

Atagonomatsu Sasara Junmai Ginjo



This sake, with less than half the sugar content of ordinary sake, doesn't try to impose its aroma or flavor. It is a gentle accompaniment to food, enhancing its salinity and even raising its temperature.

Elegant, harmonious, refreshing

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72cl - Alc. 15% Vol.

Product Type: Sake Nihonshu
Category: Sokujo Junmai Ginjo
Alcohol: Alc. 15% Vol.
Format: 72cl bottle
Producer: Niizawa Jozoten
Region: Pref. of Miyagi
Rice type: Kuranohana
Rice milling: 55%
Tasting temp.: Cold
Aromatic profile: Refreshing, floral

Detailed tasting notes: On the nose, it opens with a delicate sweetness, revealing fruity aromas reminiscent of ripe banana and white melon, giving the whole a soft, soothing expression. These subtle aromas reflect a discreet, delicate style, true to the signature of the Niizawa Jozoten brewery. On the palate, the attack is supple and velvety. The natural sweetness of the rice is fully expressed, accompanied by an elegant umami that coats the palate without heaviness. A light but well-integrated acidity balances the whole, bringing freshness and length. The aftertaste is persistent, marked by a refreshing sensation and a beautiful clarity. The texture is fluid and silky, with a soft sensation that caresses the tongue. This sake does not seek to dominate, but to harmonize subtly with food, enhancing flavors without ever masking them. In this way, it excels as a table sake, the ideal companion to a full meal. The finish is clean, without heaviness, leaving an impression of clarity and lightness that invites the next sip.

Serving suggestions: Pairs perfectly with seafood and oysters. This sake is best enjoyed chilled, in a fine-rimmed wine glass. However, it can also be enjoyed at room temperature, or even slightly warm, around body temperature (35°C-40°C).

About the brewery: The Niizawa Jozoten brewery is the embodiment of artisanal and technological excellence in the world of sake. Founded in 1873 in Osaki, Miyagi Prefecture, the brewery continues a 140-year tradition of sake brewing. After the destruction of its historic warehouse in the 2011 earthquake, the company bounced back by relocating production to Kawasaki, a site with a pure water source, while maintaining its headquarters in Osaki. Production resumed the following year. Renowned for improving the quality of its “Atago no Matsu” brand and launching “Hakurakusei” sake in 2002, which quickly became a national benchmark, the company continues to pursue a constant quest for excellence. A pioneer in the adoption of ultra-precise polishing techniques, it uses a diamond-roller rice milling machine capable of achieving an exceptional polishing rate of 0.85%, as well as a flat milling machine targeting undesirable elements of the grain while preserving the umami. This quest for perfection doesn't stop at technology: the brewery cultivates a culture of continuous improvement, with daily tasting training, collaborations with restaurants for blind tests, and rigorous evaluation of its own products. The majority of its sake is pasteurized only once to preserve its freshness, and all products, from the most upmarket to the most accessible, are kept at -5°C to maintain their optimum quality until they are consumed.

