



Made using pure, natural water & binchotan charcoal

TOKUBETSU SEISUI SHIKOMI - SUIKYOMUSHI

Binchotan charcoal is used to make the natural water even better for making shochu. It is light and clean, yet brimming with aroma and umami.

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



An old-fashioned flavor treasured by the community

MATSUNOIZUMI

A daily drinker loved by the locals. Tastes better with age, so one customer even had a collection of 200 bottles under his floorboards.

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



Enjoy the pure flavor of rice

SEISEN SUIKYOMUSHI

This rare shochu is made from rice grown by Matsunoizumi. Its immaculate flavor is best enjoyed on the rocks or with water.

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

Matsunoizumi Shuzo

169-1 Ue-kita, Asagiri, Kuma-gun, Kumamoto Prefecture
Tel: 0966-45-1118
<https://www.matsunoizumi.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.

Matsunoizumi Shuzo

松の泉酒造



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: Traditional noren curtain outside the distillery.
Upper right: The popularity of shochu matured in oak, sherry, and brandy casks is increasing.
Left: Running water available for visitors to fill up bottles to take home.
Right: Mt. Shiragatake visible from Matsunoizumi rice fields. That's where the pure water indispensable for shochu making originates.

|| MATSUNOIZUMI SHUZO (Asagiri) ||

A distillery loved by the locals, preserving tradition while innovating

|| HISTORY ||
Abundant rice & quality water

Just off Route 219 in the town of Asagiri, Kuma County is a distillery that emanates history. At its gate stands a cinnamon tree that has silently stood guard over the distillery since its founding. Matsunoizumi was founded in 1875 when a rice and cloth merchant named Bunsuke Matsuoka decided to use his rice to make shochu. Soon,

Matsuoka's shochu became well-loved in the area. Originally this region was called Hori no Sumi and had many wells fed by groundwater flowing beneath the granite of Mt. Shiragatake. "Matsunoizumi" got its name from the first character of the founder's last name (Matsu) and the word for spring (izumi). This mineral-packed groundwater is closely tied to the shochu's identity. The company was officially incor-

porated in 1954, while the distillery was in its 6th generation of ownership. Nobuhiro Matsuoka, the current president and toji, is the 7th generation. Matsunoizumi's rice fields behind the distillery have great views of Mt. Shiragatake, and its rice is used to make shochu and is served at restaurants.



Left: There are rice fields behind the distillery where Matsunoizumi grows rice to this day. **Center:** They are in the process of dismantling the building they used to use to make koji, but currently it is in use as a storehouse. **Right:** Retro Western alcohol bottles circa 1969 used by members of the Kuma Shochu Association.

|| ABOUT US ||
Getting better all the time

In addition to their main vacuum-distilled offerings, Matsunoizumi also makes aged atmospheric-distilled shochu, blends of vacuum- and atmospheric-distilled shochus, barley shochu, and more. Since inheriting the role of toji, Nobuhiro "wants to make better shochu each and every year" by keeping detailed data on the ingredients, process, storage, and more.

Over half of the rice used for fermentation is Yamada Nishiki rice which is polished to 60% to 70%, giving the shochu an unmistakable fragrance and crispness. Great focus is also given to the koji, which has a great impact on the shochu's flavor. Either white koji or yellow koji is used depending

on the product, and the fermentation varies depending the type of shochu. Yellow and white koji affect temperatures and water content in the rice, making koji production especially nerve-wracking.

Suikyomushi, the toji's pride and joy, is made with Yamada Nishiki rice and fermented at a low temperature with yellow koji and ginjo yeast. It is made just like a ginjo sake, before being distilled to bring the alcohol level higher. The elegant aromas and delectable sweetness have made it a fan favorite and a flagship product for the distillery. Even by doing the same things year after year, Matsunoizumi's shochu production never stagnates. Their dedication to the craft has kept the love for their shochu alive.

Seventh president Nobuhiro Matsuoka. Through family ties, the famous television personality Teruyoshi Uchimura was born and raised at Matsunoizumi.



The shop also has a restaurant where customers throng to for lunch. Meals are made with the same water they use to make shochu. Shochu is also available for sale and tasting.