



*Discover Japan's Original
Craft Spirit, SHOCHU!
42nd Society of Wine Educators
Conference*

August 17th, 2018

「Docendo Discimus : Teach to learn」

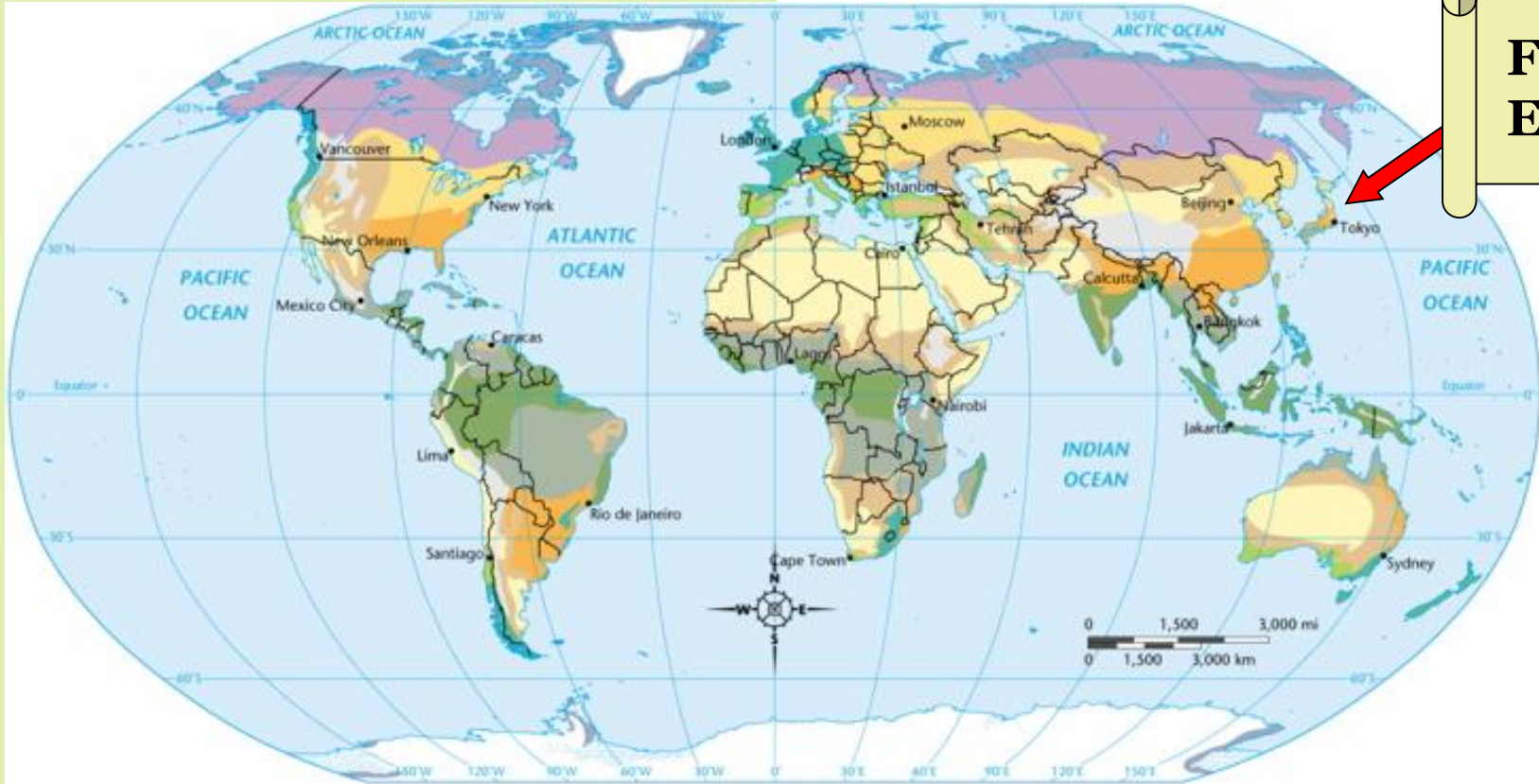
From Ancient Roman Philosopher Seneca

Materials provided by Sake Service Institute & Japan Sake & Shochu Makers Association.

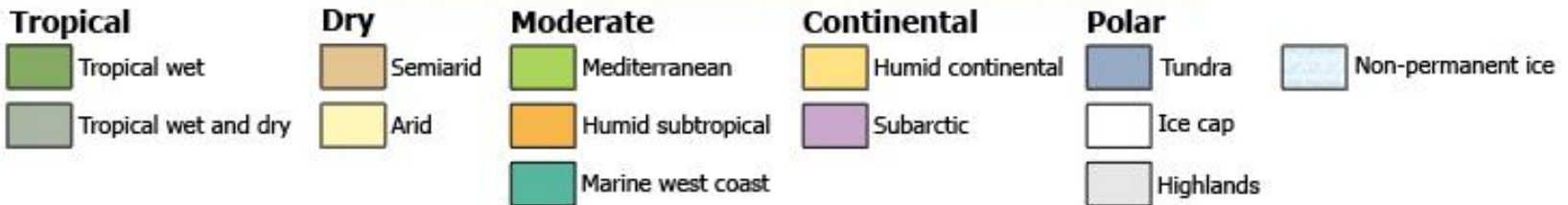
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World Map & Climate



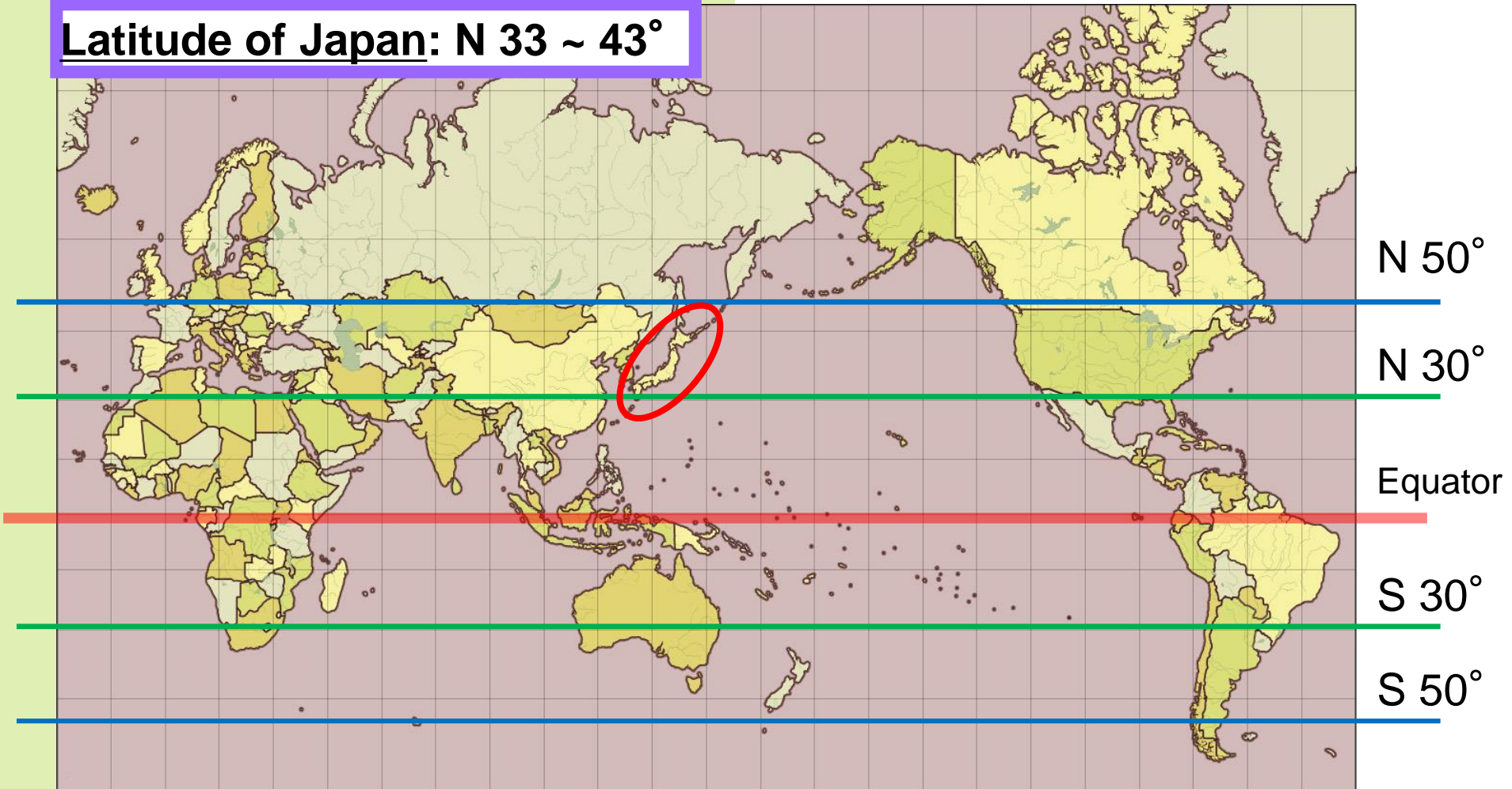
Far Far East...





