



日本酒

Sake

x

Fukui

福井

English

A project by second-year students of the School of Global and Community Studies at the University of Fukui

University of Fukui
School of Global and Community Studies



Contents

What is Sake? 2

Sake Breweries, Shops & Restaurants in Fukui

Kokuryu 3

Jozan 5

Koshi no Taka 7

Echizen Sakenomise Hayashi 9

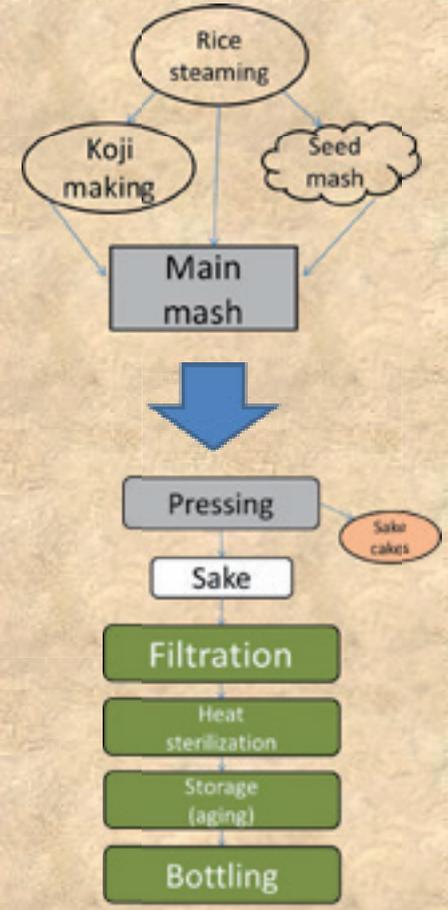
Mikuni 10

Sake Shops and Restaurants Around Fukui Station ... 11

Who We Are at GCS 13

What is Sake?

Sake is a traditional Japanese alcoholic beverage that is brewed from rice, *koji*, and water only, with no added ingredients. Most sakes have an alcohol content of about 15-16% and, because of such alcohol content, you can appreciate all kinds of subtle aromas and flavors. You can be refreshed by drinking *hiya*, which means chilled sake served at 5-10°C, or you can enjoy drinking *Atsukan*, sake warmed to around 50°C, which has a stronger aroma than that of room temperature sake.



Jizake means Japanese sake brewed using locally grown rice and water. There are many kinds of *jizake* throughout Japan, and their uniqueness varies from region to region. In this pamphlet, we will introduce some of Fukui's *jizake*: Kokuryu, Jozan, and Koshi no Taka.



– Kokuryu –

Let's try Fukui's local sake!

Kokuryu uses pristine water from the Hakusan Mountains and selected sake rice produced by trusted farmers. For generations, Kokuryu brewers have striven to produce the best sake. The taste of Kokuryu sake is clean and fresh, and goes especially well with the local foods of Fukui. We recommend Kokuryu products for everyone, including first-time drinkers.



Flagship Products

Kokuryu Daiginjo

[alc. 15%, 720ml / 2500 yen+tax]
Domestically-produced Yamadanishiki (Polished ratio 50%)
「A high-quality sake, which brings out the flavor of dishes with its fruity scent and flawless taste」



Kuzuryu Ippin

[alc. 15%, 720ml / 875 yen+tax]
Domestically-produced sake rice (Polished ratio 60%)
「A delicious sake, especially when served warm. It has a gentle tartness and a sweet apple-like flavor」



“Young people don't seem to be drinking Japanese sake anymore...”

I don't think that's true. I think it is true that there are few opportunities for them to know about and drink sake. That is why our company plans and holds events such as Arigatou Project, produces original glasses, and uses the Kuzuryu Wagon to offer a place where young people can get familiar with sake.



President Naoto Mizuno

Kokuryu Gin no Tobira

[alc. 14.5%, 150ml / 400 yen+tax]
Domestically-produced sake rice (Polished ratio 50%)
「Rolls down easily with a light flavor and mellow sweetness like muscats – recommended for your first sake experience」



Kokuryu Daiginjo Junmaishu Adoso

[alc. 15%, 720ml / 2600 yen+tax]
Fukui-produced Gohyakumangoku (Polished ratio 50%)
「Balances dryness and sweetness for a captivating fragrance.」
(Limited June release in Fukui)



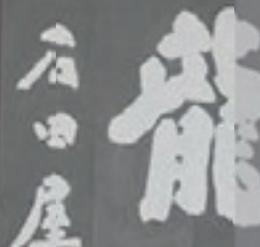
Arigatou Project

The Arigatou Project started in May 2013 thanks to the volunteer organization Yushi no Kai in Fukui working with Kokuryu Sake Brewing Corporation. The purpose of this annual project is to connect with young people in Fukui and have them know more about Fukui. Also, Kokuryu wants to create new relations with young people in the local community through the process of making rice and sake. In spring, participants first plant the sake rice *Gohyakumangoku*, and harvest it in the fall. The final product is one of Kokuryu's sakes, *Adoso*. Participants receive a bottle of this sake, and present it to friends and family as a thank you (*arigatou*) for all their support.



