

五箇山育ち
ごかやま

三笑楽

SANSHORAKU

お酒は二十歳になってから



OFFICIAL EXPORTER IKETOME.CO.LTD

https://iketome.co.jp/iketome_company_profile/english.html

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SANSYOURAKU SAKE BREWRY

Question 1: What is your goal in sake brewing?

The charm of Japanese sake is its umami flavor. Something to enjoy with any meal.

We aim to brew sake that enriches dishes, deepens connections between people, and makes life more enjoyable and enriching.

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

There is no doubt that Japanese dishes and sake go well together, so please enjoy it with your local dishes. I think there will be some surprising discoveries.

SANSYOURAKU is a sake that made from rice: It has character of mountain characterized by refreshing acidity, naturally has rich taste. Our sake goes well with rich flavored cuisine. And then, it also washes your tongue and will make your next bite as the very first bite, fun after all.

Question 3:

Our company name comes from Noh song SANSHOU that based on the ancient China tales. It means, drinking with friends and have a fun and smile. And I'm sure, we SANSYOURAKU are the sake brewery in deepest mountainous area in Japan. Our town GOKAYAMA is also the leading heavy snow zone in Japan. There is huge beech's virgin forest on our back. We take care that forest, to protect the village from avalanche. Beech forest called a natural dam stores huge snow melting water and nurtures soft spring water. Also, in GOKAYAMA there is old style house called GASSHOU-ZUKURI gathered settlement registered as a world heritage in 1995. And there is a specialty food, bear flesh cuisine, and so on. It's the old customs of the deep mountain area of Japan remain here. So if you have the chance, please come and visit. You are always welcome.

Other informations

IKETOME SELECTIONS: Sansyouraku Promotion Video

▼ On IKETOME Server

https://www.iketome.co.jp/sansyouraku_pv_latest01.mp4

▼ youtube

<https://youtu.be/xUiXnU60naQ>



◆三笑楽酒造／富山県南砺市五箇山

Brand Name: Sanshoraku

Founded: 1880 (Meiji 13)

Production Volume: 800 koku (approx. 144,000 liters)

Sales Ratio (Within Prefecture vs. Outside Prefecture):
90:10

Brewery Owner: Hidehiro Yamazaki (born in 1977)

Master Brewer (Toji): Hidehiro Yamazaki

Rice Polishing: Outsourced

Brewing Water: Groundwater

Koji Method: Box Koji Method



Sanshoraku Sake Brewery claims to be "Japan's most remote sake brewery." Its location in Gokayama is one of Japan's heavy snowfall areas. The local people have cherished the beech forests here, which protect the settlements from avalanches. These beech trees, known as natural dams, store vast amounts of melted snow, producing soft spring water. Gokayama is also famous for its World Heritage Site, the Gassho-style houses, registered in 1995, as well as its local specialty, bear meat, making it a remote area of Japan worth visiting at least once. Sanshoraku's sake is characterized by the rich umami of rice and refreshing acidity. It pairs well with Bold-tasting dishes, complementing the flavors and providing a refreshing palate for the next bite. The name "Sanshoraku" is derived from the ancient Chinese story of the Noh play "Sansho," meaning "Drink happily with laughter."

Sanshoraku Junmai-Daiginjo

Rice Variety & Polishing Ratio: Omachi, 40%

Yeast: Association Yeast No. 7

Sake Meter Value (SMV): +1

Acidity: 1.8

Alcohol Content: 16-17%

◎ = Highly recommended

○ = Recommended



| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | ◎ | | ○ | | |

This is a masterpiece from Sanshoraku Sake Brewery. Made with the traditional Yamahai starter culture (without the grinding process), it is bottle-aged at room temperature for one year. You can enjoy the umami and acidity that form the backbone of Japanese sake, along with a smooth, soft aftertaste. This sake has a rich flavor, pairing well with oily dishes and richly flavored cuisine.

Sanshoraku Daiginjo

Rice Variety & Polishing Ratio: Yamada Nishiki, 40%

Yeast: Association Yeast No. 14 (Kanazawa Yeast with foam)

Sake Meter Value (SMV): +3

Acidity: 1.4

Alcohol Content: 15-16%

◎ = Highly recommended

○ = Recommended



| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | ◎ | | ○ | | |

This Daiginjo is brewed in January, the coldest month in Gokayama, using Yamada Nishiki rice from Hyogo Prefecture polished to 40%. It offers the delicate and elegant aroma characteristic of Kanazawa yeast and the gentle sweetness of Yamada Nishiki.



Sanshoraku Junmai Ginjo

Rice Variety & Polishing Ratio: Yamada Nishiki, 55%

Yeast: Association Yeast No. 14 (Kanazawa Yeast with foam)

SMV: +2.5

Acidity: 1.3

Alcohol Content: 15-16%

◎ = Highly recommended

○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | ◎ | ○ | | | |

This sake has a subtle aroma with the mild ginjo fragrance typical of Kanazawa yeast. Enjoy the sweetness that comes from the aging of Yamada Nishiki rice.



