



January 19, 2017  
Toshimaya Corporation

## **Tokyo Local Sake Brewery TOSHIMAYA**

### **Launch of Kinkon Junmai-Ginjo Wasou, Available Only at Haneda and Narita Airport Duty Free Shops**

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

On January 20, 2017, Tokyo sake brewery, Toshimaya Corporation (Chiyoda-ku, Tokyo; President: Toshiyuki Yoshimura), which was founded in 1596 and is believed to be the originator of shirozake (white sake), will commence sales of a new duty-free Edo-Tokyo boutique sake with a rich aroma, Kinkon Junmai-Ginjo Wasou. Available only at Haneda and Narita Airports and targeted at international travelers, the sake bottle comes with a cover in the shape of a kimono, so it can be displayed as décor even after the bottle is empty. Toshimaya has jointly developed this new product with Japan Airport Terminal Co., Ltd., which manages and operates the Haneda Airport terminals, and MAIAX Corporation, which arranged the production of the kimono bottle cover.

- ◆ **Product Concept:** A duty-free Edo-Tokyo boutique sake with a rich aroma that can be enjoyed even after drinking, exclusive to Haneda and Narita Airports

- ◆ **About Kinkon Junmai-Ginjo Wasou**

**Explanation:** In a joint development between Japan Airport Terminal Co., Ltd., which manages and operates the Haneda Airport terminals, MAIAX Corporation, which arranged the production of the kimono bottle cover, and Toshimaya, Kinkon Junmai-Ginjo Wasou will be available for sale exclusively at duty-free shops inside Haneda and Narita Airports from January 20, 2017. Targeted at inbound travelers (especially from Asia) to these two airports, whose numbers have risen sharply in recent years, the product is intended as a souvenir of Japan. With its kimono bottle cover that comes with the bottle of sake, it can be enjoyed as a decoration even after drinking. All of the kimono bottle covers are hand-made from Kyoto Nishijin textiles, expressing the graceful elegance of Japan. The bottle can be dressed in the kimono and displayed as a decoration even after it is empty.

**Product name:** Wasou (registered trademark application pending)  
**Category:** Junmai Ginjo  
**Flavor characteristics:** Floral aroma with a refreshing taste  
**Quantity:** 500 ml bottle (enclosed in special carton)  
**Retail price:** 7,000 yen (duty-free price)  
**Major indicators:** Ingredients: Rice (grown in Japan), rice koji (Japan-grown rice)  
 Alcohol content: From 15% to less than 16%  
 Polishing rate: 55%  
 Sake meter value: +1



- ◆ **About Toshimaya Corporation**

Toshimaya was founded by Toshimaya Juemon as a sake store and tavern in 1596 at Kamakura Waterfront (today's Uchikanda, Chiyoda-ku in central Tokyo). Our brewery is located in Higashi Murayama City, in Tokyo's west, where we use underflow water from Mt. Fuji that is drawn up from a 150-meter deep well to brew our sake. Produced on the basis of meticulous sake brewing, our products have won numerous awards, including gold medals at the Annual Japan Sake Awards, and have received high praise as boutique Edo-Tokyo sake. Our Kinkon Masamune is the only sacred sake used at Meiji and Kanda-Myojin Shrines. Toshimaya, which is said to be the originator of shirozake (white sake), is mentioned in many historical novels, kabuki plays and other cultural references. Even today, it preserves the same brewing methods as employed in the Edo Period. Edo-Period Toshimaya is the setting for Yasuhide Saeki's recent novel, *Kamakuragashi Torimono Hikae* (published by Haruki Bunko).

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Distributor: Toshimaya Corporation, 1-5-1 Sarugaku-cho, Chiyoda-ku, Tokyo

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