

2023/3/23

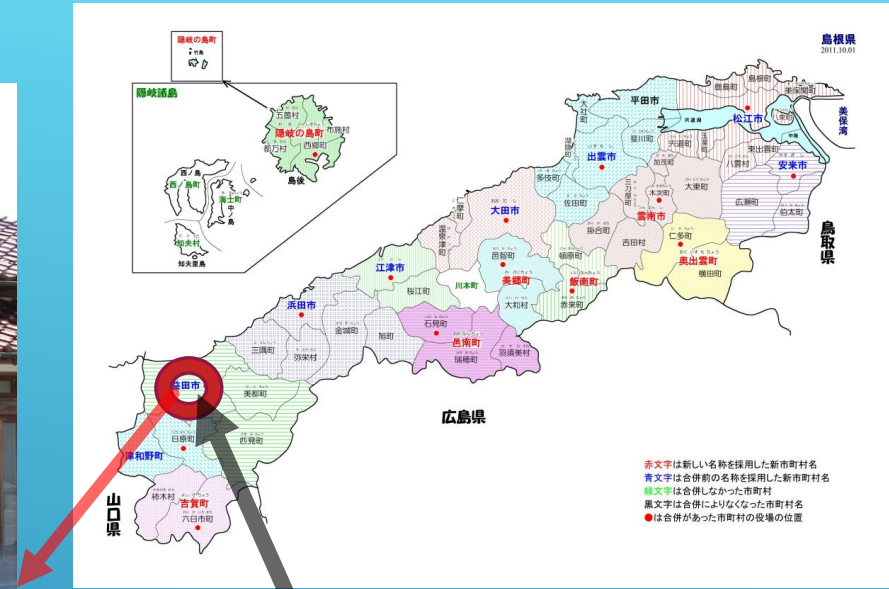
GUIDE TO

株式会社岡田屋本店

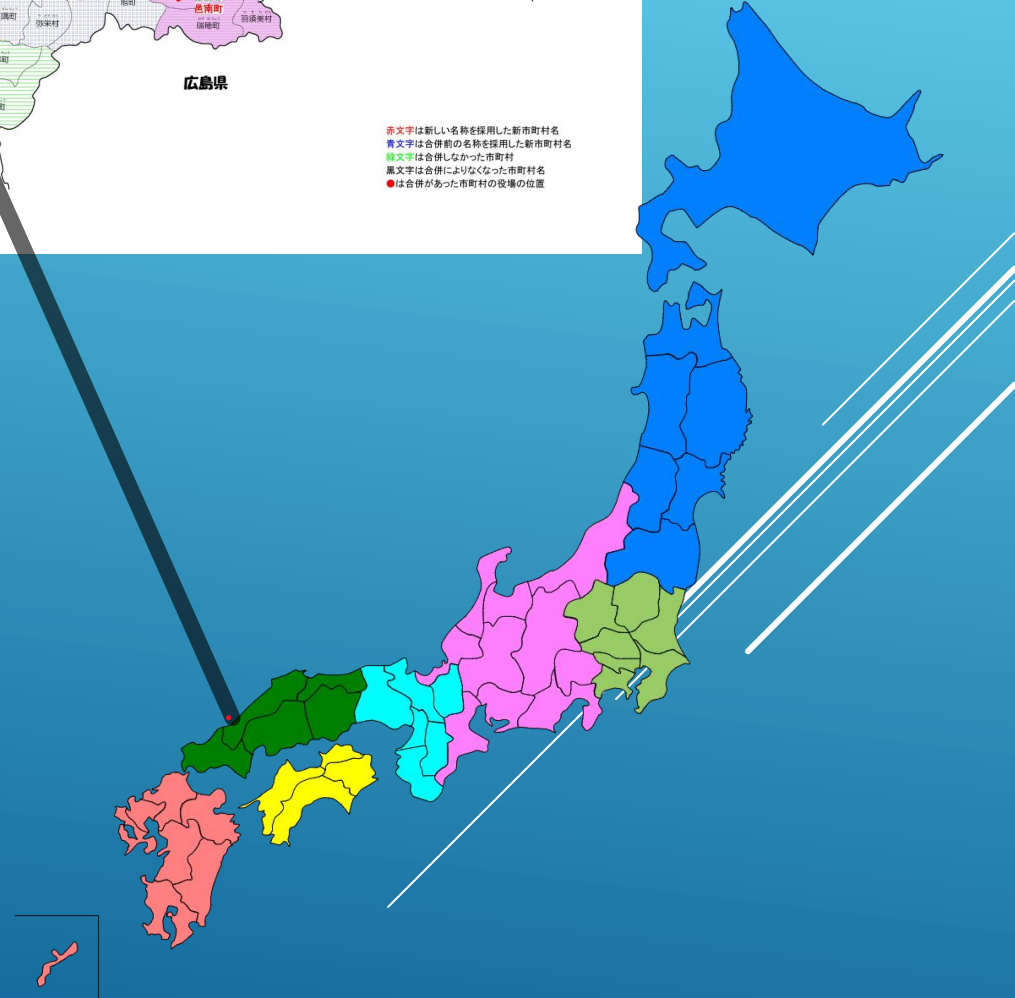
Okadayahonten Co.,Ltd.



