

**NIIGATA
JAPAN
SAKE**

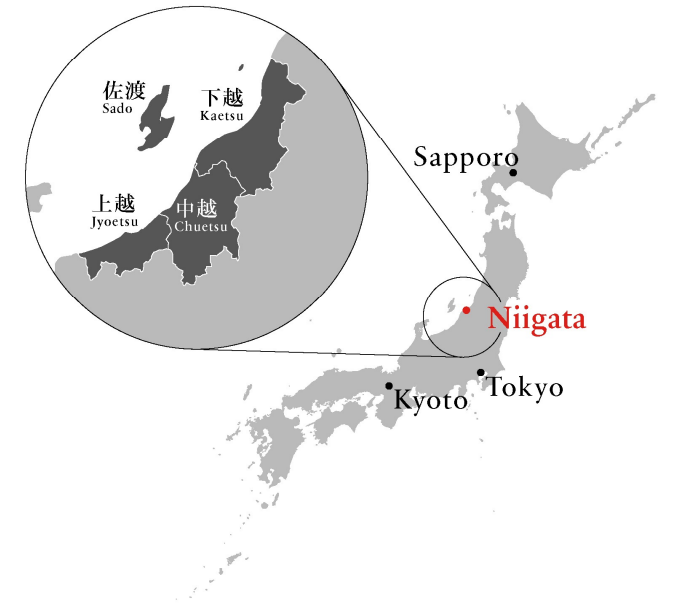
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Company Name

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There is a world beyond Niigata.



Niigata's data

The best wine in the world is produced at the 37th parallel north.

Niigata aligns with renowned wine producers of the world – California's Napa Valley, Italy's leading wine region of Sicily, and Spain's sherry producing region of Seville.



4857 mile²
12,580 km²



2,149,261 people

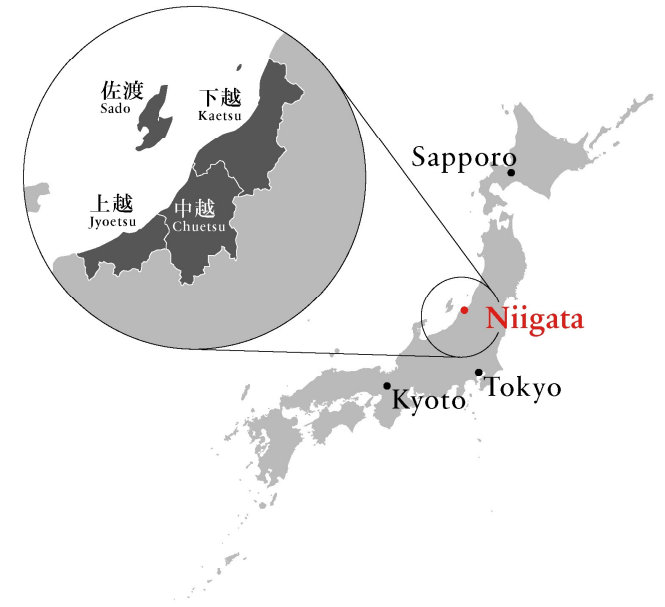
(As of 2022 Dec.)



Tokyo → Niigata
186 mile / 90 min
300 km

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NIIGATA JAPAN SAKE

Amazing and Enriching

Sake has been developed through many years of research and craftsmanship in this region. Each drop of sake is made with the craftsman's pride.

We are the largest rice-producing prefecture in Japan and are also the number one producer* of ginjo sake - a premium type of sake.

Our breweries are set apart by their strong ambition to make high-quality sake.

Like the wines of Bordeaux and Napa, Sake is a deep-rooted aspect of the culture of Niigata. Niigata's sake, which is consistently delicious no matter the occasion, has earned the trust of a worldwide market. The market for sake has been steadily growing for over 40 years.

