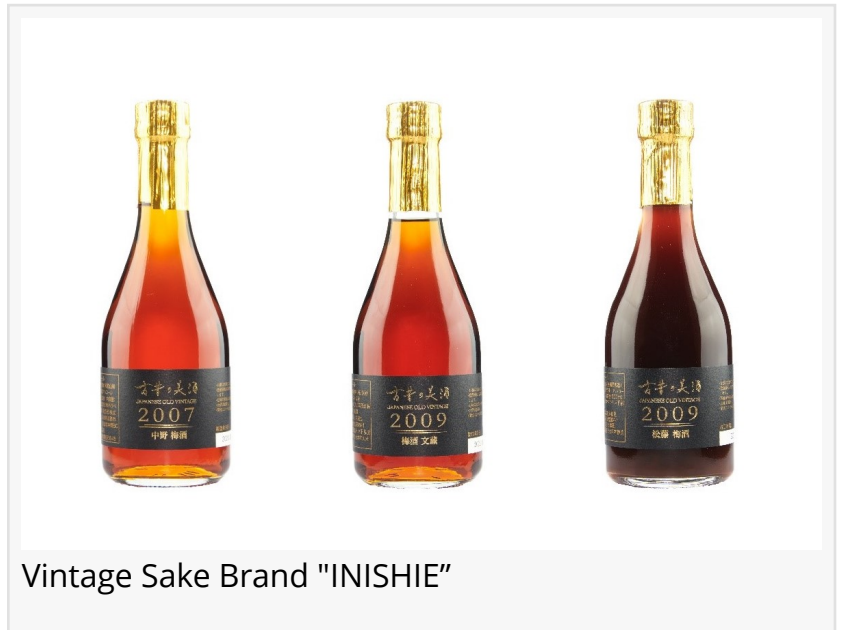


Vintage Sake Brand "INISHIE" Sales start June 1st at high-end Supermarket "city'super" in Hong Kong

AWAJI CITY, HYOGO PREFECTURE,
JAPAN, June 3, 2024 /

EINPresswire.com/ -- Takumi Sousei Inc. (Headquarters: Awaji City, Hyogo Prefecture; Representative: Akihiko Yasumura) from Pasona Group company, is pleased to announce that "INISHIE," a premium brand of carefully selected, long-aged traditional Japanese liquor, will begin sales at the high-end supermarket "city'super" in Hong Kong on June 1st (Saturday), 2024.



Vintage Sake Brand "INISHIE"

Takumi Sousei supports sake breweries to expand the market for vintage sake, sake, shochu (Japanese spirit), awamori (Okinawan spirit), and umeshu (plum liqueur). The premium brand "INISHIE", comprised of long-aged for more than 10 years, was selected from breweries across Japan in order to preserve and pass down the traditional Japanese vintage sake culture. The prestigious brand has won gold medals at the 17th Concours Mondial des Féminales 2023, IWC 2023, and many other world-class competitions.

Now, the global renown and sterling quality of "INISHIE" continue to be recognized by being included at 5 "city'super" stores, Hong Kong's gourmet food emporium that imports and sells fresh ingredients and high-quality goods from around the world.

Takumi Sousei will continue endeavors to further expand the vintage sake market and connect the Japanese heritage of "shuzo" sake brewing to future generations, to nurture a society where the dreams and aspirations of each and every craftsman continue to be possible.

□Overview: "INISHIE" Sales on "city' super"

□Start of Sales: Friday, June 1, 2024

□Sales Locations: city'super Hong Kong stores (Times Square, Harbour City, ifc mall, New Town

Plaza & AIRSIDE)

□Sales Products: INISHIE

Umeshu □Coffret of 3 Brands of
Vintage Umeshu 300ml
bottles □\$1,280

A Vintage plum wine set: You can enjoy
this tasting set of 3 different types of
plum wine, each with its own unique
characteristics, a brand from a famous
plum-producing region, a gold medal-
winner, and one of our best-sellers.

□#1 INISHIE 2007 Nakano

Ingredients: Nanko plums, sugar,
brewer's alcohol

Unprocessed Umeshu made from
Nanko-bai Plums grown in Wakayama
Prefecture. The rich plum aroma and
deep flavor are unique to unprocessed
Umeshu.

□#2 INISHIE 2009 Bunzo

Ingredients: Rice shochu, plums, rock
sugar

Awards:

* Gold Medal, Japanese Liqueur
Division, 17th Concours Mondial des
Féminales 2023

* Platinum Award, Umeshu Division,
Singapore Sake Challenge 2023

Offers the fresh aroma of fully ripe
plums and the sweetness of apricots.
Despite a mild alcohol content, the
refreshing flavor holds real depth. The
mellow yet flavorful umami lingers
long after the last sip.

