

Request for Reconsideration after Final Action

The table below presents the data as entered.

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LAW OFFICE ASSIGNED	LAW OFFICE 123
MARK SECTION	
MARK	https://tmng-al.uspto.gov/resting2/api/img/87914815/large
LITERAL ELEMENT	KOBE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
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DESCRIPTION	
Alcoholic beverages, namely, wine, distilled spirits, and sake	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (033)(proposed)	
INTERNATIONAL CLASS	033
TRACKED TEXT DESCRIPTION	
Alcoholic beverages, namely, wine, distilled spirits, and sake; Sake.	
FINAL DESCRIPTION	Sake.
FILING BASIS	Section 1(b)
ATTORNEY SECTION (current)	

NAME	Kenneth Motolenich-Salas
ATTORNEY BAR MEMBERSHIP NUMBER	NOT SPECIFIED
YEAR OF ADMISSION	NOT SPECIFIED
U.S. STATE/ COMMONWEALTH/ TERRITORY	NOT SPECIFIED
FIRM NAME	MotoSalas Law, PLLC
STREET	16210 North 63rd Street
CITY	Scottsdale
STATE	Arizona
POSTAL CODE	85254
COUNTRY	US
PHONE	202-257-3720
EMAIL	ken@motosalasalaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
ATTORNEY SECTION (proposed)	
NAME	Kenneth Motolenich-Salas
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
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POSTAL CODE	85254
COUNTRY	United States
PHONE	202-257-3720
EMAIL	ken@motosalasalaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE SECTION (current)	
NAME	Kenneth Motolenich-Salas
FIRM NAME	MotoSalas Law, PLLC
STREET	16210 North 63rd Street
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AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE SECTION (proposed)	
NAME	Kenneth Motolenich-Salas
FIRM NAME	MotoSalas Law, PLLC
STREET	16210 North 63rd Street
CITY	Scottsdale
STATE	Arizona
POSTAL CODE	85254
COUNTRY	United States
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EMAIL	ken@motosalasalaw.com; kmotolen@yahoo.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Kenneth Motolenich-Salas/
SIGNATORY'S NAME	Kenneth Motolenich-Salas
SIGNATORY'S POSITION	Attorney of Record (DC and AZ Bar Member)
SIGNATORY'S PHONE NUMBER	2022573720
DATE SIGNED	09/12/2019
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
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Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **87914815** KOBE(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/87914815/large>) has been amended as follows:

EVIDENCE

Evidence in the nature of argument and evidence (affidavit and exhibits). has been attached.

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Original PDF file:

[evi_68231122-20190912204748358823 . ex i Handout on Product Naming and Foreign Branding.pdf](#)

Converted PDF file(s) (7 pages)

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Converted PDF file(s) (6 pages)

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Converted PDF file(s) (43 pages)

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Converted PDF file(s) (8 pages)

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Original PDF file:

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Converted PDF file(s) (76 pages)

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Original PDF file:

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Converted PDF file(s) (13 pages)

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Original PDF file:

[evi_68231122-20190912204748358823_.ol - List of Drinks By Alcohol Content - Alcohol Rehab Guide.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

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Original PDF file:

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Converted PDF file(s) (52 pages)

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Original PDF file:

[evi_68231122-20190912204748358823_environment - Top Ten Reasons Why Sake Should Be More Popular.pdf](#)

Converted PDF file(s) (4 pages)

[Evidence-1](#)

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Original PDF file:

[evi_68231122-20190912204748358823_text Most Consumed Alcoholic Beverage by Country.pdf](#)

Converted PDF file(s) (6 pages)

[Evidence-1](#)

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Original PDF file:

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Converted PDF file(s) (18 pages)

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CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant hereby deletes the following class of goods/services from the application.

Class 032 for Beer

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 033 for Alcoholic beverages, namely, wine, distilled spirits, and sake

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the

applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: ~~Alcoholic beverages, namely, wine, distilled spirits, and sake;~~ [Sake.](#)

Class 033 for Sake.

Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. **For a collective trademark, collective service mark, or collective membership mark application:** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. **For a certification mark application:** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

The applicant's current attorney information: Kenneth Motolenich-Salas. Kenneth Motolenich-Salas of MotoSalas Law, PLLC, is located at

16210 North 63rd Street
Scottsdale, Arizona 85254
US

The phone number is 202-257-3720.

The email address is ken@motosalasalaw.com

The applicants proposed attorney information: Kenneth Motolenich-Salas. Kenneth Motolenich-Salas of MotoSalas Law, PLLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

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United States

The phone number is 202-257-3720.

The email address is ken@motosalasalaw.com

Kenneth Motolenich-Salas submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current correspondence information: Kenneth Motolenich-Salas. Kenneth Motolenich-Salas of MotoSalas Law, PLLC, is located at

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The applicants proposed correspondence information: Kenneth Motolenich-Salas. Kenneth Motolenich-Salas of MotoSalas Law, PLLC, is located at

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The phone number is 202-257-3720.

The email address is ken@motosalasalaw.com; kmotolen@yahoo.com

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Kenneth Motolenich-Salas/ Date: 09/12/2019

Signatory's Name: Kenneth Motolenich-Salas

Signatory's Position: Attorney of Record (DC and AZ Bar Member)

Signatory's Phone Number: 2022573720

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: Kenneth Motolenich-Salas
MotoSalas Law, PLLC

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A-N/A-20190912204748358823

Ser. No. 87/914,815 – Kobe™
Filed: May 10, 2018
Pacific International Liquor, Inc.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Pacific International Liquor, Inc.

Application Serial No. 87/914,815

Filed: May 10, 2018

Office Action Entered: Sep. 5, 2018

Mark: Kobe™

Trademark Law Office: 123

Examining Attorney: Crystal H. Yi

VIA TEAS Request for Reconsideration
After Final

**REQUEST FOR RECONSIDERATION AFTER FINAL ACTION AND AMENDMENT
TO THE APPLICATION**

Dear Madam:

The following request for reconsideration regarding the pending application to register Kobe™, Ser. No. 87/914,815 (“**Applicant’s Mark**”), in connection with “Alcoholic beverages, namely, wine, distilled spirits, beer, and sake” in class 033 is respectfully submitted in response to the final action dated March 12, 2019. The Office Action addressed what the examining attorney perceives to be a likelihood of confusion pursuant to Section 2(d) of the Lanham Act based on Reg. Nos. 4,877,314 for Köbi® and design (“**Köbi Mark**”) in class 028 for “Beer” and (II) 4,853,406 for Kobe® (“**Kobe Design Mark**”) in class 025 for “Processed chili; blends of edible oils and fats; edible oils” and “Dried herbs, namely, seasonings; hot chili bean paste for use as a seasoning; curry spices; spices, namely, farinaceous food pastes for human consumption; spices; cooking sauces; condiments, namely, pepper sauces; dry seasonings; seasoning food pastes; dried chili peppers for use as a seasoning; marinade for use as a seasoning; seasoning mixes; seasonings; blends of seasonings” (“**Kobe Design Mark Goods**”). No other bases of rejection were given and

the Applicant appreciates the Examining Attorney's attention to the arguments raised in the Office Action Response dated Feb. 26, 2019 with respect to the significance inquiry concerning Kobe™, which was discussed in Section III of the Office Action Response.

As an initial matter, the Applicant hereby incorporates by reference the arguments and evidence submitted in its prior non-final Office Action Response dated Feb. 26, 2019 and respectfully submits that such evidence and arguments, which was extensive (more than 1000 pages of evidence plus 30+ pages of argument), suffice to warrant registration pursuant to the applicable law. The Applicant respectfully requests that the Examiner *carefully* review such previously-offered arguments and evidence and reconsider the conclusions reached in the Final Office Action.

Additionally, the Applicant offers the following further arguments and evidence for the Examining Attorney's consideration. Attached for the record is evidence in support of the arguments presented herein, as well as an affidavit from the Applicant's President and CEO (**Exhibit A**). The entirety of all attached exhibits and the affidavit, along with the entirety of the Office Action Response, are incorporated herein by this reference. Further references to such evidence are given below. Lastly, Applicant amends the goods to further discriminate between the goods offered under the mark from those set forth in the cited registrations.

I. Amendment of the Goods

Applicant hereby withdraws its application as to class 033 for beer. Moreover, Applicant hereby amends its application as to class 032 to "Sake." Applicant contends that this further eliminates any concern of similarity of goods between the cited registrations, none of which includes sake, and those offered under Applicant's mark.

II. Likelihood of Confusion Rejection Based on the Registered Marks

The Examining Attorney focuses the analysis on only two of the thirteen factors set forth in *In re E. I. DuPont DeNemours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973),¹ namely, the similarity of the marks and the relatedness of the goods. Applicant addresses each of these two factors in turn below and submits that the record and the law weigh in favor of finding no likelihood of confusion. While not necessary to reach that conclusion, **other** *DuPont* factors that are applicable here also militate in favor of finding no likelihood of confusion, as explained below, and should be considered by the Examining Attorney pursuant to the reconsideration requested. *In Re Bright House Networks*, 2008 WL 4803890, at *2 (T.T.A.B. Oct. 20, 2008) (stating that the Office’s “determination of the issue of likelihood of confusion is based on an analysis of all of the probative facts in evidence that are relevant to the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 U.S.P.Q. 563 (C.C.P.A. 1973)”; *see also In re Majestic Distilling Co.*, 315 F.3d 1311, 65 U.S.P.Q.2d 1201 (Fed. Cir. 2003).

a. Dissimilarities Between the Marks

i. Kobe/Köbi

¹ The Federal Circuit uses the thirteen factor test developed in the 1973 *Du Pont* case cited *supra*. The 13 factors are (ones discussed herein as relevant are bolded): **(1) the similarity or dissimilarity of the marks in their entirety as to appearance, sound, connotation and commercial impression;** **(2) the similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use;** **(3) the similarity or dissimilarity of established, likely-to-continue trade channels;** **(4) the conditions under which and buyers to whom sales are made, i.e., “impulse” vs. careful, sophisticated purchasing;** (5) the fame of the prior mark (sales, advertising, length of use); **(6) the number and nature of similar marks in use on similar goods;** (7) the nature and extent of any actual confusion; (8) the length of time during and conditions under which there has been concurrent use without evidence of actual confusion; (9) the variety of goods on which a mark is or is not used (house mark, “family” mark, product mark); (10) the market interface between applicant and the owner of a prior mark; (11) the extent to which applicant has a right to exclude others from use of its mark on its goods; (12) the extent of potential confusion, i.e., whether *de minimis* or substantial; and **(13) any other established fact probative of the effect of use.**

First, the Examining Attorney reached the wrong conclusion regarding the overall commercial impression on the marks (and thus the imbuing of a dissimilarity between such marks) between Köbi® and Kobe™ by not giving proper weight to the (i) presence of the unlauded o (“ö”) in Köbi® and the effect this has on the commercial impression on such mark and the lack of any such unlauded o (“ö”) in Kobe™, and (ii) suggestiveness of “Kobe” causing a connection between the mark with Japan and things of Japanese provenance.² As indicated by the submitted affidavit of Jun Tanaka, evidence submitted herewith, and the evidence of record attached to the Office Action Response (all of which is expressly incorporated herein by this reference), the inclusion of the very European letter strongly associated with German (unlauded o, “ö”) in Köbi and its application to a product commonly associated with Germany (beer),³ when compared to Kobe which is (i) devoid of any unlauded vowel and (ii) imbued with the suggestiveness of Japanese provenance and applied to a product synonymous with Japan (*see* Section III(c) *infra*),⁴

² *See* Office Action Response at 26-29 (discussing the import of the presence of the unlauded letter in the Köbi® and the absence of such letter in Kobe™, in imparting a dissimilarity between the marks militating against a likelihood of confusion).

