

200年の伝統を持つこだわりの酒造

妙高山

Since 1815

BREWED & BOTTLED BY
MYOKO SAKE BREWERY CO., LTD.

Using carefully selected ingredients and a philosophy of creative craftsmanship, he produces sake rich in character and individuality.

Rice, water, koji... High-quality ingredients are essential in sake brewing. However, that alone does not create delicious sake. It's through the skilled hands of a master Toji that these fine ingredients are elevated into exceptional sake.



Master brewer of MYOKO sake brewery,
MASAYUKI HIRATA

"A Toji (master brewer) from the local Kubiki region and the first in Niigata to be certified as both a 'Niigata Master of Craft' and an 'All Japan Meister.' After passing the national examination to become a First-Class Technician, he became the Toji at Myoko Shuzo at the young age of 38 and has since led the brewery to numerous awards.

"There is a Master Brewer in Joetsu"

The Toji (master brewer), who oversees all aspects of sake brewing. Masayuki Hirata, the Toji at Myoko Shuzo, is known as "the man of Joetsu." He is the first in Niigata to be certified as both a "Niigata Master of Craft," awarded to residents with exceptional skills, and an "All Japan Meister," a designation for those who pass the national top-level or First-Class certification exam and have over 20 years of experience. With a deep commitment to koji, soil, rice, and people, his passion for every detail of the craft produces sake that resonates with the heart. His presence is the foundation of Myoko Shuzo's sake making.

The First Requirement for Elegant Sake is Koji,

Myoko Shuzo's motto is "elegant sake." The Toji's most cherished aim is to produce sake with a refined atmosphere, exuding elegance. Hirata believes that achieving this elegance starts with koji, which he describes as "almost like family to people like us, who come from a farming and brewing background." Koji is a decisive factor and the core of flavor, so it's an element where no compromises are made. Sake brewing relies on the power of invisible life forms such as koji mold and yeast, along with rice and water—entirely natural elements. While the accumulation of years of data is crucial, the quality of each year's rice harvest, temperatures, and humidity during the brewing season vary. Therefore, a clear vision for the sake is essential, along with carefully selected rice, koji mold, and yeast to achieve this goal. Only by attuning his senses to nature can the Toji bring the ideal sake closer to reality.

Rice, Water, Koji, and the Power of "In-House Active Cultured Yeast"

The "rice" is primarily high-quality Niigata sake rice, including varieties like Gohyaku Mangoku and Koshi Tanrei. The "water," drawn from Mount Myoko's natural spring, brings a subtle sweetness when tasting the sake. The "koji," cared for by the Toji with the devotion one has for family. Additionally, using "in-house active cultured yeast" creates sake that is full-flavored yet refreshing. Hirata describes this yeast as "a mischievous young lad"—energetic and fast-growing, challenging to manage, but essential for achieving the ideal sake. Myoko Shuzo employs a "two-stage yeast starter" process, using two types of in-house yeast for each sake base, aiming to elicit a "delicious!" reaction from customers upon tasting.



Two-Stage Yeast Starter Using Our In-House Active Cultured Yeast"



A Sake That Lives: High-Vacuum 'Bottle Pasteurization'

The Toji describes their in-house active cultured yeast as ideal for giving fermentation a strong initial push. With expertise in mixed yeast brewing, they were one of the first in Japan to adopt this approach.

The Toji also emphasizes the importance of quality control post-brewing. By using a high-vacuum method, they preserve the sake's freshness and ensure that its taste remains consistent, producing sake that retains its integrity over time.



The Desire to Create Delicious Junmai Sake and Deepen the Allure of Japanese Sake

Japanese sake is a beautiful beverage representing Japanese culture. Hirata expresses his desire to share the excellence of Japanese sake and to elevate its quality so that Japanese people can take greater pride in their native beverage.

MYOKO SAKE BREWRY

Question 1: What is your goal in sake brewing?

"The most important thing that our brewery's master brewer values in sake making is 'a sake with dignity.' Not only do we pursue this in premium sakes like Daiginjo and Junmai Daiginjo, but also in the sake enjoyed daily by the local community. By carefully and properly handling the raw ingredients and using the same meticulous koji-making process as for Ginjo sake, we aim to create 'a sake with dignity' in every bottle. The overall characteristics of our sake are gentle aromas, moderate rice umami, and a clean aftertaste. It's a sake that complements meals, allowing you to enjoy glass after glass without getting tired of it."

