

SPIRITS of JAPAN

歴史 History 史

Sake, proof of Japanese history

日本の歴史に支えられた酒

History

JORAKU is the premium rice “Shochu” (Japanese traditional spirit) brand which Joraku Distillery has been producing for more than 100 years in the Kuma area located in Kyushu.

“Shochu” traditionally produced in the Kuma area is called “Kuma Shochu”, which is approved as a Geographical Indication (GI) by WTO together with Scotch whiskey, Bordeaux wine and Cognac brandy.

“Shochu” was first brought to the Kuma area from the Asian Continent during the Warring States Period in the 16th century. Since then the successive “Toji” (master distillers) have kept the long lasting tradition, as well as have refined the taste and aroma continuously by persistent efforts. Joraku Distillery was born more than 100 years ago, and has been a representative distillery in the area.

歴史

JORAKUは日本の九州、球磨郡で100年以上前から焼酎を作り続けている常楽酒造の焼酎ブランドです。焼酎の中でも最も歴史があるものの一つで、コニャックやシャンパンのようにWTOより産地呼称が認められた数少ない蒸留酒です。伝統を守り続ける蔵人たちが手作りで酒造りを続けています。

焼酎が人吉・球磨に伝えられたのは戦国時代、相良氏が八代を領して海外貿易をしていた頃500年前と言われ、古い由緒と伝統を守っています。

その伝統を受け継ぎJORAKUは100年前から造り続けられています。

