



CHOYA Shiso

Launch: 2013

Volume: 750ml

Alcohol: 15% alc./vol.

Ingredients: ume fruit, sugar, cane spirit, perilla extract, red cabbage colouring

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 flavoured with shiso herb, which gives this umeshu its unique red colour & aroma.

UPC code: 781682114796

Size: 12btl/carton

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



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.