



A simple, silky-smooth taste

**KUMASENNIN**

A simple, pure vacuum-distilled shochu anyone can enjoy. Great on the rocks, with water, or mixed with soda.

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



A smooth shochu, the result of spending 5 years in clay pots

**MIYA NO HOMARE**

The koji used is a mix of white koji and black koji, and the mash is distilled in a pot still. Enjoy the smooth taste and careful balance of rich and savory flavors that result from 5 years aging in earthenware pots.

Ingredients: rice, rice koji  
ABV: 25%  
Distillation method: atmospheric  
Aged: 5 years



A vintage shochu with boundless flavor

**JUNEN NO UTATANE**

This 10-year shochu is aged in earthenware pots after being distilled. It is characterized by a mellow, savory aroma and well-rounded flavor.

Ingredients: rice, rice koji  
ABV: 25%  
Distillation method: atmospheric  
Aged: 10 years

Miyahara Shuzojo

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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.

Miyahara Shuzojo

宮原酒造場



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.



**Top left:** The distillery, marked by a large tank, is much more spacious than one might expect from the outside.

**Top right:** Cold-fermented mash is put into a pot still for atmospheric distillation.

**Left & right:** Aging in jars, enamel tanks, or barrels has a profound effect on the resulting shochu.

MIYAHARA SHUZOJO (Asagiri)

# Carefully crafted shochu aged in clay pots makes for savory aromas & clean flavors

HISTORY

Using both black & white koji

Miyahara Shuzojo was founded on December 29, 1896 after the founder, Nishiro Miyahara, on a visit from nearby Yatsushiro to buy lumber, was invited by the locals to try making shochu due to their over-abundance of rice. Nishiro is the great-grandfather of the current president, Junichiro Miyahara. From Nishiro's time to Junichiro's, each generation has passed

down its style of shochu making. Although Miyahara started out making rice shochu, the company also made sweet potato and barley shochu when rice was rationed after World War II. Rice shochu was considered greatly superior to sweet potato shochu at the time.

Miyahara has since returned to its focus on rice shochu and uses 100% Japanese rice. They make both vacuum-distilled and atmospheric-distilled shochu. They

use both black and white koji depending on what kind of shochu they aim to make. Miyahara prides itself on its shochu that combines delicious tastes, savory aromas, and refreshing flavors. These include: Kumasennin, a refreshing vacuum-distilled shochu; Miya no Homare, a 5-year atmospheric-distilled aged shochu; and Junen no Utatane, an atmospheric distilled shochu aged for at least ten years.

ABOUT US

Available at local sake stores

Miyahara began using vacuum distillation in 1982. Although vacuum-distilled shochu took off and dominated the lineup for a time, sales are currently 50-50 with atmospheric shochu. Atmospheric shochu is more popular in Kumamoto, while vacuum-distilled shochu is more popular in Tokyo.

Although the distillery was rebuilt in 1993, the stone koji room has been in constant use since the company's founding. Koji has been made carefully by hand using traditional methods in this room for generations. At the moment, the focus is on developing atmospheric distilled shochu. A cold mash made with 3-day koji

and Kuma River groundwater is distilled using a pot still. After five years of aging in a jar or enameled metal tank, it will become Miya no Homare, the distillery's most popular product. Miyahara shochu is mainly sold through local sake stores throughout Japan, from Hokkaido in the north to Kyushu in the south.

The president of the distillery has many ideas for new shochu, including blending atmospheric and vacuum distilled shochus and rethinking distillation methods. When asked about recommendations on how to drink shochu, he said, "First, drink it half-and-half with water. After that, try it heated at 8 parts shochu, 2 parts water. If you take your time with it, you can enjoy shochu to the max."

Junichiro Miyahara, the fifth-generation owner, says, "We take our time, spare no effort, and put our heart and soul into our shochu."



**Left:** A declaration to the tax office regarding the 1896 establishment of the distillery. **Center:** Customers would bring their own bottles to buy shochu from the local distillery. **Right:** The stone koji room surrounded by tools necessary for shochu production. It is still in use today.



The distillery's production flow has been designed to facilitate work with a small staff. The jars used for brewing are lined up at the top of the stairs.