



2020-2021

## Business of Japanese liquor branding promotion

Taking on the challenge of  
overseas markets by utilizing  
taste and aroma analysis solution.  
Introduction of liquor maker cases.

Business manager

**Liquor Tax and Industry Division  
National Tax Agency**

3-1-1,Kasumigaseki, Chiyoda-ku, Tokyo, 100-8978 ,JAPAN  
TEL.03-3581-4161

Management office

**Mitsubishi UFJ Research and Consulting Co.,Ltd.  
Consulting Business Division**

Holland Hills Mori Tower,5-11-2, Toranomom, Minato-ku, Tokyo,  
105-8501, JAPAN  
TEL.03-6733-1045

The information desk

**Taste and Aroma Strategic Research Institute**

1-17-24, Shinkawa, Chuo-ku, Tokyo ,104-0033, JAPAN  
TEL.03-5542-3850

## Business Theme

Developing sales channels for Hokkaido wine and craft gin using scientific food pairing methods.

## Social background of the business

Currently, the number of wineries in Hokkaido is on the rise. However, Hokkaido wine does not have a high recognition in the global market as much as Japanese wine. Tourist spots and restaurants have not made enough efforts to create a brand that links food pairing and marriage with Hokkaido's liquors such as wine, sake, and craft gin. On the other hand, the Hokkaido brand has gained worldwide recognition and attracting attention from the world. Many tourists visiting Hokkaido indulge in food such as sushi, ramen, and soup curry.

The objective of this business was to develop Hokkaido wine, craft gin, and sake brands. We explored the potential for market development by disseminating information on the appeal of Hokkaido's foods and Hokkaido's sake that match them.

In this business, we used the world's first taste sensor developed by Kyushu University to measure and quantify the taste of Hokkaido wine, craft gin, and sake. From this attempt, we succeed to objectively evaluate their flavors and understand their position in the global liquor market. We have also developed an objective index to evaluate the taste of alcoholic beverages that gives a new perspective to sommeliers and some other experts. We used scientific analysis methods to evaluate the compatibility of wine and craft gin with food and cuisine. We disseminated these findings through SNS and other media as new content on food pairing to foreign tourists and domestic/international consumers.

In the future, we plan to deploy this marketing methods in the fields of overseas export and sales channel development. We plan to use them as a new market expansion method.

## Originality of the Business/ Future Prospects

From 2020 to 2021, we took the following measures despite the severe social conditions caused by the COVID-19. We developed a scientific food pairing method for Hokkaido-produced alcoholic beverages, food pairing menus for each flavor type, and menus for cooperative restaurants that cater to tourists in Tokyo, Sapporo, and other cities.

We have achieved a certain level of success by utilizing SNS marketing methods, sending out information to tourists, and conducting online business negotiations with liquor buyers in areas where we plan to expand overseas.

In today's globalized society, consumer tastes and preferences have become more diverse. However, taste evaluation still relies on the subjective opinion of people such as sommeliers. If this approach is left unchanged, it will be hard to provide information on food marriages/pairings tailor to individual tastes and alcoholic beverages.

In this business, we have created the world's first scientifically-based pairing information with Hokkaido sake. It was conducted in collaboration with a research institute that has a food pairing analysis method using scientific analysis equipment.

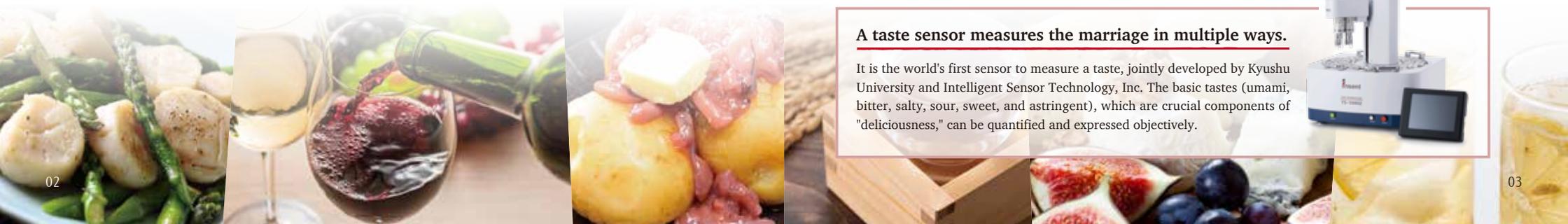
Established pairing information is now a powerful strategic approach for providing sake/food to tourists from various countries, disseminating information overseas, and developing sales channels. We have laid the foundation for efforts to expand the market with unique brands.

