

米発酵文化を未来へ



NEWSLETTER

SENJO

Thank you very much for your continued support throughout the year.
We are pleased to share a look back at Senjo's past year with you.



THIS YEAR'S BIGGEST TOPIC: RICE

Due to rising rice prices, the cost of sake-brewing rice has increased by more than 50% compared to the rice harvested in autumn 2024. In response, we revised the prices of our main products starting November 1.

While prices have risen, we were fortunate to have a good harvest of locally grown Nagano rice again in the autumn of 2025. We will continue to cherish our rice and remain committed to producing high-quality sake.

STRONG SALES IN THE TOKYO AREA

Sales of Senjo's sake in the Tokyo metropolitan area have been strong, particularly for Junmai Daiginjo and Junmai Ginjo.

To meet this demand, we previously brewed sake at a pace of one batch per week and generally kept weekends as non-working days at the brewery. Starting in January 2026, we plan to conduct trial brewing sessions on Saturdays as well. Members of our bottling team will also participate in brewing, allowing us to share brewing techniques more broadly and strengthen skill development and knowledge transfer across the organization.





OVERSEAS VISITS AND HOSPITALITY IN 2025

In 2025, President Kurokouchi traveled overseas twice, visiting Vietnam and Australia. In September, he attended a sake festival in Sydney, where he personally conducted tastings and sales for customers.

In March, customers from Taiwan visited Japan, and together with other partner sake producers, we hosted a special gathering aboard a traditional yakatabune boat on the Sumida River. Guests enjoyed the cherry blossoms in full bloom alongside Tokyo's night scenery. Plans for 2026 are still under consideration, but we will continue to actively promote Senjo's sake overseas.

SAKURA GIN & TONIC RECEIVES HIGH PRAISE

Our Sakura craft gin, which began exporting several years ago, gained renewed attention this year at domestic events, where it was served as a gin and tonic.

The recipe is simple: pour Sakura gin and tonic water into a glass filled with ice at a 1:4 ratio, gently stir, and garnish with salted Yaezakura cherry blossom petals. The floral aroma, subtle sweetness of the tonic, and gentle saltiness come together beautifully, creating a drink that is instantly recognizable as cherry blossom-inspired. We also offer specially packaged 20g portions of salted cherry blossoms—please contact us for details.





EXPORT MANAGER UPDATE: YUKO TAKES OVER

At the end of March, Sharp, our former export manager, left Senjo. Drawing on her background as an English teacher, she is now actively working as a junior high school English teacher in the local community. Our new export manager is Yuko Nagasaki, who previously oversaw Senjo's export business from 2019 until it was handed over to Sharp. This marks her return after several years, and she looks forward to working with you together again.

EQUIPMENT INVESTMENT FOR IMPROVED PRODUCTIVITY

As labor shortages and the advancement of AI continue globally—particularly in Japan—the importance of productivity-enhancing investments has grown. This winter, with the support of subsidies, we plan to introduce new equipment including labeling machines, alcohol analysis devices, and pumps for sake transfer. We will continue refining our processes to support high-quality production.

INSTALLATION OF A TASTING SERVER IN OUR RECEPTION AREA

Many of you may have already visited our brewery. In the shop next to our office, we have installed a tasting server that allows sake to be sampled at optimal temperature at any time.

Previously, we opened bottles for tastings during important visits. With this new system, nitrogen gas prevents oxidation even after opening, allowing the sake to remain fresh and reducing waste. Currently, four varieties are available for tasting, with plans to expand the selection in the future.



EXPORT TEAM – PERSONAL HIGHLIGHTS OF 2025



TAKASHI KUROKOUCHI

Weekends are now spent driving my 13-year-old son to soccer practice and watching matches. With the World Cup coming in 2026, excitement is building. I maintain a daily routine of a 15-minute early-morning run.

YUKO NAGASAKI

I am delighted to once again work with you as part of Senjo's export team. Alongside sales activities, I am also involved in product development, allowing customer feedback to be reflected directly in our products. Sakura Gin, in particular, was born through close dialogue with customers, combining the unique aroma of locally grown Takato Kohigan cherry blossoms with ginjo-style fragrance. We will continue striving to deliver products that exceed expectations.



SATORU INOUE

Thank you, as always, for your continued support of Senjo. As I did last year, I would like to share a little about one of my personal interests—something that has become part of my lifestyle. I am fond of a slightly older Japanese vehicle called the Daihatsu Midget II. In 2025, I met with fellow enthusiasts in Kanagawa in June, Gifu in October, and Nara in November. Although these gatherings are separate from my work, spending time in pleasant settings and talking about the Midget II deepens friendships and always brings me great joy. Looking ahead, my goal is to bring Senjo's products to even more people around the world. I aim to double our export volume in each market compared to 2025.