



CHOYA Classic (750ml)

Launch: 2013

Volume: 750ml, 375ml, 50ml

Alcohol: 15% alc./vol.

Ingredients: ume, sugar, cane spirit

Category: fruit liqueur (Umeshu)

Sales point: New gorgeous design by a London-based company

Slimmer bottle for more cylinder shape

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.

UPC code: 781682114765 (750ml), 781682114772 (375ml), 781682114789 (50ml)

Size: 750ml - 12btl/carton

1 btl – 74mm x 74mm x 270mm, 1 case - 342mm x 258mm x 296mm; 17kg

375ml - 12btl/carton

1 btl – 61mm x 61mm x 210mm, 1 case - 285mm x 215mm x 235mm; 10kg

50ml - 60btl/carton

1 btl – 43mm x 43mm x 78mm, 1 case - 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.

