refreshing and easy to drink." The average rice polishing rate (seimaibuai) is 45~46 %. While caring about the temperature of the koji rice and the non-refined sake rice, the fermentation happens at a very low temperature during 28 days. The rice elements slowly break down to make a superb aroma and an ideally refreshing sake. During the pandemic, the brewery started selling its new series "cheers". Hazama Shuzo uses Hida Homare rice as well as Toyama, Shiga, and Nagano's sake rice.

When the brewery is preparing the sake, a moromi sample is analyzed every day to control its nihonshudo, its alcohol rate and the fermentation stage. It is sometimes mandatory to use a machine but as they say, "the sake is not something that we can, it is something that we do." : all means are valid to reach an ideal taste.



### Hazama Sake Brewery Co., Ltd. (Hazama Shuzo)

founded in Late Edo period  
4-1-51, Honmachi, Nakatsugawa City, Gifu  
TEL 0573-65-4106



Junmai Ginjo Namasake

# Fukamori

F S U



Fresh and pleasant table sake

### Tasting comment

Ginjo aromas of apple, banana, or melon. The attack is strong, with a moderate sweetness and a refreshing acidity spreading in the mouth. The bitterness brings its fleshiness to the sake, with a dry and fresh sensation. This table sake can be paired with many cuisines.

### Pairing

This sake is recommended for fishes with vinegar or wasabi, and for a refreshing cuisine. It is also a good match for sweet and bitter mountain's vegetables.

Donaldson trout sashimi with wasabi, octopus and cucumber pickled in vinegar, chirashizushi, mountain vegetables tempura, shirasu fish in ponzu, fish or meat simmered in a sweet broth

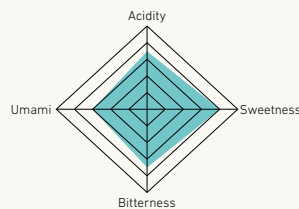
### Recommended cups temperature

Medium wine glass  
Glass sake cup



Fresh(10°C—12°C)

### Taste balance



Seimai-buai	55%
Rice	Gohyakumangoku
Alcohol	15.5%
Acidic concentration	1.7
Nihonshudo	+3
Amino-acidic concentration	1.9
Storage	Fridge

At 50, he went from selling to brewing sake – a traditional brewing

The "Fukamori" (deep forest) bottle's label is written with the 森 forest character repeated three times. This sake is brewed by Nobuyuki Oga who inherited the family alcohol shop at 22. He visited breweries from all around the country to find the best sakes to offer to his customers and revive his boutique. As he kept on thinking he wanted to make his own bottles, he took over the Yamauchi Shuzo brewery at 50, in 2017.

Founded at the beginning of the 17th century, the brewery is active since more than 400 years in a deep and quiet forest. The techniques and the tools, transmitted from generation to generation, have almost not changed. The rice is steamed with wooden baskets in Japanese ovens like in the Edo era (1603-1868), then it naturally cools down in wooden bunji. The pressing happens with the saseshiki method in huge wooden vats for three days. The brewers are two passionate people, one of them is Kazuaki Yahata, who is a sake maniac. "Using old tools asks for more efforts on our part, but we really strive to use or heated wood. We do not go out during the three months of the sake-making, fully immersed in the preparation as if it were a purifying ritual."

The new brand created by Oga, "Fukamori", is dry and refreshing, with a discreet umami. The rice used is Gifu-produced Gohyakumangoku. The master-brewer uses the techniques he learnt at the National institute for sake research at Hiroshima and is particularly knowledgeable about the rice-washing step and its absorption qualities. "This is only the beginning. We have a lot of pressure", he says, but his sake is already well-known, thanks to his passion and dedication.



### Yamauchi Shuzo Co., Ltd.

founded in the 1600s  
134-1, Ueno, Nakatsugawa City, Gifu  
TEL 0573-65-2619



Junmai

# Kasagitsuru



A discreet-tasting dry sake,  
an all-time favorite

### Tasting comment

A pale-yellow color. Aromas of grapefruit, cooked rice, and lactic acid. The tasting starts with the softness of the rice, then with a slight acidity that expands smartly in the mouth as well as the sweetness. A subtle bitterness gives this sake its body, which leaves a dry impression.

### Pairing

The taste of this sake does not hinder that of the food, so it matches any kind of cooking, well-seasoned or heavy. It is recommended with the traditional strongly tasting Gifu dishes.

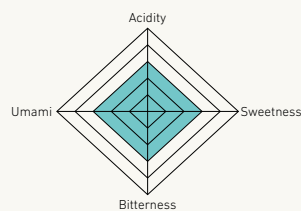
Pork grilled with ginger, asari shells preserved in rice wine, ginger and soy, spaghetti alle vongole bianco, sweetened hornet larva, ayu fish grilled with salt, grilled chicken skewers, goheimochi

### Recommended cups temperature



At room temperature  
Warm to extra-warm sake  
(50—55°C)

### Taste balance



Seimai-buai	60%
Rice	Hida Homare
Alcohol	15-16%
Acidic concentration	2.1
Nihonshudo	+1
Amino-acidic concentration	1.5
Storage	In a cool and dark place

A brewery at the heart of the mountain –  
evolving in front of it, with its customer base

Hirukawa district (Nakatsugawa city) is well-known for its high-quality granite production called "Hirukawa granite". Since its foundation in 1904, Ohashi Shuzo uses water filtered by these rocks dotting the quarries for its sake brewing. Its main brand is called "Kasagi Tsuru" to honor Mount Kasagi, loved by the locals and towering over the brewery from its 1128 meters height.

Toyoharu Ohashi, the former master brewer (5th generation), says with a broad smile: "the sake taste is linked to the human being. Rice and water are natural elements changing every year. The only unchanging factor is the brewing." He goes on: if the brewers love their job, the taste only gets better. It is necessary to measure each time and ideal temperature data for the moromi, to study and analyze every ever so light taste difference. "Sake brewing is like child rearing. It is different each time, and this constant renewal makes our activity an endlessly interesting one."

Water is drawn from two wells on the property. The brewery follows the teaching of the ancient master brewer Echigo (artisanal school of Niigata). Rice is steamed in traditional Japanese ovens and the sakes is slowly pressed for two days by a Saseshiki machine. This mid- to dry sake's aroma is so pleasant one could drink it every day. The Hida Homare rice's umami is strong in the bottle "Junmai Kasagi Tsuru". When the sake is heated following Ohashi's suggestion, it instantly becomes mellower. It is recommended to try out the whole range of tasting temperatures with this one.

Hirukawa district is also famous for its mushrooms such as the matsutake. "We want to create a mellow sake that would be loved, but at the same time would be a little bit nostalgic." The production scale is very limited. The specific Hirukawa taste, dear to the local people, is best paired with a nourishing and delicious cuisine.



### Ohashi Brewery Co., Ltd. (Ohashi Shuzo)

founded in 1908  
1119-1-1-2, Hirukawa, Nakatsugawa City, Gifu  
TEL 0573-45-2018



Junmai Ginjo

# Onna Joshu

F S F

A well-balanced and full-bodied sake

### Tasting comment

Rich aromas of apple and banana. A balance appears between a moderate and pleasant sweetness and acidity, followed by bitterness. The sake is full-bodied, and the finish does not linger on the tongue.

