



A robust shochu aged for 10 years

JUNEN-MONO BUNZO

Bunzo aged for 10 years. Extra aging results in a more polished, well-rounded shochu. Characterized by rich fragrance and full-bodied flavor.

Ingredients: rice, rice koji
ABV: 37%
Distillation method: atmospheric
Aged: 10 years



Handmade koji, pot-fermented, atmospheric-distilled flagship

BUNZO

Has rich flavor of rice, roasty aromas, and deep flavor. A hefty shochu, this is perfect for people who like classic Kuma Shochu.

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



Bunzo, but 6 years wiser

KAYABUKI

Pot-fermented, atmospheric-distilled full-strength shochu made with handcrafted koji and aged for over six years. The shochu has mellowed over time and has a clean aftertaste.

Ingredients: rice, rice koji
ABV: 25%
Distillation method: atmospheric
Aged: 6+ years

Kinoshita Jozosho

695 Taragi, Taragi, Kuma-gun, Kumamoto Prefecture
Tel: 0966-42-2013

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.

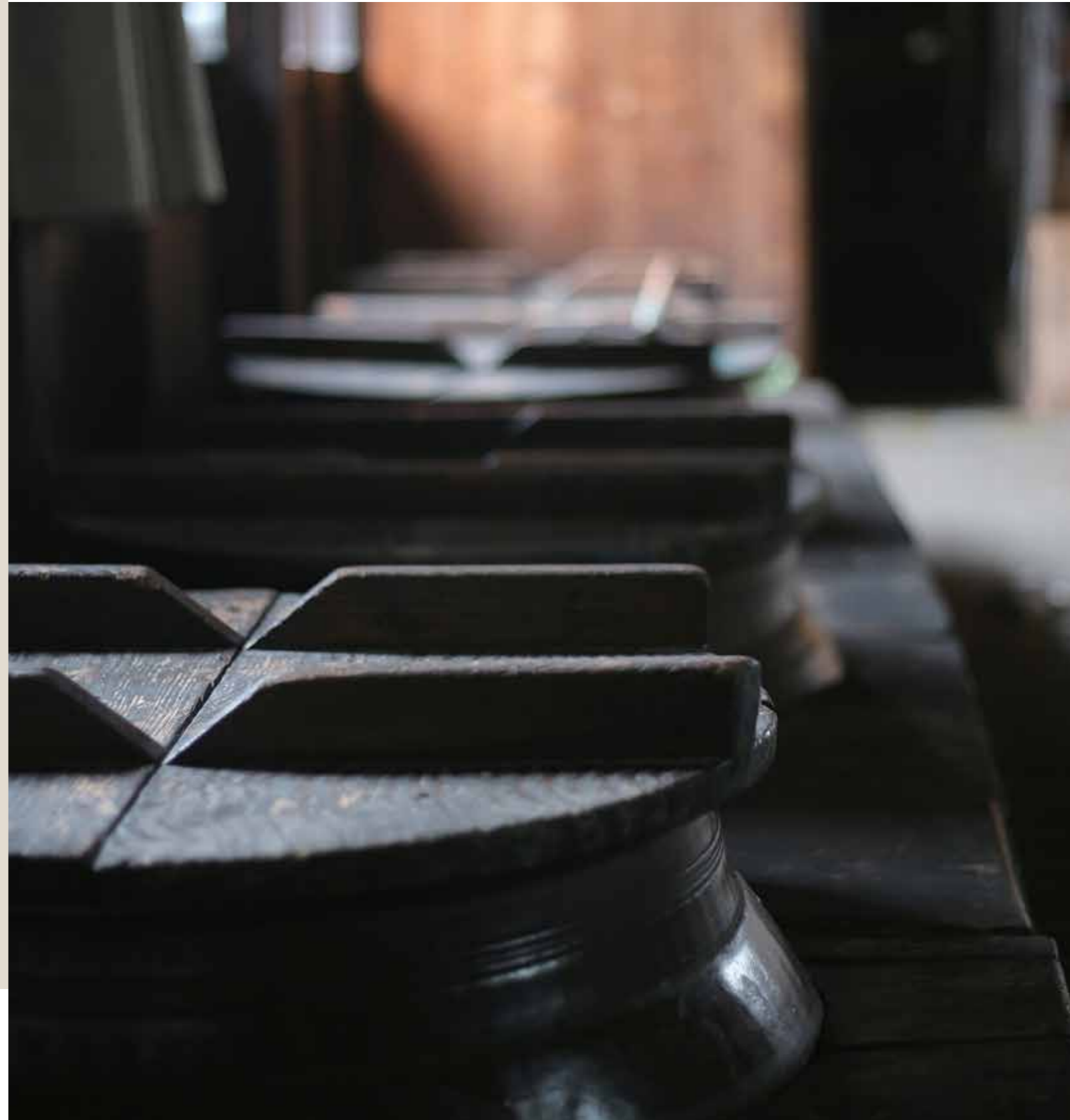
In 1995, Kuma Shochu was designated as a Geographical Indication by the National Tax Agency, establishing it as a world-class shochu brand and attracting attention from around the globe.

