



Authentic cask-strength, barrel-aged shochu

AKI NO TSUYU TARU GENSHU

Rice shochu made with Hitoyoshi-Kuma rice and water from the Kuma River, aged for 3 years in oak barrels. An authentic, cask-strength blend. The sweet cask aromas delight your nose.

Ingredients: rice (Japanese), koji (from Japanese rice)  
 ABV: 41%  
 Distillation method: vacuum  
 Aged: 3+ years



The refreshing taste yellow koji brings to the table

AKI NO TSUYU JUNMAI

Made with Kumamoto rice and the same yellow koji used for making sake. Made the same way since Joraku was founded. Has definite sweetness, umami of rice, but with a clear, refreshing, gentle flavor.

Ingredients: rice (Japanese), koji (from Japanese rice)  
 ABV: 25%  
 Distillation method: vacuum



A rich, deep flavor from 100% koji and atmospheric distillation

AKI NO TSUYU ZENKOJI KOSHU

A rare shochu made from 100% rice koji. A proud product of the distillery, taking 7 years to make, with the rich aromas and flavors of koji.

Ingredients: koji (from Japanese rice)  
 ABV: 37%  
 Distillation method: atmospheric  
 Aged: 7+ years

Joraku Shuzo

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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.

Joraku Shuzo

常楽酒造



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.





**Upper left:** First and second fermentations are done in enamel tanks. White, black, and yellow koji are used in different products. **Upper right:** Led by toji Koichi Zoza, the passionate distillery workers carefully supervise all processes, from selecting ingredients and controlling koji and mash temperatures to distillation. **Left:** Groundwater is used for brewing. **Right:** Joraku Shuzo uses atmospheric and vacuum distillation depending on the character of the shochu they wish to make.

|| JORAKU SHUZO (Nishiki) ||

# A pioneer in barrel-aged shochu enters the whisky market

|| HISTORY ||  
**Forging the future while having fun**

Joraku was founded in 1912, in Yuyama, Mizukami at the foot of Mt. Ichifusa. This area has long been a popular hot spring village with many ryokan and guesthouses even today. Joraku is a pioneer that began storing rice shochu in oak barrels shortly after its establishment. Currently, in addition to oak barrels, they use Limousin oak, white oak, sherry, and more, amounting to

about 750 barrels'-worth of aged shochu. In 1994, a factory was built at the current company location in Nishiki, and the distillery was relocated. In the same year, Joraku obtained a liqueur manufacture license and began developing fruit liqueurs. Instead of using fruit concentrate, Joraku infused shochu with Kumamoto fruits like dekopon oranges and blueberries. After much trial and error, they developed a final product. The fresh scent and luxurious taste have

been a hit, especially with the younger crowd. Later, although there were management changes, they continued to expand. Starting around the year 2000, they also began to produce sweet potato shochu and barley shochu. "Joraku" means "persistent enjoyment," and as their name suggests, they aim to always have fun while attempting new endeavors.



Rice Whisky Joraku is Hitoyoshi-Kuma's first whisky. With the goal of creating a whisky that enhances meals, it makes the most of the delicate sweetness of rice.



Joraku's flagship Aki no Tsuyu, Aki no Tsuyu Junmai, liqueurs, original merchandise, and more are available for purchase at the Joraku shop.

|| ABOUT US ||  
**Hitoyoshi-Kuma's first whisky**

Joraku Shuzo continues to preserve traditional handmade methods while embracing new challenges. Joraku started producing whisky in 2020 based on the knowledge provided by their barrel-aged Aki no Tsuyu rice shochu made from Hitoyoshi-Kuma rice and water from the Kuma River.

Joraku got their whisky license in 2021. The first distillation was ready in October 2022, and Rice Whisky Joraku, the first whisky produced by a Hitoyoshi-Kuma distillery, went on sale that December.

This whisky, made with German malt and Japanese rice on shochu equipment and blended with vodka consisting of rice

shochu aged in oak barrels, has the great sweetness and umami of rice. The whisky is so popular that production can't keep up.

Joraku has been making Aki no Tsuyu since the beginning. Although it has kept the same time-honored traditional methods, they have made a number of variations, including versions made with wine yeast, black koji, sake koji, and other yeast and koji combinations. Joraku hopes to increase global sales by leveraging their pride-and-joy rice shochus that have been enjoyed for over a century along with their cutting-edge whisky.

Barrel-aged shochu has individual differences in taste and aroma, so Joraku blends different batches to achieve a balanced flavor. Assistant toji Kazuhiro Yoshida is in charge of blending.



The barrel storage room is kept at atmospheric temperature and doesn't use air conditioning. This is due to the belief that the natural changing of the seasons brings out a richness to the shochu as it ages.