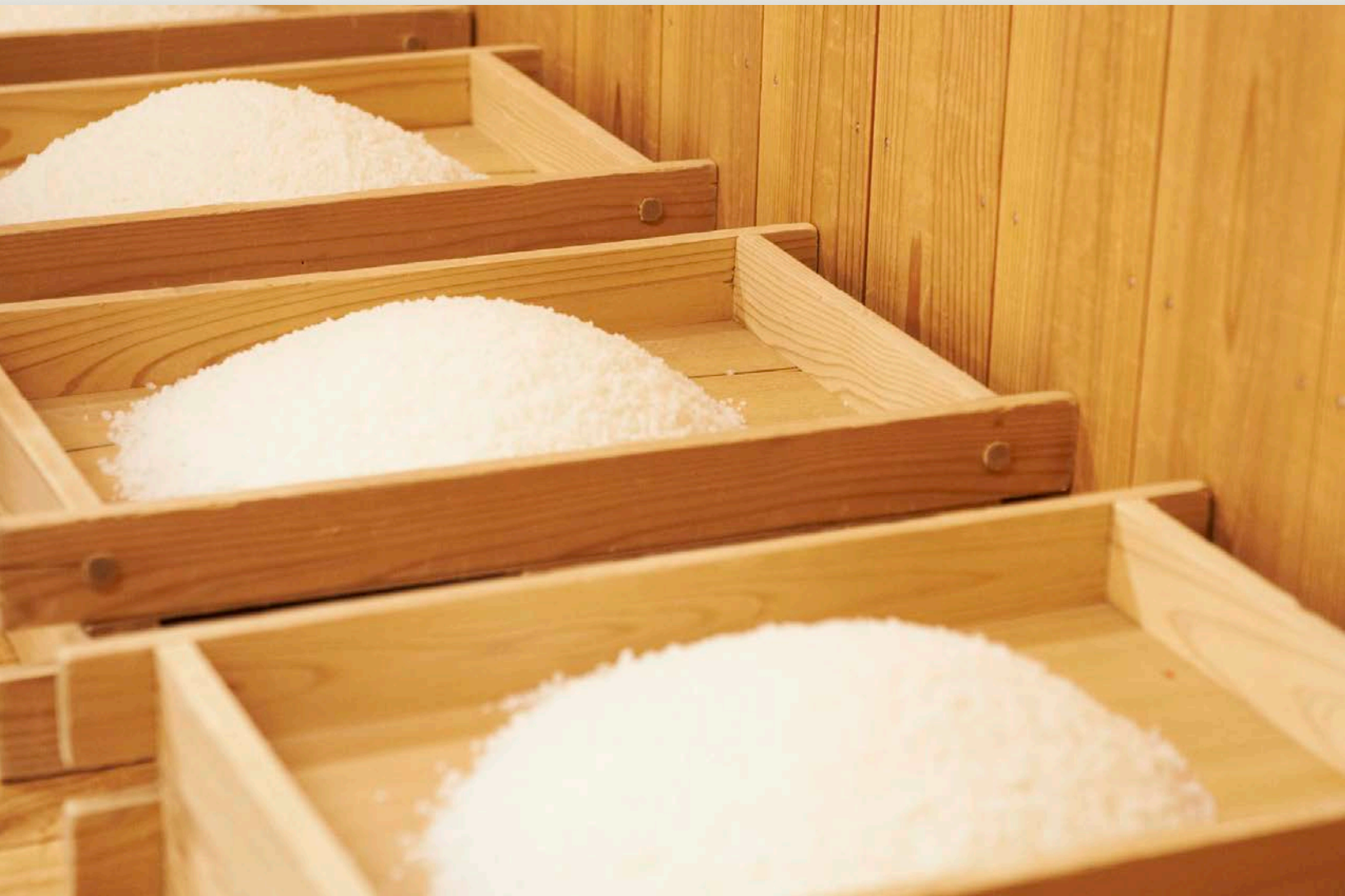




白鶴

HAKUTSURU SAKE SINCE 1743



Hakutsuru

JAPAN'S #1 EXPORTED BRAND

Founded in 1743 in the Nada district of Kobe, Hakutsuru is the #1 exported sake brand in Japan. Elegant, thoughtful and delicious sake defines Hakutsuru, but tireless innovation places it in a class of its own. Whether it's understanding water sources at the molecular level, building a facility to create one-of-a-kind yeast, or developing its own sake-specific rice, Hakutsuru Nishiki, it's the deep dive into research and development that explains Hakutsuru's ascension to the top of a centuries-old craft.

