

150TH ANNIVERSARY PRESENTATION

The Story of the “Tsuyahime Three Sisters”

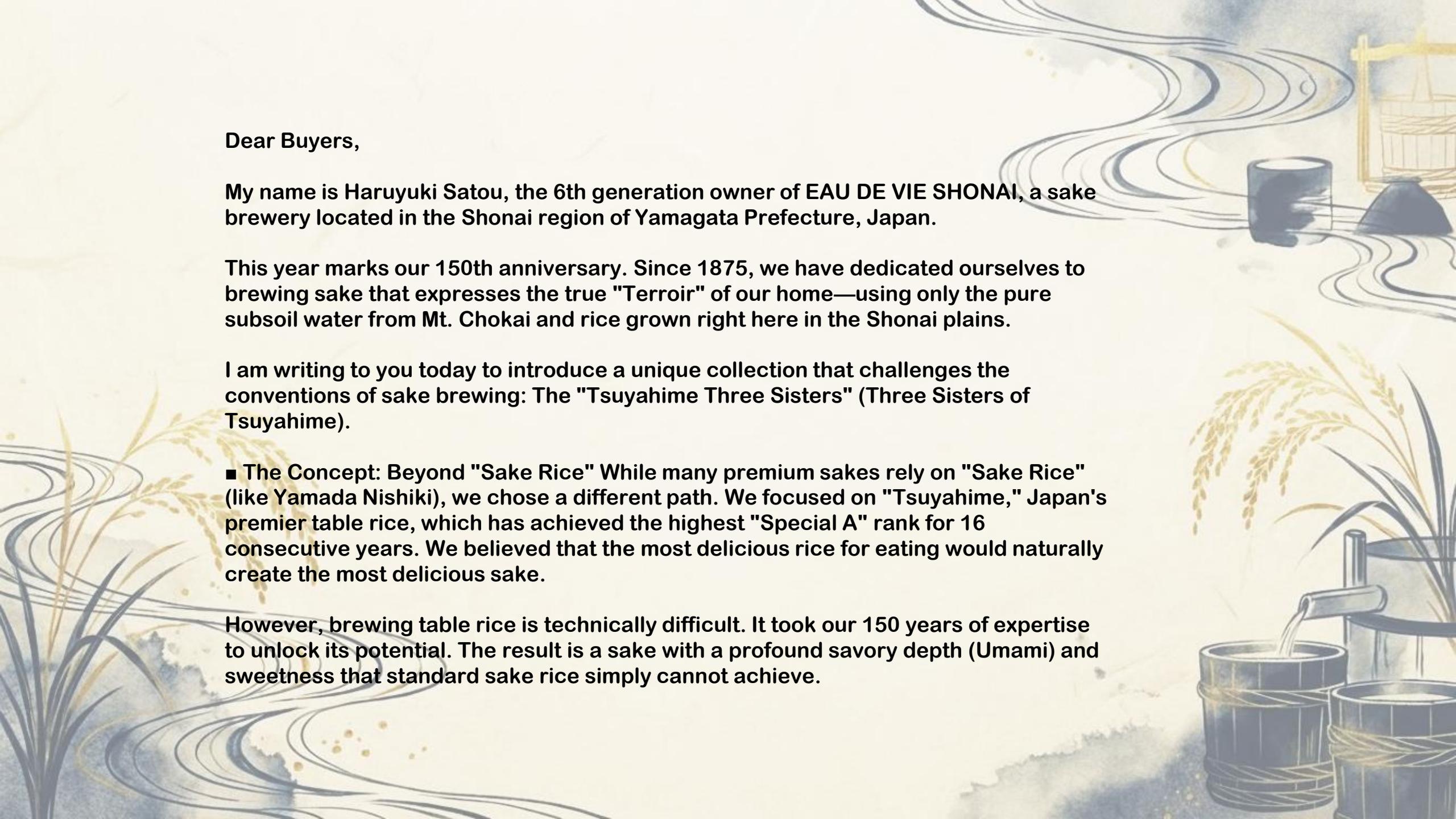
A One-and-Only Sake Brewed
with Japan’s No.1 Table Rice

つや姫三姉妹



Two types of 'Tsuyahime Three Sisters' posters for the exhibition.





Dear Buyers,

My name is Haruyuki Satou, the 6th generation owner of EAU DE VIE SHONAI, a sake brewery located in the Shonai region of Yamagata Prefecture, Japan.

This year marks our 150th anniversary. Since 1875, we have dedicated ourselves to brewing sake that expresses the true "Terroir" of our home—using only the pure subsoil water from Mt. Chokai and rice grown right here in the Shonai plains.

