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EMZ Inc.

<https://emzgroup.com/>

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**The ultimate worldwide premium sake brand “GYOKUSO” (玉箒)**

*In collaboration with renowned sake breweries all over Japan, sending mesmerizing sake and local crafts worldwide*

The traditional technique and art of sake-brewing in Japan has grown its popularity worldwide throughout recent years. Just like wine tasting, learning more about the culture and stories of its originating region while tasting sake has become an accelerating trend. Nevertheless, the sophisticated and deep history of sake sometimes seems daunting and difficult to enter for some people.

In light of this, EMZ Inc. (located in Tokyo; Managing Director: SAKUMA Masashi; “EMZ”), in coordination with its group company RASTERIZE Co., Ltd. (located in Hong Kong; Managing Director: SAKUMA Masashi; “RASTERIZE”), and their experience in marketing as well as help from sake breweries around Japan, is launching their very own sake brand while collaborating with industries surrounding Japanese sake.

The first product under the brand “GYOKUSO” is centered around “the belly button of Japan” Gifu prefecture - undiluted *genshu* “Gi”. Made with famous traditional crafts of the region, “Gi” will be launched worldwide in July 2020.

GYOKUSO has more collaborations of sake and local crafts on the way for the world!



EMZ and its group company RASTERIZE developed an overseas-market-focused sake brand “GYOKUSO” and the brand is planned to launch this July 2020.

From Hokkaido to Okinawa, there are around 1,400 sake breweries within Japan. Many of these breweries have a history of over 100 years.

The product will be mainly sold overseas. As a company with numerous business partners in advertising and marketing overseas, EMZ will utilize their know-hows and experience, focus on online sales promotion as well as offline local event organization and exhibitions.

### **The story behind the brand name “GYOKUSO”**

Sake was also known as a “jade broom” historically. People believe that sake can “sweep” away someone’s sorrow and fear. “GYOKUSO” makes use of the delicate traditional technique and philosophy, incorporating modern ideas and methods, to give our customers a brand-new luxurious time and enjoyment.

The collection of sake under GYOKUSO are all carefully chosen by experts according to their history and deep connection to a specific region in Japan and share with the whole world.

### **Gratitude and preservation to traditions**

“GYOKUSO” cares about traditions. By collaborating with sake breweries and local traditional craftsmen, GYOKUSO create sake that helps regional revitalization. In order to preserve the traditional sake-brewing industry, GYOKUSO will donate part of a percentage of its proceedings to preserve local craftsmanship and to medical institutions to help fight against COVID-19.

A percentage of “Gi”’s proceedings will be donated to the GIFU Prefectural Government.

### **GYOKUSO’s first “Gi” (Limited edition for 940 bottles)**

The first product of the brand is centered around the “centre of population in Japan”, “the belly button of Japan”: Gifu.

“Gi” was born under the collaboration with a renowned sake brewery in Gifu prefecture: CHIGONOIWA Sake Brewery Co., Ltd (“CHIGONOIWA”).

CHIGONOIWA has been eagerly developing their overseas business over the past years and are well-received in markets like China, Hong Kong, Singapore, Malaysia, Cambodian, Vietnam and more. After learning about the concept of “GYOKUSO”, they have challenged themselves in making the ultimate sake with a rice-polishing ratio of 19% and succeeded.

By using the best sake rice, Hyogo-grown Yamada Nishiki, CHIGONOIWA has made the very first attempt in Gifu to polish the rice at a ratio of under 20% (i.e.19%), giving the sake an umami pure from the rice itself.

The water used while brewing was also different from usual. As one of the most renowned ceramic regions, the underground ultra-soft water of Gifu's Mt. Mikuni goes through heavy clayey soil. This choice in water was able to recreate a smooth taste in "Gi".

In order to accentuate the flavour of rice and its aroma, the sake was presented in its undiluted *genshu* form. This Junmai Daiginjo was made with experienced *tojis* (master brewers) dedicating their hearts and souls.

For a more gorgeous touch in its aroma, the yeast used was a newly-developed yeast "G2" from Gifu. It matches perfectly with the delicate scent of Yamada Nishiki, creating a sake that is just as great as the highest rated wine.

