

To the press and whom it may concern  
PRESS RELEASE



February 01, 2019  
13 Kamicho, Fukuoka, Ninohe, Iwate Prefecture  
NANBU BIJIN Co., LTD.  
President, Kosuke Kuji

**The sake brewery "NANBU BIJIN" in Ninohe, Iwate, exporting to 38 countries and regions around the world, acquired the world's first vegan sake certificate on January 25th, 2019!**

**Showcasing sake to foreigners is increasingly important.**

Nanbu Bijin Co., Ltd (President: Kosuke Kuji), in Ninohe, Iwate Prefecture, has been making sake for over five generations since the Meiji Period with a spirit to discover new things. On January 25th, 2019, we successfully acquired vegan certification both domestically and internationally (Japan: NPO Vege Project Japan, Overseas: The Vegan Society), following our acquisition of kosher certification in 2013.

All of our overseas exports now carry vegan certification, and we can provide the world's first vegan-certified Japanese sake worldwide.



The Trademark of "The Vegan Society" and NANBU BIJIN products with Vegan Certificates.

### **Why we acquired vegan certification**

"NANBU BIJIN" products are exported to 38 countries and regions around the world. Since we acquired kosher certification in 2013, to adhere to Jewish dietary rules and regulations, our products have been more widely enjoyed by more people overseas, not only sake lovers or Japanese food fans. People overseas, including non-Jews, also prefer kosher food from a safety viewpoint and choose our products as a reliable sake with kosher

certification. Also, we noticed that there are many vegans among those people.

Vegans are very strict vegetarians who avoid all animal foods such as meat, fish, eggs and dairy. People might think, "As sake is made from rice and water, vegans can drink sake without any problems." Although that is true, by getting vegan certification, we thought more foreigners could enjoy our products with complete trust. We believe that other sake brewery in Japan will surely have more chances for their products to be tasted by foreigners by obtaining vegan certification.

Originally, sake was simply sterilized by fire and had no antioxidants antiseptics or other additives. Moreover, the ingredients are natural products such as rice and water. GI-certified sake uses Japanese rice and water, it can only be made in Japan. It is no exaggeration to say that Japanese sake is the safest and purest alcohol in the world.

In overseas luxury markets, healthy, natural and additive-free products such as "BIO" and "NON-GMO" items are becoming more popular. BIO wines enjoy a large market share worldwide. There are many vegan-certificated foods, but alcohol with vegan certification is still rare. We are sure that by introducing and providing vegan-certified sake, we can convey the appeal of sake widely to various foreign people, including those who love Japanese food.



Vegan Certificate by Vege Project Japan



Bottle image

## **NANBU BIJIN Awards**

### **Domestic:**

At Sake Competition, selecting Japan's No.1 sake, "NANBU BIJIN Asawake Sparkling" won the first gold prize in the Sparkling Sake category in 2017 and 2018. In 2017, "NANBU BIJIN Yuinoka" and "NANBU BIJIN Junmai Daiginjo" received gold prizes in the Junmai Daiginjo category as well. In 2018, "NANBU BIJIN Junmai Daiginjo" won the first gold prize in the Junmai Daiginjo category.

### **Overseas:**

At the first Japanese Sake completion in France, "Kura Master-le grand concours de sake Japonais de Paris 2017," one of our Junmai Ginjo Beauty series "NANBU BIJIN Shin Paku" won Platinum prize in the Junmai Daiginjo category.

At the International Wine Challenge 2017, "NANBU BIJIN Tokubetsu Junmai (special Junmai-shu)" won the Champion Sake in the sake category as the best sake in the world.

## **Company Profile**

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