From the next fiscal year, we can propose menus that match the tastes of each country's preference. In the case of craft gin, it will be possible to offer products and services that are more customized to the target area by developing flavors that match the tastes of each country's preference.

This method will enable the overseas development of Hokkaido food and Hokkaido sake, which can provide a stable supply of food both domestically and internationally. Also, it will lead to the branding of Hokkaido.

### A taste sensor measures the marriage in multiple ways.

It is the world's first sensor to measure a taste, jointly developed by Kyushu University and Intelligent Sensor Technology, Inc. The basic tastes (umami, bitter, salty, sour, sweet, and astringent), which are crucial components of "deliciousness," can be quantified and expressed objectively.



## Partner breweries

### HOKKAIDO LIBERTY WINE INC.

<https://www.hlwine.co.jp/>

Kagadantai, Naganuma Town, Yubari District, HOKKAIDO

TEL.0123-88-3704

Produces wines mainly from Hokkaido grape varieties. Easy access from New Chitose Airport and Sapporo City, they plan to build a new distillery in the spring of 2022. Also, they are currently engaged in the cultivation of European and American grape varieties that can compete overseas, aiming to promote business expansion. Their management philosophy is to be a corporate group that creates value by thinking outside the box, without being constrained by stereotypes.

They are promoting initiatives to present the Hokkaido brand to the world 100 years from now.

### HOKKAIDO LIBERTY WHISKY INC./

### BENIZAKURA DISTILLERY

<http://www.hlwhisky.co.jp/>

389-6, Sumikawa, Minami-ku, Sapporo, HOKKAIDO

TEL.011-581-4858

Craft gin distillery located at Benizakura Park in Minami-Ku, Sapporo. They also produce small lots of limited edition sake using mainly local ingredients such as Hokkaido kelp, blueberries, lavender, and dried daikon. Hokkaido liberty Wine is a group company. As a representative of Japanese gin maker, they plan to expand the distilled spirits from Hokkaido overseas.

### Kobayashi Sake Brewery

<http://www.kitanonishiki.com/>

3-109, Nishiki, Naganuma Town, Yubari District, HOKKAIDO

TEL.0123-72-1001

A long-established brewery with over 140 years of history. The "Kitanonishiki" brand is recognized not only in Japan but also overseas for its high-quality sake production. Achieved "KURA MASTER 2020 Platinum Award" in the Junmai Daiginjo category. It is famous for its brick warehouses with Western architecture, which is rare for a sake brewery. Seventeen breweries scattered around the 33,000 square meters site. It is one of the largest 100-year-old sake breweries in Japan.

### Kinteki Shuzou Co., Ltd.

<http://www.kinteki.co.jp/>

71-7, Central, Shintotsukawa Town, Kabato District, HOKKAIDO

TEL.0125-76-2341

Founded in 1906, it is one of Hokkaido's leading 100-year-old breweries. It is brewed with subsoil water from the Toppu River, using locally grown rice by the people who live there. The taste is as soft as cotton and drifts down your body like a gentle float, leaving a faintly sweet aftertaste in your throat.

