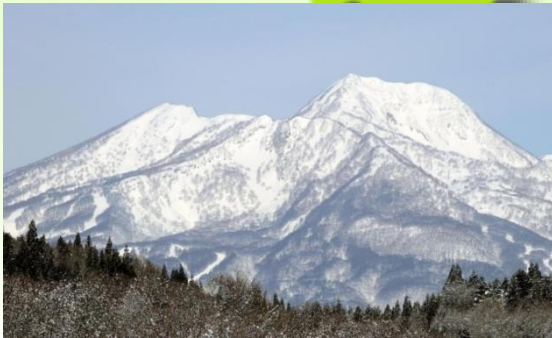


The Food culture of Hokuriku, Sake made from rice 【Niigata(Joetsu・Sado) edition】



Hokuriku Regional Agricultural Administration Office

MAFF

Support

Kantoshinetsu Regional Taxation Bureau
Kanto Bureau of Economy, Trade and Industry

【Introduction】

We at the Hokuriku Regional Agricultural Administration Office hope to use sake as a way to introduce the region's food culture surrounding rice, to help share the Hokuriku region's agricultural, forestry, and fishery products and local foods with the rest of the world.

By introducing sake from Hokuriku and foods that pair well with sake, we hope to raise the interest of people overseas in the superb agricultural, forestry, and fishery products and local foods of the region.

This brochure is available on our website



【Website】

https://www.maff.go.jp/hokuriku/food/export/kome_culture.html#niigataJoetsusado



Sake



Dishes and snacks that pair well with sake that are recommended by each brewery



Cups well suited to serving sake that are recommended by each brewery



Fermented products from each brewery



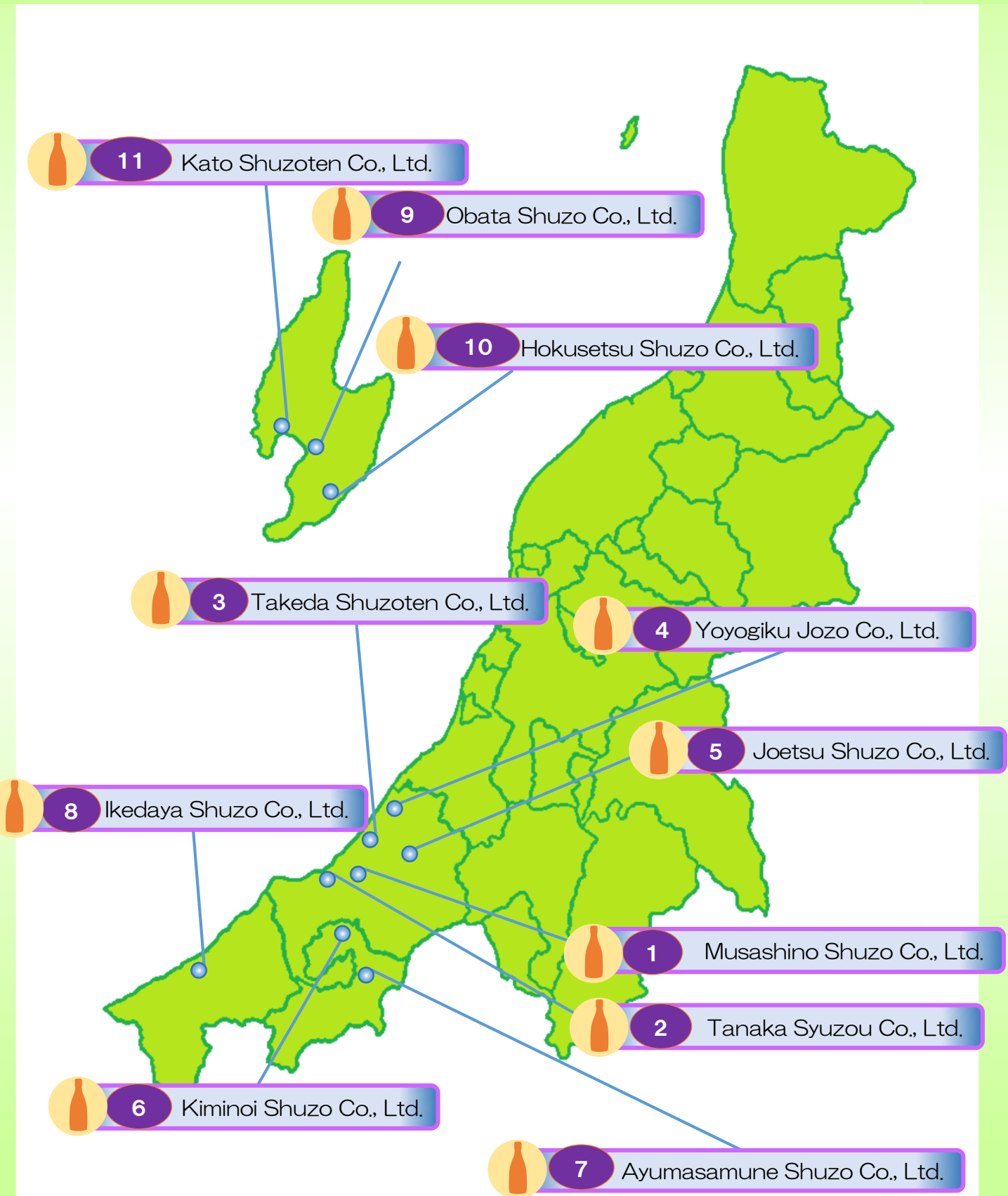
Distinctive features of each brewery

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Niigata(Joetsu·Sado) Prefecture

