



Extra Shiso

The Philosophy

After having success in the local Japanese market for more than three decades, we decided to expand overseas with a new Premium CHOYA called “Extra Shiso”. Made from 100% premium Japanese Nanko ume from a famous ume region called Kishu, this Umeshu is based on Extra Years and flavoured with shiso giving the drink its unique & special aroma, and a soft pink color.

Launch: 1998 (renewal 2013)

Volume: 700ml

Alcohol: 17% alc./vol.

Ingredients: ume, sugar, cane spirit, perilla extract, vegetable colouring

Category: fruit liqueur (Umeshu)

Sales point: new stylish look with original design

aged 2-3 years

only 100% Japanese premium Nanko ume

Japanese red shiso leaves

Tasting Notes

Retains the initial character of the Extra Years with pleasantly bitter, herbaceous notes from red shiso leaves.

JAN code: 4905846114859 (700ml)

Carton size: 700ml – 12 btls/carton, 340mm x 255mm x 290mm; 18kg



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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