

JAPAN Pavilion

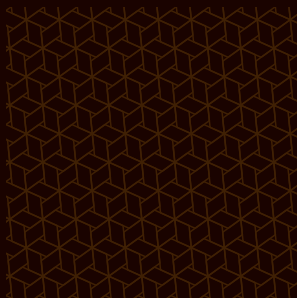
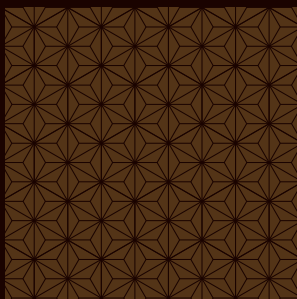
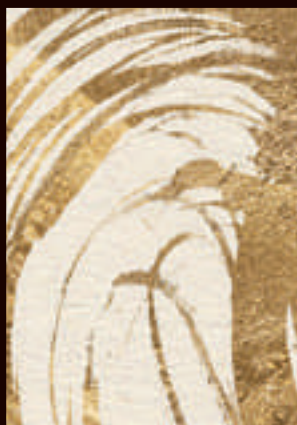
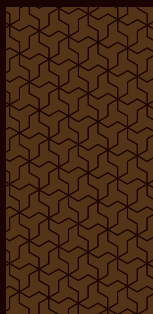
EXHIBITOR CATALOGUE

LONDON WINE FAIR 2024

MON 20 - WED 22 MAY 2024

OLYMPIA LONDON

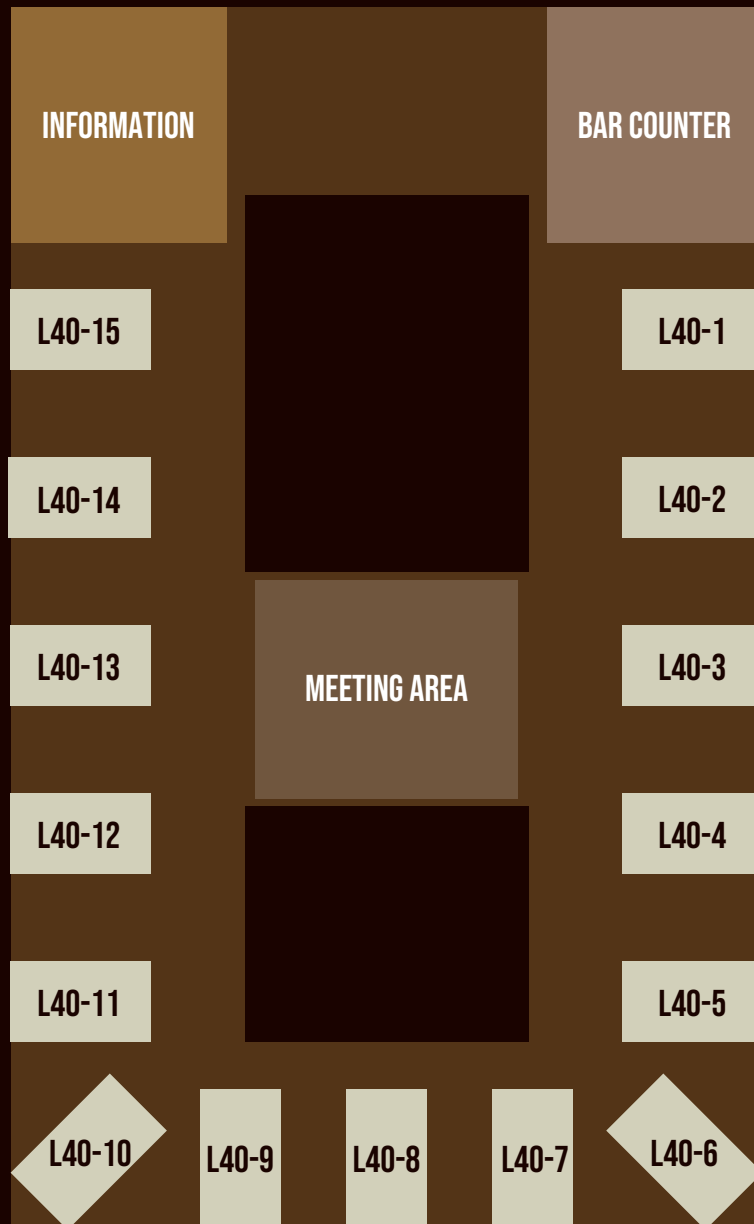
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Japan. "Kampai" to the world.