Facade



Location : Masuda city, Shimane Pref



About Masuda city

- ▶ Masuda city is in the west end of Shimane pref. Masuda city faces Sea of Japan on its North , and to the south has Chugoku mountains with over 1000m high ones.

And each of The Takatsu river or Hikimi river origins the mountains runs through Masuda city. We can see the changing view of mountains time to time, season to season, the great sunset view, and the star filled night sky.

Masuda city is the place you can touch the romantic and rich nature.

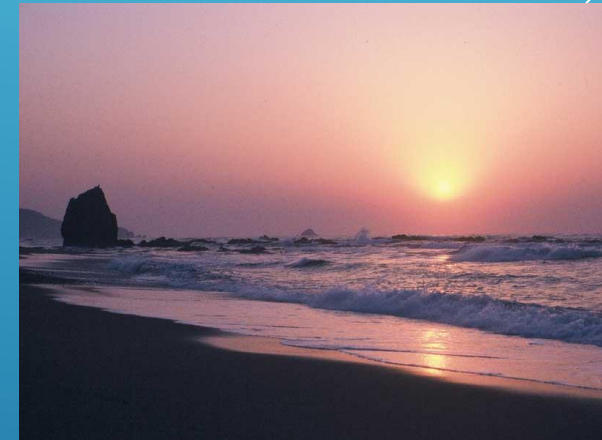
- ▶ Takatsu river has been repeatedly selected as NO.1 clear and pure streams in Japan. Fortunately it has no dams, the stream is clear and filled with full water. In addition, Takatsu river repeatedly has had floods, it could have been cleaned up the bottom of the river. So it cause to grow the good moss and good flavored fish called Ayu which has high admiration and is one of the 'must try in Masuda'.

Furthermore upperstream area of Takatsu river is famous for the region of WASABI. We can call this Takatsu river which can give us plenty of food 'Treasure Trove of food'.

Now you know Masuda city is the place people can live with its nature gifts and try to keep this nature for the future.



Takatsu river



Sunset view above the sea of Japan

SHIMANE : THE BIRTH PLACE OF SAKE

FROM THE 1ST CENTURY B.C.

- ▶ This is why Shimane pref. is called ‘The Birth Place of Sake’.

Shimane pref. is believed to be the center of Japan’s oldest historical record, the “Kojiki”, as well as the subsequently compiled “Izumo-no-kuni Fudoki” (Record of Ancient Matters of Izumo). It is said that the origin of sake was in the Shimane area. The famous story is told in the Izumo-no-kuni Fudoki of “The Legend of Yamata-no-Orochi”, in the which “Yashiori Sake” is created, and in addition, all of the various gods from across Japan gather to make sake from the overflowing waters of the Hill River and share a feast. Furthermore, there are several shrines in Shimane that still brew sake for ceremonial use, utilizing methods handed down from ancient times, or very similar methods, which demonstrates the deep relationship between Shimane Prefecture and Japanese sake. Shimane sake reflects a proud tradition of sake making that has come down in an unbroken line since ancient times.

(by Shimane Sake Brewers association)



Izumo taisha shrine



Susa jinja shrine

HISTORY OF OKADAYAHONTEN

Ohtani Kajuro the 1st established Soy source company in 1872. 5 years later he began a Sake brewery. Though he got some fortune by the business, he was grieved in regards to the problem on Sake to society. After Kajuro the 1st retired and transferred everything to Kajuro the 2nd, he built a hermitage on the top of Ryuzozan mountain at his own expense. And after his deep thought and asking himself, he decided to give some medicine to those who couldn't get them by themselves at the hermitage he named "Jizen-in" (philanthropy house).

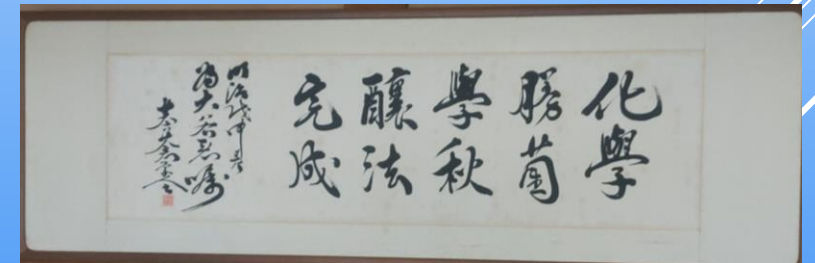
It is thought that the water to brew our Sake is drawn up from the 60m-underground of this mountain.