Question 2: How do you want customers in the destination country to enjoy your products?

We believe that our brewery's sake pairs exceptionally well with a wide variety of foods, more so than many other alcoholic beverages around the world. While we are delighted to see it enjoyed with Japanese cuisine at local sake restaurants, we sincerely hope that people will also enjoy pairing it with their own country's cuisine.

Question 3:

As you sip our sake, we would be delighted if you also learn about Niigata Prefecture, a kingdom of sake. As you savor the gentle umami of the rice, we hope you can imagine the Niigata countryside, which turns golden in the autumn. Knowing that Niigata is the leading rice and sake-producing region in Japan, with the highest number of sake breweries, we would be honored if you could visit Japan one day and explore Niigata for yourself.

Other informations

With over 200 years of tradition as our foundation, we craft unique and characterful sake through our philosophy of creativity and careful selection of ingredients. One of the most important elements of sake brewing is the water, and we pay special attention to this, using soft, underground spring water from the Mt. Myoko range. The softness you experience when the sake enters your mouth comes from this water. We also use a two-stage fermentation process with our own active cultured yeast (using two types of yeast in one starter mash), which creates a sake with depth and a flavor that you won't tire of.

[Environment]

Our brewery, Myoko Shuzo, is located in Joetsu City, Niigata Prefecture, overlooked by 'Mount Myoko' (elevation 2,454m), one of Japan's top 100 mountains, known as 'Echigo Fuji' for its beautiful appearance. The brewery sits on

Honjyozo "Koshino-Setsugetsuka "

Rice (for sake making)	Miyama Nishiki / Gohyakumangoku	
Rice-polishing rate	55%	
Rice-polishing way	Standard polishing (In-house polishing)	
Water Hardness	Water hardness: 73 mg (soft water)	
(Sake) yeast	Akita Konno 12 + K-1501	
Total acid	+1	
Amino acid content	1.4	
Alcohol percentage	15.6	
sake meter value (SMV)	± 0	

Maturing period and temperature	Aged for approximately 2 years at around 2° C
Other, manufacturing methods and so on that affect the product.	One-time bottle pasteurization, cold bottle aging
Pairing with food	Pair with sushi, sashimi, grilled fish, or grilled chicken (with salt)
Other special features	<p>This sake is crafted using high-quality sake rice, carefully polished down to 55%, comparable to Ginjo sake, and brewed with pristine underground spring water (soft water) from the Mt. Myoko range, using the traditional skills of Echigo master brewers. After pasteurization in the bottle, it undergoes a period of low-temperature aging in refrigeration, allowing the umami to fully develop before being released for sale. It features the pure umami and crisp finish unique to low-temperature aging. In Japan, it is available exclusively at member stores.</p>

Junmai "Koshino-Setsugetsuka "

Rice (for sake making)	Gohyakumangoku	
Rice-polishing rate	55%	
Rice-polishing way	Standard polishing (In-house polishing)	
Water Hardness	Water hardness: 73 mg (soft water)	
(Sake) yeast	Akita Konno 12 + K-1501	
Total acid	1.5	
Amino acid content	1.4	
Alcohol percentage	15.60%	
sake meter value (SMV)	+1	

Maturing period and temperature	Aged for approximately 2 years at around 2° C
Other, manufacturing methods and so on that affect the product.	One-time bottle pasteurization, cold bottle aging
Pairing with food	Fish simmered in soy sauce, Grilled chicken (with sweet & salty soy sauce)
Other special features	<p>This sake is brewed using Niigata-grown Gohyakumangoku rice, carefully polished down to 55%, comparable to Ginjo sake, and pristine underground spring water (soft water) from the Mt. Myoko range, with the traditional skills of Echigo master brewers. After pasteurization in the bottle, it undergoes a period of low-temperature aging in refrigeration, allowing the umami to fully develop before being released for sale. This is an authentic Junmai sake, rich in full-bodied umami. It can be enjoyed both chilled and warm. In Japan, it is available exclusively at member stores.</p>

Junmai-Daiginjyo "Koshino-Setsugetsuka "

Rice (for sake making)	Not open to the public	 
Rice-polishing rate	50%	
Rice-polishing way	Standard polishing (In-house polishing)	
Water Hardness	Water hardness: 73 mg (soft water)	
(Sake) yeast	K-1801	
Total acid	1.6	
Amino acid content	1.5	
Alcohol percentage	16.5	
sake meter value (SMV)	-15	