³ *See* **Exhibit B** [“Beer”, Wikipedia, <https://en.wikipedia.org/wiki/Beer>, accessed Sep. 12, 2019 {listing Germany as being one of “[t]he traditional European brewing regions”}]; **Exhibit C** [“Beer in Germany”, Wikipedia, https://en.wikipedia.org/wiki/Beer_in_Germany, accessed Sep. 12, 2019 {indicating that “Beer is a major part of German culture” and noting that Germany has “[t]he highest density of breweries in the world” and the German beer culture has spawned and propagated “Oktoberfest,” which “is a 16- to 18-day festival held annually in Munich, Bavaria, Germany, running from late September to the first weekend in October.”}]; **Exhibit D** [“Everything You Need to Know About Oktoberfest”, Time Magazine, Lisa Marie Segarra, Sep. 17, 2017, accessed Sep. 12, 2019, <https://time.com/4944930/what-is-oktoberfest/> {indicating that Oktoberfest is a “German festival [that] is now a worldwide phenomenon celebrating Bavarian culture and flowing pints of beer” that is “the world’s largest beer celebration” and, as such, is “often associated with beer”}].

⁴ Evidence submitted with the Office Action Response also shows the suggestiveness of “Kobe” with anything Japanese. *See* Office Action Response at 30-32 and exhibits cited therein. As demonstrated by the evidence submitted herewith in **Exhibit E**, comprised of *dictionary*

creates a very different “commercial impression such that [consumers] who encounter the marks would[,in Applicant’s view, not] be likely to assume a connection between the parties.” *Cai v. Diamond Hong, Inc.*, ___ F.3d ___, 127 U.S.P.Q.2d 1797, 1801 (Fed. Cir. 2018) (quoting *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1368, 101 U.S.P.Q.2d 1713, 1721 (Fed. Cir. 2012)); TMEP §1207.01(b).

Applicant sincerely believes that the Examining Attorney did not fully appreciate and “carefully consider all arguments, comments, and amendments made or proposed by the [A]pplicant” (TMEP § 713) and overlooked her obligation to “respond to the [A]pplicant’s arguments” (TMEP § 713.03) related to these considerations of umlauted vowel and Japanese connotation. In an effort to further elucidate on the effect of an umlaut in Köbi when used on a product very strongly associated with Germany (beer) on the minds of members of the relevant consuming public and how this imparts a very different overall commercial impression with a mark that may share some letters (Kobe) but (i) is devoid of any letter only found in foreign European languages, (ii) applied on a product very strongly associated with Japan (sake), and (iii)

definitions of “Kobe” (<https://www.merriam-webster.com/dictionary/Kobe>, Definition of Kobe by Merriam-Webster Dictionary), “*Kobe beef*” ([https://www.merriam-webster.com/dictionary/Kobe beef](https://www.merriam-webster.com/dictionary/Kobe%20beef), Definition of Kobe Beef by Merriam-Webster Dictionary), and *encyclopedia entries for “Kobe”* (<https://www.britannica.com/print/article/320765>, Kobe-Encyclopedia Britannica; [https://en.wikipedia.org/w/index.php?title=Kobe \(disambiguation\)&oldid=895539898](https://en.wikipedia.org/w/index.php?title=Kobe_(disambiguation)&oldid=895539898), Kobe (disambiguation [itself listing two separate Kobe entries both associated with Japan])); <https://en.wikipedia.org/wiki/Kobe>, Kobe-Wikipedia) and “*Kobe beef*” (https://en.wikipedia.org/wiki/Kobe_beef, Kobe beef-Wikipedia), all of which were accessed on Sep. 12, 2019 and are incorporated herein by this reference, the word “Kobe” is strongly associated with Japan and items of Japanese provenance. This suggestiveness creating a Japanese air would factor into the overall commercial impression of Applicant’s Mark, and distinguishing such mark, when used in connection with sake, a product universally recognized as being Japanese, with Köbi which has, due to its application to a beverage widely associated with Germany (beer) and inclusion of an umlauted o (“ö”), an overall commercial impression (i) of being German in some way and (ii) that is quite different from that of Applicant’s Mark on sake.

itself is a word very connotative of Japan and things of Japanese provenance,⁵ the Applicant has provided further supportive evidence (Exhibits B through G). The evidence submitted, along with examination of the third party marks discussed in Section II(c) *infra* (see also **Exhibit R**), demonstrate that “Kobe,” especially when applied to sake, an alcoholic beverage associated strongly (if not solely) with Japan,⁶ is a “mark, as applied to [sake], [that] elicits in the consumer an overall commercial impression of a[n]” alcoholic beverage from Japan only and nothing else. *Juice Generation, Inc. v. GS Enters. LLC*, 794 F.3d 1334, 1340, 115 U.S.P.Q.2d 1671 (Fed. Cir. 2015). In contrast, the unlauted Köbi, which (i) contains a letter not found in English but well-recognized as being used in German (see, e.g., **Exhibit G** and n.7 *infra*) and (ii) is applied to a beverage evocative of Germany (beer, see **Exhibits B-D**), elicits in the consumer an overall commercial impression of a beer that has characteristics of German beer only (either an import or a domestic beer brewed according to German precepts).

The Examining Attorney unfortunately falls into the common trap of simply determining whether “the marks can be distinguished [by] subject[ing] to a side-by-side comparison” when instead what must be done is to determine if “they are sufficiently similar in their overall

⁵ See **Exhibit E**, and relevant portions of Office Action Response discussing Japanese nature of “Kobe”.

⁶ **Exhibit F** (composite document of internet pages all accessed on Sep. 12, 2019 comprised of (i) Google Definition of “sake”, indicating that it is “a Japanese alcoholic drink made from fermented rice, traditionally drunk warm in small porcelain cups”; (ii) “Sake”, Wikipedia, <https://en.wikipedia.org/wiki/Sake> [indicating that “In Japan, [] it is the national beverage”, with the country celebrating a “Sake Day” on October 1], and (iii) “Sake”, Encyclopedia Britannica, published Jan. 4, 2019, <https://www.britannica.com/topic/sake> [indicating that “[s]ake, also spelled saki, [is a] Japanese alcoholic beverage made from fermented rice” and indicating that “[i]n Japan, where it is the national beverage, sake is served with special ceremony” and it “is the drink of the kami (gods) of Shintō, the indigenous Japanese religion”]; see also **Exhibit O** (referring to sake as “Japanese sake” and stating that sake is made from, *inter alia*, “Japanese rice and clear water” and linking the rising popularity of sake with that of “sushi and other Japanese cuisine overseas”).

commercial impression,” with “[t]he ultimate inquiry [being] whether [] confusion as to the source of the goods offered under the respective marks is likely to result.” *Midwestern Pet Foods, Inc. v. Societe Des Produits Nestle S.A.*, 685 F.3d 1046, 1053, 103 U.S.P.Q.2d 1435 (Fed. Cir., 2012). The Examining Attorney has turned a blind eye to what exists off the written page by not properly factoring the effect of the umlauted vowel in a mark applied to a product that universally evokes a Germany air and contrasting this with a mark that strongly conjures a Japanese milieu that is applied to a product that hails from Japan. For example, consumers have, through the common device of using an umlauted letter to evoke a European air in general and a German nature in particular, grown accustomed to seeing umlauted letters in trademarks and have literally connected the dots of the umlaut to a Germanic connotation.⁷ This is not just Applicant’s opinion conveniently adopted for purposes of requesting reconsideration. Indeed, the effect of foreign branding, such as the use of an umlaut like the one present in Köbi but absent from Kobe, is well-

⁷ See **Exhibit G** [composite internet document, all accessed on Sep. 12, 2019, of (i) “Metal Umlaut”, Wikipedia, http://www.wikipedia.org/wiki/metal_umlaut {indicating that “[a]mong English speakers, the use of umlaut marks and other diacritics with a blackletter typeface is a form of foreign branding intended to give a band's logo a Teutonic quality-connoting stereotypes of boldness and brutality presumably associated with Germanic [] culture[].”}, (ii) “Foreign branding,” Wikipedia, https://en.wikipedia.org/wiki/Foreign_branding {giving examples of use of umlauts in the context of foreign branding such as “‘Möben’[, which] is a trademark of the English company Moben Kitchens, implying the perceived higher quality of German and Scandinavian kitchens”, and Häagen-Dazs, “[a] premium-priced ice cream made by a company based in Bronx, New York [which] was dubbed to imply ‘old world craftsmanship and tradition’, even though, like the Köbi Mark, “Häagen-Dazs has no meaning in any European language, although it contains several conventions used in European languages, such as the umlaut, and resembles a mixture of German and Hungarian”, and noting that the foreign branding of Häagen-Dazs was so popular that it “spawned imitators, such as Frusen Gladje (frusen gladje without the acute accent meaning “frozen joy” in Swedish), another brand of premium ice cream}; and (iii) “Diaeresis (diacritic)”, Wikipedia, [https://en.wikipedia.org/wiki/Diaeresis_\(diacritic\)#Borrowing_ofGerman_umlaut_notation](https://en.wikipedia.org/wiki/Diaeresis_(diacritic)#Borrowing_ofGerman_umlaut_notation) {stating that “[t]he umlaut diacritic can be used in ‘sensational spellings’ or foreign branding, for example in advertising, or for other special effects” and giving “Häagen-Dazs” as “an example of such usage”}].

recognized and is a topic of scholarly study, with the effect of foreign spelling, such as the addition of umlauts, considered significant (in contrast to the Examining Attorney’s position) in affecting consumer perception.⁸

Indeed, mark owners, who have been manipulating the English language to impart an air of foreignness to word marks, are well aware of “the interaction of brand spelling and country of origin,” which has been examined and found to be “significant.”⁹ It is not simply an Applicant-created fiction but rather a tenet of marketing that choosing trademark elements to make them appear foreign, such as the umlaut in Köbi, “can be an effective means of influencing consumers’ perceptions and attitudes.”¹⁰ That is exactly what occurs when an German language umlauted o,

⁸ **Exhibit H** [“Foreign Branding and Its Effects on Product Perceptions and Attitudes, Author(s): France Leclerc, Bernd H. Schmitt and Laurette Dubé, Source: Journal of Marketing Research, Vol. 31, No. 2, Special Issue on Brand Management, (May, 1994), pp. 263-270 {noting, for example, that “product perceptions and evaluations change as a function of whether the brand name is pronounced in French or English”, with the French pronouncement of the French branding created “by slightly changing the spelling of the names and adding or canceling accents”, in a manner akin to adding an umlaut to Köbi to impart German branding to Köbi used on a common German product, beer}]; **Exhibit I** [“Product Naming: The Notion of Foreign Branding and its use in Advertising and Marketing”, Handout for LING 057, Language and Popular Culture, H. Schiffman, Instructor, <https://www.sas.upenn.edu/~haroldfs/popcult/handouts/adverts/forbrand.html>, accessed Sep. 12, 2019 {discussing foreign branding and how “umlauts and/or other kinds of accent marks” have become, for consumers, “a true sign of foreignness” and that, with respect to the former, consumers have reached a collective “conclusion [] that umlauts over vowels, being associated with German, contributes an impression of ‘toughness’ (since we know how tough and disciplined those Germans)”, with umlauts also used to impart a belief of higher-quality foreign products by, just like the Köbi Mark, using words that are “totally fake” that “create[s] the impression that there is some language out there with these [words] [that] use umlauted vowels”}].

