

Vino del Sol Proudly Presents:



WWW.KURASELECTIONS.COM



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| <p>About Kura Selections</p> | <p>The goal of Kura Selections is to become seen as “The Sake Specialist” in the United States. Kura Selections will be a portfolio of traditional sake breweries that produce sakes of superb price quality ratios and are willing to market them in a modern, easily-approachable package for the U.S. market. Kura Selections launched Obata Shuzo and its Manotsuru product line, in 2008.</p> |
| <p>The Kura (brewery)</p>  | <p>Obata Shuzo has been hand-making boutique premium sake since its founding in 1892, using pure, soft groundwater and world-famous sake rice. The <i>kura</i> is still owned and managed by the Obata family (Rumiko Obata, pictured on the left). The <i>toji</i> (master brewer) is the acclaimed Kenya Kudo. The brewery has received Gold Medals at National New Sake Competition, at the International Wine Challenge, the Fine Sake Awards Japan Competition, and the U.S. National Sake Appraisal, as well as 90 point scores and Best Buys from Beverage Testing Institute. The brewery has been featured in <u>Wine & Spirits</u>, the <u>Los Angeles Times</u>, <u>Wine Enthusiast</u>, and <u>Wine Spectator</u>.</p> |
| <p>The Region</p>  | <p>Obata Shuzo is located on Sado Island in the Niigata prefecture of Japan. Niigata is known as the Napa Valley of Japan.</p> <p>Niigata is famed for its <i>jizake</i>, or unique, “micro-brewed” sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The <i>toji</i> in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: <u>The Sake Companion</u>).</p> |



SELLING ARTISANAL SAKE

EDUCATE YOUR CLIENTS

- Artisanal sake is a hip and booming category, with solid annual growth in the U.S.
- Artisanal sake is as different from the hot, retched stuff many associate with “sake” as a First Growth is from fermented grape juice. This is because of:
 - Higher quality rice varieties, water, *koji* (the mold that converts starch to sugar), and yeasts.
 - Rice grains significantly milled down, which creates cleaner sakes with fruitier aromatics.
 - Traditional Japanese hand-crafting of small batches, not U.S. industrial mass production.
- The Niigata region of Japan (where our sakes are crafted) is widely considered the best place in the world for premium sake, due to its pure mountain water, great rice, and distinctive micro-brewing styles.
- Artisanal sake is best served chilled. Once opened, sake can be refrigerated for up to a week.
- Terms to Know:
 - Tokubetsu: “Special” grade sake.
 - Ginjo: “Premium” grade sake; at least 40% of the rice grain milled away.
 - Daiginjo: “Ultra-premium” grade sake; at least 50% of the rice grain milled away.
 - Honjozo: Sake with added brewer's alcohol; creates lighter-bodied and more fragrant sakes.
 - Junmai: “Pure Rice Sake” (no alcohol added); creates fuller-bodied and more acidic sakes.
 - Karakuchi: Dry sake.
 - Onikoroshi: “Demon Slayer”; refers to very dry sake.
 - Nigori: unfiltered sake with more rice particles; creates a cloudy sake with distinctive sweet taste.
 - Nama-chozo: Sake that is not pasteurized until bottling; creates zestier sakes.
 - Seimaibuai: (pronounced say-my-boo-eye) Rice polishing ratio, given as a percentage of the grain remaining, so the lower the number the greater the outer rice grain has been polished away.
 - Nihonshu-do: (knee-hohn-shoo-doh) Sake Meter Value; the higher the number the drier the sake.

RETAIL TIPS

- Explain Kura Selections' easy approachability for novice consumers: English labels with modern designs with all the product's important information explained on the back labels.
- Tell how shelftalkers and other POS can be downloaded from www.kuraselections.com.
- Offer to create a sake section in the wine store and maintain it: control the category!

RESTAURANT TIPS

- Explain how sakes, like wines, can be matched with just about any dish (it's not just seafood!).
- Get the sommelier and chef excited about being on the cutting edge of a new category.
- Create a sake section in the wine list and control it; become the sommelier's go-to sake sales rep.
- By-the-glass is a great way to introduce artisanal sake to consumers; and with 300ml bottles and longer refrigeration time, it's a low risk to the restaurant.
- On the menu, list the sakes in this format: Brand “Product Name” Grade/Type, e.g.: Manotsuru “Crane” Junmai; Manotsuru “Bulzai” Ginjo.

