



Akita Shurui Seizoh Co., Ltd.

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OVERVIEW

Akita Shurui Seizoh Co., Ltd.

Location :4-12 Kawamoto Mutsumi-machi, Akita-shi, Akita 010-0934, JAPAN

Phone :+81-18-864-7331 Facsimile :+81-18-863-9379

Year(s) started : The oldest brewery began sake production in 1656,
and in 1944 twelve breweries merged to become Akita Shurui Seizoh.

Capital : JPY 60,000,000 Employees : 118 (as of April 2015)



HISTORY

Akita Shurui Seizoh's history began in 1944 by the merging of twelve small breweries dating back to 1656. In 1950, the main brewery started its sake production in a place famous as a source of the purest water. Akita Shurui Seizoh has continuously grown by adding new facilities and technology to achieve greater productivity and efficiency.

Our own rice polishing plant and a new brewery with the latest technology were built in Akita city in the 1990s. Adding these new facilities allows us to ensure a stable supply of higher quality types of sake.

In 2005, one of Akita Shurui Seizoh's old sake breweries was remodeld. By eliminating all of the automated machines, young brewery workers are able to learn traditional sake making methods through hands on training.

REGIONAL INFORMATION

Located in the northern Japan. Cold winters and mountainous terrain produce high quality, soft riverbed water at its purest state. It is here that technique and Mother Nature share a deep connection,

allowing Akita to be one of the top of sake-producing regions in Japan.

BREWERY INFORMATION

The brewery is located in the heart of Akita, and is nestled where three rivers meet, a place known as the source for the purest water since the time of the Samurai. Dating back to 1656, small family breweries came together in 1944 to reestablish themselves as one. To honor their new partnership, they gave up their names and embraced "Takashimizu", the name of the hill on which the Akita castle once stood. The credo of the brewery is a simple set of beliefs; we value quality first, we are one with the land on which we stand, and our sake is a reflection of the Toji spirit.

AWARD HISTORY

Akita Shurui Seizoh has been awarded a gold medal 18 consecutive years at the Annual Japan New Sake Awards, which are hosted by the National Research Institute of Brewing.

As of 2017, only 2 companies have been awarded the gold medal for more than 16 consecutive years and are currently still in business. As a brewery, only 2 breweries have won more than 14 consecutive gold medals and our Goshono Brewery is one of them.

We have also been awarded a gold medal at the Tohoku District Sake Competition 21 consecutive years. During these 21 years, we were won Soudai (the top award) 5 times.

The Annual Japan New Sake Awards are held every spring by the National Research Institute of Brewing (Independent Administrative Institution located in Higashi-Hiroshima city). The competition started in 1911 and has a history of over one century. This is the only nationwide sake competition in Japan. Every year, newly brewed sake from all over Japan is evaluated. The flavor and taste of the new sake is carefully judged by sake professionals to decide the "Sake of the Year".

According to the National Research Institute of Brewing, the purpose of the competition is to create a positive grasp of current manufacturing technology and trends and thereby to contribute to the improvement of sake quality and enhance public awareness of sake.

RICE

Akita is blessed with superb quality rice and is described as a "Rice country with excellent sake". Various kinds of sake rice are cultivated and the developments of new breeds in cooperation with industry and government are also active. Recently, "Akita-sake-komachi" which bears comparison with the king of sake rice "Yamada-nishiki" was developed and has been supplied not only in Akita but also all of Japan. Rice used in Takashimizu is almost produced in Akita except for "Yamada-nishiki" from Hyogo Prefecture. In addition, we carry out a contract farming with dedicated farmers in Yuzawa-city and Akita-city to secure good quality sake rice stably. We have had meetings thoroughly based on the results of quality inspections in previous year, and aimed for quality improvement of rice.of Toji.



WATER

Akita is surrounded by the Shirakami mountains on the northern side, the Ou mountains on the eastern side, and Mt. Chokai on the southern side. The wind from the Continent of Asia contains humidity from the Sea of Japan and then brings a lot of rain and snow. These blessings of Akita's nature create refined sake, "Takashimizu".

Takashimizu main brewery stands in the area called "Kawamoto", where three rivers (Omono river, Asahi river and Taihei river) gather and is famous as a source of the purest water. This pure water is fundamental importance for sake brewing in Takashimizu.



PEOPLE

Snow country Akita, the end of Meiji era (1900), farmers started brewing sake as their works during winter. In order to make a living, they kept challenging to brew sake so many times and then, they became known all over Japan as Sannai Toji who have great brewing skills. The method which has been passed down among them is "Akita low temperature method". This method was invented by "Masatsune Hanaoka" who is said "the father of Akita sake brewing", and this is called low temperature and long fermentation method. By suppressing maximum temperature of Moromi (main mash) and fermenting slowly, sake taste has rich flavor and roundness, and these are the characteristics of Akita sake. There is a method generated from the natural feature, and there are people who pass it down till now. Takashimizu preserves the traditional Akita's brewing method at both of two breweries with the respect for the nature and the spirit of predecessors.

SANNAI TOJI

The hometown of Sannai-Toji is located in Sannai-area, Yokote-city, Akita. This area has only less than 5,000 people, but has produced many skilled-Toji. Among Toji groups in Tohoku region, they are considered as one of the top Toji groups.

They formed "Sannai Toji Training Association" during Taisho period(1912-1926) when sake brewing technology developed nationally. For developing brewing skills and human resources, and corresponding to new era, they formed this association promptly at that time. Now the name was changed to "Sannai Toji Association" and it consists of 215 members. Out of them, 36 members are brewmaster (As for 2006). Every August, they hold a brewing workshop for improving members' brewing skills.

Goshono-Gura



Sennin-Gura



Seimaisho:Rice Polishing Facility