NATIONAL TAX AGENCY

JAPAN PAVILION MAP



▶ GRAND HALL ENTRANCE

L40 - 1	JFC JAPAN INC.	1
L40 - 2	Kenbishi	2
L40 - 3	Mottox Inc.	3
L40 - 4	PRINCE NAGAYA	4
L40 - 5	ICHIDO	5
L40 - 6	SATONAMI Co., Ltd.	6
L40 - 7	Toyokuni Shuzo Limited Partnership	7
L40 - 8	Moon Bloom Sake	8
L40 - 9	Yokota Sake Brewery Inc.	9
L40 - 10	Yonetsuru Shuzo Co., Ltd.	10
L40 - 11	YOSHINOTOMOSHUZO Co.,Ltd	11
L40 - 12	Akashi Sake Brewery & KAIKYO Distillery	12
L40 - 13	Yamae Hisano Co.,Ltd.	13
L40 - 14	Kanku Unyu Co., Ltd.	14
L40 - 15	Eirin Shuzo Co., Ltd.	15



This symbol means the product is distributed in the UK

JFC JAPAN INC.

We have helped deliver products manufactured by vendors with the greatest care to consumers in over 40 countries on the five continents by using the JFC Group's network.



DISTRIBUTED
IN THE UK

NABESHIMA JUNMAIGINJO YAMADANISHIKI

720 ml, Alc.16%

Sake Junmai Ginjo

Nabeshima Junmai Ginjo stands out for its expressiveness, captivating with fruity sweetness of cooked rice predominates. The acidity is weak and sweet, the balance with the modest bitterness is awesome, resulting in a high-quality finish.



DISTRIBUTED
IN THE UK

DENSHIN YUKI JUNMAI GINJO

720 ml, Alc.16%

Sake Junmai Ginjo

First impression is a hint of cherry, with soft and sweet aromas reminiscent of vanilla and cotton candy. The purity of the brewing water, taken from crystal clear meltwater, is detectable in the sake itself and in its bountiful flavors that overflow with clarity and transparency.



DISTRIBUTED
IN THE UK

JUNMAIGINJO GENSHU EDOKAIJO SUSTAINABLE

720 ml, Alc.15%

Sake Junmai Ginjo

Sake brewed using the no-rinse rice brewing method with the health of the earth in mind. This sake has a complex flavor and aroma that is unique to sake brewed with unwashed rice.

Kenbishi

Founded in 1505, the Kenbishi brand (and its Sword-Diamond logo) is probably the oldest trade mark in the world. We are particular about raw materials (rice water) and have not changed the manufacturing method since at least 200 years ago.



KENBISHI



Kenbishi Kuromatsu

180 ml, Alc. 17%

Sake Standard Sake

Rich aroma spreading through your mouth the moment you put it in. This is a masterpiece that draws out the rich flavor of rice. Strong umami combined with sourness and dryness forms layers in mouth. Sharpness of the flavor leaves a pleasant aftertaste.



Kenbishi Mizuho

720 ml, Alc. 17.5%

Sake Standard Sake

Blend of sake made from Yamadanishiki produced in Hyogo prefecture, that has been aged for two years or more. Elegant aroma and full-bodied, mature taste. Sharpness is well present while leaving a gorgeous aftertaste. Harmony of complex taste brings you new discoveries every time.



Kenbishi Zuishou

720 ml, Alc. 18%

Sake Standard Sake

A blend of old sake made from special A rank Yamadanishiki. Aged for 5 to 15 years before bottling. This creates a full-bodied sake that is rich and flavorful. Makes an ideal pairing with meats, cheeses, chocolate, and nuts. Please enjoy Japan's oldest and most traditional sake.

Address: NIHONBASHI SOYIC BLDG.,7F, 3-11 Nihonbashi Koamicho, Chuo-ku, Tokyo 103-0016 Japan

Contact person: Kensuke Fukui / k-fukui@jfcjapan.co.jp

Tel: +81-3-5847-0584



Local Distributor: JFC (UK) LTD.

