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# SAKE 101



### What is Sake?

Sake is an alcoholic beverage that is brewed from rice and has been produced in Japan for over 2000 years.

### Sake Making - The Short Course

- Sake is a brewed fermented beverage consisting of: Rice | Koji | Water | Yeast
- Brown rice is polished to remove fats and proteins, minerals and other compounds that would contribute off flavors to the final product. Higher quality sake is brewed from rice that is polished at least 30%. Many brewers remove up to 50% or more.
- Polished rice is then rinsed, soaked, steamed and cooled.
- 20% of the steamed rice is inoculated with a special mold. This rice is then called Koji-Rice.
- Fermentation: Rice, Koji-Rice, Yeast and Water are combined. The Koji-Rice gradually converts the rice starches in the whole batch into fermentable sugars which are converted to alcohol by the yeast. This natural process lasts 20 days until the mixture reaches 20% alcohol.
- The fresh sake is then filtered, pasteurized and aged for six months to mature.
- After aging, the sake is blended, filtered, diluted with water to about 15% alcohol, and bottled.

### Types of Sake

Junmai – Junmai sake is made from rice that has been polished at least 30%, thereby removing most of the fats and proteins to yield a full, rich flavor. The addition of grain alcohol is not permitted. Junmai sake can also be of Ginjo or Daiginjo quality.

Honjozo – Honjozo sakes also have at least 30% of the rice removed by polishing, but a small amount of grain alcohol is added to smooth and lighten their flavor. Honjozo sake can also be of Ginjo or Daiginjo quality.

Ginjo – Sake classified as Ginjo must be made from rice that has been polished at least 40%. Ginjo sakes are usually brewed longer and at lower temperatures than other sake in order to maximize the flavor of the rice. Ginjo sake can range from dry to slightly sweet and are usually light, fruity and refined.

**Daiginjo** – These sakes are made from rice that has been polished at least 50%. Most quality producers exceed that and polish at least 65%. Daiginjo sake is usually light, complex and fragrant.

Nigori - Rice particles remaining in this unfiltered sake give it a milky appearance. Most are slightly sweet.

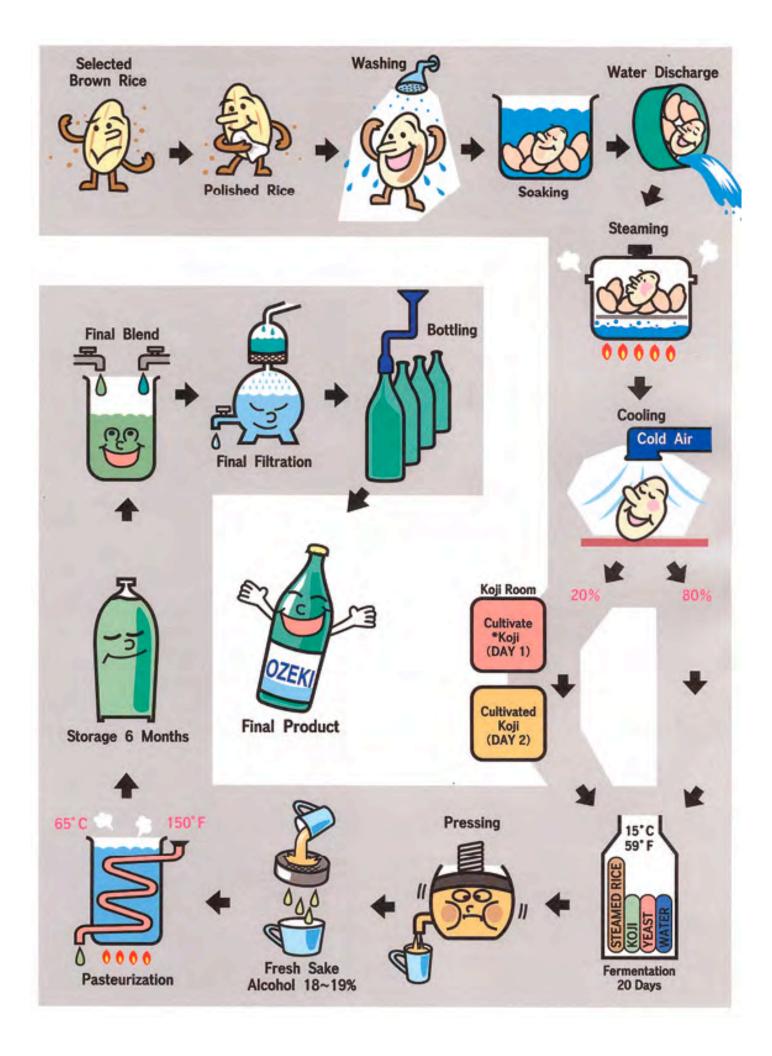
Genshu – Undiluted sake. Before bottling, pure water is added to most sake to adjust the alcohol content from the naturally occurring 20% down to about 16%. Genshu is sake to which water has not been added.