Japan on the World Map

Latitude of Japan: N 33 ~ 43°





Japan & its Region

Latitude: 33~ 43° N

Ave. Temp:

Jan 43 F: Sep 74F

Land:145,883sq mi

Rains: 57.7 inch /yr



Shochu Breweries:

475 (Total in Japan)

Kyushu: 271

Okinawa: 46

Chubu: 37

Kanto: 35

Chugoku: 34



Four Seasons – North to South



Winter, Niigata



Spring, Shizuoka



Fall, Nagano



Summer, Okinawa

Japan is divided into 6 main climatic zones:

Hokkaido:

Cool summers, long and cold winters.

Sea of Japan:

Relatively cool summers, cold winters with heavy snowfalls.

Central Highland:

Large temperature variance between summers and winters, and between days and nights.

Seto Inland Sea:

Mild climate throughout the year.

Pacific Ocean:

Hot and humid summers, cold winters with little snowfall.

Southwest Islands:

Subtropical climate with hot summers, warm winters with high precipitation.



Sake vs Shochu

Sake is a fermented rice wine made from rice, **Koji**, yeast and water.

Shochu is a distilled Sake made from a variety of raw materials using **Koji** power .

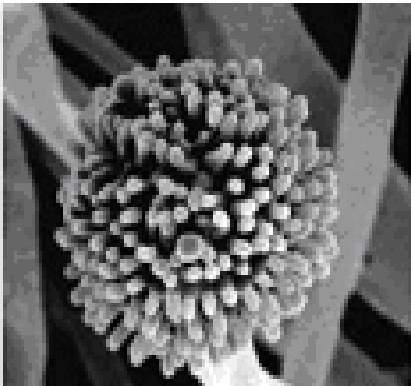
SAKE
BEER
WINE

VS

SHOCHU
WHISKEY
BRANDY

BREWED ALCOHOL

DISTILLED ALCOHOL



Koji mold (head)



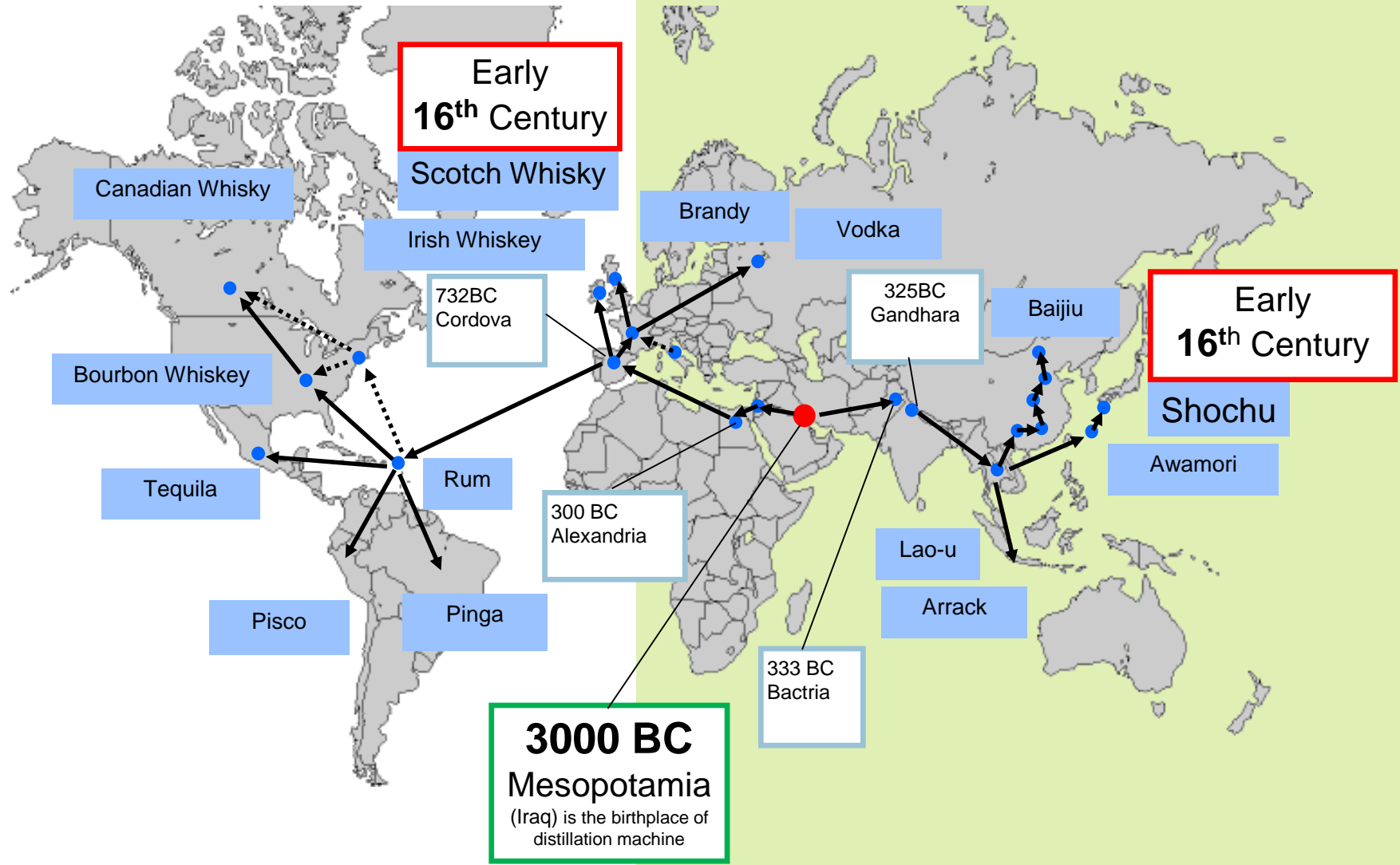


Shochu – Distilled Alcohol Beverage

	Type of alcohol	Average alcohol %	Main Ingredients	Origin
Distilled Alcohol	Shōchū	12 ~ 45	Sweet potato, rice, wheat, etc....	Mostly produced in Japan
	Whisky	40 ~ 60	Barley	Originated in England
	Brandy	40 ~ 60	Grapes	Originated in France
	Vodka	40 ~ 60	Barley, Wheat & Corn	Originated in Russia
	Tequila	35 ~ 40	Blue Agave	Originated in Mexico
	Pao-Chu	30 ~ 60	Rice & beans	Chinese Shochu
Brewed Alcohol	Saké	14 ~ 18	Rice	Mostly produced in Japan
	Wine	12 ~ 16	Grapes	Produced in all over the world.
	Beer	4 ~ 15	Baerly	Produced in all over the world.
	Shōkōshū	15 ~ 55	Sticky rice, wheat	Produced and originated in Shōkō China



HISTORY OF DISTILLED SPIRITS





Origin of Shochu

The origin of SHOCHU can be traced back to the 14th century.