⁹ **Exhibit H** (reporting observation that “attitudes toward hedonic products were more positive for brands whose names were spelled in French than when no brand name was present”).

¹⁰ **Exhibit H** (“Choosing French brands as a specific case, the three experiments demonstrate that foreign branding can be an effective means of influencing consumers’ perceptions and attitudes. First, effects of foreign branding are shown for brand names pronounced and spelled in a foreign language. Second, French branding influences consumers’ perceptions of a product’s hedonism

absent from Kobe, is added to a fictional word and applied to a product associated with Germany (Köbi). To that end, Applicant heartily believes the connotations of the marks are literally worlds apart (*viz.*, Germany versus Japan) in light of the distinctions in their literality (word with German letter [Köbi]; word associated with Japan [Kobe]), and the differing perceptions in the minds of consumers between the marks' respective products (associated with Germany, i.e., beer [Köbi]; associated with Japan, i.e., sake [Kobe]), and that such significant connotative differences, coupled with the distinctions between the visual and aural characteristics of the marks (fanciful word with unlauded vowel and ending in "i"; real word without unlauded vowel and ending in "e"), renders the marks dissimilar and outweigh any perceived similarities.¹¹ As such, in light of the connotative chasm between the marks and the less dramatic yet still material difference in mark spelling (which is linked with the connotations of the marks as indicated *supra*) and sound, Applicant believes that the marks have dissimilar overall commercial impressions and are not so similar as to warrant

under conditions of both indirect and direct experience with the product. Third, Experiment 2 demonstrates that foreign branding as a single cue is sufficient for changing hedonic perceptions."); *see also Exhibit I* [referring to a lawsuit involving Haagen-Dazs and the use of an umlaut by a competitor, which Haagen-Dazs argued constituted "capitalizing on [Haagen-Dazs'] 'Scandinavian' (cool, fresh) theme [created] by using lots of umlauts"].

¹¹ *Accord Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1368, 101 U.S.P.Q.2d 1713 (Fed. Cir. 2012) (noting that "[e]ven where the marks at issue are identical, or nearly identical, the Board has found that differences in connotation can outweigh visual and phonetic similarity") (citing *Blue Man Prods. Inc. v. Tarmann*, 75 U.S.P.Q.2d 1811, 1820–21 (T.T.A.B. 2005) (finding that BLUE MAN GROUP "has the connotation of the appearance of the performers" and that applicant's BLUEMAN mark "has no such connotation" such that "the marks differ in their connotations and commercial impressions" despite the finding of a high degree of phonetic and visual similarity) and *In re Sears, Roebuck & Co.*, 2 U.S.P.Q.2d 1312, 1314 (T.T.A.B. 1987) (considering CROSSOVER for brassieres and CROSSOVER for ladies' sportswear and finding that, "[a]s a result of their different meanings when applied to the goods of applicant and registrant, the two marks create different commercial impressions, notwithstanding the fact that they are legally identical in sound and appearance" and the goods of both applicant and registrant both were in the garment category)).

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rejection under Section 2(d), justifying reconsideration of final refusal of Kobe for sake in view of Köbi for beer. *Fruit of the Loom, Inc. v. Fruit of the Earth, Inc.*, 846 F.2d 78, 1988 WL 26058 (Fed. Cir. 1988) (despite fact that “[t]he marks have three out of four words in common, with a similar ‘lilt and cadence,’” affirming dismissal of opposition where “the connotations are different,” with “FRUIT OF THE LOOM ha[ving] a connotation of a product of a loom, i.e. woven textile, while FRUIT OF THE EARTH ha[d] a connotation of natural products or ingredients derived from the earth, in keeping with the promotion of its products as ‘Nature Inspired’”).

ii. Kobe Design Mark/Kobe

And, with respect to the Kobe Design Mark, the Applicant respectfully disagrees with the Examining Attorney’s assigning greater weight to the literal element/word portion of the Kobe Design Mark in comparing such mark to Applicant’s mark Kobe™. The Examining Attorney conveniently overlooks that “there is no *per se* rule (which unfortunately the Examining Attorney adopted) that words must always dominate over designs.” *In re Wall Street Alliance, Inc.*, Ser. No. 87/496,920, slip op. at *8 (T.T.A.B. Feb. 22, 2019) (citing *Parfums de Coeur Ltd. v. Lazarus*, 83 U.S.P.Q.2d 1012 (T.T.A.B. 2007)). What the Examining Attorney does, in effect, in order to reach her misguided conclusion that the Kobe Design Mark is similar enough to Applicant’s Kobe to support a finding of likelihood of confusion, is ignore the extensive design and stylized aspects of the former and consider only the one commonality, *viz.*, “Kobe”. *Cf. id.* (citing *Parfums de Coeur*, 83 U.S.P.Q.2d at 1016 and *In re Electrolyte Labs., Inc.*, 913 F.2d 930, 16 U.S.P.Q.2d 1239, 1240 (Fed. Cir. 1990) (“There is no general rule as to whether letters or design will dominate in composite marks; nor is the dominance of letters or design dispositive of the issue.”). Moreover, where, as here, the word portion of the marks in question (*viz.*, “Kobe”) is highly suggestive as indicated *infra* at § II(c) (Similar Marks in Use) of Japanese provenance (*see supra* at n.4 [citing

Exhibit E], the entirety of which are incorporated herein by this reference), the presence of a design may be a more significant factor in the similarity of the mark calculus. *Id.* (citing *In re Hamilton Bank*, 222 U.S.P.Q. 174, 179 (T.T.A.B. 1984)). Thus, congruent with T.T.A.B. precepts, the Examining Attorney must (but failed to) “consider the design portion of both Applicant’s and Registrant’s marks as a distinguishing element.” *Id.*

Here, the Kobe Design Mark has stylized font for “Kobe” encircled in a large symbol equivalent to the international do not enter sign, as indicated below.¹² In fact, Applicant contends that the commonality of the do not enter sign, which is widely recognized around the world including the United States, would create a longer lasting impression in the minds of consumers than, *inter alia*, (i) uncommon design features or (ii) as applicable in this case, a word, such as “Kobe”. This further lessens what the Examining Attorney perceives as the “dominance” of the word “Kobe” in the Kobe design mark and, in Applicant’s view, renders the do not enter design element, which would be memorable and easily recognizable to a consumer, as the truly dominant feature of the Kobe Design Mark.



To this is added a half-blue, half-white square where the color is divided along a diagonal,

¹² See **Exhibit J** (Google search for images of “do not enter sign” combined with trafficsign.us/r5.html accessed Sep. 11, 2019), which shows how a red circle encasing a white rectangle-like polygon constitutes the international do not enter sign, which is assigned a number of R5-1.

with such square placed behind the well-recognized and dominant do not enter symbol. Applicant submits that in the aggregate, these design features (i.e., stylized font in the white field polygon encased in the red circle, the red circle encasing a white polygon akin to the well-recognized do not enter symbol, and blue-white diagonally separated square behind the do not enter symbol, pushing the ubiquitous traffic sign to the fore of the Kobe Design Mark) comprise the dominant feature of the Kobe design mark and constitute a material, substantial distinguishing feature from Applicant's (text-only) Mark, justifying a conclusion that such marks are not similar enough to warrant finding that the similarity of the mark *Du Pont* mark similarity factor militates in favor of a likelihood of confusion. *Cf. In re Heritage Distilling Co., Inc.*, Ser. No. 86/966,656, slip op. at *4-5 (T.T.A.B. Nov. 9, 2017) (citing *In re Denisi*, 225 U.S.P.Q. 624, 624 (T.T.A.B. 1985) (“[I]f the dominant portion of both marks is the same, then confusion may be likely notwithstanding peripheral differences.”)).¹³

Further, with respect to the Kobe® design mark, it is true that “[t]he marks are similar in appearance, sound and meaning to the extent that each includes” Kobe. *In re Inca Tea, LLC*, Ser. No. 85/886,579, slip op. at *14 (T.T.A.B. Aug. 3, 2017) (noting presence of “Inca” in both “Inca Tea” design mark and “Inca’s Food” design mark). However, “[a]side from this point of similarity, there are many differences between the [Kobe Design Mark and Kobe™].” *Id.* The design element in the former, ***wholly absent from the latter***, “affect[s] the marks’ appearance, sound, and meaning[.]” *Id.* (considering difference in second word between two marks, along with different design elements, in finding dissimilarity between the marks’ appearance, sound, and meaning).

¹³ In contrast to *Denisi*, Applicant submits that Kobe™ and the Kobe Design Mark have a peripheral similarity (i.e., Kobe, the word), but central dissimilarities (*viz.*, the notable and memorable design elements of the Kobe design mark).

Notably, “[t]he graphic style [of the “Kobe” word in Kobe®] and design elements [of such mark, which includes a widely-recognized symbol (do not enter sign)] are [] very different” from Applicant’s mark. *Id.* These differences are substantial enough that, “[i]n overall visual style, the two marks are very different.” *Id.* at 15 (dissimilarity of “Inca Tea” design mark and “Inca’s Food” design mark militated in favor of reversal of refusal to register the former). As such, the Du Pont mark similarity factor does not militate in favor of a likelihood of confusion between the Kobe Design Mark and Applicant’s Mark.

b. Dissimilarity of the Goods¹⁴

As indicated *supra*, Applicant has withdrawn all goods from the application except for sake in class 032 (*viz.*, withdrawal of class 033 and amendment of class 032). As such, the following analysis is made within that framework.

i. Kobe/Kobe Design Mark

Reading the Examining Attorney’s reasoning that the similarity between the goods of the Kobe Design Mark¹⁵ and those of Applicant’s Mark (*viz.*, sake) actually *supports* a finding of likelihood of confusion demonstrates that such reasoning is squarely at odds with the Federal Circuit’s “recognit[ion] that the diversity and expansion of businesses in a modern economy is not,

¹⁴ Other relevant *DuPont* factors are discussed herein, including, under the nomenclature set forth in n.1 *supra*, (3) the similarity or dissimilarity of established, likely-to-continue trade channels; (4) the conditions under which and buyers to whom sales are made, i.e., “impulse” vs. careful, sophisticated purchasing; and (13) any other established fact probative of the effect of use.