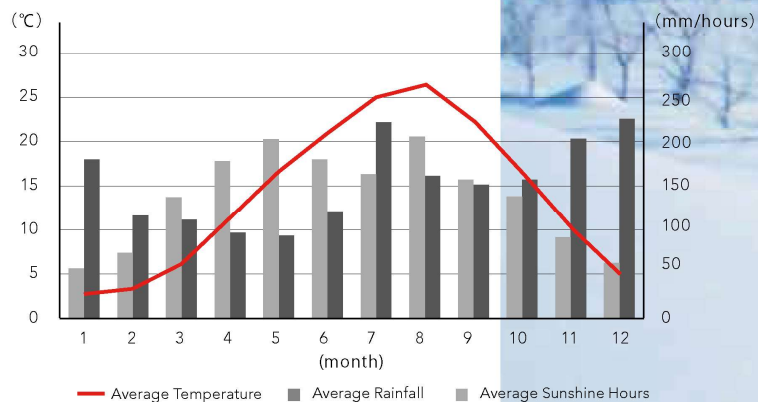
We have 89 sake breweries, the largest number in Japan, and constantly strive to reach higher levels of quality that moves the hearts of people around the world. While working together towards this goal, we continue to research and take on new challenges every day.



Niigata Terroir

Snowy winters, plentiful rivers, and abundant sunlight are Niigata's terroir. The snow cleans the air, creating the best environment – low temperature and high humidity - for the fermentation of the rice. In the spring, the snow melts and blends with the major rivers to provide the abundant water needed for growing crops and for the fermentation process. During the summer, long hours of sunlight allow the rice crops to grow. Winter snow, major rivers, and long hours of sunlight during the summertime all contribute to Niigata's terroir.

Average temperature, rainfall and sun shine hours in Niigata



Niigata's Pride

Niigata is Japan's largest rice producer. Niigata's unique geography allows for rich soil and abundant seafood. Mountain areas are known for producing the best quality rice. Throughout the coast of Niigata, sand dunes once divided the land and ocean, creating natural lagoons which were unsuitable for growing crops. Our ancestors had to work with this unique landscape, growing crops in short months of summer.



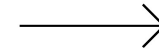
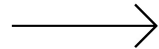
潟
GATA
- Lagoon -



米
KOME
- Rice -

Heart of Niigata

Just like winemakers, we grow our own rice crop: our breweries use only local rice to ferment.
On top of that, our sake consumption is number one* in the country.
Sake is deeply implanted in our culture and touches many of the local's lives.



**National Rice
Production**



Using local crops to produce sake.

Number 1 producer of rice
and rice planting acreage.

**Number of
sake breweries
in the country**



Locally fermenting rice
to produce sake.

Even small villages have sake breweries.
About 1 brewery per 25,000 people.

**National Sake
Consumption**



Locals enjoy sake.

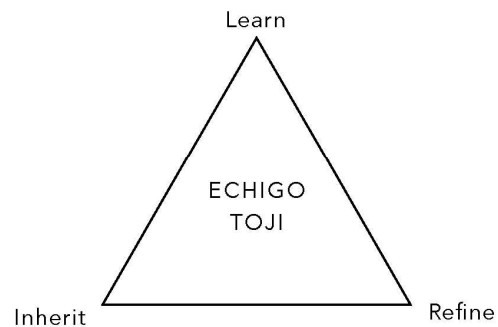
Sake is part of the culture.

In Japan, Sake is consumed on average
three times more per person than wine.

Timeless Craftsmanship

– Echigo Toji

Toji is a guild of skilled craftsmen. These master brewers are one of the most important elements in deciding the taste and quality of sake by reflecting the natural environment and unique ingredients of the area. Niigata has the most illustrious toji guild, called Echigo (the traditional name for Niigata, used until the 1800s) Toji, established around 1800. These brewers exchange information and skills and lead local brewing schools to hand down techniques. The Niigata Sake School was established by Niigata Sake Brewers Association in 1984 and is the only Sake school in Japan that teaches Sake producing techniques. Echigo Toji's DNA is handed down through the generations.



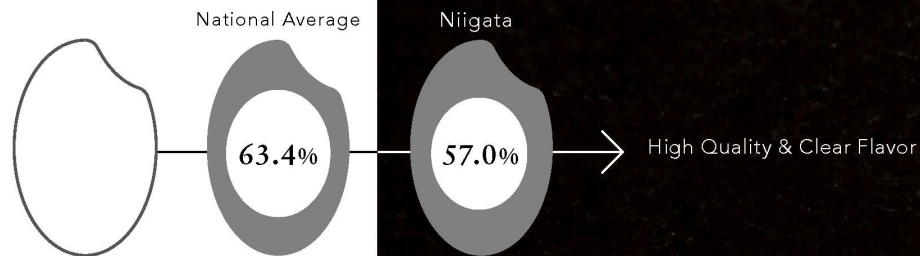
Koji making process (fermentation process)