### Pairing

This distinctive full-body and sweet sake is a good match for ingredients or dishes with a slightly unique taste.

Chicken offal stewed in ginger, chicken Gero-style (Keichan), deer and dried kaki terrine, galette

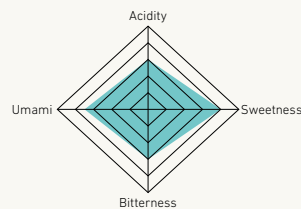


### Recommended cups temperature



Slightly cold or at room temperature(12°C—20°C)

### Taste balance



Seimai-buai	50%
Rice	Hida Homare
Alcohol	15-16%
Acidic concentration	1.6
Nihonshudo	+3
Amino-acidic concentration	1.3
Storage	At room temperature

A nature-born chemistry,  
a sake to drink until the last drop

The city under the ruins of the former castle of Iwamura seems to be straight of Edo period (1603-1868). This is where Iwamura Jozo was founded in 1787. Its main brand, "Onna Joshu" (the lady of the castle), is named after the ancient lady castle owner who marked the local history during the Sengoku period at the end of the 16th century.

The master brewers of the region who have learnt from the Nanbu school, that gives a delicate taste. The brewery uses a local rice, which is also irrigated with the same water that is used for the sake. This water that lends its strength to the cereal is from a very pure underground branch of the Kiso River. It is drawn from a well that was opened since the foundation of Iwamura Jozo.

The owner makes his sake with particular focus on its balance, "a sake that would make you think 'one more glass'", from his own words. The main brand "Junmai Ginjo Onna Joshu" is well-known for the balance of its aromas and its taste. The color reminds one of the young foliage and the green hues that embellish the Japanese spring. It gives off a fresh and feminine impression, but as the tasting goes its natural suppleness is highlighted.



### Iwamura Brewery Inc. (Iwamura Jozo)

founded in 1787  
342, Iwamura-cho, Ena City, Gifu  
TEL 0573-43-2029



Junmai

# Kujiranami

S U F

A sake with a delicate umami stemming from the rice

### Tasting comment

Toned-down aromas of grapefruit, pear, melon, bay leaves, or fresh rice cakes. In this sake distinctive by its rice's sweetness and umami, the rich sweetness and the round acidity spread pleasantly in the mouth. Towards the end, the bitterness and umami fill the mouth.

### Pairing

This table sake is a good match for small side dishes, but it can be paired with a wide range of cuisines. The duo "warm sake and dashi broth" is a peculiarly traditional Japanese combination.

Simmered chicken meatballs, oden assortment, salt-grilled mackerel, mackerel boiled with ginger, fried asari shells balls (with warm sake)



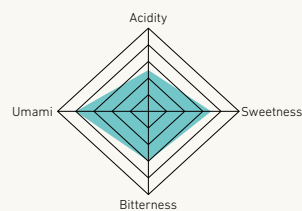
### Recommended cups temperature

Seimai-buai	60%
Rice	Hida Homare
Alcohol	15-16%
Acidic concentration	1.5
Nihonshudo	+4
Amino-acidic concentration	1.9
Storage	In a cool and dark place



At room temperature(15°C—18°C)  
Warm sake  
(Heat up to 45°C—50°C then let cool off slightly)

### Taste balance



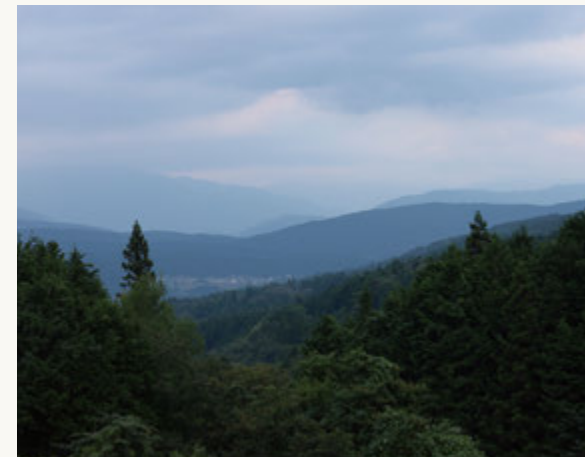
At the heart of mountain, a sake that grew with the people climbing up to the brewery

Ena Jozo is located at around 600 meters high on the step of Mount Futatsumori at Fukuoka in Nakatsugawa city. The sake made in this brewery surrounded by mountains is called "Kujiranami" (means 'whales and waves'). It is named after the clouds on the ridgeline, taking the shape of a whale in a stormy sea. The floor of the brewery is tilted, so the heavier objects are stored in the lower places.

The water used for the sake gushes from Mount Futatsumori. Very soft, it shares this quality with the final product. The rice is steamed in huge Japanese ovens as it always has been, then pressed in a Yaegaki machine that have become scarce these days. Before its foundation as a brewery in 1818 the place used to manage the forest and grow rice. Nowadays, the Hida Homare variety is cultivated in Ena Jozo rice fields.

The 7th owner of the brewery Yasuhiko Nagase aims at creating a "pure and pleasant table sake." Its main brands are the Junmai and Junmai ginjo "Kujiranami". The rice taste is strong in the Junmai, so it should be enjoyed with a cuisine as powerful as it is.

The visitors used to be rare, but their number has recently risen. Part of the brewery was converted to a bar to welcome as they should "those who have made the effort to climb to the top of this mountain." "We can evolve and keep on going thanks to our customers." The beating heart of sake can be found in these peaceful words.

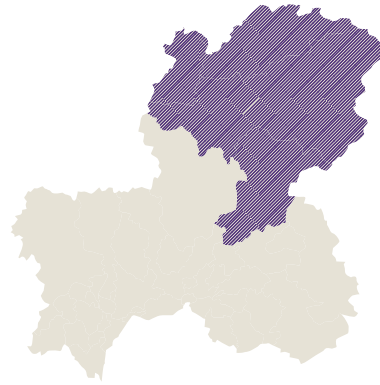


### Ena Jozo Co., Ltd.

founded in 1818  
2992-1, Fukuoka, Nakatsugawa City, Gifu  
TEL 0573-72-2055







# HIDA

〈The Hida region〉

The Hida mountains, some of them higher than 3000 meters, surround the region of the same name. Forests cover more than 90 % of the area and the broadleaf trees are so abundant that since ancient times the carpenters have been nicknamed "the Hida craftsmen". The local agriculture utilizes the different temperatures typical of the region's mountainous nature.

Takayama City has, amazingly, the widest surface area of any city in Japan. It is also a very popular tourist destination, for both Japanese and foreigners, due to its distinctive streets from the Edo period (1603-1868). The town also boasts, seven breweries that are still active.



Jukusei Koshu Genshu

# Hidamasamune

F U F

Full-bodied and well-balanced sake

### Tasting comment

A pale-yellow color. The scent is powerful, with a complex harmony of bittersweet herbs, grapefruit, Japanese cypress, burdock, bitter chocolate, caramel, and ginger. The attack is also strong, round, and full-bodied, with an acidity that fills the mouth. The aftertaste reminds one of the forests and the soil, again with bitter caramel, dark chocolate, or honey aromas. When heated, the flavors of this sake are even more pleasant.