Mizuto Wakatsuki / mizuto.wakatsuki@jfc.eu

Address: 3-12-5 Mikage Hommachi, Higashi Nada-ku, Kobe, Hyogo 658-0046 Japan

Contact person: Ryutaro Haba / haba@kenbishi.co.jp

Tel: +81-78-451-2501



Local Distributor: TENGU SAKE

Oliver Hilton-Johnson / oliver@tengusake.com

Mottox Inc.

Mottox's Craft Sake is a diverse range of sake developed in tandem with sake breweries across Japan. We actively approach breweries making outstanding, terroir-expressive sake and collaborate with them to produce this range of over a hundred original products.



X3 Amairo Triple Koji Junmai Genshu

720 ml, Alc. 15%

Sake Japanese Sake

The X3 Amairo Triple Koji Junmai Genshu stands out for its use of triple the usual rate of Koji, imbuing it with a rich and powerful umami profile. Expressing a whole new side of sake, everyone should try it at least once.



Harada Gengetsu Muroka Junmai Daiginjo Genshu (incl. gift box)

720 ml, Alc. 16%

Sake Japanese Sake

A blend of Yamada Nishiki and Saito-no-Shizuku (Yamaguchi Prefecture's own sake rice), overflowing with fruitiness yet with excellent composure - a perfectly balanced sake. The label depicts a crescent moon rising over the Seto Inland Sea, which can be seen from the brewery.



Benten Sawane Junmai Ginjo

720 ml, Alc. 16%

Sake Japanese Sake

A beautiful Junmai Ginjo from Yamagata Prefecture, "The Kingdom of Ginjo". This sake's elegant, pure style is expressed perfectly by its eye-catching and approachable label design, which depicts the smiling face of the Goddess Benten. We hope you will get to know her well.

PRINCE NAGAYA

Founded in 1727 and located in the ancient capital of Japan, Nara. With the expertise of seasoned brewers and cutting-edge technology that maximizes the power of nature, our sake is unique and unparalleled, beyond what other breweries can produce.



THE GOLDEN SAKE LOST TO TIME

A favorite of the Japanese imperial family and aristocracy of the 8th century, this utterly unique sake was lost to the sands of time.

1,300 years later, we have succeeded in recreating those ancient brewing recipe to bring the sake of Prince Nagaya into the present day.



PRINCE NAGAYA

720/300 ml, Alc. 18.1%

Sake Junmai

Recreating a recipe from 1,300 years ago, documented on wooden tablets unearthed from the ruins of the imperial residence of Prince Nagaya, this unique sake, brewed with table rice polished to 90%, has been awarded numerous prizes worldwide, including in France and Italy.

Address: 1-6-20 Kosaka-Hommachi, Higashi-Osaka-shi, Osaka 577-0802 Japan

Contact person: Alex Harrison / a_harrison@mottox.co.jp

Tel: +81-80-4793-3801



Address: 1067 Kamimachi, Ikoma, Nara 630-0131 Japan

Contact person: Yasuhiro Kurita / princenagaya2023@gmail.com

Tel: +81-90-1769-4202



ICHIDO

The ICHIDO project was launched by six members who met in Chicago, USA. We want to make Japanese sake more familiar to people overseas by helping them learn more about how to taste and enjoy it.

ICHID^o



ICHIDO Sparkling ROSE

300 ml, Alc. 7%

Sake Junmai Ginjo

A rose sparkling aperitif with only the natural color of purple-black rice without using additives. The soft sweetness of the grain spreads in your mouth with a bubbly finish. Sweetness not sacrificed in this low-alcohol sake, an exquisite combination of elegant and rich flavours.

ICHIDO Sparkling DRY

300 ml, Alc. 11%

Sake Junmai Ginjo

A classic choice for champagne and wine lovers. Distinct bold blend that highlights intense flavors with delicate silk-like foam achieved from the natural fermentation (Champagne method). A delicious companion for a luxurious holiday.

ICHIDO Junmai Daiginjo

300 ml, Alc. 15%

Sake Junmai Daiginjo

ICHIDO Junmai Daiginjo, produced especially for Sake lovers. Using the best "Gohyakumangoku-rice" from the Tohoku region, this sake combines ethereal aromatics with a crisp texture and light aftertaste. Its refined and smooth taste blends fruity accents with a clean finish, an absolutely stunning balance.

SATONAMI Co., Ltd.

Satonami Co., Ltd. aims at sharing latest information and knowledge about jizake, so that gaps between sake brewery and overseas consumers could be decreased. We are making efforts to let more people know about the charm and potentiality of Japanese jizake, and wishing you be the partner with us.



