



# “The Current State of the Sake Industry”

“JSS and the overall state of the sake industry”

1. History of Sake
2. Today’s Sake industry
3. Sake tomorrow

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# 1. History of Sake

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The history of sake goes back about 2000 years to ancient times.

## 4<sup>th</sup> century ( the old tomb period):

already used the method of fermentation by Koji (aspergillus mold).

## 8<sup>th</sup> to 12<sup>th</sup> century (Nara, Heian period):

A Sake Brewery office called “Miki-no Tsukasa” was established by the Imperial Court and started brewing sake for the official ceremonies.

(cf. 8<sup>th</sup>c. “Kojiki”, “Man-yo-syu”, 10<sup>th</sup>c. “Engi-shiki”)

## 15<sup>th</sup> century (Muromachi Period):

hundreds of small scale sake shops were born in Kyoto ,and sake brewed in temples in Nara, too.

## 16<sup>th</sup> to 17<sup>th</sup> century (late Muromachi to early Edo Period):

The Sake brewing industry was concentrated in Kinki region such as Nara, Fushimi and Itami.



# 1. History of Sake

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## 18<sup>th</sup> to 19<sup>th</sup> century (Edo Period):

Nada grew as the largest sake producing district and supplier for Edo by using ship called “Taru-kaisen”.

Edo (Today’s Tokyo) was a big city then with a million of population and had a strong demand for sake.

## 19<sup>th</sup> to 20<sup>th</sup> century (Meiji Period to Today):

1904, the National Institute (Today’s NRIB) was established by government and made an essential contribution to the development of sake brewing.

1911, the first national competition was held (until now).

1953, JSS (Japan Sake & Shochu Makers Association) was founded as a non-profit industrial organization for sake and shochu producers throughout Japan.

