

With the hope of making geographical indication
“TOKYO SHIMAZAKE”
even more popular!

—Introduction to GI TOKYO SHIMAZAKE Shochu—



Tokyo Regional Taxation Bureau





What is “GI TOKYO SHIMAZAKE?”

“GI Tokyo Shimazake” is a geographical indication for liquor products (Shochu).

* “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.

Geographical Indication (GI) of liquor products verifies that the product is:

produced in
the designated area, and

fulfills specific qualitative
standards.

**With this indication, consumers can
adequately select regional brand products.**

* Geographical indications for liquor products in Japan are designated by the Commissioner of the National Tax Agency of Japan, according to the application from the production area. Unauthorized use of a geographical indication is strictly policed by the government.

2. Geographical indication of shochu and “Tokyo Shimazake”

Regarding the geographical indication for shochu, “Iki” (Nagasaki Prefecture) “Kuma” (Kumamoto Prefecture) and “Ryukyu” (Okinawa Prefecture) were officially designated in June 1995, “Satsuma” (Kagoshima Prefecture) in December 2005, and “Tokyo Shimazake” (Tokyo) in March 2024.

“GI Tokyo Shimazake” is the first designation in 18 years since 2005, and also the first designation for shochu produced outside Kyushu/Okinawa region.

As explained later, Tokyo Shimazake has its roots in the Kyushu region. However, the production method of using barley *kōji* and sweet potato, which is one of the characteristics of Tokyo Shimazake, is uncommon in the Kyushu/Okinawa region, thus it is unique.

* Information included in this brochure is prepared according to the production standards of “GI Tokyo Shimazake.” Please read the two-dimensional barcode on the right for more details about the standards.





Characteristics of GI TOKYO SHIMAZAKE



There are three types of Tokyo Shimazake produced on the Izu Islands, namely “sweet potato shochu,” “barley shochu (Shochu made using only barley as the main ingredient except barley *kōji*)” and “sweet potato and barley blended shochu (Shochu made using both sweet potato and barley as main ingredients except barley *kōji*).” All of them are characterized by using “barley *kōji*”, not “rice *kōji*”.

Characteristics

Common

The aroma of barley, a refreshing grassy fragrance, soft and light aftertaste, gentle richness and savoriness

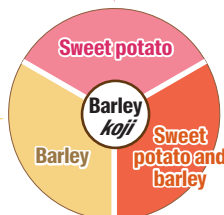
By type

① Sweet potato shochu

The aroma of sweet potato and the fragrance of barley *kōji* → Aroma like roasted sweet potato
 + Characteristics of materials, including red, white and purple potatoes → Aroma reminiscent of azuki beans, citrus fruit, honey and yogurt

② Barley shochu

The aroma of barley
 + Sweet flower-like aroma
 and soft aroma reminiscent
 of dairy products



③ Sweet potato and barley blended shochu

Characteristics of both
 ① and ②, according
 to the ratios of the
 ingredients

* In addition, aromas like chocolate, nuts, or chestnuts may also be felt as the characteristics of individual manufacturers.

Tokyo Shimazake has been popular among Izu islanders along with foods like sashimi made with fatty fish caught off the islands, traditional *Kusaya* (a salted, fermented and dried fish product with a strong fishy smell), and dishes using *Ashitaba* (*Angelica Keiskei*; herb which has a distinct, bitter taste).

Fish fat matches the richness and savoriness of Tokyo Shimazake in a balanced manner, while the fat is washed away moderately, leaving a pleasant aftertaste. In addition, the aroma of Tokyo Shimazake harmonizes well with the peculiar, strong smell of *Kusaya* and *Ashitaba*, with the high alcohol content of distilled spirits quickly counteracting these strong aromas.

As such, Tokyo Shimazake, having both harmonizing and refreshing effects with dishes, is a drink that goes well with meals.



(Source: Tokyo Metropolitan Government)



Background to the establishment of “GI TOKYO SHIMAZAKE”



Climate and geography of the Izu Islands

The Izu Islands are officially part of Tokyo. They consist of nine inhabited islands, namely Oshima, Toshima, Niijima, Shikinejima, Kozushima, Miyakejima, Mikurajima, Hachijojima, and Aogashima, extending approximately 120 km to 650 km south of Tokyo Bay, and other isolated islands and affiliated islands.