### Pairing

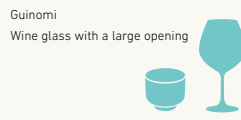
This powerful, full-bodied, and harmonious sake is a good match for a cuisine just as strong, to balance its taste. We also recommend it for bittersweet-spiced desserts.

Beef sinew simmered with soy miso and rice wine, sukiyaki, pickled vegetables, Munster cheese, crème brûlée, melting chocolate cake, aged beef



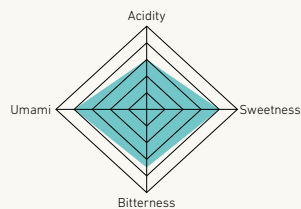
### Recommended cups temperature

Seimai-buai	69%
Rice	Hida Homare
Alcohol	20%
Acidic concentration	—
Nihonshudo	—
Amino-acidic concentration	—
Storage	In a cool, dark place



At room temperature  
Cold  
Warm or extra-warm sake (50–55°C)

### Taste balance



The best bottles of *koshu* to be enjoyed now, carefully selected by the brewers

“Each sake reaches its own maturation peak. We cannot simply say ‘if it’s old it’s good.’” Kawashiri Shuzojo, a brewery specialized in the aged *koshu*, works peacefully within the line of ancient homes of the Kami ninomachi (Takayama). It is the only brewery in Hida to work in private management, and even from a national perspective its production is really limited.

Even though the *ginjo* was very trendy in the last generation, Kawashiri Shuzojo has chosen to focus its efforts on aged *koshu*. The squeezing stage of the sake process is then rougher, but the bottles stored during years have a mellowness, a richness, and even an *umami* that the new sake does not. Kawashiri Hideo, master brewer of 7th generation calls the “peak” the harmonization of the mellowness, the dryness, the acidity, the bitterness and the astringence of the sake at the top of their capacity. The timing of the maturation varies upon many factors such as the bottle’s environment, so every summer all the sakes of the brewery are tested to know which has reached their peak and can be sold. Thus, one cannot expect to see similar lengths of time on each bottle. Actually, each time you visit another sake will be “the best to drink now”.

Kawashiri Shuzojo uses locally grown Hida Homare rice. It is steamed cooked in traditional ovens and vats then left to dry naturally. “No detail is left to chance to help the sake reach the highest level of attainable perfection”, so the changes of the *moromi* are not measured only with statistics, but also with the master brewer’s sharp eye. “The previous generation used to say, ‘simply thinking to do it this way is already good’. That is to say, the brewers naturally adopt the right gestures, which are certainly passed on to the *moromi*.” There is a feeling like the essence of the brewery is here.



### Kawashiri Sake Brewery (Kawashiri shuzojo)

founded in 1839  
68, Kamininomachi, Takayama City, Gifu  
TEL 0577-32-0143



Junmai Daiginjo

# Warai Jogo

S U F



A junmai daiginjo sake enjoyable as a table sake

### Tasting comment

A pale yellow, green color, almost transparent. The aromas are soft. The subtle ginjo's hints of banana and pear harmonize with fresh leaves, incense, and with the rice aromas of freshly made rice cakes and high-quality rice flour. The attack is strong. The fleshy sweetness then the rice soft umami and a pleasant acidity fill the mouth. The finish is slightly bitter, which brings out the body of the sake and a sharp finale.

### Pairing

The soft ginjo aromas and the rice umami are strong, so this sake matches hors d'oeuvres and dishes made from light-tasting ingredients. We also recommend a fish or vegetable-based cuisine.

Cabbage salad in a konbu and sesame oil dressing, shredded carrots, salmon tartar, marinated salmon

Seimai-buai	50%
Rice	Made in Gifu
Alcohol	15-16%
Acidic concentration	1.4
Nihonshudo	+2
Amino-acidic concentration	2.1
Storage	In a cool and dark place

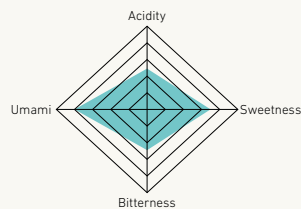
### Recommended cups temperature

Glass o-choko  
Medium to big wine glass



Slightly cold (10°C-12°C)  
Warm sake, around 30°C

### Taste balance



A huge brewery, full of history, and a special brewing

Niki Shuzo was founded in 1695. The current sakagura is massive and was built in a traditional way, with a dirt floor and a vault supported by strong beams. Half of the brewery disappeared in a fire in 1875, but it got rebuilt according to 17th century blueprints.

The goal here is to "create a unique sake". Such a sake should not fade when paired with the tasty dishes of the Hida region, made for the harsh colds of winters. It has an ideal consistency and goes well with food because it is not too dry. The rice is mostly used Akitakomachi cropped in Gifu, and the pure water is drawn from a underground reservoir through a well. Thanks to the influence of his predecessor "Echigo Toji", with whom he studied during close to twenty years, the current master brewer created a mellow sake, with a clear taste.

The name of the bottle "Warai jogo" (laughter and small talk) is a reference to the gibberish and laughs that comes with the tipsiness of the drinkers. The "Warai jogo Junmai daiginjo" was made to offer a "sake to be enjoyed during the good times, with our good friends". It starts off with a strong mellowness and ends powerfully. If it is served cold, its fruity aroma will prevail. Drink it at a lukewarm temperature to enjoy its full body. This same brewery used to have another bottle, "Naki jogo" (tears and small talk).

Niki Shuzo offers other unmissable sakes, such as the amazake "Himuro" which should be tasted cold to enjoy its fresh taste, and the "Daiginjo H TAMANO!" which rough start is balanced with its rich and mellow aroma.



### Niki Shuzo Co., Ltd.

founded in 1695  
40, Kamininomachi, Takayama City, Gifu  
TEL 0577-32-0021



Tokubetsu Junmai-shu

# Kusudama Tedzukuri junmai



A pure water-like unassuming sake

### Tasting comment

A faint green and silver color, with crystal-like reflections. The aromas are softly rising, starting with the sweet ginjo (banana, melon), then the fresh hints of honeysuckle and chervil, as well as fresh cream and high-quality rice flour. The elegant sweetness then the acidity fill the mouth softly but firmly. The bitterness gives flesh to the sake on the finish and leaves a dry impression afterwards.

### Pairing

This sake that reminds one of pure water is recommended for simple dishes, with delicate seasonings. It should be paired with a cuisine as unassuming as it is.