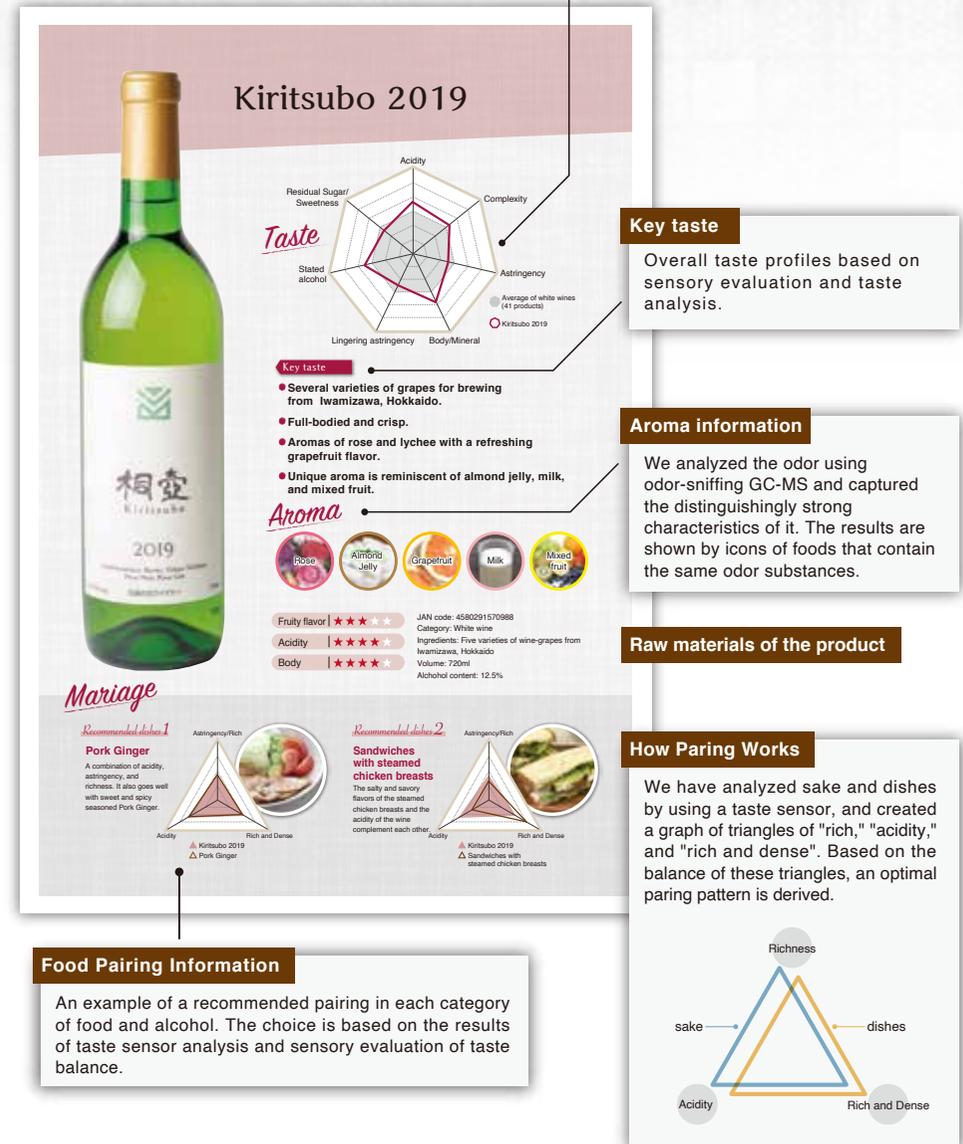
## Sake Data Guidelines

### Taste Radar Chart

We have quantified the taste of sake with taste sensors and other devices. The index of sourness, sweetness, and lingering astringency that stays on the palate will help you find your favorite sake.

\*Wine and gin compared to the average of domestic and foreign products.

"Acidity" indicates crispness and cleanliness, "complexity" indicates the complexity of flavors, "astringency" indicates astringent flavors, "body/mineral" indicates the density of flavors and taste of ingredients, "lingering astringency" indicates lingering astringency, "stated alcohol" indicates alcohol percentage, and "residual sugar/sweetness" indicates sweetness.



### Key taste

Overall taste profiles based on sensory evaluation and taste analysis.

### Aroma information

We analyzed the odor using odor-sniffing GC-MS and captured the distinguishingly strong characteristics of it. The results are shown by icons of foods that contain the same odor substances.

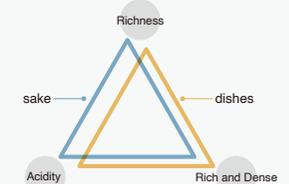
### Raw materials of the product

### How Paring Works

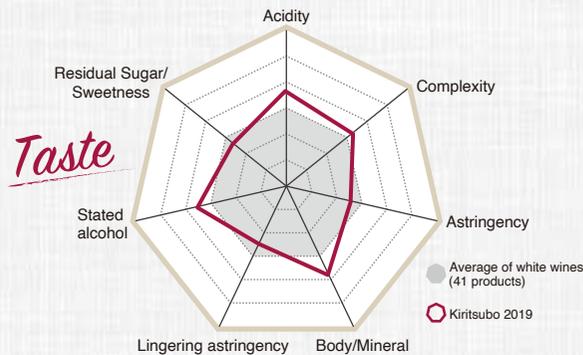
We have analyzed sake and dishes by using a taste sensor, and created a graph of triangles of "rich", "acidity", and "rich and dense". Based on the balance of these triangles, an optimal pairing pattern is derived.