Three routes:

- 1) From Thailand via Okinawa
- 2) From China by Wako (Japanese Pirates)
- 3) From Korea through trade





First Record of the Word “SHOCHU”

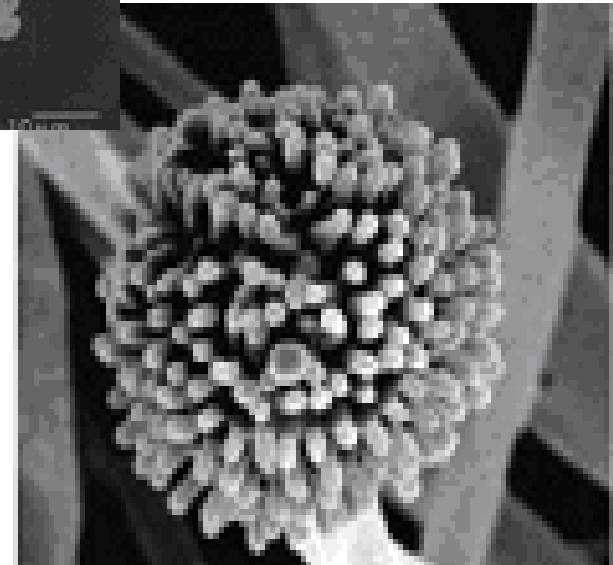
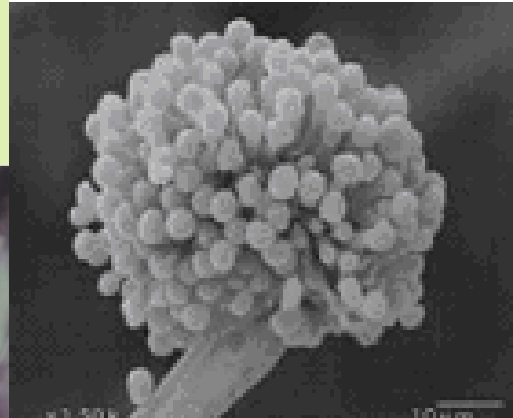
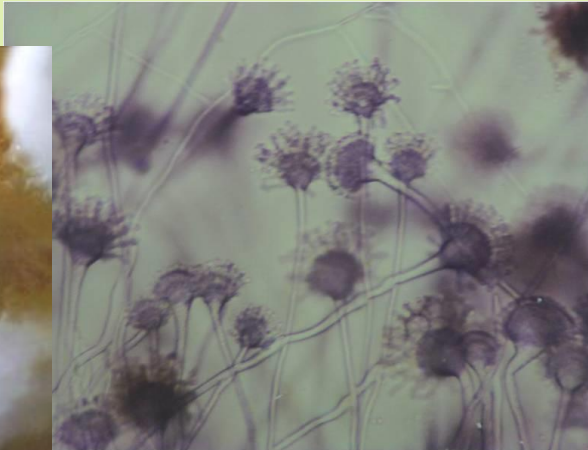


In 1954, this wooden piece was found beneath the roof of Koriyama Hachiman Shrine in Oguchi City, Kagoshima. It says **” the monk was so stingy, he did not offer us any Shochu.”**, and signed by two individuals who came to renovate the shrine, dated **1559** August 21st.



Japan's National Fungi

KOJI: *Aspergillus* *Awamori, Kawachi, Oryzae*





Koji - Characteristic

	Characteristic	Result on Shōchū	
		Aroma	Flavor
Shiro kōji kin (White)	<ul style="list-style-type: none"> •Mutation of Kuro kōji kin mold. •This kōji kin has very strong enzyme power. 	•Mild aroma, kind of similar to Ginjō aroma.	•Plump, sweet, mild and sharp.
Kuro kōji kin (Black)	<ul style="list-style-type: none"> •Very strong for decomposition 	•Strong and impressive aroma.	•Slightly sweet, rich and strong.
Kiirō kōji kin (Yellow)	<ul style="list-style-type: none"> •Very sensitive mold. •The controlling of its temperature is very hard to handle. 	•Fruity and elegant.	•Fruity, light and smooth.

Another Microbe

Yeast: *Saccharomyces Cerevisiae*

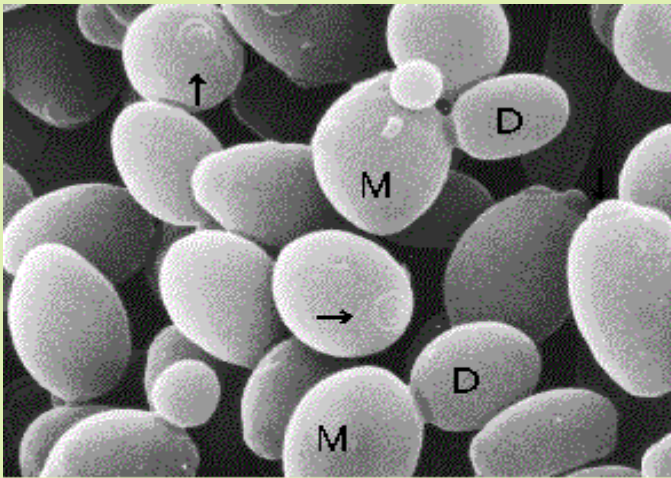
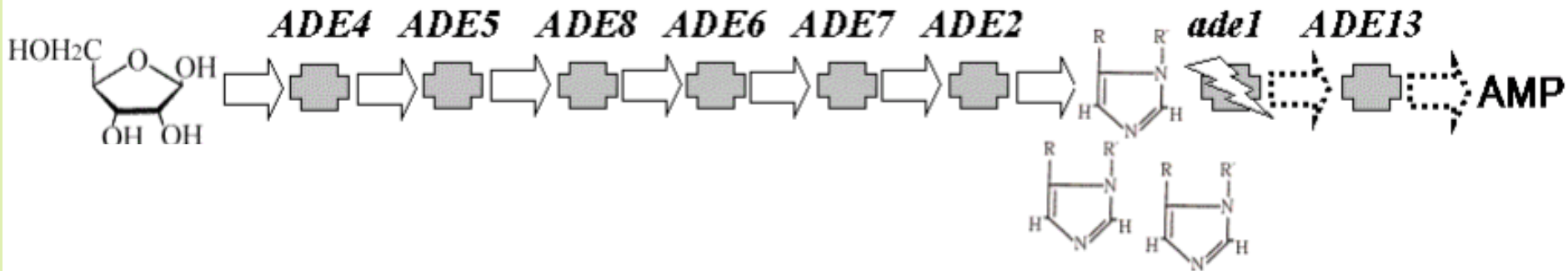


