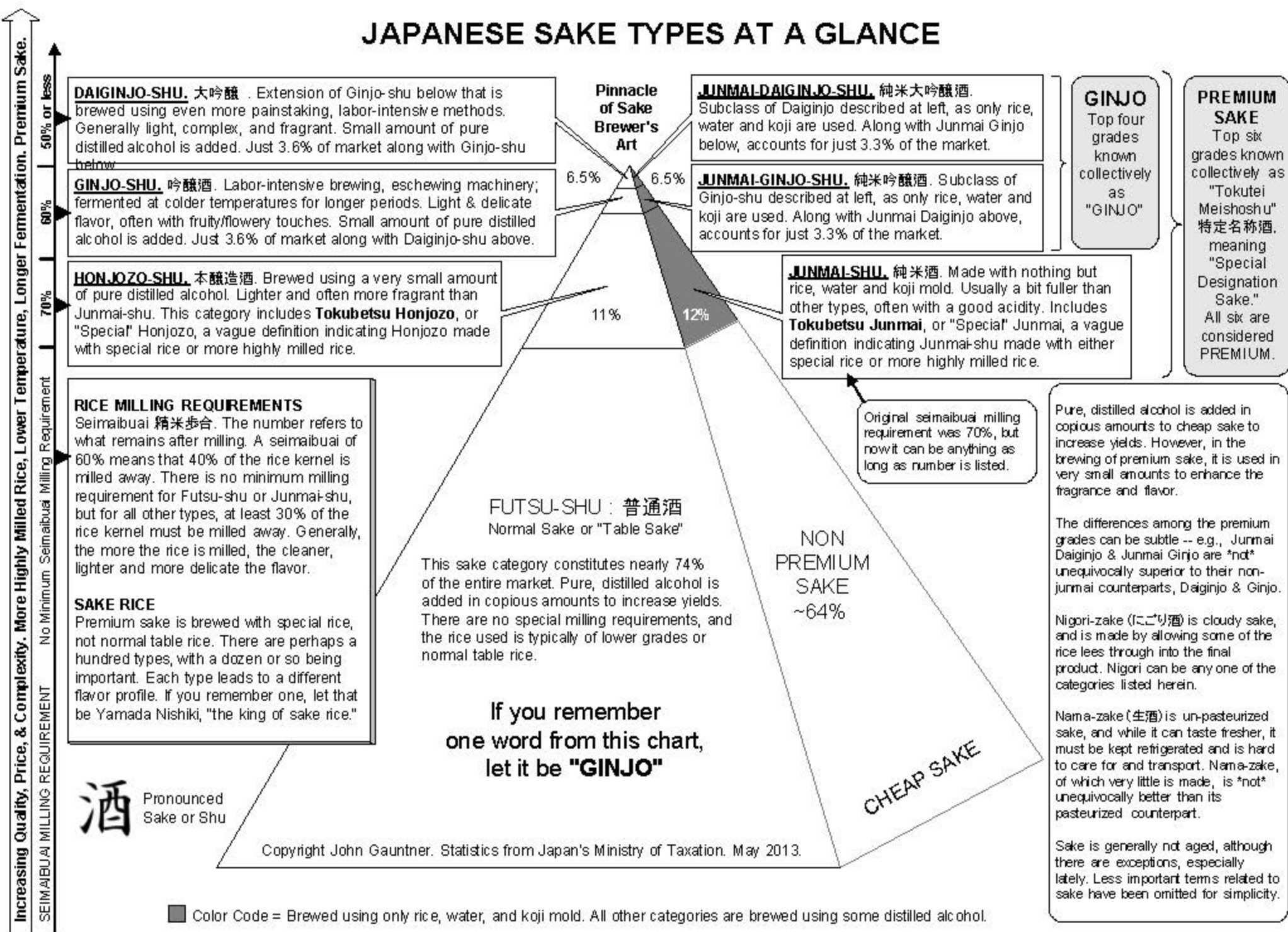


酒 Sake Types at a Glance 酒

| | Brewed using Rice, Water, Koji Mold and Distilled Alcohol | Brewed using Rice, Water and Koji Mold only (<i>no</i> distilled alcohol) | Rice Milled To: |
|--|---|--|---|
| Increasing quality, price, fragrance and complexity. "Premium Sake." | <p>Daiginjo-shu 大吟醸酒</p> <p>An extension of ginjo-shu below in that it is brewed using even more painstaking, labor intensive methods. The pinnacle of the sake brewer's art. Generally light, complex, and fragrant.</p> | <p>Junmai-Daiginjo-shu 純米大吟醸酒</p> <p>A subclass of daiginjo described at left, in which, like junmai-shu below, only rice, water and koji have been used.</p> | At least 50% -50% milled away, often as much as 65% removed |
| | <p>Ginjo-shu 吟醸酒</p> <p>Brewed with labor intensive steps, eschewing machinery, and fermented at colder temperatures for longer periods. Flavor is light and delicate, often with fruity or flowery touches to the flavor and fragrance.</p> | <p>Junmai-Ginjo-shu 純米吟醸酒</p> <p>A subclass of ginjo described at left, in which, like junmai-shu below, only rice, water and koji have been used.</p> | At least 60% - 40% or more milled away |
| | <p>Honjozo-shu 本醸造酒</p> <p>Brewed using a very small amount of pure distilled alcohol. Lighter and often more fragrant than Junmai-shu.</p> <p>(Note also Tokubetsu Honjozo, or "Special" Honjozo, a vague definition indicating Honjozo-shu made with either special rice or more highly milled rice.)</p> | <p>Junmai-shu 純米酒</p> <p>Made with nothing but rice, water and koji mold. Usually a bit fuller than other types, often with a good acidity.</p> <p>(Note also Tokubetsu Junmai, or "Special" Junmai, a vague definition indicating Junmai-shu made with either special rice or more highly milled rice.)</p> | At least 70% - 30% or more milled away, [for junmai-shu only, any milling rate is OK, but it must be listed] |
| Normal "Table" Sake | <p>Sake above this line is collectively referred to as "tokutei meishoushu" (特定名称酒) or "special designation sake," and can be considered "premium sake," but constitutes only about 20% of the entire market, with sake below this line, "futsu-shu" or "normal sake" constituting the remaining 80% or so.</p> <p>Futsu-shu 普通酒 (Normal Sake : "Table Sake")</p> | | No Minimum Requirements |

- Confusing though it may be, **the top four grades are collectively referred to as "ginjo-shu."**
- Pure, distilled alcohol is added in copious amounts to cheap sake to increase yields. However, in the brewing of premium sake it is used in very small amounts to enhance the fragrance and flavor.
