

# Hayashi Honten Co.,Ltd.



## SAKE Culture to the World

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# Introduction



# Company Profile

## CRAFT SAKE BREWERY



### SAKE Culture

### to the World



Company name : Hayashi Honten Co.,Ltd.

President and CEO : Rieko Hayashi

Head Office : 2239, Nakashinkano-cho,  
Kakamigahara-city, Gifu 504-0958, Japan

Tel : +81.583.82.1238

Foundation : 10.1920 (100<sup>th</sup> anniversary in 2020)

Business : Brewing and sales of SAKE

URL : [www.eiichi.co.jp](http://www.eiichi.co.jp)





# SAKE significance

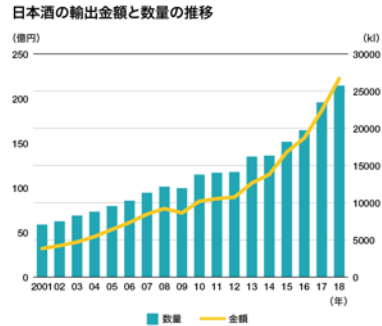
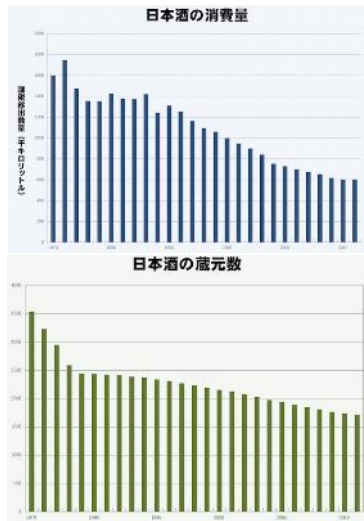


## Tradition

About 3000 years of tradition, many legends remain, a noble national SAKE dedicated to God

SAKE is always served at important Japanese ceremonies

# Sake problems



- SAKE consumption decreased by 65.9% at peak  
Declining after peaking in 1973
- The number of SAKE breweries continue to decline  
In 50 years, the number of brewers decreased to half
- SAKE exports are the highest ever  
Japanese food is popular worldwide, Record high for 9 consecutive years

To keep the SAKE culture of 3000 years old,  
We need the power of foreigners



## Central Japan

Many traditional and historic sights remain, Events that have continued since ancient times are still held,  
Located in the center of Japan

Areas with convenient access to various parts of Japan



## Japanese Alps

Located in the south of the world's leading heavy snowfall and the Japanese Alps, abundant ultra-soft snowmelt water is poured as underground water

Water source area where one of the best clear streams in Japan flows



# Water



## Rich Water

SAKE brewing uses water and rice as ingredients and uses abundant water with a method unique of Japan

300g water for the production of 100g of rice,  
In SAKE production, water is very important  
since the ratio of water to rice is 8:2.



## Pure

The abundant ultra-soft water of the Japanese Alps makes a gentle liquor with a glossy flavor

Underwater water preparation of the famous water Japan Alps





## Hyakujuro Ichikawa

Kabuki actor from Kamimigahara, Gifu, active in the Meiji and Showa periods (1882-1969)

Donated 1,200 cherry trees, famous cherry blossom viewing spot





## Enjoy

Like an avant-garde Kabuki  
Seven colorful changes, various  
dishes and Glossy SAKE to enjoy

Lineup of Junmai, Junmai Ginjo and  
Junmai Daiginjo



## Natural

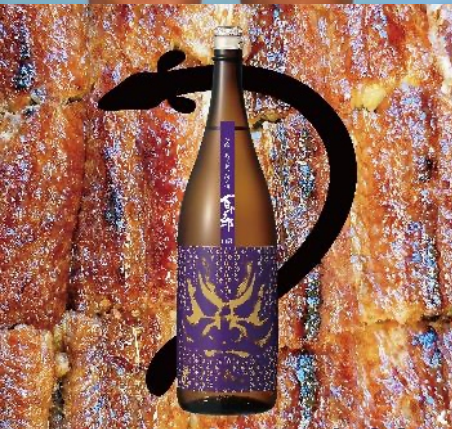
Utilizing lactic acid bacteria for the first time in Japan, we established additive-free manufacturing method and obtained patent