図-1 清酒酵母の姿



Mother

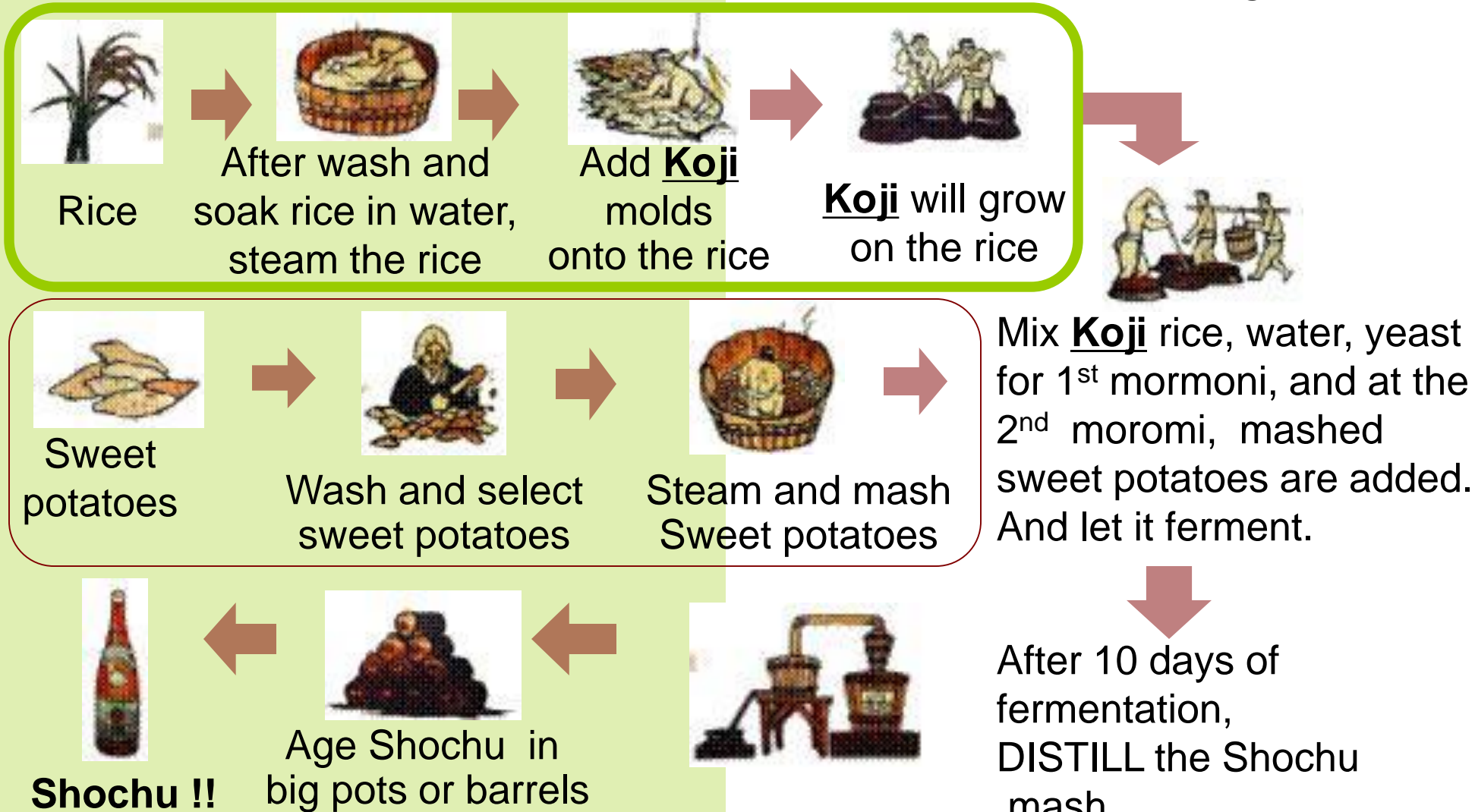
Baby





Shochu Production

Shochu production begins with the base ingredients, steamed and then fermented to produce a mash. After fermentation, distill and aged.



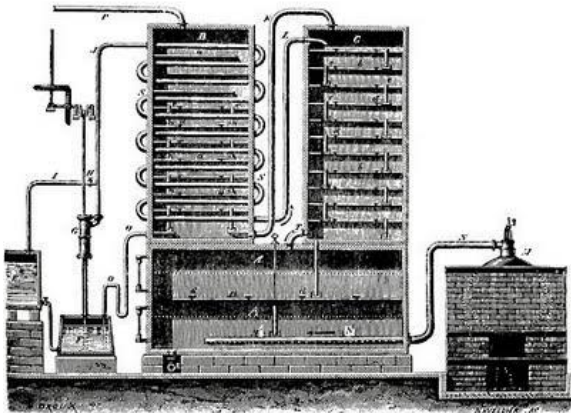


Distillation Types

SHOCHU has 2 categories depending on its distilling process.

Multiple Distillation

(Koh-ruì)



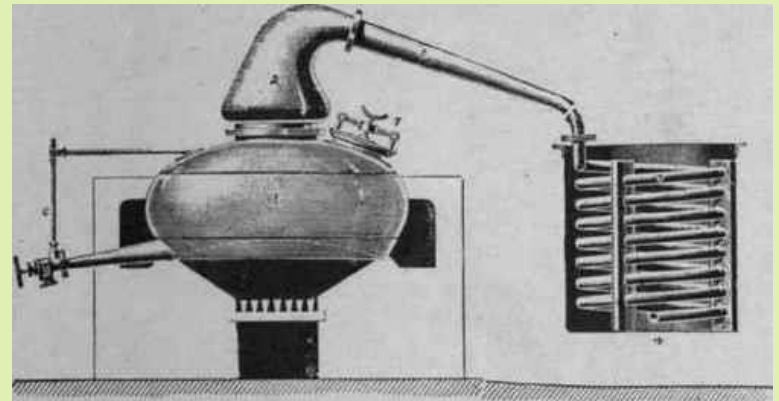
Patent Still

Less flavor, Less aroma
Less than 36 % alcohol

連続式蒸留焼酎

Single Distillation

(Otsu-ruì)