I am writing to you today to introduce a unique collection that challenges the conventions of sake brewing: The "Tsuyahime Three Sisters" (Three Sisters of Tsuyahime).

■ The Concept: Beyond "Sake Rice" While many premium sakes rely on "Sake Rice" (like Yamada Nishiki), we chose a different path. We focused on "Tsuyahime," Japan's premier table rice, which has achieved the highest "Special A" rank for 16 consecutive years. We believed that the most delicious rice for eating would naturally create the most delicious sake.

However, brewing table rice is technically difficult. It took our 150 years of expertise to unlock its potential. The result is a sake with a profound savory depth (Umami) and sweetness that standard sake rice simply cannot achieve.

- The Lineup: "The Three Sisters" We are the only brewery in Japan to offer these three distinct styles using Tsuyahime rice:

The Eldest Sister: Junmai Daiginjo PREMIUM

The World's First: We were the first to successfully craft a Junmai Daiginjo from Tsuyahime.

Provenance: Made 100% from the rice of Mr. Yuta Sato, winner of the "Governor's Award" for the best Tsuyahime in Japan.

Taste: Elegant, floral, and transparent. A perfect toast for special occasions.

The Second Sister: Junmai Sake

The Artisan: Brewed with rice from Mr. Kumada, a master of microbial farming.

Taste: Honest and robust. It pairs beautifully with a wide range of cuisines, enhancing the flavor of any meal.

The Youngest Sister: Junmai Nigori (Cloudy Sake)

The Only One: We are the only brewery in Japan producing a Nigori sake from Tsuyahime.

Taste: Fresh, textured, and delightfully sweet. It offers a unique mouthfeel that fascinates sake enthusiasts.

- Why Partner With Us? Our "Tsuyahime" series offers a complete story of the Shonai Terroir. By offering these three bottles, you can propose a full "course" experience to your customers—from an aperitif (Daiginjo) to a main course pairing (Junmai), and finally a dessert drink (Nigori).

We would be honored to send you our portfolio and discuss how we can bring the taste of Shonai to your market.

Thank you for your time, and I look forward to the possibility of working together.

Sincerely,

150 YEARS OF SHONAI TERROIR

Locally Sourced, Pure Rice Sake

Founded in 1875 (Meiji 8), Eau de Vie Shonai has dedicated 150 years to brewing sake in the Shonai region of Yamagata.

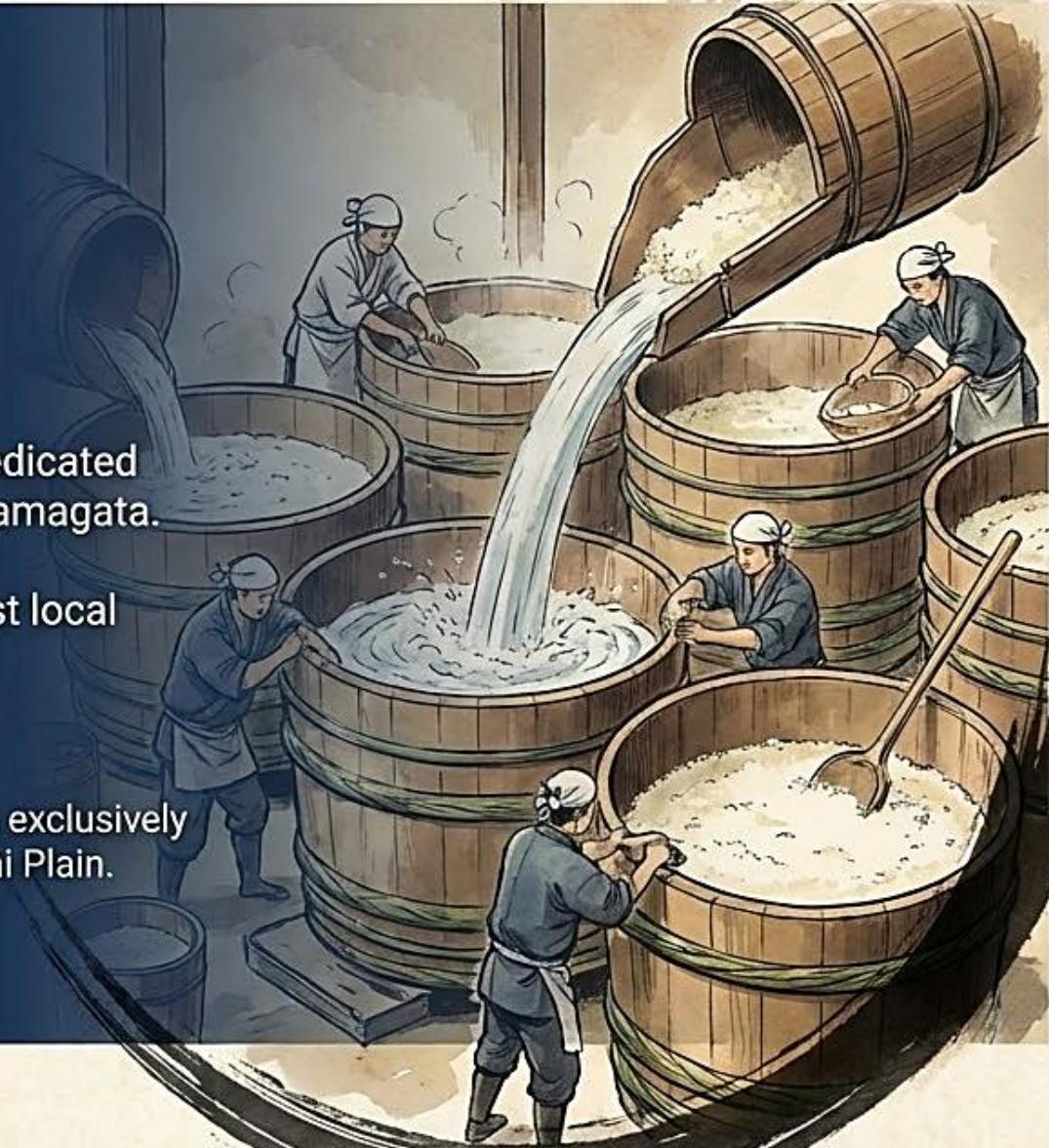
Our philosophy is "Japanese Terroir": using the finest local ingredients and inherited techniques.



