

Introducing the Honkaku Shochu-Based Spirit "NANAIRO-七色-" Blooming Aroma——. The New Spirit with Rosé Wine Yeast

JAPANESE SPIRITS
KONAI SIN



ROSE WINE YEAST
KOME KŌJI

NANAIRO^{七色}

Crafted through traditional honkaku shochu methods and fermented with rosé wine yeast, this spirit is vividly colored with the natural pigments of purple sweet potatoes, resulting in its distinctive, vibrant pink hue. It boasts a sophisticated floral aroma and a rich, fruity taste. Enjoy its versatility by savoring it chilled straight from the freezer, mixed with soda, or on the rocks, each method offering a delightful exploration of its flavor and aromatic variations.



2023
Kagoshima New Specialty Product Competition
Kagoshima Prefecture Specialty Products Association
Chairman's Award Winner



STORY

NANAIRO emerged from meticulously pursuing a fragrance-forward product, perfected through extensive experimentation with various samples. The core ingredient is 'Konaishin,' a variety of sweet potato renowned for its exceptionally tough fibers that can even damage machinery, thus requiring triple the usual effort to process. Such attributes have historically deterred most distillers from its use. Nevertheless, Wakashio Distillery boldly embraced the challenge, drawn to Konaishin's resilience against the debilitating root rot disease that plagues farmers and distillers alike. Drawing on the master brewer's expertise, it was anticipated that crafting authentic shochu with rosé wine yeast via vacuum distillation would yield a spirit rich in aroma and fruity essence. The result is an unprecedented flavor profile, boasting a bouquet reminiscent of blooming flowers paired with a delicate sweetness.

SPEC

tem : Spirit
Volume : 500ml
Alcohol Content : 30%
Ingredients : Honkaku Shochu
(domestically produced)
/ Purple Sweet Potato Pigment
Distributor : LINK SPIRITS Ltd.
Manufacturer :
Wakashio Distillery Ltd.

*Please note that the pink coloration, derived from natural pigments (primarily anthocyanins), may gradually fade over time. This does not affect the quality of the product. To preserve quality, please store away from high temperatures, humidity, and direct sunlight.



LINK SPIRITS



Enjoying NANAIRÔ: A Guide to Savoring its Essence

- 1 For a gentle waft of aroma, try it with soda without ice.

The ratio depends on preference, but a good starting point is NANAIRÔ to soda at 1:3.

Add a few drops of NANAIRÔ on top for a finishing touch after pouring in the soda.

- 2 Adding NANAIRÔ to soda last creates a beautiful pink gradient.

Feel free to enhance it with syrup or ice as desired.

- 3 A soda mix with ice is recommended for a crisp and refreshing experience when paired with a meal.

- 4 For an intense aromatic journey, chill NANAIRÔ in the freezer and enjoy it slightly viscous as a partial shot – perfect for savoring the fragrance.

*Note: With an alcohol content of 30%, the freezing point is -20.9° C, so be cautious with freezer settings.

- 5 On the rocks, relish the evolving fragrance as the ice slowly melts.

- 6 NANAIRÔ's pink hue comes from the anthocyanins in sweet potatoes.

Watch the color transform with lemon or tonic – a delightful surprise!

About Distillery Wakashio Distillery Ltd. / Shibushi, Kagoshima Prefecture

Founded in 1968, Wakashio Distillery Ltd. is nestled in Shibushi City, Kagoshima Prefecture. Known for producing honkaku shochu beloved by locals and connoisseurs alike, such as the Satsuma Wakashio series and the Senkamejyo series, the company continues to honor tradition while embracing innovation. Their portfolio includes craft gins distilled in wooden stills and new spirits that harmoniously blend the essences of fruits, vegetables, and spices. In 2022, their honkaku shochu "GLOW EP05" underwent a design renewal to more vividly express the joy of shochu, subsequently winning the grand prize in the sweet potato shochu category at the "1st Shochu Awards selected by the liquor stores across Japan" .

Pairing with NANAIRÔ

NANAIRÔ pairs exceptionally well with appetizers that feature acidity or a fruity essence, as well as with prosciutto, cheese, and similar delicacies. Our official website showcases three recommended recipes to complement NANAIRÔ:

● Strawberry and Mozzarella Cheese Salad ● Seared Pork Loin Ham with Salsa Sauce ● Tuna and Sansho Pepper Rillettes



Visit our official website here.



LINK SPIRITS Ltd. Saki Tominaga, CEO

Hailing from Kagoshima City and a graduate of Yokohama National University, Saki Tominaga began her career in advertising sales at a newspaper company. Her perception of shochu, which she had always considered to have a distinctly earthy aroma (or Imo Kusai), underwent a transformation with her first taste of 'Yasuda' after becoming a working adult. After her tenure as the second Miss Satsuma Shochu, followed by roles in recruitment, public relations, and community snack bar management at a startup company, she made a return to Kagoshima. She holds a Shochu Sommelier certification.