

Atagonomatsu Senretsu Karakuchi



A sake for connoisseurs, who will fully appreciate its impeccable character. A remarkable balance marked more by the way the aromas express themselves than by their nature. Aromatic oscillations that resonate in the mouth like an infinite echo.

Elegant, harmonious, refreshing

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72cl - Alc. 15% Vol.

Product Type: Sake Nihonshu
Category: Honjozo
Alcohol: Alc. 15% Vol.
Format: 72cl bottle
Producer: Niizawa Jozoten
Region: Pref. of Miyagi
Rice type:
Rice milling: 70%
Tasting temp.: Cold to hot
Aromatic profile: Mineral, vivid

Detailed tasting notes: A sake with a beautiful, very slightly golden color. The nose immediately opens with fruity notes, carried by a sweet, very delicate fragrance, without any exuberance. Aromas of pear, muscat grape, red berries, and wild strawberries can be distinguished, accompanied by hints of fresh herbs and rice powder. The whole is subtly enlivened by delicate hints of alcohol. As soon as it hits the palate, a vibrant energy emerges. A marked acidity brings a dazzling freshness, reinforced by the minerality of the water. A very rhythmic palate reveals aromatic undulations as if the fragrances had been encapsulated, offering a captivating dynamic. The bitterness is distinguished by citrus notes, mainly lemon, on a supple background. Spices follow, punctuated by the same hints of alcohol. The finish is long and persistent, leaving an impression of sustained energy and a beautiful astringency that refreshes and dries the palate.

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.