

三和酒類(株) 下田委員
提出資料

麦焼酎「いいちこ」の海外輸出の取組み

1979年 本格焼酎「いいちこ」発売

1982年 「いいちこ」海外輸出 スタート(メキシコ)

1986年 「いいちこ」米国輸出 スタート
↓

2008年 麴ワーキング・グループ スタート

2013年 海外コンペ初出品(ultimate spirits challenge)

2014年 iichiko USA,Inc. 設立、(国内「麴プロジェクト」表明)

2015年

2016年 「米系商品開発プロジェクト」スタート

2017年 iichiko 心和・禪和 コンペ初出品

2018年

2019年 iichiko 彩天(43%) 発売

2020年 彩天「SF World Spirits Competition」Double Gold 受賞

2021年 彩天「International Wine and Spirit Competition」Gold Outstanding 受賞

輸出関連環境変化(参考)

- ・「國酒プロジェクト」立ち上げ(2012年)
- ・「和食」ユネスコ無形文化遺産 登録(2013年)
 - ・SFWSCに「Shochu」カテゴリー創設(2013年)
 - ・ISC、IWSCに「Shochu」カテゴリー創設(2014年)

- ・ロサンゼルス「焼酎輸出促進協議会 in LA」発足(2017年)
- ・「LA・Shochu通信」創刊(2018～2019年 1～90号)
- ・日本の「焼酎」を世界の「Shochu」へ
～米国ロサンゼルスから9つの提言～
焼酎輸出促進協議会 in LA、ジェトロLA事務所(2019年)



①2019 卸店向け「商品説明会」



②2019 卸店向け「商品説明会」



③2019 卸店向け「商品説明会」



2020.5 Tales of the Cocktail

Craft and Culture Converge.
iichiko

The shochu category has been gaining momentum for several years now thanks not least to the tireless efforts of Japanese producer iichiko, which has aimed to preserve the traditions that have existed for centuries on the island of Kyushu, the spirit's birthplace. Its 86-proof **Saiten** expression is made with 100% barley koji, a proprietary version of the sweet and fragrant mold that iichiko specially developed to

leadership conceptualized the acronym CCRN, which stands for Craft, Culture, Region, and Nature. "Craft" refers to the technical aspects of shochu making that have developed over five centuries, while "culture" applies specifically to umami's prevalent role in Japanese food and drink. "Region" denotes how iichiko's location in the Oita prefecture of Kyushu is expressed through its products, as does "nature," which refers to not only Japan's longtime fascination with the shochu fermentation process but also the pristine environment surrounding the distillery itself, including the geothermal springs from which iichiko sources the water that it uses to steep its barley.

According to Masahiko Shimoda, President of iichiko parent company Sanwa Shurui Ltd., this "overarching concept" serves to "disseminate the appeal of koji culture, which is familiar among Japanese people but has not often been talked about" overseas. "We have been continuing our efforts for many years to facilitate and deepen the understanding of iichiko among people around the world by allowing them to try the flavor by tasting it straight and by introducing the traditional ways of drinking shochu, such as on the rocks and with

water," Shimoda explains. "However, we did not have any communication tools with which to foster understanding of the intrinsic appeal, potential, and unique cultural traits of... iichiko and its differences from other spirits. Upon the recent launch of iichiko Saiten, we deemed it indispensable to solve the issue" through a cohesive message like CCRN.

The brand's growing presence on cocktail lists is also raising shochu's profile by showcasing one of its primary strengths: its versatility, which iichiko Saiten has in spades thanks to its higher ABV. According to Shimoda, that asset has been a selling point from the beginning: "iichiko has always had an impact on the spirits market in Japan and around the world through its efforts [to showcase] the diversity and possibilities that shochu has to offer."

Masahiko Shimoda is the President of iichiko's parent company, Sanwa Shurui Ltd.

heighten the inherent umami character of its shochu both Saiten and the 50-proof **Silhouette**, which is made with a percentage of barley koji, are distilled just once to preserve that rich, full-bodied flavor.

To summarize both their approach to production and their goal of sharing shochu with a global audience, iichiko's

iichiko Silhouette (\$23) At 50 proof, this light, ethereal shochu is a graceful spirit with soft notes of marshmallow and subtle white pepper as well as floral-tinged tones of white rice. It's a wonderful addition to low-alcohol cocktails or oolong tea; pairing with shellfish or salads works perfectly as well. **93** —M.M.

iichiko Saiten (\$30) A most complex 86-proof shochu with inviting aromas of beechwood, vanilla bean, and wet stone. Flavors of brown rice, spiced cashew, and cocoa lie delicately on the palate, which boasts a pillowy mouthfeel. **94** —M.M.

