



# Daina Junmai Chokarakuchi



## Sashimi

3 Kinds Sashimi



This is the beauty of Daina. The dryness and umami of Daina will wash away any lingering fishy taste or acidity, creating a comfortable mouth feel and delicious aftertaste. Best paired with sashimi, especially blue fish and tuna.

### Daina Junmai Chokarakuchi [Kikunosato Shuzo K.K.]

- Sake type ..... Junmai
- Rice-polishing ratio ..... 60%
- Alcohol percentage ..... 16.0%
- Production area ..... Tochigi

#### Product story

This is an extra dry Junmai sake made with Gohyakumangoku rice, which is cultivated in the Nasu highlands. The soft mouthfeel and exquisitely dry finish allows one to enjoy this sake's abundant umami, and it can be drunk both chilled and warm.

#### About the Sake brewery

Founded in 1866. After generations of rebranding, the company was renamed Kikunosato Shuzo in 1955, and currently produces liqueurs and other products under the main brand name "Daina". A small brewery with two generations of the family and two employees, the company aims to produce sake with a full-bodied yet refreshing aftertaste that enhances the flavors of foods. They believe that the secret of a good sake is to have a mild, mellow acidity, coupled with a smooth, lingering sharpness.



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?

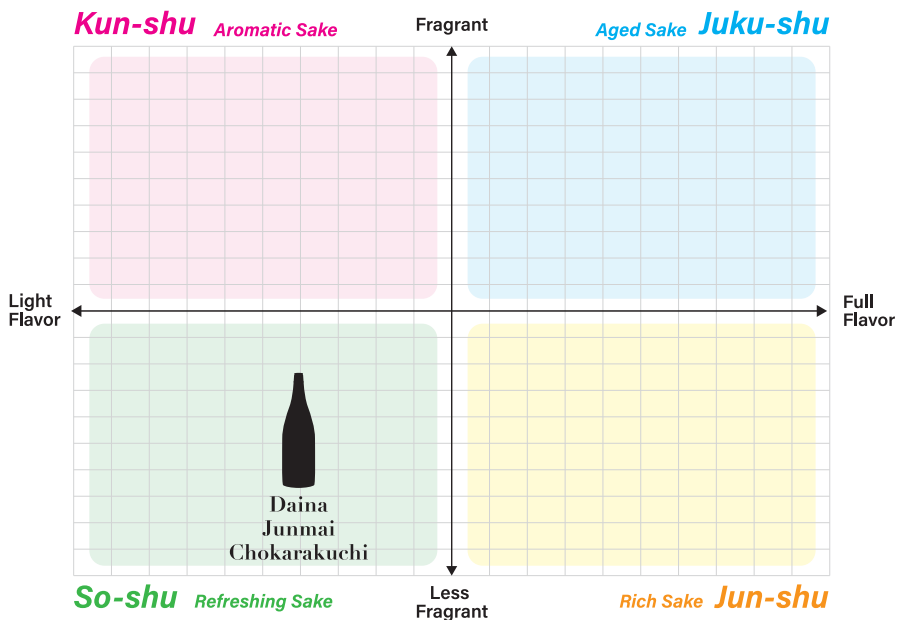
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

## 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.