Fig.1



# Prefectural Map of Sake makers

【As of March 3rd 2021】

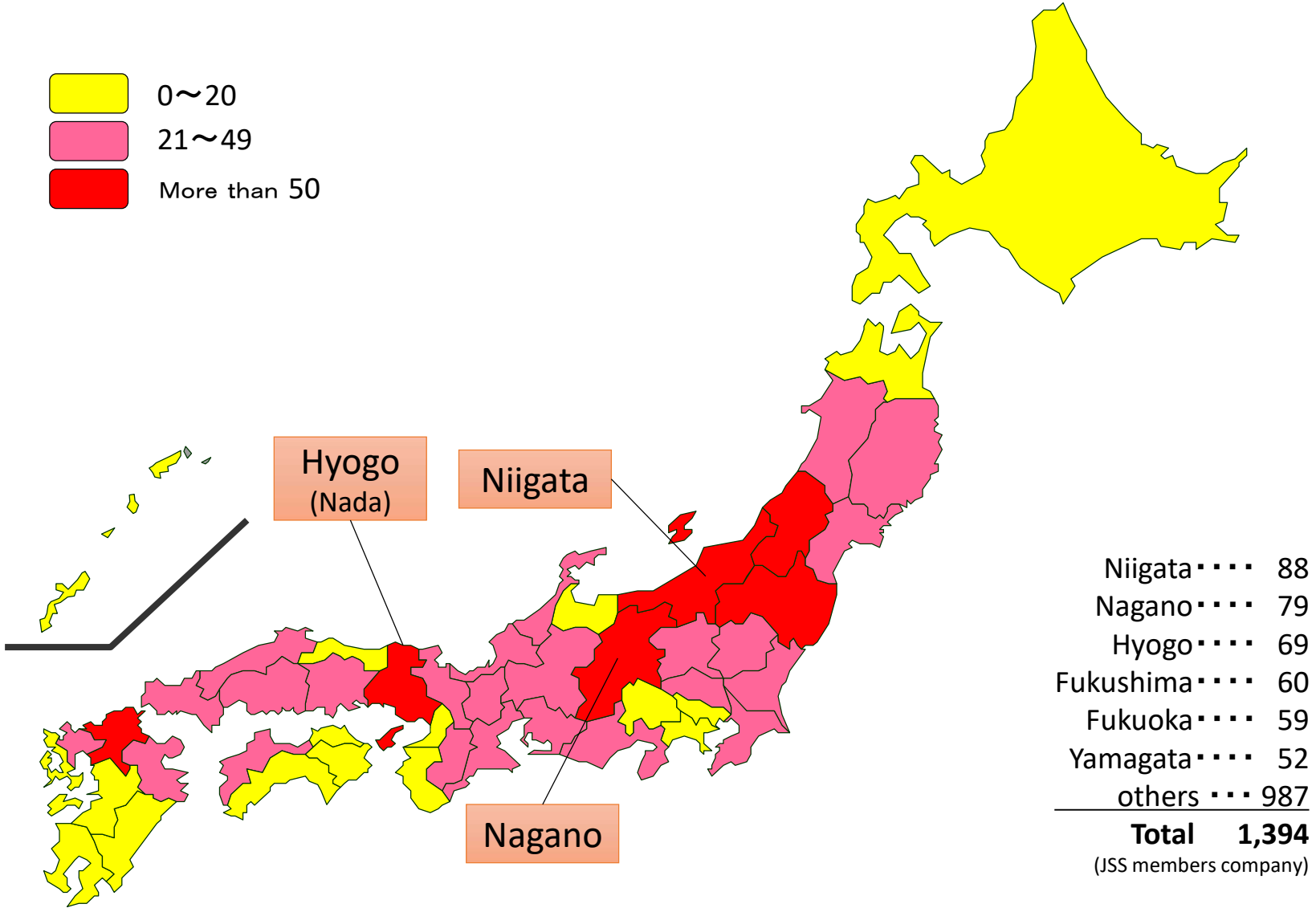
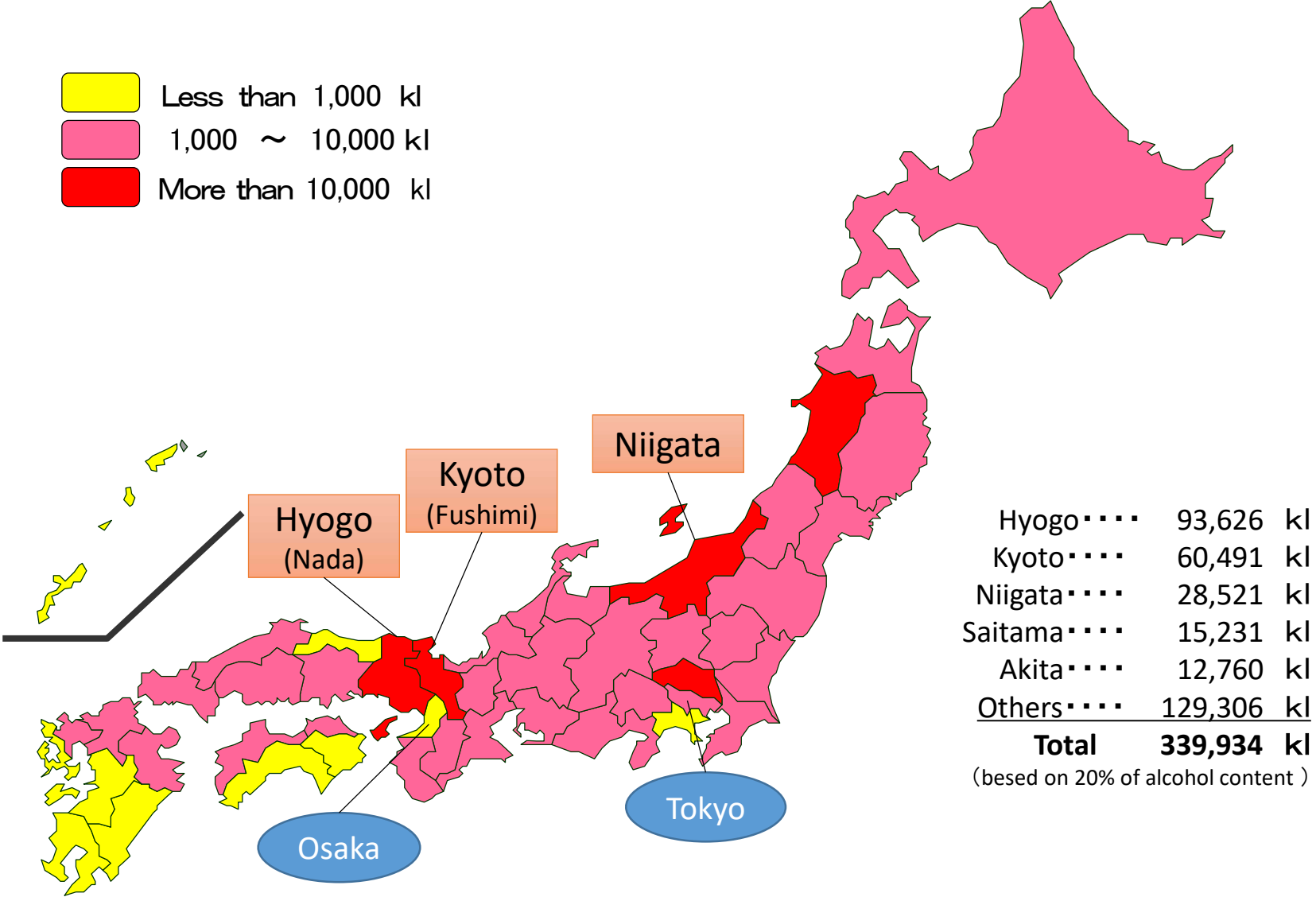