Saykoh Junmai Ginjo Omachi with Rose Yeast

720 ml, Alc. 16%

Sake Junmai Ginjo

All Omachi lovers must try Saykoh Omachi, which makes full use of the characteristics of flower yeast, and can highlight the special sweetness while maintaining the calm aroma of Omachi with a refreshing taste. This is also quite eye-catching as a pairing wine.



Shinkai Junmai Ginjo il tuono d'autunno

720 ml, Alc. 16%

Sake Junmai Ginjo

il tuono d'autunno means autumn thunder in Italian. The round flavor with a strong presence slowly rolls on your tongue. The scent fits aromatic flavors of autumn ingredients.



Gokeiji Junmai Ginjo Hitachinishiki

720 ml, Alc. 16%

Sake Junmai Ginjo

A masterpiece of Gokeiji that boasts of refreshing aroma, deep flavor and clear aftertaste. This sake not only won Silver medal in International Wine Challenge 2023, but also nominated for served sake in ANA lounge.

Address: Hamamatsu-cho 2-2-15-2F, Minato-ku, Tokyo 105-0013 Japan

Contact person: Chikako Amano / sakeadmin2@sake-g.com

Tel: +81-3-6775-8300



Local Distributor: SAKE COLLECTIVE

Satoshi Hirasaki / pr@sakecollective.uk

Address: 2-6-9 Kobayashinishi, Taisho-ku, Osaka 551-0013 Japan

Contact person: Yiling Huang / satonamikaisya@gmail.com



Toyokuni Shuzo Limited Partnership

We always strive to combine tradition and innovation, aiming for careful sake brewing.



Awa Sake Sparkling Toyokuni

720 ml, Alc. 12%

Sake Junmai Ginjo

A Japanese sake champagne with fine bubbles, a fruity aroma, and a dry taste. As a meal, it goes perfectly with cream-braised Bresse chicken or foie gras.



Junmai Ginjo Toyokuni Genshu

720 ml, Alc. 16%

Sake Junmai Ginjo

Osake is made by polishing Gohyakumangoku rice from Aizu to 55%. It is characterized by its fruity aroma and refreshing taste. It won the regional trophy in the Junmai Ginjo category of I.W.C 2020. Please enjoy our highly recommended products.



Daiginjo Gakujuuro

720 ml, Alc. 16%

Sake Daiginjo

Daiginjo sake named after the first brewer's name. It won the Gold Award at the National New Sake Awards for nine consecutive years. It is characterized by its light, soft taste and fruity aroma.

Moon Bloom Sake

5th Generation Master Brewer Mami Wakabayashi is one of the few female Master Brewers (Toji) in Japan. She produces Moon Bloom in Ueda Nagano in small batches using rice locally sourced from Nagano Prefecture.



MOONBLOOM
SAKE



Moon Bloom Junmai Ginjo Genshu

720 ml, Alc. 16%

Sake Junmai Ginjo Genshu

Light with a mild sweetness and crisp finish. Citrus and plum dominate at colder temperatures. When warmed, rich flavors like banana delight the senses. It's versatile enough for every course, but does best with fried dishes, tempura and fish.



Kunoichi by Moon Bloom Junmai Yamahai

720 ml, Alc. 15%

Sake Junmai Yamahai

Yamahai sake tends to be rich and wild. This label has a balanced sourness influenced by lactic acid, one of the signature notes of a Yamahai. It has a mild aroma (apple), clean finish, and unique yogurt-like acidic taste. Kunoichi pairs well with rich and flavorful dishes.



Moon Bloom Junmai Daiginjo

720 ml, Alc. 15%

Sake Junmai Daiginjo

Made with locally grown Miyama Nishiki rice, Moon Bloom's Junmai Daiginjo has a sweet melon and powdery nose. Think of delicate boxed cake alongside rice powder, with hints of juicy fruit and pea shoot stems.

Address: 3554 Ichinaka 1 bankou, Aizubangemachi, Kawanuma-gun, Fukushima 969-6536 Japan

Contact person: Sadaya Takaku / jcf12072@nifty.com

Tel: +81-242-83-2521

Local Distributor: Kaori Ishii / kaoriishii99@gmail.com



Address: 1550-1 Hajino, Isahaya, Nagasaki 854-0056 Japan

Contact person: Ruriko Yamada / ruriko@isisla.com

Tel: +81-90-6420-9868



Yokota Sake Brewery Inc.

