

# SHIN TSUCHIDA

Japan's Prefectures

Gunma  
群馬県



**Producer:** Tsuchida Shuzo (土田 酒造)

**Location :** Gunma Prefecture

**Rice:** Local Gunma Table Rice

**Rice Polished to :** 90%

**Alcohol:** 16% / **Yeast:** Wild Yeast Fermentation

**Acidity:** 4.3 / **SMV:** -15 / **Amino Acid:** 4.3

## History of Brewery

- Located in Kawabamura, at the base of the steep and snow covered Echigo Mountains, the valley is blessed with abundant soft pristine water.
- Established in 1907, the 6<sup>th</sup> generation owner committed the brewery to making 100% Kimoto only style of sake.

## Points of Differentiation

- Locally sourced table rice grown sustainably and naturally
- Kimoto starter mash, a technique from the Edo period, captures ambient lactobacillus to give depth, character and a completely different acidity profile
- Completely natural sake making technique using ambient yeast and lactobacillus.

## Tasting Comment

Shin Tsuchida, brewed using only the action of natural bacteria, is highly resistant to changes in the environment and the flavor evolves without deteriorating before or after opening the bottle, so we recommend storing it at room temperature.

This is a sake with a lot of room for growth, allowing you to grow your sake even after purchase. The completely additive-free raw “moto” (starter mash) production method is similar to the sake brewing method used in the Edo period that results in a deep and complex flavor created by numerous microorganisms. A sake that has a strong core, yet is of good quality, and that touches not only the taste buds, but also the hearts of those who drink it. It can be said that it is a “delicious sake that transcends time”, created using modern brewing equipment and traditional brewing techniques.

Shin Tsuchida's label design is based on the hieroglyph for "earth" or "soil", and also the logo of Tsuchida Sake Brewery. Once upon a time, people made offerings of sake on to hardened soil and worshiped it as the god of the land, which is where the kanji character comes from.

The Japanese word “Shin” for Shin Tsuchida can be represented in many different Chinese characters with meaning as broad as; New, God, Heart, Deep, Evolve, Core Advance... etc. The brewery purposely used the phonetic alphabet to leave the meaning to each drinker and the connection they make with the sake. We hope that each person who drinks Tsuchida Sake Brewery's “Shin” feels the connection evolving from glass to glass.

\*Due to the characteristics of brewing sake without any additives, you may at times see white lees and deepening coloring as a result of careful maturation in the bottle. These are all signs of naturally evolving sake and only adds to the depth and character of the sake. Shake it lightly and enjoy at cellar to room temperature.

