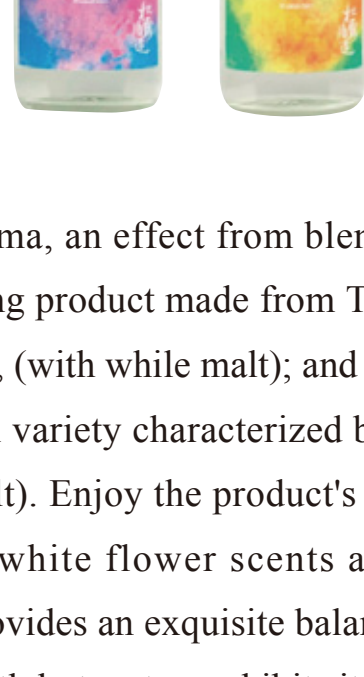






The sweetness and strong flavor are exquisite.
It can be enjoyed with hot water,
with carbonated water, or as a cocktail base.

Shoro Colorful



Features a distinctive aroma, an effect from blending two different types of sweet potato shochu: young product made from Tama-akane, regional variety known for a colorful scent, (with white malt); and three-year-old product made from Miyazaki-beni, local variety characterized by honey-like sweetness and rich taste, (with black malt). Enjoy the product's flavor variation, which first presents Earl Grey and white flower scents and then a tropical nuance represented by mango. Provides an exquisite balance between thick sweetness and sharp astringency. With hot water, exhibits its fine taste, while with soda, expresses its colorfulness. Can serve as an excellent cocktail base. Goes well with sauces based on tomato, olive, onion and other vegetable cooked so as to bring out their inherent sweetness.

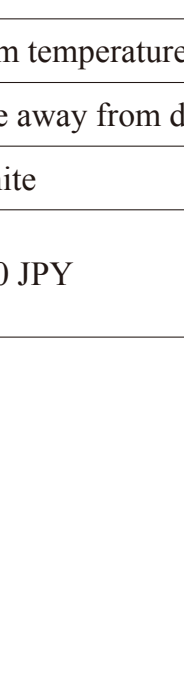
Product standards	
Net content	720ml
Ingredients	Sweet potato, rice malt
Temperature zone	Room temperature
Precautions for preservation	Store away from direct sunlight, heat and moisture.
Best-by date	Infinite
Domestic retail price (tax excluded)	1,550 JPY





It has an exquisite balance of solid flavor and sweetness. We take pride in this product that has been loved by a broad range of customers since the distillery's establishment.

Shoro 25%



A long-selling brand launched at the time of founding. Characterized by a pleasantly spicy scent of steamed grain and a fine balance between rich taste and sweetness. Taking geographical advantage of the location, we have effectively combined strengths of locally sourced materials for this product. Enjoy sweet and refreshing flavors with water or on the rocks, and a strong taste with hot water. Goes well with salty-sweet dishes seasoned with soy sauce, miso and sugar.

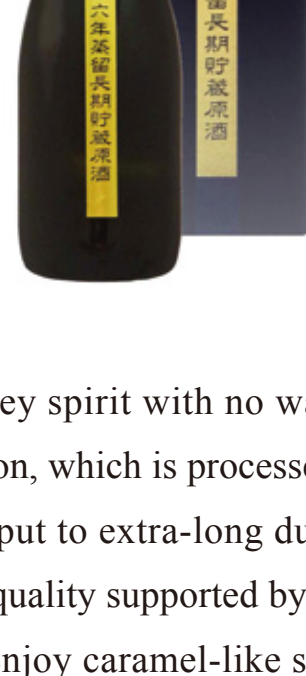
Product standards	
Net content	720ml
Ingredients	Sweet potato, rice malt
Temperature zone	Room temperature
Precautions for preservation	Store away from direct sunlight, heat and moisture.
Best-by date	Infinite
Domestic retail price (tax excluded)	1,000 JPY





The aroma of barley with a hint of vanilla.
A barley shochu liquor of the highest quality that is matured over many years.

Shoro Kuromugi



This is a finest quality barley spirit with no water added, made from barley grown for whiskey production, which is processed by applying Japan's original distillation techniques and put to extra-long duration maturation from 2004. Features a subdued, stately quality supported by barley's spicy flavor complete with a slight vanilla note. Enjoy caramel-like sweetness and slight bitterness reminiscent of tea leaves at the same time. Served with chocolate, mint, or salty cheese, helps you have a good evening time.

Product standards	
Net content	720ml
Ingredients	Barley, barley malt
Temperature zone	Room temperature
Precautions for preservation	Store away from direct sunlight, heat and moisture.
Best-by date	Infinite
Domestic retail price (tax excluded)	3,650 JPY

Major exporting countries

Taiwan

Awards or prizes won / accomplishments

Kuromugi
 **Bronze award: Tokyo whisky & Spirits Competition2020**

Company overview

Shoro Shuzo Co., Ltd.

Located in the southernmost part of Miyazaki Prefecture, the distillery aims to make shochu that you can enjoy at any time.

Shoro Shuzo is a shochu distillery founded in 1928 and based in Kushima, the southernmost city of Miyazaki Prefecture. At the core of Shoro Shuzo's shochu making lies the concept of "shochu you can always enjoy." Our products are intended for everyday consumption, and as such, designed to give a mild and encompassing impression with a subdued note, avoiding strong aroma or any other distinctive property. Supported by local farmers, microorganisms inhabiting the distillery and consumers, we have been able to make the shochu distilling history of over 90 years.



Shoro Shuzo Co., Ltd.

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