



CHOYA Classic (650ml)

Launch: 2013

Volume: 650ml, 300ml, 50ml

Alcohol: 15% alc./vol.

Ingredients: ume, sugar, cane spirit

Category: fruit liqueur (Umeshu)

Sales point: Totally new design

Design by a London-based company

Slimmer bottle for more cylinder form

Debossed with a CHOYA brand name for more luxurious look

Tasting Notes

Beautifully balanced sweet & tart taste of the ume fruit with notes of almond from the ume pit.

JAN code: 4905846114767 (650ml), 4905846114774 (300ml), 49337037 (50ml)

Carton size: 650ml - 12btl/carton, 342mm x 258mm x 296mm; 17kg

300ml - 12btl/carton, 285mm x 215mm x 235mm; 10kg

50ml - 60btl/carton, 290mm x 233mm x 179mm; 9kg



Company Facts

Located in Osaka, the company first started as a wine-grape grower in 1914. Later in 1959 CHOYA began production of Umeshu, a traditional Japanese ume fruit liqueur. Today CHOYA is the No.1 Umeshu making company in the world.

Our mission is to produce and promote the finest Umeshu made from natural ingredients.

CHOYA UMESHU CO.,LTD.

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