The Izu Islands have a warm and humid oceanic climate, with a warm current (the Kuroshio Current) flowing in nearby waters. This means that temperatures are relatively warm even in autumn and winter, which are the season for producing shochu, promoting active fermentation, and this environment made it easy for shochu production to take root. Furthermore, this warm climate helps the oil content of Tokyo Shimazake associated with raw materials to dissolve into the undiluted shochu during storage, giving the product richness and savoriness.

While annual precipitation is high and potable water is available only in the limited catchment areas in the islands, the mineral content of the potable water is little, since the groundwater age is younger. This water is not only used for shochu distilling, but is also added to undiluted shochu, giving it the soft and gentle taste characteristic of Tokyo Shimazake.



History of shochu in the Izu Islands

The history of the production of shochu in the Izu Islands dates back to the Edo period. According to literature titled “Hachijo Jikki,” Tanso Shoemon, a merchant from Satsuma Province who was exiled to Hachijojima island in 1853 on charges of smuggling, taught the islanders how to produce shochu using sweet potato as the main ingredients, which were coincidentally increasingly being cultivated at the time as an emergency crop.



In the possession of Tokyo Metropolitan Archives

Process for production



Ingredient of *kaji*: barley



Steaming



Making *kaji*



Water collected within the island



Seed mash (1st *moromi*)



Main Fermentation (2nd *moromi*)

It is not clear when the production method characteristic to Tokyo Shimazake using “barley *kōji*” was established. However, there is a description in the literature “Hachijo Jikki” saying that the shochu production “brought huge profits to the farms without spending a single grain of rice.” In addition, barley and millet, instead of rice, were the crops mainly cultivated in each island due to the type of soil. From this historic evidence, it is believed that barley was used as an ingredient for making *kōji* from the very start of the introduction of the production method for shochu.

For such reasons, it can be said that “sweet potato shochu,” which is the first of the three types of shochu, is the most traditional type of Tokyo Shimazake.

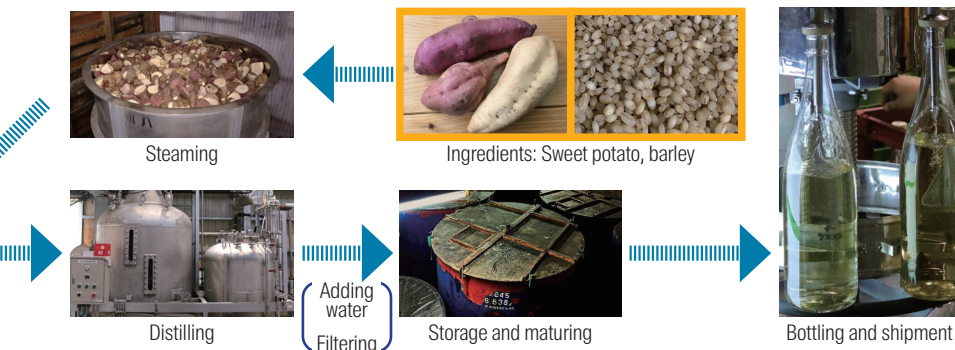
On the other hand, from the early Showa period, it became easier to obtain the necessary barley as a major ingredient for shochu (Shimazake) along with the improvements of marine transportation and logistics to the Izu Islands. Also, the supply of sweet potatoes within the islands significantly decreased due to the catastrophic damages to sweet potato fields caused by a typhoon in 1975. The two other types of Tokyo Shimazake, shochu made using only barley as the main ingredient except barley *kōji* (namely barley shochu) and shochu made using both sweet potato and barley as main ingredients except barley *kōji* were born against such backgrounds. Even soon after the recovery of the supply of sweet potatoes, the light flavors of the second and the third types of shochu gained a wide range of supports from the islanders and began to take root.

Even through these changes, edible sweet potatoes for human consumption, such as red sweet potatoes, have been consistently used as the main ingredients. The characteristics of Tokyo Shimazake are formed by the aromas and flavors derived from each variety of sweet potato, especially for the first and third types of Shochu that are made using sweet potato.

Tokyo Shimazake, having such history, had been distributed and consumed mostly within the islands until the start of the “Third Shochu Boom” in the mid- Heisei period in Japan. That means that for 150 years, from the time Tanso Shoemon introduced the techniques to the islanders up to the mid- Heisei period, Tokyo Shimazake has been an important element of food culture in the Izu Islands, which has been strongly connected to the local cuisine and the lives of the islanders, and has been passed down from generation to generation.



