



A special liqueur created in collaboration with a curry shop

CARDAMON TAKE 7

The result of seven experimental test batches, this liqueur is made from cardamom-infused honkaku shochu. This drink pairs beautifully with not only curry, but any ethnic cuisine.

Ingredients: honkaku rice shochu, cardamom, dietary fiber
ABV: 25%



Elegant, mellow flavor; perfect for a mealtime drink

TOYONAGAKURA

An organic rice shochu that is emblematic of Toyonaga Shuzo. Received a special prize in the 2022 Kumamoto Sake and Shochu Awards. Its flowery ginjo aroma and soft, subtly sweet rice flavor set it apart.

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



Made using 100% organic, Kuma rice. Atmospheric-distilled for a complex flavor

JOATSU TOYONAGAKURA

The pride of the brewery. Aged for 3-6 months after distillation to develop aroma and sweetness. Winner of the top prize at the 2021 National Alcohol Competition, and grand prize in the rice shochu category at the first annual Liquor Shop's Choice Shochu Awards in 2022.

Ingredients: rice, rice koji
ABV: 25%, 35%
Distillation method: atmospheric

Toyonaga 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.

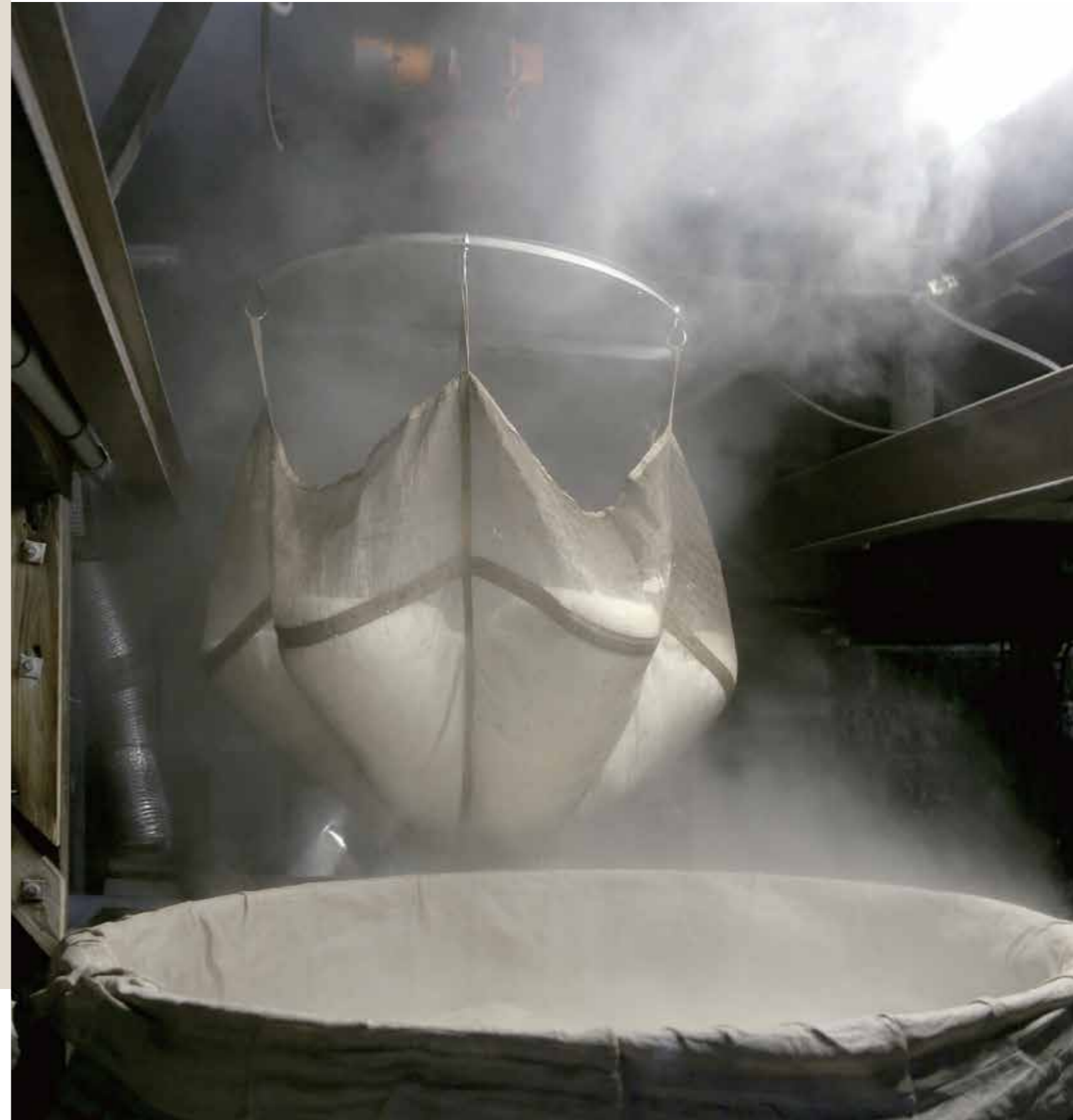
In 1995, Kuma Shochu was designated as a Geographical Indication by the National Tax Agency, establishing it as a world-class shochu brand and attracting attention from around the globe.