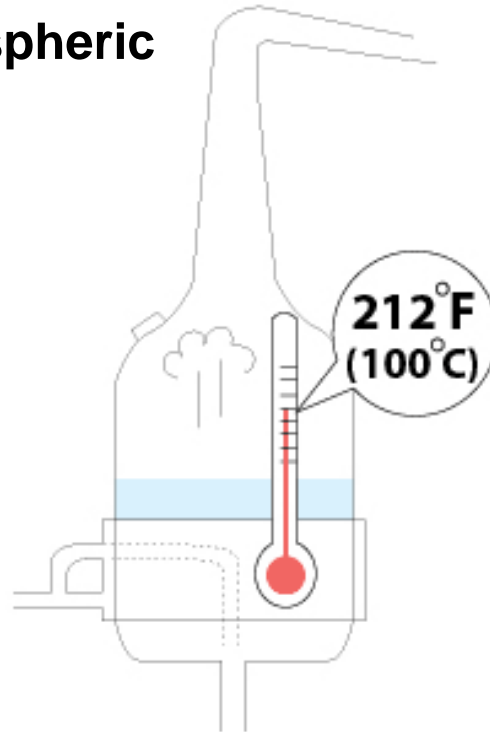
Pot Still

Full flavor, Characteristic aroma
Less than 45 % alcohol

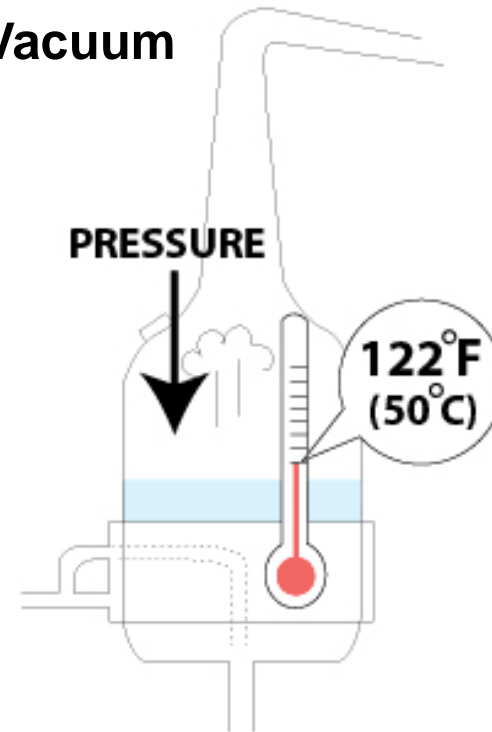
単式蒸留焼酎

Atmospheric vs Vacuum

Atmospheric



Vacuum



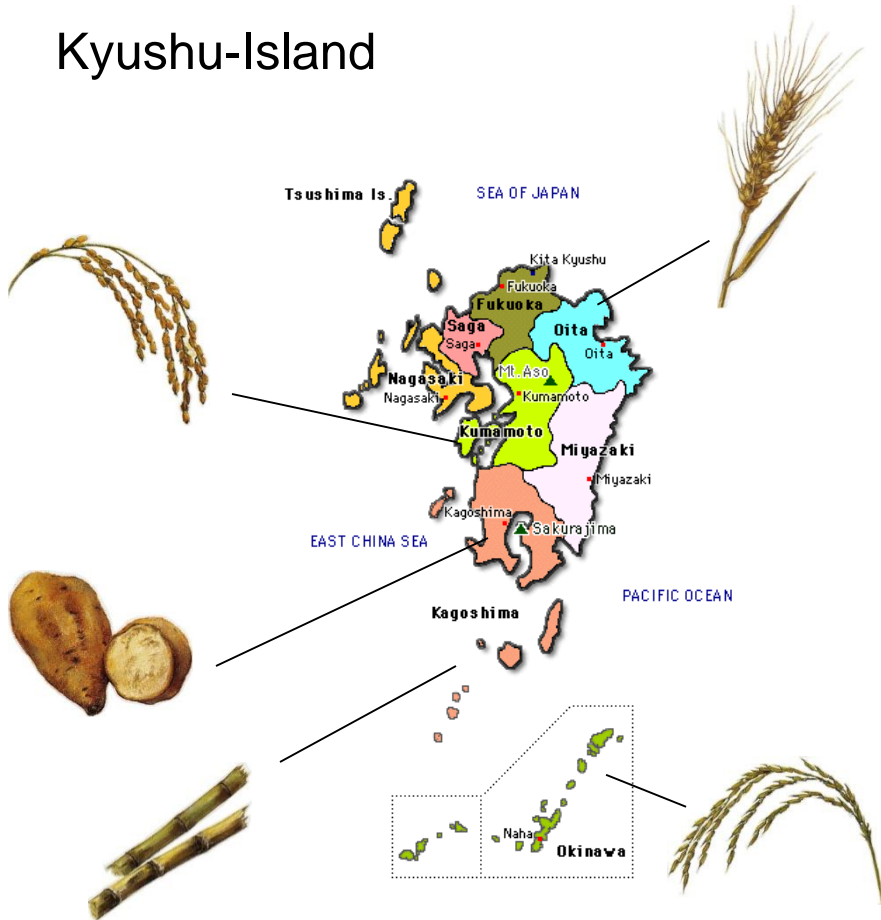
	How it works....	Aroma	Flavor
Normal Pressed Distillation	<ul style="list-style-type: none"> •Old-Style method. •It encompasses the same theory as boiling water. •Moromi is boiled up to 194°F ~212°F (90°C ~ 100°C) by steam. 	<ul style="list-style-type: none"> •Since it is evaporated at high temperatures, the vapor contains small components that include furfural, known for its burning smell. It also has an enjoyable aroma from the ingredients. 	<ul style="list-style-type: none"> •Tends to have thick, rich taste and strong flavor.
Decompression Distillation	<ul style="list-style-type: none"> •New-Style method. •Forming a vacuum in a distillation machine to drop the temperature of the boiling point. •Moromi is boiled at 122°F (50°C). 	<ul style="list-style-type: none"> •Since it is evaporated at low temperatures, the aroma of the original ingredient still remains. As a result, Shochu distilled with this method tends to be more aromatic and usually has a fruity aroma. 	<ul style="list-style-type: none"> •Usually mild, light and elegant flavor. •Easier to drink for Shochu beginners.



Honkaku Shochu – Single Distillation

Quality Spirit from the Far East...

Kyushu-Island



SINGLE DISTILLATION
(Otsu-Rui) Shochu is made from a wide variety of ingredients including rice, barley, buckwheat, sweet potatoes and sugar cane and sometimes from combinations of ingredients.



APPELLATION OF ORIGIN CONTROL

KUMA SHOCHU

球磨焼酎

Kome Shochu produced around Hitoyoshi in Kumamoto Prefecture and the surrounding Kuma Area



IKI SHOCHU

壱岐焼酎

This Mugi Shochu is produced on the Iki-no-Shima Islands in Nagasaki Prefecture.



AWAMORI

泡盛



泡盛のシンボルマーク

Thai rice fermented with Black *Koji*, and distilled using Okinawa's original method, Awamori is produced in Okinawa Prefecture.



SATSUMA SHOCHU

SATSUMA SHOCHU

薩摩焼酎

Imo Shochu is produced in Kagoshima Prefecture.



Flavor Profile by Ingredients

KOME-SHOCHU (RICE)

Type:

Single Distillation Shochu

Ingredients:

Rice and rice-*koji*

Flavor:

light to medium body,
steamed rice, cereal to
elegant aroma with soft
rounded mouthfeel.
light to complex flavors.

How to Drink:

chilled, on-the-rocks,
over crushed ice,
with cold water



A very dry version of SAKE

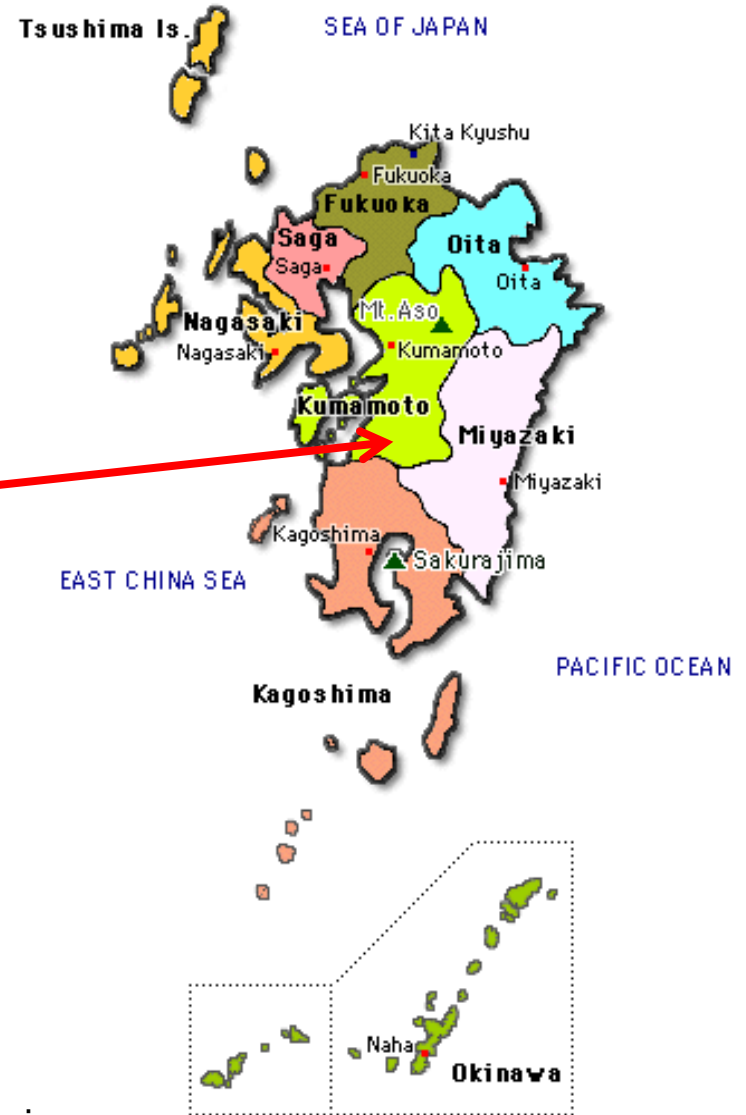


Ginrei Shiro – Kumamoto Prefecture

Rice



KYUSHU REGION



Abv: 24%

Koji: Yellow

Distillation: Vacuum

SRP: \$20



Flavor Profile by Ingredients

Awamori (THAI RICE)

Type:

Single Distillation Shochu

Ingredients:

Thai Rice and rice-*koji*

Flavor:

soft to impactful, cereal or grain aroma, light to rich, soft to rounded mouth feel, simple to complex flavors.