Maturing period and temperature	Aged for approximately 2 years at around 2° C
Other, manufacturing methods and so on that affect the product.	One-time bottle pasteurization, cold bottle aging
Pairing with food	
Other special features	This sake is crafted using carefully polished high-quality rice from Niigata Prefecture, milled down to 50%, and brewed with pristine underground spring water (soft water) from the Mt. Myoko range, utilizing the traditional skills of Echigo master brewers. After pasteurization in the bottle, it undergoes a period of low-temperature aging in refrigeration, allowing the umami to fully develop before being released for sale. It boasts an elegant Ginjo fragrance and refined rice umami, with an exceptional balance of aroma and flavor. In Japan, it is available exclusively at member stores.

Junmai-Daiginjyo "Koshino-Setsugetsuka "

Rice (for sake making)	Yamada Nishiki (Hyogo Prefecture-grown)
Rice-polishing rate	35%
Rice-polishing way	Standard polishing (In-house polishing)
Water Hardness	Water hardness: 73 mg (soft water)
(Sake) yeast	K-1801
Total acid	1.3
Amino acid content	0.8
Alcohol percentage	17.2
sake meter value (SMV)	-3



Maturing period and temperature	Aged for approximately 1 years at around 2° C
Other, manufacturing methods and so on that affect the product.	One-time bottle pasteurization, cold bottle aging
Pairing with food	Yudofu (hot tofu), premium kamaboko (fish cake), and more.
Other special features	This sake is crafted using Yamada Nishiki, often called the 'king of sake rice,' carefully polished down to 35%, and brewed with pristine underground spring water (soft water) from the Mt. Myoko range, employing the traditional skills of Echigo master brewers. After pasteurization in the bottle, it undergoes a period of low-temperature aging in refrigeration, allowing the umami to fully develop before being released for sale. It features a fragrant Ginjo bouquet, refined rice umami, deep flavor, and a long, lingering finish. In Japan, it is available exclusively at member stores.

Ginjo "Koshino-Setsugetsuka Namacyo "300ml

Rice (for sake making)	Gohyakumangoku	
Rice-polishing rate	55%	
Rice-polishing way	Standard polishing (In-house polishing)	
Water Hardness	Water hardness: 73 mg (soft water)	
(Sake) yeast	Akita Konno 12 + K-1501	
Total acid	1.3	
Amino acid content	1.1	
Alcohol percentage	14.8	
sake meter value (SMV)	2	

Maturing period and temperature	Aged for approximately 1 years at around 2° C
Other, manufacturing methods and so on that affect the product.	By slightly lowering the alcohol content of the sake, we achieve a clean and refreshing taste.
Pairing with food	It pairs exceptionally well with white fish sashimi and edamame.
Other special features	<p>This sake is brewed using Niigata-grown Gohyakumangoku rice, carefully polished down to 55%, and pristine underground spring water from the Mt. Myoko range. It offers a refined, fruity Ginjo aroma, a pleasant umami from the rice, and the freshness unique to unpasteurized sake. Best enjoyed chilled, it pairs well with a wide variety of dishes.</p> <p>In Japan, it is available exclusively at member stores.</p>

Junmai-Daiginjyo MYOKOZAN

Rice (for sake making)	Niigata-grown rice	
Rice-polishing rate	50%	
Rice-polishing way	Standard polishing (In-house polishing)	
Water Hardness	Water hardness: 73 mg (soft water)	
(Sake) yeast		
Total acid	1.7	
Amino acid content	1.5	
Alcohol percentage	15%	
sake meter value (SMV)	-6	

Junmai Daiginjo Myoko-san is a premium sake crafted from high-quality Niigata rice polished to 50% and brewed with the traditional techniques of the renowned Echigo toji (master brewers).

It features a refined ginjo aroma, and upon tasting, a smooth and pure sweetness delicately unfolds, free of any rough edges. The finish is exceptionally clean and refreshing.

This sake pairs wonderfully with both Japanese and Western cuisines, making it a versatile choice for any dining experience.

Awards:

2017 Kura Master: Gold Award

2017 Sake Competition for Enjoying in a Wine Glass: Gold Award

2023 Kura Master: Gold Award

2024 Sake Competition for Enjoying in a Wine Glass: Gold Award

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