

With 250 years of history, this is the oldest sake brewery in Oku-Noto and the birthplace of the Noto Toji sake brewing style.

### Sogen Sake Brewery

Suzu, Ishikawa

Sogen Sake Brewery is the oldest sake brewery in Okunoto, with a history dating back to 1768. Known as the birthplace of Noto Toji, one of the four major Toji in Japan, the brewery was founded by Chugoro Sogen. Chugoro Sogen's roots go back to Yoshiharu Hatakeyama in the Sengoku period (1467-1615). He learned the secrets of sake brewing in Itami, the birthplace of sake. Sogen brewed pure sake, which he named "Sogen Kenzan". Throughout their long history, Noto Toji have combined the best techniques and knowledge to craft high quality sake. Sogen continues to make new sake that is never imitated while learning from the old style of sake making.

Sogen Sake Brewery has always been old-fashioned. We call our style Sogenshu (Noto Sogen Style). Sogenshu is a local sake that reflects the character of the people of Okunotobito. Every year Sogen Daiginjo is awarded the gold medal in the National New Sake Competition, which is held to evaluate the quality of new sake. This sake is featured in first class on ANA international flights. This is the first sake brewery in Hokuriku to use a tunnel for aging sake, named "Tunnel Kura" or the "Tunnel Brewery". The tunnel is a sight to see, lined with bottles of aging sake. Sogen's sake, using traditional methods, is slightly sweet and has a gentle, mellow taste on the palate.





There are three types of breweries at Sogen Shuzo; the Meiwa Kura, the Heisei Kura, and the Tunnel Kura.

The Meiwa Kura has been in use since the brewery was founded in 1768. It is mainly used to produce sake for the local market. The "Heisei Kura" is a new brewery built in 1998. Here the brewery uses the latest technology to produce high-grade sake for limited distribution. Both the Meiwa and Heisei breweries have won the top gold medal at the All Japan New Sake Competition many times.

The most popular brewery is the "Tunnel Brewery," which started in 2011. The tunnel is a part of the Noto Railway Noto Line, which was closed in 2005. It has been restored and is used as a storage warehouse. The

temperature in the tunnels is always 12°C (54°F) 365 days a year. This combined with the ideally high humidity makes it the perfect environment for maturing sake. It's also home to the Tunnel Brewery Owner's Club, where you can buy six bottles of your favorite sake, pay a yearly maintenance fee, and have it stored and aged for as long as you like on a dedicated shelf bearing your name.



### Experience program Highlights

The storage room is kept at 10-12 degrees Celsius (50-53.6 F) year-round.

Guide to Tunnel Storage Fee: 5,000 yen/person