HAKUTSURU: JAPAN'S #1 EXPORTED BRAND



Driven to create a one of a kind sake rice strain to rival Yamada-Nishiki (“the king of rice”), Hakutsuru spent over 10 years developing their own exceptional HAKUTSURU NISHIKI rice, becoming the first successful crossbreed of Yamadaho and Wataribune in 70 years.

HAKUTSURU

Hakutsuru Nishiki* - Junmai Daiginjo

A luxurious sake, mouth-filling and full of flavor, yet delicately refined. Enjoy the elegance of refreshing floral notes of jasmine and orange blossom and savor a hint of vanilla sweetness in the extra-long finish.

Polish 50% ABV 15.5% SMV +4

Rice Hakutsuru Nishiki

Yeast Proprietary Enjoy chilled

AWARD 96pts - Tasting Panel '19

UPC: *720ML (DI or for Select States) 7 47846 06720 9



HAKUTSURU

Sho-Une* - Junmai Daiginjo

Sho-Une, meaning “soaring clouds,” uses only the finest rice and renowned water. Delicate notes of apple and pear balance with lush strawberry and nectarine.

Polish 50% ABV 15.5% SMV +2

Rice Yamada Nishiki Yeast Proprietary

Enjoy chilled

AWARDS Gold Medal - World Sake Challenge '19

UPC: 300ML 7 47846 01010 6, 720ML 7 47846 01011 3



HAKUTSURU

Sayuri - Nigori

Sayuri means “little lily” in Japanese, apt for this soft, floral noted nigori. Hints of white grape and elements of cherry blossom create a lush, creamy sake.

Polish 70% ABV 12.5% SMV -11

Rice Japanese Domestic

Yeast Proprietary Shake and enjoy chilled

AWARDS Class Champion, Gold Medal - Rodeo Uncorked Int'l Wine Competition '20

UPC: 300ML 7 47846 02001 3, 720ML 7 47846 02002 0



HAKUTSURU

Superior - Junmai Ginjo

A flowery and fragrant sake with silky, well-balanced smoothness. Notes of blueberry and melon with well balanced flavors of pear and strawberry.

Polish 60% ABV 14.5% SMV +3

Rice Japanese Domestic Yeast Proprietary

Enjoy chilled

AWARDS 92pts, Gold Medal - S.F. Int'l Wine Competition '19

UPC: 300ML 7 47846 01002 1, 720ML 7 47846 01001 4



HAKUTSURU

Organic - Junmai

Light, exhilarating and crisp with hints of aromatic citrus and robust bran flavors. USDA certified organic.

Polish 70% ABV 14.5% SMV +5

Rice Organic Calrose Yeast Proprietary

Enjoy chilled or slightly warm

AWARD Gold Medal, Reserve Class Champion - HLSR Int'l Wine Competition '19

UPC: 300ML 7 47846 01005 2, 720ML 7 47846 01006 9



HAKUTSURU

Toji-Kan*

Mellow, aromatic, very smooth and slightly dry with a medium body. Great balance of umami and subtle sweetness.

Polish 70% ABV 15.3% SMV +2

Rice Yamada Nishiki Yeast Proprietary

Enjoy chilled, room temperature or warm

UPC: *720ML (DI Only) 7 47846 04720 1,

*1.8L (DI or for Select States) 7 47846 04018 9



HAKUTSURU
Excellent* - Junmai

A full-bodied off dry junmai with robust flavors of toasted cereal, natural rice sweetness and a dry finish.

