

Senjo Brewery Co. Ltd



Since 1866

Takato, Ina Valley, Nagano, Japan

Nagano Prefecture



Overview & Attractions of Nagano

- Hosted Winter Olympic in 1998
- Landlocked prefecture
- Rich in fermented & preserved foods
- Half of miso production is from Nagano
- Long, healthy life
 - the average life expectancy (83 yrs for men / 88 yrs for women)

https://www.go-nagano.net/en/business/overview_nagano/



Nagano Facts



Surrounded by the 3,000m high mountains of the **Japanese Alps**, **Nagano** Prefecture is called “the **Roof of Japan**.”



Winter Experiences:
85 ski resorts with fabulous powder snow



Sake: clear water × delicious rice = great sake

Breweries: Nagano has the 2nd largest number of sake brewery (80)

Rice Farming and Landscape





Japanese Alps
(3000m above sea level)
surround Nagano.

The difference in elevation is
2400m

Tenryu River
(600m above sea level)
runs through the centre of
Nagano.

More benefits we can receive from the natural environment

- Typhoons: Unlikely
- The inland climate creates a big temperature gap between day and night.
- Rice Farming: comparatively dry in summer. Low chemicals. Excellent quality.
- Dry and cold nights are the most suitable for making koji.



With the contracted local farmers,
we share the pleasure of producing rice and sake



With great care, we polish the selected rice.

Hometown & Family Business



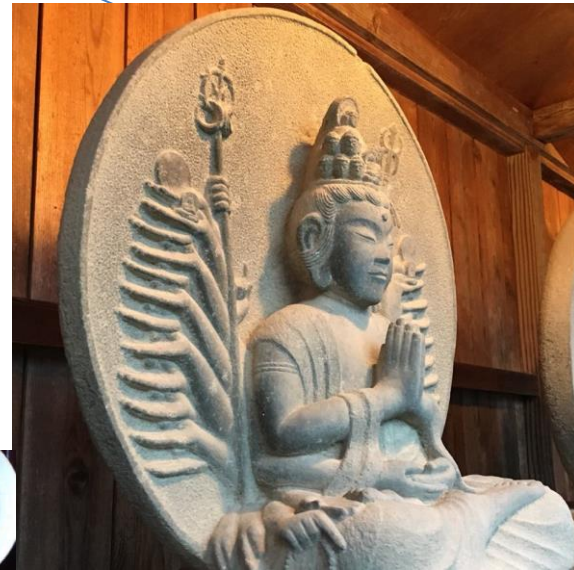
the arrival of spring season at Takato Castle Ruins Park

My Hometown Ina City



Old Shrines

History



Takato Masons

Gourmet



Takato Soba

Culture

Senjo Brewery Co. Ltd



仙醸



- Established in 1866
- Named after Mt. Senjo



Generation to generation



A photo from 1925:

(From left) the founder, the 2nd generation owner, the 3rd generation owner, the 4th generation owner (a baby)

The Senjo Team!



What the symbol of 'Senjo' represents...



sake brewed by people who live with mountains

Two Production Lines for Koji

- Koji Production Machine

- introduced in 1984
- computer programmed
- Koji for Amazake, Doburoku
- can operate year-round



- Craft Koji Room

- came back in 2017
- hand crafted by brewers with great care
- Koji for premium sake
- Only in winter (Oct-April)





Amazake
non-alcohol
natural energy drink

Product Portfolio



Doburoku
unfiltered sake
4-6% ABV

Plum sake
sparkling



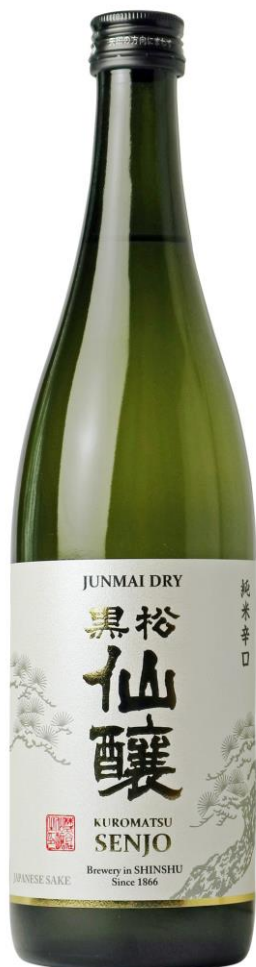
Craft Gin
Shochu



SENJO

Product Information

Kuromatsu Senjo 'Junmai Dry'



Type: Junmai Volume: 720ml

Ingredients: rice, koji

Alcohol: 16%

Rice: Miyamanishiki (from Nagano Pref.)

