

150TH ANNIVERSARY RELEASE

Eau-de-vie Nouveau Vintage 2025

The First Harvest from "The Cote d'Or of Japan"



Dear Buyers,

I am writing to you from Shonai, Yamagata—a region often referred to by oenophiles as the "Cote d'Or of Japan."

My name is [Your Name], owner of Eau-de-vie Shonai, a brewery founded in 1875. Following the recent UNESCO recognition of Traditional Sake Brewing, I am proud to offer you an exclusive allocation of our first harvest of the season: Eau-de-vie Nouveau (Vintage 2025).

Why "Eau-de-vie" in a Japanese Brewery? You may wonder why a 150-year-old Japanese brewery bears a French name. It is not a recent rebranding. Our ancestors settled here because they discovered a spring in the dunes of excellent quality. They declared this water to be their "Water of Life" (Eau-de-vie). This philosophy of gratitude toward our water and terroir has defined our craftsmanship for generations.

The Product: A Gastronomic Discovery Unlike standard sake, this Nouveau challenges the norm by using "Yukiwakamaru," a premium table rice, rather than traditional sake rice. In the context of gastronomy, this choice is deliberate. It provides a unique "Structured & Savory" profile that wine lovers adore.

■Continued from previous page

Aroma: Juicy, reminiscent of honeyed apples.

Palate: Aromatic and fruity, but with a crisp, structured finish derived from the rice's powerful grain.

Pairing: Designed to be the "Ultimate Food Pairing Sake." It cuts through the richness of foie gras, cheese, and sole meunière beautifully.

Exclusive & Seasonal This is a limited production of only 1,000 bottles. To ensure the "Arabashiri" (first run) freshness reaches your glass exactly as it leaves our brewery, we require strict cold-chain logistics (Air Cargo/Reefer) to preserve its delicate effervescence.

We invite you to experience the "Cote d'Or of Japan" in a glass. I would welcome the opportunity to send a sample or discuss an allocation for your portfolio.

Sincerely,

Our Philosophy: "Water of Life"

Why a French Name?

Our ancestors discovered a pristine spring in the dunes of Shonai. Overwhelmed by its purity, they settled here to brew sake.

For us, this water is literally "Eau-de-vie" (Water of Life).

Since 1875, this has not just been a name, but a philosophy of gratitude towards our terroir.



Shonai: The Côte d'Or of Japan

- ◆ Surrounded by the Japan Sea, Mt. Chokai, and the Mogami River.
- ◆ This unique topography creates a "Miraculous Terroir" comparable to Burgundy's Golden Slope.
- ◆ It is here, in this rich microclimate, that we cultivate the finest ingredients for our vintage sake.

