

歴史
HISTORY

Nurtured in the legendary
Kuma area for 500 years
Over time, the taste and aroma
were refined by the people.

It was brought to Hitoyoshi from the Asian continent during the
Warring States period (around the 16th century.)
Since then it has boasted a time-honored tradition
and its taste and aroma are continuously being refined
by the persistent efforts of master brewers.

産地指定
BRAND
Geographically Designated Brand

Kuma Shochu is
the representative brand
which proudly adopts
the name of the area.

Like Scotch whiskey,
Bordeaux and Chablis wine and Cognac brandy,
Kuma shochu is one of the few brands
which are protected as a geographical indication by the WTO.
Enjoy the world-class taste and aroma.

JAPAN
BRAND

本格焼酎の源流
球磨焼酎

自然
NATURE

Deep in the mountains of Kyushu
Blessed with clear water
and bountiful harvests

Subtle and profound mountains,
The Kuma River, one of the three most rapid streams in Japan
Blessings of the earth are nurtured in the harsh climate
These are the factors which create the gentleness,
beauty and vitality of Kuma shochu

THE
SHOCHU
VALLEY,
KUMA

Kuma shochu,
the origin of authentic shochu



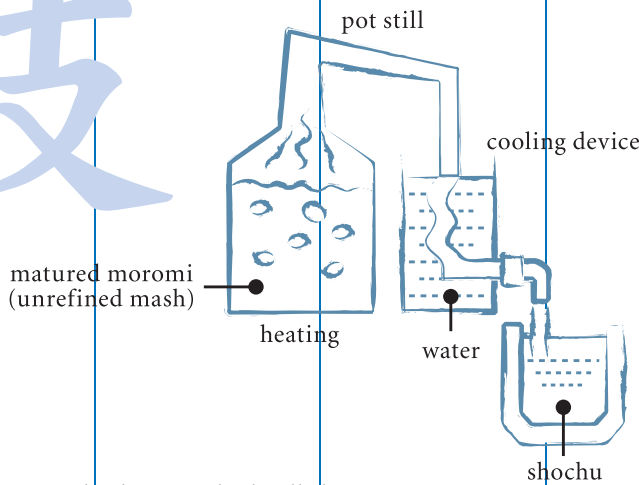
Tasty shochu complements
delicious food

The rice-based Kuma shochu makes a good match with meals
and complements any cuisine; Japanese, Western, or Chinese.
Enjoy shochu with your meal as well as an aperitif in
any way you desire; diluted with hot water, neat,
on the rocks and so on.
Shochu increases enzymes which dissolve blood clots.
Therefore it is tasty and can provide health benefits.



Twenty-eight distinct distillers
Particular tastes

A variety of taste from light to heavy
A joy of shochu is to discover your favorite
and to enjoy it to your heart's content.



The distillation method for Kuma shochu is singly-distilled.
This preserves not only the alcohol but also the aroma of the raw material
and produces its most savory quality.

Inherited and protected tradition.
Continuously-honed technique

The traditional distillation method of Kuma shochu
originated on a distant continent
and has been inherited, unbroken.
The distiller called “Toji” has a key role
in forming its particular flavor.
The technique and its refined taste is constantly improved
to make better shochu.



Luxurious shochu, obtained from rice

The Kuma, the first river of Kumamoto Prefecture,
Feeds verdant paddy fields gathered around the river basin
One of the foremost rice-producing areas
has produced high quality rice shochu.
Passion for rice shochu is shared among the populace.

◆What is Kuma shochu?

The raw materials are rice, malted
rice and the groundwater which
comes from the river-bed of the
Kuma River in Hitoyoshi and
Kuma Counties in Kumamoto
Prefecture.

Add ground water of the Kuma
area to the fermented rice called the
first stage moromi (unrefined
alcohol) to form second stage
moromi. Then distill this second
moromi with single-distiller and
package without any additives at all.