- Keep in mind that very often the differences between the sake of these various grades is subtle.
- Generally the more the rice has been milled, the cleaner, lighter and more delicate the flavor.
- Junmai-shu may now be made with any milling rate, but it must be listed on the label.

JAPANESE SAKE TYPES AT A GLANCE



Sake Industry News

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Sake news and content you cannot get elsewhere!

Sake popularity is growing all around the world. Yet most information on sake is limited to the grades, production methods, and how to enjoy it. This is of course important, and there is still much work to do on this front!

But there is very little information presented in a structured format on what is happening in the industry itself. Those promoting sake overseas have almost no channels of information on the producers of significance, the state of the industry, new products, changes, trends and directions within the production industry and the consumer world, or major events.

If you were to ask someone that is knowledgeable about the adult beverage of any significant region of the world the names of the top ten brands or producers, they would rattle them off without hesitation. That familiarity and affinity with the industry helps them talk about it and sell it more enjoyably and effectively. This kind of a connection, this flow of information from the industry in Japan, does not yet exist. Sake Industry News will fill that gap.

Sake Industry News will strive to be more of a source of information for *getting to know the industry*. It will also tackle technical topics from time to time, and will present them assuming that the readership is up to speed on the basics.

Publication Details

On the first and 15th of each month, get news from the sake industry in Japan – including trends, business news, changes and developments, and technical information on sake types and production methods that are well beyond the basics – sent right to your inbox or phone.

Each issue will consist of four or five short stories culled from public news sources about the sake industry in Japan, as well as one or more slightly longer stories and observations by John Gauntner on trends, new developments, or changes within the sake industry in Japan. In time, reports on breweries with interesting and unique aspects will become a part of the content as well.

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