Kuzuryu Wagon

The Kuzuryu wagon encourages connections between Kokuryu and the local community.



Company Information

Name: Kokuryu Sake Brewing Corporation (est. 1804)
Address: 1-38, Matsuoka Kasuga, Eiheiji-cho,
Yoshida-gun, Fukui, JAPAN 910-1133
TEL: 0776-61-0038
Homepage: www.kokuryu.co.jp





— Jozan —

Tokoyama Sake Brewery is a family-run company which has operated since the Edo period (1804). Today, Yukiko Tokoyama is the eighth president (*kuramoto*) of this sake brewery, and Shinpei Tokoyama, the next president, is the current *toji* – the one who makes the sake. He engages in both production and sales of their main brand – Jozan. The mantra of Tokoyama Sake Brewery is *jokon*, which means “putting one’s heart and soul into every drop made.”

High-Quality Sake Rice

The rice used by Jozan is grown by farmers in Miyama, Fukui City, who work painstakingly to grow it. Miyama has clean water where fireflies live, pure air, and beautiful nature. Tokoyama Sake Brewery uses this rice from Miyama to produce its special sakes.



Jozan on the World Stage

There are more than 1,000 sake breweries in Japan, and the number of sake varieties numbers in the tens of thousands. Mr. Tokoyama, the ninth-generation brewer, is passionate about why the Jozan brand should be chosen over these other sakes. He wants Jozan to be in a class of its own, not just one of the many sakes in Japan. Now, Tokoyama Sake Brewery wants to spread Jozan around the world and, along with their brand, they wish to spread Japanese culture, history, and tradition.

The Magnificence of Fukui

Fukui is a leading area in the production of rice, immersed in a rich natural environment of lush, green mountains and pure water. In Fukui, rice farming is an art which is passed from generation to generation – as are other traditional crafts. In this spirit, Jozan spares no effort to brew a sake that is both soft and strong, and reflects the climate and natural features of Fukui.

Flagship Products

Jozan Junmai Chokara

[alc. 16-17%, 1800ml / 2545 yen+tax, 720ml / 1273 yen+tax]

Hyogo-ken produced Yamadanishiki (Polished ratio 60%)



「This sake has a mild rice flavor and a sophisticated sharpness」

Jozan Daiginjo Tokubetsusaibaimai Echizen Miyamanishiki

[alc. 16-17%, 720ml / 2700 yen+tax] Fukui-produced Miyamanishiki (Polished ratio 50%)



「This sake won the platinum award in the *Junmai Daiginjo* category of the sake contest *Kuramaster* in France. It has a mellow rice favor」



Company Information

Name: Tokoyama Sake Brewery (est. 1804)
Address: 1-19-10, Miyuki, Fukui City, Fukui
JAPAN 910-0854
TEL: 0776-22-1541
Homepage: www.jozan.co.jp



越の鷹

At Itoshuzou (Ito Sake Brewery), President Yasuhiro Ito makes the sake himself with a dry finish – his personal preference. The Koshi no Taka brand name stems from his ancestors' worship of hawks, which are admired for their strength.

The History of Koshi no Taka

In the late 1800s and early 1900s, Itoshuzou transported sake by riverboat to the Mikuni port in present-day Fukui Prefecture. The company also began transporting sake to Kyoto and Niigata. With the development of transportation, riverboat-use declined, and from then Itoshuzou started to focus solely on the production of sake. The company also produced sake for other breweries in Nada and Fushimi, areas famous for their sake. Today, Itoshuzou produces Koshi no Taka – its own sake based on its own philosophy.