Fig.2



# Prefectural Map of Sake Production (Volume 2019)

[Number by JSS research]



【日本酒造組合中央会調】



## 2. Today's Sake industry

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### 1. Today's Sake industry

In 2021, JSS is affiliated with 1,678 members, which include 1,394 sake breweries, 271 shochu distilleries, and 13 mirin makers under 47 regional associations.

Nowadays, people can drink various locally brewed sake quite easily throughout Japan. Presently, the most productive districts of sake are Hyogo Pref. (including Nada), Kyoto Pref.(including Fushimi), Niigata, Saitama, Akita and Aichi each Pref.

Covid 19 has seriously impacted the daily lifestyle of consumers both here in Japan and internationally, resulting in a significant decrease in the amount of sake being shipped and consumed.

We're now faced with difficult task of turning that around. JSS will make our industry sustainable and resilient, overcoming Covid 19.

Also we' d like to make Sake popular all over the world as Japanese nation's drink.



## 2. Today's Sake industry

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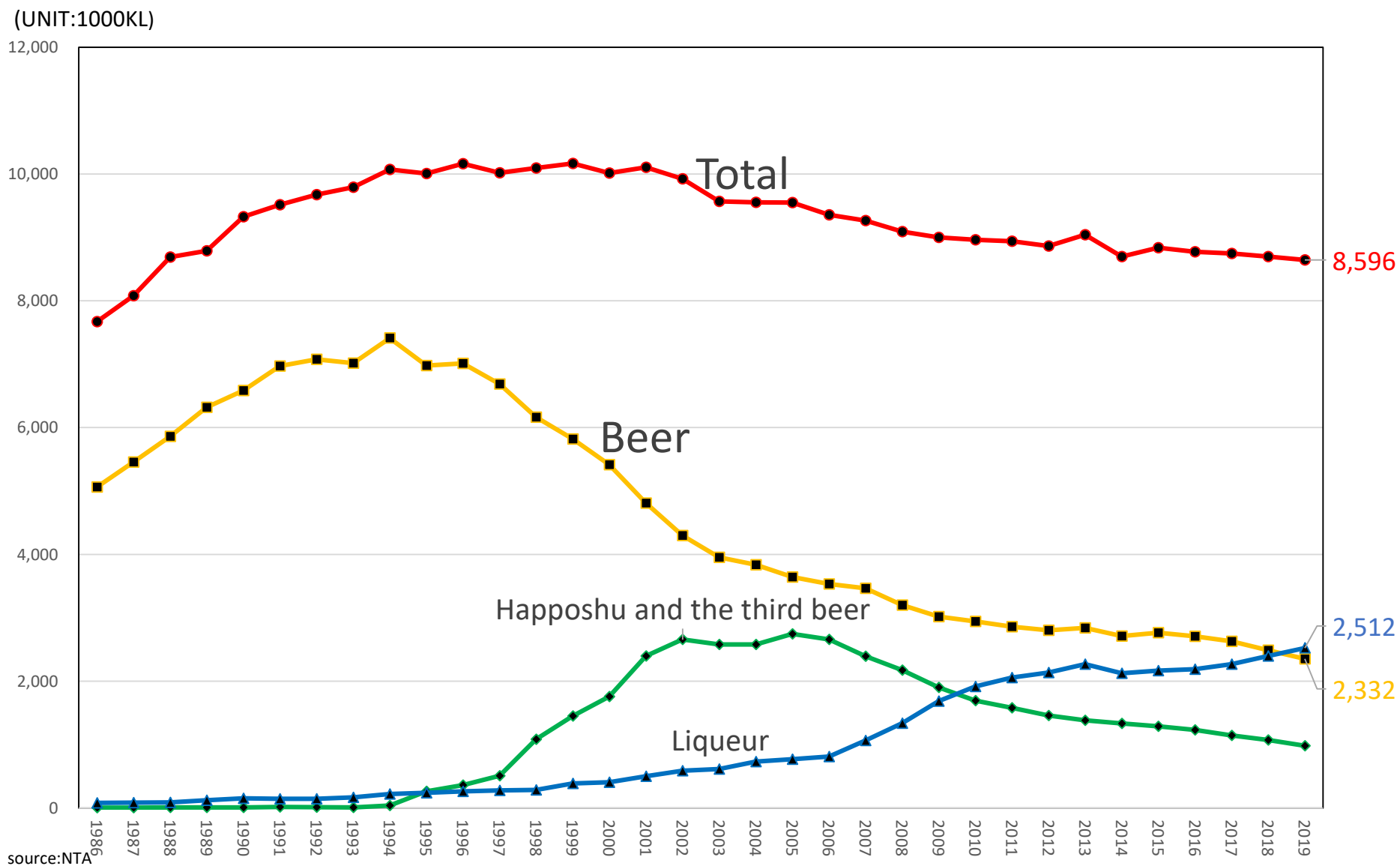
Some key numbers of sake today
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○shipping volume (domestic)	1,747 thousand kl. (1975)
	418 thousand kl. (2020) (-76%)
○licensed sake breweries	3,229 factories (1975)
	1,563 factories (2019) (-51%)
○export amount	8.5 billion yen (ca. \$ 75million) (2010)
	24.1 billion yen (ca. \$ 220million)(2020) (+183%)
○export volume	13.8 thousand kl (2010)
	21.8 thousand kl (2020) (+57%)



