



大きな変化を、一度から

ICHID^o

PREMIUM SPARKLING SAKE

ICHID^o NATURAL SAKE IS GENERATED FOR LIFE'S LITTLE CELEBRATIONS. A BEAUTIFUL BLEND OF TRADITIONAL CRAFTSMANSHIP AND MODERN CREATIVITY, THIS PREMIUM JAPANESE SAKE SUITES THOSE WHO THRIVE FOR CHANGE TO RAISE A GLASS TO SOMETHING TRULY SPECIAL. YOU

About SAKE Generation, Inc.



Vision : SAKE to the World

Led by a female Japanese entrepreneur, we set out to craft a premium sparkling sake that would challenge the preconceived notions of both traditional sake and sparkling wine – something a little different, for those who pride themselves on living their lives a little differently. Because we believe that sake can be Japanese in origin, but international in its appeal; that sake can go beyond the sushi menu, bubbling up alongside traditional sparkling wines everywhere from birthdays, to weddings, to brunch, to the little everyday celebrations that make life truly special.

Year	History
2017-2019	Launched the SAKE project with 6members at EMBA of Chicago University. Held tastings with more than few hundred people.
March-19	Selected as an Asian Finalist in the University of Chicago New Venture Challenge Competition
May-19	Established Sake Generation Co., Ltd. Acquisition of liquor sales and export licenses
May-20	Due to COVID19, we shifted to an EC-centric strategy. Conducted domestic test marketing on the crowdfunding MAKUAKE site. Achieved the target amount in 50 days
July-20	In order to promote consumer promotion, full-scale operation of SNS (Instagram, Facebook, Twitter) started.
September-20	Started selling ICHIDO on Amazon & own site. Achieved 500 units sold in December.
October-20	ICHIDO Pairing Dinner Held at "Rinascimento", which has won the world's gastronomic guide Go e Miyo ★ ICHIDO won two awards.
Nov-Dec 2020	<ul style="list-style-type: none"> • The 1st Sake Festival Grand Prize Award (Popular Vote by Sake Festival Participants) • OMOTENASHI Selection Gold Award (Judged by foreigners living in Japan and selected as the attractive Japanese products that they want to communicate to the world)
March-21	POP -UP at ISETAN store
April-21	★ Won the Gold (ROSE) and Silver (SAKE) awards at the Feminalise World Wine Competition 2021 in France
June-21	★ Won the Gold Award at Kuramaster 2021 in France (Junmai Daiginjo)
October-21	Selected by Tokyo for "expansion to NRW, Germany" program
January-22	"US Launch" started to sell in HAL Yamashita Napa in Napa Valley
June-22	US - SF launch, preparing LA launch (July) and Singapore launch (July)
June-22	POP -UP at Seibu (Shibuya) , Lalaport (Fukuoka) and Food Truck (Tokyo)



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ICHIDO PREMIUM SAKE - Product

The clean alternative to wine with 7-15% alcohol by volume, but **Gluten-free, Sulfite-free, Tannin-free, and five times less acidity than wine.**



The best finest bubbles created by secondary fermentation

The new rich taste discovered with world-wide communication



Made from only **Japanese natural ingredients** – premium non-GMO rice, pure soft water, yeast, and handmade koji



Kura Master 2021年度 純米大吟醸酒部門 金賞



Kura Master PARIS

Won **GOLD** medals at famed competition



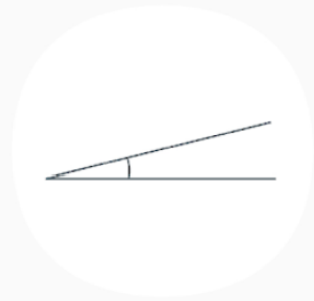
ICHIDO PREMIUM SAKE – Promotion

Our brand - **Three meaning of 「ICHIDO」**

*Registered Trademark

Three Ichido

ICHIDO (One) has three meanings. If there are 100 people, there are 100 ways to enjoy. Whether you like sake or not, find out how to enjoy at your own pace and your own style.



One degree as an angle

Value little by little. As a reward for your hard work, have a cup every day



Once as an encounter

I hope that this one-time encounter will give you an opportunity to discover the deep world of sake



One degree in the temperature (Celsius)

It is important to keep it cold temperature for deliciousness. Pour into a wine glass and have a luxurious time at home

Innovative experience

monthly recipes at Instagram
Cocktail party events at bars
Paring events at restaurants



Design & Gift Box

Modern design that pursues Japanese taste x simplicity
Keeps the top 5 Amazon sparkling liquor Gift ranking

ICHID^o White Day



ICHIDO PREMIUM SAKE – Place

Domestic

EC Channel



Department Stores

SETAN

SEIBU

Restaurants & Bars



Overseas

Rich Restaurants & Bars

Providing Sake education (Online & Offline)

HAL YAMASHITA
Napa

■ New Industry Course Menu Every Monday \$49 (Excl. Tax & Tip)
■ Valentine's Special Course from Feb. 11 - Feb. 14
■ Location: 1300 Main Street, Suite 100, Napa, CA 94559
707-499-1864

Home Chef Hal Dinner/ Takeout Menu Reservations | Open Table Join Our Team Gallery Contact Location
eGIFT CARD Press and Media

Gallery

HAL YAMASHITA Napa



New experience events for consumers

- Sake cocktail
- Pairing with Wagyu



ICHIDO Sparkling SAKE “Silver medal at feminalise 2021”



Arrange Recipe
Sparkling sorbet



ABV 7%



A soft, low-alcoholic sparkling Sake for Sake beginners. You can enjoy perfect balance of natural rice sweetness and sourness.

