

【Announcement】

HAKKAISAN DAIGINJO and JUNMAI DAIGINJO
will be released soon.



We will release a new Hakkaisan Daiginjo and Hakkaisan Junmai Daiginjo on August 20th, 2020.

Based on our philosophy “Better Sake for All,” we have been working to improve the quality of everyday sake. However, in recent years, we’ve seen shifts in consumer trends in sake.

Previously, sake was consumed more as a simple, everyday drink, but nowadays, consumers are using sake to celebrate and enjoy the extraordinary times in everyday life. We would like to support those who want to celebrate and enjoy those special moments in everyday life with our sake, so we decided to improve the overall quality of higher classification sake meant for enjoying every day, in addition to our philosophy of “Better Sake for All.”

Hakkaisan Junmai Daiginjo and Hakkaisan Daiginjo are being released with this new focus in mind. We will utilize state of the art equipment and also, use all our brewing skills and craftsmanship to create these sakes that will both enhance any cuisine while still having good umami. Hakkaisan Daiginjo has a mellow, clean taste, and an elegant, gentle sweetness. Hakkaisan Junmai Daiginjo has a pronounced clarity, a clean taste, and an elegant, gentle sweetness as well.

We will continue to strive for excellence by delivering Hakkaisan sakes that are a true expression of our best efforts and craftsmanship.

In addition to the above, we have changed the specification of Hakkaisan Snow Aged Junmai Ginjo 3 years to Hakkaisan Snow Aged Junmai Daiginjo 3 years.

Discontinued Products:

Current Stock Only

■ Hakkaisan Junmai Ginjo (Daiginjo level 50% polishing rate)

Expected final sales would be end of July 2020.

■ Hakkaisan Ginjo (Daiginjo level 50% polishing rate)

Expected final sales would be end of July 2020.

■ Hakkaisan Snow Aged Junmai Ginjo 3 years

Expected final sales would be end of July 2020.

We would like to support those to want to celebrate and enjoy those special moments in everyday life with our sake, so we decided to end the sale of Hakkaisan Ginjo and Hakkaisan Junmai Ginjo and release our new Hakkaisan Daiginjo and Hakkaisan Junmai Daiginjo. We would like to express our deepest gratitude for over 30 years of patronage and love for these products.

Product Details

Product name: Hakkaisan Daiginjo

Category: Sake

Ingredients: Rice, Koji Rice, Brewer's Alcohol

Polishing ratio: 45%

Alcohol content: 15.5%

Available sizes: 180ml, 300ml, 720ml, 1800ml

Storage recommendation: Keep it cool in a dark place.

Launch date: August 20th, 2020

Product name: Hakkaisan Junmai Daiginjo

Category: Sake

Ingredients: Rice, Koji Rice

Polishing ratio: 45%

Alcohol content: 15.5%

Available Sizes: 180ml, 300ml, 720ml, 1800ml

Storage recommendation: Keep it cool in a dark place.

Launch date: August 20th, 2020

Product name: Hakkaisan Snow Aged Junmai Daiginjo 3 years

Category: Sake

Ingredients: Rice, Koji Rice

Polishing ratio: 50%

Alcohol content: 17.0%

Available Sizes: 280ml, 720ml

Storage recommendation: Keep it cool in a dark place.

Launch date: August 20th, 2020

*JAN Code and package indication of Hakkaisan Snow Aged Junmai Daiginjo 3 years will be changed; however, polishing rate and other specifications, as well as the price will remain the same.

Package

Art direction & Design: Mr. Kenya Hara from Nippon Design Center, Inc.

Label calligraphy: Mr. Kyuyo Ishikawa

[HAKKAISAN DAIGINJO]



[HAKKAISAN JUNMAI DAIGINJO]



[Hakkaisan Snow Aged Junmai Daiginjo 3 years]



Contact

If you have any questions, please contact a salesperson from the Hakkaisan Brewery International Marketing Department.