Water: Subsoil water from Mt. Chokai.



Rice: Grown exclusively in the Shonai Plain.



THE PINNACLE OF INGREDIENTS: "TSUYAHIME"

Japan's Top Class Brand Rice



Tsuyahime has maintained the highest rank, "Special A", for 16 consecutive years since its debut.



Our challenge was to sublimate the potential of this "eating rice"—its large grains, whiteness, sweetness, and umami—into sake that surpasses even those made with specialized sake rice.



THE BEST RICE REQUIRES THE BEST GROWERS

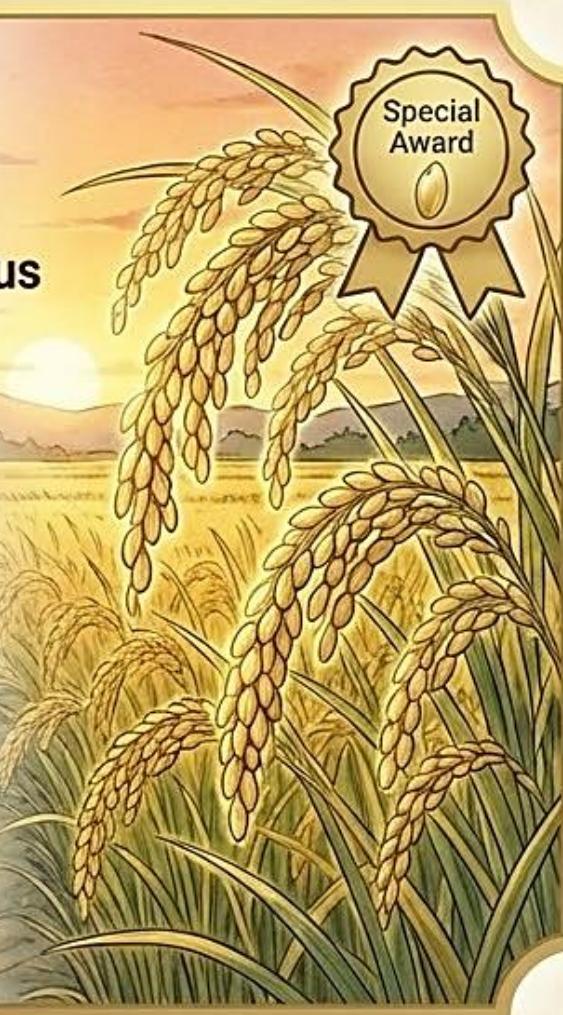
Mr. Sato

Shonai Town Enoki

**Japan's Most Delicious
Tsuyahime**

Winner of the "Special Award / Governor's Award" at the 74th Rice Competitive Exhibition.

We use his award-winning rice for our Premium Daiginjo.