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Manotsuru "CRANE" KARAKUCHI

This is a Karakuchi sake, which means it is dry. This elegant sake has citrus and almond aromas with a silky mouthfeel. It can be served chilled, at room temperature, or warm. Manotsuru Crane Karakuchi goes well with a wide range of food; try it with your favorite chicken dish!

Grade: Honjoso (special quality sake)

Nihonshu-do: +7 to +8 (dry)

Seimaibuai: 65% (35% of the rice milled away)

Rice: Koshihikari

Yeast: k701

Acidity: 1.1

UPC: 852282002575 (12x300ml)

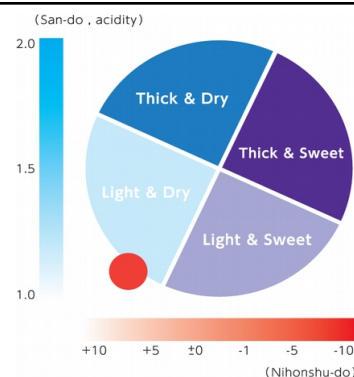
Rating: Best Buy, Beverage Testing Institute

About the Region:

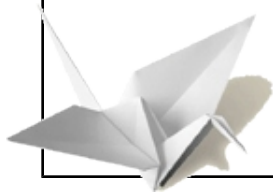
Manotsuru "Crane" Karakuchi is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its jizake, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The toji in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: The Sake Companion).

About the Brewery:

Obata Shuzo has been hand-making boutique premium sake since its founding in 1892, using pure, soft groundwater and world-famous sake rice. The kura is still owned and managed by the Obata family (Rumiko Obata). The toji (master brewer) is the acclaimed Kenya Kudo. The brewery has received multiple Gold Medals at the National New Sake Competition and the International Wine Challenge.. The brewery has been featured in Wine & Spirits, the Los Angeles Times, Wine Enthusiast, and Wine Spectator.



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Manotsuru "CRANE" JUNMAI

The red crane is a symbol of good luck. This is a *junmai* sake, which means it is pure rice sake (no alcohol was added). An elegant, slightly earthy sake with notes of stone fruit, pistachios, and white chocolate. Please drink this sake chilled or at room temperature. A great all-around sake, it goes well with a wide range of foods.

Grade: Junmai (pure rice sake)

Nihonshu-do: +5 (dry)

Seimaibuai: 65% (35% of the rice milled away)

Rice: Koshiibuki

Yeast: k601

Acidity: 1.2

UPC: 852282002582 (12x300ml)

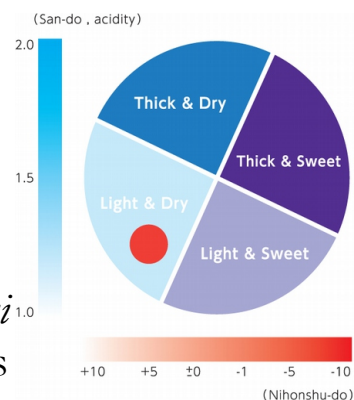
Rating: 90 pts & Best Buy, Tastings.com

About the Region:

Manotsuru "Crane" Junmai is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its *jizake*, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The *toji* in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: The Sake Companion).

About the Brewery:

Obata Shuzo has been hand-making boutique premium sake since its founding in 1892, using pure, soft groundwater and world-famous sake rice. The kura is still owned and managed by the Obata family (Rumiko Obata, pictured on the left). The *toji* (master brewer) is the acclaimed Kenya Kudo. The brewery has received Gold Medals at National Sake Competition, at the International Wine Challenge, the Fine Sake Awards Japan Competition in 2012 and 2013, and the U.S. National Sake Appraisal in 2012. The brewery has been featured in *Wine & Spirits*, the *Los Angeles Times*, and *Wine Spectator*.

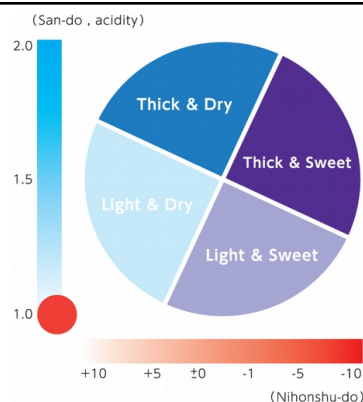


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Manotsuru "DEMON SLAYER" Tokubetsu Honjozo



This is an Onikoroshi ("Demon Slayer") sake, which means it is very dry. Medium-bodied sake with tantalizing fruit flavors and a pleasant nuttiness on the mid-palate. Hints of mineral on the very dry finish. Best served slightly chilled and is wonderful with all types of meat.