### Food Pairing Information

An example of a recommended pairing in each category of food and alcohol. The choice is based on the results of taste sensor analysis and sensory evaluation of taste balance.



# Kiritsubo 2019



*Taste*

### Key taste

- Several varieties of grapes for brewing from Iwamizawa, Hokkaido.
- Full-bodied and crisp.
- Aromas of rose and lychee with a refreshing grapefruit flavor.
- Unique aroma is reminiscent of almond jelly, milk, and mixed fruit.

### Aroma



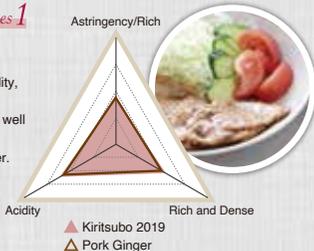
JAN code: 4580291570988  
 Category: White wine  
 Ingredients: Five varieties of wine-grapes from Iwamizawa, Hokkaido  
 Volume: 720ml  
 Alcohol content: 12.5%

## Mariage

### Recommended dishes 1

#### Pork Ginger

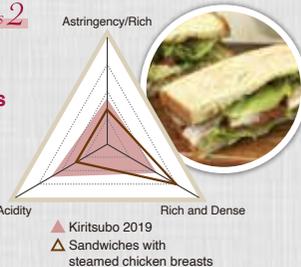
A combination of acidity, astringency, and richness. It also goes well with sweet and spicy seasoned Pork Ginger.



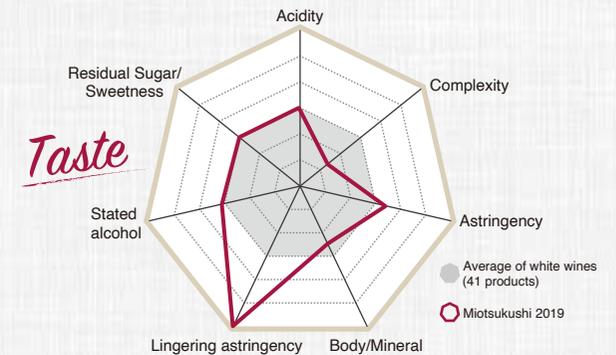
### Recommended dishes 2

#### Sandwiches with steamed chicken breasts

The salty and savory flavors of the steamed chicken breasts and the acidity of the wine complement each other.



# Miotsukushi 2019



*Taste*

### Key taste

- The wine is made with Niagara grapes from the Shinra-go vineyard in Yoichi Town, Niki Town, and our vineyard in the Maoi Hills. It has a refreshing Niagara flavor.
- The wine is made by using the orange wine method. It has good tannins, body, and lingering astringency.
- It is characterized by a mild rose and cassis-like aroma.

### Aroma



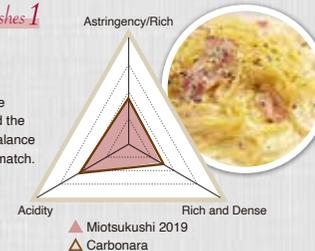
JAN code: 4580291570889  
 Category: White wine (orange wine)  
 Ingredients: Niagara, wine-grape from Yoichi Town, Niki Town, and Naganuma Town  
 Volume: 720ml  
 Alcohol content: 12.0%

## Mariage

### Recommended dishes 1

#### Carbonara

The acidity of wine harmonizes with the carbonara well, and the similarity in taste balance makes it a perfect match.



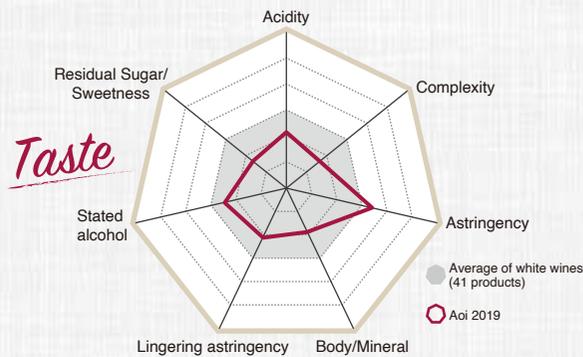
### Recommended dishes 2

#### Thailand green curry

The rich green curry and the acidity of wine complement each other to create a taste that will keep you coming back for more.