It has a history and tradition of over 200 years, and has won gold medals at the National New Sake Competition 17 times in the past 20 years. Since the time of its first founder, the company has been branded "Nihonbashi".

日本橋



Nihonbashi Daiginjo Shizuku

720 ml, Alc. 17.5%

Sake Daiginjo

This sake has won 15 gold medals in Japan's National New Sake Competition over the past 20 years. It is characterized by its clear flavor and mellow ginjo aroma, which can only be achieved by careful harvesting.



Ukishiro Sakitama Kodaishu 20 years aged

500 ml, Alc. 17.5%

Sake Koshu

Winner of the Trophy Award in the Old Sake category at the IWC 2023, this sake was recognized around the world for its deep flavor, which changes the image of sake with 20 years of aging.



Junmai Daiginjo Nihonbashi

720 ml, Alc. 15.5%

Sake Junmai Daiginjo

Two different types of yeast are used to create a well-balanced taste that is both easy to drink and deep. Packaged in a fine wooden box, it can be used as a gift.

Yonetsuru Shuzo Co., Ltd.

Founded at Yamagata in 1697. The company has been engaged in sake making from the rice cultivation. It has won more than 180 awards at various sake competitions and has been used as in-flight sake for both JAL and ANA.

米鶴



DISTRIBUTED IN THE UK

Yonetsuru (Grateful Cranes) Sparkling Rosé

750/375 ml, Alc. 9%

Sake Sparkling Sake

Indulge in the harmony of sweet and tart notes, featuring strawberries, cherries, apples, and plums. Enhanced by a delicate mousse, this award-winning, refined and well-balanced drink is perfect for receptions, events, celebrations, and beyond. IWC Sparkling Trophy Gold(2022), Regional Trophy Gold(2018), Silver(2021,2020).



DISTRIBUTED IN THE UK

Yonetsuru (Grateful Cranes) Mahoroba Junmai

720 ml, Alc. 15%

Sake Junmai

Made to be a harmonious pairing to the local cuisine and brewed using local rice, this terroir-driven sake pays homage to its 'Mahoroba' or 'beautiful place' that surrounds the brewery. Fruity notes of apples and muscat melon are well-balanced by acidity and a clean finish.



DISTRIBUTED IN THE UK

Yonetsuru (Grateful Cranes) Ultra Dry Junmai

720 ml, Alc. 15%

Sake Junmai

Wonderful minerality along with cereal, fruity, lactic and earthy notes, this dry sake is incredibly versatile for food pairings and it can be served at a range of temperatures. Serve it warm for oily and rich food or leave it chilled for more subtler dishes.

Address: 2-29-3 Sakura-cho, Gyoda, Saitama 361-0022 Japan

Contact person: Tomoyoshi Matsubara / jstbc@outlook.jp

Tel: +81-80-1348-5766



Address: 1076 Niijuku Takahata-machi, Higashiokitama-gun, Yamagata 992-0301 Japan

Contact person: Yoichiro Umetsu / info@yonetsuru.com

Tel: +81-238-52-1130

Local Distributor: MAI SAKE LTD

Erika Haigh / erika@maisake.com



YOSHINOTOMOSHUZO Co.,Ltd

Japanese sake brewery founded in 1877. Junmai brewery is the first brewery to make only junmai sake. By cultivating sake rice by our own group, we are domaining Japanese sake in the same way as wineries.



KISAKI BLACK 28

720 ml, Alc. 15%

Sake Junmai Daiginjo

Kisaki Black 28 is a sake that is made by polishing home-grown Yamada Nishiki to 28%, and has a modest aroma but is elegant and should be enjoyed as a meal sake that does not interfere with meals.



KISAKI INFINITY PINK

720 ml, Alc. 11%

Sake Junmai Daiginjo

It has a sharp sweetness that you can't think of as Japanese sake, and the alcohol content is 11%, which is a low alcohol Japanese sake. It has a taste that is liked by those who are not yet familiar with Japanese sake and especially by women. It is perfect as an aperitif or dessert drink.



KISAKI BLACK 50

720 ml, Alc. 15%

Sake Junmai Daiginjo

Kisaki Black 50 is brewed from the home-grown Yamada Nishiki and the underground water of the Tateyama mountain range, which is lined with 3,000-meter-high mountains, and has a smooth mouthfeel and, above all, a sake that complements food as a mid-meal sake.

