

新  
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宗

# Ayumasamune

A distinctive saké  
from the heart of Japan's Snow Country



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**B**orn in the land of snow; born from the clear spring water and superb rice the snow makes possible. The fresh, delicious flavors from Ayumasamune.

When you arrive at the *kura*, or brewery, you know this is a special place. Tucked into a mountainous valley is the thatched-roof main building, shaded by three huge, ancient zelkova trees. The building has been lovingly maintained by the liyoshi family, the owners and creators of Ayumasamune. Close by is a river where *ayu*, the sweetfish and brand namesake, swim up from the nearby Sea of Japan.

It can be hard to imagine how much snow can fall here: nearly a



meter of new snow might fall in 24 hours. The snow is the source of a clear spring that actually emerges within the *kura*; the saké here is brewed the old-fashioned way, in the cold of winter, ensuring a slow, complete fermentation and the rich, rounded flavor and fragrance that people expect from Ayumasamune.

Here at Ayumasamune modern technologies are applied, but always under the experienced eye of the *tojii*, the brew master. This is where the art of saké-making comes in: the changes of weather, the subtle variations in the rice, the careful hand mixing of rice with *koji* spores to make fermentation possible. All overseen by the *toji*. The secret to this special saké.

The snow, the river, the Ayumasamune factory (top); the Ayumasamune logo is at left, Ayu to the right. The thatched-roof main building (above), and, of course, the all-important spring water that exits within the factory (left).





## Tokubetsu Honjoshu

*Ingredients: Rice, koji, water*

*Alcohol content: 15%*

*Rice: Gohyakuman Goku, Koshi Ibuki*

*Polished to: 58% of original*

This is Ayumasamune's leading product, the saké that is a favorite with the Myoko locals. It's a clean, flavorful saké with a soft *kuchiatari*—the feeling on the mouth when you enjoy a sip. Compared to many honjoshu, it has a fairly pronounced fragrance, and the natural sweetness—but never cloying—that is a hallmark of Myoko-area saké. That sweetness, of course, comes from an ideal meeting of rice and water. It can be enjoyed chilled, at room temperature or warmed.



## Ayumasamune Junmaishu

*Ingredients: Rice, koji, water*

*Alcohol content: 15%*

*Rice: Gohyakuman Goku, Koshi Ibuki*

*Polished to: 65% of original*

Strictly speaking, all of the saké presented here is Junmaishu—pure rice saké, using only rice, koji and water (and some yeast, of course!). This saké is brewed specifically as a Junmaishu, and that means a flavor that most people are drawn to, and one that you won't grow tired of. It is ideally served chilled to room temperature, but also is delicious warmed. Winner of the top prize at the 2013 Junmaishu Awards, it is also the main export product at Ayumasamune Shuzo.



## “Ayu” Junmai Ginjo-shu

*Ingredients: Rice, koji, water*

*Alcohol content: 15%*

*Rice: Gohyakuman Goku, Koshi Ibuki*

*Polished to: 58% of original*

A truly fine Junmai Ginjo, Ayu is fragrant and delicious, with that distinctively clean flavor of all Ayumasamune's saké. Ayu is a great pairing with Japanese food, but it also has the body and spirit for matchings with Western or even Chinese cuisines. It also makes a great mid-meal drink as well. Ayu should be enjoyed from chilled up to room temperature.

We would be pleased to introduce you to the many other varieties of Ayumasamune saké. For more information, please email us at [ayu@ayumasamune.com](mailto:ayu@ayumasamune.com). Please note that English speakers are not available for phone calls (please phone in Japanese). Tours and tastings can also be arranged: we'd be happy to welcome you to our kura!

**Ayumasamune Shuzo**

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