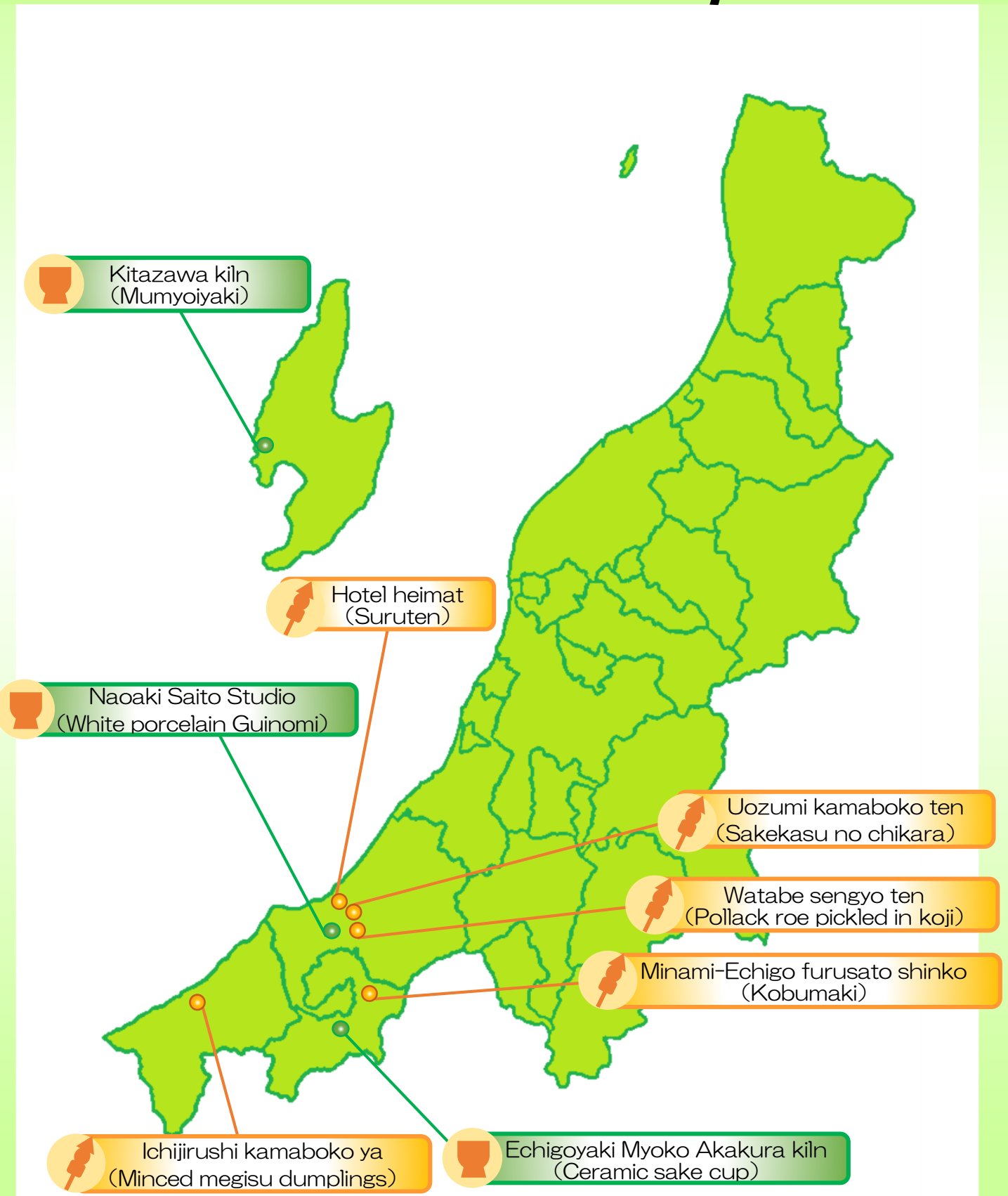
Breweries Map



Note: The sakes listed are made by local breweries who cooperated in making this website — there are also other sake breweries in Niigata Prefecture that aren't listed here.

Niigata(Joetsu·Sado) Prefecture

Map of Foods & Cups Recommended by Breweries



1

Brand

Brewery

スキー正宗 武蔵野酒造

Ski masanume

Musashino Shuzo Co., Ltd.

The brewery is located ten minutes' walk from Takada station on the EchigoTOKImeki railway line. Takada is a castle town and the brewery is not far from the sightseeing spots of the town.

A small brewery founded in the Meiji era, they brew sake using local rice and water.

The construction of their new small-scale brewery will be completed in December 2020 and this will allow visitors to easily join their brewery tours.

Of course, you can purchase sake also.



URL https://www.musashino-shuzo.com/wp2/?page_id=521

Mail admin@musashino-shuzo.com



Featured Sake



取締役 総務部長
小林 尚 氏
Director
Administrative Manager
Kobayashi Hisashi

寿亀正宗 純米大吟醸
Ski masamune Junmai Daiginjo

Junmai Daiginjo sake made with 'Koshitanrei' sake rice, which is exclusively available for sake breweries in Niigata.

It is a well-rounded sake with a gentle fruity ginjo aroma. Perfect when served with meals.



(A delicious ways to drink)

Best served slightly chilled or at room temperature.

More Information

Specific designation:
Junmai-Daiginjo-shu
Raw ingredients:
Koshitanrei
Polished rice ratio: 50%



Food Pairing

Pollack roe pickled in koji



A specialty which fresh pollack roe is pickled in koji. It is produced using the traditional method handed down for generations in the Joetsu area of Niigata Prefecture. Best served with sake or to accompany cooked rice.



Cups for Well Suited White porcelain Guinomi



Made by a potter in Teramachi, Joetsu City. Following in the style of his father Tousai, he makes plates and bowls which are primarily made of white plain porcelain, or porcelain with color painting or blue-white ceramics. His works with paintings of red peppers and camelias, which are designs he inherited from his father, are nice but his plain white Guinomi sake cups are highly recommended.



