



JAPAN STREET

News Letter

Vol.3, 2021

INSIDE THE ISSUE

BEER

- 1 Kamakura Beer
- 2 Isekado Beer
- 3 Agata Craft

GIN

- 1 SHIN-ON
- 2 Gin
- 3 424 Gin

SAKE is not the only Japanese alcohol beverage! In this issue, we introduce fascinating craft beers and gins that made of such Japanese ingredients. Have a fun weekend with unique Japanese tastes to add awesome colors to your time with friends and family!

JETRO



Craft BEER



Beer was first introduced to Japan around 1860, near the end of the Edo period, the age of the samurai. Until then, sake was the main alcoholic beverage in Japan, but in the Meiji era, Japan's beer industry entered its infancy, fueled by a trend to actively adopt Western technology and culture. After the war, when refrigerators became widely available, beer be-

came available at home, and consumption increased even further! In addition to dry beer, which was the mainstream beer until then, a variety of beers using ingredients from different regions began to be produced.

In this issue, we'd like to introduce some of the unique craft beers that have emerged throughout Japan's beer history!

KAMAKURA-BEER

Kamakura Beer is produced in Kamakura, a beautiful old city that flourished as the center of Japan over 1000 years ago. Enjoy its mellow foam and fruity aroma in the sun, at a slightly warmer temperature than usual.

Kamakura Beer Hana (Pale Ale):

Aromatic full-bodied flavor.

Kamakura Beer Tsuki (Alto):

Clean and crisp neat taste.

Kamakura Beer Hoshi (Pale Ale):

Citrusy hop aroma.

Enoshima Beer (American Style Pale Ale): Rich aroma and a clean thirst.

Hayama Beer Moon (Australian Pale Ale): Mellow aroma like white wine.



[view details](#)



KAMAKURA-BEER BREW CO.

Their predecessor was a liquor store in Kamakura that lasted for 100 years. Their beers have won awards at domestic and international competitions, and are also served at traditional Japanese restaurants and hotels. They carefully brew beers with a passionate desire to "raise" beer.



1



BEER, IN LIMITED QUANTITY, MADE
IN KAMAKURA, surrounded by the delightful sea and mountains!



ISEKADO BEER

They have been making soy sauce and miso as a teahouse welcoming visitors to the Ise Shrine for over 440 years, and have been trying our hand at making beer since 1997!

They won gold medals in numerous competitions, including the International Brewing Award (IBA), the Oscar of the beer world! They cultivate applications from plants and other sources, and employ high-quality hops.

Pale Ale: Citrusy aroma like grapefruit. Good balance of refreshing and bold taste. It's Isekado's standard!

Hazy IPA: Juicy citrus aroma and a dry, light body. Distinctive cloudiness. A firm bitterness enhances the refreshing taste.

Hime White, Imperial Wheat Ale: Spicy aroma from coriander and yeast. Natural sourness and a clean taste. Accented with yuzu peel.



TOP QUALITY CRAFT BEER

brewed with craftsmanship since 1575.

The winner of "the Oscar's of the brewing industry",
IBA Gold in 2017 & 2019.



2



NIKEN CHAYA
MOCHI KADOYA
HONTEN CO., LTD



[view details](#)

The brewery is a research and development type brewery with state-of-the-art equipment for analysis, testing, and yeast cultivation with knowledgeable staff.





3



BEER X OO! @ SUSTAINABLE BREWERY

Bottles full of unique Japanese flavors!



AGARA CRAFT

Let us introduce two excellent Agara Craft beers made with ingredients that are uniquely Japanese.

Sansho Ale: This beer is characterized by the use of sansho, a traditional Japanese spice. You will enjoy the tangy spiciness

and citrus aroma. It's perfect with a simple chicken dish and seasoned with salt and pepper!

Yuzu Ale: An excellent beer with a relaxing effect, made with yuzu, a citrus fruit similar to lemons. Very popular around the world, perfect with sushi and sashimi.



