



The ray of hope is becoming brighter with every passing day and slowly the life is coming back to normal which is anyway a great news to have. Health is the current priority and in this fresh edition we took the walk along with the history since 1914, covering how a grape cultivating business turned to be the 8th biggest liqueur producing company, keeping the same rich tradition and values in the heart. The Choya, a Kondo family's contribution to the world.

**From the Editor's Desk
Cheers - Malay Kumar**



Shigehiro Kondo - CEO, Choya

"Indian cuisine is the cuisine that matches well with unique CHOYA as a drink-during-meal. Chutney brings out the flavour of curry, and The CHOYA with fruitiness and sourness of Ume and richness from Ume seed brings out the deep flavor of curry even further. The CHOYA that can be harmonised with Indian cuisine has the great potential in Indian market. Our goal of marketing in India is to have more Indian customers drinking The CHOYA with Indian cuisine. In this sense, we focus on the sales from a different point of view while sake culture spreads with Japanese cuisine".

UME + SHU = Alcohol from Ume Fruit, Choya the affectionate humble innovation of Japan.



Interesting story of Choya, the eighth biggest liqueur company in the world, exported into 93 markets globally and along with Japan, China, USA, HongKong & Taiwan are the biggest consuming markets.



CHOYA first began more than 100 years ago on a farm. Growing grapes, the company produced and sold wines and brandies. Thanks to these humble beginnings as a farmer, the company not only values the agricultural produce, but sees the development and "growing hand in hand" with the Ume growers as part of its DNA. This idea from, the CHOYA's founder, still lives on, forming part of the company's mission - to always make high quality and delicious products that customers can enjoy.

That's how finally, in 1959, it all led to an encounter with the world-leading quality Ume, a fruit grown in Japan, that would later become CHOYA's Authentic Umeshu.

Umeshu is a Japanese liqueur made from Ume fruit. "Ume" mean Ume fruit. "SHU" is Japanese character for Alcohol meaning. The following year, "The CHOYA" was born as a culmination of CHOYA's product development. To grow Ume with farmers, to inherit the culture of Ume, to seek new possibilities that the Ume can offer, and to deliver "the power of Ume" to the people around the world. With these principles in mind, CHOYA's challenge continues.



Ume belongs to the genus cerasus of Rosaceae, including apple, pear, and apricot in the same type of fruit tree. Ume has the flesh under pericarp and the oval-shaped seed in the center. They are categorized by its size as "small Ume" and "large Ume". Small one usually weights 5g, and large one does over 40g. Unripe Ume contains twice as much potassium, 6 times as much iron, and more than 30 times as much Vitamin E as an apple. This is why Ume is expected to have positive effects on the body. Effect on recovery from fatigue citric acid, an organic acid rich in Ume, helps you to recover from fatigue.



Large amounts of organic acid are expected for disinfection and antibacterial effect. For these reasons, Ume has been valued as the fruit closely related to health in Japan. With its warm climate Wakayama is the largest production area, and more than 60% of Japanese Ume are grown there. Their cultivation method is also registered as Globally Important World Agricultural Heritage Systems. Nanko Ume known for its high quality is grown by this method. It has very soft and thick flesh and fragrant aroma as they are picked by hand after ripen. CHOYA is in relation with 5,000 farmers out of roughly 6,500 of them in Wakayama. The CHOYA is named for the highest quality products made 100% with this Nanko Ume, that we confidently recommend to customers.

At CHOYA, we use only Japan grown Ume fruit. In addition, we go much further working closely with local Ume farmers to research and develop both Ume and optimal soil on which it grows. Thanks to this dedication we consistently get richly aromatic and highly ripened Ume fruit. Ume fruit are classified by its quality and most of them in CHOYA are graded as the highest. Our commitment to develop optimal soil results in an abundant harvest of high-quality Ume that are ideally suited for CHOYA's Umeshu making. However, not only we use large amount of fruit but use our unique production method to fully extract Ume components which results in consistently delicious Umeshu. To that proof, we confidently indicate "Average Amount of Ume Used" on our product labels.

Since only simple ingredients are used, the environment in which the Ume liqueur is aged in is very important in the pursuit of ideal quality. We have specially designed Umeshu storage tanks in order to protect against external influences such as light, temperature, and air, which in turn allows us to age the liqueur carefully and deliberately for more than one year to fully extract the element of Ume. We call this process "Still Aging" (Independent Aging). Strictly no artificial ingredients for authentic Umeshu.



Blending
Our master blenders analyze various components of each Umeshu batch including the taste and aroma. Only those blends that pass rigorous testing are used for making CHOYA products. Not containing any artificial additives, each batch of pure Umeshu has different characteristics. Through pioneering blending techniques that were developed over a hundred years, we are able to deliver consistently high quality and delicious Umeshu.

Choya Ginza Bar
CHOYA cocktail specialty store where you can meet new Ume taste, has a BAR concept that allows women to go alone and invite female friends. There are more than 100 kinds of original Umeshu cocktails and Ume foods. We have opened a permanent Umeshu Cocktail Specialty Bar in order to introduce new ways of enjoying the unique fruit of Ume. We have developed more than 100 different cocktails using our authentic flagship product The CHOYA.

