



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

UPC: *6/720ML (DI or for Select States) 7 47846 06720 9


HAKUTSURU
Sho-Una* - Junmai Daiginjo

Sho-Una, 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

UPC: 12/300ML 7 47846 01010 6, 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: 12/300ML 7 47846 02001 3, 6/720ML 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

AWARD Double Gold - Milano Sake Challenge '25

UPC: 12/300ML 7 47846 01002 1, 6/720ML 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

UPC: 12/300ML 7 47846 01005 2, 6/720ML 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: 6/720ML 7 47846 04720 1,

*6/1.8L (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: 12/720ML 7 47846 01014 4

6/1.8L 7 47846 01016 8

6/1.8L CARTON 7 47846 01015 1

1/18L CUBE 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: 30/180ML 7 47846 01007 6, 20/300ML 7 47846 01008 3,
6/720ML 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: 20/180ML 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

UPC: 12/300ML 7 47846 04001 1



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: 12/750ML 7 47846 03002 9



HAKUTSURU

Gift Set - Three 300ML Bottles

This gift set contains the best sellers: **Sayuri Nigori, Draft Sake 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

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.



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: 6/720ML 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: 6/720ML 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

30/200ML 7 47846 08200 4

Juicy Yuzu

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.



COCKTAIL IDEA YUZU MANHATTAN

Combine 1.5 oz bourbon, .5oz Amaro, .5 oz Luxardo, .75 oz Hakutsuru Juicy Yuzu, and 1 dash of Angostura bitters. Stir well and garnish with a brandied cherry.

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

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.



COCKTAIL IDEA YAKUZA

Combine 2 oz Hakutsuru Ume Plum, 1 oz bourbon, and 2 dashes of orange bitters on the rocks. Stir well and garnish with an orange peel and brandied cherry.

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
AWARD Double Gold - Milano Sake Challenge '25
UPC: 6/720ML 7 47846 07001 8



HAKUTSURI SAKE SINCE 1743

Hakutsuru was founded in 1743 by Jihei Kano. Originally sold locally for decades, the Hakutsuru brand slowly built recognition and prestige throughout the years and found its spotlight on the world stage by being exhibited at the 1900 Paris World Fair. Since the 1900's, Hakutsuru has continually expanded, from a single brewing facility to three (with one solely dedicated to hand crafted daiginjo and exclusive limited releases). It is currently the world's largest sake producer.

Kobe, particularly its Nada District, is famous for being the hub of sake brewing. About 10% of all sake production in Japan is brewed in Nada because of its water sources, ideal climate cycles, and proximity to large ports in Kobe and Osaka. Among these various sake breweries stands Hakutsuru, the largest sake producer in Japan.



sake
ONE

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