



SELLING ARTISANAL SAKE

EDUCATE YOUR CLIENTS

- Artisanal sake is a hip and booming category, with solid annual growth in the U.S.
- Artisanal sake is as different from the hot, retched stuff many associate with “sake” as a First Growth is from fermented grape juice. This is because of:
 - Higher quality rice varieties, water, *koji* (the mold that converts starch to sugar), and yeasts.
 - Rice grains significantly milled down, which creates cleaner sakes with fruitier aromatics.
 - Traditional Japanese hand-crafting of small batches, not U.S. industrial mass production.
- The Niigata region of Japan (where our sakes are crafted) is widely considered the best place in the world for premium sake, due to its pure mountain water, great rice, and distinctive micro-brewing styles.
- Artisanal sake is best served chilled. Once opened, sake can be refrigerated for up to a week.
- Terms to Know:
 - Tokubetsu: “Special” grade sake.
 - Ginjo: “Premium” grade sake; at least 40% of the rice grain milled away.
 - Daiginjo: “Ultra-premium” grade sake; at least 50% of the rice grain milled away.
 - Honjozo: Sake with added brewer's alcohol; creates lighter-bodied and more fragrant sakes.
 - Junmai: “Pure Rice Sake” (no alcohol added); creates fuller-bodied and more acidic sakes.
 - Karakuchi: Dry sake.
 - Onikoroshi: “Demon Slayer”; refers to very dry sake.
 - Nigori: unfiltered sake with more rice particles; creates a cloudy sake with distinctive sweet taste.
 - Nama-chozo: Sake that is not pasteurized until bottling; creates zestier sakes.
 - Seimaibuai: (pronounced say-my-boo-eye) Rice polishing ratio, given as a percentage of the grain remaining, so the lower the number the greater the outer rice grain has been polished away.
 - Nihonshu-do: (knee-hohn-shoo-doh) Sake Meter Value; the higher the number the drier the sake.

RETAIL TIPS

- Explain Kura Selections' easy approachability for novice consumers: English labels with modern designs with all the product's important information explained on the back labels.
- Tell how shelftalkers and other POS can be downloaded from www.kuraselections.com.
- Offer to create a sake section in the wine store and maintain it: control the category!

RESTAURANT TIPS

- Explain how sakes, like wines, can be matched with just about any dish (it's not just seafood!).
- Get the sommelier and chef excited about being on the cutting edge of a new category.
- Create a sake section in the wine list and control it; become the sommelier's go-to sake sales rep.
- By-the-glass is a great way to introduce artisanal sake to consumers; and with 300ml bottles and longer refrigeration time, it's a low risk to the restaurant.

On the menu, list the sakes in this format: Brand “Product Name” Grade/Type, e.g.: Manotsuru “Crane” Junmai; Manotsuru “Bulzai” Ginjo.

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