

■ **BEHIND THE CRAFT**

A product to pioneer a new segment – Nobuya Tanaka, Marketing Strategist



CHILL GREEN's flavor profile is designed to penetrate the gap in the market. As the public's interest and focus on food changes fast and unpredictably, we explored concepts that would resonate with the wants of the next generation of consumers. In the process, we identified key values that these consumers share. It was then that we first laid out our new blueprint for making shochu to grow the market base. Our first release, CHILL GREEN spicy & citrus, has garnered recognition from new consumer segments and has gradually been penetrating the market. With this new addition, we are confident that the value of shochu will be further augmented and an expansion of the worldview of botanical barley shochu will result.

Choosing a botanical, and special production techniques – Chikori Ogata, Product R&D Lab Specialist



Hops are grown in many regions where beer is made, including Europe, the U.S., Australia, and the Asian countries. It is estimated that there are collectively more than 300 different varieties that are certified in these countries. The aromas and tastes also vary widely—some can be herbal, while others are fruity. It took a great deal of effort to find the right hop among many, to identify the concept of the series and to create something that matches our vision of what botanical barley shochu would be.

The most important feature in our botanical barley shochu is the non-traditional flavor that has never been seen before in the industry. It was achieved by the Botani-cohol Method*¹ and Refined Blend*². The choice of hops determines which method we use to maximize flavors in the mashing phase. Through trial and error, we have found a way to get the most out of the Galaxy hops.

*¹ Original production method where botanicals and mash (alcohol) are mixed to achieve unconventional aromas. By adding botanicals (hops) to the fermenting mash at the optimum timing, the flavor of the botanicals is extracted to the fullest and finished into flavorful shochu.

*² In order to truly showcase the unique qualities of each botanical, the finest, smoothest shochu from our warehouse is used. (Both Botani-cohol Method and Refined Blend are original names given by Hamada Syuzou.)