¹⁵ Kobe Design Mark Goods: (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

in and of itself, sufficient to support an inference that purchasers are apt to believe that disparate products [] emanate from the same source.” *In re Iron Hill Brewery, LLC*, Ser. No. 86/682,532, slip op. at *6 (T.T.A.B. July 28, 2017) (quoting *In re Am. Olean Tile Co.*, 1 U.S.P.Q.2d 1823, 1826 (T.T.A.B. 1986)). Shockingly, despite the plethora of evidence demonstrating the fundamentally different nature between the Kobe Design Mark Goods and those of the Applicant’s Mark,¹⁶ the Examining Attorney, in obviation of her duty to “carefully consider all arguments, comments, and amendments made or proposed by the applicant” (TMEP § 713), ignores not only the differences between the Kobe Design Mark Goods (all of which are a particular type of food products, none of which is associated with alcoholic beverages as demonstrated by Applicant’s evidence, both that submitted herewith, such as the affidavit of Jun Tanaka, as well as the evidence submitted with the Office Action Response) and Applicant’s goods (sake), but also the real world considerations demonstrating the innate disparities between how such goods are presented to consumers in the marketplace, *viz.*, (a) the dissimilarity of established, likely-to-continue trade channels; (b) the conditions under which and buyers to whom sales are made, *i.e.*, “impulse” vs. careful, sophisticated purchasing; and (c) any other established fact probative of the effect of use.¹⁷

As highlighted in the affidavit of Applicant’s CEO and President, the entirety of which is incorporated herein by this reference, who has thirty-two years of real word experience in the interstate commercialization of alcoholic beverages, no likelihood of confusion would be probable in the minds of consumers such that consumers would tend to believe that Applicant’s Kobe-

¹⁶ Office Action Response at 3-19 and all of the myriad exhibits cited therein, all of which are incorporated herein by this reference.

¹⁷ Elements (a) through (c) are *DuPont* elements that are highly relevant to the registrability of Applicant’s Mark over the cited registrations and supports reconsideration of the final refusal.

branded sake would originate from the source of the Kobe Design Mark’s myriad and motley collection of food products that defines the Kobe Design Mark Goods, nearly all of which are food products in the condiments and sauces categories. The consumers of the food products identified in the Kobe® Design Mark registration differ from those of Applicant’s sake in the Kobe application. *See* Tanaka Dec.; *see also* **Exhibit P** (discussing sophistication of sake consumers). The distributors differ, as well as the sources (i.e., importers or producers). Tanaka Dec. The manner in which the goods are controlled by governmental authorities (i.e., none for the food products versus extensive control over Applicant’s sake), along with how the products are presented in or advertised by retail establishments, are also significantly contrasting. *Id.* There is utterly *no (or, arguably at most, de minimis)* overlap in the (i) characteristics in the goods themselves, (ii) goods’ respective trade channels, or (iii) conditions under which the goods are presented and made available for sale to consumers in the marketplace that make it likely that a “mistaken belief that they emanate from the same source” would arise in the minds of consumers, further undermining the Examining Attorney’s errant conclusion that such *DuPont* factors favor a finding of a likelihood of confusion. *In re Dyson Tech. Ltd.*, Ser. No. 79/188,560, slip op. at *5 (T.T.A.B. May 8, 2018) (finding that “hand-held spotlight/floodlight combinations and suspended lighting fixtures designed for comfort have very different purposes” such that “there is no reason to assume that they would travel through the same trade channels or be purchased by the same customers in environments where they would consider the source of the goods as the same”) (quoting *Coach Servs. Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 101 U.S.P.Q.2d 1713, 1722 (Fed. Cir. 2012)).

What the Examining Attorney has effectively done through her final refusal is adopt a “*per se* rule that certain goods [*viz.*, food products and alcoholic beverages] are related” (i) based only

on the scant and immaterial evidence proffered in her refusal of some overlap in retailers of food products and alcoholic beverages¹⁸ and (ii) despite the overwhelming evidence to the contrary which was submitted by the Applicant in the Office Action Response (*see id.* at pp. 3-19 and all exhibits cited on those pages [Exhibits 1-34]) that the Kobe Design Mark Goods are not related in any coherent, colorable way with Applicant's goods. *In re Iron Hill Brewery, LLC*, Ser. No. 86/682,532, slip op. *5-6 (T.T.A.B. July 28, 2017) (citing *Lloyd's Food Prods., Inc. v. Eli's, Inc.*, 987 F.2d 766, 25 U.S.P.Q.2d 2027 (Fed. Cir. 1993) (no *per se* rule about confusion where similar marks are used in connection with restaurant services and food products)). Taking the Examining Attorney's position to its logical extreme, as set forth in the Office Action, of (i) ignoring the non-identicalness of the goods and the non-competitiveness of the goods and (ii) reliance solely on a relationship "in some manner" between the goods premised on a slight overlap in retailers offering food products and alcoholic beverages (yet overlooking the differences in how such food-and-alcohol retailers actually present such goods to their customers in the marketplace), a senior user of a mark for a particular food product (*viz.*, Kobe Design Mark Goods) could have prior rights for not only other food products but also other *non-food items*, such as alcoholic beverages, non-alcoholic beverages, housewares, and promotional items, simply because all of these are also commonly sold in food-and-alcohol retailers. *Cf. Iron Hill Brewery, supra*, at *6 (undercutting Examining Attorney's finding similarity between registered mark's restaurant services and applicant's beer and reversing refusal to register The Cannibal for beer in light of The Cannibal

¹⁸ As indicated in the evidence submitted in the Office Action Response and alluded to *infra* in **Exhibit N**, there are many channels of distribution of alcoholic beverages that do not overlap with distribution channels for the Kobe Design Mark Goods, such as convenience stores, which typically do not sell a wide array of food products such as Kobe Design Mark Goods, and liquor stores, which generally sell scarcely any food, let alone any of the Kobe Design Mark Goods.

for restaurant services; restaurant services, namely providing food and beverages for consumption on or off the premises). This bizarre outcome should not be countenanced by the Trademark Office as it runs afoul of the true diversity of products which, in a modern economy, just so happen to have a slim overlap in the number or type of retailers offering a wide and diverse array of products that, like both Applicant's sake and the Kobe Design Mark Goods, are literally consumed by consumers (e.g., the very broad food and beverage industry).¹⁹

Not only does the Examining Attorney's reasoning, wherein she equates the entirety corpus of food products found on supermarket shelves with alcoholic beverages in general and sake in particular, run afoul of the evidence submitted by the Applicant establishing the high level of inherent differences between the Kobe Design Mark Goods and those of Applicant's Kobe-branded sake, it also is incongruent with Trademark Office practice. The number of registered marks that are phonetically and visually similar, in whole or in part, issued to different registrants where some are for various food products and others are for alcoholic beverages is not trivial. For example, the Trademark Office has issued marks comprised in whole or in part of "Rocco" (or analogous spellings of marks with similar aural impression, such as "Rok Ko") to, *inter alia*, candy bars (Rok Ko); wine (Roco and Roco Private Stash); Coffee, cocoa, tea (RōCo); whiskey,

¹⁹ *Accord Andersen Corp. v. Freud TMM, Inc.*, Cancellation No. 92/042,430, slip op. at *12 (T.T.A.B. June 28, 2007) (rejecting "petitioner's point that the parties' goods are both used in the construction industry" and concluding that "[t]he dissimilarity between the goods [*viz.*, coatings sold as a component part of power saw blades and window and door products such as protective cladding] weighs heavily in favor" of non-cancellation where such "industry [like the food and beverage industry which embraces both Applicant's goods as well as those of the Kobe Design Mark] is enormously broad, and this commonality [*viz.*, simply both being in a very broad market] simply is too tenuous of a connection upon which to find that the foods are commercially related", especially where, as with alcoholic beverages and beer on the one hand and the Kobe Design Mark Goods on the other hand, such "goods are non-competitive and clearly have significant differences in utility and essential characteristics").

excluding Irish whiskey, whiskey spirits, distilled spirits (Rocco); and beer (Rocco Red). *See Exhibit K*. This Trademark Office recognition that a similar-sounding/similar-looking mark can register for different registrants for their different wares in the food and beverage market is fundamentally sound since the vast differences between those wares impart a materially distinctive overall commercial impression between the marks. As such, the refusal to register Kobe for sake in light of a registration for the Kobe Design Mark for the Kobe Design Mark Goods (foods products primarily in the sauces and condiment categories) belies not only common sense and ignores marketplace realities, it disrupts the Trademark Office’s established practice to allow for the registration of similar marks when applied on vastly different goods in the expansive food and beverage market in conformance with the maxim that marks should be “consider[ed] [] in relation to the goods for which [they are] registered,” warranting reconsideration of the refusal. *Real Foods Pty Ltd. v. Frito-Lay N. Am., Inc.*, 906 F.3d 965, 974 (Fed. Cir. 2018) (noting that “[t]he TTAB should ‘consider the mark in relation to the goods for which it is registered’.”) (quoting *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1254 (Fed. Cir. 2012)).

Simply stated, the Applicant provided substantial, probative, and un rebutted evidence of a great degree of inherency in the differences between the Kobe Design Mark Goods and Applicant’s sake. And, to this was added a myriad of differences in, *inter alia*, (i) how the products are presented to consumers at the point-of-sale in different parts of the store, in different areas of shopping or grocery lists, or on different webpages;²⁰ (ii) differences in trade channels; and (iii)

²⁰ For example, “Adult Beverages” are viewable on a distinct webpage under Kroger.com from all food products, which are themselves subdivided into various webpages, and none of the “Adult Beverages” (Applicant’s goods) or “Condiments and Toppings” or “Pasta, Sauces, Grain” webpages (both encompassing Kobe design mark’s goods) includes any links from one such webpage to any of the others or images of goods from the other webpages. *See Exhibit L* attached hereto (composite document comprised of (i) snapshot of Kroger.com “Shop” drop-down menu

the greater level of control exercised by governmental authorities over alcoholic beverages vis-à-vis the food products comprising the Kobe Design Mark Goods (which easily fits the mold of the thirteenth *Du Pont* factor, viz., any other established fact probative of the effect of use). See Tanaka Dec. submitted herewith and evidence submitted with Office Action Response. This clearly outweighs the Examining Attorney’s argument and evidence which is tantamount to equating anything found in a pantry within a home to anything else found therein, which would lead to a senior user of a mark for one type of food product, such as condiments or sauces, to lay claim over the right to use that mark for very different food products or other items, such as sake, sold at some retailers that also just so happen to sell food products. Therefore, for the reasons set forth in the Office Action Response and the evidence and arguments submitted herewith, Applicant respectfully contends that the dissimilarity in the goods between the Kobe Design Mark and Applicant’s sake for Kobe, along with the other factors discussed in this section (the disparity of the goods’ respective trade channels and the wholly different conditions under which the goods are sold), favor reconsideration of the rejection and allowance of Kobe.

