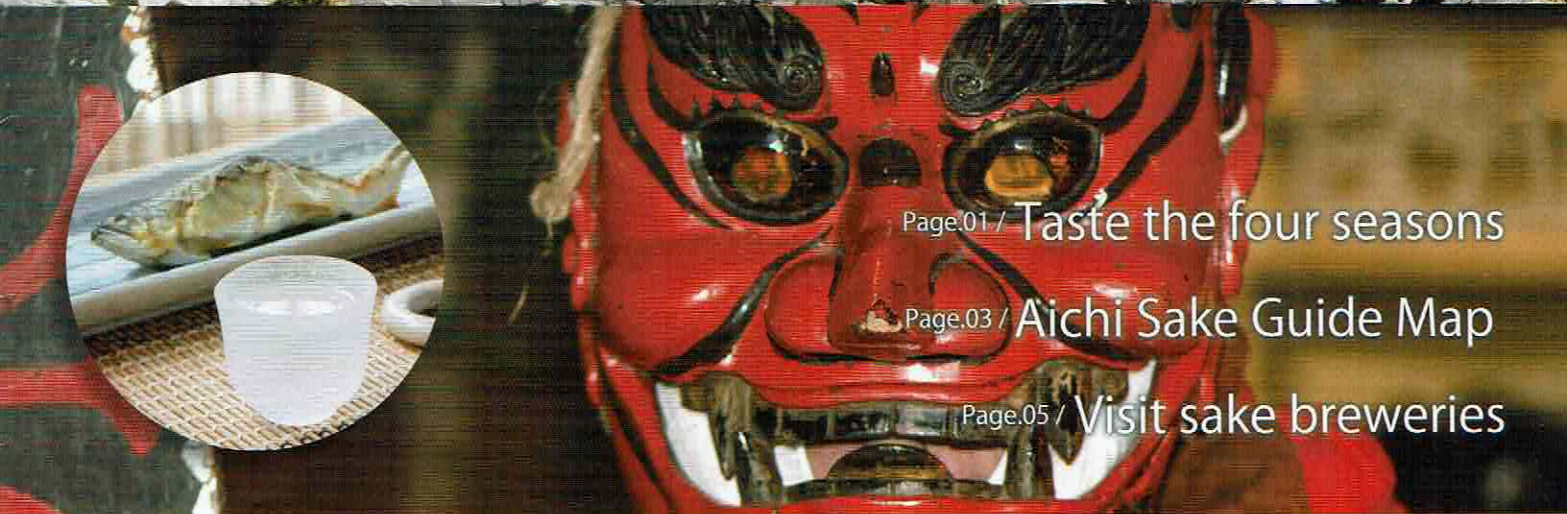
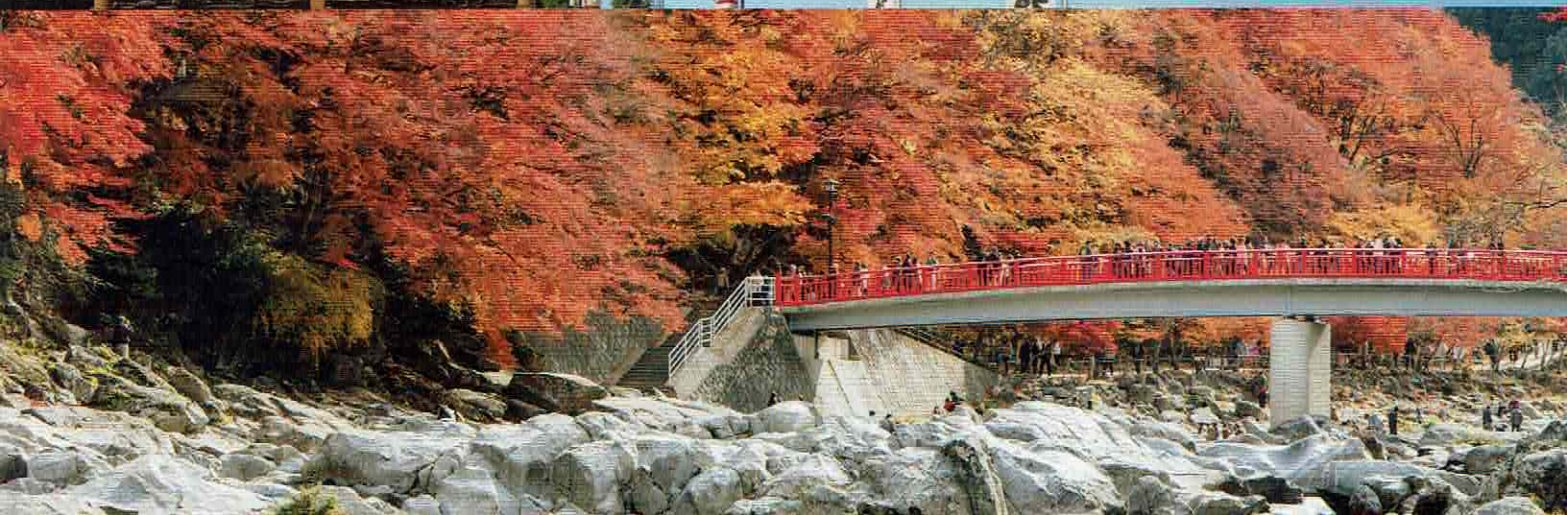


Aichi Sake

A symphony of deliciousness created through rich traditions in Aichi breweries



Page.01 / Taste the four seasons

Page.03 / Aichi Sake Guide Map

Page.05 / Visit sake breweries

Aichi is the "Monozukuri Prefecture".

From traditional industries to next-generation industries, monozukuri flourishes in Aichi.

Besides the automobiles for which it is so famous, Aichi Prefecture is a place where you will find a wide range of other "monozukuri" industries, textiles and ceramics to name but two. The region accounts for a large share of Japan's overall industrial output.

Sake-brewing in Aichi has been developing since ancient times. Sake is mentioned in the Kojiki, the oldest chronicle in Japan, and Owari Sakami Shrine and Mikawa Sakami Shrine retain ancient records from over a thousand years ago.

Sake from Aichi unequivocally appeared in the history of Japanese sake in the early Edo period. The sake brewing industry in Aichi began to develop rapidly when Mitsutomo Tokugawa, second lord of the Owari Domain and a lover of sake, started promoting sake brewing. The biggest destination for sake in terms of consumption in those days was Edo. Since Owari (now Aichi) was located midway between Edo and Osaka, sake delivered to Edo from there was called "Chugoku sake" (lit. "middle country sake"). Owari sake shared first place in popularity with sake from Nada (now Hyogo Prefecture).

Water from the bed of the Kiso Rivers and the Yahagi River, fine rice from the Nobi Plain, the perfect weather for sake brewing, and techniques and standards which strive to improve on traditional crafts all combine to make Aichi sake beverages which are loved by large numbers of people.