Kajuro the 2nd studied at Tokyo Imperial University, and he and his companies could find the bacterial spoilage of Sake during those days. Afterwards this discovery could be one of the epoch making ones for the Sake brewers world.

When Kajuro the 2nd retired, he transferred Sake brewery to Kasuke the eldest son, forestry and medicine concerns to two other sons. All of these three businesses continue so far in Masuda city.



Kajuro the first



Kajuro the 2nd was given this calligraphy from the president of Tokyo Imperial University when he and his companies found the bacterial spoilage of sake.

The 3rd generation Ohtani Kasuke hated his family's business SAKE brewery, for he saw lots of people ruined their lives due to SAKE. He decided to study and work as a lawyer in Tokyo. However, years later, he had to be back home and had to be transferred family business.

Kasuke left some notes which showed his friendship with Kitahara Hakushu, Tokutomi Roka, Shimazaki Toson, and so on. As for Shimazaki Toson, in Toson's essay 'Souvenir from San-in', it was described that Kasuke welcomed Toson and his son and guided them in Masuda.

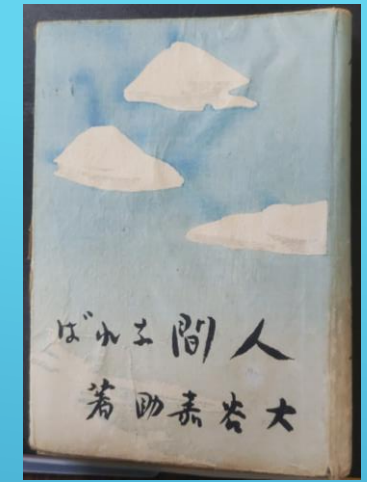
Because Kasuke couldn't stop worrying about alcohol could cause people spoiled, he asked the high priest Ashikaga Joen of Jodo-Shinshu to give the lesson to him. The priest taught him "Don't worry but make Sake with the wishes for people's happiness as what we say 'Sake is the best of hundreds of medicine' ". At the same time the priest gave the name of "Kikuyasaka" to Kasuke. Since then our representative brand name is "Kikuyasaka" ; Kiku means Japanese people and Yasaka means to prosper.

His talent was found in literature, specially in Tanka since he was young. He made Tanka club and published Tanka Collections with coterie or by himself in Masuda.

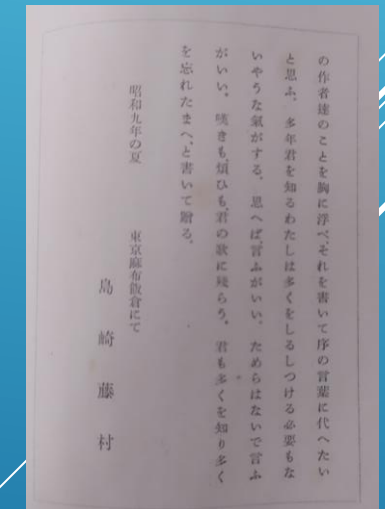
The 4th generation Ohtani Yoshiyuki studied brewing at Hiroshima University. He didn't do sale by Oke; tank to big brewer though the way to make a big sale it was usual in those days. His achievement was that he tried to mechanize on brewing, stopped seasonal employment. He rebuilt the decrepit factory in 1980, he and this new factory got devastating damage by the local concentrated heavy rain and flood in 1983.

In 1994, Ohtani Kouji was adopted into the Ohtanis to be the 5th generation. Years past and in 2008, he filled the application for court-led rehabilitation proceedings. It was approved in 2009. Okadayahonten came under the control of a listed company. After we bought our stocks from the parent Company in 2014, we could become to stand on our own feet again.

We got the manufacturing license for Liqueur in 2011 and the one for Spirits in 2020.



Tanka collection 'Ningen nareba' by Ohtani Kasuke



Foreword for 'Ningen nareba' was written by Shimazaki Tohsou

WHAT FOR AND OUR POLICY

We've been thinking about 'alcohol to society (health, happiness)' so far.

As we say 'Eating healthy prevents and cures disease', it's very important to have good meals to be healthy. Thus why our motto is

'To make meals better and bring a lot of happiness.'

We always try to make our products not to have too much flavor. Meals' flavor and taste have the priority so as to enjoy meals themselves.