Polish 70% ABV 15% SMV +4
Rice Japanese Domestic Yeast Proprietary
Enjoy chilled, room temperature or warm

UPC: 720ML 7 47846 01014 4
1.8L 7 47846 01016 8
*1.8L CARTON (DI or for Select States) 7 47846 01015 1
*18L CUBE (DI or for Select States) 7 47846 01017 5



HAKUTSURU
Draft - Junmai Namachozo

Fruity yet dry in a classic style. Aromas of sweet rice, nuts and vibrant barely-ripe pear, with green melon and light cream on the palate.

Polish 70% ABV 14% SMV +4
Rice Japanese Domestic Yeast Proprietary
Enjoy chilled

UPC: 180ML 7 47846 01007 6, 300ML 7 47846 01008 3,
720ML 7 47846 01009 0



HAKUTSURU
Tanrei - Junmai

A slightly dry junmai with subtle aromas of honey and pear with flavors of cashews and toasted cereal complemented by hints of minerality from Mt. Rokko's natural spring water.

Polish 70% ABV 13.5% SMV +4
Rice Hakutsuru Nishiki & Nakate Shinsenbon
Yeast Proprietary Enjoy chilled

UPC: 180ML 7 47846 01004 5

HAKUTSURU
Awa Yuki - Sparkling Sake

Tempting flavors of tropical fruits, banana cream, hazelnut, vanilla and honeycomb with floral, fruity and mellow rice aromas.

ABV 5.5% SMV -58
Rice Japanese Domestic Yeast Proprietary
Enjoy chilled

AWARD Gold Medal - Ultimate Wine Challenge '19
UPC: 300ML 7 47846 04001 1



HAKUTSURU
Gift Set - Three 300ML Bottles

This gift set contains the best sellers: Sayuri Nigori, Draft Saké and Superior Junmai Ginjo. Perfect not only as a gift but also as an introduction to the world of saké for beginners.

Polish 70% | 70% | 60%
ABV 12.5% | 14% | 14.5%
SMV -11 | +4 | +3
Rice Japanese Domestic
Yeast Proprietary Enjoy chilled

UPC: Gift Box 7 47846 01013 7



HAKUTSURU
Plum Wine

A pleasing fruity plum aroma characterizes this semi-sweet wine with slightly tart, bright and tangy notes.

ABV 12.5%
Plums Japanese Domestic
Enjoy chilled

UPC: 750ML 7 47846 03002 9

UKIYO-E

(ooh-kee-yoh-eh)

Ukiyo-e is a Japanese woodblock print or painting of famous kabuki actors, beautiful women, travel landscapes and city life from the Edo period. Ukiyo-e is significant in expressing the sensual attributes of Japanese culture from 17th to 19th century. This collection is beautifully crafted to embody this art movement. Each bottle comes with a gift-worthy box containing a delicious and special sake.



Learn More



HAKUTSURU **Ukiyo-e - Daiginjo**

Bright, pronounced aroma of strawberry, raspberry, and fresh bouquet.

Polish 50% ABV 15.5% SMV +3

Kake Rice Japanese Domestic
Koji Rice Yamada Nishiki
or Hakutsuru Nishiki

Yeast Proprietary

Enjoy chilled

AWARDS 21 Worldstar Global Packaging Awards in the beverage category

UPC: 720ML 7 47846 05002 7



HAKUTSURU **Ukiyo-e - Junmai Daiginjo**

Smooth and delicate with pleasant aromas of honeydew, fuji apple, and hints of licorice.

Polish 50% ABV 15.3% SMV +1

Kake Rice Japanese Domestic
Koji Rice Yamada Nishiki
or Hakutsuru Nishiki

Yeast Proprietary

Enjoy chilled

AWARDS Double Gold - Rodeo Uncorked Int'l Wine Competition '22;
'21 Worldstar Global Packaging Awards
in the beverage category

UPC: 720ML 7 47846 05003 4

CHIKA SAKE CUP

A new way to sip!

