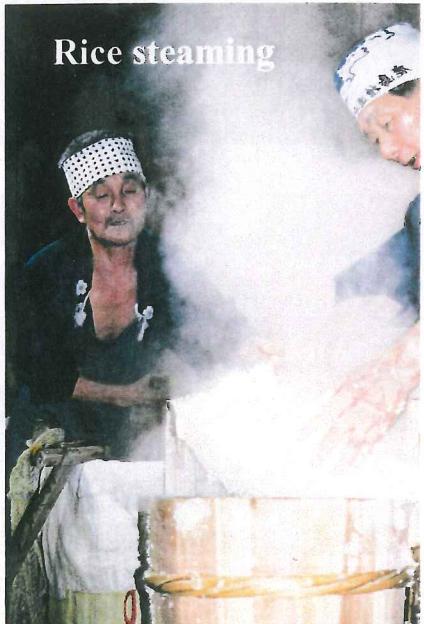


# Passions

## Completely handmade process

Rice steaming

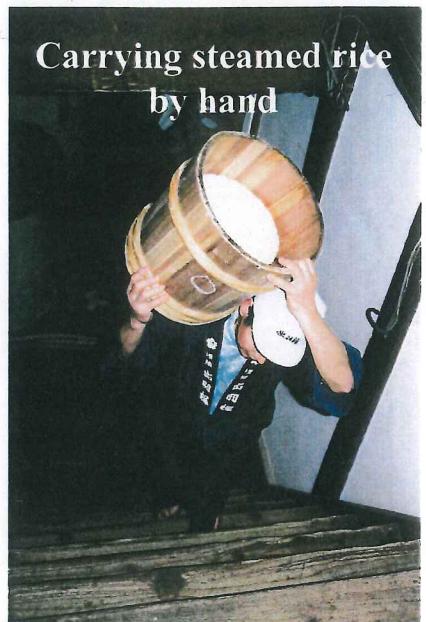


Dewazakura uses “Koshiki” to steam rice. Koshiki is a large steamer which is used exclusively for traditional handmade Sake.

After soaking rice in water, it is steamed for about 1 hour.

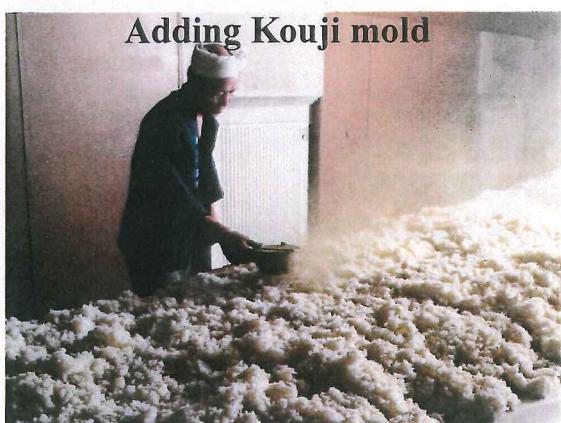
Steamed rice is then carried by hand and the quality is checked by brewers.

Carrying steamed rice by hand

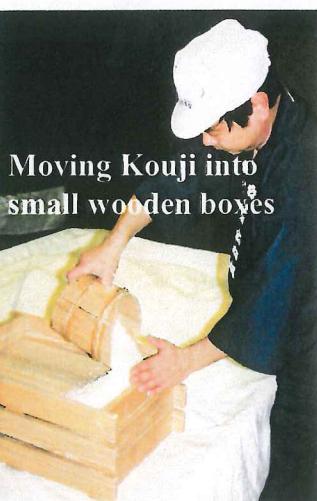


### Good steamed rice produces ideal Kouji

Adding Kouji mold



Mixing Kouji by hand at midnight



Moving Kouji into small wooden boxes

Every morning, Kouji mold is shaken over steamed rice by hand.