Fermented Products from Sake Breweries

Black mirin



Hon-mirin; its color darkened during more than 30 years of aging. Its sweet and rich flavor allows us to enjoy it in various ways. You can use it as a topping on ice cream and it also goes well with balsamic vinegar.

Shopping Information (e.g.)

- Musashino shuzo Co., Ltd. 4-7-46, Nishishirocho, Joetsu-shi, Niigata <https://www.musashino-shuzo.com/>
- Musashino shuzo ON-LINE <https://musashino-shuzo.stores.jp/>

Countries or regions where you can buy or drink the sake of our brewery (USA)

2

Brand
能鷹
Noutaka

Brewery
田中酒造
Tanaka Syuzou Co., Ltd.

The brewery is the third oldest in Niigata Prefecture. It was founded in 1643. Their main brand is 'Noutaka' Locals call it "the sake for sake lovers". It is a dry Futsu-shu with a refreshing taste and umami of which one never tires. It is a trusted standby sake to drink during dinner.

The brewery stands right in front of the Sea of Japan and can lay claim to being the brewery situated closest to the sea in the entire country.



URL <http://www.noutaka.jp/>

Mail tanakasyuzou@noutaka.jp



Featured Sake



代表取締役専務
馬場 慶徳 氏
Representative Senior
Executive Director
Baba Yoshinori

能鷹 特別純米酒
Noutaka Tokubetsu junmaishu

'Gohyakumangoku' rice, the representative sake rice in Niigata, is polished down to 55% of its original mass to create a distinctive Junmai sake that has a rich flavor and smooth texture. It goes well with snacks and can be enjoyed during meals.



(A delicious ways to drink)

Of course, it is fine to drink it at room temperature, but because it features moderate acidity, serving it 'nurukan' (slightly warmed) is also recommended.

More Information

Specific designation :
Tokubetsu-Junmai-shu
Raw ingredients :
Gohyakumangoku
Polished rice ratio :55%
Sake meter value : +2



Food Pairing

Suruten (dried squid tempura)



The dry sake helps counterbalance oily dishes such as Noppei-jiru, Suruten, White fried noodles, etc., and cleanse your palate to ready it for another dish. It is a good match for local specialties.



Cups for Well Suited Ceramic sake cup



Because serving it warm is recommended, the best fit is to use a ceramic sake bottle and ceramic sake cups.



Fermented Products from Sake Breweries

Sakekasu no chikara



Local kamaboko shop 'Uozumi kamaboko' mixes Noutaka's sake lees together with the other ingredients and produces kamaboko rich in both taste and aroma. Suitable products for 'fermentation city' of Joetsu. Certified as a product 'made in JOETSU'.

Shopping Information (e.g.)

- Yamase saketen 1-6-2, Chuo, Joetsu-shi, Niigata
- Masui saketen 3-8-8, Nishihoncho, Joetsu-shi, Niigata

Countries or regions where you can buy or drink the sake of our brewery

(Singapore)

3

Brand

Brewery

かたふね 竹田酒造店

Katafune

Takeda Shuzo Co., Ltd

Established over 150 years ago in Ogata Ward, Joetsu City, Niigata Prefecture. This area is located on sand dunes and, since the rain water has been filtered through the dunes, the quality of the groundwater is excellent. This water is drawn up and used for 'Katafune'. Rich and full-bodied 'Katafune' was not influenced by the boom for light and dry sakes and has kept its original flavor, beloved by the locals for years. They always strive to improve their sake so they can continue to hear people who drink it say "Delicious".



URL <https://www.katafune.jp/sake.html>

Mail info@katafune.jp



Featured Sake



九代目蔵元
竹田 成典 氏
Representative Director
(ninth generation)
Takeda Shigenori

かたふね 特別本醸造 Katafune Tokubetsu honjozo

It was awarded the top prize in 'the Honjozo category' in 2013, 2015 and 2019 at 'International Wine Challenge (IWC) Sake', which is said to be the most difficult competition in the world to win. It is full-bodied but quite smooth and easy to drink with a clean and crisp finish. This rich and full-bodied sake is loved by many people regardless of age, sex or nationality.



(A delicious ways to drink)

It has a strong aroma but not harsh and, when one takes a sip, the mild sweetness spreads in the mouth. And it has a crisp finish and tempts us to drink more. It is best served during meals for it enhances the flavor of the dishes. When served at room temperature or slightly warmed, it enhances the sweetness and aroma.

More Information

Specific designation:
Tokubetsu-Honjozo
Raw ingredients:
Koshitanrei, Koshiibuki
Polished rice ratio: 60%
Sake meter value: -3.0



Food Pairing

Megisu tempura



The Tokubetsu Honjozo sake goes well with the light taste of white fish and brings out the sweet taste and deliciousness of fish dishes. Among them, megisu (deep-sea smelt) is highly recommended. Megisu is one of the local specialties of Joetsu City, which is known for various white meat fish. The Tokubetsu Honjozo sake amplifies the sweetness of megisu, which has a light and subtle taste.



Fermented Products from Sake Breweries

Ichigohana



In collaboration with 'Ichigo no Hanakotoba', a strawberry farm in Ogata Ward Joetsu City, it is our newly developed liqueur product. The syrup, which was carefully extracted over a four week period from the variety of strawberries called 'Echigohime', is mixed with sake.

We developed ways to maximize the color, aroma and sweetness of strawberries. You can drink it with ice, water or soda. It is also nice to mix it with milk so you can enjoy the flavor of strawberry milk.

Shopping Information (e.g.)

• Shop list <http://www.katafune.jp/shop.html>

Countries or regions where you can buy or drink the sake of our brewery (USA , Hong Kong , Singapore)

4

Brand

吟田川

Chibitagawa

Brewery

代々菊醸造

Yoyogiku Jozo Co., Ltd.