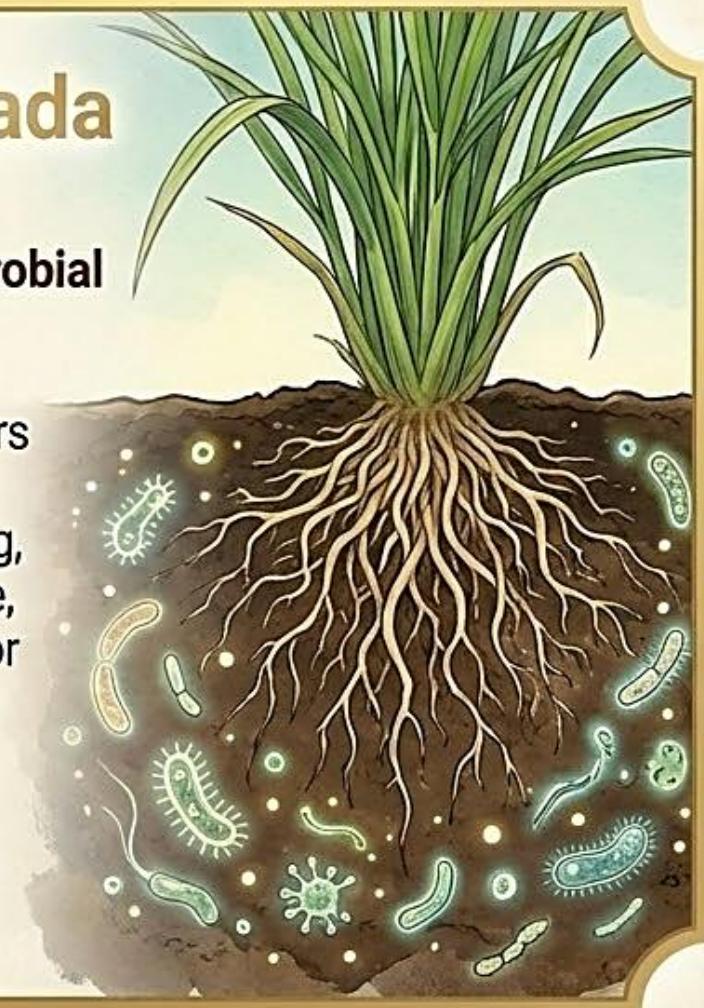


Mr. Kumada

Mikawa Town

Master of "Microbial Farming"

With over 10 years of dedication to microbial farming, he produces safe, vital rice. Used for our Junmai and Nigori sake.



THE UNIQUE “THREE SISTERS” LINEUP

Japan's Only Lineup:

We are the only brewery commercializing Tsuyahime into three distinct types: Pure Rice Daiginjo, Pure Rice Sake, and Nigori Sake.

Pioneers:

We were the first in the industry to create a “Tsuyahime Junmai Daiginjo”.

Exclusive:

We are the sole producers of “Tsuyahime Nigori Sake” in Japan.

Eldest Sister:
Junmai Daiginjo



Eldest Sister:
Junmai Daiginjo

Second Sister:
Junmai Sake



Second Sister:
Junmai Sake

Third Sister:
Nigori Sake



Third Sister:
Nigori Sake

THE ELDEST SISTER: JUNMAI DAIGINJO PREMIUM



- **A Miracle of “Japan’s Best Rice”:**
Made 100% from Yuta Sato’s award-winning Tsuyahime.
- **Elegant Aroma & Translucent Sweetness:**
It features an elegant aroma and a translucent sweetness.
- **For Special Occasions (Hare-no-hi):**
A truly premium bottle designed to color your special occasions.

THE SECOND SISTER: JUNMAI "TSUYAHIME-SAMA"

Shining Individuality

- An honest taste that stays close to your dining table.
- Brewed with Mr. Kumada's microbial farming rice, it retains the plump umami of the grain while offering a clean, refreshing aftertaste.
- Delicious whether served cold or warm, it is the ultimate food sake.



THE THIRD SISTER: JUNMAI “NIGORI”



Innocent & Unique

- A rare bottle that only we can brew in Japan.
- Enjoy the rich, concentrated sweetness of Tsuyahime and the texture of the mash (moromi).
- A new sensation of sake that pairs perfectly with spicy foods or can be enjoyed like a dessert.

STRATEGY: “DRINK & EAT”

An Experience-Based Gift

We propose a luxurious experience: drinking sake made from Japan's best rice while eating that very same rice.



Gift Market: Perfect for Ochugen and Oseibo.



Inbound Demand: “Rice Wine & Rice” sets for tourists.



Brand Fans: Targeting existing fans of the Tsuyahime brand.