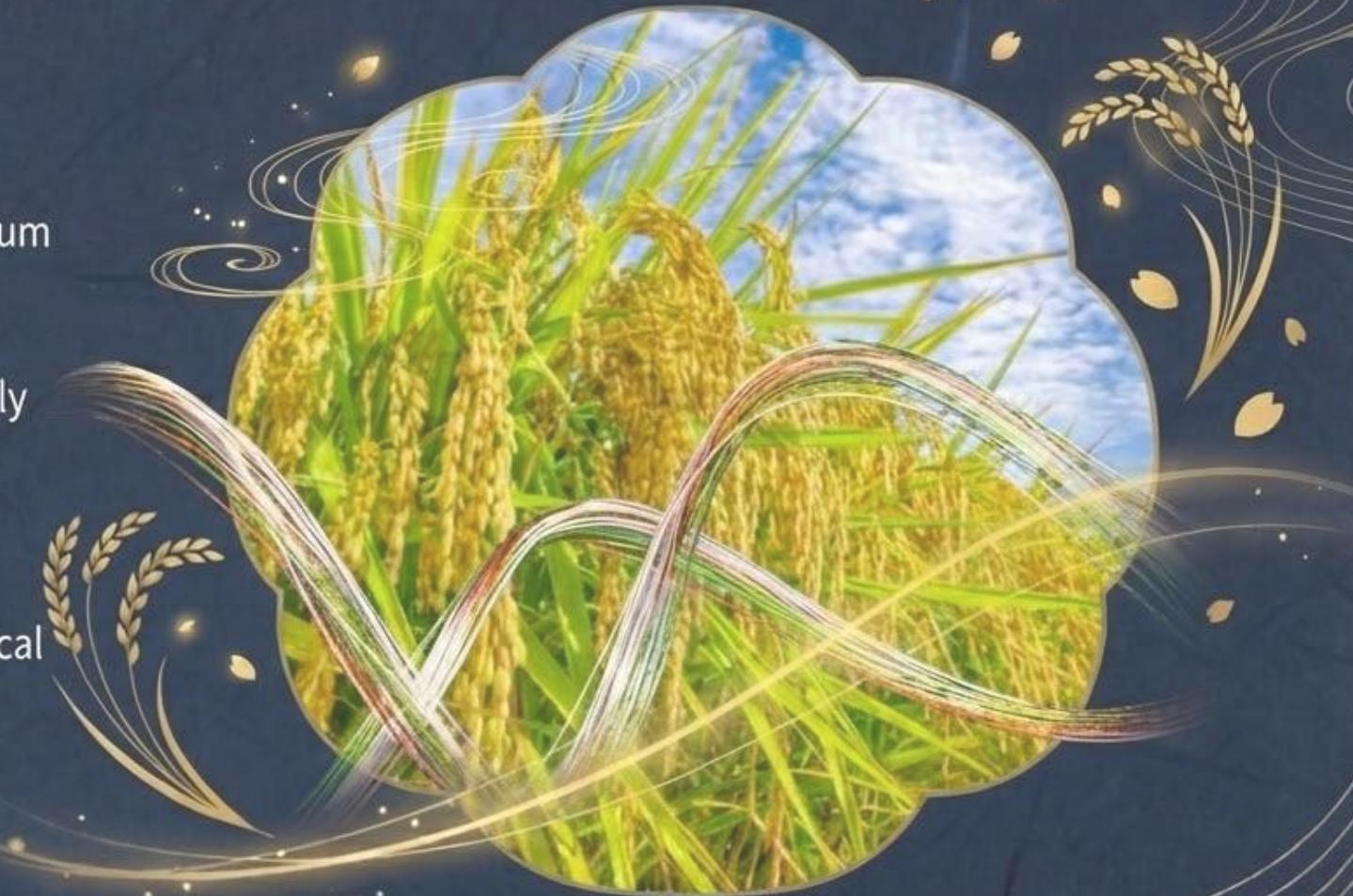


【山形県庄内地区「食の郷」田園風景(シャトー庄内)】

Redefining "Rice" for Gastronomy

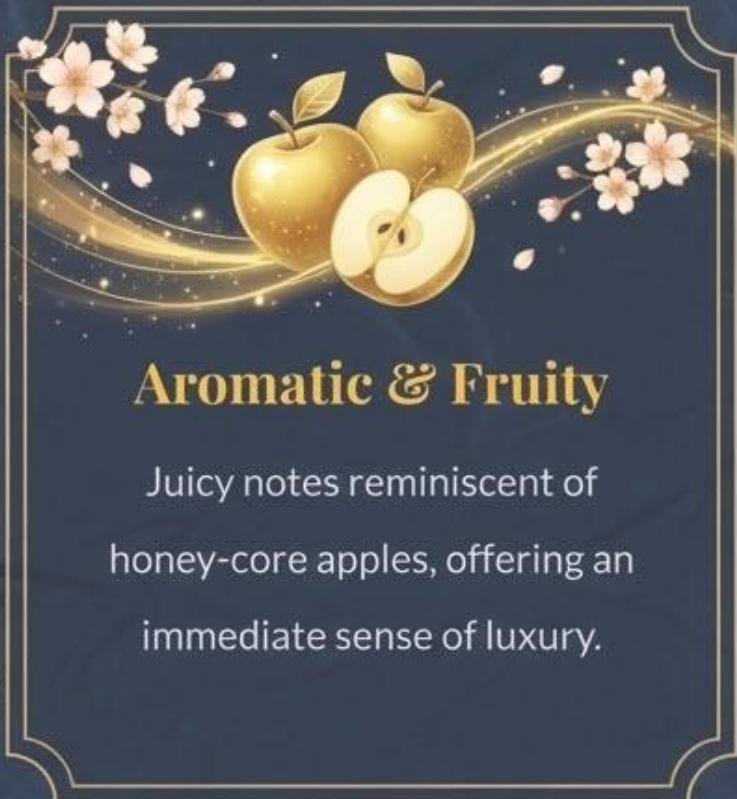
From "Sake Rice" to "Eating Rice"

- ◆ **The Challenge:** We chose "Yukiwakamaru," a premium table rice, over traditional sake rice.
- ◆ **The Goal:** To translate the joy of "eating rice" directly into a liquid form.
- ◆ **The Result:** A masculine, grainy character that provides structure and savoriness not found in typical Ginjo sake.



