



KUROMATSU SENJYO  
JAPANESE SAKE

黒  
松  
仙  
醸

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## INTRODUCTION

In this brochure, we are proud to introduce:

- Our company (Senjyo Co. Ltd, 仙醸)
- Our brand (Kuromatsu Senjyo)
- Our environment (Where our sake is brewed)
- Our craftsmanship (How we brew Sake)

The origin of Sake brewing goes back over one thousand years ago. Since then, knowledge and techniques have been passed on through many generations of Sake brewers. Our passion is to pursue not only good taste, but Sake which touches the hearts of drinkers.

From the snowy countryside of Japan we hope that our passion and enthusiasm for Sake brewing will reach the hearts of people in other parts of the world.

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## KUROMATSU SENJYO

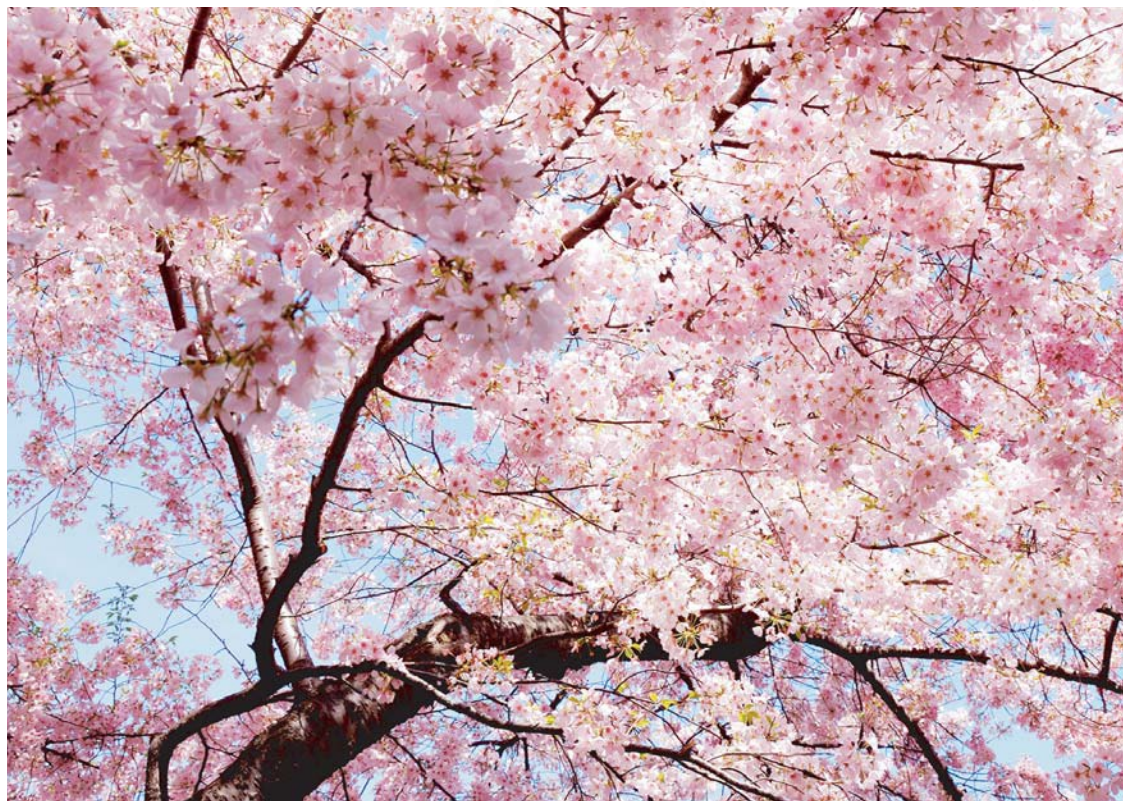
In 1866, towards the end of the Edo period, Matsujirou Kurogouchi and his family started a small Sake brewery called Senjyo (仙醸) named after Senjyo Ga Take (仙丈ヶ岳), a 3,000 meter peak in the Japan Alps. In 2016 Senjyo will celebrate its 150th year in business.

Our leading brand, Kuromatsu (黒松), was named after the founder; MATSUJirou KUROgouchi and since its introduction in the 1960' s has grown to become the number one Sake choice for people in Nagano as well as neighboring regions.