TODAY'S PROPOSAL SUMMARY



Brand Power

The fusion of 16-year "Special A" ranked Tsuyahime and 150 years of brewing skill.



Scarcity

A unique lineup of 3 types, including Japan's only "Tsuyahime Nigori".



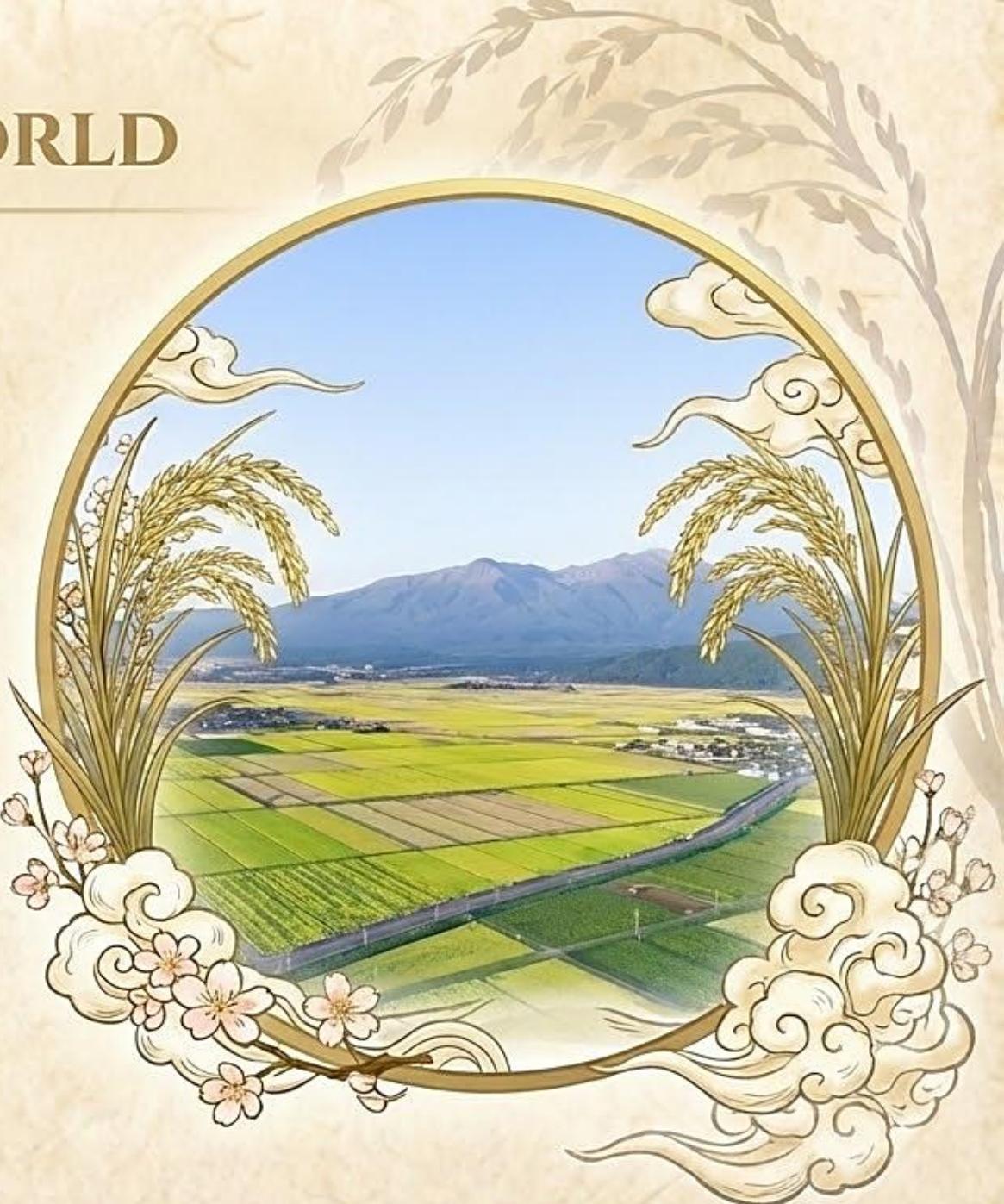
Story

Visible producers (farmers) offering safety and "Experience-based" gift potential.

FROM SHONAI TO THE WORLD

Marking our 150th year, we are taking
"Japanese Terroir" to the global stage.

Together with the "Tsuyahime Three
Sisters" nurtured by the land of Shonai.



THANK YOU

Questions & Answers

Eau de Vie Shonai Co., Ltd.

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Kiyoizumigawa Brewery