



# Shishino Sato Junmai Ginjo Shun



## Sashimi

Sakura Sashimi

This sake from Ishikawa prefecture (an area that is famous for its fresh seafood) is the perfect complement to our Sakura Sashimi platter, featuring a generous assortment of Tuna Belly (Otoro) from Nagasaki prefecture, Salmon Belly, Yellowtail, Swordfish, Sweet Shrimp and our house-marinated White Tuna. Dry, with medium acidity, and a mild sweetness, it is highly versatile in pairing with the array of sashimi featured in this dish. The citrus nose, coupled with melon and rice notes, also makes this Junmai Ginjo an enjoyable sake to sip on its own.

### Shishino Sato Junmai Ginjo Shun [Matsuura Shuzo inc.]

- Sake type ..... Junmai Ginjo
- Rice-polishing ratio ..... 55%
- Alcohol percentage ..... 14.0%
- Production area ..... Ishikawa

#### Product story

This is a delicate sake that helps complement the flavors of seasonal ingredients. The taste of the sake alone is delicate and sweet, but the flavor changes when paired with foods. Sashimi/sushi dishes, or items served with ponzu (Japanese citrus juice) are recommended. For home cooking, pork shabu-shabu pairs well with this sake.

#### About the Sake brewery

Matsuura Shuzo was founded in the mid-Edo Period (1772). Shishi no sato sake, brewed with soft water drawn from beneath O-Yakushi Temple, is easy-drinking sake that pairs well with a wide variety of foods. Its gentle aroma and lively acidity never fails to whet the appetite. Ishikawa prefecture is blessed with fresh ingredients from the mountains and the sea. Matsuura Shuzo brews Junmai style (without brewers' alcohol) sake as a homage to nature and to complement these seasonal foods.



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?

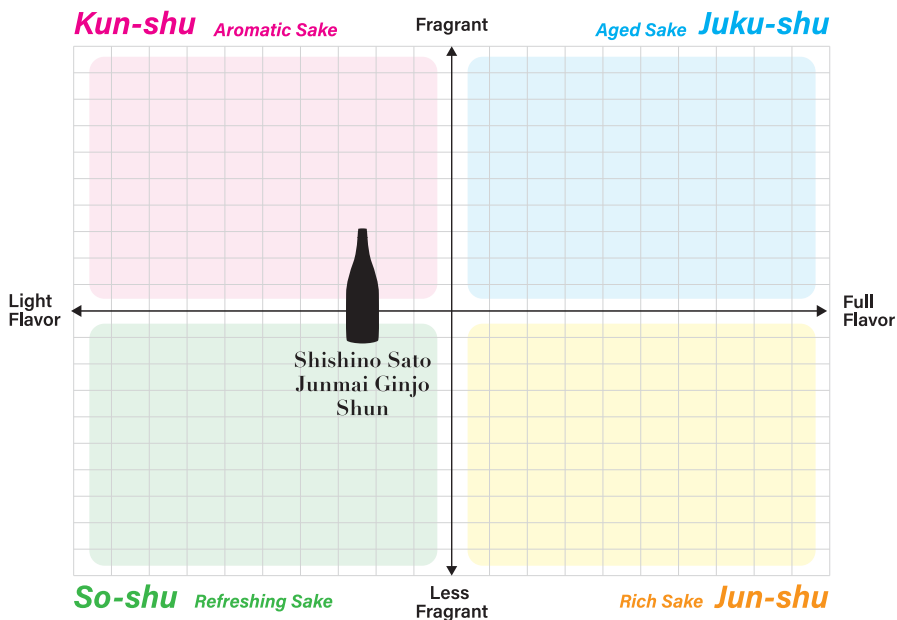
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

## 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.