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黒松  
仙醸

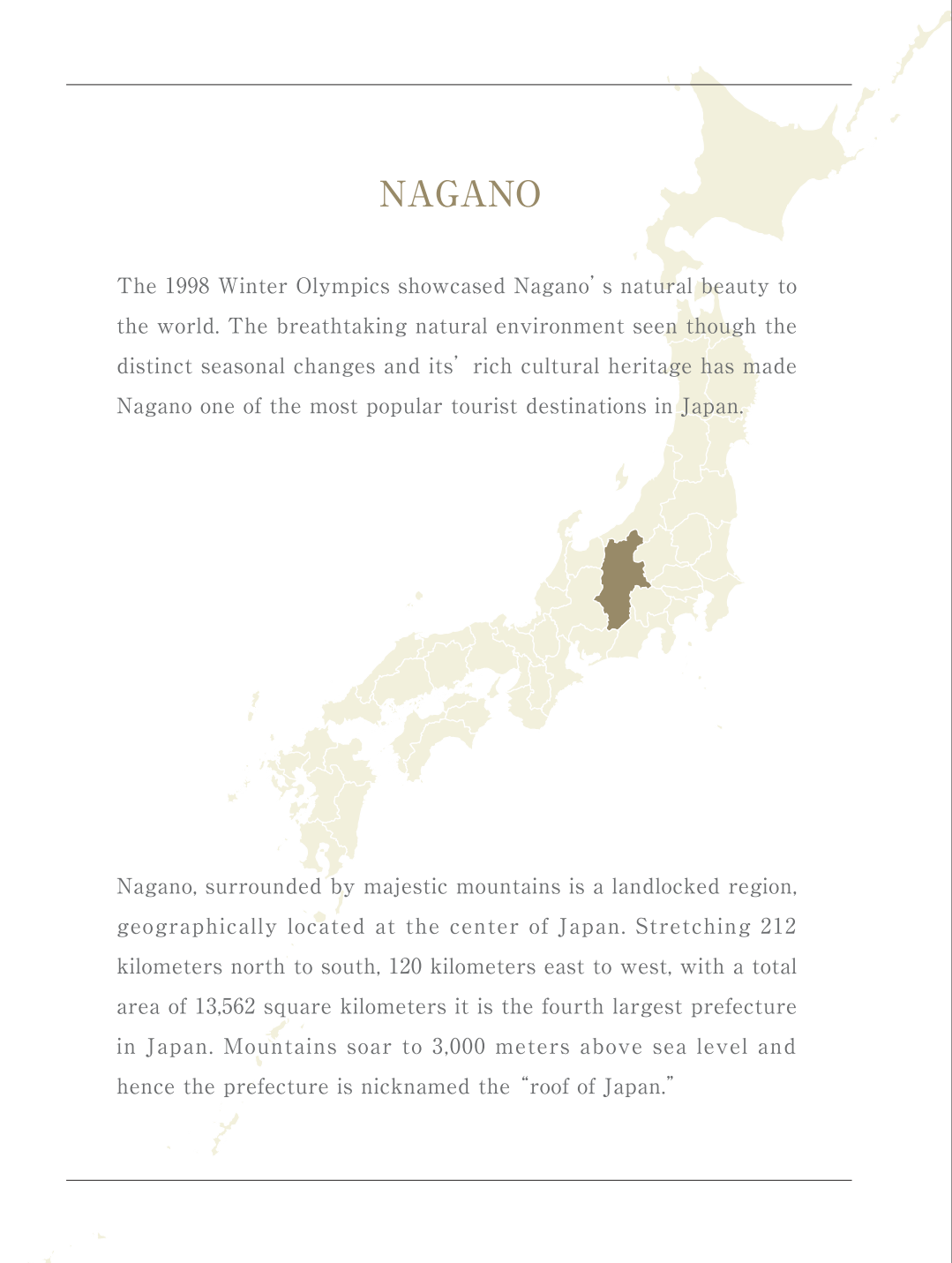




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## NAGANO

The 1998 Winter Olympics showcased Nagano's natural beauty to the world. The breathtaking natural environment seen through the distinct seasonal changes and its rich cultural heritage has made Nagano one of the most popular tourist destinations in Japan.



Nagano, surrounded by majestic mountains is a landlocked region, geographically located at the center of Japan. Stretching 212 kilometers north to south, 120 kilometers east to west, with a total area of 13,562 square kilometers it is the fourth largest prefecture in Japan. Mountains soar to 3,000 meters above sea level and hence the prefecture is nicknamed the "roof of Japan."

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## NATURAL GIFT

Nagano's vast natural resources provide two key factors for Sake brewing.

### The Rice :

Rice to Sake is what grapes are to wine. Just as special grapes are used in vineyards, special rice suited for Sake brewing (known as Sakamai) is used to brew Sake. Compared to ordinary rice used for daily consumption Sakamai rice is used for Sake brewing because it possesses a high percentage of concentrated starch at the core of the rice grain and a very thin shell of fat and other nutritious substances. The quality of rice determines the quality of Sake.

Sakamai is produced 700 meters above sea level in the highlands of Nagano. Because of the climate (hot during the day and cold at night) the temperature is perfect to produce high quality Sakamai.

### The Water :

About 80% of Sake is pure water. And huge amounts of water are used during all the steps of Sake brewing – including washing, rinsing, soaking and steaming rice – which adds up to more than three times the weight of rice used. This is why the quality of water is another key factor to determine the quality of Sake.

We utilize the finest natural mineral water, slowly filtered down the Japan Alps and taken out of underground springs over 60 meters deep.

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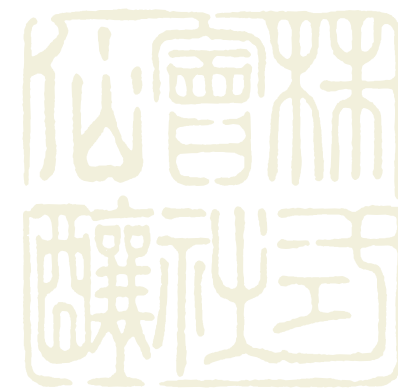


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## CRAFTSMANSHIP

We have added modern twists to the rich historical traditions of Sake brewing.

In 1982 we discontinued the brewing of Sake by seasonally employed Toji and Kurabito, brewing masters and craftsmen. Instead, we use locally hired resident craftsmen. Because of this change, we can maintain better quality management not only during the winter brewing periods but also in the summer aging period which determines the optimum time for pasteurizing, bottling and shipping. The fresh and lively flavor of Sake is preserved through the pasteurizing process by a quick cooling system. Then depending on the Sake characteristics, we store the final product in a refrigerated storage unit adjusted to optimum temperature levels until shipment.



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## NEW CHALLENGE

Sake is deeply rooted in Japanese history, culture and traditions. Throughout the lifetime of a Japanese individual, Sake is shared during special occasions such as celebrating the birth of a new baby or the changing of the seasons, to create a strong bond with family and friends and enjoy the beauty of nature.

Sake, a gift of the Japanese natural environment, culture and traditions is what we would like to introduce to the world. We are continuously making an effort to improve ourselves and our skills in order to brew the best Sake, to touch the hearts of drinkers, and find business partners with whom we can share our passion and enthusiasm.







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