Like a Diamond

– Clear and smooth flavor

Sake brewing in Niigata is all about making high-quality sake. Sake is made with rice that has been polished, or milled down. The process of polishing rice is costly and time-consuming. Niigata sake makers take extra care when polishing the rice, creating a more refined and smoother flavor. On average, most sake producers polish rice to 63.4% its original size. In Niigata, we polish it to 57%.^{*1} This important process is called “*seimaibuai*,” and is used as the primary indicator of a sake's grade. Niigata is the certified producer of ginjo sake, a type of premium sake with rice polished 60% or more. Niigata produces 20%^{*2} of Japan's ginjo sake.

Polishing Ratio:

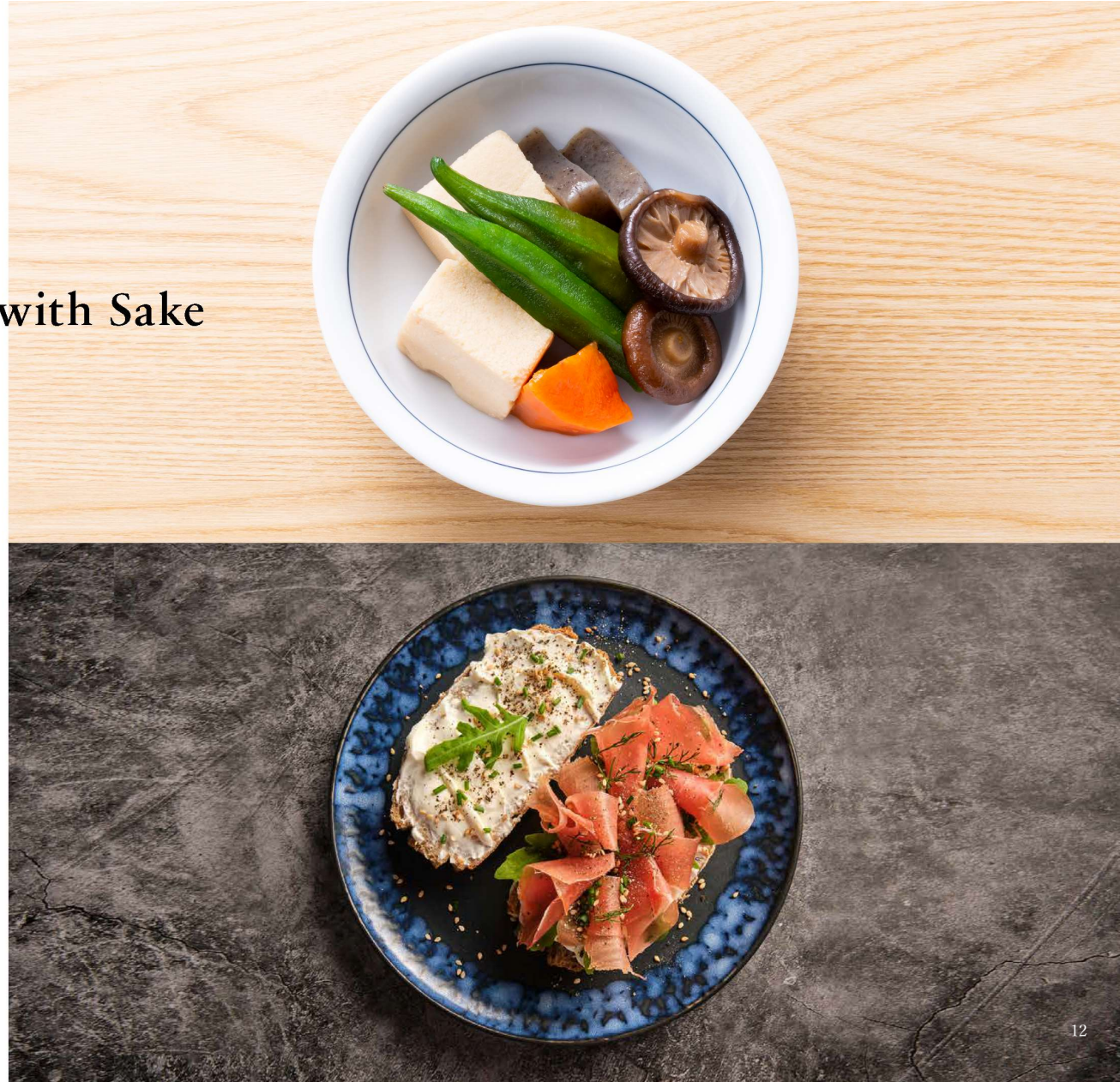


Niigata Tanrei

- The Art of Pairing Food with Sake

For many years, Niigata sake has been known to harmonize with many different foods. Sake was always meant for everyday meals. The flavors of sake enhance the freshness and textures of many foods and can make certain flavors taste less bitter. The word *Tanrei* (used to describe a clear and smooth sake from Niigata) was inspired by this philosophy. Today, Niigata *Tanrei* sake is enjoyed throughout Japan and has made Niigata famous. Today, we want to re-examine this philosophy: there are no boundaries to pairing sake with food.

新潟
淡麗



89 Possibilities