Vinegared cucumber and chicken tender with sesame, koya-dofu and grilled vegetables, fish paste in slices with wasabi and soy sauce, crab gratin, creamy dishes, seasonal fish with a cream sauce



Seimai-buai	60%
Rice	Hida Homare
Alcohol	15.5%
Acidic concentration	1.4
Nihonshudo	+5
Amino-acidic concentration	1.6
Storage	In a cool and dark place

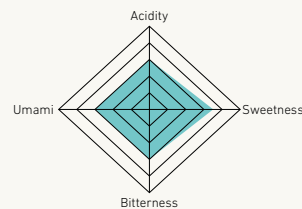
### Recommended cups temperature

Small to medium wine glass



10–12°C  
At room temperature

### Taste balance



## 400 years of passion: a brewery entirely dedicated to its sake

Among the seven breweries spread under Takayama's former castle, the most ancient is Hirase Shuzoten. The oldest marks of its existence go back to 1623 but it was probably there even before. It used to be a pharmacy, hence the name of its main brand "Kusudama". The word means amulet, but the brewery writes it with different characters, meaning "a long life". The water is drawn from an underground branch of Miya River upstream, a produce of the rains flowing down Mount Kurai. It is exceptionally pure and very soft. Speaking of purity, the brewers pay close attention to hygiene in order to minimize miscellaneous flavors. This hygienic care might be typical of the region, whose honest and skilled carpenters are nationally known under the name "the Hida craftsman".

"The sake must have an umami taste, but mostly it should enhance the cuisine it is paired with. The best marriage is that of our bottles with the traditional and very cultural Takayama dishes." It will not fade out in front of soy sauce rich regional food, but it will not hinder more refined dishes. This delicate balance is where Hirase Shuzoten is aiming.

Generation after generation, the family head inherits the name Ichibay Hirase. The family rule "no other trade for us; living from sake and only for it" is faithfully followed. Regardless of the times or the environment, the brewery is entirely dedicated to its sake.



### Hirase Shuzoten Co., Ltd

founded in 1623  
82, Kamiichinomachi, Takayama City, Gifu  
TEL 0577-34-0010



Junmai Genshu

# Hidajiman Onikoroshi Dohatsushoten

F S U



A powerful sake with a rich flavor and a sharp finish

### Tasting comment

A simple harmony of fruity aromas such as grapefruit and banana, and freshly made rice cakes. A strong sweetness and a powerful acidity fill the mouth with volume. The bitterness gives a depth to the sake, which distinguishes itself by its sharp finish.

### Pairing

This powerful and fleshy sake, with a strong alcohol taste, should be paired with dishes as rich and generous. Among other strong seasonings, the miso is recommended. Meat dishes are also a good pairing to balance the volume of alcohol with that of the cuisine.

Squid and wakegi onions prepared in nuta (with miso and vinegar),

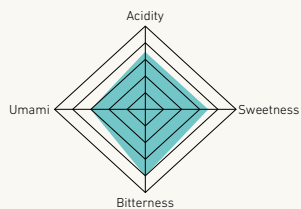
Hida beef cooked in miso on magnolia leaves, twice-cooked pork, oysters cooked in miso (dotenabe), grilled gyoza, flame-grilled mackerel, anchovy pizza

### Recommended cups temperature



Around 15°C  
Warm sake, around 45°C

### Taste balance



Seimai-buai	58%
Rice	Hida Homare
Alcohol	18-19%
Acidic concentration	1.9
Nihonshudo	+10
Amino-acidic concentration	1.9
Storage	In a cool and dark place

## An extraordinary dry sake uniting the Hida people to nature – Onikoroshi

The bottles written "Onikoroshi" are not a rare sight. This word means "a sake so dry it could kill a demon", but nowadays delicious mellow sakes are so easy to find, it almost means to ridicule a dry sake. Nonetheless, this is the name Oita Shuzoten seriously chose to sell its bottles, and this is how its main brand was born: "Hida Jiman Onikoroshi, a refined and dry sake. The sake "Honjozo Onikoroshi" has a nihonshudo of 3. It might seem low for the dry sake amateur who would prefer the excellent "Junmai Genshu Onikoroshi Dohatsushoten", with a nihonshudo of 10. It is made from Hida Homare polished at a rate of 58 % and without additional water for a very light aroma, but a very powerful and dry taste. A true, deeply dry sake. Its name sounds scary, because it is said to be "so dry it makes your hair (hatsu) stand on end to the sky (ten) because of anger (do)." Despite the name, it is worth trying!

The Oita Shuzoten brewery is characterized by the care taken into polishing the rice. The techniques have been inherited from the previous master brewer Echigo, from which the local brewers got their experience and skills.

The brewery moved in 2008 to another part of Takayama city to enjoy an even colder climate, ideal for brewing. It uses water drawn from an underwater stream of Mounts Hida. On the label of the bottle the exorcist Shoki is drawn chasing demons, to ward off evil spirits from the guests. The original Onikoroshi "bears the meaning of eradicating the demons everybody keeps inside." This dry sake is a masterpiece woven by nature and the people of Hida.



### Oita Shuzoten Co., Ltd

founded in the 1720s  
1928, Kiyomi-cho, makigahora, Takayama City, Gifu  
TEL 0577-68-2341



Daiginjo

# Yotsuboshi



Refreshing and light

### Tasting comment

This sake is a pale yellow with glimpses of green. It shines like crystal.

Different aromas succeed each other. First creamy and rich, then notes of green herbs or tea that allows you to smell the freshness and the perfume of the ginjo sake recalling apple, melon or white peach. The attack is powerful, then the sake unfolds in the mouth with a sweet mellowness wrapped around a discreet and refreshing acidity. A pleasant bitterness leads to a dry finish.

### Pairing

Perfect for the first half of the meal or with desserts. It is recommended for simple, umami-filled sashimi, roe or caviar which umami and taste it will enhance. It will also highlight the greenness and freshness of condiments.

- Slices of fugu (with chives),
- salmon roe pickled in soy sauce, caviar,
- raw ham and melon
- Desserts such as annin tofu



Seimai-buai	40%
Rice	Yamada Nishiki
Alcohol	16%
Acidic concentration	1.3
Nihonshudo	+4
Amino-acidic concentration	1.2
Storage	In a cool and dark place

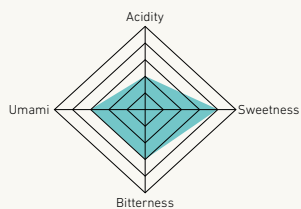
### Recommended cups temperature

Medium-sized wine glass  
Faceted glass  
O-choko



To be served fresh (8°C—12°C)

### Taste balance



Looking for the best taste, with pleasure and passion

The Funasaka Shuzoten was founded at the end of the Edo era (1603-1868) at the heart of the historical center of Takayama, in the town of Kamisannomachi. The place aims at gathering customers, local people, and the brewers themselves in a good atmosphere. In the boutique, a corner is dedicated to a peaceful tasting and the sake can be found on the brewery's restaurant's menu. The place is overflowing with hospitality: "here the sake is produced, bought, or enjoyed with a meal. This is like a theme park about sake, where all of these steps are gathered in the same place."

"Miyamagiku" and "Jingoro" have been appreciated since a long time. However, the "Daiginjo Yotsuboshi" sold since 2010 is the sake that fulfilled the desires of the master brewer Seiji Hiraoka, aiming at producing the best rice possible thanks to the famous sake rice Yamada Nishiki. The cooling down of the just steamed rice is the step where the craftspeople put the most effort. During this time, the next-door restaurant closes for two days and the whole place becomes dedicated to laying the rice to cool. The windows are open even when the temperatures are below freezing and during five hours non-stop the producers separate meticulously the rice so it can cool down homogeneously. This care is what gives this sake an aroma even richer than that of the ginjo sake, reminding one of the well-cooked rice taste. It is excellent because of its dry taste and its firm aftertaste. Even the staff members who generally do not take part in the sakeification are called for this step, where the rice grains are separated one by one. This sake is exceptional because of all this meticulousness. All the bottles are stored in a cold room to ensure that the best aromas fare well until the tasting cup.

