

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.

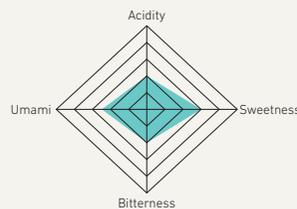
Boiled asparagus with tartar sauce, hirame fish carpaccio, shrimp tempura, white rind cheese, squid nuta-fashion with spring onions, soy sauce preserves

### Recommended cups temperature



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

### Taste balance



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

## 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.



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