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.

Kinoshita Jozosho

木下醸造所



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: Bunzo, Kayabuki, and other shochu are aged in clay, enamel, or stainless tanks.

Upper right: Handmade koji in the stone koji room.

Left: Kinoshita's umeshu, made by soaking plums in 35% ABV Bunzo, has a die-hard fanbase.

Right: Continuing the tradition of making small batches by hand every year.

■ KINOSHITA JOZOSHO (Taragi) ■

Slow-fermented under a thatch roof to make a familiar, relaxing shochu

■ HISTORY

Inspired by the flavors of old

Kinoshita was first established in 1862 when it received a teahouse license from the Sagara domain that permitted the production and sale of shochu.

The first shochu made was called Tama no Tsuyu. The shochu was made using a *kabuto-gama* still. The mash made from rice and black koji would be placed in an open wood barrel with a shallow bowl of cool water covering the top. The mash would

then be heated with steam and would condense on the underside of the bowl.

There are stories that a water wheel in the Hyakutaro Waterway in front of the distillery was the source of this cool water.

Later, it was discovered that there was a product with a similar name made by another distillery, so the shochu was renamed Bunzo in 1940. The production process has gone through many changes since: in the 1960s, the black koji in the recipe was replaced with white koji, and then in the

1970s, the coal boilers were converted to use oil.

However, making koji by hand in the stone koji room, aging in earthenware pots, and atmospheric distillation have gone unchanged since the beginning. This stems not from being stubborn, but the distillery's philosophy of being inspired by the flavors of old.

■ ABOUT US

The importance of yearly consistency

Kinoshita Jozosho still uses the thatched buildings and stone koji room that date back more than 150 years. The distillery still has giant underground tanks and ferments its shochu in earthenware pots. There are around 40 pots buried in the ground. If you listen closely, you can hear the bubbling of the mash as it ferments. In addition to clay pots and underground tanks, Kinoshita also uses enamel and stainless steel tanks. If a tank runs low, they'll top it up with stock from another tank or move the shochu to a smaller vessel. This movement of the shochu ends up blending the shochu as it ages.

Kinoshita's current lineup is mainly Bunzo, Kayabuki, and a plum wine made with Bunzo. Perhaps because of how Kinoshita makes its shochu the old way, drinkers often express their delight by praising its familiar, relaxing flavor. Kinoshita accepts that the world is changing, and makes adjustments accordingly while still working just as they always have. In the same way, Bunzo, while it ages, goes with the flow of time as it develops its signature flavor.

Hirofumi Kinoshita, president of Kinoshita Jozosho, believes it is important to preserve the techniques and flavors of his predecessors. Kinoshita continues to make shochu without trying to increase scale or overly mechanize the process.



Left: A thatch-roof building here is both factory and residence. Inside, there are still abacuses and measuring boxes left from times when they would sell by measure. **Center:** Kinoshita is one of a few distilleries that uses underground tanks. **Right:** Ceramic bottles locals would bring by to fill up with shochu.



Making koji. Koji is made by sprinkling spores on steamed rice in the stone koji room and takes 42 to 44 hours to complete. The koji is then moved to clay pots buried in the ground to make the mash.