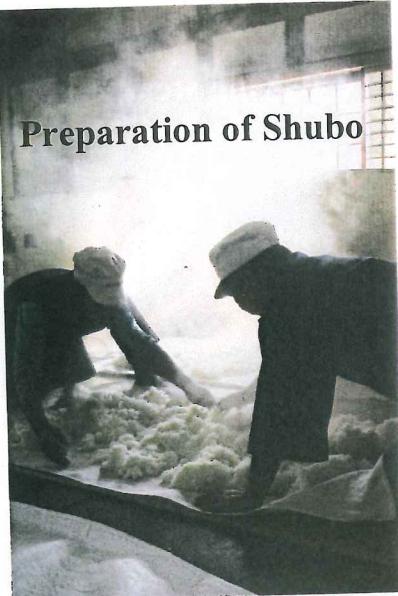
It takes 2 days to complete the Kouji process, and several brewers need to monitor the Kouji all the time to do many tasks associated with the Kouji process.

It is similar to taking care of a baby.



Kouji, used for brewing

# Traditions



Preparation of Shubo

Sake yeast produces a fruity Ginjo bouquet.

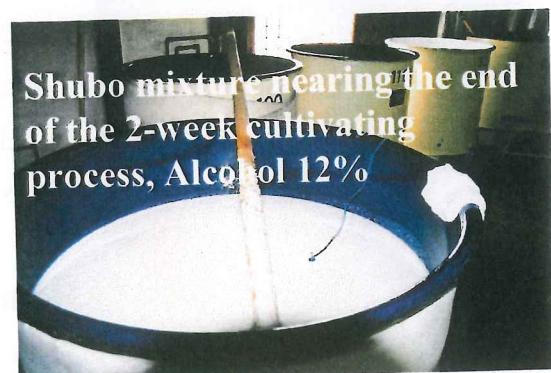
We prepare Shubo (Yeast starter) by hand.

It takes about 2 weeks to cultivate required amount of Sake yeast.

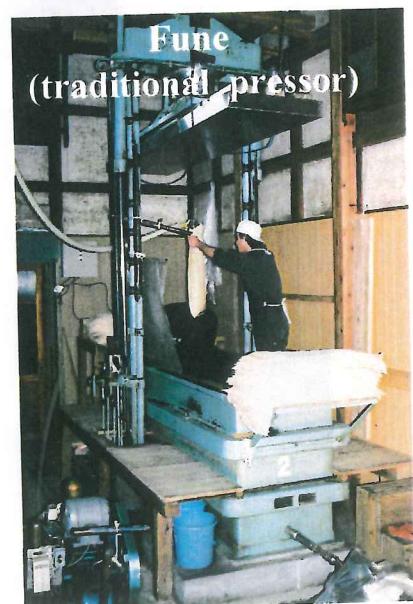
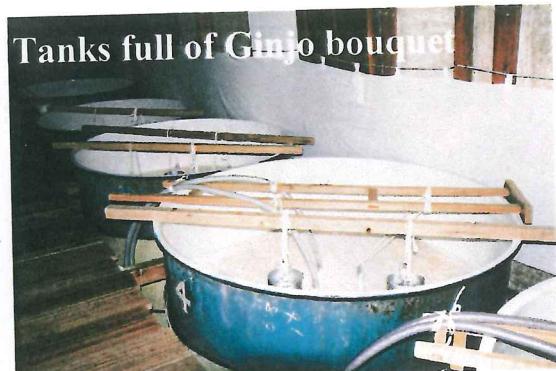
Dewazakura has a great reputation in Japan for its wonderful bouquet.



Mixing Shubo with Kai (wooden stirring stick)

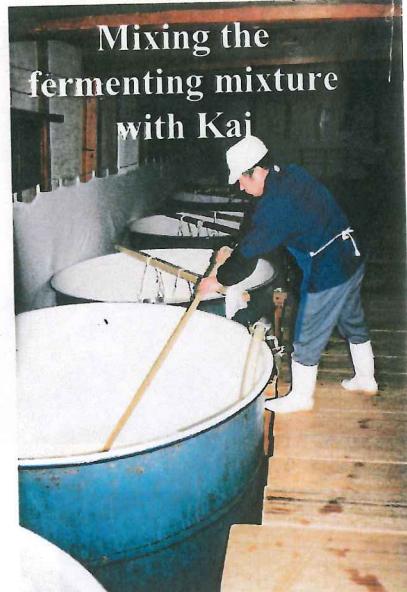


That's the most important thing  
All processes are completed by hand



To complete the brewing process, there is 1 final stage after the Kouji & Shubo stages.