The name "Yotsuboshi", four stars, comes from the Funasaka Shuzoten's logo. It represents the three necessary components of sake: rice, water, and weather, the three of them being linked by the fourth star, the "human passion".



### Funasaka Sake Brewery Co., Ltd (Funasaka Shuzoten)

founded in 1703  
105, Kamisannomachi, Takayama City, Gifu  
TEL 0577-32-0016



Junmai Ginjo

# Shoryu no Mai



Light and pure

### Tasting comment

Silver green, almost transparent. The aroma is delicate. The attack of this ginjo sake is characterized by classic hints of melon and pear which harmonize with the refreshing aromas of green herb, lily of the valley and high-quality rice flour. The balance between the sophisticated sweetness and the acidity is pleasant, with the flavors unfolding in your mouth and a nice bitterness appearing at the end. The finish is clear and dry.

### Pairing

To go with this clear and delicate sake, we recommend a cuisine made from simple ingredients, with discreet seasoning. This bottle can be paired with many kinds of desserts.

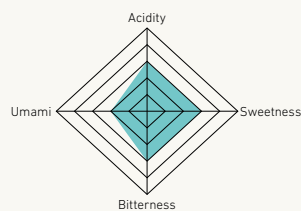
Sea bream rice, red sea bream steamed in sake, white fleshed fish carpaccio, chirashizushi, sake lees mousse, cherry blossom rice cakes

### Recommended cups temperature



Fresh  
At room temperature  
(10°C to 18°C)

### Taste balance



Seimai-buai	50%
Rice	Ise Hikari, Hida Homare
Alcohol	15%
Acidic concentration	1.5
Nihonshudo	+3
Amino-acidic concentration	1.2
Storage	Fridge

The challenges keep coming with the creation of new brands  
– a sake made with care, carrying a story

Hirata Shuzojo started brewing in 1895 but the building exists since the Edo era (1603-1868) in the Kamininomachi of Takayama city. The brewery has decided to launch a new brand when they reformed their business system in 2020.

This brand is named "Shoryu no Mai" (the ascending dragon's dance). It is a reference to the route in the shape of a dragon that one can see after linking the region of Ise to that of Hida, and Kanazawa city. The junmai daiginjo is made from the well-known rice of the Ise shrine, Ise Hikari, and the junmai ginjo is a delicious mix of Ise Hikari and Hida Homare. The yeast is from Kanazawa. Between the expert hands of the master brewer, the result is wonderful, with a soft aroma and a clear finale. This sake is quite unique in the Hida region. The brewery also offers the "Takayama", a high-end bottle that borrowed the name of the city it comes from (the chinese characters are different), and the "Hiro", made solely from locally sourced ingredients.

Their common quality is to be easy to drink. Their gentleness inside the mouth is a surprising. It must be the result of all the care they receive, from a natural cooling after the steaming step, to a very precise management of the temperature and a preparation by small batches in little tanks. A sashesiki machine squeezes the mix little by little from above as the sake is heated in a sealed container. Each part of the process seems to be saying "carefully, with all the time needed".

In 2022, a sake made from 90 % non-polished Hida Homare rice was born. "We will keep on challenging ourselves to bring new values characteristic of Hirata Shuzojo. We still have room to grow."



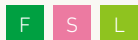
### Hirata Sake Brewery Co., Ltd. (Hirata Shuzojo)

founded in 1895  
43, Kamininomachi, Takayama City, Gifu  
TEL 0577-32-0352



Junmai Ginjo

# Sansha Hana Kobo Dzukuri



A distinctive aroma and sweetness

### Tasting comment

The color is a pale yellow with crystal-like sparkles. The aromas are strong and complex. There are notes of banana, melon, but also durian and flowers such as lily or camellia. The sweetness starts off strongly, but the acidity is also powerful in this sake that fills the mouth pleasantly. A soft bitterness gives it flesh.

### Pairing

This mellow sake with a powerful aroma is recommended with the fresh taste of the hors d'oeuvres or desserts. It can be paired with a cuisine that uses acidic or sweet fruits, whole or just the juice.

Slices of fish paste with wasabi, Gero-style chicken (Keichan), salad with raisins and a fruits dressing, cold banana omelet, cream cheese cake, shredded carrots with raisins



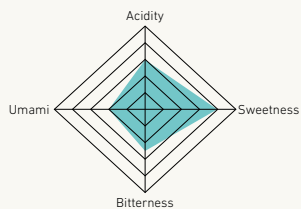
### Recommended cups temperature

Wine glass  
O-choko with a large opening, shallow sake cup



Slightly cold (8°C—12°C)

### Taste balance



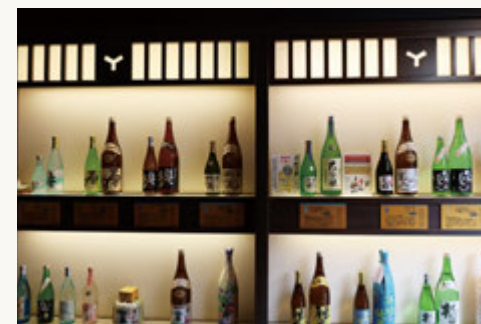
Seimai-buai	55%
Rice	Hida Homare
Alcohol	15-16%
Acidic concentration	1.5
Nihonshudo	+4
Amino-acidic concentration	1.9
Storage	At room temperature

## A flower yeast sake expressing the culture of elegant festival carts

In spring and fall, the most skilled carpenters join the Takayama festival (intangible cultural heritage of UNESCO). The talent of the "artisans of Hida" shows on the floats, locally called dashi. Harada Shuzojo's main brand's name, "Sansha", is inspired by this tradition. The characters are the same, but their reading is different, to get a better ring and be trendier. There is only one main brand, but the complete catalogue of the brewery boasts almost thirty products to be enjoyed with each season and their associated food. Their common feature is to be "full-bodied, rather dry, and refreshing, have a rich umami, and a clear finish."

Since 2001, Harada Shuzojo uses "flower yeast" for its sakes. It is a yeast developed in Tokyo University of Agriculture where Katsuyuki Harada, 10th owner of the brewery, went to study. It was a first for a refined sake yeast to be created from flowers' nectar. The result is a floral and elegant umami taste. Nowadays there are more than ten flower years. Harada Shuzojo uses abelia, begonia, cherry blossoms, dianthus, climbing rose and cape periwinkle to make its sakes.

Step of culturing koji in the steamed rice is "the most important part of sake-brewing". From this stage, all the artisans' senses are awake. Statistical data and tasting are analyzed daily to prevent miss the best timing to start the squeezing. "We aim for the exact moment before off-flavor might start appearing." The exactness of the process and the flower yeast uncover new possibilities for the brewing world.