ii. Kōbi/Kobe

As indicated *supra* in Section II(a)(i) and *infra* in Section II(c), Applicant contends that the

with “Adult Beverages” and “Grocery” having separate pages and “Grocery” in turn having “Condiments and Toppings” and “Pasta, Sauces, Grain” selections within “Grocery”, (ii) “Adult Beverages” webpage under Kroger.com, (iii) “Grocery and Fresh Foods” webpage under Kroger.com, (iv) “Condiments and Toppings” webpage under “Grocery and Fresh Foods”, and (v) “Pasta, Sauces, Grain” webpage under “Grocery and Fresh Foods”, all accessed on Sep. 11, 2019, the entirety of such composite document being incorporated herein by this reference). *In re Primeway International, LLC*, Ser. No. 87/059,786, slip op. at *14 (T.T.A.B. Jan. 9, 2019) (in reversing refusal to register, noting that “[w]hile [] web pages [of select retailers showing shoes and sandals and jackets and t-shirts] are evidence that footwear and clothing are commercially related goods, the evidence is not strong” in that “[a]ll of the websites offer clothing and footwear on different webpages” such that “[a] consumer searching for shoes on the Target website will not be exposed to clothing because the web pages do not include any links from clothing to footwear or vice versa or images of other goods”).

dissimilarity of the marks Köbi and Kobe, along with the existence of numerous other third party marks that are similar to Kobe and Köbi, support reconsideration of the final refusal to allow Kobe in view of Köbi. Nonetheless, assuming *arguendo* that the Examining Attorney believes that these *Du Pont* factors alone do not support reconsideration, Applicant submits that the dissimilarity of the goods (beer v. sake), joined together with the other *Du Pont* factors discussed herein vis-à-vis those marks, support reconsideration of refusal to allow Kobe in view of Köbi.

It is a matter of common knowledge to “[a]nyone who has ever visited a grocery store [] that there are many different types of alcohol.” (**Exhibit Q** [“Types of Alcohol - List of Drinks By Alcohol Content - Alcohol Rehab Guide”, Alcohol Rehab Guide, <https://www.alcoholrehabguide.org/alcoholitypes/>, accessed Sep. 12, 2019].) So, consistent with this marketplace reality and as an initial matter, it is “not establish[ed]” that one alcoholic beverage (*viz.*, beer) would, as a rule, be considered to emanate from the same source as that for a different type of alcoholic beverage (*viz.*, sake). *E.g.*, *Bell’s Brewery, Inc. v. Bell Hill Vineyards, LLC*, Opp. No. 91/177,980, slip op. at *8 (T.T.A.B. Dec. 18, 2009) (noting that it is “not establish[ed] that it is common practice for these goods [*viz.*, packaged wine and beer] to emanate from the same source”). Consistent with this maxim, it should be recognized that there is wide diversification within the alcoholic beverage market. Applicant’s President and CEO, Jun Tanaka, provides sworn declaratory evidence regarding diversification in the alcoholic beverage industry. *See* Tanaka Dec.

The non-monolithic, diverse nature of the alcoholic beverage market is not just Applicant’s convenient opinion. It is well-documented, with **beer** considered as one sector of a tripartite market that is separate and apart from the market for **spirits**, which in turn is further subdivided

on the particular type of spirit, and the market for **wine**.²¹ Further, it is well-established that sake, the sole beverage comprising the goods in Applicant’s application for Kobe, is distinguished and distinguishable from beer and wine.²² Moreover, sake is segmented separately and apart from not

²¹ **Exhibit M** [(i) “Spirit Brands Continue to Diversify”, Simpsons Blog, <https://blog.simpsonsbeverages.com/blog/spirit-brands-continue-to-diversify>, accessed Sep. 12, 2019 {discussing how “[t]he alcohol sector is capturing millennial tastes and imaginations through new offerings and product innovations, such as flavoured spirits ranges”, with industry players “[m]eeting demands for crafted products and growing wholly new segments and experience”, causing “the alcoholic beverage market [to] remain a competitive and fast-moving space”, with beer not discussed at all therein}, (ii) “Spirit Brands Continue to Diversify”, Report, Simpsons Beverage Supplies, downloaded from <https://blog.simpsonsbeverages.com/blog/spirit-brands-continue-to-diversify> on Sep. 12, 2019 {referring to “the gin market” as a market distinct and apart from that for beer, which is nowhere mentioned in the report; also referring to the “market for flavoured spirits and flavoured rums”}, (iii) “The Structure of the Beverage Alcohol Industry”, International Center for Alcohol Policies, ICAP Reports 17, March 2006, accessed on Sep. 12, 2019 at https://www.hri.global/files/2011/07/25/13.4_ICAP_-_Structure_of_the_Beverage_Alcohol_Industry_.pdf {discussing the “huge diversity of the market” in “the beverage alcohol industry” that can be categorized into “three sectors” in of “*beer sector*,” which would include the Köbi Mark Goods, “*spirits sector*”, which would include the sake of Applicant’s Kobe mark, and “*wine sector*”}; (iv) “Alcoholic Beverage Industry Analysis – Alcoholic Beverage Market Forecast and Trends”, <https://www.technavio.com/research/alcoholic-beverage-industry-analysis>, accessed Sep. 12, 2019 {discussing “domination of the *beer market*” but “challenge[s] [coming from] the *wine and spirit segments*” with respect to global sales, and distinguishing between “*beer market*”, itself broken down to “standard lager market”, “premium lager market”, “specialty beer market”, “craft beer market”, and “gluten-free beer market”; “*wine market*” comprised of “red wine market”, “white wine market”, “rose/blush wine market”, and “sparkling wine market”; and “*spirits market*”, itself segmented into markets for vodka, rum, whisky, tequila, and brandy and cognac}); **Exhibit N** [“Alcoholic Beverages Market by Type (Beer, Distilled Spirits, Wine, and Others) and Distribution Channel (Convenience Stores, On Premises, Liquor Stores, Grocery Shops, Internet Retailing, and Supermarkets): Global Opportunity Analysis and Industry Forecast, 2018 – 2025”, <https://www.alliedmarketresearch.com/alcoholic-beverages-market>, accessed Sep. 12, 2019 {indicating that “segment[ation] [of] the global alcoholic beverages market [can be] based on type, distribution channel, and region”, and that “[o]n the basis of type, the market is classified into *beer* (which includes the Köbi beer), *distilled spirits*, *wine*, and *others*,” with further segmentation amongst these segments, such as beer into “ale, lager, and hybrid”, “distilled spirits [into] rum, whiskey, vodka, and others,” and “wine [] bifurcated into sparkling or fortified”}].

²² See, e.g., **Exhibit O** (“A Comprehensive Guide to Japanese Sake”, Japan Sake and Shochu Makers Association, March 2011, accessed on Sep. 12, 2019 at <https://www.nrib.go.jp/English/sake/pdf/guidesse01.pdf> [indicating at (i) page 2 segmenting sake, beer, and white

only wine and beer but also most spirits (liqueur, whiskey, brandy), and other Japanese alcoholic beverages (e.g., shochu and happoshu). **Exhibit O** at 57 (Appendix I therein).

Consistent with the expansive array of diverse alcoholic beverage product offerings and the three-sector composition of the beverage alcohol industry (*viz.*, wine, spirits, beer), the Trademark Office has issued registrations for very similar marks where some were directed to beer and others to alcoholic beverages in class 032. *See, e.g.*, **Exhibit K** (showing registrations for **Rocco Red** for beer in the beer market sector, **Roco** and **Roco Private Stash** in the wine market sector, and **Rocco** in the spirits market sector for whiskey, excluding Irish whiskey, whiskey spirits, and distilled spirits).

Joined with this is the fact that, in the context of the *Du Pont* factor of “the conditions under which and buyers to whom sales are made, i.e., “impulse” vs. careful, sophisticated purchasing”, sake consumers are typically very sophisticated and can very easily distinguish between sake products, which are generally considered luxury products, and beer products, which generally are not considered luxury products.²³ ***In other words, the consumers of sake, such as those offered***

wine into separate categories and examining the characteristics of each, noting that “[c]ompared to wine and beer, sake is richer in amino acids and peptides” (also noted on page 19), and that “[t]he mild flavor of sake [] goes well with [certain] cuisines and [as such] it is gaining a following as a new alcoholic beverage that is ***distinct from wine and beer***”; (ii) page 51, the fact that sake has a higher alcohol content than wine and beer); and (iii) pages 69-70, giving a reading comprehension test wherein some questions ask about differences between sake and wine).

²³ **Exhibit P** (“Sake Soars,” Sally Kral, Market Watch Magazine, Sep. 6, 2017, <http://marketwatchmag.com/sake-soars/>, accessed Sep. 12, 2019 [noting that “[a]s U.S. consumers have steadily become more selective in their food and beverage choices, ***premium products*** have grown exponentially,” with sake consumption, despite it being, ***unlike beer***, a “small [] category” in the greater alcoholic beverage market compared to the “larger spirits and wine categories”, having “reached an all-time high in 2016” as a result of (i) “[t]he discerning drinker [] turning to sake like they do wine” [but not beer], (ii)

under Applicant's Mark, differ from the consumers of beer, such as the beer offered under Köbi.

Exhibit S (“Sake Environment - Top Ten Reasons Why Sake Should Be More Popular”, True Sake, <https://www.truesake.com/blogs/true-sake/9234929-sake-environment-top-ten-reasons-why-sake-should-be-more-popular>, accessed Sep. 12, 2019 {stating that “Sake Is Built Like Beer But Drinks Like Wine”, “Sake tastes like sake[]” and is “incredibly unique”, making it, unlike beer, the most common alcoholic beverage in the US,²⁴ “a niche libation” that, despite being “made in a fashion similar to beer, [] it has more of a wine drinking quality to it” and “tastes like sake” such that one would “**never confuse sake for a wine or a beer**”). Thus, in light of the discrete segmentation of beer (and wine) wholly separate and apart from sake as indicated in the proffered evidence and the Trademark Office’s tacit recognition of this massive diversification of products spread across three market segments or sectors (as evidenced by, *inter alia*, issuing registrations to very similar marks in each of the three sectors), there is a material difference between the sake of Kobe from the beer of Köbi that, when considered along with the other *Du Pont* factors discussed herein, support reconsideration of the final rejection of Kobe for sake in light of Köbi for beer.

c. Similar Marks In Use

“[c]onsumers hav[ing] indeed becom[e] increasingly educated about sake”, (iii) “consumer tastes hav[ing] matured[, with] sake [] benefiting from this shift”, (iv) “consumers looking for premium sakes [who] are willing to spend more for it,” (v) “cross marketing” with fine foods in “upscale grocers that feature sushi counters like Whole Foods, Wegmans and Gelson’s”.]

²⁴ **Exhibit T** [Chart of Most Consumed Alcoholic Beverage by Country found at <http://chartsbin.com/view/1017>, accessed Sep. 12, 2019 {showing beer as the most consumed alcoholic beverage in the United States}; and (ii) “Beer Remains the Preferred Alcoholic Beverage in the U.S.”, Justin McCarthy, Gallup, July 19, 2017, <https://news.gallup.com/poll/214229/beer-remains-preferred-alcoholic-beverage.aspx>, accessed Sep. 12, 2019].