Records show the family started making sake in the mid Edo period and the current owner is the eighteenth generation of the family to do so. They incorporated their business in 1901. Brewed with the rice harvested from their own fields, their sake is full-bodied, crisp and dry. Their main brand Chibitagawa, when written in Kanji, consists of three characters and each relates to sake: tasting, rice field and river (water).



Mail yoyogiku@at.wakwak.com



Featured Sake



社長
中澤 房尚 氏
President
Nakazawa Fusano

氷の雫 大吟醸
Kori no shizuku Daiginjo

This Daiginjo is brewed with Yamadanishiki sake rice polished down to 40% of its original mass. A traditional pressing method produces fresh drops of sake which slowly drip out and are collected. This sake is excellent both in aroma and test.



(A delicious ways to drink)

Chill slightly and pour into your favorite cup. Enjoy its aroma and taste. A blissful moment ensues.

More Information

Specific designation: Daiginjo
Raw ingredients: Yamada Nishiki
Polished rice ratio: 40%
Sake meter value: +3



Food Pairing

Seafood from the Sea of Japan



Each place must have its local snacks or foods for sake connoisseurs. In the vicinity of our brewery, it is recommended to have seafood from the Sea of Japan. Dishes prepared with local fish from Kakizaki such as flounder sashimi and simmered sole, pair well with sake.



Cups for Well Suited

Cup of traditional Japanese crafts



Traditional Koimari porcelain sake cups. Enjoy the taste of the past when drinking sake in a Japanese traditional ceramic cup such as Bizen ware and Shigaraki ware.



Fermented Products from Sake Breweries

Chibitagawa Daiginjo Sake lees

The sake lees, for sale in a limited quantities at this brewery, have good flavor and are highly regarded. Soups prepared using sake lees, such as pollack soup and gogatsuna vegetable soup, are delicious.



Brewery tour is available. (From 10:00 to 16:00). Advance reservations are required. Please contact Yoyogiku Jozo Co.,Ltd.

Shopping Information (e.g.)

• Sake stores in Joetsu City, Niigata

Countries or regions where you can buy or drink the sake of our brewery (Germany , Hong Kong , Singapore)

5

Brand

越の若竹

Koshino wakatake

Brewery

上越酒造

Joetsu Shuzo Co., Ltd.

The brewery was founded in 1804 but was forced to close during World War II. After the war, they were allowed to revive the brewery. Together with two other breweries, they reopened under the name Joetsu Shuzo. The president of the brewery himself is the master brewer and his guiding principle is always, "to produce sake with all my heart by exploring modern ideas while cherishing the old knowledge".

Since all the sake in the brewery is slowly squeezed out of a traditional press over the course of two days and nights, it tastes mild and smooth.



Featured Sake



社長
飯野 美徳 氏
President
Iino Yoshinori

越後美人 純米吟醸
Echigobijin Junmai Ginjo

The sake is brewed with Gohyakumangoku rice grown by a local farmer and bottled at the peak of freshness. It is a slightly sweet Ginjo sake but well balanced with acidity and tastes smooth and refreshing. It is also delightful when served with meals.



(A delicious ways to drink)

The sake's flavor is enhanced when served slightly warm and paired with a cooked dish or meat dish.

More Information

Specific designation :
Junmai-ginjo-shu
Raw ingredients :
Gohyakumangoku
Polished rice ratio : 50%
Sake meter value : -1
(Subject to change)



Food Pairing

Mountain vegetable tempura



Taking sip after sip ...it is the happiest moment when one drinks sake while enjoying crispy tempura prepared with seasonal ingredients.



Cups for Well Suited

Tea cups



Serving in a small tea cup is recommended. When served in a white cup, you can enjoy the color of the sake as well.



Fermented Products from Sake Breweries

Echigo Bijin Daiginjo Sake lees



Sake lees created during the making of Echigo Bijin Daiginjo. They are good to use when making pickles such as Nozawana-zuke or Nara-zuke. Nabe (hotpot), when the sake lees are mixed in, becomes milder in flavor.



Brewery tour is available. Advance reservation is required. Please contact Joetsu Shuzo Co., Ltd.

Shopping Information (e.g.)

• Joetsu Shuzo Co., Ltd. 508, Iida, Joetsu-shi, Niigata

6

Brand

君の井

Kiminoi

Brewery

君の井酒造

Kiminoi Shuzou Co., Ltd.

Established in 1842. Arai, where the brewery is located, is known as 'a town of heavy snow' and becomes a natural refrigerator in winter. Not only the cold climate but also an abundance of groundwater make the town ideally suited for sake brewing. 'Immutability and change' - the philosophy of introducing fresh ideas even into essentially immutable things is the company policy. They aim to produce unique sake which meets the demands of customers of each era and remains in their memories.



URL <http://www.kiminoi.com/en/>

Mail mail@kiminoi.co.jp



Featured Sake

総務
木賀 誠 氏
General Affairs Section
Kiga Makoto

君の井 山廃純米酒 Kiminoi Yamahai Junmai-shu

This Junmai sake's strengths are its rich flavor and full-bodied taste, which are unique to sake produced using the Yamahai method. This method makes excellent shubo ("mother of sake" - yeast starter) by propagating lactic acid bacteria which exist naturally in the brewery. It is an "elegant Yamahai" sake with a mild aroma and rich umami flavor.



(A delicious ways to drink)

It can be enjoyed at any temperature, from chilled to warm.

More Infomation

Specific designation :
Junmai-shu
Raw ingredients :
Myoko-Rice
Koshitanrei ,Koshiibuki
Polished rice ratio : 65%
Sake meter value : +2



Food Pairing

Firefly squid dressed with vinegared miso



When served with dishes, especially ones with strong flavors, the sake can be enjoyed without disturbing the taste of the food. A good match for rich dishes such as firefly squid, the Yamahai-shu's distinct tartness brings out the flavor of such foods.