July/august 2020 / the tasting panel / 87

スピリッツ市場に旗を立てる

≡ 「バーを攻める」(～米国ロサンゼルスから9つの提言～提言4)



2019.3 iichiko 彩天発売発表会(NY)



2019.3 iichiko 彩天発売発表会(NY)



iichiko 彩天 現地販促POP



2019.2 Tasting Panel誌(米)



2021.3 Tasting Panel誌(米)



2019.6 Fobes(米)

マーケットの視点を大切に

≒ 「日米合作によるモノ&コトづくり」 (~米国ロサンゼルスから9つの提言~提言7)



iichiko
彩天
SAITEN
SPIRITS DISTILLED FROM 100% BARLEY
SHOCHU

2019年1月発売米国限定商品

- ①バー向け商品
- ②SFのトップバーテンダーと開発
- ③麴由来のうまみフレーバー
- ④43度の高度数焼酎



Mr. Kevin Dietrich



Mr. Jacques Bezuidenhout

SF World Spirits
Competition

2019年
GOLD



2020年
DOUBLE GOLD



International
Wine and Spirit
Competition

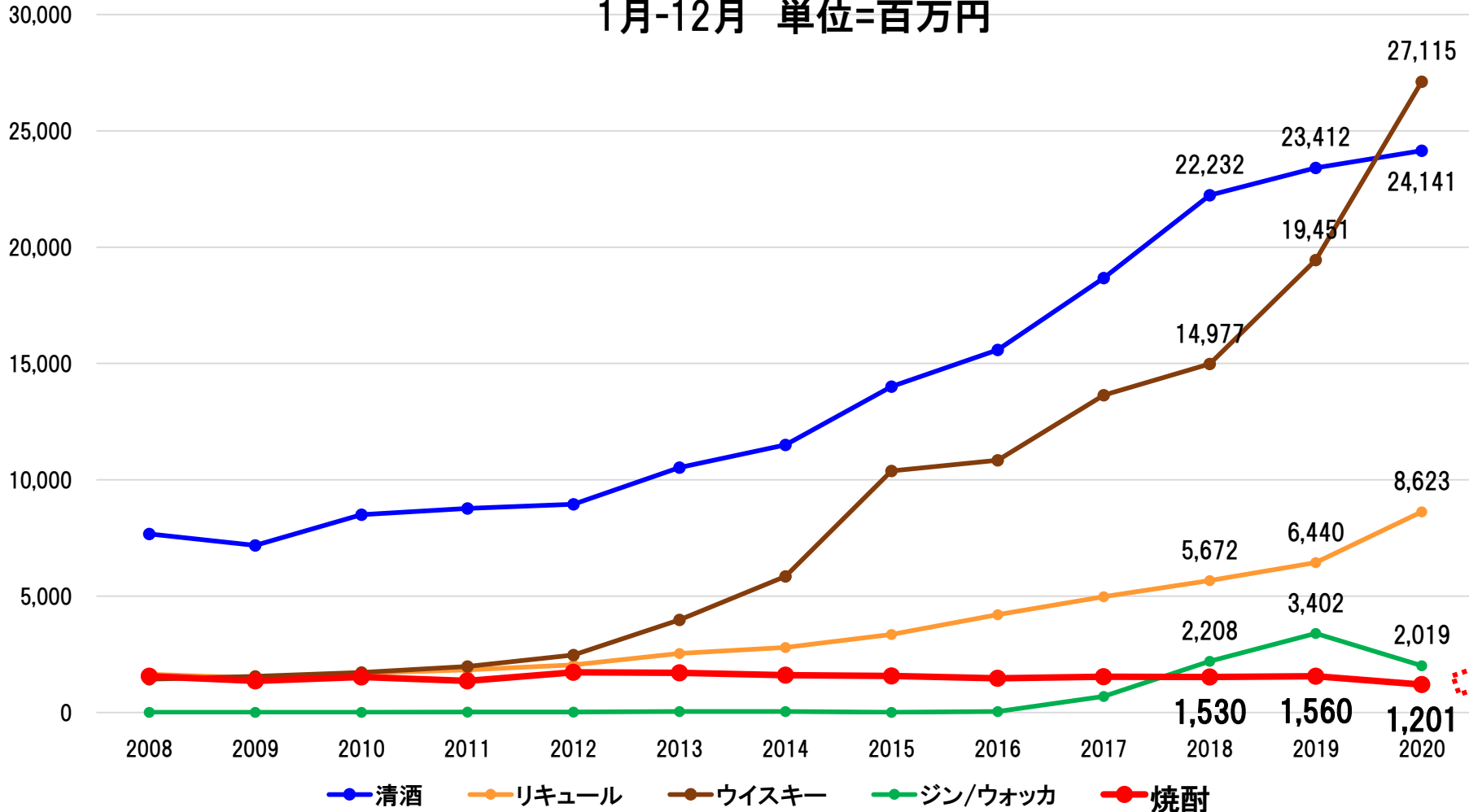
2021年
Gold-Outstanding



“Shochu”の現在の立ち位置(日本産酒類との比較)

参照元:財務省貿易統計

日本⇒海外 酒類別輸出金額推移
1月-12月 単位=百万円



今後に期待