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.

Toyonaga Shuzo

豊永酒造



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: The distillery exterior. Toyonaga Shuzo has grown rice on private fields since its founding 130 years ago. **Upper right:** Yuki Genmai Kangakoi is an organic brown rice shochu stored in sherry casks for long periods. **Left:** This koji room called Tsurukura has been used since the early 1900s to create koji. **Right:** The distillery has used pesticide- and fertilizer-free rice growing methods since before the creation of the Organic JAS Certification system.

TOYONAGA SHUZO (Yunomae)

From the *terroir* of Kuma, shochu-making continues to evolve

HISTORY

Shochu that expresses Kuma

Located 30 minutes by car east of the Hitoyoshi Interchange, Toyonaga was founded in Yunomae, Kuma in 1894. Tsurumatsu was the first name of a man adopted by marriage into the Toyonaga farming family. The distillery began when he started making a shochu called Miyakozuru, made from the rice grown by the family. This shochu was named after the Miyako River, a tributary of the Kuma River that

ran near the distillery. In the days of the second owner Tsuruichi, Toyonaga dabbled in making sake, miso, and soy sauce, but ultimately honed in on shochu.

The big turning point for the distillery came much later in 1985. This year saw the introduction of vacuum distillation equipment, replacing atmospheric distillation and leading to a vacuum-distilled shochu boom. At that time, the fourth and current distillery president Shiro Toyonaga

had just come back to his family business after a stint in corporate life. Feeling that selling only in Hitoyoshi-Kuma limited their growth, Shiro reached out to wholesalers to find niches to sell Toyonaga products in larger cities, while also learning how to make shochu under the instruction of the distillery's experienced toji. Ultimately, Shiro concluded that he needed to make shochu that could represent the Kuma Region.

ABOUT US

Reflecting feedback into design

Toyonaga believes in *terroir*. *Terroir* is a French term used in winemaking that refers to the soil, natural features, and climate of a region. Toyonaga Shuzo values shochu made using "Kuma ingredients, Kuma water, and Kuma people." From 1990, Toyonaga started making organic shochu using organic rice cultivated by local contract farmers. In recent years, Toyonaga has grown organic rice in its own fields and plants and harvests rice according to the lunar calendar. It even schedules distillation around the waxing and waning of the moon as part of its practice of biodynamic agriculture.

Although there are many fans of the flowery aroma and refreshing taste of the vacuum-distilled Toyonagakura, the popularity of the highly fragrant sweet and full-bodied atmospheric-distilled shochu is also on the rise. Furthermore, the company attempts new, unique styles of spirits, such as a liqueur called Cardomon 7 made from rice shochu infused with cardamom, and barley shochu made with rye called Mugishiru. These styles have been well-received by young Japanese people and foreigners. These efforts reflect a Kuma Shochu distillery that seriously considers market feedback to keep evolving.

The fourth-generation distillery head, Shiro Toyonaga (left) and the fifth-generation head, Haruka. Haruka handles sales and promotion for the distillery, in addition to shochu production.



Left: The distillery under construction. **Center:** The wooden shochu-making tubs being repaired. Both photos date back to approximately 1955. **Right:** This brick chimney is engraved with the name "Miyakozuru," the name of one of the distillery's original products, and the chimney stands to this day.



The distillery has earned various illustrious awards, such as prizes for Joatsu Toyonagakura and Mugishiru, as well as the grand prize in the rice shochu category for Muroka Jigaden at the 1st Annual Liquor Shop's Choice Shochu Awards.