**Tokubetsu** – A term reserved by brewers to indicate the sake is special in some way – often by the use of a particular brewing technique or specially designated rice.

Nama - Nama sake are unpasteurized and are usually light and fruity.

### Drinking Sake

- Sake may be enjoyed slightly warmed, chilled or at room temperature. The appropriate serving temperature for sake is dependent on the type of sake, the occasion, the food and ultimately personal preference.
- Higher quality sake should be served chilled, as warming may mask delicate flavors. However, there are some high
  end sake whose flavors are enhanced when warmed and basic sake can be very enjoyable when served this way.
- Warm sake is traditionally served in small ceramic cups. Chilled sake may be served in a clear glass vessel such as a white wine glass.
- Sake is best consumed within one year of release in order to enjoy the sake as the brewer intended. Sake will not "go bad" after this time; it generally becomes more intense and concentrated in flavor.



## A Brief History of Sake

The origin of sake has been traced back to 4800 BC along the Yangtze River Basin of China, but its substantive history and development is Japanese. Sake is the national beverage of Japan and its people have devoted centuries of painstaking effort refining this enchanting beverage.

In the 3rd Century BC, wet rice cultivation was developed in Japan and soon thereafter farmers began fermenting their rice into a thick, low alcohol, porridge-like substance that was eaten rather than drunk. In 689 AD, sake was formally elevated from a common man's drink when the Imperial Palace established a brewery. During the century that followed, sake gradually became a central component of Shinto religious practice and breweries sprouted up in temples across the country. By 1575, sake rice was being polished before being brewed and the market was gradually taken over by merchants.

Although sake is brewed in every part of Japan today, the art of sake brewing began in the south-eastern coastal region known as "Nada" in the Hyogo prefecture. Nada is the cradle of sake production because it is blessed with a unique water supply known as *Miyamizu* (Shrine Water). This spring water is filtered through the rock strata of the Rocco Mountains and is sourced from about 50 wells that have been in use for centuries. In the 17<sup>th</sup> century it became evident that sake brewed with *Miyamizu* tasted superior to sake brewed from other water sources. Ozeki is one of just a few breweries that have access to this coveted water source.

# What to look for in sake

- Fragrance/Aroma (nose)
- Flavor (mouth)
- What do you smell and taste?
  - Herbs, spices, grains, nuts, yeast, yogurt, minerals, floral notes
  - Fruits -
    - Tropical fruit pineapple, mango, coconut, banana
    - Melon honeydew, watermelon, cantaloupe
    - Stone fruits nectarine, apricot, peach
    - Citrus, pears, apples, figs, green grapes
  - What is its impact and duration?
- How does it feel in your mouth?
  - Viscosity, weight, texture
  - Dry, sweet, light & refined, mellow, mildly rich, lively-fresh, heavy
  - Soft, firm, quiet, simple, clean, narrow or compact flavor, mature & earthy, astringent & tart
    - What is its impact and finish?
    - Is it balanced?

Sensation of sweet to dry is greatly affected by: acidity, temperature, water hardness/softness, and the previous sake or accompanying food



# Other interesting things

- Sake is free from sulfites
- Sake is gluten free
- A 5.5 oz. glass or sake has between 180-240 calories
- and 20-27 grams of carbs
- Ozeki sake is filtered with charcoal therefore it is vegan
- Ozeki domestic sake is Kosher
- Umami tastiness or goodness, more intuitively sensed than overtly tasted. Things with umami – chocolate, scallops, mushrooms, parmesan cheese
- Sake vs wine less breadth, more depth and complexity







### **Platinum**

Junmai Daiginjo

This refreshing Junmai Daiginjo marries expansive floral aromas with a rich texture and clean finish.

Polishing Rate: 50% Sake Meter Value: -2 Acidity: 1.6 Alcohol: 16%

### Wine-like



### Ozeki "Classic"

Junmai

This well balanced traditional sake is full-bodied with a light melon flavor.