– Koshi no Taka –

Koshi no Taka Karakuchi Junmai Ginjo

(alc. 15-16%, 720ml / 1533 yen+tax)

Domestically-produced Gohyakumangoku (Polished ratio 50%)

「President Ito's recommendation – it has a light taste like white wine and is made with the best local ingredients」



Koshi no Taka Kunshu Junmai Ginjo

(alc. 15%, 720ml / 1400 yen+tax)

Domestically-produced Gohyakumangoku and Hanaechizen (Polished ratio 60%)

「Fruity with a sharp, crispy, and dry taste – recommended for sake beginners」



Koshi no Taka Junmai

(alc. 15-16%, 720ml / 1200 yen+tax)

Domestically-produced rice (Polished ratio 60%) and the locally-produced yeast Urara no Kobo

「Light impact with a sharp aftertaste」



Flagship Products

Itoshuzou & Watari Glass

Watari Glass is a handmade glass made in Fukui. The owner produces individual glass products. At the Watari Glass Studio, visitors can experience making their own glassware.

Itoshuzou and Watari Glass Studio collaborated to create an original sake cup and decanter. This handmade glass cup has a unique shape and size, which enhances the mellow flavor and aroma of sake.

Why don't you experience your next cup of sake with this original glassware?



What is your dream?



President Yasuhiro Ito

Developing the Koshi no Taka brand tells people about Fukui's delicious rice and water. My philosophy is to make sake only from rice produced in Fukui, local water, and the locally-produced yeast called *Urara no Kobo*, because I want to focus on the quality of sake ingredients. When people say Koshi no Taka sake is delicious, I think it's evidence that the rice and water in Fukui are delicious. I am working hard to let people know the value of making sake with Fukui rice, local water and local yeast.

Company Information

Name: Ito Sake Brewery (est. 1894)

Address: 44-65 Egami-cho, Fukui City, Fukui, JAPAN 910-3113

TEL: 0776-59-1018

Homepage: <http://koshinotaka.jp/>



Blow like a high, leafy breeze in the wind, the smell of earth in the sunshine, blow wet with perspiration, nibble finger food, simple & friendly fare... The bottle,

SAKE Atelier

there is a firm in their mind. From liquor, you can feel the thought of beautiful nature and people's mind. That is delicious liquor that collect from around the country.

越前
酒の店
はやし

Echizen Sakenomise Hayashi is different from other sake shops because of its modern architecture and its selection of many rare sakes.

The shop sells a variety of many dry and fruity sakes, as well as wines. The sakes come from various areas in Japan, from northern Aomori to southern Kagoshima. And, of course, you can find delicious sake from Fukui.

If you want to enjoy a snack while drinking sake, Echizen Sakenomise Hayashi sells locally produced cheese and butter. Moreover, this shop holds tasting events where you can try many different sakes.

The Haruyama shop of Echizen Sakenomise Hayashi is located near Fukui station. How about picking up some sake as a souvenir of your time in Fukui? You can choose from a large selection and the staff will be more than happy to help you find "the one."

Store Information

Name: Echizen Sakenomise Hayashi
Fukui Haruyama

Hours: 10:00AM–6:00PM
(closed on Sundays and national holidays)

Address: 1-1-18, Haruyama, Fukui City, Fukui,
JAPAN 910-0019

TEL: 0776-63-5120

Homepage: www.sakenomise.com



At Mikuni, you can enjoy seasonal fresh fish with local Fukui sake!

The Japanese restaurant Mikuni serves fresh seafood and more than 30 kinds of sake. You can drink local sakes and rare sakes from Fukui, which the owner, Miharuru Obata, carefully selected. If you are drinking Japanese sake for the first time, there is no need to worry. Mr. Obata will explain about each sake for you. That comes from his passion of wanting customers to experience delicious food with delicious sake.



Miharuru Obata, owner

Sugika-Kokuryu (Cedar-flavored Kokuryu)
Only at Mikuni can you experience this original sake. Mr. Obata stores Kokuryu in a special cedar container so that the sake is flavored with a refreshing, woody aroma. At Mikuni, you can also enjoy some rare sakes, such as Ishidaya, Nizaemon, Shizuku (Kokuryu), as well as sakes from Jozan and Koshi no Taka.



Restaurant Information

Name: Japanese Restaurant Mikuni

Hours: 11:30AM–1:30PM, 5:00PM–10:30PM
(closed on Mondays)