### Harada Brewery Co., Ltd. (Harada Shuzojo)

founded in 1855  
10, Kamisannomachi, Takayama City, Gifu  
TEL 0577-32-0120





Junmai Ginjo Muroka Nama Genshu

# Hatsumidori



A strong fruity taste

### Tasting comment

Pale yellow. Pleasing aromas such as cherry blossoms, fruits (apple, melon, pear), fresh cream or rice are floating around. When tasting, first we taste a rich sweet taste with cinnamon-like notes, then a mild acidity fills the mouth. The finale is rich, with a bitterness and some body, but the fruity sweetness of the sake stays in the mouth until the last minute.

### Pairing

To be enjoyed at the beginning of a meal, or as a dessert with fruits and cinnamon. We also recommend this sake to be paired with sweet or bitter dishes, seasoned with yuzu or other acidic and sweet condiments.

- Raw ham and melon,
- raw fish with Japanese white radish and kaki (seasoned with yuzu skin),
- ajimodosho fish tempura (with sudachi lemon),
- sorbet, fruit roll cake,
- tarte Tatin (sprinkled with cinnamon), Stollen

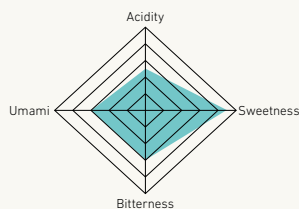
### Recommended cups temperature



Big wine glass

Fresh or at room temperature (10°C—18°C)

### Taste balance



Seimai-buai	50%
Rice	Yamada Nishiki
Alcohol	16%
Acidic concentration	1.6
Nihonshudo	-1
Amino-acidic concentration	1.5
Storage	Fridge

Even beginners can enjoy this rich sake, brewed with authenticity

Okuhida Shuzo is located at the entrance of the Hida region, north of Mino, and was founded in 1720. The brewery has been famous for a long time for its brand "Okuhida", but for the last fifteen years it also sells the a muroka nama genshu called "Hatsumidori". From the pressing step the brewers stop interfering with the preparation of this sake which, according to the brewery staff, "could seduce even novices". Its commercialization has started on this belief. "Hatsumidori" (first green [of the spring]) is a brand that was born with the brewery. Its name is the symbol of a sake that would adapt to its times while staying close to its traditions. The amateurs say "I have learnt to appreciate sake thanks to 'Hatsumidori'", "I wanted to come to this brewery that makes 'Hatsumidori'". Easy to drink and with a nice aroma, in foreign countries it is often compared to a wine.

"Softness and sincerity can be felt in this sake", according to the owner of the brewery who granted his whole trust to the master brewer, who is dedicating himself seriously to his work. He even checks on details such as the water absorption timing of the rice down to the second and optimizes the virtues of rice and yeast. The pressed sake is immediately bottled and stored in fridges at -5 degrees Celsius to keep all the freshness of its aroma.

The brewery is surrounded by the Hida and Maze rivers. The water drawn from fifty meters below the brewery has the perfect hardness for fermentation. The building itself is half buried into the ground which grants optimal cool conditions for the preparation and the storage of the sake, even in summer. The current owner Chihiro Takagi has three sisters, all engaged in the family brewery activities. The youngest, Risa, works as a brewer herself and actively works to its sell both their sake both in Japan and abroad. In the last few years, more and more products and label designs have been created by the owners from a feminine perspective.



### Okuhida Shuzo Co., Ltd.

founded in 1720  
1984, Kanayama-cho, kanayama, Gero City, Gifu  
TEL 0576-32-2033



Junmai Ginjo

# Tenryo Hida Homare



A pleasant and delicate sake

### Tasting comment

A pale yellow. The ginjo aromas of apple and pear and the refreshing hints of green herbs harmonize with the lime and powdery rice aromas. A delicate sweet taste and acidity fill the mouth smoothly as the finish's bitterness leaves a slightly mellow impression.

### Pairing

This mellow sake is recommended with a simple cuisine with high quality ingredients.

Bang bang chicken, salty grilled chicken, roast beef, white-fleshed fish pie, grilled ayu fish with salt

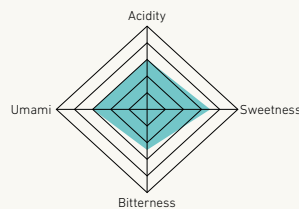
### Recommended cups temperature

Small to medium wine glass  
Guinomi



Around 14°C  
Warm sake(35°C—45°C)

### Taste balance



## Bringing you the everlasting "Tenryo taste", born from the riches of nature

"Tenryo" means "the imperial land". During the Edo period (1603-1868), the Hida region where Tenryo Shuzo is located used to be a land belonging to the imperial house, hence its name. The founder was from Shiga and started his brewery in a stopover town for the regional travelers, 340 years before. It is located fifteen away by car from one of the three famous sources of Japan, Gero onsen, in a half animated half peaceful city. It was maintained thanks to the affection of the local people, while preserving its traditional brewery techniques.

The water used by Tenryo Shuzo comes from Mount Ontake, a sacred mountain and cross Mont Gero Gozen (1412 meters). It is drawn from 30 meters well on the property itself. This very pure and soft water has slightly sweet taste. This characteristic is transmitted to a supple sake, perfectly aligned with the Hida production. Since the last few years, following the motto "the water is from here and so is the rice", the brewery has teamed up with a local farmer union to use fallow plots as rice fields. They cultivate Hida Homare and Yamada Nishiki rice varieties. It might be thanks to the typical northern wind of Hida, the mashitakaze, but the rice has a nice quality and is not prey to the pests. The "Junmai Ginjo Hida Homare Tenryo" is made exclusively from Hida Homare rice. The softness of the water and the rice umami meet there and unfold in the mouth.

The most important thing in sake-brewing is: "a never-changing taste". The master brewer strives to apply the best techniques, in temperature management for example, to adapt to the rice and water that change year after year. As the 9th owner Matasuke Uenoda pledges: "while we evolve, we try to maintain the delicious taste of sake, and hold dear what makes people say 'this is Tenryo:'"



### Tenryo Sake Brewing Co., Ltd. (Tenryo Shuzo)

founded in 1680  
1289-1, Hagiwara, Hagiwara-cho, Gero City, Gifu  
TEL 0576-52-1515



Junmai Ginjo

# Horai Kaden Tedzukuri

F S U



While the finale is sharp the sake is balanced and strong in umami

### Tasting comment

The color is green and silver, almost transparent. The first nose impression is rich, with hints of sweet fruits (melon, pear, ripe apple...) which harmonize with touches of high-quality rice flour and bitter almond. When tasting, a sophisticated sweetness and a more discreet acidity unfold in the mouth. The bitterness of the aftertaste gives way to a deep and dry impression.

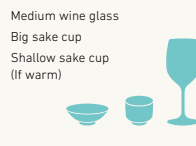
### Pairing

A simple cuisine and light ingredients would be ideal with this simple and dry sake. We recommend complementary savory dishes.

