



Non Sugar Natural Shiso

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, perilla extract, red cabbage colouring

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.

Slightly flavoured with shiso herb giving it a unique herbaceous taste and a pink colour.

Enjoy straight & chilled or on-the-rocks

JAN code: 650ml (4905846114569), 300ml (4905846114583)

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.

CHOYA UMESHU CO.,LTD.

Head Office 160-1 Komagatani Habikino-shi Osaka 583-0841 Japan / p.+81 72 956 0515 / f. +81 72 958 2561

Sales Office 1-1-2 Kamiikedai Ota-ku Tokyo 145-0064 Japan / p.+81 33 786 0906 / f. +81 33 784 1008

www.choya.com