Yamahai jikomi is a type of the traditional 'Kimoto zukuri', a method for making yeast starter which takes in the natural lactic acid bacteria living in a brewery or the surrounding nature. Since this method is complicated and requires time, only some of the breweries in Japan adopt it. It eliminates the labor required for 'yamaoroshi' (hours of mashing water, koji and steamed rice in a barrel) from the process of making a starter. The phrase 'yamaoroshi haishi (eliminated)' has been shortened and called yamahai.



You can visit the inside of the 100-year-old brewery. [Available time : 9:00~16:00 Self-guided tour.] Some of the recommended sakes are available for sampling and you can purchase them at our shop. Occasionally, they may limit the number of visitors or make a change to the brewery tour. Please check our website before your visit.

Shopping Information (e.g.)

- Kiminoi shuzo Co., Ltd. 3-11, Shimomachi, Myoko-shi, Niigata
- Kiminoi shuzo online store <https://kiminoi-shop.com/>

Countries or regions where you can buy or drink the sake of our brewery (USA , Hong Kong , Singapore)

7

Brand

Brewery

鮎正宗

Ayumasamune

鮎正宗酒造

Ayumasamune Shuzo Co., Ltd.

Established in 1875, they have been brewing sake for 145 years. The brewery was established when founder Hikozaemon Iyoshi started brewing sake with excellent spring water which constantly replenished. The water used to brew their sake gushes up from under the brewery at a rate of 6 tons every hour. From its source deep below the mountain behind the brewery, the water runs underground and then naturally flows to the surface. Brewed with this natural spring water, their sake is full-bodied but has a soft texture and a slightly sweet flavor at the outset which progresses to a clean and crisp finish.



URL <https://www.ayumasamune.com/>

Mail ayu@ayumasamune.com



Featured Sake



常務取締役
飯吉 富彦 氏
Executive Director
Iiyoshi Tomihiko

特本 鮎正宗
Tokuhon Ayumasamune

This sake, brewed carefully with Gohyakumangoku rice grown in Myoko, accentuates the flavor of the water used to make it. The brewery is proud that this sake is so beloved by local people. Either warmed or chilled, it can be drunk at various temperatures and appeals to a wide spectrum of sake drinkers, regardless of age or sex. It goes well with food and is recommended as a sake to accompany meals.



(A delicious ways to drink)

When served with meals, the flavors of the sake and the food compliment each other, resulting in a very pleasant experience. In harmony with the delicious flavor of white fish sashimi or shellfish, it becomes quite delicious.

More Information

Specific designation:
Tokubetsu-honjozo-shu
Raw ingredients:
Gohyakumangoku
Polished rice ratio: 58%
Sake meter value: -1.5



Food Pairing

Kobu maki
(kelp roll pickled with miso)



Kobu maki is delicious as the filling for a onigiri (rice ball), or as a topping on ochazuke, a dish of rice topped with green tea. It is also an ideal snack with sake, with the natural flavor of the ingredients mixing wonderfully with the sake.



Cups for Well Suited

Sake glass



Sake glasses, similar to wine glasses due to their thin rim, enhance the aroma and flavor of sake. Served warm in a round guinomi ceramic cup, the flavor of the sake spreads smoothly around the mouth.



Fermented Products from Sake Breweries

Amasake



Amasake made from 100% first-class Koshihikari rice grown in our city of Myoko. Brown rice amasake made from 100% brown rice provides an easy way to enjoy the fibre and nutrients of brown rice.

Shopping Information (e.g.)

• Yamagishi saketen 1-3-13, Suwacho, Myoko-shi, Niigata

Countries or regions where you can buy or drink the sake of our brewery (Singapore, Thailand)

8

Brand **謙信** Brewery **池田屋酒造**
Kenshin Ikedaya Shuzo Co., Ltd.

Founded in 1812. The brewery is located at the starting point of Shio no Michi (Salt Road). The name of their sake 'Kenshin' was derived from an admirable story about Uesugi Kenshin, a famous Commander in Echigo during the Warring States period. It is told that he provided relief to his enemy, Commander Takeda Shingen, by sending salt to his army during the battle of Kawanakajima. For over 200 years, with the satisfaction of the local customers being the highest priority, they have spared no cost to use only the best sake rice to brew top quality, hand crafted sake.



Mail kenshin-ikedaya@r9.dion.ne.jp



Featured Sake

常務
池原 達弘 氏
Executive Director
Ikehara Tatsuhiro

謙信 純米吟醸
Kenshin Junmai Ginjo

Brewed with Gohyakumangoku rice and Koshitanrei rice grown in Niigata, it features a mild aroma and rich flavor. The water for brewing is from the Himegawa river and it reaches the brewery's well by underground aquifer and is pumped from there. It contributes to the sake's mellow flavor and pleasant aftertaste.



(A delicious ways to drink)

Since it has a mild aroma, serving it chilled or slightly warmed with fish or chicken dishes is recommended.

More Information
Specific designation:
Junmai-ginjo-shu
Raw ingredients:
Gohyakumangoku,
Koshitanrei
Polished rice ratio: 50%
Sake meter value: +1



Food Pairing

Minced megisu dumplings



The fish in this dish is megisu (deep-sea smelt) from Itoigawa, which contains some fat but tastes light. The deep delicious flavor of megisu dumplings pairs well with the refreshing bouquet of Junmai Daiginjo.



Fermented Products from Sake Breweries

Sake lees

It is good to use sake lees, which are occasionally sold, as a secret ingredient when cooking. In summer, use it for pickles. For more details, please contact Ikedaya brewery.



We are sorry, brewery tours are not available.

Shopping Information (e.g.)

• Maruesu saketen 1-1, Yokomachi, Itoigawa-shi, Niigata

9

Brand

Brewery

真野鶴

尾畑酒造

Manotsuru

Obata Sake Brewery Co., Ltd.