Polishing Rate: 70% Sake Meter Value: +4 Acidity: 1.6 Alcohol: 16%

### Beer-like



### Karatamba

Honjozo

This crisp, dry, medium bodied sake has a light vanilla flavor and slight nuttiness.

Polishing Rate: 70% Sake Meter Value: +7 Acidity: 1.4 Alcohol: 15%

# Liquor-like



# Ozeki Nigori Unfiltered

Rich, creamy and fruity, this unfiltered sake is milky in color and preserves the essence of the rice.

Polishing Rate: 70% Sake Meter Value: -30 Acidity: 1.7 Alcohol: 14.5%

Sweet & Rich

# **HOW TO SELL MORE SAKE USING FLIGHTS**

Mouth feel is the "IN" for most consumers new to sake. It's the one thing that they can relate to when nothing Starter flights – a great way to introduce people to sake

feel of beverages with which most people are familiar.

else about the category is familiar. Starter flights compare the mouthfeel of basic styles of sake to the mouth

# There are four very distinctly different sake styles

Junmai - beer like; bigger, fuller mouth feel; straight forward, less complex sake

Honjozo - liquor like; cleaner & drier on the palate; felt down the middle of the tongue like gin Ginjo/Diaginjo - wine like; lighter on the palate; more complex, nuanced, sophisticated sake

Nigori – sweet and rich; more richly textured mouth feel



Sake, the national drink of Japan, has been brewed continuously for at least 1,000 years. Once reserved for the elite of Japanese society, sake is now an integral part of daily life for all Japanese.

Although sake is brewed in every part of Japan today, the art of sake brewing began in the southern region known as "Nada". Nada is the cradle of sake production. The main reason for this is the water; Nada is blessed with Miyamizu spring water that is filtered through the rock strata of the Rocco Mountains. It is this water plus Nada's superb rice that makes its sake so special.

Quality sake also depends on the polishing of the rice kernel. All rice contains fat, proteins, and starch. Polishing the rice removes the fat and proteins thereby concentrating the starchy core. Quality sake brewers remove at least 25% of the rice kernel.

# Serving Sake

Premium sakes should always be served chilled or at room temperature. Everyday sakes may be served warm, but never hot. Warm sake, served slightly higher than body temperature, tastes wonderful on a cold evening. Wine glasses can bring out the delicate aromas of a fine sake, while small ceramic cups are good for warm sake.

# Types of Sake

Junmai – Pure sake. Rice (polished to remove at least 30%), water, koji mold, yeast.

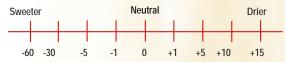
Honjozo – Pure sake and grain alcohol. Rice polished at least 30%.

Ginjo – Either Junmai or Honjozo. Rice polished at least 40%.

Dai-Ginjo – Either Junmai or Honjozo. Rice polished at least 50%.

Nigori – Unfiltered. Rice polished at least 30%. light and fruity.

### Sake Meter Value



# Important points to consider

- Price point Sake flights can be priced at or just above the least expensive glass pour so it is a legitimate option; provides the customer with the opportunity to experiment without a lot of expense.
- Customers get to experiment in an inexpensive, nonthreatening way with a new beverage category giving them the confidence to buy more profitable glass. Consider the sake flight as a method for opening the door to more profitable sake sales.
- Short pours 1-2 ounce max for each style depending on glassware.
- Wait staff must understand the concept and be comfortable explaining and selling it to customers.

Most people that try sake this way are amazed that sake can taste so very different; they thought all sake tasted the same! They also comment that they like sake better than they thought they would because they've found a style' they enjoy Ozeki can send you 4x6" plastic table tents for your accounts and we can design custom menus:





We can also provide cards for individual products:

4x6" table tent inserts
 2x5" shelf talkers





Visit our website: www.tmarchettico.com
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for premium-grade sake that is

brewed with highly polished

Daiginjo Sake

Jsakaya Chobe

OZEKI

"First Boss"

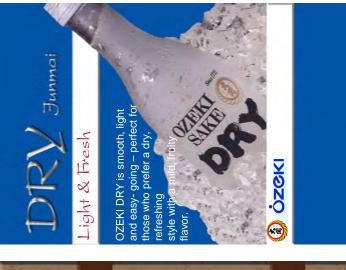
rice to produce a uniquely elegant, complex sake with a

named in honor of Ozeki's founder: Osakaya Chobei.

Sake Meter

This renowned sake is







Ozeki can provide stands and display racks for cross merchandising at sushi counters and other target spaces.