The number of similar marks in use, another *DuPont* factor, is relevant to the registrability of Applicant's Kobe™ despite the cited registrations. There are numerous registered marks that are comprised, in whole or in part, of the word "Kobe." See **Exhibit R** attached hereto. These "third-party marks are probative with respect to the suggestive meaning of the word" Kobe, wherein a connection with Japan where Kobe is located is suggested. *Inca Tea, supra*, at *13 ("registrations of Inca demonstrates that Inca suggests a connection with Peru or South America where the Inca civilization once flourished") (citing *Juice Generation v. GS Enters.*, 794 F.3d 1334, 115 U.S.P.Q.2d 1671, 1675 (Fed. Cir. 2015)). Thus, in contrast to the Examining Attorney's conclusion in light of the presence of the word "Kobe" in Applicant's mark but similar to the conclusion of the Board in reversing the refusal to register Inca Tea in the eponymous proceeding cited *supra*, the suggestive nature of the word Kobe, as established by the third party marks submitted herewith, demonstrates that the Kobe design mark and Köbi registration are "not entitled to such a broad scope of protection that it will bar the registration of every mark comprising, in whole or in part, the word" Kobe. *Inca Tea, supra*, at *13. The (i) design element of the Kobe design mark and the stylized font of the word "Kobe" in such mark and (ii) the unlauded o ("ö") and ending "i" in of Köbi® are sufficiently different aurally and visually from Applicant's Kobe™ and the resemblance between the marks, or rather the absence of any such resemblance, is not so "striking enough to cause one seeing [them] to assume that there is some connection, association, or sponsorship between the[m] [.]" *Id.* (citing *Anthony's Pizza & Pasta Int'l Inc. v. Anthony's Pizza Holding Co.*, 95 U.S.P.Q.2d 1271, 1278 (T.T.A.B. 2009), *aff'd* 415 Fed. Appx. 222 (Fed. Cir. 2010) (in turn quoting *Pizza Inn, Inc. v. Russo*, 221 U.S.P.Q. 281, 283 (T.T.A.B. 1983))). Thus, the differences between the registered marks and Applicant's mark, when viewed through the lens of third party usage of marks bearing Kobe and the dictionary evidence submitted with

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the Office Action Response (Exhibit 51 thereto), militate against the Examining Attorney's conclusion of a likelihood of confusion and justify reconsideration of the final refusal. *In re Dyson Tech. Ltd.*, Ser. No. 79/188,560, slip op. at *10 (T.T.A.B. May 8, 2018) (finding that “the dictionary evidence and the evidence of third-party use clearly show that BEAM has a meaning in the industry that is invoked frequently in the marketplace” such that, when joined with the “quite a few trademarks in the form of the word BEAM with a single-letter prefix”, finding “that marks in this form are distinguishable from one another”, supporting reversal of refusal to register CU-BEAM in light of Q-BEAM SPOT/FLOOD) (citing *Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. v. New Millennium Sports, S.L.U.*, 797 F.3d 1363, 116 U.S.P.Q.2d 1129, 1136 (Fed. Cir. 2015), and *Juice Generation*, 115 U.S.P.Q.2d at 1674).

III. Conclusion

Based on the *Du Pont* factors of dissimilarity of goods, dissimilarities of the marks, the disparate conditions of sale (difference in consumers), dissimilarity in channels of trade, number and nature of similar marks in use on similar goods, and other established facts probative of the effect on use, Applicant submits that there is no likelihood of confusion between either Kobe Design Mark for the Kobe Design Mark Goods (all food products) or the Köbi Mark for beer and Applicant's Mark (Kobe™) for sake, and reconsideration of the final refusal to allow Applicant's Mark is respectfully requested.

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CERTIFICATE OF SERVICE

I hereby certify that on Sep. 12, 2019, I filed the foregoing via TEAS with the Trademark Office.


/_____ /

/Kenneth M. Motolenich-Salas/
Kenneth M. Motolenich-Salas

EXHIBIT C

WIKIPEDIA

Beer in Germany

Beer is a major part of German culture. German beer is brewed according to the *Reinheitsgebot*, which permits only water, hops, and malt as ingredients and stipulates that beers not exclusively using barley-malt such as wheat beer must be top-fermented.^{[2][3]}

In 2012, Germany ranked third in Europe in terms of per-capita beer consumption, behind the Czech Republic and Austria.^[4]

Contents

Reinheitsgebot

Styles

- Wheat beers
- Pale beers
- Dark beers
- Unfiltered beer

Brands and breweries

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- Weizen* glass
- Beer stein
- Maß*
- Stange* and *Becher*
- Pilstulpe
- Beer boot

Beer festivals

See also

References

Further reading

External links



A *Kranz* (wreath) of fresh Kölsch beer that is typically carried by a server ("Köbes"), containing traditional *Stange* glasses and, in the center, larger modern glasses.^[1]

Reinheitsgebot

The *Reinheitsgebot* ("purity decree"), sometimes called the "German Beer Purity Law" or the "Bavarian Purity Law" in English, was a regulation concerning the production of beer in Germany.

In the original text, the only ingredients that could be used in the production of beer were water, barley, and hops, which had to be added only while the wort was boiling. After its discovery, yeast became the fourth legal ingredient. (For top fermenting beers, the use of sugar is also permitted.)

There is a dispute as to where the *Reinheitsgebot* originated. Some Bavarians point out that the law originated in the city of Ingolstadt in the duchy of Bavaria on 23 April 1516, although first put forward in 1487,^[5] concerning standards for the sale and composition of beer.

Thuringians point to a document which states the ingredients of beer as water, hops, and barley only, and was written in 1434 in Weißensee (Thuringia). It was discovered in the medieval Runneburg near Erfurt in 1999.^[6] Before its official repeal in 1987, it was the oldest food-quality regulation in the world.^[7]

Styles

Wheat beers

- Weizenbier and Weißbier are the standard German names for wheat beer – "Weizen" is German for "wheat", and "weiß" is German for "white".^[8]
- Berliner Weisse – a pale, very sour, wheat beer brewed in Berlin. 9° Plato, 2.5-5% ABV. The beer is typically served with raspberry or woodruff flavoured syrup.
- Hefeweizen – an unfiltered wheat beer. "Hefe" is German for yeast.^[9]
- Kristallweizen – a filtered wheat beer. Characterized by a clear appearance as opposed to the cloudy look of a typical Hefeweizen.
- Weizenbock is the name for a strong beer or bock made with wheat. 16-17° Plato, 6.5-8% ABV.
- Roggenbier – a fairly dark beer made with rye, somewhat grainy flavour similar to bread, 4.5-6% ABV.



Filtered and unfiltered German wheat beers

Pale beers

- Export — a pale lager brewed around Dortmund that is fuller, maltier and less hoppy than Pilsner. 12-12.5° Plato, 5-5.5% ABV. Germany's most popular style in the 1950s and 1960s, it is now becoming increasingly rare.
- Helles — a malty pale lager from Bavaria of 11-12° Plato, 4.5-5% ABV.
- Kölsch — pale, light bodied, top fermented, beer which, when brewed in Germany, can only legally be brewed in the Cologne region. 11-12° Plato, 4.5-5% ABV.
- Maibock — a pale, strong lager brewed in the spring. 16-17° Plato, 6.5-7% ABV.
- Märzen — medium body, malty lagers that come in pale, amber and dark varieties. 13-14° Plato, 5.2-6% ABV. The type of beer traditionally served at the Munich Oktoberfest.
- Pilsener — a pale lager with a light body and a more prominent hop character. 11-12° Plato, 4.5-5% ABV. By far the most popular style, with around two thirds of the market.
- Spezial — a pale, full, bitter-sweet and delicately hopped lager. 13-13.5° Plato, 5.5-5.7% ABV.



Märzen at Oktoberfest, served in the traditional 1-litre Maß.

Dark beers

- Altbier — a top fermented, lagered beer. It is brewed only in Düsseldorf and in the Lower Rhine region. Its origins lie in Westphalia, and there are still a few Altbier breweries in this region. Tastes range from mildly bitter and hoppy to exceptionally bitter. About ten breweries in the Düsseldorf region brew Altbier at 5%-6.5% ABV.
- Bock — a heavy bodied, bitter-sweet lager that uses dark coloured malts. 16-17° Plato, 6.5-7% ABV.
- Doppelbock — a very strong, very full bodied lager that uses dark coloured malts. 18-28° Plato, 8-12% ABV.

- **Dunkel** — a dark lager which comes in two main varieties: the sweetish, malty Munich style and the drier, hoppy Franconian style.
- **Schwarzbier** — a bottom fermented, dark lager beer. 11-12° Plato, 4.5-5% ABV.

Unfiltered beer



A glass stein of unfiltered Eichbaum Kellerbier

Kellerbiers are unfiltered lagers which are conditioned in a similar manner to cask ales. Strength and colour will vary,^[10] though in the Franconia region where these cask conditioned lagers are still popular, the strength will tend to be 5% ABV or slightly higher, and the colour will tend to be a deep amber, but the defining characteristic is the cask conditioning. Kellerbier is German for "cellar beer".^[11]

Zwickelbier was originally a sample amount of beer taken by a brewery boss from the barrel with the help of a special pipe called a "Zwickelhahn". Zwickelbiers are unfiltered lagers like Kellerbier, though with a slightly different conditioning process which gives the lager more carbonation. Zwickelbiers tend to be younger, lower in alcohol and less hoppy than Kellerbiers.^[12]

A very similar beer is Zoiglbier, which in the Upper Palatinate's brewing practice is advertised with a "Zoiglstern" (i.e., sign) — a six-pointed blue-and-white symbol made from wooden slats, similar to a Star of David.^{[13][14]}

Brands and breweries

While the beer market is weaker but more centralized in northern Germany, southern Germany has many smaller, local breweries. Almost half of all German breweries are in Bavaria,^[15] where the seven main breweries produce 158 million gallons^[16]. In total, there are approximately 1,300 breweries in Germany producing over 5,000 brands of beer.

The highest density of breweries in the world is found in Aufseß near the city of Bamberg, in the Franconia region of Bavaria with four breweries and only 1,352 citizens.^[17] The Benedictine abbey Weihenstephan brewery (established in 725) is reputedly the oldest existing brewery in the world (brewing since 1040). In 2004, Oettinger replaced Krombacher as the best selling brand in Germany.^[18]

Top ten best-selling German beer brands in million hectolitres

Brewery	Location	Output in 2012 ^[19]	Output in 2015 ^[20]
<u>Oettinger</u>	<u>Oettingen</u>	5.89	5.39
<u>Krombacher</u>	<u>Kreuztal</u>	5.46	5.49
<u>Bitburger</u>	<u>Bitburg</u>	4.07	3.84
<u>Beck's</u>	<u>Bremen</u>	2.78	2.59
<u>Warsteiner</u>	<u>Warstein</u>	2.77	2.34
<u>Hasseröder</u>	<u>Wernigerode</u>	2.75	2.25
<u>Veltins</u>	<u>Meschede</u>	2.72	2.79
<u>Paulaner</u>	<u>Munich</u>	2.30	2.42
<u>Radeberger</u>	<u>Radeberg</u>	1.91	1.90
<u>Erdinger</u>	<u>Erding</u>	1.72	1.80

Alcohol content

The alcohol-by-volume, or ABV, content of beers in Germany is usually between 4.7% and 5.4% for most traditional brews. Bockbier or Doppelbock (double Bockbier) can have an alcohol content of up to 16%, making it stronger than many wines.