Monument of Shimazake (Hachijojima)





Management authority of GI TOKYO SHIMAZAKE



Only the products confirmed to fulfill the following requirements and certified by the GI Tokyo Shimazake Management Commission, which is the management authority, can be labeled as “GI Tokyo Shimazake.”

1. Ingredients

- Only sweet potatoes harvested in Japan should be used.
- Only barley *koji* can be used.
- Only water collected within the Izu Islands can be used.

2. Production method

- Fermentation, distillation and storage must be carried out on the Izu Islands.
- The undiluted shochu and the product must be stored at room temperature.
- The product must be made by distilling fermented mixture consisting of either barley or sweet potato and barley *koji* and water using a pot still, or by mixing such distilled shochu.
- The product must be packed within the Izu Islands into containers that are intended to be ultimately delivered to consumers.

[Management authority of GI Tokyo Shimazake]

Name GI Tokyo Shimazake Management Commission
Address 1299-banchi, Mitsune, Hachijo-machi,
 Hachiojima, Tokyo,
 within Hachijo Kohatsu Co., Ltd.
Phone number 04996-2-0555



Logo of GI TOKYO SHIMAZAKE



GI Tokyo Shimazake Management Commission created the logo for GI Tokyo Shimazake in March 2024.

The black part is designed with an image of the ties among the Izu Islands, and the logo also includes the letters “GI”, and the shape expressing a thumbs-up.

On the other hand, the Tokyo Seven Islands Shochu Producers’ Association, composed of the shochu manufacturers in the Izu Islands, has been working on the diffusion and promotion of the name since even before the designation of GI, and has been engaged in PR using the brush-written “Tokyo Shimazake” logo shown on the right.

After the designation of GI, while the above logo will be used as the official GI indication, the brush-written “Tokyo Shimazake” logo may also be used.





List of manufacturers within the production area



Name of the island	Distiller
Oshima	Taniguchi Shuzo Ltd.
Nijima	Miyahara Co., Ltd.
Kozushima	Kozushima Shuzo Co., Ltd.
Miyakejima	Miyakejima Shuzo Co., Ltd.

Name of the island	Distiller
Hachijojima	Kashitate Shuzo Co., Ltd.
	Sakashita Shuzo Ltd.
	Hachijo Kohatsu Co., Ltd.
	Hachijojima Shuzo General Partnership Company
Aogashima	Aogashima Shuzo Limited Partnership Company

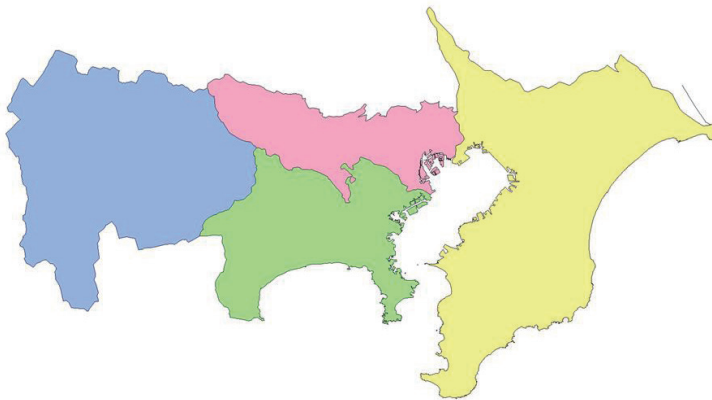




Japan. “Kampai” to the world.



Information



Information on distillers in the Izu Islands and on liquor products made within the jurisdiction of Tokyo Regional Taxation Bureau (Tokyo, Chiba Prefecture, Kanagawa Prefecture and Yamanashi Prefecture) is available on the website, “Introduction of Breweries in the Tokyo Regional Taxation Bureaus Jurisdiction” on the Tokyo Regional Taxation Bureau’s website.

In addition to distillers in the Izu Islands, information can be found on sake breweries wineries and breweries within the jurisdiction of Tokyo Regional Taxation Bureau (Tokyo and three prefectures), and on events hosted by liquor business associations. Please visit the site!

The website, “Introduction of Breweries in the Tokyo Regional Taxation Bureaus Jurisdiction” on the Tokyo Regional Taxation Bureau’s website.

https://www.nta.go.jp/english/taxes/liquor_administration/tokyo_breweries/index.htm



Regional Taxation Bureaus, Tax Offices

This brochure was prepared based on the laws and regulations effective as of the end of July 2024.

Liquor Tax and Industry Division, Special Officer (Liquor Tax and Industry), Tokyo Regional Taxation Bureau