In spite of the sake itself, the packaging of "Gi" also incorporated many local crafts from Gifu. The label was made by world-famous *Mino Washi*. The wrapping *Washi* also has a variety of 5 colors, enhancing end-users' anticipation when opening the packaging of "Gi". The wooden box is also 100% hand-made by local craftsmen. All of the boxes are branded with "Gi"'s kanji "岐".

The fresh while gorgeous taste can be paired with cuisines all over the world. Not only sushi or Japanese cuisines, heavily-oiled Chinese cuisine, French and Italian cuisine with complex tastes are also good matches for pairing. "Gi" also tastes exceptionally good paired with cheese.



**Gi** (岐 ギ) 720ml

Category: Junmai Daiginjo

Raw material: Hyogo-grown Yamada Nishiki

ABV: 17-18%

Rice-polishing ratio: 19%

Sake Meter Value: +1

Acidity: 1.3

Taste: Dry and pure taste with a smooth melt-in-the-mouth feeling

Aroma: Elegant and extravagant scent of Ginjo

**Special Thanks:**

Sake Brewed by:

ChigonoIwa Sake Brewery Co., Ltd.

千古乃岩（ちごのいわ）酒造株式会社

〒509-5401 岐阜県土岐市駄知町2177-1

TEL:0572-59-8014

<http://chigonoIwa.jp>

Wooden box:

広東木材工業株式会社

〒509-9131 岐阜県中津川市千旦林1669-3

TEL:0573-68-4281

*Mino Washi:*

Marujyu paper company

丸重製紙企業組合

〒501-3784 岐阜県美濃市御手洗464

TEL:0575-37-2329

<https://www.marujyu-mino.com/>

Bottle:

Kita Sangyo Inc.

きた産業株式会社

〒544-0034 大阪市生野区桃谷1-3-9

TEL:06-6731-0251

<http://www.kitasangyo.com/>

Case and label:

Yotsuhashi Inc.

ヨツハシ株式会社

〒501-1136 岐阜県岐阜市黒野南1-90

TEL:058-293-1010

<https://www.yotsuhashi.com/>

Brand Iron:

Kako Chokoku Ltd.

有限会社加古彫刻

〒504-0941 岐阜県各務原市三井町4-100

TEL:058-382-3433

<http://www.kako-chokoku.com/>

**Venue Sponsor:**

三宿の鮨 えん 別邸

〒153-0044 東京都目黒区大橋2丁目16-26 クリムゾンワン1階

<https://misyukunosushi-en.com/villa/>

Tatami Coaster:

久保木畳店

〒962-0852 福島県須賀川市仲の町55

<https://tatami-japan.stores.jp/>

**We are also looking for breweries, sake dealers, companies that are interested in collaboration!**

In order to raise awareness and interests about sake and all its related industries, EMZ is looking for Sake breweries and dealers interested in this project. If you are not from the sake-making industry but interested in product development and overseas sales, please also do not hesitate to reach out to us through the contact below.

GYOKUSO(玉箒) Website: <https://www.GYOKUSO.com/>

**Contact us**

**EMZ Inc.**

EMZ株式会社

Established on: 3rd March,2009

Managing Director: Masashi SAKUMA

Address: Roppongifukuyoshicho Building, 7F, 2 Chome-2-6 Roppongi, Minato City, Tokyo, Japan 106-0032

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Email : [gyokuso@emzgroup.com](mailto:gyokuso@emzgroup.com)

Website : <https://emzgroup.com/>

Contact: Ms. Kazami, Ms. Kasahara



Group company:

**RASTERIZE Co., Ltd..**

Established on: 1st March,2020

Managing Director: Masashi SAKUMA

Address: Unit 2, 20/F, Golden Star Building,20-24 Lockhart Road, Wan Chai, Hong Kong

Tel : 050 5809 7732(Japan only)

Tel: (+852) 2565-5188

Email : sakeholic@rasterize.com.hk

Website: <https://www.rasterize.com.hk/>

Services

- Website and Social media accounts creation and management
- Promotion support
- Marketing

**Contact**

PIC: Mr. Tanaka, Mr. Yoshino, Ms. Mori

<https://www.sakeholic-hk.com/contact>

**RASTERIZE(Guangzhou) Co., Ltd..**

Established on: 21st April,2020

Managing Director: Masashi Sakuma

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Services

- Sales in Mainland China
- Promotion and Marketing in Mainland China