



## Our Major Three Tasks

### 1. Preparing with special care for small, handmade production.

We are achieving high quality by steaming rice in Japanese-style pots and squeezing slowly in wooden tanks.

### 2. Brewing only in the intensely cold winter months.

We only brew in the season when the both air and water are clean and clear, which is the genuine tradition.

### 3. Maturing for over six months.

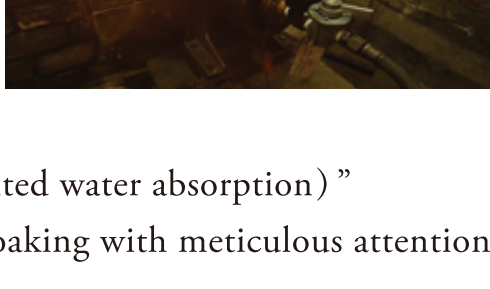
We are shipping sake with characteristic taste, of which sourness and sweetness are well balanced by maturing. *Ginjo-shu* is matured for at least one year.

## “The Brewery- passing on the traditional sake brewing to the next generation”

- the sake brewing processes from the rice steaming in Japanese-style pots to the squeezing in wooden tank.

## Rice steaming in traditional Japanese-style pots

Seven in the morning. Steam comes out of the steamers and the brewery is filled with the smell of the rice. To steam sake rice, we still use two Japanese-style pots that have been inherited for many years. Early in the morning, a skilled worker called *kama-ya* fills the pots with water and makes a fire under the pots. The *kama-ya* controls the flame skillfully to steam the rice perfectly using the steam from the boiling water.



## “*Gentei kyusui* (limited water absorption)”

- rice washing and soaking with meticulous attention

We believe that the most important process in sake brewing is in its preparation which is the process from rice washing to steaming. Especially, water absorption during the rice washing and soaking process is extremely important because it affects the quality of *koji* (rice malt) and *moromi*. Normally the method of “*gentei kyusui*” is only used for *daiginjo* class. We employ this method for all the classes higher than *junmai-shu* in the *tokutei-meisho-shu* (sake with a specific class name). The rice is divided into smaller portions of 10kg, and then washed by hand. We wash and soak the rice with great attention using a stopwatch, since the absorption speed differs depending on the variety of rice, the rice-polishing ratio and the water temperature of the day.

## “The key of sake brewing”

- the homemade *koji* made to suit each type of sake

The *koji* making process has been said to be the most crucial key among the many processes of sake brewing. To produce *koji* for Echizen-misaki, we spend two days and two nights, and our *koji* maker uses his five senses to make the optimum *koji* for each type of the sake. The room called *muro* where *koji* yeast is cultured is always kept at 30 degrees C. In the room, the condition of *haze-mawari* (growth state of bacterial threads of the yeast) is controlled and moisture content of the rice is adjusted manually without depending on the machines.



