

霧島



# KIRISHIMA EVENT PITCH DECK

A JAPANESE TRADITIONAL SPIRITS “SHOCHU” & JAPANESE FOODS EXPERIENCE INTRODUCING KIRISHIMA SHUZO'S PASSION TO NEW YORK'S CULINARY AND MEDIA COMMUNITY.



# No.1\* SHOCHU DISTILLER

## PASSION

1. Quality
2. Creativity
3. Sustainability

Founded in 1916, Kirishima Shuzo has been Japan's top-selling shochu distiller for 13 consecutive years\*.

In this ever-changing era, we strive daily to stay close to people's lives by focusing on product, continually challenging ourselves to create new value. Committed to using 100% Japanese ingredients, we produce all our products in Miyakonojo City, Miyazaki Prefecture.

We also prioritize environmental initiatives like by-product recycling, pursuing sustainable shochu production.

\* According to Teikoku Databank 2025, a leading Japanese credit research and business information provider.





# Shochu culture is established on food culture.

Shochu, literally meaning "burned liquor," is Japan's representative spirit and part of the "traditional knowledge and skills of sake-making with koji mold in Japan," registered as a UNESCO Intangible Cultural Heritage in 2024.

As a traditional spirit rooted in regional culture, shochu features varied flavors, production methods, and ingredients such as sweet potato, barley, rice, brown sugar, buckwheat, and chestnuts. These differences create distinct aromas and tastes.

Another characteristic is its versatility in drinking styles, such as on the rocks, mixed with carbonated water, cold water, or hot water.

Shochu can be enjoyed in a variety of ways, and is widely appreciated as a drink to enjoy with meals.

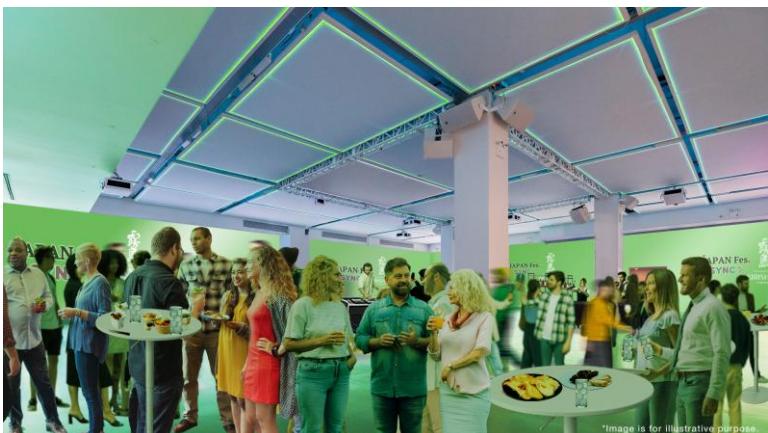
Kirishima Shuzo has believed that shochu is not for taking center stage but should enhance food, and has continued to align its approach with diverse food cultures.

# EVENT MARKETING IDEA

## — A Delicious First Encounter with Japanese Shochu —

- In addition to "Miyazaki Wagyu," the pinnacle of Japanese Wagyu beef\*, pairings of Japan's representative dishes with shochu are offered at a special price
- Enjoy "Kuro Kirishima," characterized by its rich sweetness and crisp aftertaste, and "KIRISHIMA No.8," which features a fresh fruity feel reminiscent of muscat and mandarin oranges

\* Winner of the Prime Minister's Award, the highest award, at the National Wagyu Beef Competitive Exhibition held in Japan for 4 consecutive times.



# STAFF PROFILE / GIFT

Introducing the event operations team

## Planning Office



Project Manager  
SEONGMIN



PR  
HINAKO



Venue Decoration  
AYAKA



BGM  
MOMOKA

## Division of International Business Development



Sales  
HISATO



Sales  
RINO



Media attendees will receive an original tote bag and snacks that pair well with Kuro Kirishima. For those wishing to participate in the event, please apply via the form below.  
<https://forms.gle/YU8oJbGpGbuNP32s5>



# APPENDIX



## ■About JAPAN Fes

This is a food event-based community centered around Japanese cuisine, held in cities around the world including U.S. (New York, Miami, Texas, etc.) and Paris, France. Through "JAPAN," it values spreading the unique enjoyment, comfort, and sense of security found in Japanese-style communities, created by participants who share the same space, food, and music. To be established as a "place people can go when they wish," the event is committed to continuous hosting, reaching a cumulative total of 70 events worldwide by 2025

## ■Chef Hiroki Abe

Born in Fukuoka, Chef Hiroki Abe has been based in New York since 2001, where his refined technique and outstanding showmanship quickly earned him acclaim. He previously served as Executive Chef of an En Japanese Brasserie and has been recognized as one of the most sought-after Japanese chefs in the world. Today, Chef Abe works as a private chef, showcasing the depth and elegance of Japanese cuisine by combining fresh local ingredients with cutting-edge culinary techniques.



## ■Miyazaki Wagyu (Beef)

Miyazaki Wagyu is certified only when cattle are born and raised in Miyazaki, located in southern Japan, sired by designated bulls, and meet the high standard of achieving a meat quality grade of 4 or higher. Miyazaki Wagyu is characterized by its fine marbling, subtle sweetness, and rich aroma that spreads throughout the mouth. In Japan, this brand of beef is a winner of the Prime Minister's Award at the National Wagyu Beef Competitive Exhibition (the "Wagyu Olympics") for 4 consecutive times. It is recognized both domestically and internationally as a world-class, top-tier Wagyu brand. Globally, it has been long loved at the Academy Awards afterparty since 2018.