



An unfiltered & fruity sweet potato shochu

TESSHO

A sweet potato shochu that you can drink all night long. Made with hand-selected sweet potatoes and bottled unfiltered. Characterized by a gentle, deep sweetness and a fruity aroma.

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



Rich, luxurious flavor thanks to double the koji

KUMAKEN

Reproduction of traditional Kuma Shochu made with yellow koji. Rich deep flavor from double the normal amount of koji and low-temperature fermentation with yellow koji and yeast. Unfiltered so you can enjoy the lustrous ginjo aroma to its fullest.

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



Refreshing taste with a ginjo-like lightness

KANATA

Pursuing drinkability, achieves a light taste like ginjo sake. Clean, no-nonsense taste and refreshing aroma allows you to savor the sensation of shochu spreading throughout your body.

Ingredients: rice, rice koji
ABV: 21%
Distillation method: vacuum

Tsunematsu Shuzo Honten

1022 Taragi, Taragi, Kuma-gun, Kumamoto Prefecture
Tel: 0966-42-2381
http://tsunematsu-shuzo.com



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.

Tsunematsu Shuzo Honten

恒松酒造本店



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: Using house-grown rice and water from 100m underground.
Upper right: 90% of their products are vacuum-distilled. They are aged for a year in steel tanks.
Left: Tsunematsu currently grows their own sweet potatoes for sweet potato shochu.
Right: Fifth-generation owner Yoshitaka Tsunematsu, the man behind the hit products Konoka and Tessho.

TSUNEMATSU SHUZO HONTEN (Taragi)

Dedicated to shochu and growing their own rice for over a century

HISTORY
Continuing to explore new methods

Tsunematsu was founded in 1917. Although young compared to some of the other Kuma Shochu distilleries, this distillery still has a 100+ year history. Chotaro Tsunematsu, the first owner of the distillery, was a wealthy farmer who owned about a third of the farming space in the town of Taragi. He supposedly began making rice shochu as a way to utilize the extra rice he couldn't fit in his storehouse. At that time, Tsunematsu only offered their

Tsuruha brand of shochu, named after the neighborhood where the distillery was. The name, meaning "crane's wing," supposedly comes from the scores of cranes that migrated to the area's rice fields in the winter. There is also a story that a family helped a weakened crane and subsequently their business succeeded, and some believe this to be the story of Tsunematsu.

Due to post-WWII rice shortages, Tsunematsu switched to potato shochu, and in the late 1970s, they installed vacuum-distillation equipment. About 95% of

Tsunematsu's current products are vacuum-distilled, and to satisfy customers who prefer more traditional rice shochu, they continue to make atmospheric-distilled products. Tsunematsu also makes barley shochu, umeshu, and liqueur, and are enthusiastic about experimenting with different koji and yeast combinations and different production methods to find new flavors. As a result, they have won numerous awards, both domestically and internationally.

ABOUT US
Environmentally minded

Surrounded by rice paddies, Tsunematsu Shuzo Honten continues to make shochu. Tsunematsu values the rice and water that make up their shochu, as well as the natural environment that nurtures them. Although most of the land they owned was relinquished in post-WWII reforms, Tsunematsu still farms 3 hectares of rice paddies. In 2020, Tsunematsu built a compost facility in order to make compost from rice husks and shochu production waste liquid to use on their rice fields. This rice is then used to make shochu, the waste of which again gets turned into compost. This beneficial cycle helps preserve the

region's natural environment. Tsunematsu began growing their own potatoes in 2022. Although it would be cheaper to buy potatoes, they believe in local ingredients, and want the assurance that they are using quality ingredients in their shochu.

Their dedication to shochu and the unwavering quality of their products have earned them many fans. They have released a series of hit products, including Kumaken (made with a double quantity of koji), Kanata, Konoka, and Tessho. Their Tsuruha shochu has been around since the beginning and still has many fans.

Kumaken is a flavorful masterpiece fermented at low temperatures with yellow koji and yeast. To preserve the umami of the rice and koji, they manually remove excess oils instead of using machine filtration.



A brick chimney towers over the distillery. Tsunematsu used coal to heat its stills until around 1985.



Left: Konoka aging in sherry casks.
Right: Label for Tsuruha, based on the original bottle design



Tsunematsu Shuzo Honten works to preserve the local environment. At their compost facility, they ferment a mixture of rice husks and shochu waste liquid, and use the resulting compost on their rice fields.