How to Drink:

chilled, on-the-rocks,
over crushed ice,
with cold water



A very dry version of SAKE



Hana Shimauta – Okinawa Prefecture

Thai Rice



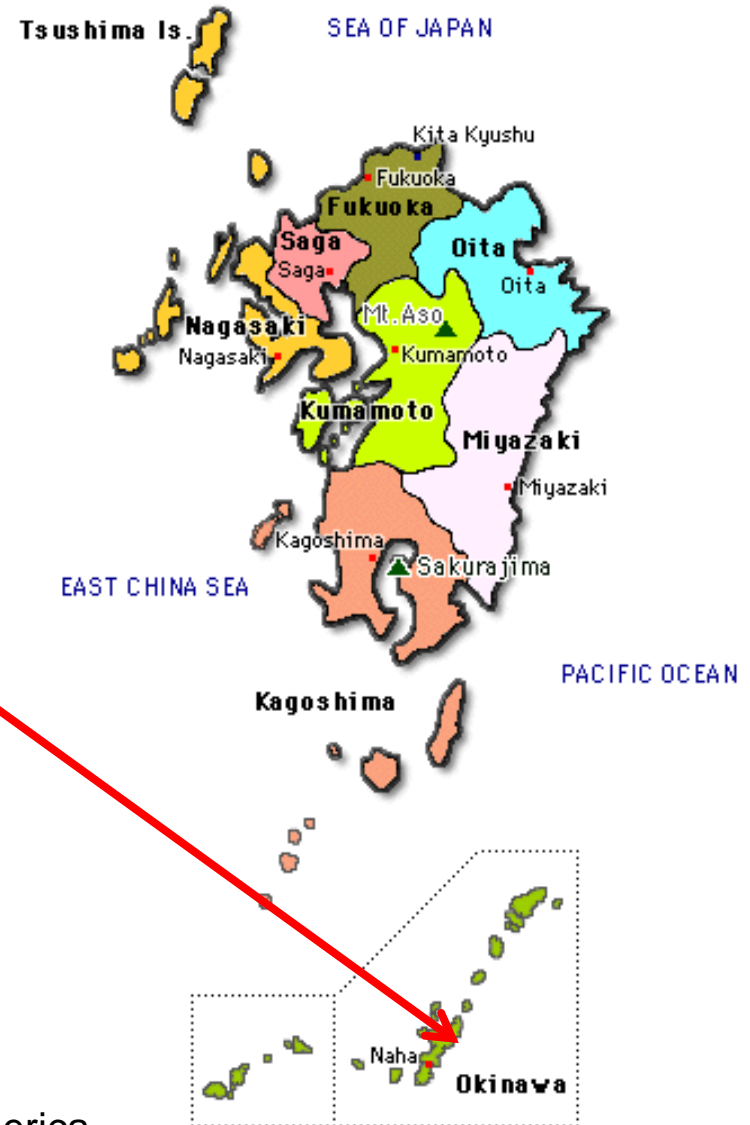
Abv: 24%

Koji: Black

Distillation: Atmospheric

SRP: \$25

KYUSHU REGION





Flavor Profile by Ingredients

MUGI-SHOCHU (BARLEY)

Type:

Single Distillation Shochu

Ingredients:

Barley and rice-*koji*

Flavor:

roasted barley to floral/fruity
aroma, distinct, with a well-
rounded and sweet flavor of
barley

How to Drink:

On-the-rocks, with cold water





Kurobin Iichiko – Oita Prefecture

Barley



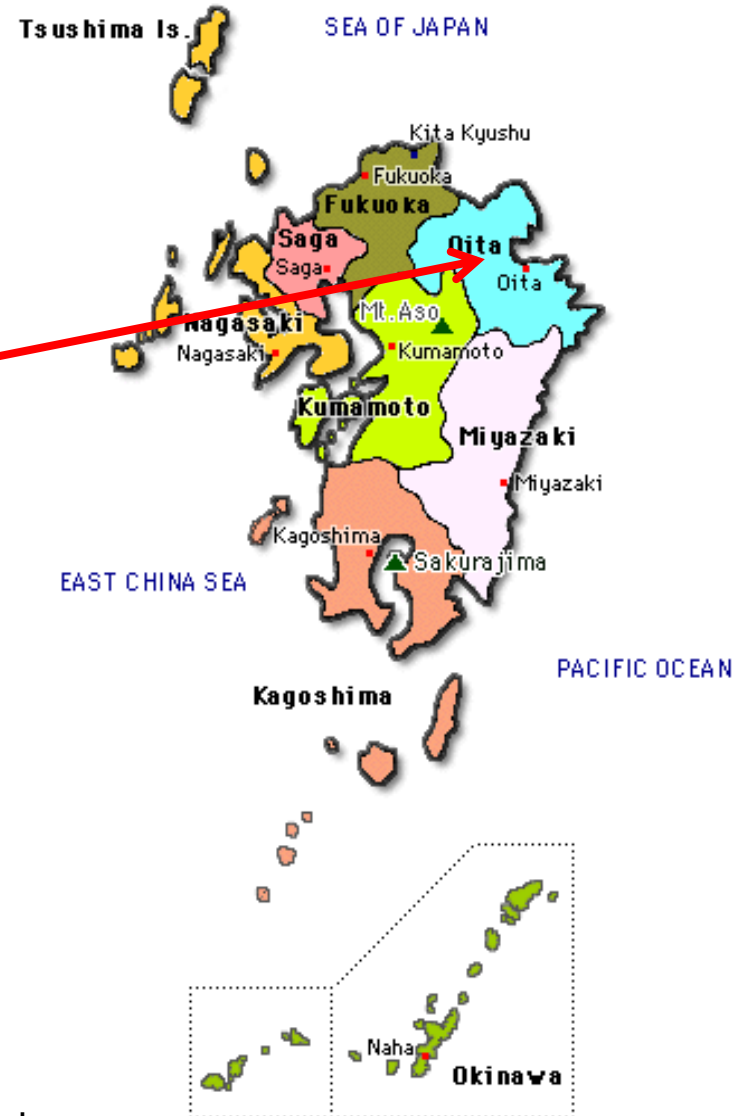
Abv: 25%

Koji: White

Distillation: Vacuum

SRP: \$40

KYUSHU REGION





Flavor Profile by Ingredients

KOKUTO-SHOCHU (SUGAR CANE)



Type:

Single Distillation Shochu

Ingredients:

Sugar Cane and rice-*koji*

Flavor:

rather dry, despite its sweet
flavor and aroma

How to Drink:

On-the-rocks, with cold water
with warm water



Jougo – Kagoshima Prefecture

Brown Sugar



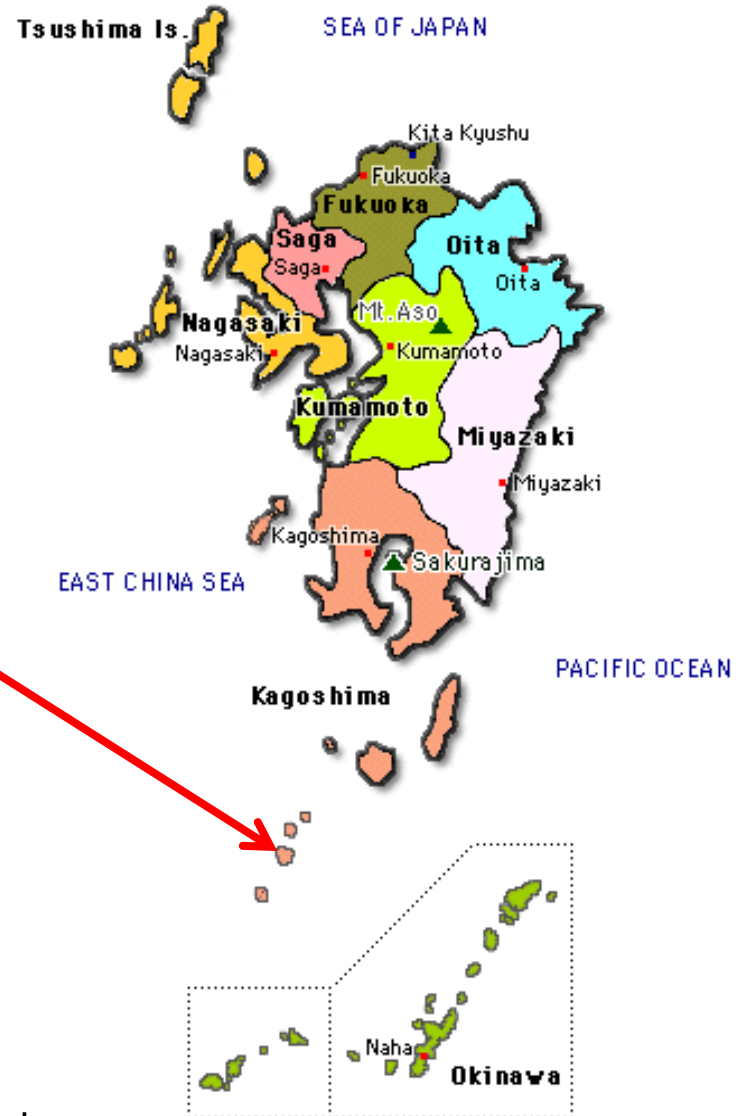
Abv: 24%

Koji: White

Distillation: Atmospheric

SRP: \$25

KYUSHU REGION





Flavor Profile by Ingredients

IMO-SHOCHU (SWEET POTATO)

Type:

Single Distillation Shochu

Ingredients:

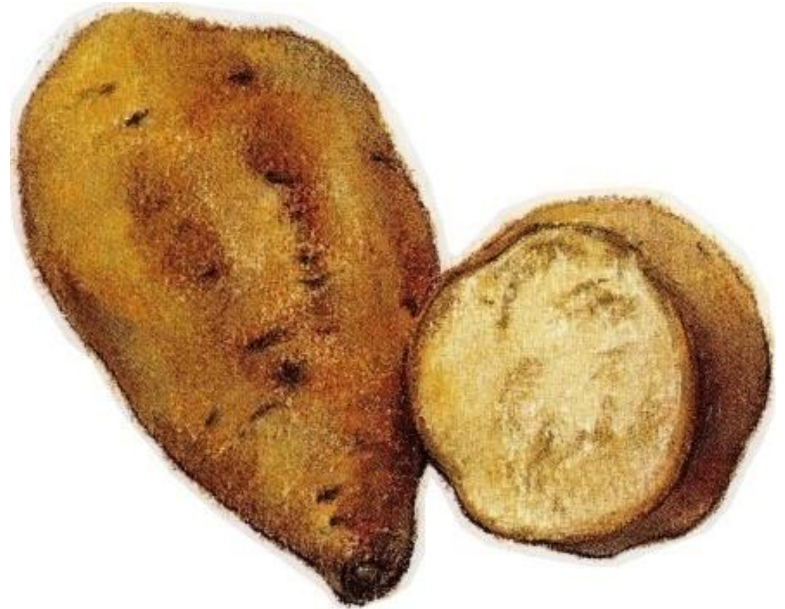
Sweet potatoes and rice-*koji*

Flavor:

mellow, rich flavor and
a well-rounded natural
sweetness.

How to Drink:

chilled, on-the-rocks,
with cold water,
with warm water





Kuradashi Genshu – Kagoshima

Prefecture

Sweet Potato



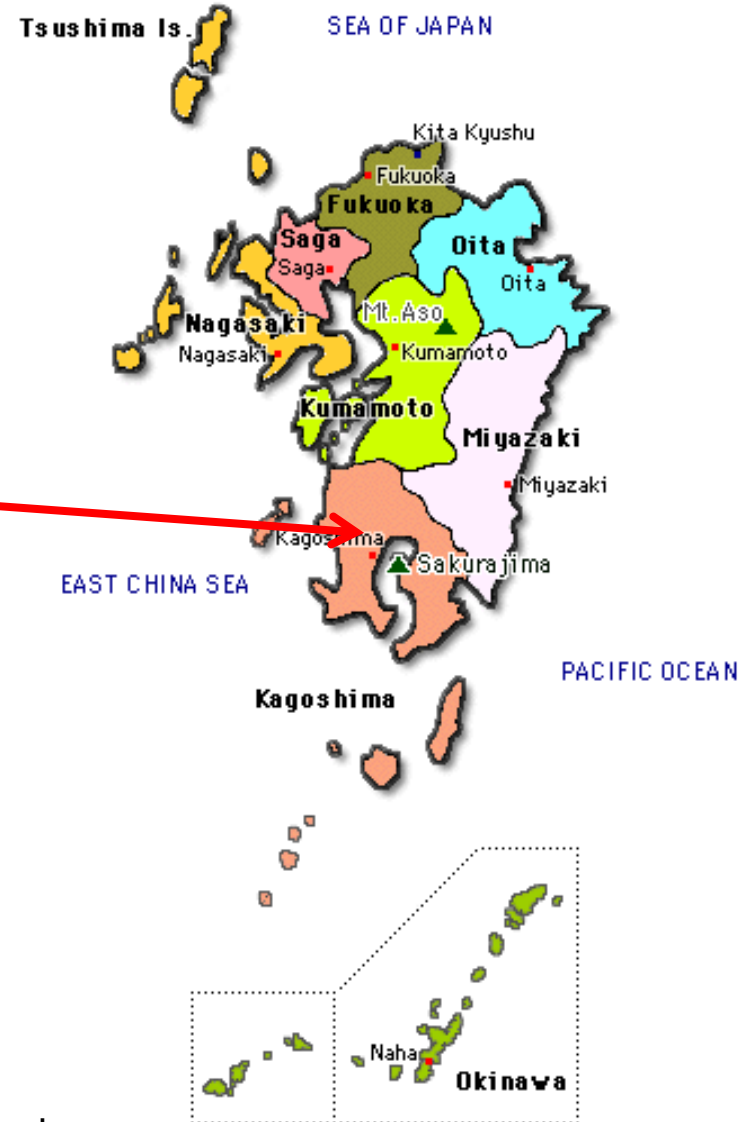
Abv: 37%

Koji: White

Distillation: Atmospheric

SRP: \$36

KYUSHU REGION





Flavor Profile by Ingredients

SOBA-SHOCHU (Buckwheat)

Type:

Single Distillation Shochu

Ingredients:

Buckwheat and rice-*koji*

Flavor:

**mellow, rich flavor and
a well-rounded, toasty,
nutty, complex.**

How to Drink:

chilled, on-the-rocks,
with cold water,
with warm water





Towari – Miyazaki Prefecture

Buckwheat



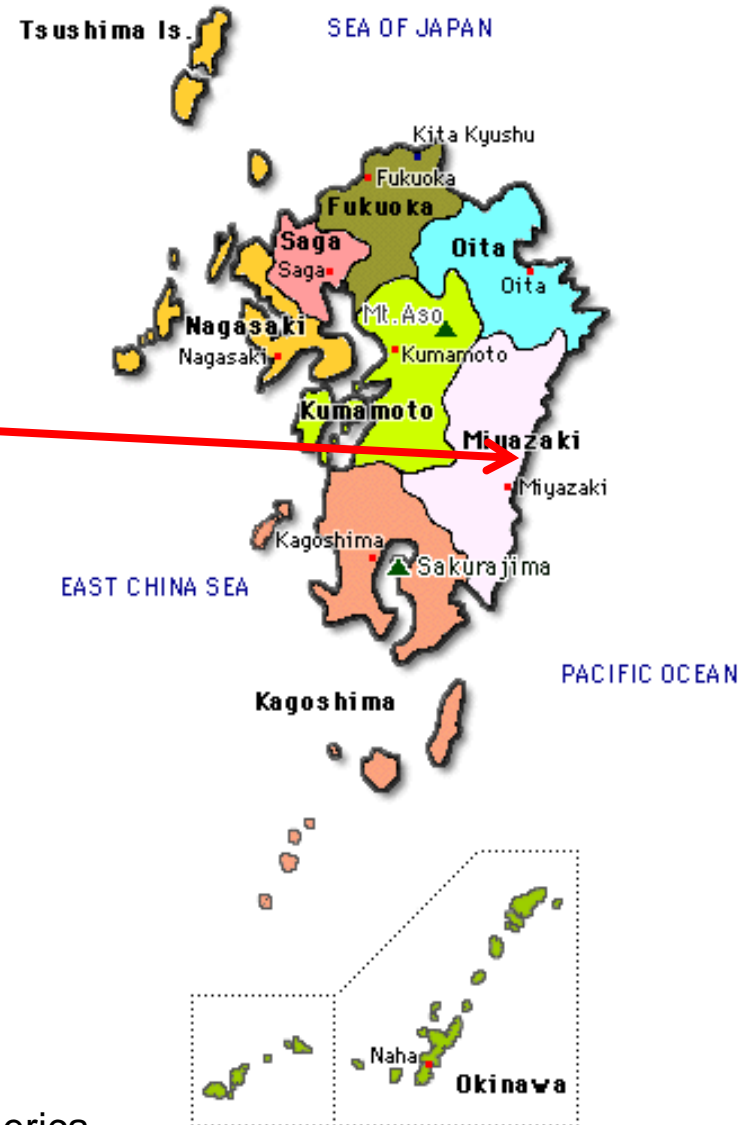
Abv: 25%

Koji: White

Distillation: Atmospheric

SRP: \$33

KYUSHU REGION





Serving suggestions by Base Ingredients

Elegant and Highly Fragrant Aroma

Dry and Crisp Flavor

BARLEY

Straight
On the rocks
With cold water

Straight
On the rocks
With cold water

AWAMORI
BROWN SUGAR

RICE

Straight
With cold water

Straight
With cold water
With warm water
Warmed

SWEET POTATO
BUCKWHEAT

Rich and Complex Flavor

Mellow and Distinguished Aroma



Serving Recommendation

How should one serve shochu?

There is no set rule for drinking shochu, but there are preferred ways to drink it. Generally there are five ways to serve shochu. How it is served changes how one will experience and enjoy the many different characteristic tastes and aromas.

1. Straight Up --Recommended for all otsu-ruい shochu (Imo, kome and mugi shochu etc.)

There should be no water added, cold or hot. Since you can directly taste the unique characteristics produced from the raw materials, the straight up method is recommended for all otsu-ruい shochu that has its own clear or rich taste.

The same serving method also works well for aged shochu. Since straight shochu has a high alcohol content, it is best consumed with a chaser.

- Clean taste shochu has to be chilled.
- It is best to drink with a chaser (an occasional sip of water.)
- Rich tasting shochu should be drunk at room temperature.



Serving Recommendation

2. On the Rocks --Recommended for kokuto (sugarcane) or mugi (barley) shochu etc.

Shōchū on the rocks

A.



B.



*It is better to use clear ice cubes made from bottled water or boiled water. Crushed or big ice cubes.

Generally shochu has to be poured on the ice and mixed well. When the ice melts, it too can also be enjoyed because it offers a taste different from the original beverage.



Serving Recommendation

3. Water Mixed --Recommended for mugi (barley) or Awamori (Thai rice)

Ratio between water and shōchū

A.



5 : 5

B.



6 : 4

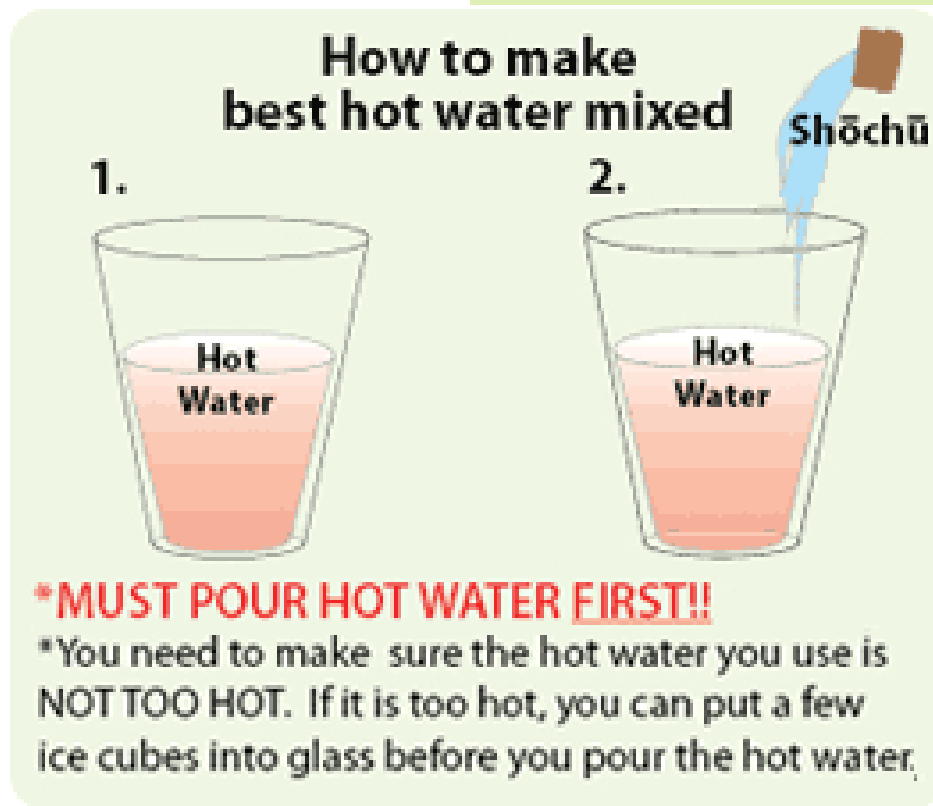
*Soft water is preferred for mixing.

*To enjoy the full flavor of shōchū, mix with water 24 hours ahead of time in a jar or water bottles.



Serving Recommendation

4. Hot Water Mixed --Recommended for Imo (sweet potato) shochu



This method is recommended for people who want to enjoy Umami (flavor) and the aroma that is original to Otsu-ri shochu, especially Imo (sweet potato) shochu since its Imo aroma can be easily detected in the vapor.



Serving suggestions by Base Ingredients



KURO-JOKA

黒じょか

The most delicious and traditional way

1. Mix shouchu (60%) and hot water (40%) on the day before, so that the flavor becomes mild.
2. When you drink, put 1 in *KURO-JOKA* pot and warm it to body temperature.



Cocktail

焼酎カクテル

Mixability is unlimited!

Multiple Distillation Type ★★★

Single Distillation Type ★★



Food Pairing





Shochu is Unique !

- * **Fermented Food Culture**

Has to be made with Koji

- * **Craftsmanship**

Single Pot Distillation

- * **Different Serving Styles**

*On the Rock, with Hot / Cold water,
or Cocktails*



Shochu is Healthy !

- * Shochu does **NOT** contain **SUGAR**.
- * Shochu is good for **blood circulation**.
- * Shochu has special enzyme
melts down blood clot.

*Savor the flavor of Shochu,
and enjoy its health benefits at the same time!*