Niigata Prefecture consists of four areas – Joetsu, Chuetsu, Kaetsu, and Sado. This region is the sake producer's mecca with 89 breweries*. Niigata Sake producers developed *Tanrei* based on the modern food culture and continue to develop unique and local flavors.

89



Growing the Future of Sake

The Niigata Sake industry continues to develop and expand. The government, producers, researchers, and community all work together to grow the future of sake in Niigata. The community contributes to the development of sake-making techniques, supports research at testing facilities and universities, and hosts events that lead to the expansion of the sake industry.



Niigata Sake School



Niigata Sake no Jin

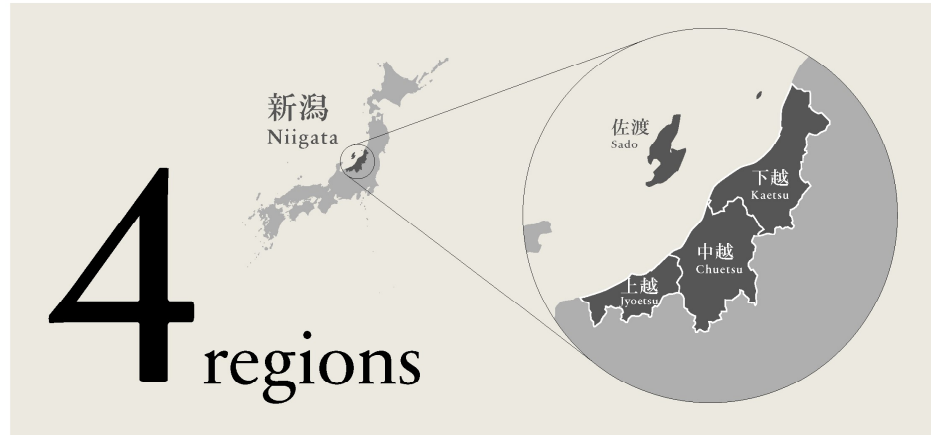


Niigata Prefectural
Sake Research Institute



Sakeology Center, Niigata University*

20 Things to Discover About Niigata Japan Sake



Four Unique Regions

Niigata consists of four regions – Joetsu, Chuetsu, Kaetsu, and Sado Island, which is the largest island in Japan. The natural environment in each area differs, leading to diverse cultures and histories in each area. The 89 breweries spread throughout these regions are all different, each offering unique flavors.



Two Major Rivers

The longest rivers in Japan, the Shinano River (228miles / 367km) and the Agano River (130miles / 210km), carrying the second largest amount of water in Japan, flow through Niigata Prefecture. These rivers are surrounded by mountains, carrying snow and water with fewer minerals, which favors sake and rice production.