Meet Chika! Chika was born and raised in Kobe, Japan in 1997. She is adventurous and passionate about spreading joy to all she meets. It is through Chika Sake Cup that she brings a smile to all.

A smooth and refreshing sake from start to finish. Delicious with ramen, sushi, pesto pasta, roasted chicken or even ricotta toast.



HAKUTSURU

Chika Sake Cup - Junmai

Smooth and refreshing from start to finish. Light aroma of honey and sugarcane, layered with roasted almonds. The flavor profile has subtle hints of pear, grapefruit, aniseed and dark chocolate.

Polish 78% ABV 13.5% SMV +4

Rice Japanese Domestic

Yeast Proprietary

Enjoy chilled, room temperature or warm

UPC: 5/200ML 7 47846 08205 9

1/200ML 7 47846 08200 4



Learn More

JUICY YUZU

YUZU LIQUEUR まるごと搾り ゆず

This yuzu liqueur is a perfect ingredient for cocktails or simply mixed with soda water, on the rocks. Juicy Yuzu is made with 100% Japanese yuzu and has no artificial flavor or color. There is a complex bitterness and richness to the flavor profile, that is balanced with a subtle sweetness. This yuzu liqueur is a favorite in Asia and is now ready for the US cocktail scene.



HAKUTSURU Juicy Yuzu - Liqueur

Works well as an aperitif, with cold meats, mortadella, prosciutto, and salted nuts. An ideal digestif to settle the palate after dinner, or a dessert wine accompanied with panettone or chocolate mousse.

ABV 9.5%

Enjoy chilled or in a cocktail

UPC: 6/700ML 7 47846 07002 5

Cocktail Ideas



Yuzu Brunch Cocktail

1 oz Hakutsuru Juicy Yuzu
½ oz simple syrup
2 dashes of orange bitters
Cava

Combine Juicy Yuzu, simple syrup, and bitters. Stir well then top with cava.



Yuzu Manhattan

1½ oz Bourbon
½ oz Amaro
½ oz Luxardo
¾ oz Hakutsuru Juicy Yuzu
1 dash of Angostura bitters

Stir on the rocks. Serve up or on a big rock, with a brandied cherry garnish.

UME PLUM

Hakutsuru's Ume Plum liqueur delivers a super-rich, bold, fruity flavor, in the traditional Genshu style. Asian countries have been huge consumers of this liqueur and now it is being showcased in the US. Ume Plum is made with 100% Nanko Plums from Japan and has no artificial flavor or color. The sweetness compliments bold spirits like bourbon, scotch, or gin. Hakutsuru's Ume Plum is a true catalyst for some amazing cocktails.



HAKUTSURU Ume Plum - Liqueur

The complex sweetness is well paired with robust cheeses including parmesan, pecorino, and most charcuterie, especially aged Iberico ham and chorizo. A great accompaniment to hearty casseroles, beef bourguignon and cassoulet, and desserts especially vanilla based, panna cotta, or cheesecake.

ABV 19.7%

Enjoy chilled or in a cocktail

UPC: 6/720ML 7 47846 07001 8

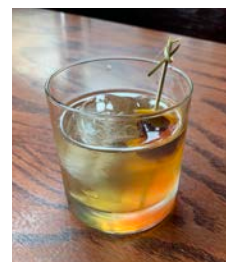
Cocktail Ideas



Plum Yuzu Gimlet

1½ oz Gin
¾ oz Hakutsuru Juicy Yuzu
½ oz fresh lemon juice
¾ oz Triple Sec
¾ oz Hakutsuru Ume Plum
Splash of Crème de Violette

Shake the first 5 ingredients with ice. Strain over fresh ice and float in the Crème de Violette. Garnish with a lime wheel and brandied cherry.



Yakuza

2 oz Hakutsuru Ume Plum
1 oz Bourbon
2 dashes of orange bitters

Stir on the rocks, strain and serve on a big rock. Garnish with an orange peel and brandied cherry.