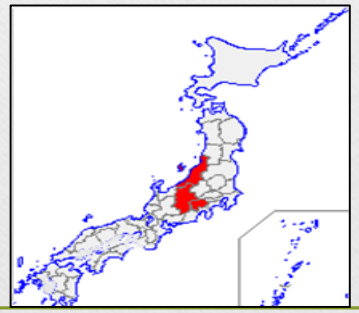
Imayo Tsukasa KOI – Junmai Daiginjo Genshu

- Brewery: Imayo Tsukasa Shuzo, Founded 1767
- Where: Niigata Prefecture
  - Northwestern Japan
  - Koshin Etsu - Area B
- Dry, full flavored Junmai Daiginjo with tropical fruit and floral aromas finished with a hint of cocoa
- Genshu (cask strength) imparts a rich mouthfeel
- Additional proprietary details enhance its mystique



KOI – Key Selling Points

Imayo Tsukasa KOI - allocated

- Named after Koi, the colorful Japanese carp believed to originate in Niigata
- The Japanese love a play on words and Koi can mean both thick/concentrated or love.
- Story has it that unscrupulous brewers used to dilute their sake so much that even goldfish could swim in it. Imayo Tsukasa's proud history never deviated from its honesty and integrity. It offers its flagship sake at cask strength (Genshu = undiluted).
- This Junmai Daiginjo Genshu is a select cuvee of top lots.
- Junmai Daiginjo has great aromatics and a hint of cocoa in the finish. This balanced and powerful Genshu has a rich mouthfeel.
- The designer cleverly camouflaged a map of Niigata prefecture on the bottle. Can you guess where?
- Winner of various design awards in UK, US, Italy and Japan
- Food pairing suggestions:
  - Enjoy the purity of this sake by pairing it with umami rich food like sashimi, crab with ponzu dip, ceviche, charcoal grilled Wagyu steak thinly sliced with wasabi soy dip, chilled corn mousse with uni topping.
  - *Eduardo's Favorites:* Seared Foie Gras, Scallops, Gazpacho