□#3 INISHIE 2009 Matsufuji Umeshu

Ingredients: Awamori, plums, brown sugar

Awards:

* Platinum Award, Umeshu Division, Singapore Sake Challenge 2023

Sweetened with brown sugar cooked in an Okinawan jigama. This masterpiece is made only with



INISHIE 2007 Nakano, 2009 Bunzo, 2009 Matsufuji
Umeshu



Premium vintage Japanese sake brand collaborates
with brewers

Nanko plums from Minabe Town in the Kishu region, pickled in rich Awamori. The deep, rich, sweet and sour taste carries an unmistakable sense of refinement.

Reference: Vintage Sake Brand "INISHIE"

Established in June 2020, this premium vintage Japanese sake brand collaborates with brewers to bring back the noble heritage of aged sake tradition.

□Commitment to Long-Term Aging of Over 10 Years

Aging of Japanese Old Vintage Inishie's sakes range from the 1980s to the 2010s. The sweetness, aroma, and acidity of each vintage evolves uniquely as it matures, giving rise to sublime flavors of extraordinary depth. Even products from the same brewery can display a surprising diversity of flavors and aromas depending on their age.

□Assured Quality through Careful Selection by Sake Experts

Seeking truly exceptional flavors and aromas, sake masters and wine sommeliers painstakingly handpick vintages from over 1,400 breweries nationwide. The current lineup includes approximately 60 brands from breweries spanning the length and breadth of Japan.

□Extensive Product Lineup of Diverse Age and Origin

Mini bottle sets of long-aged vintages include sake, shochu, umeshu, and awamori from breweries across Japan. Various sets are available themed by region, age, and type.

□Operation of Company Store "Koshunoya"

The store offers visitors the rare opportunity to create their own original blend from sakes aged over 10 years.

<Major Awards>

2020

□Omotenashi Selection 2020, chosen by foreign residents of Japan

2021

□15th Concours Mondial des Féminales 2021, Aged Sake Division, 3 brands awarded gold medal

2022

□16th Concours Mondial des Féminales 2022, Japanese Spirits Division, 1 brand awarded gold medal, 1 brand awarded silver medal

□Kura Master 2022, Vintage Sake Division, 2 brands awarded gold medal

□IWC 2022 (world's largest alcoholic beverage competition), Sake Division, Vintage Category, 1 brand awarded gold medal, 1 brand awarded commendation

□Australian Sake Awards 2022 (Australia's first Japanese sake competition), Vintage Sake Division, 1 brand awarded gold medal

2023

□17th Concours Mondial des Féminales 2023, Japanese Liqueur Division, 1 brand awarded gold medal

□IWC 2023, Sake Division, Vintage Category, 1 brand awarded gold medal, 1 brand awarded bronze medal, 1 brand awarded commendation

□Kura Master 2023, Vintage Sake Division, 1 brand awarded platinum medal, 2 brands awarded gold medal

□~Bishu Concours~ Japan Women's SAKE Awards (competition judged by an all-female panel), Aged Sake Division, 1 brand awarded highest accolade "Top of the Best," 1 brand awarded silver medal

□Singapore Sake Challenge held by the Sake Sommelier Association, Vintage Sake Division, 1 brand awarded platinum medal, 1 brand awarded bronze medal | Umeshu Division, 2 brands awarded platinum medal

URL: <https://oldvintage.jp/>

Available for purchase at:

□Awaji Store SEIKAIHA Koshunoya: <https://awaji-seikaiha.com/kosyunoya/>

□Official Online Store: <https://oldvintage.jp/>

Company Profile: Takumi Sousei Inc.

Company Name: Takumi Sousei Inc.

Location:

(Headquarters) 70 Nojima Okawa, Awaji City, Hyogo Prefecture

(Tokyo Office) PASONA SQUARE 1F, 3-1-30 Minami-Aoyama, Minato-ku, Tokyo

(Awaji Store) SEIKAIHA Koshunoya, 70 Okawa, Nojima, Awaji City, Hyogo Prefecture

Established: May 9th, 2017

Capital: 30,000,000 JPY

Representative: Akihiko Yasumura, President & CEO

Nature of Business: Planning and sales of long-aged vintage sake premium brand "INISHIE"

Operation of company store "SEIKAIHA Koshunoya"

Byron Russel

Pasona Group Inc.

+81 70-1267-1613

brussel@pasonagroup.co.jp

Visit us on social media:

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/716753140>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.