# **Retail Selling Points**

### Ozeki Sake

- Ozeki Sake has a higher polishing rate than other domestic sake. This gives it a richer, smoother flavor.
- Ozeki Sake was awarded a silver medal at the 2013 National Sake Appraisal. The professionals agree – Ozeki Sake is the highest quality sake made in the USA!
- Ozeki Sake is Kosher, gluten free, and has no sulfites.

### Ozeki Dry

- Ozeki Dry is different from every other domestic sake. It is lighter and dryer. Offer Ozeki Dry as an alternative to our competitor's regular domestic sake.
- Ozeki Dry is Kosher, gluten free, and has no sulfites.

### Kikkoman Plum Wine

- Kikkoman Plum Wine is made with real plums and plum essence imported from Japan. Fuki, Kinsen, Kobai, Takara and Akadama are plum flavored imitations – they are not made with real plums.
- Price Kikkoman is less expensive than other plum wines, but it tastes better!
- Kikkoman Plum Wine is naturally colored. Kinsen and Takara are colored with caramel!

### 19L Box = MORE PROFIT

### SAMPLE

18L Box = 
$$152$$
 small (4oz.) carafes

$$19L \text{ Box} = 160 \text{ small (4oz.) carafes}$$

$$18L \cdot 152 \times \$5/carafe = \$760$$

$$19L \cdot 160 \times \$5/carafe = \$800$$

Subtract the cost of your box.

$$18L - \$760 - \$50 = \$710$$

$$19L - \$800 - \$60 = \$740$$

### OZEKI 19L = \$30 More Profit/Box

2 Boxes/Month x \$30 x12

= \$720 More Profit Every Year

### WORKSHEET

18L Box = 152 small (4oz.) carafes

$$19L Box = 160 small (4oz.) carafes$$

$$18L \cdot 152 \times$$
 /carafe = \$\_\_\_\_\_

Subtract the cost of your box.

OZEKI 19L = \$\_\_\_ More Profit/Box

Boxes/Month x\$ x12

= \$\_\_\_\_ More Profit Every Year

### INSTRUCTIONS & IMPORTANT INFORMATION

At \$5/small (4oz.) carafe, Ozeki 19L will always make your accounts \$40 more in **total revenue** (not profit) than an 18L box.

You can show them how much more **profit** they will make by filling in the appropriate prices for the 18L and Ozeki 19L.

If the 18L is more than \$40 cheaper, Ozeki will not make them more profit.

If they want to **charge less** than \$5/carafe, the total **revenue decreases** from \$40 accordingly and thus the profit from Ozeki 19L.

If they want to **charge more** than \$5/carafe, the total **revenue increases** from \$40 accordingly and thus the profit from Ozeki 19L.



### **Jailbird**

50 ml Ozeki Sake 20 ml Grey Goose Poire 4 drops Bitter Truth Lemon Bitters Stir and strain into chilled cocktail glass. Garnish with a lemon twist.

### Canary in a Cathouse

50 ml Ozeki Sake 40 ml Pineapple Presse 15 ml St. Germaine Elderflower Liqueur 6 mint leaves Shake and strain into Champagne flute. Top with Ozeki Hana Awaka

### **Manhattan Love Story**

1-1/2 oz. whiskey 1oz. Ozeki Dry Sake 1/2 oz. ginger liqueur 2-dashes Peychaud Bitters Combine all ingredients in a martini glass. Garnish with an orange peel.

### Welcome to the Monkey House

30 ml Ozeki Sake 20 ml Hendricks Gin 25 ml Briottet Litchi (lychee) Liqueur 15 ml lemon juice 2 drops Fee Bros Peach Bitters Build in a hi-ball glass over ice. Top with ginger ale. Garnish with a mint sprig.

### **Winter Frost**

1 oz. Ozeki Sake 1 oz. Kaikozo or Ginza No Suzumi Mugi

1/2 oz. Godiva white chocolate liqueur 1 tsp. vanilla syrup Shake with ice and strain into a martini glass. Top with shaved white chocolate.

### Zen Milk Bath

1 oz. Zen Green Tea Liqueur

1oz. Ozeki Nigori or Ozeki Shiro Sasa Sake 1/4 oz. vanilla vodka 2 oz. milk Matcha Green Tea powder for garnish

Mix all ingredients in cocktail shaker with ice. Strain into chilled martini glass. Garnish with Matcha and serve.

### Blue Moon Martini (makes 2)

1/4 cup Ozeki Sake 1/4 cup peach Stolichnaya Vodka 4 teaspoons blue curação 2 teaspoons sweet-and-sour mix Pour ingredients into a cocktail shaker filled with ice cubes. Shake well; strain into 2 chilled martini glasses and serve.