Sado's local sake 'Manotsuru' is brewed with Koshitanrei sake rice grown in accordance with 'the Toki-to-kurasu-sato (Villages coexisting with the crested ibis) certification scheme' by introducing a farming method of using oyster shells, which contributes to environmental sustainability and conservation. In 2020, the brewery also started to use rice grown in rice terraces to help preserve the rice terraces and Sado's GIAHS (globally important agricultural heritage systems). Information about Sado's rice and unique environment is disseminated both domestically and internationally through the introduction of their sake.



URL <https://www.obata-shuzo.com/en/>

Mail shop@obata-shuzo.com



Featured Sake



専務取締役
尾畑 留美子 氏
Senior Executive Director
Obata Rumiko

真野鶴 純米吟醸 朱鷺と暮らす Manotsuru Junmai Ginjo Toki to kurasu

Junmai Ginjo is brewed with Koshitanrei sake rice polished down to 55% of its original mass. The rice is designated by the Toki-to-kurasu-sato certification scheme and grown using the oyster shell farming method. It won a medal at The Fine Sake Awards Japan.



(A delicious ways to drink)

Serve at about 10 degrees. First of all, enjoy the fresh fruity aroma, followed by herbaceous, and sweet umami flavors as it warms up.

More Information

Specific designation :
Junmai-ginjo-shu
Raw ingredients :
Koshitanrei
Polished rice ratio : 55%
Sake meter value : +2.5



Food Pairing Sushi



The citrus aroma and herbaceousness of Manotsuru complement fresh seafoods.



Cups for Well Suited Mumyoi Ware



Cups made in Sado. A large size cup is good. Using this cup allows you to fully enjoy Manotsuru's tropical fruit-like aroma as well as its herbal notes.



Fermented Products from Sake Breweries

Nara-zuke (vegetables pickled using Manotsuru's sake lees)



Home made pickles made with sake lees have been handed down for generations. Japanese gourd and cucumber are pickled with sake lees produced in this brewery. Enjoy the flavor of sake lees and the crisp texture.

Shopping Information (e.g.)

• Obata shuzo Co., Ltd. 449, Manoshinmachi, sado-shi, Niigata

Countries or regions where you can buy or drink the sake of our brewery

(USA , Singapore , Korea, Taiwan , Hong Kong , Thailand etc.)

10

Brand

北雪

Hokusetsu

Brewery

北雪酒造

Hokusetsu Sake Brewery Co., Ltd.

Since its establishment in 1872, the brewery has passed down master techniques from generation to generation. On the other hand, they have continuously incorporated new methods in their sake brewing such as ultrasonic vibrations, playing music and using centrifuges. With a firm belief that sake should be also loved in other countries, from the small island of Sado in Japan they have embarked on a quest to expand into the international market.



URL <http://www.sake-hokusetsu.com/>

Mail sado@sake-hokusetsu.com



Featured Sake



代表取締役社長
羽豆 大氏
President
Hazu Hiroshi

北雪 純米吟醸 越淡麗
Hokusetsu Junmai Ginjo Koshitanrei

Junmai Ginjo brewed with Koshitanrei rice grown in Sado. Dry sake with a subtle fruity ginjo aroma and soft texture.



(A delicious ways to drink)

Served chilled or warmed, it goes well with various types of dishes.

More Information

Specific designation:
Junmai-ginjo-shu
Raw ingredients:
Sado-Rice, Koshitanrei
Polished rice ratio: 55%
Sake meter value: +4



Food Pairing

Kanburi sashimi



Kanburi (winter yellow tail) caught off the coast of Sado island has plenty of fat. When accompanied by the sake's gentle taste, the flavor of buri (yellow tail) is enhanced and becomes more delicious. The finish is clean and refreshing so one is enticed to eat and drink more.



Cups for Well Suited

Hokusetsu Sake Brewery's original sake cups



- Large-sized sake cup (54ml). Served nurukan (slightly warmed), to fully enjoy its subtle aroma and richness.

- Square wooden cup (180ml). It makes sake's texture soft and adds a fragrance of wood on top of the sake's flavor.

※Available for sale at Hokusetsu shuzo and online store.



Fermented Products from Sake Breweries

Hokusetsu Amasake



Amasake made only with rice koji, which was produced by using Gohyakumangoku sake rice polished down to 60% of its original mass. Its light and clean texture is impressive.

Shopping Information (e.g.)

• Hokusetsu hanbai 2377-2, Tokuwa, sado-shi, Niigata

<https://sake-hokusetsu.com/>

• Ponshu kan 1-96-47, Hanazono, Chuo-ku, Niigata-shi, Niigata

Countries or regions where you can buy or drink the sake of our brewery

(USA, Europe etc.)

11

Brand
金鶴
Kintsuru

Brewery
加藤酒造店
Kato Shuzoten Co., Ltd.



Established in 1915. Surrounded by Sado's bountiful nature and distinctive culture, they have brewed sake which has been loved by the local people of Sado. Based on the principle of "simple and genuine local sake from Sado", their sake is made only with rice grown in Sado.

They are working with contract farmers on Sado island to grow rice using natural and pesticide-free cultivation.

URL <https://katoshuzoten.com/english/#top>

Mail sawane@katoshuzoten.com



Featured Sake



専務取締役
加藤 一郎 氏
Senior Executive Director
Kato Ichiro

純米 風和
Junmai Kazeyawaraka

Junmai sake with moderate acidity, brewed with Gohyakumangoku rice grown in Sado. It is best served during meals and pairs well with a variety of dishes.



(A delicious ways to drink)

Served at temperatures between 10°C to 20° C you can enjoy the modest yet assertive fruity ginjo aroma.

More Information
Specific designation :
Junmai-shu
Raw ingredients :
Gohyakumangoku.etc
Polished rice ratio : 60%
Sake meter value :
+2.5~4.0



Food Pairing

Dried horse mackerel



The juicy fat of freshly grilled horse mackerel perfectly matches the acidity of "Kazeyawaraka".



