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# KYOTO YUZUSHU



## Prawn

Cajun Prawns

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This KYOTO YUZUSHU is one of our favourites and will be a huge hit with diners. It is a fun pairing, since the yuzu flavour helps balance out the acidity of the prawns.

### KYOTO YUZUSHU [Shoutoku Sake Brewery]

- Sake type ..... Yuzushu, Junmai
- Alcohol percentage ..... 10.0%
- Production area ..... Kyoto

#### Product story

KYOTO YUZUSHU is a yuzu (citrus fruit) drink that is made with the utmost care and attention to detail. While most yuzu juices are pressed by machines these days, this drink is made from yuzu harvested in Ayabe, Kyoto and then squeezed by hand. The hand-pressing process eliminates the excess bitterness and harshness from the peel, allowing on the soft, clear yuzu juice to be extracted. The taste is rich and fragrant, accompanied with a pleasant lingering aftertaste.

#### About the Sake brewery

Founded in 1645, Fushimi has long flourished as a famous brewing area because of its abundant supply of high-quality underground water. Shoutoku Sake Brewery uses plenty of Fushimi's famous water pumped up from a well in the brewery. Fushimi's famous water is used as the brewing water. The water is medium-hard with a slightly low hardness, and when sake is brewed with this water, the fermentation of the moromi proceeds slowly, resulting in a mild and soft sake.



# Why Seafood loves Sake?

## What is Sake?

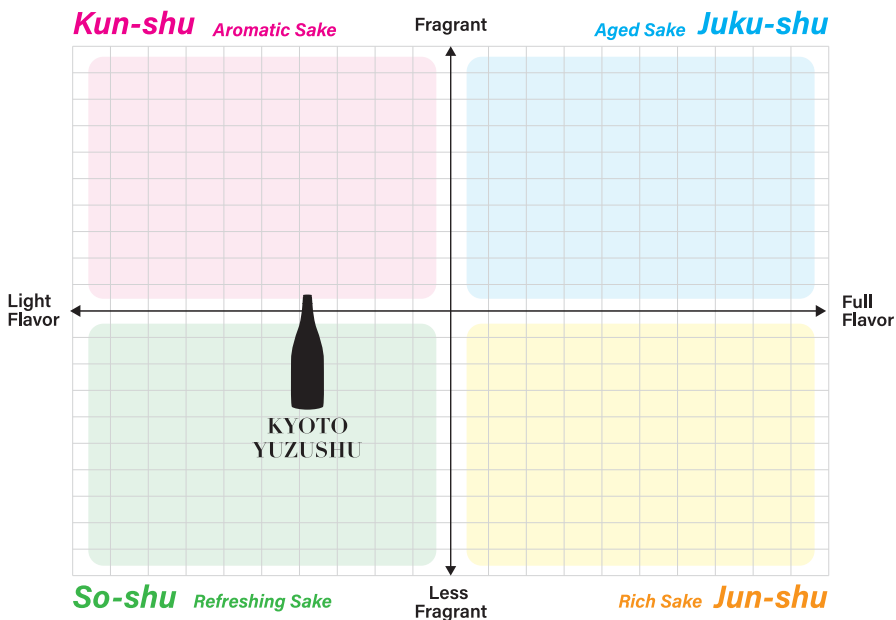
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

## 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.