[view details](#)



YOSHIDA

Yoshida brews beer with a deep flavor by blending rare European hops. It is pursuing new ways of brewing beer, such as transforming abandoned farmland into new hop fields and making beer from discarded bread.

Gin was first imported to Japan from Europe in the 19th century, and the recent boom in craft gin arrived around 2017! Although the history of craft gin is short, there are many breweries with long histories working on gin production because high-quality sake and shochu can be

used to make gin bases. In addition, there is a wide variety of botanicals needed for flavoring, citrus fruits such as tangerines and yuzu, plants, tea, etc.

Fill your glass with large crushed ice and gin, add soda, juice or fruits, you have your own special drink!



Craft gin

SHIN-ON

This is a dry type of gin that uses juniper berries, cypress, yuzu, and other ingredients for flavoring, and gives you a clean and refreshing feeling.

It also uses Kuromoji, raw wood material for special toothpick used for cutting traditional Japanese sweets. The amount of Kuromoji (*Lindera umbellata*) is finely tuned and used as an accent.



[view details](#)



**Okadayahonten
Co.Ltd.**

This company is located right next to a temple called "Ryuzo-san Iko-ji" in Shimane Prefecture. Since the Meiji Restoration, it has never sold its

sake buckets and has always taken good care of its local community by using local horseradish and other ingredients to make sake.

Gin made with ingredients from Shimane's forests

2



*Gin made with sake lees &
botanicals from Ehime prefecture*

Dogo Gin

Dogo Gin is made from a combination of botanicals such as mandarin oranges, lemons, yuzu, plums, kiwi, and cypress, based on the ingredients produced during the production of sake, a Japanese liqueur.

It has a richness derived from the sake lees with a refreshing citrus aroma that is very complex and addictive!

I recommend drinking it chilled on the rocks or with soda!



MinakuchiShuzo Co.Ltd.

A long-established sake brewery with an unchanging commitment to flavor for about 120 years, since 1895. The water used for brewing sake is mineral-rich subsoil water.



[view details](#)



sake lees



The world's only gin made in a wooden distiller



3

424 GIN

What makes 424 GIN unique is that it is distilled in wooden barrels. The only gin in the world to use four different kinds of shochu as their base: refreshing, heavy, fruity, and western-style! That's why they are able to produce a gin with a simple yet profound flavor. Since the gin is distilled in a wooden pot still, the aroma of the wood can be felt.

You can add tonic for a citrus flavor, or hot water for an herbal flavor... the combinations are endless!



[view details](#)



Wakashio Distillery

This company makes gin from sweet potatoes harvested within three days in Kagoshima, a city with a history of shochu production going back over 300 years and an abundance of warm weather and good water.

There is only one craftsman in Japan who can build the wooden pot still used to make this gin.

EDITOR'S COLUMN

"I can't imagine my weekend without a beer!"



Editor **NOZOMI**



1.The pinchos are the best for home party! 2.Drinking at the beachside 3.Tasting different beers with my friend.

What I've been into lately is making the theme of my weekend "Drinking beer". For example, cooking.

The first thing I do is to choose a beer depending on my mood. Next, pick up some foods which go well with the beer foods cook them with some garlic and oil. It doesn't matter if you can't stand the good smell and take the lid off of the bottle.

In addition, I love to chill out at the beach with a glass of beer. The refreshing Japanese beer is perfect with the sea breeze. You can get together with your favorite friends and compare various craft beers.

Let's decide to have a beer next weekend and start making amazing plans!



INFORMATION

To find more Japanese Craft Beer or Gin...?

Now, we have 78 beers and 15 gins at JAPAN STREET. The number of them are gradually increasing. Once you note "you saw NewsLetter" when you request for a meeting, we will give top priority to arrange a business meeting for you!



[View more](#)



NEW video is up! Introduction to JAPAN STREET



New video is now on our channel! Check out this 2-minute introduction video and learn more about JAPAN STREET!



HELLO!
We are the Japan Street Office.
See you at the Next Issue!