205 Miles of Coastline

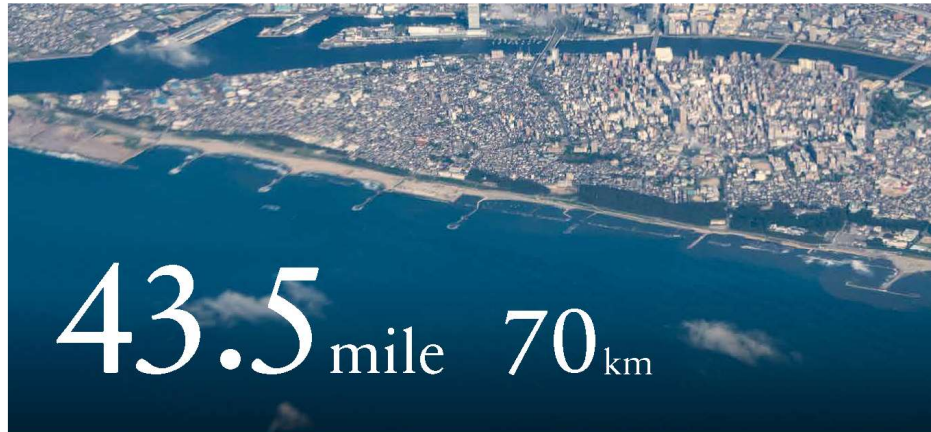
Niigata Prefecture has a long coastline of about 205 miles (330km). It is the same distance between London and Paris, or New York and Washington, D.C. This lengthy distance allows for diversity in the region, leading to the unique flavors of each brewery.



Hokuetsu Seppu (published 1837) by Bokushi Suzuki was a popular encyclopedia like illustrated book describing the lives, language, weather, and folk stories from snow countries in Northern central region.

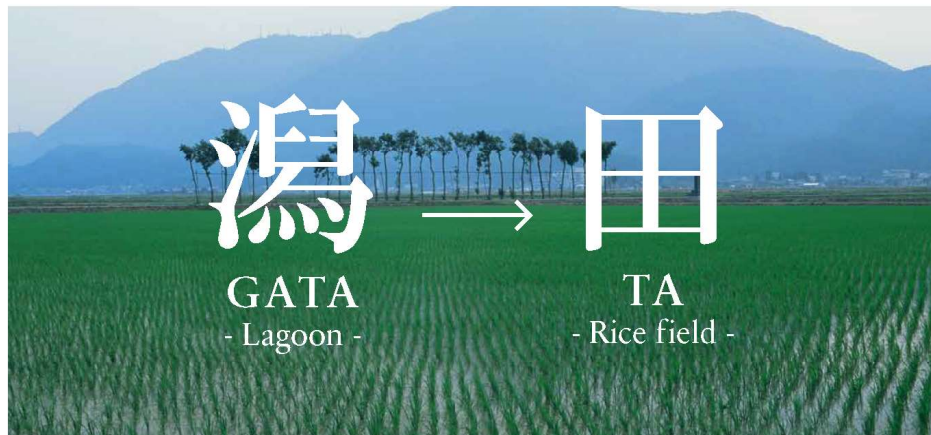
Heavy Snow

Niigata is one of the world's heaviest snowfall areas. In 1927, Niigata had the world record snowfall of 26.84 feet/8.18m. Snow plays a major role in sake production in Niigata. Snow purifies the air, preventing the growth of various bacteria and allowing koji mold and yeast to grow, an ideal environment for brewing sake.



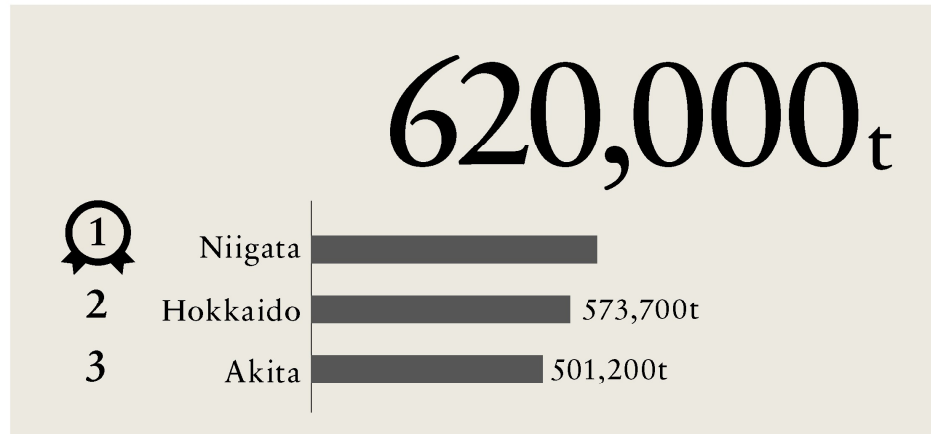
Japan's Longest Sand Dunes

Niigata sand dunes stretch about 43.5 mile (70km) at the mouth of the Shinano and Agano rivers. The two large rivers bring in large amounts of sediment, which is blown by the seasonal winds coming off of the ocean. Over time, the settling of this sand created a very high sand dune. Some of the water from the mountains is kept inland, not reaching the ocean, creating a lagoon, or gata. The prefecture's name, “Nii-gata” comes from this word.