# Shipment volume of Alcoholic beverages in Japan

Fig.3



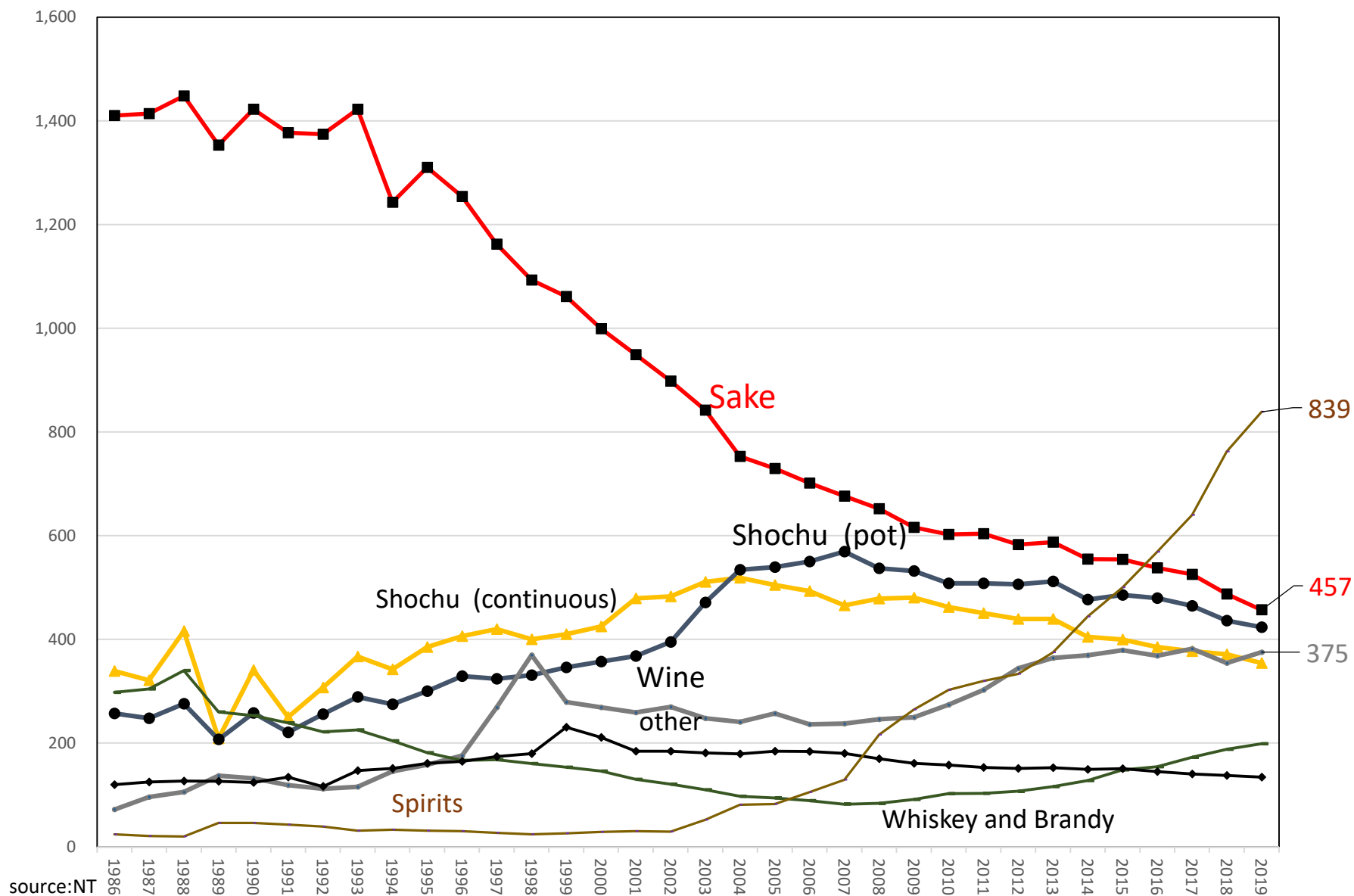