Cups for Well Suited Mumyoi Ware Guinomi



"Mumyoi ware" is a type of traditional craft made from the red clay on Sado island. The clay is unique and has been rarely taken off the island. With local sake poured in this distinctive red colored cup, it will be nice to think about Sado's natural features.



Fermented Products from Sake Breweries

Kintsuru no Koji



Rice koji used for sake brewing is put in 400g packages and sold only in winter. Since the rice polished to 60% of its original mass is used for making the koji, amasake made by this koji is pure white and tastes clean.

Shopping Information (e.g.)

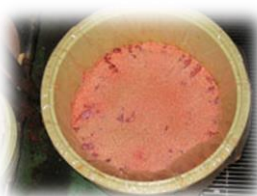
•Kato Shuzoten Co., Ltd. Shop list <https://katoshuzoten.com/store/>

Countries or regions where you can buy or drink the sake of our brewery (Hong Kong)

Dishes and Snacks That Pair Well with Sake

Case 1

Pollack roe pickled in koji



It is said that it was originally created as a fermented, preservation food made with salt and koji. Roes of Walleye Pollack, which are caught in Hokkaido in the severe cold of February, are pickled with fragrant and flavorful koji sold at the neighboring miso shop that was founded in the Edo period. It has a unique flavor, which is different from Mentaiko, and is ideal as a side dish with sake or cooked rice.

Pairing to Sake

A specialty which fresh pollack roe is pickled in koji. It has been produced using the traditional method handed down for generations in the Joetsu area of Niigata Prefecture. Best served with sake or to accompany cooked rice.



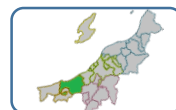
introducer

Musashino shuzo Co., Ltd.
Director
Administrative Manager
Kobayashi Hisashi

Shops in Niigata

Watabe sengo ten
4-2-26, Honmachi, Joetsu-shi, Niigata

URL <http://koujiduke.com/index.html>



Case 2

Suruten

A local dish in Naoetsu Ward Joetsu City. It is tempura of salted squid which was dried overnight. It is served not only as a home-cooked meal but as a snack with sake, or a side dish for a boxed lunch. By drying the fresh flying squid overnight, the flavor is concentrated and it has a moderate saltiness so it is delicious by itself, without adding anything.

Pairing to Sake

A dry sake helps counterbalance oily dishes such as Noppei-jiru, Suruten, White fried noodles, etc., and cleanse your palate to ready it for another dish. It is a good match for local specialties.



introducer



Tanaka syuzou Co., Ltd.
Representative Senior
Executive Director
Baba Yoshinori

Shops in Niigata

Hotel Heimat Restaurant Tashichi
1-2-3, Chuo, Joetsu-shi, Niigata

URL <http://www.heimat.co.jp/en/>

Contact <http://www.heimat.co.jp/cms/contact/>



Dishes and Snacks That Pair Well with Sake

Case 3

Kobu Maki



These representative Myoko pickles are made from vegetables such as nozawana (turnip greens), daikon, carrots or burdock, wrapped in kelp and pickled in miso. The kobu maki produced by the Minami-Echigo Furusato Shinko Agricultural Cooperative Corporation is handmade, and free of additives. Delicious on its own, or served with rice.

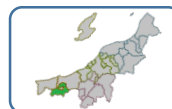
Pairing to Sake

Kobu maki is delicious as the filling for an onigiri (rice ball), or as a topping on ochazuke, a dish of rice topped with green tea. It is also an ideal snack with sake, with the natural flavor of the ingredients mixing wonderfully with the sake.

introducer



Ayumasamune Shuzo
Co., Ltd.
Executive Director
Iiyoshi Tomihiko



Shops in Niigata

For shop information, please contact Minami-Echigo Furusato Shinko Agricultural Cooperative Corporation.
162-1, Ohara shinden, Myoko-shi, Niigata

Mail m-echigo@valley.ne.jp

Case 4

Minced megisu dumplings



megisu

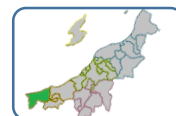
Fish dumplings made of 100% megisu (deep sea smelt) from Itoigawa. Freshly caught 'megisu' are used. After the head and entrails are removed, the bones and fish meat are minced together, grounded on a millstone into a soft paste and then boiled. Grilled in a frying pan, the dumplings become fragrant and even more delicious. Ideal for nabe (hotpot) or soups. Only sun-dried salt and starch are used in the production and no chemical seasonings are added. They are a seafood treat of Itoigawa and rich in calcium and the original flavor of the fish.

Pairing to Sake

The fish in this dish is megisu (deep-sea smelt) from Itoigawa, which contains some fat but tastes light. The deep delicious flavor of megisu dumplings pairs well with the refreshing bouquet of Junmai Daiginjo.

introducer

Ikedaya shuzo Co., Ltd.
Executive Director
Ikedaya Tatsuhiro



Shops in Niigata

Ichijirushi kamaboko ya
2-7-8, Teramachi, Itoigawa-shi, Niigata

URL <https://ichijirushi.com/>

Contact <https://ichijirushi.com/contact/>

Dishes and Snacks That Pair Well with Sake

Case 5



**Fermented Products
from Sake Breweries**

Sakekasu no chikara

Kamaboko in which sake lees of Joetsu's local sake 'Noutaka' are kneaded is rich in both flavor and aroma and unique to the 'fermentation city' of Joetsu. It is authenticated as a product 'made in JOETSU', which is the brand showing genuine specialties and industrial products made in Joetsu City. The kamaboko shop "Kofuku no mise Uozumi Kamaboko ten", sticking to 'the kneading process using only stone mills', produces traditional kamaboko as well as unique kamaboko made with ingredients from Niigata.

