

# The Naming and Bottle Design

Sasshu was a term once used to refer to Satsuma (the western half of Kagoshima Prefecture). The bottle design is kept monotone reflecting its authenticity and originality and portrays an imposing posture as if it intends on challenging the world. The stylish bottle utilizes a traditional Japanese ratio (yamato-hi) in the burnishing cut. The polished and delicate shape originates in the golden ratio, which humans naturally perceive as in beautiful proportion. The cut in the bottom half of the bottle depicts an classic rocks glass in an authentic bar. The label is designed in a monotone and elegant silver tone featuring a depiction of the symbol of Kagoshima—Sakurajima volcano—showcasing the Sasshu quality.

