



Emishiki Sensation White



Barramundi Ceviche

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Using the local farm barramundi making into a ceviche, pair together with a Emishiki Sensation White to get a overall gorgeous & delicate mouthfeel.

Emishiki Sensation White [Emishiki Sake Brewery Co. LTD]

- Sake type Junmai Genshu
- Rice-polishing ratio 50%
- Alcohol percentage 16.0%
- Production area Shiga
- Awards, etc. Sake Competition 2019 - Gold Medal

Product story

"Sensation" is a contemporary series launched by Emishiki that can be enjoyed daily. It is priced reasonably despite its high quality taste. The white label uses a proprietary yeast blend including Kyokai 1001 yeast, giving the sake a fresh and elegant ginjo aroma, coupled with a polished subtle sweetness that enhances its affinity with Japanese cuisine. It gives off notes of vanilla, apricots and golden kiwis. This unique blend of yeast, which includes hana-kobo (flower yeast), creates a gorgeous overall mouthfeel.

About the Sake brewery

Eisaburo Takeshima started brewing sake in 1892 in Koga City, Shiga Prefecture, where the company is located today. The word "Emi" in Emishiki means "smile" and "Shiki" means "seasons". The taste of "Emishiki" is luxurious, made with a formula that brings out 100% of the rice wine's charm. The process is natural, additive-free and unadulterated, minimizing flavor loss. The sake developed here is 100% Kimoto, made to have a "clean sweetness" at its core, without focusing too much on the aroma.



Why Seafood loves Sake?

What is Sake?

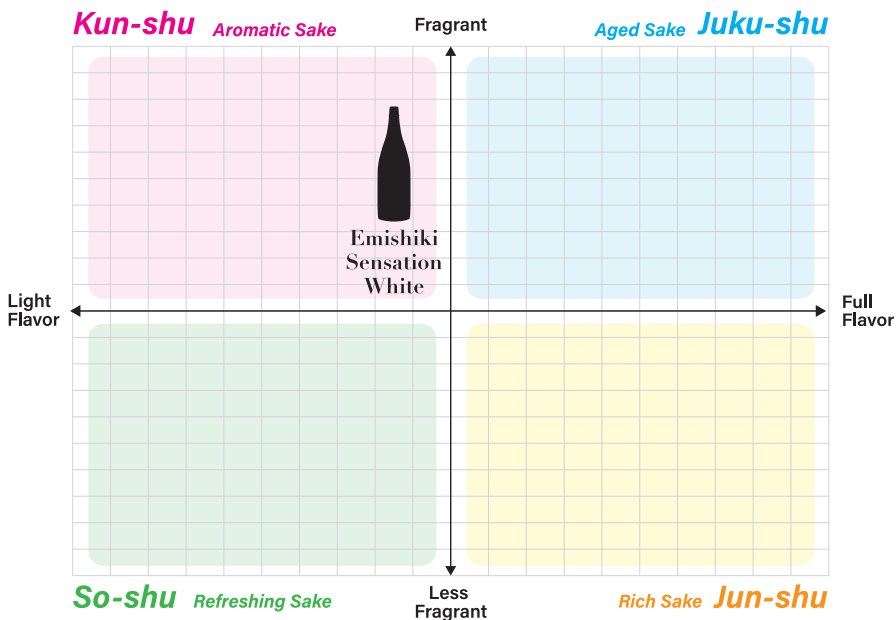
Sake is a Japanese brew made from rice, koji (rice malt) and water. The alcohol content is generally 15-16%, and there are many types available depending on the flavour, richness and manufacturing method.

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.

