



## Non Sugar Natural Original

### The Philosophy

This Umeshu is expertly crafted from the finest ume fruit and honey for natural sweetness and delicious taste. Using no granulated sugar, it was made especially for those who prefer same great authentic taste but with fewer calories.

**Launch:** 2007

**Volume:** 650ml (+100ml ume fruit), 300ml (+75ml ume fruit)

**Alcohol:** 15% alc./vol.

**Ingredients:** Japanese ume fruit, honey, cane spirit

**Category:** fruit liqueur (Umeshu)

**Sales point:** No sugar added

Premium Nanko ume

Low in calories

Stylish and easy-to-hold bottle

### Tasting Notes

Natural sweetness from honey and gentle acidity with nutty aroma of the ume fruit.

Enjoy straight & chilled or on-the-rocks

**JAN code:** 650ml (4905846114552), 300ml (4905846114576)

**Carton size:** 650ml - 6 btls/carton, 255mm x 170mm x 295mm; 10kg

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

### 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.



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