Its sparkling gentle texture is made by natural fermentation method (Champaign method).

The Junmai classification represents the top 15% of all sake in the world. Enjoy drink as it is, add a fruit to make it into a cocktail, or freeze it with lemon as an fresh summer sherbet. ICHIDO Sparkling helps you refreshen your long and tiring day in the evening.

ICHIDO Sparkling ROSE “Gold medal at feminalise 2021”



ABV 7%



Incredibly smooth and fresh, slightly sweet with strawberry aromas, but not too sweet with great clean finish.

The charming pink color of ICHIDO Sparkling Rose comes naturally from purple-black rice. 100% plant-based.

An exquisite combination of elegant and rich flavors of the grain spreads in your mouth with a bubbly finish.

Indulge as a perfect aperitif. Mix in some red fruits such as strawberries and ice cream for a delicious and aesthetic treat.

ICHIDO Sparkling DRY “Gold medal at OMOTENASHI 2020”



ABV 11%



Pairing Recipe
Ratatouille

Sparkling dry is a rich taste for people who can usually drink wine and champagne.

You can enjoy the delicate and refreshing taste and fine foam made by natural fermentation method (Champaign method).

ICHIDO Sparkling Sake Dry pairs well with super wide range of cuisines, specially a perfect with seafood - fish eggs such as Ikura, Karasuma and Caviar.

ICHIDO Junmai Daiginjyo “Gold medal at Kura Master 2021”



Arrangement cocktail "Red Sun"
(ICHID° Junmai Daiginjo x Tomato Juice)



ABV 15%



ICHIDO Junmai Daiginjyo for Sake lovers. Exceptionally refined & smooth, uniting floral notes with hints of banana & juicy-melon.

Best in the east “Gohyakumangoku-rice” made this sake a beautiful fragrance, crisp taste and light aftertaste.

It has a refined and smooth taste and a fruity but clean scent - exquisite balance.

This special designation Junmai Daiginjo represents the top 1% of sake.

Of course, best matches for Japanese food, and also well paired meat dishes such as chicken sauté.

Our Contact

▶Website

[ICHIDO | カラダめぐる、美しいスパークリング酒。
\(1chido.jp\)](http://1chido.jp)



▶Instagram



▶LINE

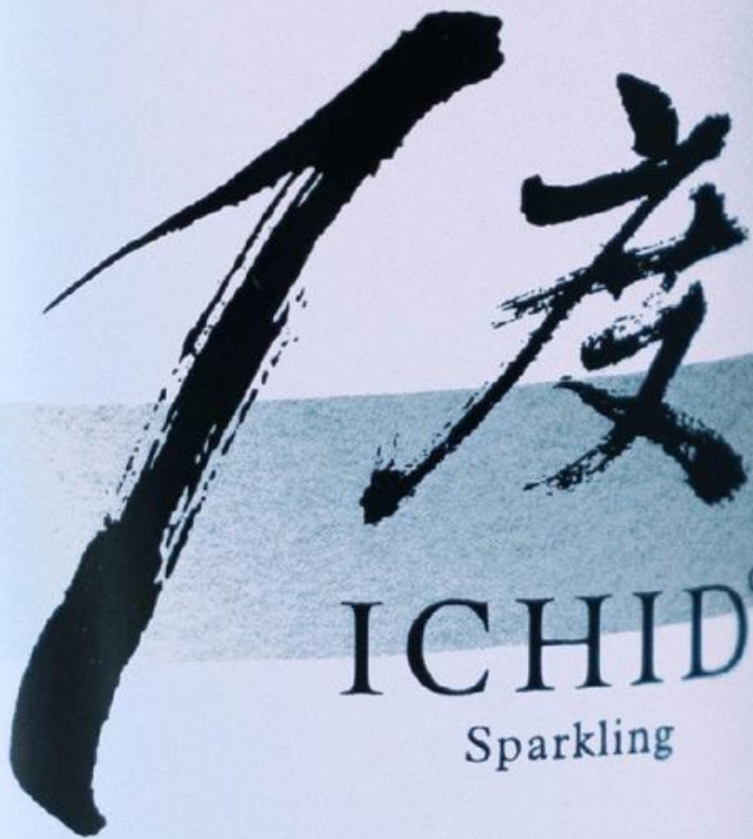


LINEアプリでQRコードを読み込むとあなたの公式アカウントを友達追加できます。

▶email: info@sake-g.com



New Paring Experience



ICHID[®]
Sparkling

NATURAL FEMENTATION IN JAPAN ICHIDO JUNMAI GIN
NET CONT. 300ml, Alcohol 7% by Vol.



IC
Junmai