Grade: Tokubetsu Honjozo (special quality sake)

Nihonshu-do: over +15 (very dry)

Seimaibuai: 60% (40% of the rice milled away)

Rice: Gohyakumangoku & Koshiibuki

Yeast: k701

Acidity: 1.0

UPC: 852282002599 (12x300ml)

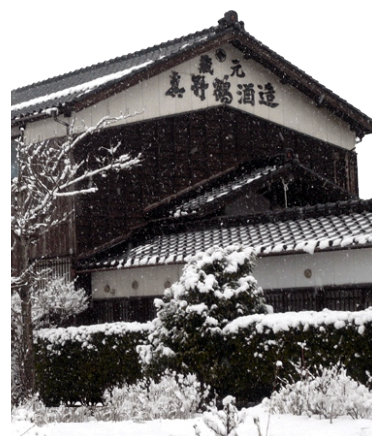
Rating: 90 points & Best Buy, Beverage Testing Institute

About the Region:

Manotsuru "Demon Slayer" Tokubetsu Honjozo is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its jizake, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The toji in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: The Sake Companion).

About the Brewery:

Obata Shuzo has been hand-making boutique premium sake since its founding in 1892, using pure, soft groundwater and world-famous sake rice. The kura is still owned and managed by the Obata family (Rumiko Obata). The toji (master brewer) is the acclaimed Kenya Kudo. The brewery has received multiple Gold Medals at the National New Sake Competition and the International Wine Challenge.. The brewery has been featured in Wine & Spirits, the Los Angeles Times, Wine Enthusiast, and Wine Spectator.



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Manotsuru "BULZAI" GINJO

This is a Nama-chozo sake, which means it is left unpasteurized until the bottling stage; this adds zestiness to the mouthfeel. Refreshing aromas of bananas and tropical fruit. The finish offers hints of licorice and white pepper over stone-driven mineral notes. Best served chilled. Bulzai "hits the mark" with a wide range of appetizers, salads, and fish.

Grade: Ginjo (premium quality sake)

Nihonshu-do: +4 to +6 (dry)

Seimaibuai: 55% (45% of the rice milled away)

Rice: Gohyaku - Mangoku

Yeast: k1701

Acidity: 1.2

UPC: 852282002544 (12x300ml)

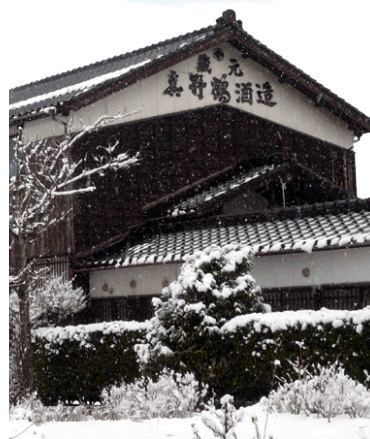
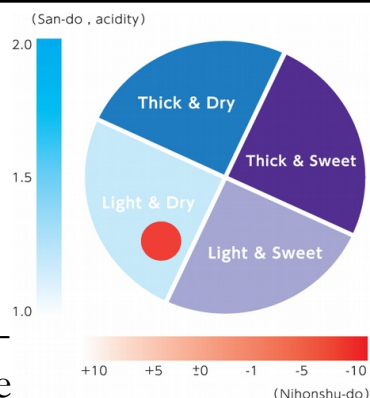
Rating: 92 points, Wilfred Wong; 90 points, Tastings.com

About the Region:

Manotsuru "Bulzai" Ginjo is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its jizake, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The toji in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: The Sake Companion).

About the Brewery:

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Manotsuru "COUNTLESS VISIONS" Junmai Ginjo Nigori

This is a Nigori sake, which means it was unfiltered and has more rice particles; this creates a cloudy sake with a distinctive sweet taste. Tropical notes of starfruit and guava hit the palate with a refreshing burst of flavor along with anise and melon flavors. A creamy and spicy finish. Shake before serving chilled. Goes well with spicy food. The label is inspired by the Sado Island Noh poet Zeami.

