

Seifuku Awamori Shouga



Shouga is the Japanese name for ginger. It comes from Okinawa. Its taste is quite similar to the one we know, but it is slightly lighter in aroma, while expressing more of the spices. This liqueur combines lemon and ginger to deliver a perfect balance of spice, acidity and freshness. It's a lively, invigorating liqueur that's ideal for cocktails.

Pungent, acidic and refreshing

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72cl - alc 12% vol.

Product Type: Liqueur

Alcohol: Alc. 12% Vol.

Format: 72cl bottle

Producer: Seifuku Shuzo

Region: Pref. of Okinawa

Tasting temp.: Cold to room temp.

Ingredients: Ginger, Awamori, lemon

Detailed tasting notes : The nose is incredibly precise, on raw ginger, very fresh and crisp. Clearly reminiscent of lemon and even lemon pie! It's herbaceous and very invigorating. On the palate, the attack is supple, but quickly becomes ultra-powerful, on fresh ginger, very precise. Lots of spice, right up to the perfect bearable limit. An incredible, unique cocktail base!

Suggested pairings : Enjoy as an aperitif, with a meal, with dessert or as a digestive. Serve chilled, at room temperature, on the rocks, or diluted with a soft drink. It can also be mixed with hot water.

About the brewery : Kanna Sakaya began brewing sake in 1942 in Ishigaki. In 1975, it introduced printed bottles for awamori, and in 1981, launched the first vacuum-distilled awamori. In 1992, the company became Seifuku Sake Brewery and won several awards, notably for its "old sake". In 2001, it adopted direct-fire pot distillation, relaunching its product under the name "Direct-Fire Keifuku". Over the years, many innovative products, such as "Hitotoki no Chura" (unfiltered awamori), yuzu and ginger liqueurs, and various awamori-based plum wines, have come to market. In 2019 and throughout the Reiwa years, Seifuku continues to distinguish itself, winning several prestigious awards for its creations, including "Seifuku Vintage 43 Degrees". The company continues to expand with the launch of new products, such as agricultural rum in 2023.