Akashi Sake Brewery & KAIKYO Distillery

Small artisanal producer based in Akashi. Using local ingredients and making in small batches. GI Harima certified Sake. Kaikyo Distillery is distilling 135 EAST Gin and blending Hatozaki Whisky. All products are made with small batch with attention to details.



Akashi-Tai Junmai Daiginjo Genshu

720 ml, Alc. 16%

Sake Junmai Daiginjo

Our Grand Cru and signature Sake. Elegant, floral, and fruity broad palate. A hint of minerality and full-bodied type of Genshu with aromatic aroma of flower and fruits notes such as lily, white flower, melon, and peach. Using 38% polished Yamadanishiki rice. GI Harima Sake.



Akashi-Tai Ginjo Yuzushu

500 ml, Alc. 10%

Liqueur Yuzu Liqueur

Using only fresh yuzu fruits from renowned Hyogo. Immediately upon arrival, yuzu is delicately pressed to preserve its clear aroma, then blending with Ginjo Sake. This delightful Yuzushu is perfect as an aperitif, highball and cocktails.



Hatozaki Small Batch Pure malt Whisky

700 ml, Alc. 46%

Whisky Malt Whisky

Vatting of 100% malt whiskies aged in imported bourbon, sherry casks and native Mizunara oak barrels. Rich profile of sweet cereals and malty dried fruit with a light touch of smoke and honey finish. Aged by the seaside Akashi.

Address: 3285-1, Shimoisawa, Fuchu-machi, Toyama-city, Toyama 939-2756 Japan

Contact person: Kenji Yoshida / medicion@aroma.ocn.ne.jp

Tel: +81-90-4326-2206



Address: 1-3 Okurahachiman-cho, Akashi, Hyogo 673-0871 Japan

Contact person: Miho Komatsu / miho@akashi-tai.com

Tel: +44-7590-964-035

Local Distributor: Marussia Beverages UK

Scott Paine / ScottPaine@mbev.com



Yamae Hisano Co.,Ltd.

One of Japan's largest distributors and exporters, Yamae Hisano is your Japanese food concierge. Working together with over 5,000 suppliers across the globe, our team can connect you to Japanese culture, manufacturers, retailers and more! Our inhouse distillery produces some of the finest Japanese spirits.



DISTRIBUTED
IN THE UK

Takachiho Umeshu

720 ml, Alc. 14%

Liqueur Plum Liqueur

Platinum Award Winner at Kura Master 2023.
A refreshing, perfectly balanced umeshu made using specially selected Takachiho plums, steeped in high quality barley shochu. Drink over ice, with soda water, or in a delicious cocktail to add natural, authentic plum flavour to your drink!



DISTRIBUTED
IN THE UK

Shigemasu Ginnoatojunmaiginjo

720 ml, Alc. 16%

Sake Sake Junmai Ginjo

Platinum winner at the 2022 Kura awards.
This umami rich, complex Junmai Daiginjo sake was made using a new variety of rice, recently developed in Fukuoka prefecture to respond to the demands of local producers for exceptional sake rice.



DISTRIBUTED
IN THE UK

Shinozaki Asakura

500 ml, Alc. 40%

Liqueur Barrel Aged Liqueur

Based on an idea for Koji fermented whisky, conceptualized by Dr. Takamine 100 years ago, we have created a barrel aged, whisky strength barley shochu based spirit. With a unique profile reminiscent of quality Japanese whisky, the spirit of Asakura has spread across the world.

Kanku Unyu Co., Ltd.

We are a logistics company with trading functions. We can propose a variety of products and a variety of logistics plans according to customer needs. By combining commercial distribution and logistics, we are able to export at a lower cost.



TSUKUSHI YAMENOGREEN TEA UMESHU

720 ml, Alc. 12%

Liqueur Plum

This product is made with Yame tea, a specialty of Fukuoka Prefecture, and large plums from Yame Tachibana, using a unique process. The refreshing sourness of plums and the aroma of green tea are perfectly blended to create a mouthfeel that harmonizes sweetness and bitterness.



