



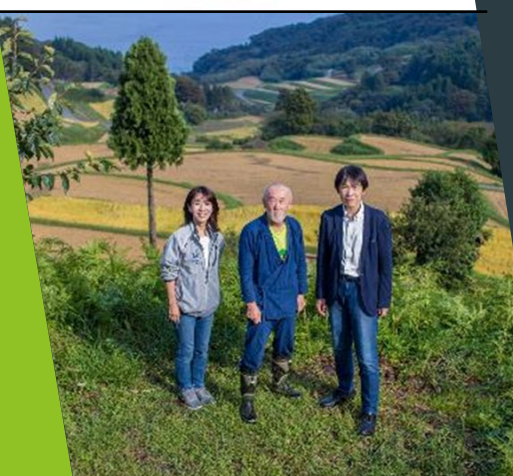
Obatu Shuzo, Manotsuru Award Winning Sustainable Sake Since 1892

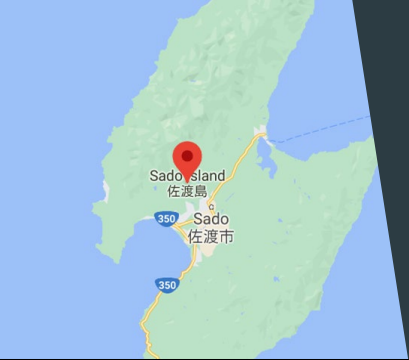
“Through Sake making, I wanted to connect with nature and people.”
Rumiko Obata, 5th Generation



HISTORY & FAMILY VALUES

- ❖ Founded in 1892 by Yososaku Obata whose traditions are carried on today by 5th generation kuramoto, Rumiko Obata. His hand-crafted methods are still used today as is his vision to respect nature and all its resources to create pure, high-quality sake.
- ❖ Rumiko is one a very few women in Sake. One of the most highly respected business-women in Japan, Rumiko has been awarded as one of the “55 Local Innovators by Forbes Japan,” and has been selected as a representative for the Japan Cabinet Office’s “Supporting Active Women” project.
- ❖ Their family emblem is Four Diamonds, which symbolizes their vision of respect for the Four Treasures of the Sado Island: RICE, WATER, PEOPLE and TERROIR
- ❖ 2020 Winner of the Sataoyama Award for Sustainability in Japan





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*“Sake exists to tell the story of the region”
Rumiko Obata*



Sustainably Farmed In Harmony With The Environment

- ▶ Sado Island is a microcosm of Japan and its Sake, and has a sense of place and history.
- ▶ Sado Island is Japan’s **FIRST** World Agricultural Heritage Site
- ▶ From terraced rice fields that have been farmed for over 400 years
- ▶ Made using 100% locally sourced ingredients
- ▶ Healthy, High Quality Rice - Certified to grow in harmony with Toki from Sado Aida Rice Farmers
- ▶ Farmed in a Symbiotic Habitat with the Endangered Toki Symbiotic Habitat Design Certification
- ▶ Oyster shells from oysters bred on island, used to filter water before added to the rice fields
- ▶ Pure water from the mountains
- ▶ Uses renewable solar energy in Brewery
- ▶ **Symbiotic Habitat, Harmony with the Environment**



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“Education transforms minds, influences actions, and changes the future.”

Rumiko Obata

▶ Sustainability Through Community and Global Outreach

▶ Community Outreach:

- ▶ Turned an abandoned school into a brewery
- ▶ Employs workers from Island - rice growers and workers in the brewery
- ▶ The focus of the Brewery is on the local community.
- ▶ The Brewery exists alongside the community
- ▶ Everything comes from the island generating money into the community

▶ Local & Global Outreach

- ▶ Annual Sake summer workshop brings participants from around Japan of all ages - encourages interaction and learning about sake and the environment of Sado
- ▶ 1 Week annual Making Sake Experience for Learning. Intense learning breed Ambassadors for Sake, Sado and Manotsuru worldwide!
- ▶ Sake Tourism and Sake Export promote Sake Advocates Worldwide



Converted science room into microbrewery

