



## Urakasumi Sake Brewery

~ Established in 1724 ~

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### About Urakasumi

#### Owner of Urakasumi Sake Brewery

Since Urakasumi sake brewery was founded in 1724, it has been run by the Saura family and it is now managed by the 13<sup>th</sup> president, Koichi Saura.

#### The Meaning of “Urakasumi” ~ Misty Bay~

“Urakasumi”, the name of our sake, means “Misty Bay” (*Ura* is Bay and *Kasumi* is Mist). The main brewery is located in Shiogama, a place of scenic beauty facing the Pacific Ocean. “Urakasumi” comes from an ancient poem about the joy of the arrival of spring and the peaceful scenery of Shiogama Bay. We aim to brew sake that is well- matched with the image of this poem.

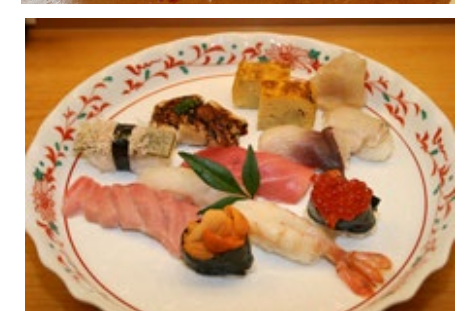
#### Home of Urakasumi, a Port Town Shiogama

##### A Long History

Shiogama is located approximately 300km north of Tokyo. The inlet was adored by the nobility and the intellect of distanced Kyoto, ancient capital city, and its beauty has been extolled in numerous poems. Shiogama Jinja (shrine), recently designated as a National Important Cultural Property, has a history of over one thousand years. Since the early 19<sup>th</sup> century, Urakasumi has dedicated sacred sake to the divinities of Shiogama Jinja.

##### Rich in Nature

Miyagi is one of the premier rice growing areas of Japan and Sasanishiki and Hitomebore are some of the famous rice varieties produced in the region. Also, having the Sanriku Coast, one of the world’s most famous fishing grounds nearby, Shiogama is abundant in fresh seafood and the port is well known for its tuna catch. The nearby town of Matsushima is acknowledged as one of Japan’s three most scenic sites. Oysters from Matsushima Bay are particularly famous nationwide. Shiogama’s inner-city area is dotted with numerous sushi restaurants, and the fresh seafood is relished by a great many people. Urakasumi has developed and refined the quality of its sake in Shiogama, an area blessed historically and in terms of its culinary culture.



## ✚ Characteristics of Our Sake ~ Classic and Elegant ~

Our aim is to make “classic and elegant” Urakasumi sake. It has good umami (richness) of rice, well-balanced flavor and aroma, and a mild and elegant mouth-feel. Please enjoy a peaceful and pleasant time with Urakasumi sake and a variety of dishes.

## Urakasumi's Sake Making

### ✚ Expression of Regionality

We are particular about including regional characteristics in our sake. We primarily use rice produced in Miyagi, one of the premier rice growing areas of Japan. In addition, based on the idea that sake is better to drink with a meal, making a sake that goes well with our regional culinary culture is of prime importance. Urakasumi goes especially well with fresh oysters and tuna.



### ✚ Pursuing the Highest Quality

Sagoro Hirano, a legendary Toji (master sake brewer) of Nanbu Sake Brewing Guild who made the name of Urakasumi famous from the 1940s to the 1950s, and his nephew, Juichi Hirano, who underpinned Urakasumi's sake brewing for more than half a century have left their names in sake history by winning numerous awards. Their sake making was faithful to the basics, yet they also challenged to devise many innovations. This “Hirano” style and spirits were passed down to their successors.

Kunio Onodera (Commander Toji) was awarded the outstanding technician (Contemporary master craftsman of Miyagi) from the Governor of Miyagi Prefecture at 2019. Since from September 2024, Toru Yamada takes up the position of Toji at the head brewery. He is the one of a person who has learned and experienced sake brewing techniques through Hirano style brewing. Now Toji Yamada takes on the role of head brewer with Hirano's passion of sake brewing in his mind. Keiji Takahashi takes full in charge of Yamoto brewery which is the second brewery with the largest production volume . Since Toji Takahashi has a wide range of experiences for sake brewing, he also plays as Toji and plant manager. They all are pursuing the highest quality together with their fellow brewers.



Head brewery Toji  
Toru YAMADA



Commander Toji  
Kunio ONODERA



Yamoto brewery Toji  
Keiji TAKAHASHI

- Our house yeast, Urakasumi yeast, was registered as Kyokai No.12 by the Brewing Society of Japan in 1986 for having superior quality Ginjo (premium) flavor. A peace of mind to grasp with all five senses.
- For Daiginjo (super-premium sake), we ferment finely polished Yamadanishiki rice, the highest quality king of sake rice, at low temperatures over a long period with our house yeast.
- Having received many gold medals in contests held by the National Research Institute of Brewing, we are ranked as a top-level brewery in Japan.
- While we sincerely proceed brewing work with experienced and skilled five senses of Toji and brewery workers, we also conduct detailed management and analysis to continuously improve the quality of our sake.