Rice polishing rate: 70%

Serving temperature: Chilled

Storage: Room temperature

Retail price in Japan: 1300 yen

Quantity per carton: 12 bottles

Product Information

Kuromatsu Senjo “Unfiltered”



Type: Junmai Volume: 720ml

Ingredients: rice, koji

Alcohol: 16%

Rice: Hitogokochi (from Nagano Pref.)

Rice polishing rate: 60%

For Senjo, Junmai Ginjo polishing rate should be 50%

Serving temperature: Chilled

Storage: Room temperature

Retail price in Japan: 1400 yen

Quantity per bottles: 12 bottles

Product Information

Kuromatsu Senjo 'Kinmon'



Type: Junmai Ginjo

Ingredients: rice, koji

Alcohol: 16%

Rice: Kinmon nishiki (Nagano Pref.)

Rice polishing rate: 50%

For Senjo, Junmai Daiginjo polishing rate should be 40%

Serving temperature: Chilled

Storage: Room temperature

Retail price in Japan: 1750 yen

Quantity per carton: 12 bottles

Product Information

Craft Gin 'Senjo Sakura'

Type: Spirits Volume: 700ml

Botanicals:

Juniper, **hand picked** cherry blossom leaves

Alcohol : 45% abv

Base spirits:

neutral spirit, **rice spirit (35%)**

Vacuum (reduced pressure) distillation

Storage: Room temperature

Retail price in Japan: 3800 yen

Quantity per carton: 12 bottles

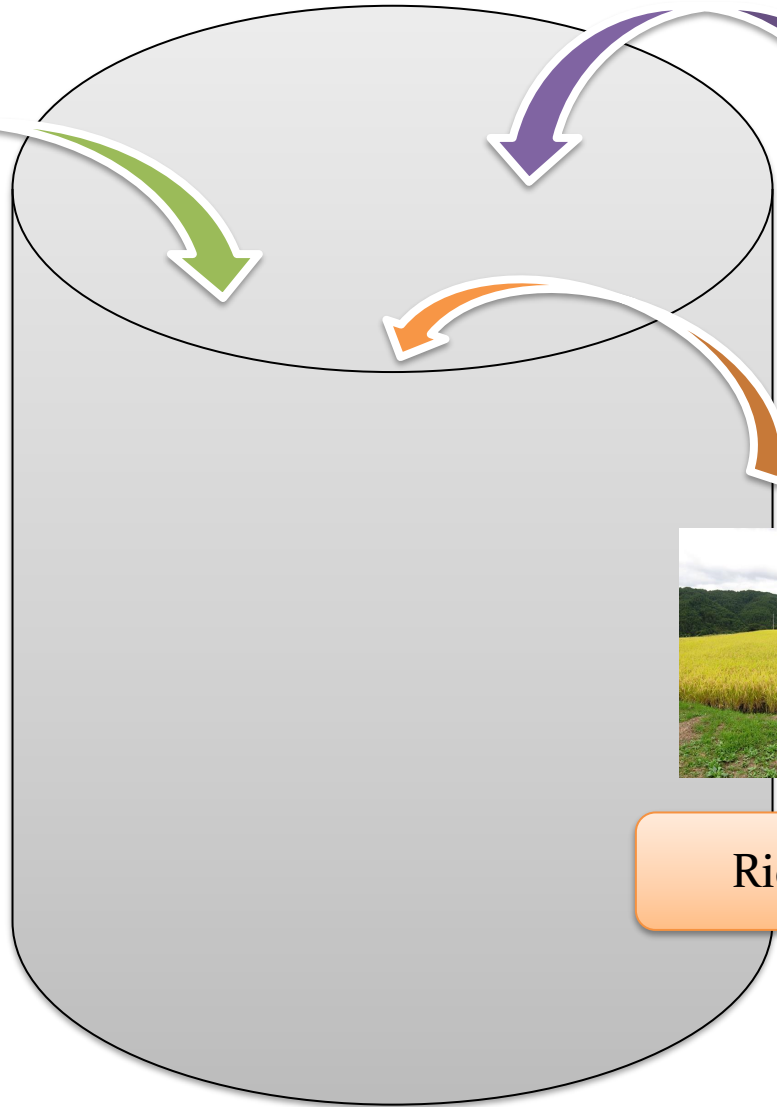


Hand picked, local cherry blossom leaves





Leaves of Sakura
&
Neutral Spirit



Juniper Berries
&
Neutral Spirit



Rice Spirit

Product Information

Senjo Special Vintage 1998

Type: Fortified Sake Volume 300ml

Ingredients: rice (from Nagano pref.), koji,
neutral spirit

Alcohol: 29%

Rice polishing rate: 70%

Serving temperature: on the rocks / straight /
with cold water / with hot water

Storage: Room temperature

Retail price in Japan: 5000 yen

Quantity per carton: 12 bottles