# Shipment volume of Alcoholic beverages in Japan

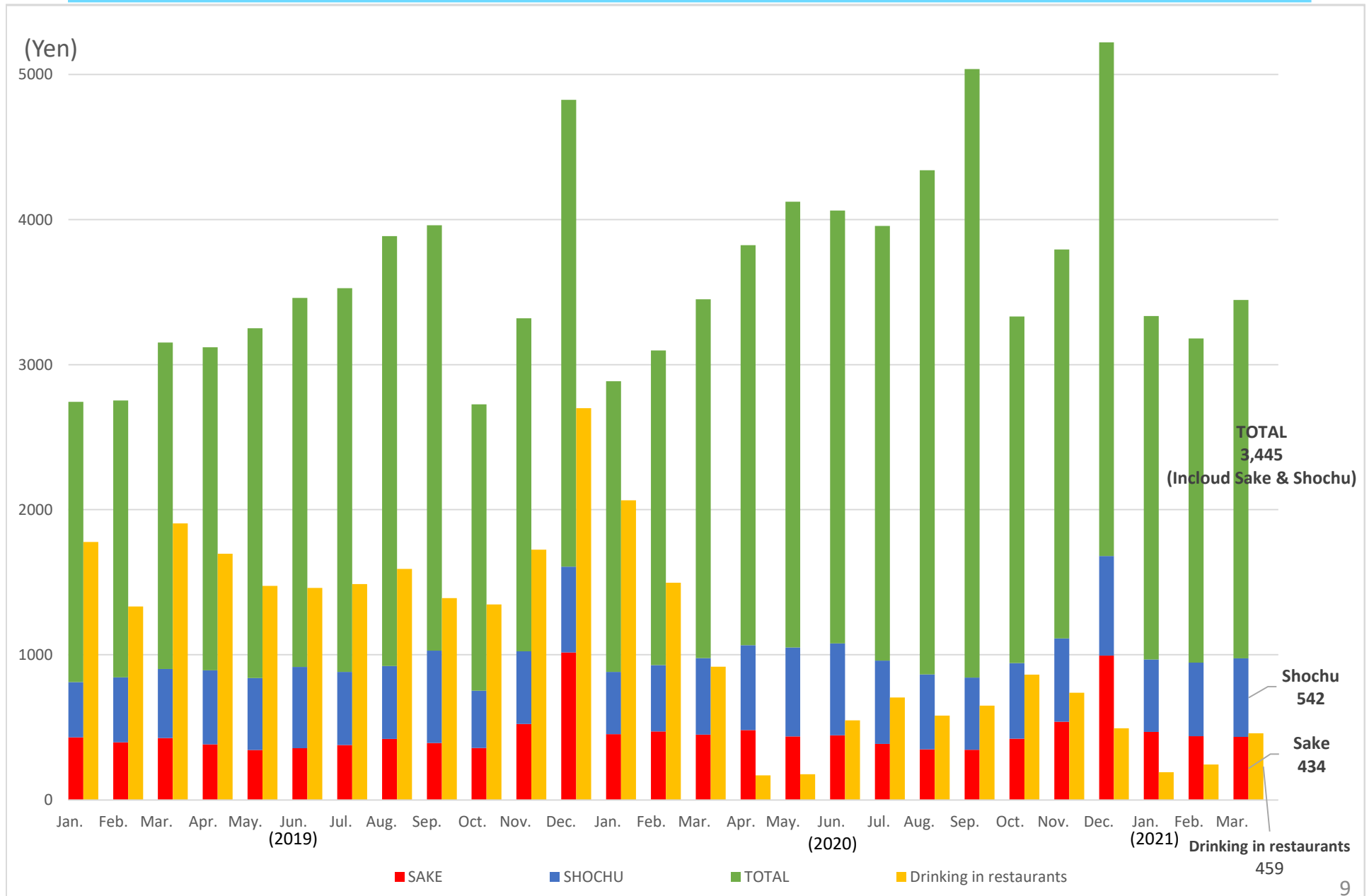
Fig.4

(UNIT:1000KL)