Sanshoraku Junmai

Rice Variety & Polishing Ratio: Gohyakumangoku, 65%

Yeast: Association Yeast No. 7

SMV: +3.5

Acidity: 1.6

Alcohol Content: 15-16%

◎ = Highly recommended

○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | | ◎ | ◎ | | |

This junmai sake is made from locally grown Gohyakumangoku rice in Johana, aged for a year at the brewery. It is blended with sake brewed using the yamahai method. The aged roasted aroma and the rich umami of the rice are perfectly balanced with



Sanshoraku Junmai Namachozo 300ml

Rice Variety & Polishing Ratio: Gohyakumangoku, 60%

Yeast: Association Yeast No. 9

SMV: +2.5

Acidity: 1.5

Alcohol Content: 15-16%

◎ = Highly recommended

○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | ◎ | | | | |

This sake is stored in bottles without pasteurization immediately after pressing. It is pasteurized before shipment, offering a fresh flavor in spring and summer, and a matured sweetness in autumn and winter. The soft mouthfeel is characteristic of the natural water from Gokayama, making it ideal for serving chilled.



Sanshoraku Junmai Gokayama Yellow

Rice Variety & Polishing Ratio: Yamada Nishiki 70%, Tentakaku & Gohyakumangoku 60% (All from Toyama Prefecture)

Yeast: Association Yeast No. 9

SMV: +2

Acidity: 1.5

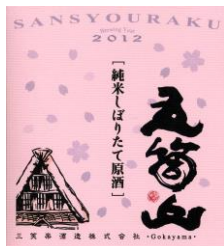
Alcohol Content: 16%

◎ = Highly recommended

○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperat | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|---------------|---------------------|--------------|----------------|
| | ○ | ◎ | ◎ | ○ | |

This sake embodies the characteristics of mountain sake, with rich umami and refreshing acidity. It pairs exceptionally well with richly flavored dishes.



Sanshoraku Junmai Gokayama Pink Label

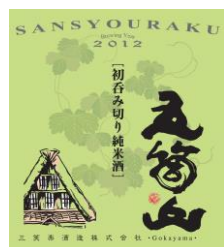
Shiboritata Unfiltered Namagenshu (Seasonal Limited Edition for Spring)

This is a freshly pressed, unfiltered new sake from Gokayama.

◎ = Highly recommended

○ = Recommended

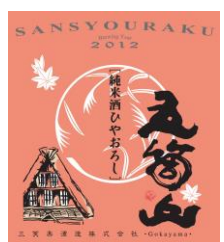
| Recommended Ways to Drink | Cold | Room Tempera | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|--------------|---------------------|--------------|----------------|
| | ◎ | ◎ | | | |



Sanshoraku Gokayama Green Label

Hatsunomikiri Genshu Namazume (Seasonal Limited Edition for Summer)

This is the first-run sake from Gokayama, bottled unpasteurized.



Sanshoraku Gokayama Orange Label

Hiyaoroshi Genshu Namazume (Seasonal Limited Edition for Autumn)

This is the autumn hiyaoroshi sake from Gokayama, aged for a



Sanshoraku Honjozo Kokiriko

Rice Variety & Polishing Ratio: Gohyakumangoku 65% (for Koji & Shubo), Gohyakumangoku 70% (for Kakemai)

Yeast: Association Yeast No. 7 (with foam)

SMV: +1.5

Acidity: 1.4

Alcohol Content: 15-16%

◎ = Highly recommended

○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | | | ◎ | ○ | ○ |

This Honjozo sake is brewed using an abundant amount of locally grown Gohyakumangoku rice from Johana. Designed with warm sake in mind, it offers rich flavors after sufficient aging, making it ideal for drinking warm.

Sanshoraku Genshu

Rice Variety & Polishing Ratio: Gohyakumangoku 65% (for Koji & Shubo), Tentakaku 70% (for Kakemai)

Yeast: Association Yeast No. 7

SMV: +1.5

Acidity: 1.5

Alcohol Content: 18-19%

◎ = Highly recommended ○ = Recommended

| Recommended Ways to Drink | Cold | Room Temperature | Lukewarm (30~45° C) | Warm (50° C) | Hot (55~60° C) |
|---------------------------|------|------------------|---------------------|--------------|----------------|
| | ◎ | ◎ | | | |



Brewed using plenty of locally grown Gohyakumangoku rice, this undiluted sake has a rich umami unique to genshu (undiluted sake), characterized by its full-bodied sweetness from the aged rice. It's slightly sweet but well-balanced with a mellow, mature flavor.

池留本店

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- SANSHORAKU Sake Breewery TOYAMA Prefecture
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- KIKUSUI Sake Breewery AKITA Prefecture
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