Chicken Gero-style (Keichan), Hida salmon, Okuhida caviar, vegetable and mountain vegetable tempura, pork simmered in miso, pork simmered in magnolia leaf miso, pickled steak, round pot meat (Chinese)

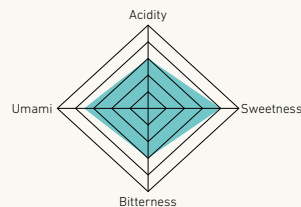
### Recommended cups temperature

Seimai-buai	55%
Rice	Hida Homare
Alcohol	15%
Acidic concentration	1.4
Nihonshudo	+3
Amino-acidic concentration	1.5
Storage	In a cool and dark place



Room temperature(12°C—15°C)  
Warm sake(Around 35°C)

### Taste balance



## A joyful sake, putting a smile on the face of the brewers and the drinkers

Watanabe Shuzoten produces a famous brand from the Hida region, "Horai", which blends tradition, a confident technique, with a unique sensitivity. "We aim at giving a smile to everyone, sake and people." In accordance with these words from the owner Hisanori Watanabe, the preparation tanks are constantly hearing funny stories, and the visitors can write messages such as "thank you" or "please be delicious" on the walls of a "thank you tank". This experiment must have born fruits since the taste is actually different. True to its reputation as "Japan's most smiling KURA", joy is overflowing at Watanabe Shuzoten.

To bring forth the best aromas, the most perfected techniques of the master brewer were recorded into data and the most apt machines were introduced. Thus, the changes in temperature of the most important state of the preparation, the moromi, can be checked at any time from the brewer's cell phones. The brewery also considers the health and security of their employees.

It is even said that this sake was created so its slightly mellow aroma relieves the physical fatigue of the local field workers and carpenters after a long day. "Our sake is just right and delicious when you drink about 2 grasses at night. We want to continue making sake that will give them vitality for tomorrow." Watanabe Shuzoten is constantly researching the right taste, technique, and process to produce the best sake from several rice varieties. Among these, Hida Homare is the base of the brewery's main brand, "Junmai Ginjo Horai Kaden Tedzukuri". In this bottle, the amateurs will find the original taste and aroma from the rice, and its delicacy make it a perfect drink for many dishes.



### Watanabe Sake Brewery Co., Ltd. (Watanabe Shuzoten)

founded in 1870]  
7-7, Furukawa-cho, Ichinomachi, Hida City, Gifu  
TEL 0120-359-308



Junmai Ginjo

# Shiramayumi Hida Homare



A pleasant-tasting fleshy sake

### Tasting comment

A transparent color with touches of green and silver. Delicate aromas of banana and pear. The tasting starts off with a sweet and fruity taste like pear, and by a pleasant acidity that spreads largely in the mouth. A delicate bitterness arises towards the end to give flesh to the sake. When it is warm, its soft taste takes over as it becomes rounder and sweeter.

### Pairing

This sake can be paired with many dishes. With this kind of simple yet delicate sake such as this one, a cuisine that can bring out its lushness is particularly recommended.

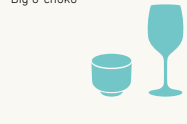
Simmered soymilk dish, prawn shumai, raw spring rolls, grilled vegetables, vegetable tempura, bagna cauda



Seimai-buai	55%
Rice	Hida Homare
Alcohol	15%
Acidic concentration	1.4
Nihonshudo	-2
Amino-acidic concentration	1.4
Storage	In a cool and dark place

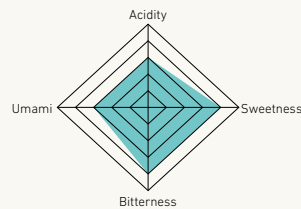
### Recommended cups temperature

Medium wine glass  
Big o-choko



12-14°C

### Taste balance



## A brewery in constant evolution for a beautiful full-bodied sake

The Furukawa district in Hida has kept its charm, with the white walls of its breweries. Kaba Shuzojo was founded in 1704 first for trading and has since shared more than three hundred years of history with Furukawa.

"We have created a rich sake, loved by the people around here. I hope that we will always be able to get this taste that is the mark of Kaba Shuzojo, fresh and discreet in the mouth." These explications come from the eldest of the brewery's three daughters. Atsuko Kaba is the 13th owner and protector of this place where she was born. The sake rice Hida Homare was developed in this very district thanks to the trials of the local farmers. This is the reason why the "taste of Hida" is often mentioned when describing sakes made with this variety.

Kaba Shuzojo has introduced a rice washing machine that puts less load on rice grains and takes great care of the cooling down temperature after the steaming. The brewery cares more about the taste than the efficiency. The staff is detail-oriented to constantly produce the best sakes.

The main brand is called "Shiramayumi", a reference to a Man'yoshu excerpt, the oldest poetry volume of Japan where the word is used in a verse about Hida, but nobody knows anymore when this decision was taken. The mayumi is also a native tree of the region, which flexible and solid wood was used to make bows. Just like this wood, Kaba Shuzojo's sake hides a strong heart under great beauty.

Among the other products of the brewery, the sake "Yanchazake", named after the locals' temper "Furukawa yancha" (mischievous Furukawa), and a yoghurt sake made in collaboration with local farmers.



### Kaba Shuzojo Co., Ltd

founded in 1704  
6-6, Furukawa-cho, Ichinomachi, Hida City, Gifu  
TEL 0577-73-3333



# Karakuchi Jindai

S U L



A soft rice flavor and a neat finish

## Tasting comment

A pale yellow. This sake gives off aromas of grapefruit, chervil, green bamboo, Japanese cypress, cooked rice. The rice umami starts off the tasting on a soft note, followed by a nicely balanced sweetness and acidity, and a sharp finish brought by bitterness. The rice taste is light but can still be tasted.

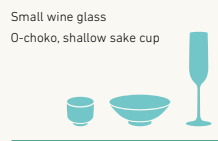
## Pairing

With this sake, we recommend a simple and dry Japanese cuisine with a rice taste, but also any type of traditional home cooking, with a fresh seasoning such as green spring onion. Root vegetables with an earthy taste are also very welcome.

Boiled tofu, burdock and carrots prepared kinpira-style, tempura, grilled fish, simmered chicken

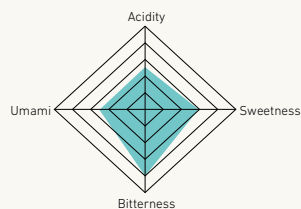
## Recommended cups temperature

Seimai-buai	70%
Rice	Akita Komachi
Alcohol	15%
Acidic concentration	1.8
Nihonshudo	+5
Amino-acidic concentration	1.4
Storage	In a cool and dark place



Around 10°C  
Warm sake, above 40°C

## Taste balance



In the northernmost city of Gifu, an earnest and passionate sake culture

Kamioka-cho, Hida City is located at the northern end of Gifu Prefecture. It was once known as the best mining development in the Orient. Currently, there is a "Super-Kamiokande" grand observation device that solves the mysteries of the universe, and it attracts world attention as a leading space science city.

This is where the locally loved Otsubo Shuzoten has settled. The brewery mainly produces a clear and dry sake, and a rich and mellow sake, "Hida Musume". The production is quite small, including some limited-edition seasonal bottles, and is almost exclusively enjoyed by locals.

