

With a hope of making geographical indication

**“Yamanashi”**

even more popular!

Introduction to  
**GI YAMANASHI sake**



Tokyo Regional Taxation Bureau

## What is GI YAMANASHI sake?

**GI YAMANASHI** is a geographical indication for liquor products (sake).

“GI” stands for “Geographical Indication.”

### 1 Outline of the geographical indication system

The geographical indication system permits only products (e.g., alcoholic beverages and agricultural products) made of ingredients from, or using methods unique to, a certain area to identify themselves using the name of the area.

- ▶ The geographical indication system's benefits include product differentiation by building regional brands for production areas and quality assurance for consumers.
- ▶ The geographical indication system for liquor products was the first of its kind in Japan when it was established in 1994.

### 2 Geographical indications for liquor products in Japan

Geographical indications for liquor products in Japan are designated by the Commissioner of the National Tax Agency of Japan.

A geographical indication cannot be used for a liquor product that is not produced in the designated area or that does not fulfill specific qualitative standards.

“Japanese Sake” is also a geographical indication.

Among sake, only those that use rice produced in Japan as an ingredient and brewed in Japan are permitted to be labeled as “Japanese Sake.”

### 3 Geographical Indication (GI) “YAMANASHI”

Geographical Indication (GI) “YAMANASHI” is a geographical indication for liquor products produced in Yamanashi Prefecture.

The geographical indication for wine was officially designated in July 2013, and that for sake in April 2021.

- ▶ It was **the first case in Japan** for a geographical indication for different categories of liquor products, namely sake and wine, to be designated for the same production region.
- ▶ Sake products permitted to use GI are labeled as “**GI YAMANASHI**.”

“**GI YAMANASHI**” provides a guarantee that a product is “made in Yamanashi Prefecture” and “fulfills certain standards for quality.”

## Background to the establishment of “GI YAMANASHI”

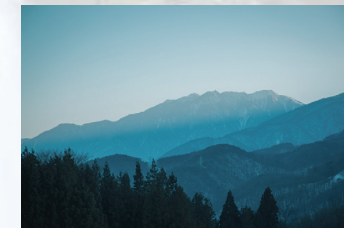
### Climate and geography of Yamanashi Prefecture

Yamanashi Prefecture is surrounded by mountains at a level from 2,000 to over 3,000 meters, such as Mount Fuji, the Southern Alps, Yatsugatake Mountains, and Okuchichibu Mountains. Of the prefecture's total area, 78% is covered with forests.

Rain and snow falling on Mount Fuji and other high mountains become water for forests, and down through the ages, is naturally filtered through the layers of granite, basalt, andesite and so on, becoming subsoil water containing a moderate amount of minerals and forming several water systems.

Although the components differ slightly by each water system, all of this abundant soft water generally has a light taste with good quality.

The fact that it is the largest production area of bottled mineral waters in Japan (about a 40% market share in Japan) speaks to the high quality of water in Yamanashi Prefecture.



### Yamanashi Prefecture as a sake-producing region

There is a record stating that, back in 1796, there were three types of sake breweries, namely *mura-tsukuri-zakaya* (village sake brewery), *machi-tsukuri-zakaya* (town sake brewery), and *shukuba-tsukuri-zakaya* (post station sake brewery) in the prefecture.

Yamanashi Prefecture was a region under the direct management of the Tokugawa shogunate, and was developed around “Koshu Kaido,” one of the five major traditional routes. Therefore, it was an important foothold both militarily and logistically.

In addition, climbing Mount Fuji as a form of worship, or visiting Mount Minobu to offer prayers at the head temple of Nichiren-Shu, Minobusan Kuonji Temple, became popular in the Edo Period.

The region is hot in summer and cold in winter, and there is also a height difference of about 800m near Sasago Mountain Path along Koshu Kaido. It seems that people who traveled on such route, under the severe climate and large difference in height greatly relished salty dishes, and sake in Yamanashi Prefecture has been enjoyed as an accompaniment to those dishes.

Within such historic context, sake brewing in Yamanashi Prefecture has developed to produce sake with a soft and clear flavor that matches and beautifully melds with salty dishes.

Soft water generated under the advantageous natural environment, including the high mountains and many geological layers, is used for sake brewing. In addition, the cold weather in winter, which is the brewing period, allows the fermentation to progress moderately, resulting in a soft and clear sake with a pure flavor, absent of any unpleasant heavy taste and with adequate aroma and *umami*.