JIN7 SERIES 00

700 ml, Alc. 47%

Spirits Gin

JIN7 SERIES 00 uses fresh organic herbs from the oldest herb farm in Japan, "Kigashira Yuzu" from Kagoshima Prefecture. And the base spirit is sweet potato shochu. All ingredients give it a unique herbal flavor, a refreshing citrus aroma, with a hidden aftertaste sweetpotato.



RYUKYU OUCHOU

720 ml, Alc. 30%

Awamori Awamori

RYUKYU OUCHOU has a well-balanced aroma and flavor, and is easy to drink. It is the most popular products of the Taragawa brands because it goes well with anything served. Drinking over ice or with water is highly recommended to enjoy the mellow flavor.

Address: 2-13-34 Hakataekihigashi, Hakata-ku, Fukuoka-city, Fukuoka 812-8548 Japan

Contact person: Ippei Adachi / i.adachi@yamaehisano.co.jp

Tel: +81-92-474-0554



Local Distributor: NEW VICTORY TRADING LTD

Kevin Zhou / zhou@newvictorywholesale.com

Address: 102-1 Nakasho, Izumisano, Osaka 598-0002 Japan

Contact person: Masahiro Doumoto / export@kanku-unyu.com

Tel: +81-72-468-7500



Eirin Shuzo Co., Ltd.

Eirin Distillery, nestled by the Minou Mountain Range and surrounded by Kyushu's largest Chikugo River, utilizes abundant spring water to craft exquisite distilled traditional shochu. Besides shochu, we also produce gin, vodka, and rum. Today, we introduce our special gin.



SAKE GIN ORIGINAL

720 ml, Alc. 47%

Spirits Gin

This Japanese gin uses sake as a base spirit. Once we made sake distilled, macerated it with botanicals, and distilled it again. The taste of citrus and spices changes by how you drink it. Find your own way of drinking and enjoy.



SAKE GIN YUZU

720 ml, Alc. 47%

Spirits Gin

This Japanese gin uses sake as a base spirit. Once we made sake distilled, macerated it with botanicals, and distilled it again. We only chose simple but high quality botanicals to maximise the flavour of the yuzu and juniper berries.



SAKE GIN WASABI

720 ml, Alc. 47%

Spirits Gin

This Japanese gin uses sake as a base spirit. Once we made sake distilled, macerated it with botanicals, and distilled it again. Our familiar food, Wasabi is used for this Gin. You will love the hint of spiciness of Wasabi and well-balanced sake mouthfeel.

Address: 8-12 Kogashira-machi, Kurume, Fukuoka 830-0045 Japan

Contact person: Daigo Irifune / d-irifune@takamasamune.co.jp

Tel: +81-942-36-8811



ABOUT JAPANESE LIQUORS



Sake

Sake is a traditional alcoholic beverage in Japan.

It is made through fermentation, like beer and wine. Sake is made from rice, a staple food in Japan.

It is an integral part of the Japanese lifestyle and culture.

In recent years, Japanese sake is becoming more popular internationally, and is enjoyed all over the world.



Shochu

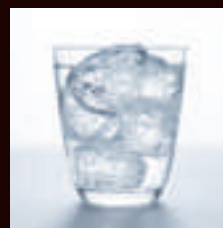
Shochu is a distilled alcoholic beverage unique to Japan. Unlike wine, beer or sake, the shochu making method includes a distillation process like whisky and gin making. Based on the difference in the distillation process, shochu is classified as either single distillation shochu or continuous distillation shochu. It is a spirit that has a variety of taste and aroma based on different types of ingredients and manufacturing methods used.



Plum Wine

Umeshu is a Japanese liqueur characterised by sweetness, refreshing acidity, and a distinctive aroma.

This citric acid-rich beverage is made from unripe ume, a plum-like fruit which contains high levels of the aromatic compound benzaldehyde, particularly in its seeds. This compound is what gives umeshu its unique fragrance and taste.



Gin

Gin is a colourless and translucent liquor.

It is crafted by adding aromatic components, derived from botanicals, to a base liquor made by saccharifying, fermenting, and distilling grains. Japanese gin is made with botanicals unique to Japan, such as yuzu, Japanese pepper, shiso leaf, and more.



Whisky

Japanese whisky comes in both malt and grain varieties.

Most Japanese whisky is blended, crafted by combining the richness of malt whisky with the lightness and mildness of grain whisky. Today, the distinctive flavour profiles of single malt whiskies (single distillery malt whisky blends) and single cask whiskies (bottled from a single cask) are attracting increasing attention.