Drinkware



An ornate stoneware beer stein.



A common half-litre *Humpen* mug.



A Weizen beer glass.



A Pilsner beer glass



Dunkel, pictured here in a *Stange* glass.



A *Maßkrug* is the style of glassware featured at German beer festivals, especially in Bavaria, such as Munich's Oktoberfest.



A German *bierstiefel* (beer boot).



A *Berliner Weisse* glass.

Weizen glass

A *Weizen* glass is used to serve wheat beer. Originating in Germany, the glass is narrow at the bottom and slightly wider at the top; the width both releasing aroma, and providing room for the often thick, fluffy heads produced by wheat beer.^[21] It tends to be taller than a pint glass, and generally holds 500 millilitres with room for foam or "head". In some countries, such as Belgium, the glass may be 250 ml or 330 ml.

Wheat beers tend to foam a lot, especially if poured incorrectly. A customary manner is to swirl around a bit of (preferably cold) water in the glass to wet it and afterwards pouring the beer slowly, holding the glass in an angle of approximately 45 °.

Beer stein

A beer stein (or simply a **stein** /'stain/ *STYNE*) is an English neologism for a traditional type of beer mug. Steins may be made of stoneware (rarely the inferior earthenware), pewter, porcelain, silver, glass, or wood. They may have open tops or may have hinged pewter lids with a thumb-lever.

Steins usually come in sizes of a half litre or full litre (or comparable historical sizes). Like decorative tankards, they are often decorated in nostalgic themes, generally showing allusions to Germany or Bavaria.



A glass of *Weizen*

It is believed by some that the lid was implemented during the time of the Black Plague to prevent diseased flies from getting into the beer.^[22]

Maß

The *Maß* (pronounced [mas]) is a term used in German-speaking countries for a unit of volume, now typically used only for measuring beer sold for immediate on-site consumption. In modern times, a *Maß* is defined as exactly 1 litre. As a Maß is a unit of measure, various designs are possible: modern *Maßkrugs* (Maßkrüge in German) are often handled glass tankards, although they may also be in the form of *steins*. At the Oktoberfest beer is available in Maßkrug or half litre 'Halb'.

Stange and Becher

A *Stange* (stick or rod) is a cylindrical glass that is traditionally used for Kölsch beer. A *Becher* (tumbler), traditionally used for Altbier, is similar to a *Stange* but is slightly shorter and much thicker. *Stangen* are carried by placing them into holes in a special tray called a *Kranz* (wreath). In Cologne Stanges are usually served by traditional waiters called *Köbes*.

Pilstulpe

The *Pilstulpe* ("Pilsner Tulip") or *Biertulpe* ("Beer tulip") is the tradition glass for German pilsner beers. Sizes are typically around 300 millilitres (11 imp fl oz; 10 US fl oz), but can be as large as 500 millilitres (18 imp fl oz; 17 US fl oz). When used in restaurant settings, a small piece of absorbent paper is placed around the base to absorb any drips from spilling or condensation.

Beer boot

Beer boots (*Bierstiefel* in German) have over a century of history and culture behind them. It is commonly believed that a general somewhere promised his troops to drink beer from his boot if they were successful in battle. When the troops prevailed, the general had a glassmaker fashion a boot from glass to fulfill his promise without tasting his own feet and to avoid spoiling the beer in his leather boot. Since then, soldiers have enjoyed toasting to their victories with a beer boot. At gatherings in Germany, Austria, and Switzerland, beer boots are often passed among the guests for a festive drinking challenge. Since the movie *Beerfest* appeared in 2006, beer boots have become increasingly popular in the United States. Glass beer boots are either manufactured using a mold or from mouth-blown glass by skilled artisans.

In Germany, beer boots usually contain between 2 and 4 litres and are passed from one guest at the table to the next one clockwise. When almost reaching the bottom of the boot, it suddenly starts bubbling. By some accounts, drinker who caused the bubbling has to order the next boot. There are also boots known with 6 and 8 litres. That being said, beer boots are almost never seen in Germany, even among friends who do drink as much and more beer on an evening out together; normal glasses are preferred.

Beer festivals



Traditional German *Pilstulpen*

Oktoberfest is a 16- to 18-day festival held annually in **Munich**, **Bavaria**, **Germany**, running from late September to the first weekend in October. Only beer which is brewed within the city limits of Munich with a minimum of 13.5% **Stammwürze** (approximately 6% alcohol by volume) is allowed to be served in this festival. Upon passing this criterion, a beer is designated Oktoberfest Beer. Large quantities of German beer are consumed, with almost 7 million liters served during the 16-day festival in 2007. Recently in 2015 the festival officially served 7.3 million liters of beer.^[23]

Other festivals include

- The **Cannstatter Volksfest** in **Stuttgart**.
- The **Gäubodenvolksfest** in **Straubing**
- The **Bergkirchweih** in **Erlangen**
- The **Hanover Schützenfest**
- The **Freimarkt** in **Bremen**
- The **Augsburger Plärrer** in **Augsburg**
- The **Nockherberg Starkbierfest** in **Munich**
- The **Volksfest** in **Pfaffenhofen**

In many cases, the beer festival is part of a general funfair or **volksfest**.



Inside a tent at Munich's Oktoberfest - the world's largest beer festival

See also

- **Beer and breweries by region**
- **List of brewing companies in Germany**
- **Reinheitsgebot**, German Beer Purity Order

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External links

- [EuropeanBeerGuide.net](http://www.europeanbeerguide.net/germany.htm) (<http://www.europeanbeerguide.net/germany.htm>)
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Retrieved from "https://en.wikipedia.org/w/index.php?title=Beer_in_Germany&oldid=914209029"

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EXHIBIT B

WIKIPEDIA

Beer

Beer is one of the oldest^{[1][2][3]} and most widely consumed^[4] alcoholic drinks in the world. It is also the third most popular drink overall after water and tea.^[5] Beer is brewed from cereal grains—most commonly from malted barley, though wheat, maize (corn), and rice are also used. During the brewing process, fermentation of the starch sugars in the wort produces ethanol and carbonation in the resulting beer.^[6] Most modern beer is brewed with hops, which add bitterness and other flavours and act as a natural preservative and stabilizing agent. Other flavouring agents such as gruit, herbs, or fruits may be included or used instead of hops. In commercial brewing, the natural carbonation effect is often removed during processing and replaced with forced carbonation.^[7]

Some of humanity's earliest known writings refer to the production and distribution of beer: the Code of Hammurabi included laws regulating beer and beer parlours,^[8] and "The Hymn to Ninkasi", a prayer to the Mesopotamian goddess of beer, served as both a prayer and as a method of remembering the recipe for beer in a culture with few literate people.^{[9][10]}

Beer is distributed in bottles and cans and is also commonly available on draught, particularly in pubs and bars. The brewing industry is a global business, consisting of several dominant multinational companies and many thousands of smaller producers ranging from brewpubs to regional breweries. The strength of modern beer is usually around 4% to 6% alcohol by volume (ABV), although it may vary between 0.5% and 20%, with some breweries creating examples of 40% ABV and above.^[11]

Beer forms part of the culture of many nations and is associated with social traditions such as beer festivals, as well as a rich pub culture involving activities like pub crawling and pub games.



Schlenkerla Rauchbier, a traditional smoked beer, being poured from a cask

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History



Egyptian wooden model of beer making in ancient Egypt, Rosicrucian Egyptian Museum, San Jose, California

Beer is one of the world's oldest prepared drinks. The earliest archaeological evidence of fermentation consists of 13,000 year old residues of a beer with the consistency of gruel, used by the semi-nomadic Natufians for ritual feasting, at the Raqefet Cave in the Carmel Mountains near Haifa in Israel.^{[12][13]} There is evidence that beer was produced at Göbekli Tepe during the Pre-Pottery Neolithic (around 8500 BC to 5500 BC).^[14] The earliest clear chemical evidence of beer produced from barley dates to about 3500–3100 BC, from the site of Godin Tepe in the Zagros Mountains of western Iran.^{[15][16]} It is possible, but not proven, that it dates back even further — to about 10,000 BC, when cereal was first farmed.^[17] Beer is recorded in the written history of ancient Iraq and ancient Egypt,^[18] and archaeologists speculate that beer was instrumental in the formation of civilizations.^[19] Approximately 5000 years ago, workers in the city of Uruk (modern day Iraq) were paid by their

employers in beer.^[20] During the building of the Great Pyramids in Giza, Egypt, each worker got a daily ration of four to five litres of beer, which served as both nutrition and refreshment that was crucial to the pyramids' construction.^[21]

Some of the earliest Sumerian writings contain references to beer; examples include a prayer to the goddess Ninkasi, known as "The Hymn to Ninkasi",^[22] which served as both a prayer as well as a method of remembering the recipe for beer in a culture with few literate people, and the ancient advice ("Fill your belly. Day and night make merry") to Gilgamesh, recorded in the *Epic of Gilgamesh*, by the ale-wife Siduri may, at least in part, have referred to the consumption of beer.^[23] The Ebla tablets, discovered in 1974 in Ebla, Syria, show that beer was produced in the city in 2500 BC.^[24] A fermented drink using rice and fruit was made in China around 7000 BC. Unlike sake, mold was not used to saccharify the rice (amylolytic fermentation); the rice was probably prepared for fermentation by chewing or malting.^{[25][26]}

Almost any substance containing sugar can naturally undergo alcoholic fermentation. It is likely that many cultures, on observing that a sweet liquid could be obtained from a source of starch, independently invented beer. Bread and beer increased prosperity to a level that allowed time for development of other technologies and contributed to the building of civilizations.^{[27][28][29][30]}

Xenophon noted that during his travels, beer was being produced in Armenia.^[31]

Beer was spread through Europe by Germanic and Celtic tribes as far back as 3000 BC,^[32] and it was mainly brewed on a domestic scale.^[33] The product that the early Europeans drank might not be recognised as beer by most people today. Alongside the basic starch source, the early European beers might contain fruits, honey, numerous types of plants, spices and other substances such as narcotic herbs.^[34] What they did not contain was hops, as that was a later addition, first mentioned in Europe around 822 by a Carolingian Abbot^[35] and again in 1067 by abbess Hildegard of Bingen.^[36]



François Jaques: *Peasants Enjoying Beer at Pub in Fribourg* (Switzerland, 1923)

In 1516, William IV, Duke of Bavaria, adopted the *Reinheitsgebot* (purity law), perhaps the oldest food-quality regulation still in use in the 21st century, according to which the only allowed ingredients of beer are water, hops and barley-malt.^[37] Beer produced before the Industrial Revolution continued to be made and sold on a domestic scale, although by the 7th century AD, beer was also being produced and sold by European monasteries. During the Industrial Revolution, the production of beer moved from artisanal manufacture to industrial manufacture, and domestic manufacture ceased to be significant by the end of the 19th century.^[38] The development of hydrometers and thermometers changed brewing by allowing the brewer more control of the process and greater knowledge of the results.

