



Barrel-aged for an amber color and mellow flavor

HOMURA NO KOKUIN

Aged 10+ years and filtered through bamboo charcoal. An elegant spirit that makes a big first impression but goes down smooth. Enjoy this oak barrel-aged shochu on the rocks or in a highball.

Ingredients: rice, rice koji
 ABV: 35%
 Distillation method: vacuum
 Aged: 10+ years



A Kuma Shochu standby beloved by locals

SENGETSU

A go-to for the locals and the flagship offering of Sengetsu Shuzo. Made with carefully selected, high-quality rice for a fragrant aroma and robust flavor.

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



Made with pristine Kawabe River water and locally-grown rice

KAWABE

A shochu made to support the local community, made with superior quality water from the Kuma River and rice from nearby Sagara. Junmai shochu with an ultra-subtle aroma and flavor.

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

Sengetsu Shuzo

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 Tel: 0966-22-3207
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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.

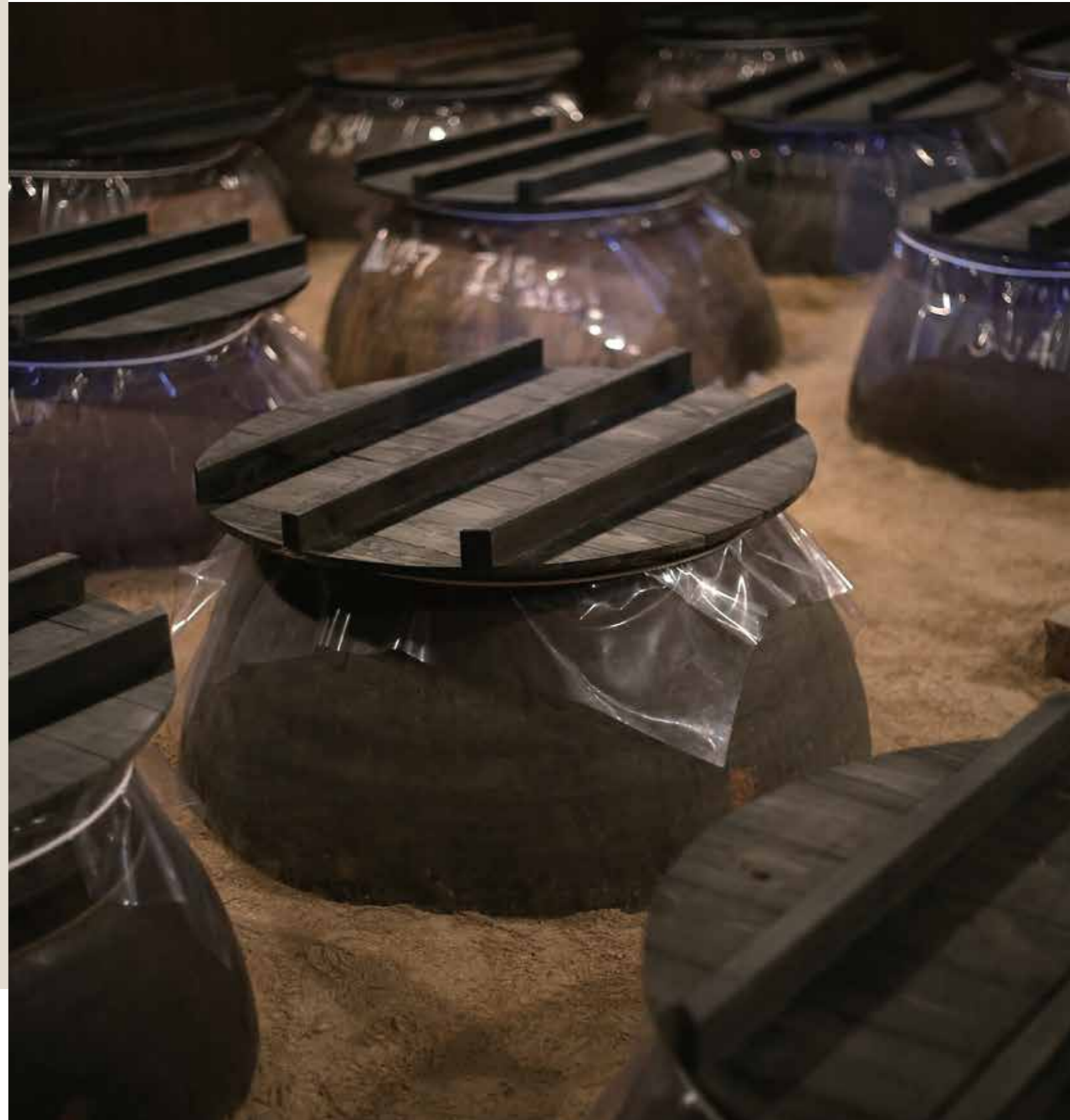
In 1995, Kuma Shochu was designated as a Geographical Indication by the National Tax Agency, establishing it as a world-class shochu brand and attracting attention from around the globe.