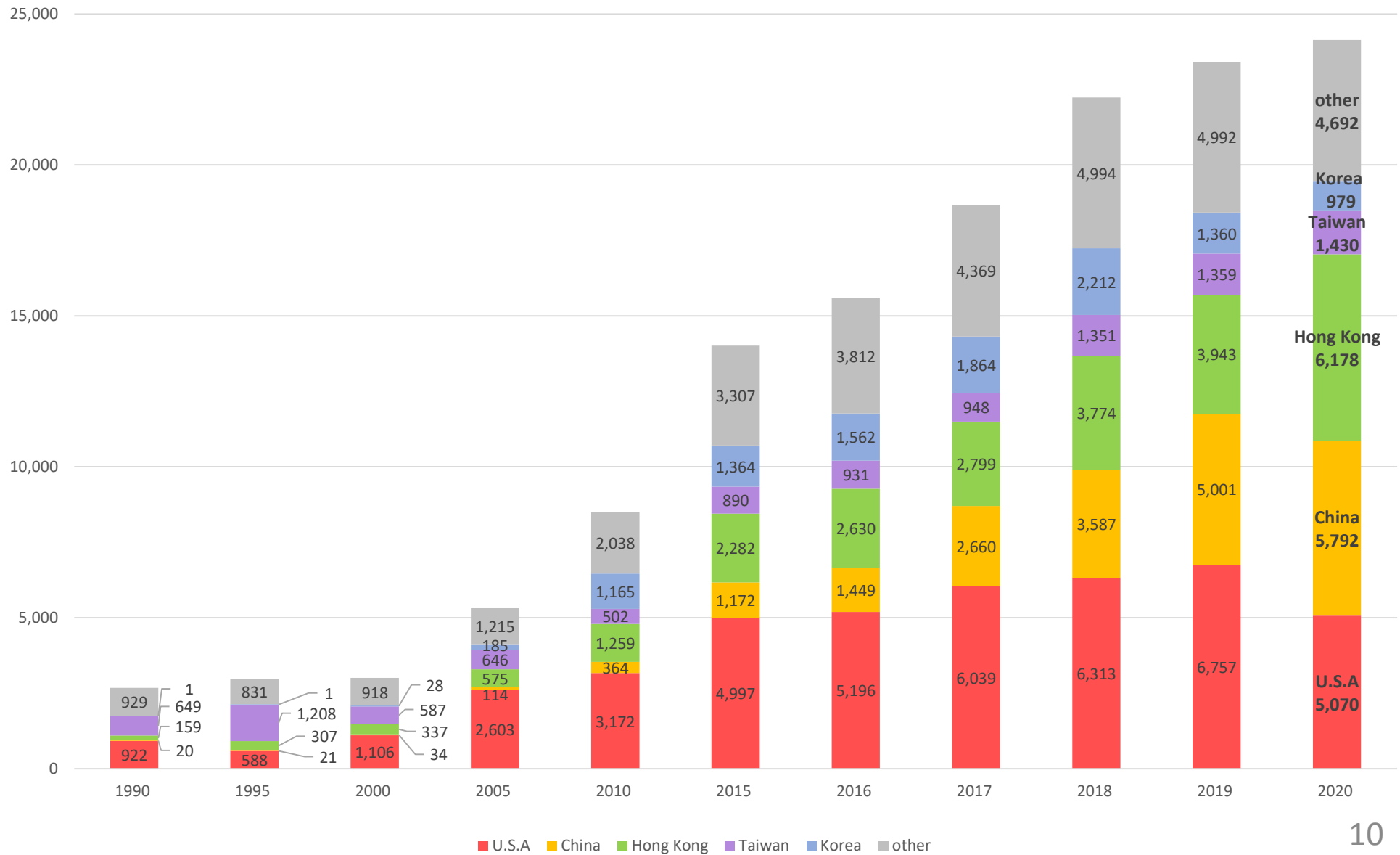
Household consumption of alcoholic beverages (Yen) Fig.5





# Trend Sake Export(Million Yen)

Fig.6





### 3. Sake tomorrow

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Primary missions of JSS are as follows.

- 1) to promote sake and shochu both domestically and internationally
- 2) to provide educational opportunities for those working with sake or in related fields
- 3) to support the development of new technologies and their education as they related to the production of sake and shochu.

Amid the declining population and aging society, Sake brewery stimulates to change its target from “quantity” to “quality” and to raise its productivity for the future.

“Green”, “Eco” or “Culture” as keywords in the SDGs might be good suggestions for sake industry to make strategies or targets for the future.



## 3. Sake tomorrow

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### ○Geographical Indications

Geographical Indication not only shows the correct producing region but demonstrates the quality and social value. We are supporting various regional sake for GI.

For Japanese Sake, “Hakusan”, “Yamagata”, “Nada-Gogo”, “Harima”, “Mie”, “Tone Numata”, “Hagi” are already designated besides “Nihonshu”. (“Nagano” is applying)

For example, world famous GIs include “Champagne”, “Bordeaux”, “Chablis” for wine, “Cognac”, “Armagnac” for spirits, “Scotch” for whisky.



# Designated Geographical Indications

Fig.7



## S a k e

\* Producing area is in ( )

### Japanese Sake (Japan)

#### Nadagogo

(Kobe city Nada-ku and Higashinada-ku, Ashiya city, Nishinomiya city)



#### Hakusan

(Hakusan city, Ishikawa Prefecture)

#### Yamagata

(Yamagata Prefecture)



#### Harima

(Hyogo Prefecture: Himeji City and more 21 Towns and Cities)



#### Tone Numata

Numata City and Tone County (Katashina, Kawaba and Showa Villages ; Minakami Town), Gunma Prefecture)