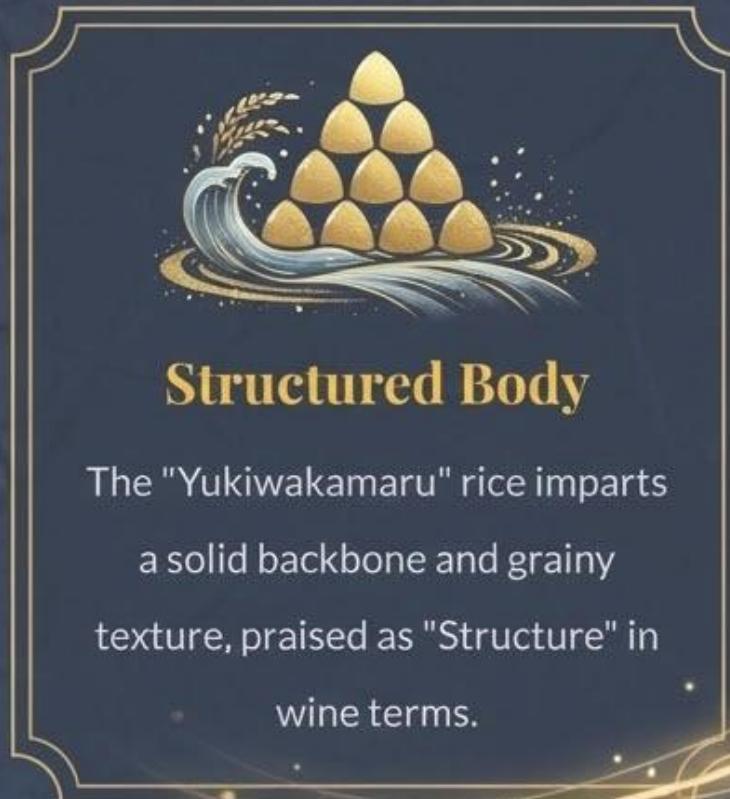
【山形県庄内地区「食の郷」田園風景(シャトー庄内)】

Tasting Note: Structured & Savory



Aromatic & Fruity

Juicy notes reminiscent of honey-core apples, offering an immediate sense of luxury.



Structured Body

The "Yukiwakamaru" rice imparts a solid backbone and grainy texture, praised as "Structure" in wine terms.



Crisp Finish

Despite the rich Umami, it finishes remarkably crisp, inviting the next sip.

The Ultimate Food Pairing Sake

Unlike delicate wines, Eau-de-vie Nouveau possesses the 'Structure' to cut through rich fats.

Perfect Pairings:



Foie Gras terrine



Aged Comté cheese



Meunière of white fish

It completes the meal, just as a bowl of premium rice complements any dish.

The Story of "Nouveau"

Green Sugidama: A Symbol of Freshness

In Japan, hanging a green cedar ball (Sugidama) announces the arrival of the new sake season.

We are exporting this culture of "Seasonality."

Freshly pressed, vibrant, and bursting with life—an experience previously reserved only for the brewers.



Strategy: Seasonal & Exclusive Allocation



Leveraging the UNESCO Intangible Cultural Heritage registration (Dec 2024), we position this as the definitive "Celebration Sake" of the year.

Uncompromising Quality Control



Air Cargo / Reefer

Strict cold-chain logistics to prevent "Hineka" (aging scent) and preserve the "Nouveau" freshness.



Premium Positioning

Targeting top-tier restaurants and sommeliers who understand the value of seasonal freshness.



Global Standard

Labeling and flavor profiles designed to communicate effectively with the international palate.

A Manifesto for the Future

– 6th Generation Kuramoto, Eau-de-vie Shonai

“Eau-de-vie Nouveau is not just a new product. It is our **declaration** to the world. With **150 years** of history and the spirit of **innovation**, we bring the the ‘**Water of Life**’ to the global table.”

Thank You Question & Answers

150th Anniversary of Founding
Kiyoizumigawa Brewery

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