Grade: Junmai Ginjo (premium pure quality sake)

Nihonshu-do: -9 (sweet)

Rice & Seimaibuai: Koshitanrei 50% (50% of the rice milled away) and Koshiibuki 60%

Yeast: k1701

Acidity: 1.9

UPC: 852282002117 (12x300ml)

Rating: 90 points & Best Buy, Beverage Testing Institute

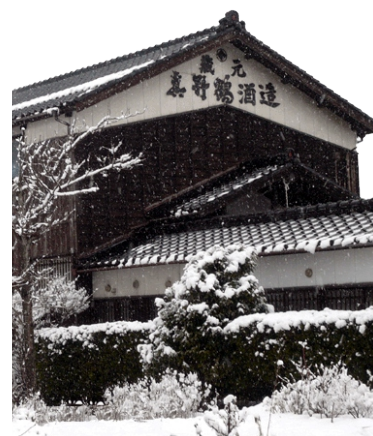
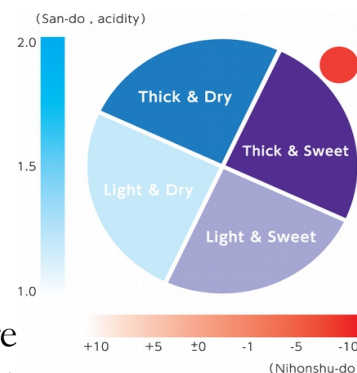
Winner of Beverage World's BevStar Gold Medal!

About the Region:

Manotsuru "Countless Visions" Junmai Ginjo Nigori is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its jizake, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The toji in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water. (Source: The Sake Companion).

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Manotsuru "MAHO" DAIGINJO

This perennial gold medal winning Daiginjo has clean and fresh aromas, with notes of anise. It doesn't get any better than this. Best served chilled. It goes well with rich dishes... actually, drink this one by itself and realize this may be the only opportunity to enjoy this extremely rare, once-in-a-lifetime sake.

Grade: Daiginjo (ultra-premium sake)

Nihonshu-do: +1 to +3 (slightly sweet)

Seimaibuai: 35% (65% of the rice milled away)

Rice: Yamada - Nishiki

Yeast: k1801

Acidity: 1.0

Reviews & Awards:

National New Sake Awards: 2001-06, '08,'13,'14, '17: Gold Medal

International Wine Challenge: 2007, 2015: Gold Medal

Fine Sake Awards Japan: 2012: Gold Medal

About the Region:

Manotsuru "Maho" Daiginjo is handcrafted at the Obata Shuzo brewery, which is located on Sado Island in the Niigata prefecture of Japan. Niigata is famed for its jizake, or unique, "micro-brewed" sakes with character. Niigata is considered by many to be the best place in the world to find high quality sake. The toji in Niigata use highly polished rice and exacting filtering techniques to create a distinctive style. They are aided by the cold climate and the isolation of the mountains, as well as good regional rice and pure mountain water.

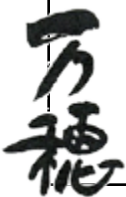
(Source: The Sake Companion).

About the Brewery:

Obata Shuzo has been hand-making boutique premium sake since its founding in 1892, using pure, soft groundwater and world-famous sake rice. The *kura* is still owned and managed by the Obata family. The *toji* (master brewer) is the acclaimed Kenya Kudo. The *kura* received Gold Medals at the National Sake Competition in 2001, 2002, 2003, 2004, 2005, 2006 and 2008, and received a Gold Medal at the International Wine Challenge in 2007. The Obata family crest is Four Diamonds. These represent the three elements that are commonly held to be crucial in sake brewing: "Rice," "Water" and "Humans" (Brewers). In addition to the aforementioned three, the brewery takes into account the importance of "Climate and Nature" (Terroir). Their motto is to brew sake where the "four treasures" may work harmoniously to produce a well balanced product.



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Sake and Kura Selections' Rumiko Obata

Featured in the May 31, 2013 issue of

Wine Spectator

Recognizing the growing importance of artisanal sake in the United States, Wine Spectator wrote two articles: “Cracking the Sake Code” and “Sake's True Believers.” Kura Selections is proud that Spectator quoted our Japanese ambassador, and owner of the Obata Shuzo (Manotsuru) brewery, Rumiko Obata:

"For my parents' generation, a trip abroad was a special event, and they didn't think a boutique brewery could export sake," explains Rumiko Obata, executive vice president of Obata Shuzo brewery in Niigata, where her husband, Ken Hirashima, is the brewer. "But our generation, we have been traveling abroad, and foreigners come to Japan and enjoy local boutique sake. **Our sake can deliver the story of our place, nature, culture, food, history. That's the biggest motivation for me. I think there is no border for sake.**"