#### Hagi

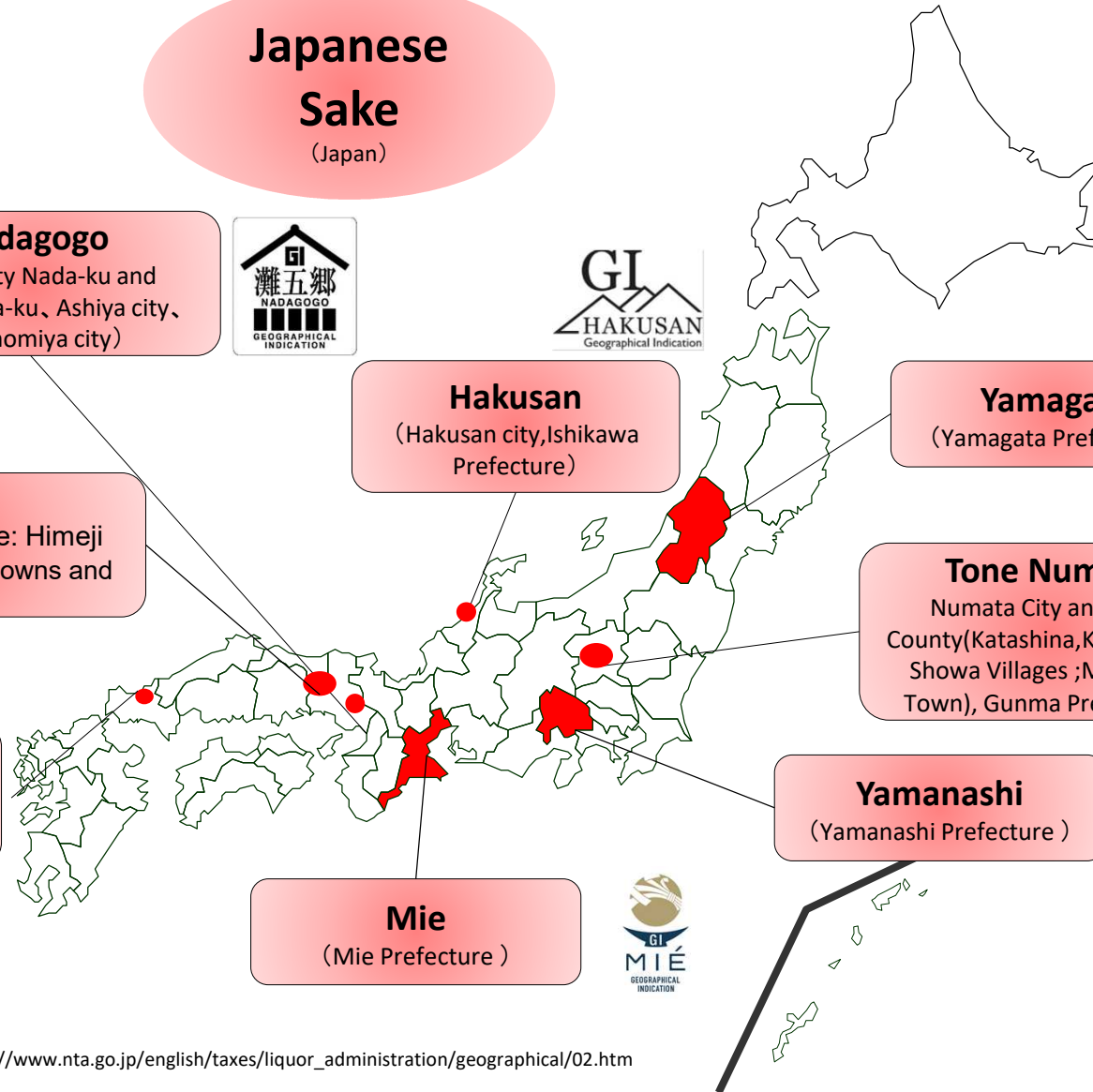
(Hagi City and Abu Town in Abu County, Yamaguchi Prefecture)

#### Yamanashi

(Yamanashi Prefecture)

#### Mie

(Mie Prefecture)





## 3. Sake tomorrow

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### ○Intangible cultural heritage of UNESCO

The technology of fermentation by Koji-kin (aspergillus mold) for Japanese sake (and shochu, mirin) is very unique and valuable in the world with the long history. We'd like to register it as Intangible cultural heritage of UNESCO in cooperation with Japanese Government.

### ○Osaka Expo 2025

Osaka Expo 2025 is a good chance to promote Japanese sake for all over the world. We are planning how to demonstrate sake.