

Shochu and Awamori: “Discover Japanese Craft Spirits” Reception on Jan. 31, 2019 and “Japanese Craft Spirits Month” from Feb. 1-28, 2019

“Discover Japanese Craft Spirits” Reception (January 31)

On Jan. 31, 2019, the Consulate General of Japan in Los Angeles, Japan External Trade Organization (JETRO), Los Angeles Office, and JAPAN HOUSE Los Angeles jointly hosted a Shochu and Awamori reception, “Discover Japanese Craft Spirits” Reception at JAPAN HOUSE’s salon. This reception was organized as a kick-off event for the month-long promotion event for Shochu and Awamori, “Japanese Craft Spirits Month” (February 1-28). About 50 media and influencers attended, and they posted about the event through mass media and social media. At the reception, six bartenders served cocktails using Shochu and Awamori. And also, more than 20 kinds of Shochu and Awamori were served straight as well as on the rocks at JETRO’s Booth.

A Bartender who is familiar with using Shochu for cocktails said, “Shochu has a rich flavor and much more unique than other distilled spirits. So, the Shochu with high alcohol percentage is good for cocktails, and I am regularly using it at my bar.” Those who used Awamori for the first time said, “Awamori is new to me. I think it has high potential as straight spirits drinks and also as cocktail base.” Moreover, the guests at the JETRO booth commented that the Shochu and Awamori which were aged in barrel or has high alcohol percentage with unique smoky flavor tasted like whisky, and they enjoyed very much.

The attending media influencers have kept posting about the event through social media, and their followers are constantly increasing. The pamphlets and favors (coasters) that were specially designed for this month-long event got favorably noticed and many guests took them in hand to have a good look.

“Japanese Craft Spirits Month” (February 1- February 28)

With the goal of further popularization of Shochu and Awamori in the United States, the month-long event, “Japanese Craft Spirits Month (February 1-28)”, is now underway. At participating restaurants, bars, and retailers, Shochu and Awamoi are promoted, and you may enjoy special cocktails using Shochu and Awamori.

Information about the location of participating shops (45 locations as of February 12.), their menu, history and tradition of Shochu and Awamori, and specific ways to enjoy Shochu and Awamori are posted on the dedicated website and social media created for the event.

Website : <https://www.japanesecraftspirits.com/>

Facebook : <https://www.facebook.com/japanesecraftspiritsmonth/>

Instagram : <https://www.instagram.com/japanesecraftspiritsmonth/>

During the month-long event, influencers will visit participating shops and keep focus on the event through social media, in order to further promote Shochu and Awamori among people in the United States.

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Remarks by Consul General Chiba



Remarks by Ms. Kaifu, President of JAPAN HOUSE



Toast by Mr. Nishimoto, Chief Executive Director of JETRO



Presentation by Mr. Ueno, Sake School of America



Presentation by Mr. Graham Kimura, Lead Bartender of Harbor View Restaurant & Bar in San Francisco



Pamphlets and favor (coaster) for the event



The JETRO Booth
(Providing more than 20 kinds of Shochu and Awamori straight and on the rocks.)



Special Cocktail with guava and curry leaves, etc.



Margarita with tomato and basil



Martini with colorful flower



Awamori cocktail with matcha and coconut milk



Reception