



# Senjo Junmai Daiginjo Full Moon



## Kinmedai

Kinmedai with Ankimo,  
Japanese Daikon & Truffle

Kinmedai, which is a deep-sea fish, has a delicate taste and firm meat texture. It is served with ankimo, Japanese daikon and truffle. By pairing it with the Senjo Junmai Daiginjo Full Moon, the well balanced and clean sake will elevate the fish to its next level.

### Senjo Junmai Daiginjo Full Moon [Senjyo Brewery Co. Ltd,]

- Sake type ..... Junmai Daiginjo
- Rice-polishing ratio ..... 40%
- Alcohol percentage ..... 16.0%
- Production area ..... Nagano

#### Product story

This poetic junmai daiginjo was created envisioning its drinker taking a sip of its richness under a full moon at night. The sake is brewed using "Sankeinishiki", a local sake rice from Nagano Prefecture. It has a clean and well balanced aftertaste.

#### About the Sake brewery

The company was founded in 1866 and is located in the Inadani in southern Nagano Prefecture, between the Southern and Central Alps. The snowdrift water from the Southern Alps is abundant throughout the year, and is used for sake brewing. Senjyo Brewery is supported by the natural water and nature of Inadani, which is noted for its geological diversity.



If you are interested in this sake and would like to find out more, please visit the sake distributor's website for more information



# Why Seafood loves Sake?

## What is Sake?

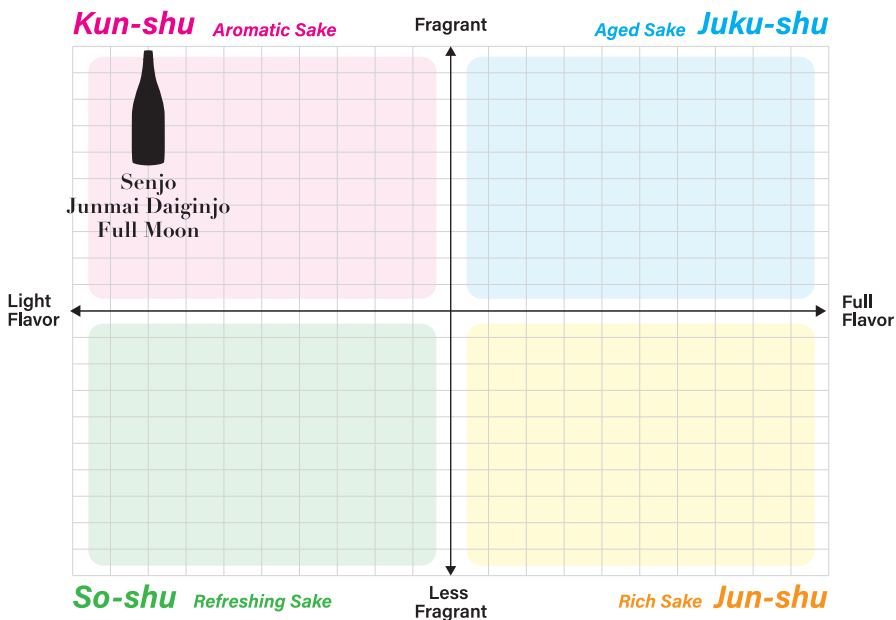
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

## Why sake and seafood?

Sake and seafood contain components that complement and enhance one another, making them the perfect pairing for the palate. Seafood contains inosinic acid and sake contains glutamic acid, both of which are responsible for umami flavours. Sake helps draw out these umami flavours from seafood, due to the large amino acids (from rice protein) present in Sake. This "synchronization", or the combining of similar aroma and tastes is evident in pairing Sake with foods from different types of cuisines, resulting in the creation of new depths of flavours when the different umami components come together. Additionally, Sake has the "supplemental effect" of masking the unpleasant odour of seafoods, which is commonly present when the freshness of fish deteriorates. The fragrance component contained in Sake counteracts with trimethylamine, found in deteriorating seafoods, helping to mask the odour.

## 4 types of Sake

Sake basically comes in four types, a fragrant and citrus tasting aromatic type, a smooth and refreshing type, a bold, rich and strong type, and lastly an aged type characterized by its nuttiness and lingering umami. Recently, sparkling Sake has been gaining popularity too! Refer to the chart below for more information!



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## About JFOODO "SEAFOOD LOVES SAKE" campaign

The Japan Food Product Overseas Promoton Center (JFOODO) is currently working with 21 restaurants on this promotional campaign, pairing Sakes with various cuisines, with the aim to showcase the versatility of Sake. For more details, please scan the following QR code.