1 oz. cranberry juice ½ oz. lime juice Combine sake, liqueur, and the juices in a cocktail shaker half filled with ice. Shake and strain into a chilled martini glass.

### **Cucumber Mint Saketini (makes 2)**

2 oz. vodka 1 oz. ginger simple syrup 6 cucumber slices 8-10 mint leaves

1 cup ice

6 oz. Ozeki Sake

Muddle four of the cucumber slices and mint with the simple syrup in a cocktail shaker. Add ice, sake and vodka; give it a good shake and strain into chilled cocktail glasses. Garnish with remaining cucumber slices and mint.

### Sparkling Sake Pom

1 1/2 oz. Ozeki Platinum Sake 1 1/2 oz. pomegranate liqueur Splash of grenadine 3 oz. Ozeki Hana Awaka Sparkling Sake Garnish:

1 tsp. cayenne pepper

1 tsp. sugar, mixed.

Rim a 10 oz. chilled martini glass with the sugar cayenne mixture. Chill sake, pomegranate liqueur and grenadine in shaker and strain into glass. Top with Champagne and serve.

### Japanese Cobbler

2 fresh, skinless pineapple wedges 2 oranges,

2 lemon wedges

1/2 oz. maraschino liqueur

3 oz. Ozeki Sake

Splash of soda

Muddle a skinless pineapple wedge, a piece of orange and one piece of lemon with maraschino liqueur in the bottom of a bar glass. Add the sake and shake with ice. Strain into a double old-fashioned glass filled with crushed ice and top with a splash of soda. Garnish with mint and fruit

### **Shochu Spritz**

2 oz. Kaikozo or Ginza No Suzumi Mugi Shochu

Squeeze & drop in wedge of lemon, lime and orange Add splash of soda, shake with ice, pour & Serve.

### Tokyo Tea

2 oz. Kaikozo or Ginza No Suzumi Mugi Shochu

2 oz. green tea Stir & serve on the rocks.

### Saketini

1 part Ozeki Dry sake

1 part dry gin

Mix Ozeki Dry sake with dry gin. Pour over cracked ice. Shake. Strain and serve with olive.

### **Melon Sake Cocktail**

3 oz. Ozeki Platinum Sake 1 oz. Honeydew melon juice Splash of Midori Stir all ingredients over ice, pour into a martini glass and garnish with melon balls on a skewer.

### One Night in Bangkok

4 oz. Ozeki Classic Sake

1 oz. Chambord 1 oz. Grand Marnier

Combine a pilsner glass filled with ice. Garnish with a cherry and orange slice.

### **Sake Manhattan**

1 part Ozeki Dry sake 2 parts rye whiskey Mix Ozeki Dry sake with rye whiskey. Add ice. Stir. Strain and serve with a cherry in cocktail glass.

### **Sweet Leilani Orange Creamsicle Cucumber Cooler** 3 oz. Ozeki Nigori Sake or Ozeki Shiro Sasa Muddle 2 sugar cubes w/ fresh orange 1oz. Ozeki sake 3/4 oz. peach juice 1 oz. simple syrup 1 oz. lime juice juice Add: 2 mint leaves 1 oz. cucumber juice or muddled 3 oz. Ozeki Nigori Sake 3/4 oz. cranberry juice 1/4 oz. Calpico cucumbers 1 oz. cream Muddle mint leaves and Calpico; shake Shake; serve over ice in a pilsner glass Shake with ice & strain into a martini remaining ingredients; serve in a chilled topped with soda. glass. Garnish with an orange slice. martini glass. **Wasabi Mary Plum Blossom** 3 oz. Ozeki Classic Sake 1 part Kikkoman Plum Wine 4 oz. tomato juice 2 parts Ozeki Nigori Sake 2 drops hot sauce Shake ingredients with ice and pour Dash of wasabi Squeeze of lime into a champagne flute. Salt & pepper to taste \*\*Add 1.5 oz. of shochu to make a Serve on the rocks with olives and **Plum Blossom Express** celery garnish Mango Mojito Bogomip **Happy Sumo** 3 oz. Ozeki sake 2 parts Ozeki Classic 2 oz. Ozeki Platinum Sake 1 oz. lime juice 1 part Ozeki Nigori 1 oz. mango juice 1 oz. simple syrup 1 oz. lemonade 5 parts pink lemonade Shake; serve over ice in a pilsner Stir; garnish with lemon slice. Combine and serve over ice. topped with soda. Sake Sour **Red Sun** Sake Screwdriver Ozeki Sake Soda water 1 oz. Ozeki Sake Place two or three ice cubes in a glass. Place two or three ice cubes in a glass. 2 oz. Tomato Juice Cover with Ozeki sake. Cover with Ozeki sake. Fill to top with Stir; serve over ice with a garnish of Fill to top with orange juice. Stir well soda water. Serve with a cherry and and serve. parsley. sliced lemon. Sake Nirvana **Karatamba Cocktail Osakaya Cocktail** 2 oz. Ozeki Karatamba Sake 8 oz. Ozeki Karatamba Sake 4 oz. Ozeki Osakaya Chobei Sake 3 oz. Ozeki Platinum Sake Splash of 1 tsp. lemon juice 4 oz. apple juice rosewater Splash ginger juice Combine the two and serve over ice in Shake all ingredients and serve in a Combine and serve over ice in a rocks a rocks glass. martini glass garnished with rose petals glass. **Sake Sangria Brain Wave** 1bottle (750ml) Ozeki Classic Sake Sake Sangria, cont. 1 1/2 cups Ozeki Nigori Sake 6 Tbsp. honey or agave 1 large plum or apricot, pitted and cut 1/2 cup crushed ice 2 inch piece fresh ginger, peeled and into thin wedges 1 cup orange juice thinly sliced In large pitcher, combine all ingredients 1tbsp. honey or agave nectar 1 stalk fresh lemongrass, halved and stir with a spoon, crushing some of 1 cup green tea