# Aoi 2019



*Taste*

### Key taste

- 100% Zweigeltrebe from "Shiripa Hill" in Yoichi, Hokkaido.
- Blackberries and strawberries, with a hint of spice.
- This wine has a perfect balance of robust fruitiness, moderate acidity, and tannic astringency.
- Adopted "the 3rd Etiquette Art Award" Grand Prix winning work "Fruit" (Mr. Hiroyasu Kosukegawa).

### Aroma



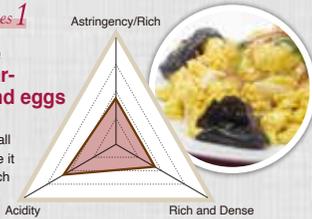
JAN code: 4580291570995  
 Category: Red wine  
 Ingredients: Zweigeltrebe, wine-grape from Yoichi Town  
 Volume: 720ml  
 Alcohol content: 12.0%

## Mariage

### Recommended dishes 1

#### Chinese-style fried wood-ear-mushroom and eggs

The wine's firm astringency and overall relaxed balance make it a perfect match for rich Chinese cuisine...



▲ Aoi 2019  
 △ Chinese-style fried wood-ear-mushroom and eggs

### Recommended dishes 2

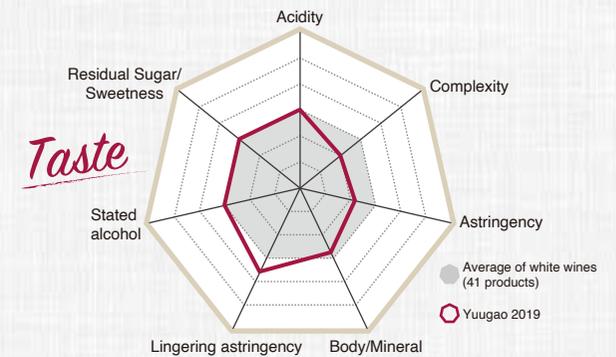
#### Tomato-based pasta

The sourness of the wine and the richness of the spaghetti complement each other in a combination that will keep you coming back for more.



▲ Aoi 2019  
 △ Tomato-based pasta

# Yuugao 2019



*Taste*

### Key taste

- The wine is made with Campbell's grapes (98%) from Yoichi Town and wild grapes (2%) from Naganuma Town.
- The vibrant aromas of wild grapes and Campbell's charming fruit flavors are harmonious.
- Light, well-balanced and dry.

### Aroma



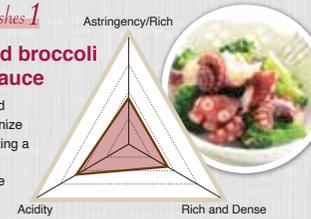
JAN code: 4580291570865  
 Category: rosé  
 Ingredients: Campbell, wine-grape from Yoichi Town.  
 Wild grape from Naganuma Town  
 Volume: 720ml  
 Alcohol content: 11.5%

## Mariage

### Recommended dishes 1

#### Octopus and broccoli with basil sauce

The mild acidity and basil flavors harmonize with the wine, creating a gentle aroma that spreads through the palate.

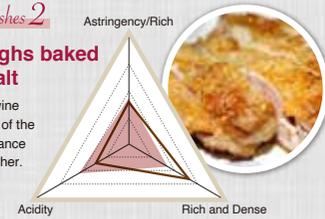


▲ Yuugao 2019  
 △ Octopus and broccoli with basil sauce

### Recommended dishes 2

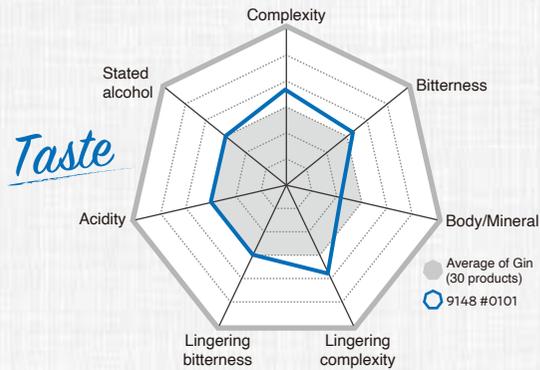
#### Chicken thighs baked with rock salt

The acidity of the wine and the juicy flavor of the chicken thighs enhance the taste of each other.



