

# AUTUMN Shochu Fair

## Shochu: Japan's Signature Spirit:

With a history spanning over 500 years, it is primarily crafted in Kyushu and Okinawa from rice, barley, or sweet potatoes. Enjoy it straight, on the rocks, with hot water, or in cocktails like chuhai.

## iichiko Fair

10/2-10/29

THU WED

### What is Shochu? What is iichiko?

Shochu is the native spirit of Japan – a spirit that offers an incredibly rich flavor, a light structure, and a smooth finish. iichiko is crafted in Oita Prefecture and uses exceptionally soft, iron-free water that is naturally filtered through 1000 feet of volcanic rock. iichiko, pronounced EACH-ko, translates to “it’s great” in the local dialect.

Unique Refreshing Aroma



iichiko Mugi Shochu SEIRIN 750 ml  
**15.99**  
+TAX+GRV

20% Alcohol by Volume

We took our meticulously made unblended iichiko shochu spirit, and then filtered it using bamboo charcoal as a special step to produce a uniquely refreshing aroma.

Gentle Sweetness and Honey Fragrance



iichiko Imo Shochu KOGANE NO IMO 750 ml  
**19.99**  
+TAX+GRV

25% Alcohol by Volume

Kogane no Imo is an authentic shochu made by using only Japan's ingredients and carefully brewed at low temperatures. A fragrance is reminiscent of the honey of steamed sweet potato. You can enjoy the gentle sweetness.

Modest Fruitiness



iichiko Mugi Shochu KUROBIN 750 ml

**38.99**  
+TAX+GRV

Featuring a simple, gentle flavor, iichiko KUROBIN is an authentic shochu spirit that embodies the exquisite harmony of unblended spirit made using the “All Koji” method, which is our starting point for spirit produced with koji malted barley.

25% Alcohol by Volume

Its rich flavor extends even when mixed with water. Experience the excellent taste of genuine shochu produced using a process exclusive to this 20% proof drink.



iichiko Mugi Shochu PAPER CARTON 1750 ml  
**19.99**  
+TAX+GRV

20% Alcohol by Volume

Great Value!

## Best Selling Japanese Barley Shochu



iichiko Mugi Shochu SILHOUETTE Gift Set 750 ml + 2 Glasses

**19.99**  
+TAX+GRV

iichiko SILHOUETTE is produced using only carefully selected barley, koji malted barley, and natural clear spring water. The result is a best-selling authentic shochu spirits whose mellow flavor ensures you will never tired of it.

25% Alcohol by Volume



iichiko Mugi Shochu SILHOUETTE 750 ml

**16.99**  
+TAX+GRV

## Kirishima Fair

10/2-10/29

THU WED



We are passionate about our ingredients and strictly control quality, always pursuing the ideal taste. The resulting shochu delights our customers, making food, work, nature, health, and the world more enjoyable. Enjoy the finest glass of shochu that leads to a better tomorrow. Kirishima Shuzo is committed to excellence in quality.

The Genshu (undiluted shochu) of Kuro Kirishima is carefully aged for over 15 years, including storage in oak barrels. In addition to the rich, round sweetness and crisp aftertaste that Kuro Kirishima is known for, the barrel aging imparts a pleasant woody aroma and a vanilla-like sweetness.



Kuro Kirishima Melt Spirits 15 Years 720 ml

**59.99**  
+TAX+GRV

30% Alcohol by Volume



25% Alcohol by Volume

Kirishima's fragrant sweet potato Honkaku Shochu with a fresh fruit-like vibrant and rich flavor created blending our in-house bred “KIRISHIMA No.8” sweet potatoes and originally developed “Elegance Yeast.”

Kirishima No.8 Imo Shochu 900 ml

**17.99**  
+TAX+GRV

24% Alcohol by Volume



Aka Kirishima Imo Shochu 750 ml

**17.99**  
+TAX+GRV

24% Alcohol by Volume

Made from Murasaki Masari sweet potatoes, which impart a distinctive fragrance and sweetness. A honkaku shochu with an elegant, refined aroma and clear, lingering sweetness.

A honkaku shochu distilled from sweet potatoes from southern Kyushu and Kirishima Rekkasui, a crisp, clear subterranean water. This shochu is notable for its lush sweetness and crisp palate, which come from the use of black rice koji.

Kuro Kirishima Imo Shochu 750 ml

24% Alcohol by Volume

**16.99**  
+TAX+GRV

Kuro Kirishima Imo Shochu Paper Carton 1.8 Ltr

**17.99**  
+TAX+GRV

20% Alcohol by Volume

A honkaku shochu made using white koji. Perfect mixed with hot water, it offers a rich sweet potato flavor and a gentle aroma.

Shiro Kirishima Imo Shochu 750 ml

**16.99**  
+TAX+GRV

24% Alcohol by Volume



Available at all TOKYO CENTRAL and MARUKAI stores. Some items are not available all stores. Limited Quantity.