Possible to improve umami and various flavors



# Lactic acid bacteria

# CRAFT SAKE BREWERY



## Probiotics

Full use of lactic acid bacteria with the next-generation additive-free SAKE brewing method

SAKE made from living microorganisms which have some positive impacts on health



## Nutrition

Contains all the essential amino acids of life, The largest amount of alcoholic beverage

SAKE 8 for beer 1 and wine 3  
Daily intake of 100ml of sake would cover the required quantity of amino acids





## Innovation

Thorough quality control by  
refrigerated manufacturing method,  
Stable supply throughout the year

Manage the brewing process at a  
constant temperature, Fresh SAKE can  
be shipped year round



# 百十郎七変化 110 Various Changes



## Product introduction



# 110 Platinum



Platinum Junmaidaiginjo

白金

SAKE Type	Junmai Daiginjo Platinum
Vol.	720ml
Alc.	16%
Taste	Refined Fruity Fragrant
Color	Clear
Fragrance	Gorgeous and luxurious scent
Product Profile	Sake for every celebration with meal The highest peak Junmai Daiginjo make it a liquor suitable for a luxurious meal for each celebration.
Tasting Note	Luxurious luxury with fragrance.Fine smooth texture. Elegant sweetness and gentle umami are pleasant, and sharp and fresh acidity creates a sense of transparency.



# 110 New moon



SAKE Type	Junmai Daiginjo Terroir
Vol.	720ml
Alc.	15%
Taste	Crisp Dry
Color	Clear
Fragrance	Gorgeous and fruity scent
Product Profile	Sake for special anniversary with meal The highest peak Junmai Daiginjo, using ingredients from the area near the brewery, make it a liquor suitable for a luxury meal on a special anniversary.
Tasting Note	Refined Junmai Daiginjo with a pleasant balance of subtle sweetness and refreshing acidity. Beautiful finish with elegant edge.

# 110 Sakura



SAKE Type	Junmai Ginjo Sakura
Vol.	720ml
Alc.	16%
Taste	Fragrant Sweet
Color	Clear
Fragrance	Gorgeous and fruity scent
Product Profile	Sake for special event with meal Junmai Ginjo Sake, designed with the motif of cherry blossoms, a symbol of Japan, is a liquor suitable for meals at gorgeous and fun events.
Tasting Note	Spring-filled Junmai Ginjo liquor with a refreshing feeling of fresh aromas of white peaches and citrus. Fresh, pure flavors and supple acids harmonize to maintain a refined and refreshing taste.

# 110 Jidai



SAKE Type	Junmai Ginjo Jidai, Additive Free Aging
Vol.	720ml
Alc.	15%
Taste	Mellow Rich
Color	Matured
Fragrance	Rich buttery scent
Product Profile	Aged sake with a color like caramel. With aroma and taste like sherry and brandy, you can enjoy the umami and rich taste of Japanese sake.
Tasting Note	A complex and rich taste with a plump sense of volume and a mixture of umami and sourness. Warm for a softer, more rounded finish.

# Our Original Equipment Manufacturing





# Case study of OEM



## CUVÉE JAPON

Brewing of original sake as product making from farm

It uses specially cultivated sake rice such as pesticides that do not use pesticides other than herbicides and homemade organic fertilizers and is brewed with self-cultivated yeast.