## The traditional long-term and low-temperature fermentation that determines the taste of Echizen-misaki

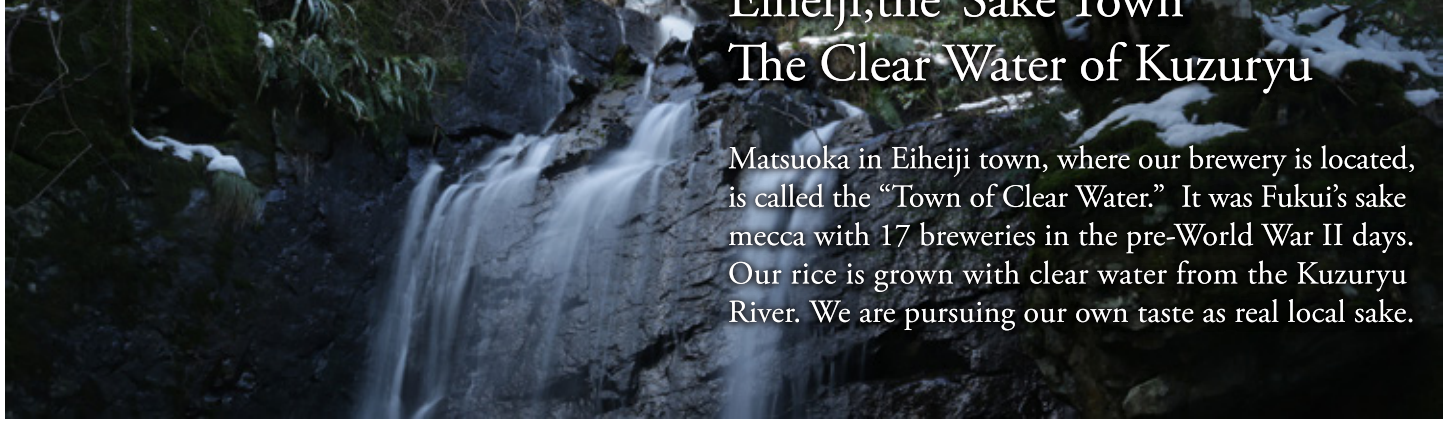
To produce the *moromi* for Echizen-misaki, from *honjozo* to *daiginjo*, fermentation is carried out at a lower temperature for about one month. The peak season of preparation in sake brewing, between December and March, is the best season for the long-term and low-temperature fermentation. Spending one month, we promote fermentation with special care. The long-term and low-temperature fermentation brings out the pure refreshing taste, solid flavour and *umami* that rice originally has. It achieves the ideal deep and rich taste not only for raw unprocessed sake but also for matured sake after water-adding and heating. What makes the perfect preparation of *ginjo* is the traditional methods handed down from the previous *tojis* (master brewers) and the environment of the brewery where we have “the natural soft water from the Hakusan mountains,” “the rice streamed in the Japanese-style pots with special attention” and “the ideal Nanbu-style *tsukihaze-koji*.”

## “Kibune-shibori”

- carefully filling each sake bag with *moromi*

for squeezing in the wooden tank

We fill each of the sake bags with the *moromi* produced spending over one month, and pile them up gently. It is a traditional method called “kibune-shibori (squeezing in the wooden tank)” that makes the flavour of sake pure and soft. With this method, it takes three days to squeeze, and more sake lees is produced (refined sake is produced less) compared with using a pressing machine. Therefore, it is common to use this method only for high-class sakes, but we are using this method for all the classes from *honjozo* to *daiginjo*. It requires more time and effort of *kurabito* (skilled brewing workers), but it can produce different types of taste, such as “*arabashiri*,” “*nakadori*” and “*seme*,” from one bag of *moromi* depending on the length of time to squeeze.



## Eiheiiji, the “Sake Town”

### The Clear Water of Kuzuryu

Matsuoka in Eiheiiji town, where our brewery is located, is called the “Town of Clear Water.” It was Fukui’s sake mecca with 17 breweries in the pre-World War II days.

Our rice is grown with clear water from the Kuzuryu River. We are pursuing our own taste as real local sake.



## Eiheiiji, the “Town of Clear Water”

Downstream of the Kuzuryu River which originates

the sacred mountains Hakusan

Matsuoka, where our brewery is located, lies between Fukui city and Eiheiiji, Okuetsu. Eiheiiji town is renowned for Eiheiiji Temple, which was established by Zen Master Dogen about 750 years ago and is the head temple of the Soto sect. In the town about 200 ascetic monks are living their lives of meditation and chanting sutras. Matsuoka, which lies downstream of the Kuzuryu River originating the sacred mountains Hakusan, is known as the “Town of Clear Water” and attracts many anglers for ayu and masu salmon during the summer. Also, it is a rich rice-growing area in the middle of the Fukui Plain. “Clear water,” “rich rice-growing area” and the cold weather in the Hokuriku region... It is the perfect environment for sake brewing. There used to be 17 breweries in such a small town, Matsuoka which has been known as one of Fukui’s foremost sake town along with Okuetsu.