## “GI YAMANASHI” among sake

Various kinds of sake are distributed in Japan, including those produced abroad.

“GI YAMANASHI” represents sake products made in compliance with the production standards designated by the Commissioner of the National Tax Agency and that have passed the examination by the management authority.

### Sake

As for sake ingredients, alcohol and sugars can also be used, in addition to rice, rice *kaji*, and water.

- Produced in Japan using rice produced abroad
  - Produced abroad using rice produced in Japan
- } Cannot be labeled as “Japanese Sake.”

### GI Japanese Sake

Sake using only rice produced in Japan for ingredient rice and rice *kaji*, and is brewed and bottled in Japan

- ▶ In addition to “sake,” it can also be labeled as “Japanese Sake.”

## “GI YAMANASHI”

### “Yamanashi Sake”

## “GI YAMANASHI”

Those permitted to use the “GI YAMANASHI” indication as they fulfil the production standards of the management authority:

- Use only rice produced in Japan (Grade 3 or above)
- Use water collected within Yamanashi Prefecture (only from six water systems (foot of Southern Alps, foot of Yatsugatake Mountains, foot of Chichibu Mountains, foot of Mount Fuji, Fuji/Misaka, and northern foot of Misaka))
- The amount of alcohol added is limited
- The use of sugar is not permitted
- The entire process, including production, storage, and packaging, is implemented within Yamanashi Prefecture



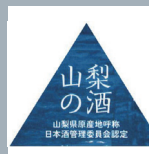
Sake permitted to use the “GI YAMANASHI” indication can have the indication placed on their containers or packaging.

### “Yamanashi Sake”

Among “GI YAMANASHI” products, those that fulfil the criteria below and are certified by GI Yamanashi Japanese Sake Management Commission

- Use only rice produced in Yamanashi Prefecture (Grade 3 or above)
- Use water from the water system designated by Yamanashi Prefecture
- Ingredients other than rice, *kaji*, and water are unused (alcohol cannot be used).
- Rice-polishing rate of 70% or below for *junmai-shu*

Etc.



Among “GI YAMANASHI” products, those that fulfil the criteria below and are certified by Yamanashi Japanese Sake Management Commission can be labeled as “Yamanashi Sake.”

## “GI YAMANASHI” management authority

Yamanashi Sake and Shochu Makers Association, which is the management authority of the Geographical Indication “YAMANASHI,” conducts rigorous quality and labeling reviews, including sensory inspection. Only sake that passes these tests can be labeled as “GI YAMANASHI”

### [Geographical Indication “YAMANASHI” sake management authority]

<Name> Yamanashi Sake and Shochu Makers cooperative association

<Address> 4-15-5 Kokubo, Kofu City, Yamanashi Prefecture

<Phone no.> +81-55-224-4368

<URL> www.yamanashi-sake.jp



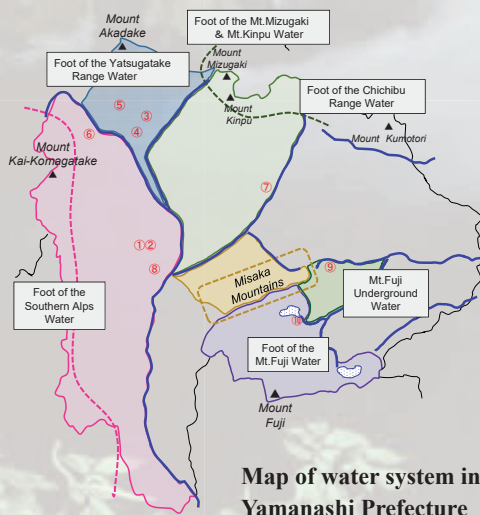
### Labeling of “GI YAMANASHI” on sake

As also explained on the previous page, sake permitted to use the “GI YAMANASHI” indication can have the indication placed on their containers or packaging.













\* Among “GI YAMANASHI” products, those that fulfil even more strict standards, such as using ingredients only produced in Yamanashi Prefecture and certified by GI Yamanashi Japanese Sake Management Commission, can also be labeled as “Yamanashi Sake”

For both products, it is assured that they are made by using “water from a designated water system in Yamanashi Prefecture” and “produced and packaged in Yamanashi Prefecture.” Further, products indicated as “Yamanashi Sake” use only rice produced in Yamanashi Prefecture. Match them with the local dishes of Yamanashi, such as *houtou* or stewed giblets!



