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Title: Introducing Japanese sake "narai kinmon" and "narai sankei" to Singapore

Subtitle: To be released alongside limited edition sake "narai" from end of April

In 2021, Suginomori Shuzo, a sake brewery nestled in the historic town of Narai-juku, Nagano, established in 1793 but closed down in 2012, was restored as suginomori brewery. suginomori brewery is pleased to announce the release of its new product lineup, "narai kinmon" and "narai sankei," in the Singapore market starting from the end of April.

Restored as a microbrewery, suginomori brewery has been brewing its Japanese sake "narai" since October 2021 at the hands of its single master brewer, Masayuki Irie. The brewery has continually refined narai through experimenting with various sake rice types and polishing ratios, deliberately keeping such information undisclosed while collecting feedback from customers. After two years of experimental brewing, it launched two new products, narai kinmon and narai sankei, in Japan from October 2023. narai kinmon and narai sankei, along with the limited edition narai, will now be available in Singapore from the end of April.

Characteristics of "narai kinmon"

narai kinmon is brewed from Kinmon Nishiki, a rare rice variety bred from Yamada Nishiki and only produced in a very small part of Nagano. It features a delicately sweet aroma and a soft, gently effervescent mouthfeel. A harmonious blend of moderate acidity and subtle sweetness culminates in a light and well-balanced flavor. The umami of rice spreads in your mouth, giving it a distinctive sense of rounded depth and clarity. With its delicate sweetness, this sake pairs well with Japanese cuisine, but can also be paired richer Western dishes, such as sautéed lobster or abalone, and buttery grilled vegetables.

Ingredients: mountain water of Narai; Kinmon Nishiki, sake yeast (Kyokai No.7)

Characteristics of "narai sankei"

narai sankei is brewed from rice variety Sankei Nishiki, a name which translates to "blessing from the mountains." Only registered in 2020, it is a young rice variety bred from Miyama Nishiki, a Nagano sake rice known to be especially well-suited for sake brewing. The sake is characterized by its fresh green aromas that evoke a sense of nature, and clean mouthfeel reminiscent of a clear river. A light effervescence is accompanied by a refreshing yet rich flavor. This sake would pair well with Japanese dishes using white fish, or mildly sweet desserts and wagashi (traditional Japanese sweets).

Ingredients: mountain water of Narai; Sankei Nishiki, sake yeast (Kyokai No.7)

Characteristics of limited edition sake "narai" (2021-2023)

A limited edition sake brewed from one of three sake rice varieties local to Nagano – Kinmon Nishiki, Sankei Nishiki, and Miyama Nishiki – from 2021 to 2023. To encourage an unbiased tasting experience, rice variety and polishing ratios are deliberately undisclosed. The sake features a clear and pleasant mouthfeel brought about by the super-soft mountain water of Narai, along with a gentle effervescence.

*Please note that quantities are limited, as narai is no longer in production.

Ingredients: mountain water of Narai; (one of) Kinmon Nishiki, Sankei Nishiki, or Miyama Nishiki; sake yeast (Kyokai No.7)

Comment from suginomori brewery Chief Executive Officer, Kou William Sundberg

At suginomori brewery, we are led by a mission to pass Japanese sake culture on to future generations. After over two years since restoring the brewery, we are delighted to introduce our new products in Singapore. suginomori brewery is one of the highest altitude breweries in Japan, and our sake is brewed from the super-soft mountain water flowing down from the mountains of Kiso Valley. Because of this, our sake features a smooth mouthfeel that pairs well with various cuisines including French, Italian, and Chinese – a break away from the traditional notion that Japanese sake = Japanese cuisine. Our brand name, "narai," was chosen with the hope of introducing the charming town of Narai-juku to people around the world through our sake, and inspire them to visit one day. We hope that you enjoy our sake, and encourage you to taste them all together to compare the various flavors.

narai kinmon and narai sankei will be released in Singapore from the end of April, along with the already available limited edition narai.

For more information, please visit <https://www.narai.jp/> .

About suginomori brewery: A subsidiary of Kiraku, Inc. Formerly Suginomori Shuzo, established in 1793 but closed down in 2012, it was restored as suginomori brewery in 2021 and has since resumed brewing sake under the brand "narai."

URL : <https://www.narai.jp/en>

Instagram : <https://www.instagram.com/narai.sake>