Generations of Cultivation

Originally, Niigata Plain had many lagoons, which were unsuitable for rice cultivation. It took generations of land improvement and hard work to divert the Shinano River water flow to create rice farming land. The passion and hard work of the locals has improved the land for generations.

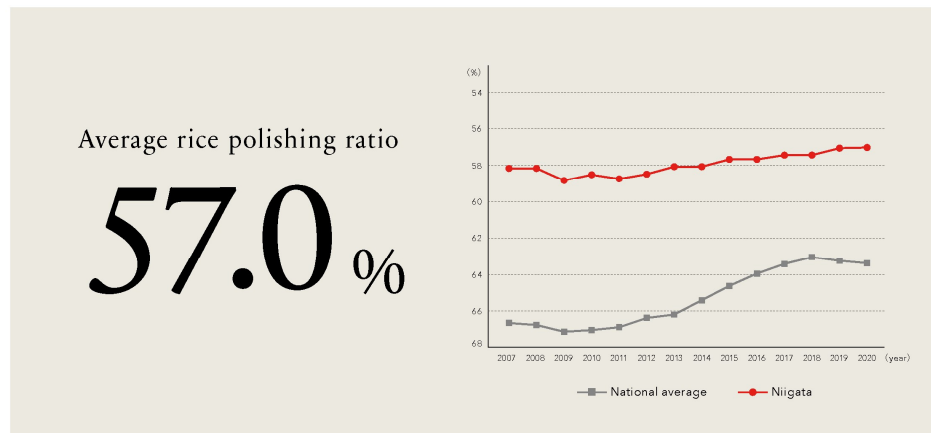


Japan's Number One Rice Growing Region

With its fertile land, abundant water resources, long hours of sunshine in the summer, and temperature differences between day and night, Niigata is the perfect environment for growing rice. These ideal conditions create high quality rice and Niigata prefecture has the largest paddy field rice production volume in the county.

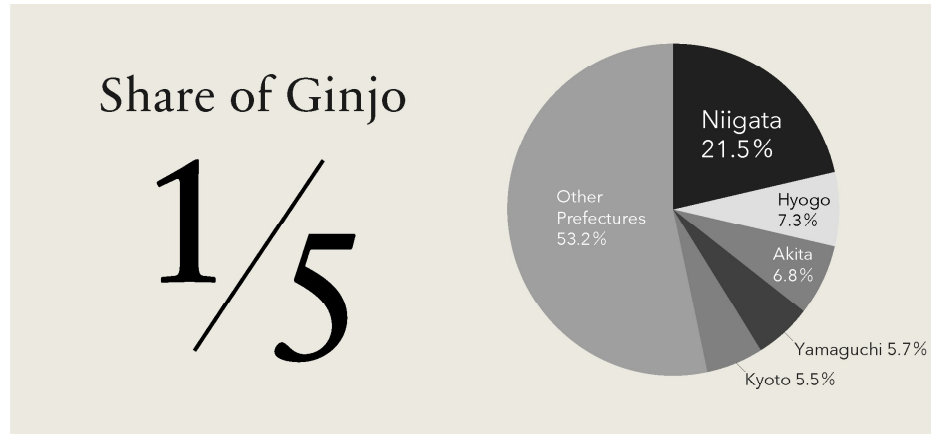
* 1 Scrapping off outer part of rice and % exhibits the left-over portion that would be used to produce sake.

* 2 Sake Production Research Data 2020 by National Tax Agency



Perfectly Polished Rice

Sake brewing in Niigata requires careful preparation – this includes an intensive process of polishing. There are compounds on the outside of the rice that causes an unpleasant taste. By scraping off the outer surface, you can bring out the umami of the rice to the fullest extent, creating a clear and crisp aftertaste. On average, most sake producers polish rice to 60% of its original size. In Niigata, the average rice polishing ratio*¹ is 57%*², much more than the national average, creating a more refined and smoother flavor.