COMMITMENT

① Abandoned farmland to farmland again

Increasing abandoned farmland is one of the serious issue for rural area.

So we've been trying to grow Yuzu citron on the abandoned farmland for 5 years. And we'll expand the area triple this year to plant Yuzu or Plum. And then

We'll use them as the ingredients of our original liqueur. What's more we're planning to grow Rice for sake near future.



Flower of Yuzu citron



Okadayahonten's Yuzu -land

② contribute to our society wih 'Sesshu-no-sato'

'Sesshu-no-sato' is a shochu made from the potato named 'Kogane-sengan' grown by staff who have some disabilities in Masuda city. Though our plan was to buy their 'Kogane-sengan', manufacture Imo-shochu with the potato, and make a big sale of the shochu, we failed. Regretfully we couldn't ask them to grow the potato for 2 years. So now we do like to do our best for them.



Good harvest



「Honkaku Imo-shochu Sesshu-no-sato」



Cheerful Staff

③ contribute to our district with local ingredients

One of the most important goal of ours is using local ingredients as far as possible.

Following ingredients currently used for our products are grown in Shimane pref.

- Rice for Sake : Gohyaku-mangoku , Kan-no-mai
- Wasabi (Japanese horseradish)
- Chestnut
- Yuzu citron
- Melon
- Lindera umbellata
- White cedar
- Wild cinnamon
- Sweet potato
- wheat etc



Yuzu citron



Wasabi
(Japanese horseradish)

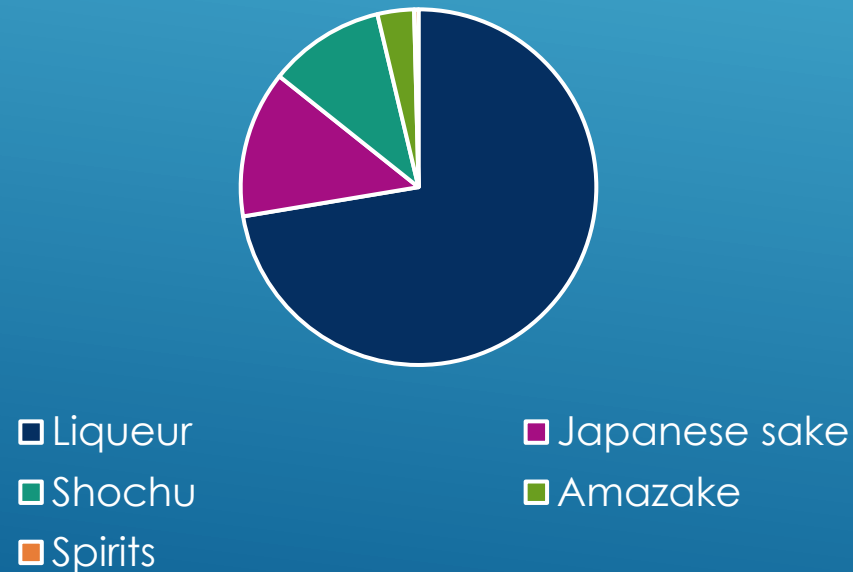


Lindera umbellata

④ multi-item / small production

We have 5 items ; Japanese sake, Shochu, Liqueur, Spirits, and Amazakes.
Manufacturing multi item brings us multi types of clients, expands market and gets big sales qty.

Sales Qty per items of
Okadayahonten



PRODUCTS

item	category	details
Japanese sake	● Kikuyasaka	'Kikuyasaka Daiginjo', 'Kan-no-Mai Junmai dai ginjo' , 'Junmaishu' 'Kikuyasaka Johsen'
	● Muyoh-no-yoh	'Junmai dai ginjo' 'Daiginjo' 'Junmai ginjo' 'Tokubetsu junmai'
Tanshiki joryu shochu	● Flavored shochu ● Honkaku shochu ● The others	'Wasabi shochu', 'Kuromoji shochu(Lindera umbellata)' Imo shochu, Kome shochu(rice) Kuri shochu(chest nut), Kikuimo shochu(Jerusalem antichoke)
Liqueur	● Blendedd liqueur	Yuzu citron liqueur, Japanese pear liqueur, Peach liqueur, 'Melon liqueur, 'Tomato liqueur, Lychee liqueur
	● Soaked liqueur	Plum liqueur, Blueberry liqueur
spirits	● Gin	Shimane gin 'shin-on'
	● Vodka	Shimane vodka 'den-on'
amazakes	● Koji amazake	'Kikuyasaka amazake(with lactic acid bacteria)' 'Motosumi-no-amazake'
	● Chunyan	Chinese seasoning