



The Sustainability Story of Obata Shuzo

HISTORY & FAMILY VALUES

Founded in **1892** by Yosoaku Obata, Kura Selections' traditions are carried out today by **5th generation Kuramoto, Rumiko Obata**. Rumiko continues to pay respect to the founder's hand crafted methods. She honors his vision and **respect for nature** and its resources to create great pure, high quality sake. Their family emblem, Four Diamonds, symbolizes their vision and respect for the Four Treasures of the Sado Island: **Rice, Water, People and Terroir**.

Rumiko is one of a very few **women in Sake** and one of the most **highly respected** business women in Japan. She has been **awarded** as one of the "**55 Local Innovators**" by Forbes, Japan. She has been selected as a **representative** for the Japan Cabinet Office's "Supporting Active Women Project." One of her primary goals is "Through Sake making, I want to connect the world to Sado."

Rumiko and Obata Shuzo were the 2020 winner of the Sayaoyoma Award for Sustainability.

SUSTAINABLY FARMED

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**. The terraced rice fields have been farmed for over **400 years** and Obata only uses **100% locally sourced ingredients**. The rice is considered **healthy, high quality** from Sado Aida Rice Farmers and is **certified** grown in harmony with the endangered Toki in a **biodiverse, symbiotic habitat** that has been granted the **Symbiotic Habitat Design Certification**. Oyster shells from oysters bred on island, are used to filter the **pure mountain** water before being added to the rice fields. The Brewery uses **renewable solar energy**.



COMMUNITY & GLOBAL OUTREACH

Through **Rumiko's vision** and efforts, an abandoned school was turned into a brewery. They **employ** workers from the **Island** in the brewery and the rice is sourced **locally**. The focus of the Brewery is on the **local community**. Monies generated **go back** into the **local community**, because the belief is that the Brewery must exist alongside the community.

Rumiko believes that "Education **transforms** minds, **influences** actions and **changes** the future." Obata conducts an Annual Sake summer workshop bringing participants from around Japan, which encourages interaction and learning about sake as well as the environment of Sado. There is also a week long annual Making Sake Experience for Learning. This intense week of learning helps create new Ambassadors for Sake, Sado and Manotsuru worldwide!