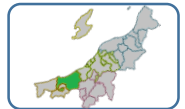


introducer

Tanaka syuzou Co., Ltd.
Representative Senior
Executive Director
Baba Yoshinori

Shops in Niigata

Kofuku no mise Uozumi kamaboko ten
5-21-15, Kasugashinden, Joetsu-shi, Niigata



URL <https://uozumi-kamaboko.com>

Contact <https://uozumi-kamaboko.com/contact/index.html>

Cups Well Suited to Serving Sake

Case 1

White porcelain Guinomi

Naoaki Saito, a second generation ceramic artist, has been working for over 40 years at the kiln his father set up in Takada, Joetsu City. His works cover a variety of styles and types of pieces, such as tableware and stationery and are made primarily of white porcelain or porcelain with painting. His creative activities are varied, including holding his private exhibitions at department stores and galleries inside and outside Niigata and designing wine labels.

Pairing to Sake

A potter in Teramachi, Joetsu City. Following in the style of his father Tousai, he makes plates and bowls which are primarily made of white plain porcelain, or porcelain with color painting or blue-white ceramics. His works with paintings of red peppers and camelias, which are designs he inherited from his father, are nice but his plain white Guinomi sake cups are highly recommended.

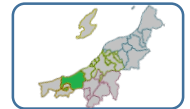
introducer

Musashino shuzo
Co., Ltd.
Director
Administrative Manager
Kobayashi Hisashi



Shops in Niigata

Please contact Naoaki Saito studio.
2-21-6, Teramachi, Joetsu-shi, Niigata



Case 2

Echigoyaki



Born out of the desire to 'express local nature and environment with local clay' by using traditional techniques, Zoushin Kuriyama, a potter in Myoko City, has made pieces by using local natural materials from Echigo and firing them at an anagama (cave kiln) or a 13-meter long noborigama (climbing kiln), both fueled by wood. A hands-on pottery class, using the local Myoko clay, is available.

Pairing to Sake

For warm sake, the best fit is to use a ceramic sake bottle and ceramic sake cups.

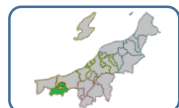
introducer

Tanaka syuzou Co., Ltd.
Representative Senior
Executive Director
Baba Yoshinori



Shops in Niigata

Please contact Echigoyaki Myoko Akakura kiln. ※Be sure to call in advance.
588-18, Akakura, Myoko-shi, Niigata ☎ 0255-87-3450



URL <http://www.yplan.jp/>

Mail takayuki@yplan.jp



Cups Well Suited to Serving Sake

Case 3

Mumyoi Ware

Mumyoi ware is Sado's unique pottery which originated in the Edo period. It is made with the reddish brown colored clay called 'Mumyoi' which is extracted from the soil around gold and silver mines of Sado. Its vermilion colored gloss gains more lustre the more you use it and you can enjoy a moist feeling on the surface and its exquisite texture. Kitazawa kiln is creating a variety of ceramics such as traditional vermilion colored pieces and glazed pieces in the form of artistic designs.



Pairing to Sake

"Mumyoi ware" is a type of traditional craft made from the red clay on Sado island. The clay is unique and has been rarely taken off the island. With local sake poured in this distinctive red colored cup, it will be nice to think about Sado's natural features.



Cup made in Sado. A large size cup is good. Using this cup allows you to fully enjoy Manotsuru's tropical fruit-like aroma as well as its herbal notes.

introducer

Kato Shuzoten Co., Ltd.
Senior Executive Director
Kato Ichiro



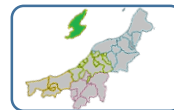
Obata Sake Brewery Co., Ltd.
Senior Executive Director
Obata Rumiko



Shops in Niigata

Kitazawa Klin

3-1, Aikawakitazawamachi, Sado-shi, Niigata



URL <https://www.kitazawagama.com/>

Contact <https://www.kitazawagama.com/contact>

Shopping Information

Sake Brewery	Country/region	Store name	Buy sake	Drink sake	URL
Musashino shuzo Co., Ltd.	Japan	Musashino shuzo Co., Ltd.	○		https://www.musashino-shuzo.com/
Tanaka syuzo Co., Ltd.	Japan	Hotel Heimat		○	http://www.heimat.co.jp/en/
	Japan	Tomizushi		○	https://www.tomizushi.com/en/
	Singapore	Tomizushi		○	https://www.tomizushi.com/en/
Takeda shuzoten Co., Ltd.	Japan	Shop list	○		http://www.katafune.jp/shop.html
	USA (sanfrancisco)	COSTCO	○		https://www.costco.com/warehouse-locations/san-francisco-CA-144.html
	Hong Kong	Kiwa	○		http://www.kiwa.com.hk/home/index.php
	Singapore	Inter Rice Asia	○		https://theartofsake.com/
Kiminoi shuzo Co., Ltd.	Japan	Kiminoi shuzo Co., Ltd.	○		http://www.kiminoi.com/en/
Ayumasamune shuzo Co., Ltd.	Singapore	Inter Rice Asia	○		https://www.interriceasia.com/
	Thailand	Choshuya	○		https://choshuya.jimdofree.com/
Obata shuzo Co., Ltd.	Japan	Obata shuzo Co., Ltd.	○		https://www.obata-shuzo.com/en/
Hokusetsu shuzo Co., Ltd.	Japan	Hokusetsu hanbai Co.,Ltd.	○		https://sake-hokusetsu.com/
	Japan	Ponshu kan (Niigata station)	○		https://www.ponshukan.com/en/niigata/
	USA, Europe etc.	NOBU		○	—
Kato shuzoten Co., Ltd.	Japan	Shop list	○		https://katoshuzoten.com/store/
	Hong Kong	Ottotto Sake Shop & Sake Studio	○	○	https://www.ottottohk.com/

