



Impressively deep flavor from a long-aged barley shochu

1985 MUGI KOSHU JUFUKU

Aged barley shochu distilled in 1985. Its impressive taste is characterized by a rich sweetness, umami, and deep flavor, and is enjoyable at cask strength.

Ingredients: barley, barley koji
ABV: 39%
Distillation method: atmospheric
Aged: 35 years



Jufuku's go-to shochu

MUSHAGAESHI

Made from new-harvest Kuma rice and atmospheric distilled. Aged for 3 years for a mellow, gentle flavor. Enjoy the rich aroma of freshly cooked rice.

Ingredients: rice, rice koji
ABV: 25%
Distillation method: atmospheric
Aged: 3 years



Taste the roasty sweetness of barley

JUFUKU KINUKO

Made completely from barley and prepared by hand. Distinct barley aroma and a punchy sweetness. The charm lies in its complex flavor that matures with aging like a single malt whiskey.

Ingredients: barley, barley koji
ABV: 25%
Distillation method: atmospheric
Aged: 2+ years

Jufuku Shuzo

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THE HISTORY OF KUMA SHOCHU

Kuma Shochu: Born from the History, Climate & Culture of Hitoyoshi-Kuma



Abundant Water & Unique Climate

The Kuma Valley is located at the southernmost tip of Kumamoto Prefecture, deep in the mountains of Kyushu. The cool waters of the Kuma River—famed for its rapids—nourish the fields, while the valley's distinctive climate and significant temperature variations create one of the prefecture's prime rice-growing areas. The frequent dense fog in the region allows for fermentation and storage at relatively low temperatures, which helps give Kuma

shochu its refreshing aroma. The soft water from the Kuma River system is ideal for shochu making and helps enhance the gentle sweetness of the rice. The rich aroma and deep flavor of Kuma Shochu can only be produced in the Hitoyoshi-Kuma region.

Tradition & Evolution

Rice shochu production in the Hitoyoshi-Kuma region is believed to have started about 500 years ago. Distillation

techniques were supposedly brought over through trade with southeast and continental Asia. Today, 27 distilleries preserve the traditional techniques honed by their predecessors, offering a variety of flavors that have evolved over time.

In 1995, Kuma Shochu was designated as a Geographical Indication by the National Tax Agency, establishing it as a world-class shochu brand and attracting attention from around the globe.

WHAT IS KUMA SHOCHU?

- Must be made with rice (including rice koji) grown in Japan
- Mash must be made with Hitoyoshi-Kuma water and shochu must be distilled in a pot still and bottled in Hitoyoshi-Kuma.

Jufuku Shuzojo

寿福酒造場



You must be 20 or older to drink. Do not drink and drive. Drinking alcohol during pregnancy and breastfeeding may affect the development of the fetus or infant. Drink in moderation. Please recycle.



Top left: Shochu is made daily at the rear of this building that has stood since the distillery's founding.

Top right: Steamed rice is mixed by hand until it cools. The rice is then spread out on tables in the koji room, carefully sprinkled with koji mold, then turned over and the process is repeated. This is a crucial process that greatly impacts the flavor of the shochu.

Left: Shochu pots neatly lined up in adjoining storehouse.

Right: Kinuko took over as toji when she was 25 years old. She has continued making atmospheric-distilled shochu while raising her family.

■ JUFUKU SHUZOJO (Hitoyoshi) ■

Putting all five senses to work in 130 years of atmospheric distillation

■ HISTORY

Atmospheric distilling specialists

Jufuku Shuzojo has roots in Kagoshima where it made its fortune in trading lumber before opening its distillery in 1890. The distillery's red brick chimney stands out along Mune River, one of the tributaries of the Kuma River. The distillery faces an old highway to Kagoshima and although parts of the distillery needed to be demolished

to expand the Mune River in 1976, the distillery still retains its retro atmosphere.

One noteworthy detail is that the distillery has always been a family business, regardless of what inefficiencies that may present. The toji still handles everything by hand, from steaming rice to making koji.

Nearly 50 years ago, most of the Kuma

Shochu distilleries switched their distillation from atmospheric to vacuum.

However, the 3rd-generation toji at the time bucked the trend and now, under 5th-generation management, Jufuku is the only Kuma Shochu distillery that only makes atmospheric distilled shochu.

■ ABOUT US

Starting to look outwards

Atmospheric-distilled shochu is unique in that its umami increases and flavor deepens as it ages. Therefore, it is essential that the base shochu to be aged is of good quality. To ensure this, Jufuku insists on using only new-harvest rice that tastes good when eaten. Jufuku's passion is reflected in every grain of rice steamed in the early morning, which is then carefully processed into koji in the koji room that has been around since Jufuku's founding. The workers use all five senses and all of their strength to mix and prepare the koji to perfection.

Until now, Jufuku has been quietly focused on making shochu without any advertising, but recently launched their official website. Jufuku has begun to convey its passion for making shochu online through updates on social media and online sales of their shochu. At one point in time, atmospheric-distilled shochu seemed like a style that would lose out to newer technology. However, Jufuku stayed true and honed their craft to create crisp, richly flavored shochus, and they are striving to let young people know about them.

"My mom, the 4th-generation toji, has kept true to atmospheric distillation. I'm not going to change our methods, either," pledges Ryota Yoshimatsu, the 5th-generation toji. This love for atmospheric-distilled shochu remains strong in the family.



Photos, believed to have been taken around 1944, are some of the mementos that have accumulated at the distillery over the course of 130 years. In the cold winter, Jufuku welcomes visitors with warm coals in a traditional hearth.



Kinuko's daughter Ryoko Jufuku helps with office work. Kinuko's granddaughter Riko also started helping this year. Shinya Endo helps around the distillery. Everyone hopes to make shochu that is enjoyed as a part of everyone's daily lives—something that helps you relax and keeps you coming back for glass after glass.