The final stage involves mixing the Kouji and Shubo with Steamed rice & water in a tank small enough to mix the fermenting mixture by hand.



It takes about 1 month to get to the pressing process.

Here the Alcohol percentage reaches about 18%.

Sake has the highest alcohol content in the world out of all alcoholic beverages which is brewed.



# Responsibility

All Unpasteurized Sake has its Oxygen removed

The enzyme contained in unpasteurized Sake can have a bad influence on its flavor.

We remove the oxygen from it with our unique oxygen remover machine, which was developed together with Mitsubishi Rayon Inc, to prevent oxidation.

We pride ourselves on delivering the utmost quality Sake. So we believe it is our responsibility to deliver Sake to customers with the same quality and taste as when it is first produced.



## Our Determination to keep the flavor & the bouquet Of All our Ginjo Sake, Pasteurized by hot water

### Pasteurization by hot water

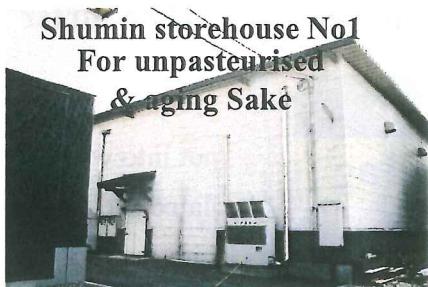


Dewazakura has a good reputation for fruity Sake. This is mainly due to the storage, bottling, and pasteurization process. All Ginjo Sake is first stored at  $-5^{\circ}\text{C}$ . It is then bottled at this temperature to prevent the loss of its fruity bouquet which can be lost in the pasteurization. Next the capped bottles are put in hot water at  $63^{\circ}\text{C}$  to be pasteurized for keeping the fruity bouquet inside the bottle.

This method is recognized as the best way to pasteurize Sake. The process is more time consuming and other Sake companies adopt this method only with Daiginjo Sake for National Sake Contest which is not available to the public, whereas Dewazakura uses this method for all its Ginjo Sake which is sold to customers.

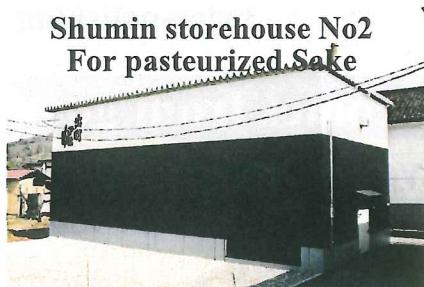
## Ability to store Dewazakura

$-5^{\circ}\text{C}$  Max 9,000 Koku 1.8L  $\times$  900,000 bottles



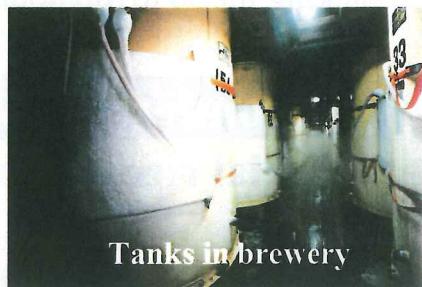
Shumin storehouse No1  
For unpasteurised  
& aging Sake

