



KONISHI

Yuto Kimura
Rio Agemura

S H I R A Y U K I S A K E

極上の味わい清酒白雪

Renowned for its Exquisite Taste and Flavor

Since 1550

↑ **Shirayuki**

**Nature of
Itami** →





KONISHI
Brewing Company

← Shirayuki



KONISHI



← **Sake
Brewery**

**Shirayuki
Brewery
Restaurant**



KONISHI SAKE'S CHARACTERISTICS

- Tasteful
- Good nutritional balance
- Stress relief
- Beauty effects



The Making of Sake

Japanese sake is brewed in this manner using water, rice, and koji. This traditional method has been passed down throughout the ages and is still followed today.



Hirayuki Brewery Village Museum



Konishi Shuzo Fujiyama Gura

1 Whole grain rice
The best rice for brewing sake is selected and purchased in the form of whole grain rice.

2 Refining
The husk of the rice, which contains protein and fat that degrades the taste and flavor of sake, is removed.

3 Washing
Rice is washed in water to remove bran from the surface.

4 Soaking
Rice is soaked in water to allow it to absorb water.

5 Steaming
Rice is steamed with a high temperature. The degree to which the rice is steamed affects the resulting sake.

6 Cooling
Rice is cooled to the appropriate temperature.

7 Preparing koji
Starch from rice is allowed to decompose into sugars. Koji is essential for this decomposition. Koji fungus permeates into the steamed rice to make koji.

8 Preparing yeast starter
Koji, steamed rice, and water are mixed at a determined ratio to make sake yeast.

Water for processing
For sake brewing water that contains high amounts of potassium, chlorine, and phosphoric acid is considered desirable.

Koji (rice malt)

Yeast starter

9 Processing
Koji, yeast starter, steamed rice, and water are mixed, the starch changes to sugars, and the yeast that was cultured with the yeast starter is allowed to ferment into alcohol.

Three-step processing
Sake processing (preparing mash) is split into 3 steps so that the yeast smoothly ferments into alcohol.

- First step** The mixing of the koji, yeast, steamed rice, and water is the first step in the process.
 - Incubate** Processing is halted the following day so that the yeast can grow.
 - Second step** The addition of more koji, steamed rice, and water is the second step in the process.
 - Third step** Processing that takes place on the fourth day is the last.
- The mash produced in the tank is allowed to ferment for three weeks, completing the process.

10 Water for processing

11 Pressing
The mash is pressed using a compressor to separate the refined sake from the sake lees.

12 Filtration
The sake's bitterness and color are filtered using carbon filtration.

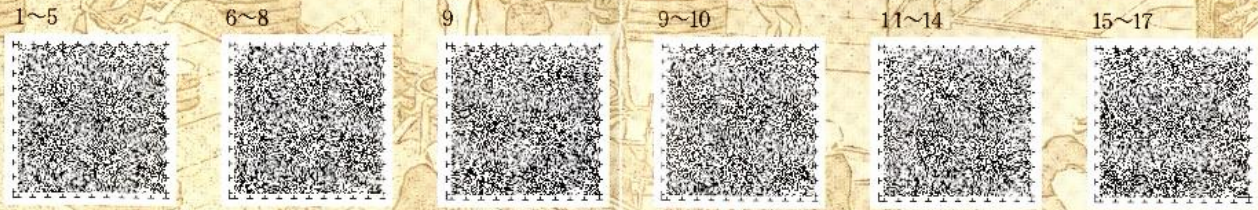
13 Pasteurization
The filtered refined sake is pasteurized to remove bacteria. Enzymes remaining in the sake are stopped to stabilize quality.

14 Storage and maturation
The sake is left to rest in a sealed tank after which it is blended.

15 Bottling
After tasting for the sake's color, aroma, and flavor, it is bottled while heating at a temperature of 65°C to remove bacteria.

16 Inspection
A final check is performed and the bottle is labeled.

17 Shipment



Edo Genroku Sake



HISTORY OF EDO GENROKU SAKE

- Edo Genroku period
- Year 1688-1704
- An authentic reproduction of a traditional recipe



(1688-1704) In 1702 The palace of versailles was built

GENROKU CULTURE



A beauty looking
back →
(Hishikawa Moronobu)



↓ Red and white plum blossoms
screens (Korin Ogata)



↑ Aeolus Thor screens
(Soutatsu Tawaraya)

Archive →



元禄十五年秋
本年冬届 乃月利

一 乃月利 元禄十五年八月

二 乃月利 乃月利

三 乃月利 乃月利

四 乃月利 乃月利

五 乃月利 乃月利

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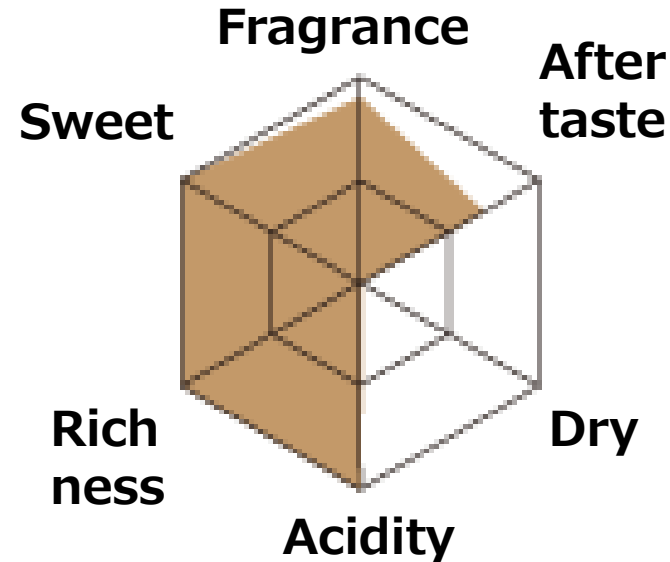
乃月利 乃月利

乃月利

Genroku
15 year

EDO GENROKU SAKE CHARACTERISTICS

- Rich taste
- Amber color
- Alcohol content 17.8%



LAYOUT OF THE BOOTHS

kitchen

**Straight
-up**
senza ghiaccio

Rocks
con ghiaccio

Survey

**With
warm
Water**

con acqua calda

↑ **Please vote
the best one!**

Water
con acqua