

# NAKANO UMESHU



## Umeshu

Nakano BC, Wakayama Prefecture

### PRODUCT DETAILS:

Source: Ume fruit

Alcohol: 14%

### ABOUT UME FRUIT

*Ume* is a tart, pitted fruit similar to an apricot or unripe plum. Though commonly referred to as “Japanese plum,” *ume* are its own species. They share a genus with the plum family, but are genetically closer to the apricot. Linguistically, *ume* translates in English to “plum,” but the Japanese use a separate word (*puramu*) to define western plums. *Ume* have a very high citric acid content and have been used for centuries as medicine. Studies have shown *ume* to have a range of health benefits such as lowering high blood pressure and protecting against food borne illness. *Ume* are culturally important in Japan.

*Ume* are thought to have arrived in Japan from China about 1500 years ago. It is mentioned in many of Japan’s earliest poems, cookbooks, and medical texts. The samurai ate preserved *ume* as a field ration, and it is thought, perhaps through folklore, that this contributed to the spread of the *ume* tree throughout Japan. As time continued, the cultivation of *ume* trees became popular on land unsuitable for rice-growing. By the 1600s, *ume* was a popular household ingredient. Alcohol produced from *ume*, called *umeshu*, was first mentioned in a 1697 cookbook. After WWII, serious effort by botanists were put into cross-breeding *ume* trees to produce larger, more flavorful fruit. Their culmination, the *Nanko-Ume*, is now the standard varietal of premium *ume*, and the type used in most *umeshu* production.

### ABOUT THE BREWERY

Nakano’s history is young, yet rich, and incorporates the production of many different types of beverages. The company was founded in 1949 as a shochu producer. Founder Toshiro Nakano observed that the quality of shochu in post-war Japan was poor. He sought to offer a higher quality product. His shochu quickly gained an esteemed reputation. In 1958, Nakano expanded his business to sake production. Many were skeptical of sake from a shochu producer, but over time Nakano’s sake has gained acclaim both in Japan and in international competitions.

In 1979, the company expanded once again to begin producing *umeshu*, a beverage made by soaking the *ume* fruit in alcohol (shochu or sake) and sugar for many months. Nakano BC’s prefecture, Wakayama, is home to the best *ume* fruit in the world. Nakano is now nationally recognized for their *umeshu*. Through the years, they have been a category innovator, experimenting with special bottlings, cocktail mixtures, and collaborations with universities and restaurants. At present, the company continues to expand with an *ume* research department dedicated to incorporating *ume*’s health benefits into a variety of non-alcoholic products, such as cosmetics and tinctures.

### TASTING NOTE

Classic well-balanced sweet and sour profile. Very fragrant with aromas of fruity plum and apricot with touches of orange and honey.

### SERVING

Enjoy chilled, over ice, with soda water, or mixed into a cocktail.



SCOPERTA IMPORTING | THE MARCHETTI COMPANY

216 | 321 | 4162

WWW.SCOPERTAIMPORTS.COM

8/20/2020