$-5^{\circ}\text{C}$  2,000 Koku



Shumin storehouse No2  
For pasteurized Sake

$+3^{\circ}\text{C}$  1,500 Koku



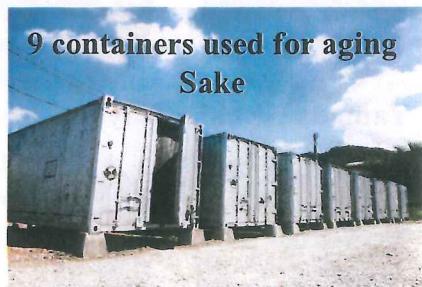
Tanks in brewery

$-5^{\circ}\text{C}$  3,500 Koku



Huge fridge in Tenku  
storehouse

$300\text{m}^2$   
 $-5^{\circ}\text{C}$  1,000 Koku



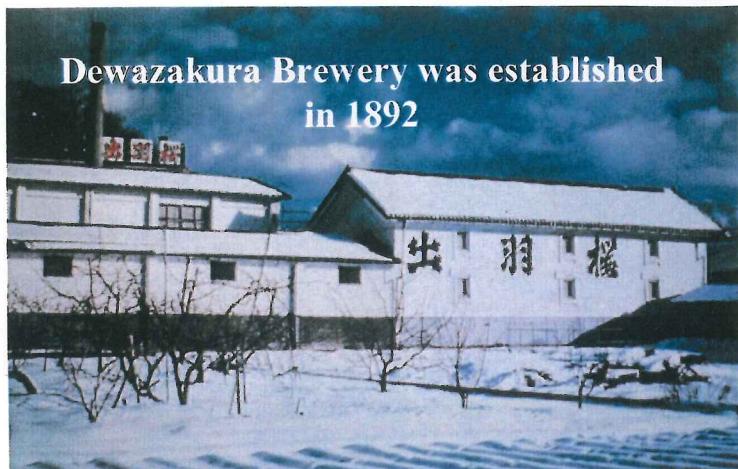
9 containers used for aging  
Sake

$-5^{\circ}\text{C}$  1,000 Koku

These are pictures of Dewazakura's low-temperature storehouses for maturing.

All of Dewazakura's Sake is stored here before shipping.

# Dewazakura brewing technique



天  
空  
藏

Tenku storehouse is used for polishing rice and for the refrigeration of Sake (-5°C)



## The Basics

Average rice polishing  
**52%**

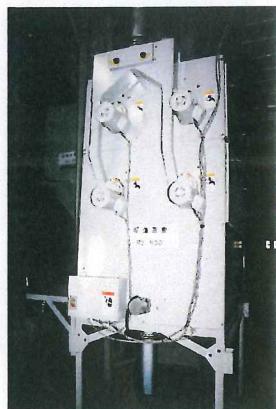
There are 3 rice-polishing machines in Dewazakura which can polish up to 6 tonnes of rice at one time.

Lower quality rice is removed from the brown rice by a rice sorter.

The rest of the high quality rice is polished carefully to prevent cracking for 50 to 100 hours.



3 rice-polishing machines

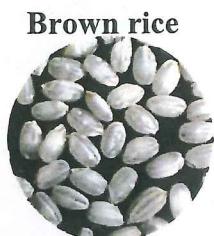


Rice sorter

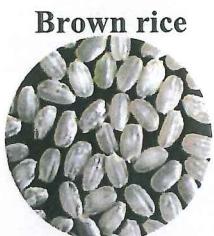
## Wonderful Sake comes from good rice Special rice, exclusively used for Sake brewing



Yamada Nishiki



Miyama Nishiki



Dewa Sansan



35% polish



50% polish

Lower quality rice, removed by sorter



Polished rice is

put into well ventilated sacks to absorb lost water.



# Welcome to Dewazakura

## “It all started from a small brewery”

Dewazakura started brewing Sake in 1892 (Meiji 25). It was over 110 years ago. Dewa is the old name of Yamagata and Sakura means cherry blossoms. It came from beautiful cherry blossoms of the Maizuru mountain near Dewazakura. The cherry blossoms are National flower and the most popular in Japan. The Nakanos (the founder of Dewazakura) was a large landlord living in Tendo. First of all, Dewazakura started as a small brewery which brewed only 54,000 L (= 300 Koku, 1 Koku is 180 liter) a year, but now it has become one of the most famous and popular Sake breweries which now brews about 1,440,000 L (= 8,000 Koku) a year.