Japan's Largest Producer of Ginjo sake (premium sake)

"Ginjosu" refers to premium sake, especially sake with a rice polishing ratio of 60% or less. It requires craftsman skill and is difficult to mass produce. Niigata is the largest producer* of ginjo sake nationwide. Ginjo sake accounts for more than 40% of the production volume in Niigata, and one-fifth of the ginjo sake distributed in Japan is produced in Niigata.

* Sake production data from 2021, Niigata Sake Brewers Association, Japan Sake and Shochu Makers Association



Locals Love Sake

Niigata not only produces sake, but also has the highest consumption rate* of sake in Japan- more than double the national average. Originally, sake was used to celebrate special occasions such as festivals and events. With the growth of rice farming, sake has become part of life for the people of Niigata. The culture of enjoying sake is deeply rooted in the people of the Niigata.

* Sake sales volume 2020 - National Tax Agency



Emma painted on the wood plaque is a common Japanese worshipper. It was donated to Matsuo Shrine in Nagaoka city, Niigata in 1883. The picture shows the sake making process, sake shop, brewers and storage. Artist is unknown.

Echigo Toji – No Bad Year

Echigo Toji is a guild of skilled craftsmen brewers. Echigo Toji is one of the most critical elements in deciding the taste and quality of sake by reflecting the natural environment and unique ingredients from each area. Thanks to the diligence of Echigo Toji masters, sake does not have a concept of a “good year” or a “bad year” like many wines. If there is any quality fluctuations in the rice due to factors such as weather, Toji Masters make adjustments to the ingredients.



Public Brewery Research Institute

The Niigata Prefecture Research Institute of Brewing (since 1930) is the only public sake brewery research institute in Japan. The institute collaborates with sake breweries, improves the quality of sake and sake rice production, and trains the brewers. The Institute allows Niigata to support sake production prefecture-wide.



Niigata Sake no Jin – Sake Oktoberfest

The Niigata Sake Brewers Association hosts one of Japan's largest sake events every March, called *Niigata Sake no Jin*. More than 500 kinds of sake are paired with local foods. In 2019, the event attracted about 140,000 people over two days. Master Echigo Toji and brewers also participate. The key to the event's popularity is that the attendees can talk directly with the breweries.



Graduates of the Niigata Seishu School

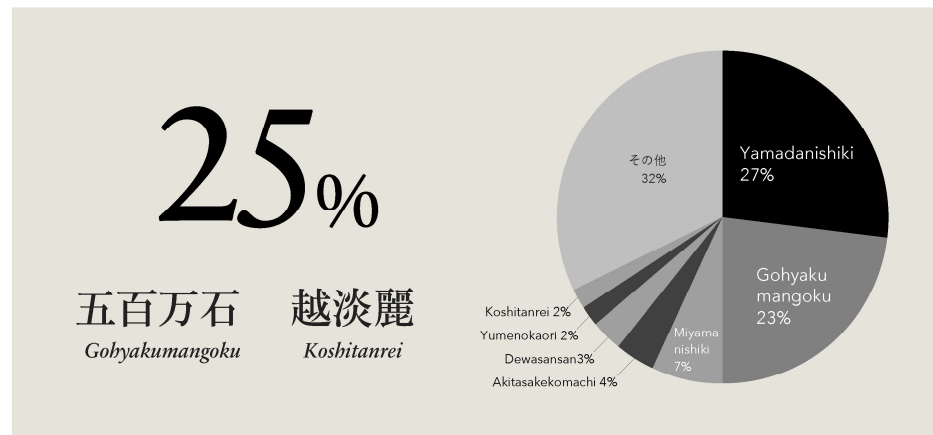
In 1984, the Niigata Prefectural Sake Brewers Association established the Niigata Seishu School, the first of its kind in Japan. The trainers are sake brewery managers and engineers, as well as researchers from the Niigata Prefectural Brewing Research Institute. At this school, the sake brewing industry works together to nurture the next generation of sake producers. Currently, over 500 students graduated and actively working in the industry, and one-third of the toji masters are alumni from Niigata Seishu School.