## Sake breweries in Yamanashi Prefecture

No	Brand	Sake Breweries		Visit	Language	Shop	Restaurant
1		Taikan Shuzo JCN 7090001001255	Kamimiyaji, Minami Alps-City	TEL 055-282-1116 <a href="http://www.taikan-y.co.jp">http://www.taikan-y.co.jp</a>	■	—	○ ×
2		Yokouchishuzoten JCN 1090001005096	Kamimiyaji, Minami Alps-City	TEL 055-282-0038	×	—	○ ×
3		Takenoi Shuzo JCN 6090001011313	Minowa, Takanecho, Hokuto-City	TEL 0551-47-2277	×	—	○ ×
4		Yamaki Shuzoten JCN 3090001011365	Shimokurozawa, Takanecho, Hokuto- City	TEL 0551-47-3130 <a href="http://www.yamakishuzou.com">http://www.yamakishuzou.com</a>	■	—	○ ×
5		Tanizakura-Shuzo JCN 3090002014185	Yato, Oizumicho, Hokuto-City	TEL 0551-38-2008 <a href="http://www.tanizakura.co.jp">http://www.tanizakura.co.jp</a>	■	—	○ ×
6		Yamanashi meijo JCN 1090001011219	Daigahara, Hakushucho, Hokuto-City	TEL 0551-35-2236 <a href="http://www.sake-shichiken.co.jp/">http://www.sake-shichiken.co.jp/</a>	■	—	◎ ○
7		YORO SHUZO JCN 8090001008992	Kita, Yamanashi-City	TEL 0553-22-0047 <a href="http://fruits.jp/~omoshiro-sakaya/">http://fruits.jp/~omoshiro-sakaya/</a>	■	—	○ ○
8		YOROZUYA JOZOTEN JCN 4090001012148	Aoyagimachi, Fujikawacho, Minamikoma-gun	TEL 0556-22-2103 <a href="http://www.shunnoten.co.jp">http://www.shunnoten.co.jp</a>	■	—	○ ×
9		Sasaichi Sake Brewery JCN 5090001007923	Yoshikubo, Sasagomachi, Otsuki-City	TEL 0554-25-2111 <a href="http://www.sasaichi.co.jp/">http://www.sasaichi.co.jp/</a>	■	—	○ ○
10		Ide Sake Brewery	Funatsu, Fujikawaguchikomachi, Minamitsuru-gun	TEL 0555-72-0006 <a href="http://www.kainokaiun.jp">http://www.kainokaiun.jp</a>	■	E	◎ ×

(Note 1) Cited from “Introduction of Breweries in the Tokyo Regional Taxation Bureau’s Jurisdiction” on the Tokyo Regional Taxation Bureau’s website

(Note 2) Please contact the Geographical Indication “YAMANASHI” sake management authority for breweries and products using “GI YAMANASHI.”

(Note 3) JCN: Japan Corporate Number

Brewery Tour		Supported language		Shop		Restaurant
○	Accepted	E	English	◎	Tax free Shop	○
■	Reservation required	C	Chinese	○	Shop	×
×	Not be accepted	F	French	×	No shop	



**Japan.** “Kampai” to the world.

## Information

Information on Yamanashi Prefecture's sake breweries can be found on the website, “Introduction of Breweries in the Tokyo Regional Taxation Bureau's Jurisdiction.”



The website, “Introduction of Breweries in the Tokyo Regional Taxation Bureau's Jurisdiction” on the Tokyo Regional Taxation Bureau's website provides information for consumers on liquor products made within its jurisdiction (Tokyo, Chiba Prefecture, Kanagawa Prefecture and Yamanashi Prefecture). In addition to sake breweries in Yamanashi Prefecture, information can be found on wineries and breweries within the jurisdiction of the Tokyo Regional Taxation Bureau (three prefectures), and on events hosted by liquor business associations. Please visit the site!



Introduction to Breweries in the Tokyo Regional Taxation Bureau's Jurisdiction

[https://www.nta.go.jp/english/taxes/liquor\\_administration/tokyo\\_breweries/index.htm](https://www.nta.go.jp/english/taxes/liquor_administration/tokyo_breweries/index.htm)

This brochure was prepared based on the laws and regulations effective as of the end of December 2021.

Liquor Tax and Industry Division, Tokyo Regional Taxation Bureau