## “Our determination in spreading Ginjo Sake”

About 30 years ago, Dewazakura started selling Ginjo Sake faster than any other breweries. That was when no one else understood the meaning of Ginjo Sake. It wasn't easy to convince people of its marvelous flavor. But due to the dedication of Dewazakura past and present employees, it has become more and more respected as one of the finest Ginjo Sake in Japan. (Ginjo Sake means Premium Sake)

## “Looking to the future”

We're really proud that we are the pioneers of creating Ginjo Sake, but we aren't satisfied with standing still. As a company we want to make Sake more and more popular not only in Japan but abroad too. And to do that we believe it's important to constantly deliver high quality Sake to all our customers.

## “Dewazakura's 5 Policies”

1. Maintaining a overwhelming high popularity among the locals.
2. A simple flavor which can be enjoyed by everyone, not only by Sake experts.
3. A reasonable price which everyone can afford.
4. Not to be solely concerned with Ginjo Sake at the expense of normal Sake.
5. Giving something back to the public through the Dewazakura Art Museum.

Dewazakura Sake brewery Inc.

1-4-6, Hitoichimachi, Tendo, Yamagata, Japan Zip 994-0044

Tel 81(23)653-5121 Fax 81(23)653-0600

HP: [www.dewazakura.co.jp](http://www.dewazakura.co.jp) E-mail: [dwz@dewazakura.co.jp](mailto:dwz@dewazakura.co.jp)



ここ出羽の国に咲く・・・

# 出羽桜

## 商品ラインナップ

### 大吟醸酒（火入・本生）720ml

出羽桜で最高峰の大吟醸酒。オカリナの音色の様に、優しく豊かな味わい。手すき和紙に黒一色のラベルデザインを日本で一番最初に採用。

日本酒度：+6 (辛口)  
酸度：1.2 (淡麗)  
アルコール分：16.5%

使用米：山田錦  
精米歩合：40%  
使用酵母：小川酵母

楽しみ方：冷やして  
出荷時期：4/5/7/8  
11/12/1月



### 春雷（火入）720ml 大吟醸

素晴らしい料理を、さらに感動的なものにする大吟醸として開発。今までに類を見ない超辛口大吟醸で、口中の爽やかさ・喉ごし・キレの良さが卓越しています。

日本酒度：+15(大辛口)  
酸度：1.2 (淡麗)  
アルコール分：15.5%

使用米：山田錦  
精米歩合：48%  
使用酵母：小川酵母

楽しみ方：冷酒～ぬる燗  
出荷時期：通年



### 一路（火入）720ml 純米大吟醸

英国の世界的な酒類品評会「IWC 2008」のSAKE部門で、最高賞である「チャンピオン・サケ」を受賞。優雅な香りと、米の上品な甘さを存分に味わえます。

日本酒度：+4 (辛口)  
酸度：1.3 (芳醇)  
アルコール分：15.5%

使用米：山田錦  
精米歩合：45%  
使用酵母：小川酵母

楽しみ方：冷やして  
出荷時期：3, 7, 11月



### 大吟醸酒（火入・本生）300ml

大吟醸をもっと手軽に楽しみたい。リーズナブルな価格で大吟醸を業務用で使いたい、といった要望に応えて開発した普及版大吟醸。雑味のない美しい味わい。

日本酒度：+6 (辛口)  
酸度：1.2 (淡麗)  
アルコール分：15.5%

使用米：山田錦  
精米歩合：48%  
使用酵母：小川酵母

楽しみ方：冷やして  
出荷時期：通年



### 出羽燐々誕生記念（本生）純米吟醸

「出羽燐々」は山形県が11年の歳月をかけ開発した酒造好適米。すべての原料が山形オリジナル。やわらかくて幅のある味わいと香り。

日本酒度：+4 (辛口)  
酸度：1.4 (芳醇)  
アルコール分：15.5%

使用米：出羽燐々  
精米歩合：50%  
使用酵母：山形酵母  
こうじ菌：オリーゼ山形

楽しみ方：冷やして  
出荷時期：通年