* As of December 2022



Rice Intended Only To Make Sake

There is a variety of rice specifically for sake brewing. Compared to general edible rice, it has large grains and a cloudy part called *shinpaku* in the center that absorbs water better while brewing. It is much more difficult and costly to grow this kind of rice, as the plant is long and prone to falling over, but Niigata thrives on producing a large amount of sake brewing rice.



Niigata-Born Sake Brewing Rice

Niigata produces excellent varieties of sake rice. The *Gohyakumangoku* variety was developed in 1957 and has a refreshing and light flavor finish. It is now produced nationwide and *Gohyakumangoku* is now second largest production of sake rice in Japan*. A new variety, *koshitanrei*, was developed by mixing *Gohyakumangoku* and *Yamadanishiki* rice. Niigata plays a role in the expansion of sake rice nationwide.

* Production of sake making rice 2022, Ministry of Agriculture, Forestry, and Fishes



Sakeology – An Academic Discipline

Niigata Prefecture, the Niigata Sake Brewers Association, and Niigata University have teamed up to form the Niigata University Sake Studies Center. Sakeology, like winemaking, focuses on raw materials, microorganisms involved in brewing and fermenting, and climate and natural features that affect brewing. It also covers various topics from sales to history and culture. The University developed a relationship between the University of Bordeaux and the University of California, Davis, and actively exchanges students.



Art of Niigata – Simple and Bold

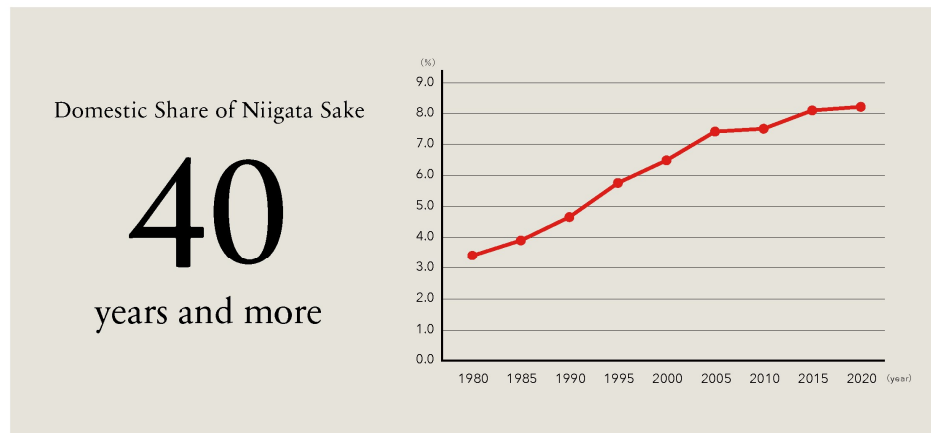
Japanese Food (Washoku) was registered as a UNESCO Intangible Cultural Heritage in 2013. Similarly, sake has a rich culture and is reliant upon local natural resources. Sake maximizes the aroma and taste of local foods. It is simple yet brings out the best of natural ingredients. The ability to brew sake that brings the real flavor of the ingredients without any added flavor is a requirement of the annual National Taxation Bureau's Sake review.



On the Tables around the World

With the increasing popularity of Japanese cuisine, the export volume of sake continues to increase every year. In 2021, Niigata exported 2563 kiloliter* of sake to more than 35 countries around the world. That's about double the exports 10 years ago and about 5 times what it was 15 years ago. Our marketers are actively working to create sake fans around the world.

* Niigata Sake Brewers Association



Growing Niigata Sake Marketing

Niigata Sake sales have seen steadily increasing. The growth trend has continued for more than 40 years* thanks to technological developments and efforts made by the prefecture government, industry, and academia. We continue to evolve and earn the trust of the market.

* Looking at the numbers – Sake from Niigata prefecture, Niigata Sake Brewers Association



Company Information

Company name	***** Co., Ltd.
Establish data	1***
Capital	** million yen
President	*****
Address	***_* ***, ***_**_, ***_**_-shi, Niigata Prefecture ***_****
Phone and fax numbers	***_***_****
Email Address	info@*****.co.jp
URL	https://*****.co.jp/
Business	Production and sale of refined sake, shochu and liqueur



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“Niigata Japan Sake” was produced by Niigata Sake Brewers Association, in January 2023
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