# CUVEE JAPON





# Case study of OEM



## Concept Workers

SAKE that you enjoy with sensitivity instead of drinking with your head, and pursuit of agriculture, construction and beauty

Collaborate with designers and artists from different industries to develop products and explore new approaches

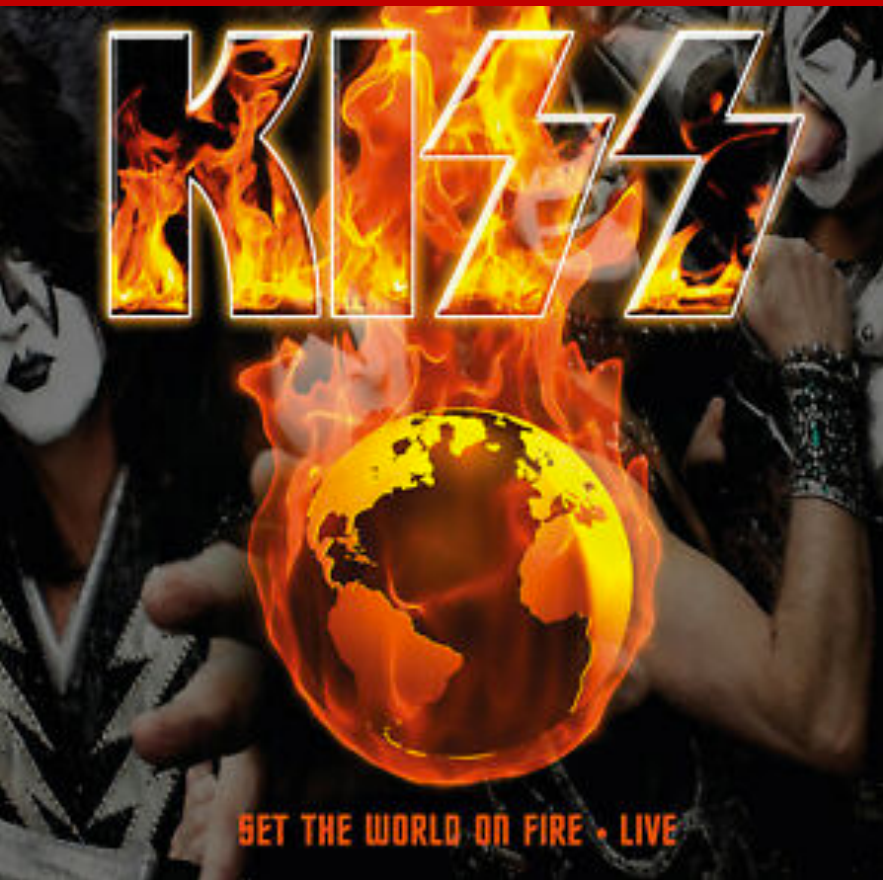
# Concept Workers



Concept Workers Selection







## KISS Certified Sake

Brewing as "KISS SAKE series" of  
"ROCK LEGENDS SAKE SERIES /  
Rock Legends Sake series"

A label design and charming accessories  
based on the album jacket that spreads  
the artist's view of the world, which can be  
enjoyed with the taste of sake.

# KISS Certified Sake

# CRAFT SAKE BREWERY



アルコール分 Alcohol content	15 度	酸度 Acidity	1.4
原材料名 Raw materials	米 (国産) ・ 米麹 (国産米) rice, rice for making koji	仕込日数 Number of days to prepare	28 日
精米歩合 Rice polish Rate	70%	製造年月 Made date	2019.4
日本酒度 Sake meter value	+10		

製造者 / Manufacturer

株式会社林本店

< 本社 >

岐阜県各務原市那加  
新加納町 2239

発売元 / Vendor

TOWER RECORDS

タワーレコード株式会社

東京都渋谷区神南 1-22-14

Tower Records Japan Inc.

1-22-14, Jinnan, Shibuya-ku, Tokyo

企画元 / Producer

株式会社PAN

東京都新宿区下宮比町 2-28

PAN Inc.

2-28, Shimomiyabi-cho, Shinjuku-ku, Tokyo

STORE FIRE INC

※お酒は20歳になってから。

Drinking alcohol under the age of 20 is prohibited by law.