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.

Sengetsu Shuzo

織月酒造



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.



SENGETSU SHUZO (Hitoyoshi)

Protecting generations of tradition, providing quality shochu for the future

HISTORY

History shared with Sengetsu Castle

Sengetsu Shuzo was established in 1903 on land overlooking the nearby Hitoyoshi Castle and Kuma River. Its founder, Jisuke Tsutsumi, moved to Hitoyoshi from Fukuo-ka and, after training in miso and soy sauce production, began independently selling his Mine no Tsuyu shochu. The spirit proved popular, and he was soon able to expand his operations.

In 1943, Jisuke was succeeded by his son, Jisuke Tsutsumi, Jr., who changed the name of the company to Mine no Tsuyu Shuzo in 1964. Early in its 120-year history, the distillery expanded into the Tokyo market, then America, and has since released a bevy of new products.

Now, with over 30 brands in its lineup, the one that has come to represent the distillery is its eponymous Sengetsu, first launched in 1982. "Sengetsu" refers to

the thinnest of crescent moons. Sengetsu became the company name in 2004, 100 years after its founding. It is a propitious name, evoking "Sengetsu Castle," the nickname name of Hitoyoshi Castle that housed the Sagara family.

Torrential rains in July 2020 caused water damage to the first floor of the main factory, which was fully restored by late fall 2022.



Old tools and photos at Sengetsu show the history of the distillery and the local community. A photo of workers plunging paddles into tanks tells the tale of the early days of Kuma Shochu.



Upper left: The entrance to Sengetsu Shuzo, which celebrated 120 years of operation in 2023. Upper right: The carefully managed factory floor. Although mechanization is used more and more to allow for mass production, workers still manually check the output using their five senses. Left: The shrine on the brewery grounds contains a replica of the Sengetsu Stone. The stone was unearthed by the first Sagara lord Nagayori in 1199 during the construction of Hitoyoshi Castle. Hitoyoshi Castle was nicknamed Sengetsu Castle, meaning "Crescent Moon Castle" after the crescent moon-like pattern on this stone. Right: Yuji Baba, the sixth-generation toji. He and the other staff honor the techniques of past generations, and pass them on to the next.

ABOUT US

A treasure handed down

A major driver of Sengetsu Shuzo's development is its insistence on hiring dedicated year-round toji, who they have used since the distillery's founding. Most Kuma Shochu distilleries hire a toji and their team only during the production season.

Sengetsu, on the other hand, retains dedicated staff who pass on the distillery's shochu-making techniques from generation to generation, thus preserving Sengetsu's high standards.

Among these toji, Toyoka Sosogi, Sengetsu's third toji, was the first person in the industry to be recognized as a Modern Artisan. These toji have honed their craft since the distillery's founding, and this handing down of tradition shows their ear-

nest attitude towards shochu making, and continues to be their guiding principle.

Another precious asset at Sengetsu is its long-aged batches of shochu, stored based on Sosogi's principle that Kuma Shochu grows milder in flavor and richer in aroma the longer it is aged. Presently, the distillery has batches of shochu that have aged over 50 years. Although Sengetsu started cask storage around 1955, it is currently investing in using new barrels to pursue the optimal combination of oak barrel-aged flavor and the natural properties of rice shochu. These aged shochus will grow more precious with time, and their journey from the storehouse to foreign markets will open up new business avenues in the future.

Junko Tsutsumi has served as president of Sengetsu Shuzo since 2016. Junko says, "I want to make Kuma Shochu a great reason to travel to Hitoyoshi and I want to give back to the community."



After touring the factory, you can visit the Sengetsu Shiromi-gura, located right by Hitoyoshi Castle and the Kuma River, and sample around 30 different shochus. In addition to shochu, you can also pick up snacks and souvenirs.