According to the previous master brewer, "delicious and mellow are one word". The last invention from the brewers gave birth to a dry sake with hints of sweetness and a delicate balance. On the other hand, "Hida Musume" has fermented to its extreme limit, to get a satisfying quality and an elegant depth.

The region is brimming with water, and this same district of Kamioka boasts a lot of watering holes. The one used to make sake is drawn from Mount Obora (1348 meters) directly behind the brewery.

Kazuki Otsubo, 12th owner of the brewery, was born in Yokohama (Kanagawa). He was adopted into the family after marrying the daughter and learnt there about fermentation, from zero. He maintains with care the tools and the knowledge of his family. For a long time, a master brewer came from Iwate but because of health reasons, from 2022 Mr. Otsubo took over the process himself. "Here we say that 'we create earnest products without caring about the trends' and 'creating an everlasting taste by hand, with our traditions and our passion.' When I think of the minute techniques and the fermentation, I want to protect them."



## Otsubo Shuzoten Co., Ltd.

founded in 1842  
557, Kamioka-cho, Asora, Hida City, Gifu  
TEL 0578-82-0008



# Types of sake

Special-designation sakes and their characteristics

Rice, water and kome-koji (koji cultured in rice) are the base of sake. Koji bacteria, were originally selected from fungi grown on cereals, sake is mainly the combination of only two ingredients. Despite this simplicity, depending on the rice polishing, the adding of alcohol, etc., there are many sake varieties.

Among the bottles from the first main category junmai, we find junmai daiginjo, junmai ginjo, and junmai, depending on the rice umami.

Daigin jozo, ginjozo, honjozo are part of the honjozo category (with the addition of alcohol). There are many sake types with a sharp finish and a distinctive aroma. The added alcohol is not a mere additive. To preserve the sake quality, the brewers use hashira shochu (created in the Edo period, 1603-1868). It is a traditional method.

Special-designation sake (tokutei-meisho)	Alcohol addition	Rice polishing rate (seimaibuai)	Koji rate	Rice grade	Tasting characteristics and trends
Junmai Daiginjo	Not used	Less than 50%	More than 15%	Equal or superior 3	A floral and riche aroma, a nice feeling inside the mouth
Junmai Ginjo	Not used	Less than 60%	More than 15%	Equal or superior 3	A delicate aroma and a well-balanced umami
Junmai	Not used	No regulation	More than 15%	Equal or superior 3	A fleshy sake with umami
Daiginjo	Less than 10%	Less than 50%	More than 15%	Equal or superior 3	A fruity aroma and a refreshing taste
Ginjo	Less than 10%	Less than 60%	More than 15%	Equal or superior 3	A balanced, light, and refreshing sake
Honjozo	Less than 10%	Less than 70%	More than 15%	Equal or superior 3	A sharp finish and an umami taste

There is also the tokubetsu junmai (seimaibuai / rice polishing rate inferior to 60%) and the tokubetsu honjozo (alcohol addition inferior to 10 % and seimaibuai inferior to 70%).

## Seimaibuai indicate the leftover rate of the cereal after its polishing.

In the sake field, the proteins and lipids of the rice bran are source of off-flavor which the polishing is supposed to get rid of. The daiginjo sakes have a polishing rate (seimaibuai) inferior to 50%, so more than half of the grain has disappeared and its taste is sharper. When the seimaibuai is high, the rice protein turns into amino acids which give an umami taste to the sake.



## The various designations of sake

<b>Namazake</b>	This is a non-pasteurized sake, untouched after the yeast action. Its main characteristic is its fresh taste. The preservation temperature management makes all the difference in terms of quality.
<b>Muroka</b>	Moromi (sake after brewing) is pressed without being filtered and bottled.
<b>Genshu</b>	Sake is generally diluted with water to reach the 15 degrees of alcohol of a normal bottle. For genshu, no water is added, and the bottles reach up to 20 degrees of alcohol.
<b>Koshu/ Aged sake</b>	This sake should be opened at least more than one year after its making. It has a profound taste because of the changes in its natural acids. Its color is generally a shade of caramel. The preparation of a koshu is specific and decided in advance for the sake to age beautifully.
<b>Sparkling sake</b>	This is a sake bottled when the yeast is activated. The carbon dioxide of the fermentation is imprisoned in the liquid and bubbles form.
<b>Nigorizake</b>	Moromi is coarsely strained and bottled without filtration. Rice particles and bits of grain remain, giving this sake its cloudy appearance. The rice umami can be felt.
<b>Kimoto/ Yamahai</b>	This sake is made by a method using yeast to not add lactic acid and letting the lactic-acid bacilli multiply to create the alcoholic fermentation. The result is a strong acidity and a complex taste. The yamaoroshi technique is used to make kimoto, which means the steamed rice, water and yeast are mashed. Yamahai does not use this step. These sakes tend to good when get to warm.
<b>Kijoshu</b>	Another sake replaces part of the water used to make this sake. This luxury drink is characterized by a powerful sweet taste from the rice koji' s saccharification, like mirin.

## All the experts who collaborated in this tasting

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**Rika Ando**

When my friends from other Japanese regions come here, I immediately think of what I might have them taste. The local chicken and Hida beef come to mind right away. This tasting introduces numerous sakes that are delicious with a meat.

A high-grade meat and quality sake! I hope many people will be able to enjoy this.

**Profile**

Lives in Gifu

Member of the Japanese sommelier association

Wine expert excellence (grade certified by the Japanese sommelier association)

Teaches for the SAKE DIPLOMA and Wine Kentei exams

Semifinalist of the SAKE DIPLOMA contest organized by the Japanese sommelier association

J.S.A. SAKE DIPLOMA



**Sebastien Lemoine**

Gifu' s sakes, a Japanese specialty, reflect the diversity of its landscapes, its traditions, and its local culinary art. With its mountains to the north and its grasslands to the south, the prefecture offers a wide range of conservation and preparation of food depending on the area. Traditionally, the north' s sakes are powerful, with a distinct and pleasant bitterness, while those of the south seem to be more delicate, but nowadays things are changing. Every region, every brewery is teeming with their own ideas and characteristics and together they outline a new landscape for the local sake. This is why I hope the readers will have the opportunity to explore this diversity and enjoy it with a harmonious cuisine pairing. This is what I powerfully felt during this tasting.

**Profile**

Professional sake consultant, Sebastien teaches at the culinary arts school le Cordon Bleu and at Temple university. He also hosts the first podcast in English about sake traditions, "Sake on Air" . With his company Passerelle, he offers travels, tasting, and experiences all about the theme of sake.



**Nathaniel Hoy**

Ever since I came to Japan, I fell in love with sake. Then, when I tried Gifu' s sake for the first time, a "sake love" started blooming inside me.

Even now, if we talk about alcohol, I could drink sake anytime but at the end of the day, Gifu sake holds a special place in my heart.

These that I had the opportunity to taste for this book reflect all the wonderful diversity of Gifu. I hope this catalogue will be an open door for many people around the world to try them out for themselves.

**Profile**

EXO Travel Japan - Customer care manager



Gifu Prefectural Government, Department of Commerce,  
Labor and Industry Prefectural Product Distribution Support Division

Cooperation : Gifu Sake Brewers Association  
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