



Extra Years

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 Years". Made from 100% premium Japanese Nanko ume from a famous ume region called Kishu, this Umeshu is aged for extra years with special care and love.

Launch: 1991 (renewal 2013)

Volume: 700ml, 50ml

Alcohol: 17% alc./vol.

Ingredients: ume fruit, sugar, cane spirit

Category: fruit liqueur (Umeshu)

Sales point: new stylish look with original design

aged for 2-3 years

only 100% Japanese premium Nanko ume fruit

great as a cocktail base

Tasting Notes

Displays an initial rich sweetness with notes of almond & marzipan which are then elegantly balanced by a natural vibrant acidity.

JAN code: 4905846114811 (700ml), 4905846114842 (50ml)

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

50ml – 60 btl/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.

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