









# Product Information ~





Higashuzo Co., Ltd

### C Higashuzo Company Profile

Company name Higashuzo

Established 1948

Capital 22.4 million yen

Representative President Kensaku Higa

Head Office 1061 Nagahama, Yomitan, Nakagami, Okinawa

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Business Manufacture and sale of Ryukyu awamori (otsu-type shochu)

Employees 38

Main products Ryukyu awamori, Zanpa Ryukyu awamori, Kusu Umi no Iro

Partners Toyo Sakerui Hanbai Ltd., Ryukyu Shuhan Co., Ltd., others

Financial institutions Bank of The Ryukyus, Okinawa Bank, Kaiho Bank

Sales area Inside and outside Okinawa Prefecture





#### The history of awamori

At the start of the 13th century, alcohol distilling technology developed in western Asia is said to have arrived in Ryukyu via China and Siam (Thailand). Awamori was presented as a tribute gift in trade with various Asian countries. Afterwards, in the Ryukyu Kingdom period, production was only permitted under strict management in three locations in Shuri. In the Meiji period, Ryukyu was renamed Okinawa Prefecture and licensed production of awamori became possible. It's said that there were about 760 private producers. The awamori industry suffered significant damage in the Pacific War, but thanks to the determination of the Okinawan people, it made a recovery and is now enjoying a boom.

#### The origins of awamori's name

There are several explanations for the origin of awamori's name. One comes from the fact that beverages with a high alcohol content produce bubbles (awa) when poured. Other explanations suggest it comes from the Japanese name for millet (awa), a grain used to make awamori, or that it derives from the Sanskrit word for alcohol (awamuri).



#### Ryukyu Awamori Zanpa Product Information









popular awamori aheays satisfies.

INV 4942574 000055



It's semi-sweet, and easy to drink.

Zanpa Yuzu Sparkling

275 ml 5"



## How we make Zanpa awamori



1 Rice

The raw ingredient is Indica rice from Thailand (cracked rice or whole rice).



Washing and soaking

First we wash the rice. Then we soak it so that it absorbs plenty of water.



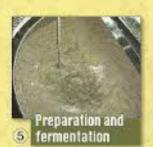
(3) Steaming and seeding

We steam the souked rice for 40 to 50 minutes, and when the steamed rice is about 40°C, we sprinkle it with black keji formus.



4 Koji making

The koji making machine maintains a temperature of about 40°C, promoting growth of the koji fuelpus



We add the keji and awamori yeast to a preparation tank filled with water to make morom. The morom ferments for about two weeks.



(6) Distillation

We put the matured moromithrough a single distiller for two to three hours to produce awamon.



(7) Storage

When we want make an even finer tasting o'd aged awamoricalled kusu, we mature it in ans or tanks for three years or more.



8 Bottling

After distillation, we put the finished awamori in bottles, cups or jars and label it.

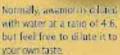


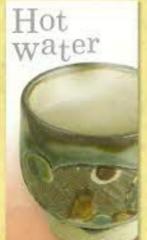
(9) Shipping

Our awamari is delivered to customers nationwide.

## **How to enjoy awamori**







Awarmon can also be all theil with hot water, at the water ratio as cold water. On long autumn evenings and winter nights, it warms you to the core.



Just add ice to enjoy the aroma of straight, cold awamori.

### Straight Mixed



Pour awarrori into a choke cup or glassaural entre letit is. This method of acquiration is especially ideal for loss, which is awarrori that's matured for three years or more, and the true taste of awarrori can be enjoyed.



Awamori also makes argresibase for cocktains, mixed with tea, cola, lemon and so on, in Okinawa, e's typically mixed with shi kuwasa or ucchin (turmeric) tea.





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