the fruit. Cover and refrigerate for at

least 12 hours, or up to 2 days. Serve

over ice, including some of the fruit in

each serving.

2 bananas

1/4 tsp. coconut extract

orange slice and serve.

Blend all ingredients using a blender.

Pour into glasses, garnish with an

lengthwise, then cut into 3 or 4 inch

pieces (use the entire stalk); can

1 small tangerine or orange, thinly

substitute lemon peel strips

1/2 lemon, thinly sliced

sliced

8/5/2019

# Hana Awaka Peach Cocktail Recipes

### Japanese Bellini

2 oz. Peach juice, nectar or puree

4 oz. Ozeki Hana Awaka Peach

Pour juice into Champagne flute, top slowly with Hana Awaka Peach. Garnish with a peach slice.

### Raymond's Fruity Fuga Fizz

2 oz. Orange Juice

4 oz. Ozeki Hana Awaka Peach

1 Tsp. Grenadine Syrup

### **Amore Frizante**

1 oz. Vodka (fruit flavored or regular)

1/2 oz. Orange Liqueur

1/2 oz. Peach Nectar (such as Looza)

2oz. Ozeki Hana Awaka Peach
Combine Vodka, Orange Liqueur and Peach
Nectar in cocktail shaker with ice. Shake well.
Strain into Champagne Flute. Top with Hana
Awaka Peach. Garnish with a slice of peach and two raspberries.

### **Fuga Chill**

1/4 Cup sugar, to rim glasses

4 Scoops peach sorbet

2 Shots Triple Sec, Grand Marnier or Cointreau

1 Bottle Chilled Hana Awaka Peach

Raspberries and 4 sprigs mint

Place 4 scoops peach sorbet in blender. Add 2 shots orange liqueur and the bottle of Hana Awaka Peach. Blend until smooth and pour into cocktail glasses. Add Garnish.

### **Sparkling Peach Sangria**

3 Bottles Ozeki Hana Awaka Peach (250ml)

¾ Cup Brandy

1 Liter Peach Seltzer Water

2-3 Peaches Sliced

### **Steve's Peachy Cocktail**

1 oz. Peach Schnapps

6 oz. Ozeki Hana Awaka Peach

### Hana Fuga Mimosa

1 Part Ozeki Hana Awaka Peach

1 Part Fresh Orange Juice

Pour juice into Champagne

flute, top slowly with Hana Awaka Peach.

Garnish with a peach slice.

### Japanese 75

1.5 oz. Gin

2 Tsp. Superfine sugar or simple syrup

1.5 oz. Lemon juice

4 oz. Chilled Hana Awaka Peach

1 Slice of Peach or Orange

1 Maraschino cherry

In a shaker half-filled with ice cubes, combine the gin, sugar, and lemon juice. Shake well. Pour into a Collins glass. Top with the Hana Awaka Peach. Stir well and garnish with the fruit slice and the cherries.

8/13/2019