



Aged shochu matured for 30 years on white oak

SHO - EXCELLENCE

A blend of several shochus with honkaku shochu aged for 30 years on white oak. Enjoy the rich color, flavors, and aromas that result from interaction between cask and higher alcohol shochu.

Ingredients: rice, rice koji, barley
ABV: 35%
Distillation method: vacuum
Aged: 30+ years



A flagship brand, a local favorite

GINJO FUSANOTSUYU

Made with Japanese sake rice, yellow sake koji, and #9 yeast (used for making ginjo sake). Low temperature fermentation yields elegant ginjo aroma and gentle but deep flavor.

Ingredients: rice, rice koji
ABV: 25%
Distillation method: vacuum



A refreshing & smooth honkaku shochu

KURAHACHI

Flagship honkaku shochu that is a must-have at ceremonial occasions, especially in the Hitoyoshi-Kuma region. Blend of rice and barley shochu gives it a refreshing crispness.

Ingredients: rice, rice koji, barley
ABV: 25%
Distillation method: vacuum

Fusanotsuyu

568 Taragi, Taragi, Kuma-gun, Kumamoto Prefecture
Tel: 0966-42-2008
<http://www.fusanotsuyu.co.jp/>



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.

Fusanotsuyu

房の露



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.



Upper left: The wooden building (foreground) at the center of the spacious property is mainly used for cask storage and stands beside the new factory (background) where production is done with modern equipment. **Upper right:** A brick boiler still stands, a relic from when coal was used for distillation. **Left:** President Kazuhiro Tsutsumi **Right:** The scale of production is one unique aspect of Fusanotsuyu. The toji goes down the line of fermentation tanks lined up for batch production, using his paddle to carefully mix the mash.

■ FUSANOTSUYU (Taragi) ■

Loved locally, always evolving, a legendary flavor made by time

■ HISTORY

Shochu made to the locals' liking

Large casks densely occupy the shelves of a dim storehouse facing Route 219. Fusanotsuyu was established in 1907 when the current president's grandfather Juzo Tsutsumi opened Tsutsumi Shoten, a shop that sold miso, soy sauce, and sweet potato shochu. Since then, Fusanotsuyu has only continued to evolve, starting with

atmospheric distilled shochu, switching to rice shochu, starting vacuum distillation, and more, all while preserving their reputation.

When the company was founded, access to Kumamoto City was limited, so Fusanotsuyu's main market was Miyazaki and Kagoshima. Fusanotsuyu shochu was originally made with sweet potatoes, which were considerably cheaper than rice, and

gathered quite a following in Kirishima.

The product of an exquisite blend of rice and barley shochu, Fusanotsuyu's Kurahachi brand is a fantastic honkaku shochu that has become synonymous with Fusanotsuyu. Reasonably priced, it is a dinner table staple in Hitoyoshi.

■ ABOUT US

A focus on aged shochu

Amid the many products produced over its long history, Fusanotsuyu shochu matured in white oak casks demands the most attention. Some of the oldest specimens were distilled in the 1950s and are still aging on sherry casks from Spain. The unmistakable flavor of sherry gradually fuses into the shochu, giving it a rich sweetness. The resulting color, aromas, and flavors can only be achieved through years of aging. After all, a blender's ability to show his or her mastery of the craft comes from their skill at utilizing aged components. By maximizing the unique qualities from the casks and carefully blending different

shochus, the blender can create a shochu of impressive complexity and depth.

Ginjo Fusanotsuyu is made with Japanese sake rice, yellow sake koji, and #9 yeast normally used for making ginjo sake. Whether it's the long aging periods, the careful control of heat and humidity, or close monitoring of yeast activity, Fusanotsuyu makes no concessions in quality when making shochu. Special attention is extended to their ingredients, like the sweet potatoes cultivated in Fusanotsuyu's garden, as they continue to pursue making the finest honkaku shochu.

Aged shochu can spend upwards of 30 years maturing in a cask. The blender will then check the color, aroma, and taste of each cask before blending.



Left: Tsutsumi Shoten was the first to bring a bicycle to Taragi. The photo exudes the enterprising nature of the company. **Center:** The distillery still has items that harken back to the period when it made soy sauce and miso. **Right:** Tsutsumi Shoten, circa 1950, with founder Juzo Tsutsumi, his family, and his employees.



One of Fusanotsuyu's strengths is its capacity to efficiently produce high-quality shochu for the general public. They use automatic koji production equipment and vacuum stills to make their Kuma Shochu.