Hayashi Honten Co., Ltd.  
2239, Nakashinkano-cho,  
Kakigahara-city, Gifu, JAPAN

純米酒



4 997184 103527

内容量 720ml キャップ (中栓)





# Our Style



# Concept



## Be The Good Life

Offering health, luxury  
and a rich life with SAKE





## Be Happy



Kabuki world view

## Enjoy



Colorful design



Japanese traditional  
culture experience

Experience the gorgeous Edo culture of Japan

# Difference

# Be The Good Life

Offering health, luxury and a rich life with SAKE



## Be Healthy

## Pure, Natural, Innovation



Japan's leading natural  
water use



Patented additive-free  
manufacturing method



Stability of refrigerated  
manufacturing

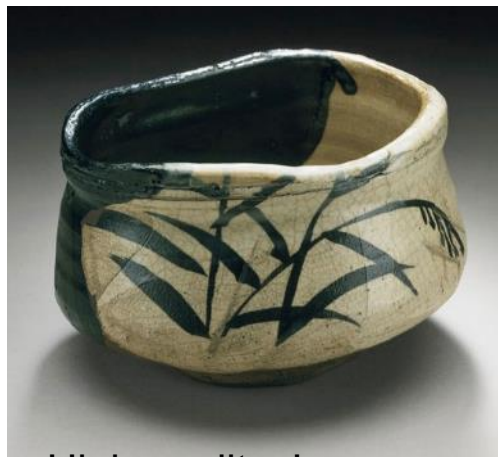
**Have excellent raw materials and manufacturing methods  
not found in other breweries**

## Be Wealthy

## Tradition



World intangible cultural heritage  
Japanese food



High quality Japanese  
product



Offering the highest level  
of sake

Enjoy the world-recognized food culture through SAKE



The image is a composite of two photographs. The top photograph shows a coastal town built into a hillside, with houses and buildings visible under a hazy, sunset-like sky. A large wave is breaking in the middle ground, creating a spray of white water. The bottom photograph shows a surfer riding a large, curling wave. The wave is a vibrant green color, and the surfer is a small figure in the center. A red octagonal logo with Japanese characters is overlaid on the bottom photograph.

# Your benefits





# Market expansion



## Customer

Ultra-rich people

## Purpose

Further expansion of luxury SAKE market for ultra-rich people in your country

## Your benefits

Acquisition of the first SAKE culture concierge in your company

### As Is

- Have drunk Japanese SAKE
- Similar SAKE lineup
- Little handling of Japanese products
- Little knowledge of SAKE culture
- There is no additive-free SAKE

### To Be

- Experience like a SAKE master
- Unique design of Kabuki image
- Many handling of Japanese products
- Have SAKE culture experience in Japan
- Additive-free SAKE can be handled

## **Holding Sake Culture Basic Knowledge Course**

Hold a study session for your company from SAKE brewing to Japanese culture related to SAKE

Improve customer satisfaction by telling you the SAKE culture that customers really want to know

We answer your company's difficult questions about SAKE culture

**New Japanese SAKE culture market development  
by your company and Hayashi Honten**

# Work together

A close-up photograph of three hands clasped together in a supportive grip. The hands are wearing business attire: a grey pinstriped suit sleeve on the left, a white shirt cuff on the top right, and a dark suit sleeve on the bottom right. The background is a soft, out-of-focus grey.

## HAPPY TOGETHER !

Let's develop the new market  
and continue the traditional SAKE culture



# Future plans



## Discussions

Details will be decided in about one month from today

## Agreement

After the contract, a sake culture course will be held

## Order

Ready to ship within days of order

## Shipping

Ships within 1-2 weeks after ordering

The background of the slide is a scenic photograph of Mount Fuji, its snow-capped peak rising majestically in the distance. In the foreground, a traditional Japanese temple with multiple tiers of red wooden eaves and green roofs is visible on the right. The lower portion of the image is filled with the soft, pink blossoms of cherry trees in full bloom. The sky is a clear, vibrant blue.

## WELCOME TO JAPAN !

Hold a SAKE culture experience tour with your company

Birth of the best SAKE culture concierge in your country

The background is a collage of three images: on the left, several bottles of sake with colorful labels (blue, red, green, and black); in the center, a scenic view of a waterfall cascading over rocks with snow-capped mountains in the background; on the right, a view from inside a traditional Japanese building looking out at a lush green forest.

# Be The Good Life

Enjoy SAKE  
THANK YOU !





**hayashihonten@eiichi.co.jp**