## Our special feelings towards Fukui’s local sake,

### Echizen-misaki

The Echizen Cape (Echizen-misaki), the scenic spot on the Echizen Coast, is famous for the beautiful prefectural flower of Fukui, narcissus. The flowers bloom on the slope of the mountains in winter. Around the same time, our refined sake “Echizen-misaki” enters its key stage in ginjo brewing.

We have embodied our wishes in the name of sake - “to devote ourselves to sake brewing tirelessly without giving up just like the narcissus flowers standing tall in the strong winter winds and the rough waves of the Sea of Japan” and “to take pride in brewing the sake of Fukui named after the scenic spot in Fukui.”



## Young Toji’s taking over

the tradition and his new challenges

Our refined sake “Echizen-misaki” is the expressions of the current owner, Tanabe Kuniaki and the former toji, Takagi Miyoshi’s enthusiasm for ginjo brewing. It represents the beginning of new Tanabe Shuzo. In Showa 62 (1987), Takagi transferred from a local major brewery to us, a small brewery producing 300 koku per year. The okeuri sales for major manufacturers ended, and the number of sake breweries was decreasing. On Tanabe’s wish to produce sake in small quantities with special care that would be loved by the local people, Tanabe and Takagi started together to work on the “thorough ginjo brewing.” We made it our policy to make only higher classes than honjozo in the tokutei-meisho-shu (sake with a specific class name) with the overall average rice-polishing ratio 56%, and to make no more than 5 in small tanks as to daiginjo. In Heisei 16 (2004), Tanabe’s second son, Joji joined Tanabe Shuzo. He studied under Takagi who had supported the taste of “Echizen-misaki,” and took over the traditional Nanbu-style sake brewing. In Heisei 24 (2012) Joji became our toji at the age of 33, has kept up the tradition. At the same time, he continues to take on new challenges.

## Echizen Railway Co., Ltd.

The Echizen Railway operates two lines, from the city of Fukui to Katsuyama and also Sakai. It was established to take over and operate the Echizen Main Line (current Katsuyama Eiheiiji Line) and Mikuni-awara Line that were used to be operated by the Keifuku Electric Railroad. The Echizen Railway runs just behind Tanabe Shuzo and the sound of passing trains echoes in our brewery. We are only a 2 minute walk from Kannonmachi station on the Katsuyama Eiheiiji Line, Echizen Railway.



## Tanabe Joji

Toji - Master Brewer (Nanbu Toji)

Born in Showa 55 (1980). Joined Tanabe Shuzo after graduating from a university.

Studied under Takagi Miyoshi (Nanbu-style toji) who supported Tanabe Shuzo for over 30 years.

They worked together on sake brewing for 8 years before Mr. Takagi retired. In Heisei 23 (2011), Joji passed an examination to be qualified as a Nanbu Toji at the age of 30, and has been the toji in Tanabe Shuzo since Heisei 24 (2012).

“Soft and pure taste” - Joji’s motto is to make sake that people never get tired of.

During the off-season, he visits traditional industrial places and historical sites across the country, so that he gets inspiration for his new sake brewing. Joji himself also holds events with the concept of “wagokoro (the spirit of Japan).”

< Access >

【By Car】5 minutes from Fukui North Interchange on the Hokuriku Expressway.

【By Train】Get off at JR Fukui station, then board Echizen Railway (Katsuyama Eiheiiji Line).

Get off Kannonmachi station, the brewery is 2 minutes on foot.

Easily accessible from the nearest interchange and station.

Sake tasting is available at the shop in the brewery. (with the exception of the drivers)

< Brewery Tour >

Available: January to March (during the brewing period only)

※By advance reservation only.

※Tours may not be available depending on the status of reservations and sake brewing preparation.

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E-mail: info@echizenmisaki.com

Established: Meiji 32 (1899)

Representative Director: Tanabe Kuniaki

Nature of Business: Sake Brewery

Brands: Echizen-misaki, Echizen Kikusui, Yusho