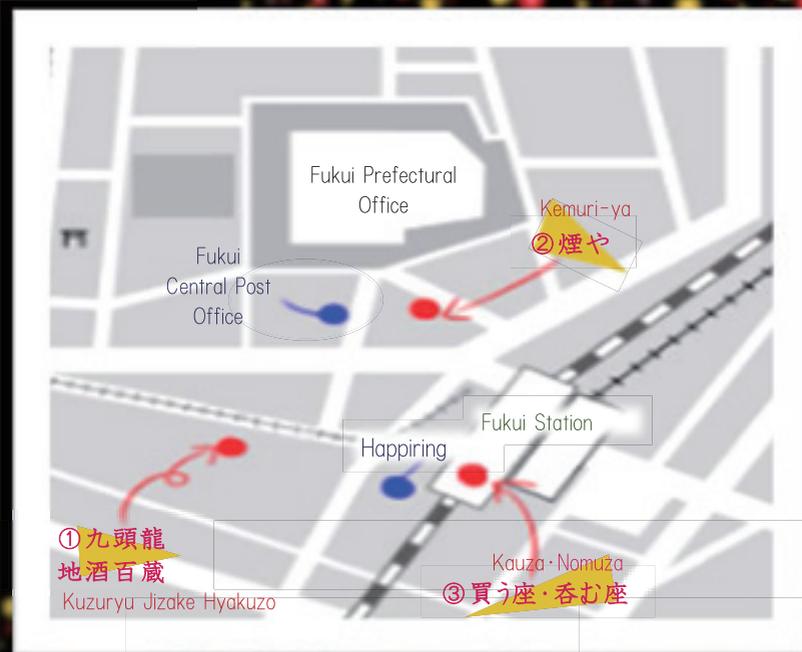
Address: 2-1712 Takagichuo, Fukui City,
Fukui, JAPAN 910-0804

TEL: 0776-57-1118

Homepage: www.mio-mikuni.jp



Sake Shops and Restaurants Around Fukui Station



① 九頭龍 地酒百蔵

Kuzuryu Jizake Hyakuzo

Kuzuryu only sells Fukui sake (*jizake*). Here there are many varieties of sake available for you to purchase. In addition, you can also purchase sake through the Internet, so you can access this shop anywhere and anytime.

If you visit Kuzuryu, you will discover many kinds of sake, and you can try them, too (one tasting, 100 yen). So how about finding the right Fukui sake for you or your friends? The owner will help you make the right selection.

Address: 1-9-29 Chuo, Fukui City, Fukui,
JAPAN 910-0006

Hours: 10:00AM–7:00PM (closed on Tuesdays)

TEL: 0776-30-0588

Homepage: www.kuzuryu.biz



② 煙や Kemuriya



At Kemuriya, you can choose among 70 kinds of sake from Fukui and other areas in Japan. When you order a sake, it is accompanied with a card that explains its characteristics. So even if you are not familiar with a certain sake, you can enjoy it and know more about it.

Hiroaki Yamashita, the owner, believes in matching local food and local sake so all patrons can experience a taste of Fukui.

Address: 2-7-23 Ote, Fukui City, Fukui,
JAPAN 910-0005

Hours: 5:30PM–0:00AM (closed on Sundays)

TEL: 0776-25-0088



③ 買う座・呑む座 Kauza・Nomuza

Kauza・Nomuza

The sake shop Kauza・Nomuza is in Prism, the shopping area of Fukui Station. This shop has many kinds of local sake, so why don't you pick up some Fukui sake as a souvenir or gift for your friends and family? There are many kinds of sake in Fukui, but the trained staff can tell you about the characteristics of each sake, and you can sample many kinds of sake yourself. Feel free to visit!

Address: 1-1-25 Chuo, Fukui City, Fukui,
JAPAN 910-0006

Hours: 8:30AM–7:00PM

TEL: 0776-29-7239



Who We Are at Global and Community Studies (GCS)

We are second-year students of the recently established School of Global and Community Studies at the University of Fukui. In this school, students study English as well as international and community issues. What is unique about our coursework is that we have Project-Based Learning (PBL) courses in which we are actually working together with companies and groups from the local community to conduct research and promote the local culture of Fukui. This pamphlet is the final product of this course in 2017-2018, in which we worked to promote Fukui sake to foreign visitors as well as young Japanese people. Through making the English and Japanese versions of this pamphlet, we communicated extensively with the sake companies, restaurants and shops you discovered within these pages. We also visited rice fields in Ono City, about 45 minutes outside of Fukui City, where the main ingredient of sake, sake rice, is grown. The result of this collaboration with the local Fukui community is the successful publication of these pamphlets. We hope that after reading this pamphlet, you will take time to visit Fukui and enjoy the local sake.

Lastly, we want to give special thanks to Kokuryu Sake Brewery Corporation, Tokoyama Sake Brewery, Ito Sake Brewery, Echizen Sakenomise Hayashi, Mikuni, the Ono City sake rice farmers, Mr. Watanabe and Mr. Machiyama of Kyodo News, and Mr. Miyachi of Exceet(printing company). 20 / 3 / 2018

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