



# SHINSORA

## Yamashiroya Zen



## Nigiri Sushi

Sushi Courses

This elegant kimoto sake offers a fair amount of umami which holds up well when paired with strong flavours. Its relatively dry expression also lends itself well to seafood pairing. This is why I have picked it to pair with my sushi courses as our shari is seasoned with a blend of aka-zu (a red vinegar made from matured sake lees), which is more robust in flavour.

### Yamashiroya Zen [Koshimeijo Co.,Ltd]

- Sake type ..... -
- Rice-polishing ratio ..... -
- Alcohol percentage ..... 15.0%
- Production area ..... Niigata

#### Product story

Aesthetics of subtraction is the brewing philosophy of ZEN 禅. This sake is made complete when paired with food. A deliberate attempt to suppress aromas and sweetness that might serve to distract the senses, this Kimoto sake comes alive when enjoyed with food. Best enjoyed at 12-15 degrees celsius.

#### About the Sake brewery

Established in 1845 in Tochio, Niigata. Tochio is a snowy area with high levels of snowfall that can even result in snow piles of up to 3 meters high. The accumulated snow usually stays till May and it is indeed the best environment to produce high-grade sake. Niigata sake is usually clean and dry. By sticking with local ingredients, Koshimeijo differentiates itself from other brewers, aiming to produce a sake that has a gentle umami that is both beautiful and original.



# Why Seafood loves Sake?

## What is Sake?

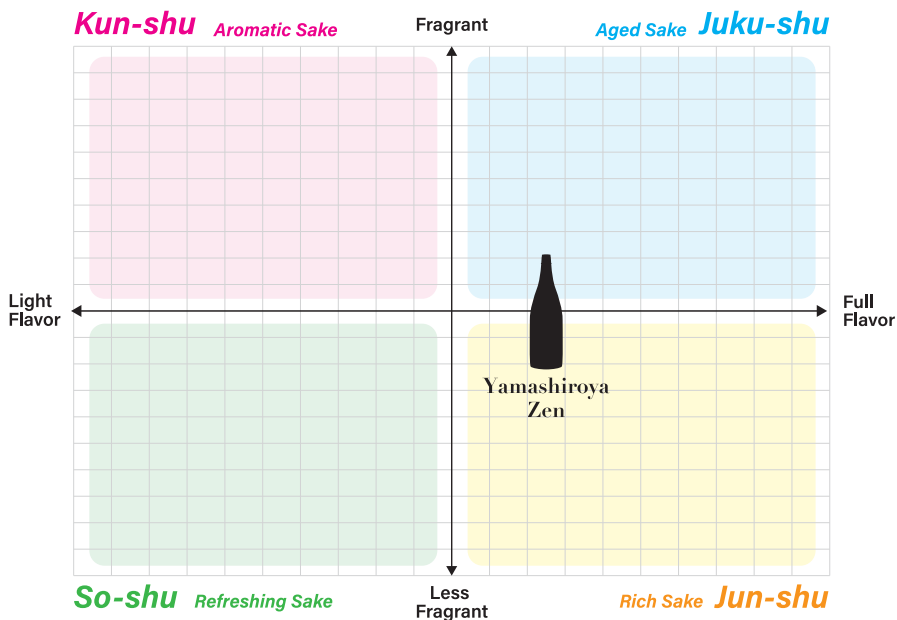
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

## 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.