▲ Yuugao 2019  
 △ Chicken thighs baked with rock salt

# 9148 #0101 Craft Gin Original



### Key taste

- 0101 is a gin made from the standard recipe of the Benizakura Distillery (Sapporo City). It has a full-bodied and crisp taste.
- Juniper berries, Hokkaido kelp, blueberries, lavender, dried radish, and dried shiitake mushrooms are abundantly used.
- Also goes well with Japanese food such as grilled mutton dish, roast beef, yakitori, grilled fish, etc.
- It has a rich taste and is recommended for cocktails such as gin tonics and martinis.

### Aroma



JAN code: 4573114861004 Category: Gin Item name: Spirits  
Volume: 700ml Alcohol content: 12.5%

### Botanical

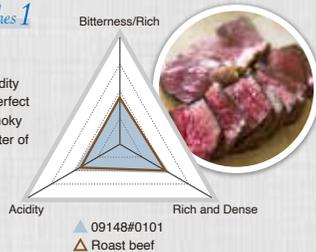
Juniper Berry, Coriander, Angelica, Cinnamon, ★ Hidaka Kelp, Lemon Peel, ★ Blueberry, ★ Dried Radish, ★ Lavender, Cardamom, Clove, Black Pepper, ★ Dried Shiitake Mushroom, Pink Pepper (★ is ingredients from Hokkaido)

### Mariage

#### Recommended dishes 1

##### Roast beef

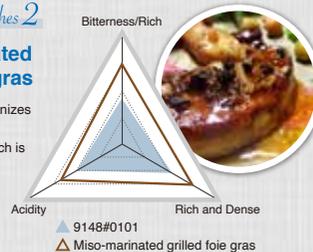
Rich, dense, and acidity (sharpness) are in perfect combination. The smoky taste and the character of the gin are in perfect harmony!



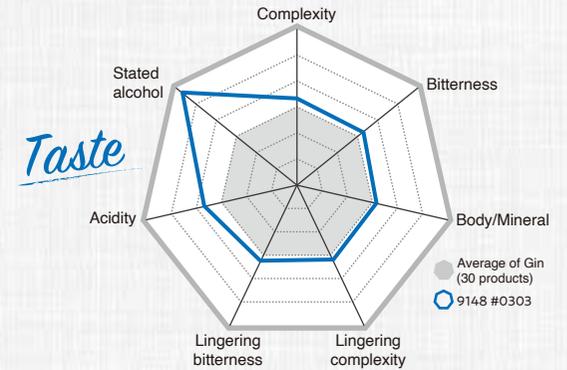
#### Recommended dishes 2

##### Miso-marinated grilled foie gras

A pairing that harmonizes with miso-marinated grilled foie gras, which is becoming popular in France.



# 9148 #0303 Triple-Sec Craft Gin



### Key taste

- More than three times as many botanicals are used as in the standard recipe "0101".
- Three times spicier than a strong juniper berry flavor. "Triple sec navy strength" with a 57% alcohol content.
- Ingredients include Hokkaido Hidaka kelp, blueberries, and lavender.
- Distinctive spiciness that lingers on the tongue and soft citrusy aftertaste.

### Aroma



JAN code: 4573114860144 Category: Gin Item name: Spirits  
Volume: 700ml Alcohol content: 57%

### Botanical

Juniper Berry, Coriander, Angelica, Cinnamon, ★ Hidaka Kelp, Lemon Peel, ★ Blueberry, ★ Dried Radish, ★ Lavender, Cardamom, Clove, Black Pepper, ★ Dried Shiitake Mushroom, Pink Pepper (★ is ingredients from Hokkaido)

### Mariage

#### Recommended dishes 1

##### Pecheur (Dried sea bream)

A pairing of acidity, richness, and richness that goes well with gin. As a fact, Japanese dried fish is popular in France.



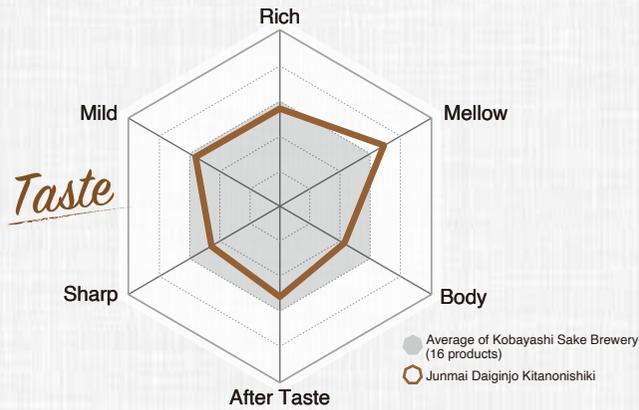
#### Recommended dishes 2

##### Yellowtail grilled with Garlic

Tender fatty fish cooked with garlic. This pairing encompasses a rich flavor.



