

Yoshida Sake Brewery, Rooted in the Land of Eiheiiji, Fukui

- Sake Brewery Tour and Japanese Sake Tasting -

Concept

Learn About the Unique Sake Brewing
Produced by Eiheiiji Terroir

For over 200 years, Yoshida Sake Brewery has been crafting Eiheiiji Hakuryu sake in the Town of Eiheiiji, Fukui Prefecture. This junmai sake is brewed using subterranean water from the Hakusan mountains and rice cultivated exclusively in Eiheiiji, reflecting a commitment to Eiheiiji Terroir - a philosophy that emphasizes the local land and climate. At Yoshida Sake Brewery, visitors can experience both brewery tours and sake tastings. The tour provides insights into the history and dedication behind Eiheiiji Hakuryu, followed by a firsthand look at the brewing process and the brewery's facilities. The tasting offers a chance to savor three distinct varieties of their carefully selected sake. Experience the unique flavors of Eiheiiji, born from its environment and the expertise of its artisans.

Eiheiiji (Fukui)

Yoshida Sake Brewery's Craft

For over two centuries, Yoshida Sake Brewery has been producing Eiheiiji Hakuryu sake in the Town of Eiheiiji, Fukui Prefecture. Committed to traditional, handcrafted methods, Yoshida Sake Brewery leverages years of experience and expertise to evaluate the subtle nuances of each year's rice harvest, which fluctuate with the weather. Through skilled craftsmanship, they draw out the unique character of the rice, producing a premium sake enjoyed by enthusiasts worldwide.

The Essence of Eiheiiji Terroir

Embracing Eiheiiji's natural environment, the Eiheiiji Terroir philosophy drives a dedication to sake brewing that honors the local land and climate. Exclusively using rice grown within the town, either on their own land or through contracted farms, they maintain a strict 100% Eiheiiji-grown rice policy. This meticulous focus on rice and water quality, combined with a harmonious integration of nature and brewing, unlocks the full potential of the land's inherent flavors. Prioritizing quality over quantity, each batch is meticulously handcrafted, resulting in a truly distinctive sake.



Marche Tomo: Direct Sales Shop of Yoshimine Brewery

Marche Tomo is the direct sales shop at Yoshida Sake Brewery's new Yoshimine Brewery, offering Yoshida Sake Brewery's signature Hakuryu sake, limited-edition releases, and original merchandise. Visitors can tour the brewery to observe the sake-making process and see the production site firsthand. Tastings of sake and the brewing water are also available, allowing you to fully experience the history and climate of this region with all five senses in this scenic environment.

Eiheiji Hakuryu

Hakuryu is made with 100% Fukui Prefecture Yamada Nishiki sake rice and local snowmelt water used in the brewing process. This mineral-rich water adds depth to the sake's flavor. It features a rich aroma and a fresh mouthfeel, with a balanced sweetness and distinct acidity. Hakuryu has won numerous awards in both Japanese and international competitions, including the LONDON SAKE CHALLENGE and Kura Master.

(Left image) Flagship Model (Hakuryu)

(Right image) Entry Model (Hakuryu Shin)



Regional Contribution and Environmental Protection – Soap Made with Sake Lees –

Yoshida Sake Brewery places importance on protecting the local natural environment by brewing Japanese sake using local sake rice, water, and yeast. By collaborating with local farmers and promoting sustainable agriculture, they also contribute to the vitalization of the local economy. Furthermore, they strive to reduce industrial waste by effectively utilizing by-products such as sake lees and rice husks generated during the sake brewing process. The original silica soap TERRA BLANC is a beauty face soap that uses silica extracted from sake lees and rice husks. It does not use synthetic surfactants, preservatives, synthetic colorings, or synthetic fragrances, using natural materials as raw ingredients.

Key Points of the Sake Brewery Tour & Tasting Experience

1) Sake Brewery Tour (English guide available. Reservations required at least 7 days in advance.)

After introducing the history, overview, and commitments of Eiheiji Hakuryu, we will guide you through the sake brewing process and tour route while explaining the process and conditions.

2) Japanese Sake Tasting (45 ml x 3 cups)

Three recommended sakes are available for tasting.

3) Souvenir Gift

Guests receive a complimentary soap made from rice husks.

