

<https://www.jetro.go.jp/en/discovershochu/>



Welcome to our "Discover Shochu" website!

Japanese craft spirits consist of shochu, Japanese whiskey and gin, among others. Shochu is a largely unknown spirit in the world right now. However, we strongly believe it has big potential in the global market.

As a government-related organization, JETRO is now working hard to promote shochu exports from Japan to the world.

This website helps you explore the attractions of shochu, and also supports you in finding partners to import it from Japan. So, please enjoy this "shochu world," and we welcome your feedback and inquiries!!



Do you know Shochu ?

Shochu and awamori are made using koji, a uniquely Japanese culture of fermentation, their production involves both brewing and distilling techniques. The production process is unusual, and the flavors are unique. To bartenders from overseas, it feels like a mysterious spirit that has evolved on its own in the eastern island nation of Zipangu.

6 keywords



FLAVOR >

A unique aroma found only in shochu



KOJI >

Brewing with koji gives shochu its aroma, flavor, and oiliness, as well as a unique depth of sweetness



DISTILLATION >

Stainless steel stills give each distillation meaning



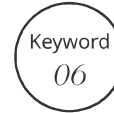
FILTRATION >

How oil is left in during filtration determines the weight and character of the shochu. A mentality distinct from other spirits around the world



ALCOHOL BY VOLUME >

Even with an alcohol content of 20 percent, shochu's strong flavors allow it to be used in cocktails



AGING >

From a global perspective, shochu is more valuable when it can be spoken of like whisky in terms of aging



Contact

We welcome your feedback and inquiries.

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