《Kobayashi Sake Brewery》  
Junmai Daiginjo **Kitanonishiki**



Key taste

**Gorgeous aroma and beautiful taste of rice**

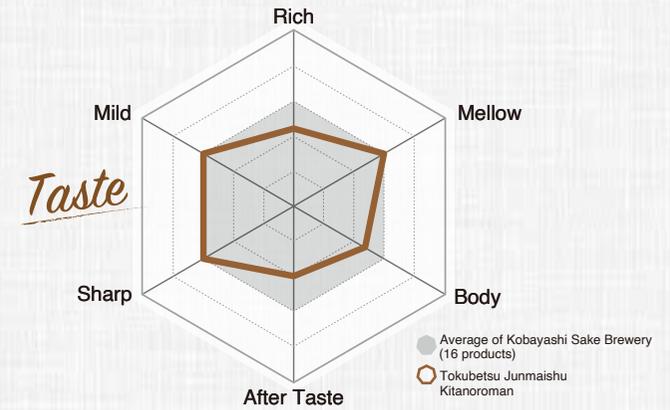
Recommended dish

**Deep fried horse mackerel**

The sourness matches well with the sake.



《Kobayashi Sake Brewery》  
Tokubetsu Junmaishu **Kitanoroman**



Key taste

**Modest umami with gentle sweetness**

Recommended dish

**Caprese**

Add brilliance to the taste



Recommended dish



Slow cooked meat & potatoes



Jellyfish salad



Coleslaw salad

Recommended dish



Ratatouille

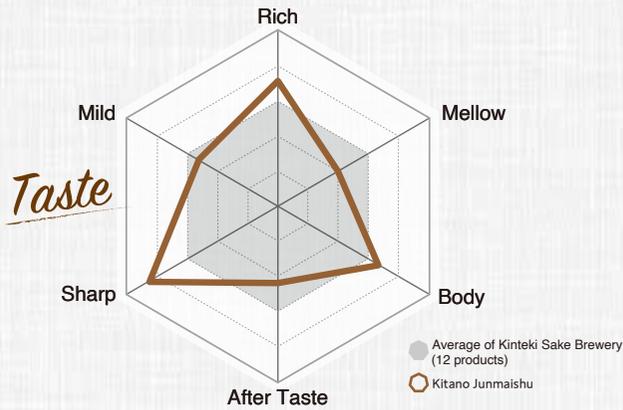


Cabbage rolls



Spaghetti

《Kinteki Sake Brewery》  
Kitano Junmaishu



Key taste

**A mellow taste obtained from umami of premium sake-rice**

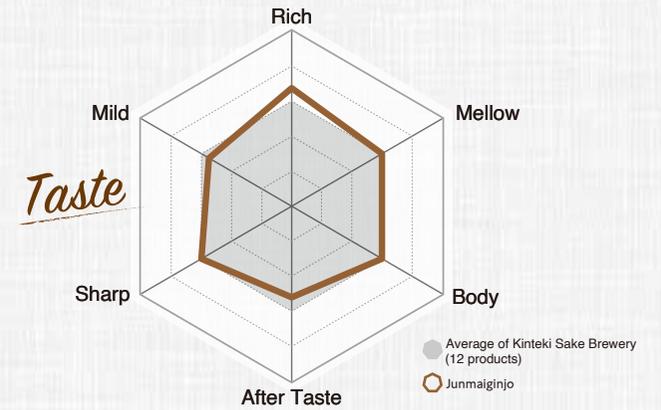
Recommended dish

**French fries**

The simple fried potatoes taste even better.



《Kinteki Sake Brewery》  
Junmaiginjo



Key taste

**A rich umami and a slightly dry taste with a smooth finish**

Recommended dish

**TimTam**

Finely paired with snacks or dishes that has a strong taste.



Recommended dish



Camembert cheese



Fried chicken



Galette

Recommended dish



Yellowtail fish shabu-shabu



Koby-Jime (Konbu Cured fish)



Caesar salad