In 1912, the use of brown bottles began to be used by *Joseph Schlitz Brewing Company* of Milwaukee, Wisconsin in the United States. This innovation has since been accepted worldwide and prevents harmful rays from destroying the quality and stability of beer.^[39]

As of 2007, the brewing industry is a global business, consisting of several dominant multinational companies and many thousands of smaller producers ranging from brewpubs to regional breweries.^[40] As of 2006, more than 133 billion litres (35 billion gallons), the equivalent of a cube 510 metres on a side, of beer are sold per year, producing total global revenues of \$294.5 billion (£147.7 billion). In 2010, China's beer consumption hit 450 million hectolitres (45 billion litres), or nearly twice that of the United States, but only 5 per cent sold were premium draught beers, compared with 50 per cent in France and Germany.^[41]

A recent and widely publicized study suggests that sudden decreases in barley production due to extreme drought and heat could in the future cause substantial volatility in the availability and price of beer.^[42]

Brewing

The process of making beer is known as brewing. A dedicated building for the making of beer is called a brewery, though beer can be made in the home and has been for much of its history. A company that makes beer is called either a brewery or a brewing company. Beer made on a domestic scale for non-commercial reasons is classified as homebrewing regardless of where it is made, though most homebrewed beer is made in the home. Brewing beer is subject to legislation and taxation in developed countries, which from the late 19th century largely restricted brewing to a commercial operation only. However, the UK government relaxed legislation in 1963, followed by Australia in 1972 and the US in 1978, allowing homebrewing to become a popular hobby.^[43]

The purpose of brewing is to convert the starch source into a sugary liquid called wort and to convert the wort into the alcoholic drink known as beer in a fermentation process effected by yeast.

The first step, where the wort is prepared by mixing the starch source (normally malted barley) with hot water, is known as "mashing". Hot water (known as "liquor" in brewing terms) is mixed with crushed malt or malts (known as "grist") in a mash tun.^[44] The mashing process takes around 1 to 2 hours,^[45] during which the starches are converted to sugars, and

then the sweet wort is drained off the grains. The grains are now washed in a process known as "sparging". This washing allows the brewer to gather as much of the fermentable liquid from the grains as possible. The process of filtering the spent grain from the wort and sparge water is called *wort separation*. The traditional process for wort separation is *lautering*, in which the grain bed itself serves as the filter medium. Some modern breweries prefer the use of filter frames which allow a more finely ground grist.^[46]

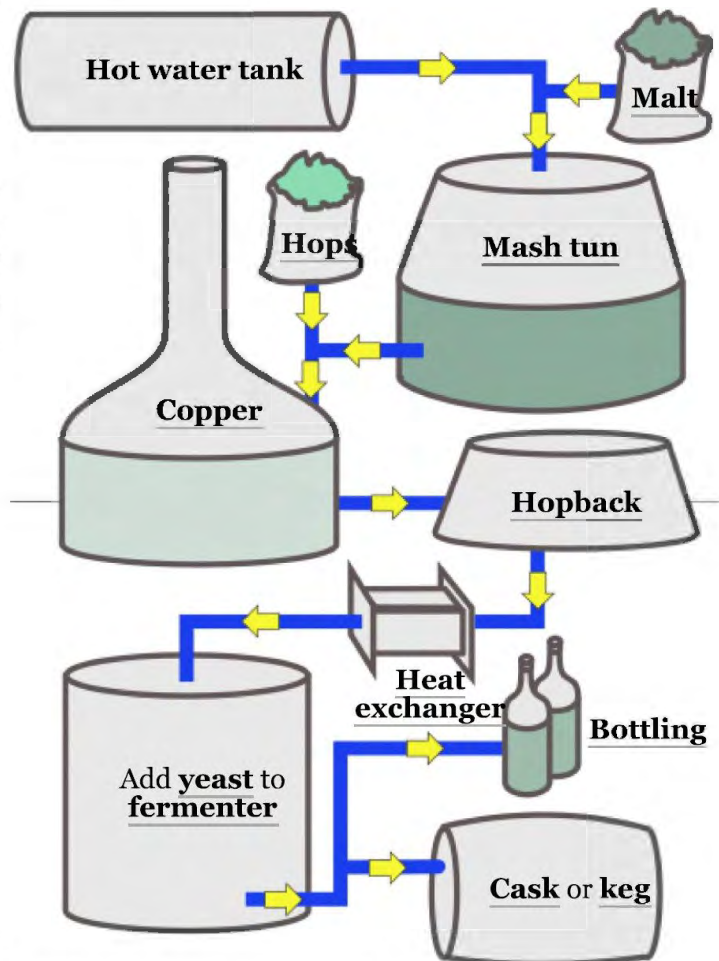


A 16th-century brewery

Most modern breweries use a continuous sparge, collecting the original wort and the sparge water together. However, it is possible to collect a second or even third wash with the not quite spent grains as separate batches. Each run would produce a weaker wort and thus a weaker beer. This process is known as second (and third) runnings. Brewing with several runnings is called *parti gyle* brewing.^[47]

The sweet wort collected from sparging is put into a kettle, or "copper" (so called because these vessels were traditionally made from copper),^[48] and boiled, usually for about one hour. During boiling, water in the wort evaporates, but the sugars and other components of the wort remain; this allows more efficient use of the starch sources in the beer. Boiling also destroys any remaining enzymes left over from the mashing stage. *Hops* are added during boiling as a source of bitterness, flavour and aroma. Hops may be added at more than one point during the boil. The longer the hops are boiled, the more bitterness they contribute, but the less hop flavour and aroma remains in the beer.^[49]

After boiling, the hopped wort is now cooled, ready for the yeast. In some breweries, the hopped wort may pass through a hopback, which is a small vat filled with hops, to add aromatic hop flavouring and to act as a filter; but usually the hopped wort is simply cooled for the fermenter, where the yeast is added. During fermentation, the wort becomes beer in a process which requires a week to months depending on the type of yeast and strength of the beer. In addition to producing *ethanol*, fine *particulate matter* suspended in the wort settles during fermentation. Once fermentation is complete, the yeast also settles, leaving the beer clear.^[50]



A clickable diagram depicting the process of brewing beer

During fermentation most of the carbon dioxide is allowed to escape through a trap and the beer is left with carbonation of only about one atmosphere of pressure. The carbonation is often increased either by transferring the beer to a pressure vessel such as a keg and introducing pressurized carbon dioxide, or by transferring it before the fermentation is finished so that carbon dioxide pressure builds up inside the container as the fermentation finishes. Sometimes the beer is put unfiltered (so it still contains yeast) into bottles with some added sugar, which then produces the desired amount of carbon dioxide inside the bottle.^[7]

Fermentation is sometimes carried out in two stages, primary and secondary. Once most of the alcohol has been produced during primary fermentation, the beer is transferred to a new vessel and allowed a period of secondary fermentation. Secondary fermentation is used when the beer requires long storage before packaging or greater clarity.^[51] When the beer has fermented, it is packaged either into casks for cask ale or kegs, aluminium cans, or bottles for other sorts of beer.^[52]

Ingredients

The basic ingredients of beer are water; a starch source, such as malted barley, able to be saccharified (converted to sugars) then fermented (converted into ethanol and carbon dioxide); a brewer's yeast to produce the fermentation; and a flavouring such as hops.^[53] A mixture of starch sources may be used, with a secondary carbohydrate source, such as maize (corn), rice, wheat, or sugar, often being termed an adjunct, especially when used alongside malted barley.^[54] Less widely used starch sources include millet, sorghum and cassava root in Africa, and potato in Brazil, and agave in Mexico, among others.^[55] The amount of each starch source in a beer recipe is collectively called the grain bill.



Malted barley before roasting

Water is the main ingredient of beer, accounting for 93% of its weight.^[56]

Though water itself is, ideally, flavorless, its level of dissolved minerals, specifically, bicarbonate ion, does influence beer's finished taste.^[57] Due to the mineral properties of each region's water, specific areas were originally the sole producers of certain types of beer, each identifiable by regional characteristics.^[58] Regional geology accords that Dublin's hard water is well-suited to making stout, such as Guinness, while the Plzeň Region's soft water is ideal for brewing Pilsner (pale lager), such as Pilsner Urquell.^[58] The waters of Burton in England contain gypsum, which benefits making pale ale to such a degree that brewers of pale ales will add gypsum to the local water in a process known as Burtonisation.^[59]

The starch source, termed as the "mash ingredients", in a beer provides the fermentable material and is a key determinant of the strength and flavour of the beer. The most common starch source used in beer is malted grain. Grain is malted by soaking it in water, allowing it to begin germination, and then drying the partially germinated grain in a kiln. Malting grain produces enzymes that convert starches in the grain into fermentable sugars.^[60] Different roasting times and temperatures are used to produce different colours of malt from the same grain. Darker malts will produce darker beers.^[61] Nearly all beer includes barley malt as the majority of the starch. This is because its fibrous hull remains attached to the grain during threshing. After malting, barley is milled, which finally removes the hull, breaking it into large pieces. These pieces remain with the grain during the mash, and act as a filter bed during lautering, when sweet wort is separated from insoluble grain material. Other malted and unmalted grains (including wheat, rice, oats, and rye, and less frequently, corn and sorghum) may be used. Some brewers have produced gluten-free beer, made with sorghum with no barley malt, for those who cannot consume gluten-containing grains like wheat, barley, and rye.^[62]

Flavouring beer is the sole major commercial use of hops.^[63] The flower of the hop vine is used as a flavouring and preservative agent in nearly all beer made today. The flowers themselves are often called "hops". The first historical mention of the use of hops in beer was from 822 AD in monastery rules written by Adalhard the Elder, also known as



Hop cone in a Hallertau, Germany, hop yard

Adalard of Corbie,^{[38][64]} though the date normally given for widespread cultivation of hops for use in beer is the thirteenth century.^{[38][64]} Before the thirteenth century, and until the sixteenth century, during which hops took over as the dominant flavouring, beer was flavoured with other plants; for instance, *grains of paradise* or *alehoof*. Combinations of various aromatic herbs, berries, and even ingredients like *wormwood* would be combined into a mixture known as *gruit* and used as hops are now used.^[65] Some beers today, such as Fraoch' by the Scottish Heather Ales company^[66] and Cerveise Lancelot by the French Brasserie-Lancelot company,^[67] use plants other than hops for flavouring.

Hops contain several characteristics that brewers desire in beer. Hops contribute a bitterness that balances the sweetness of the malt; the bitterness of beers is measured on the *International Bitterness Units scale*. Hops contribute floral, citrus, and herbal aromas and flavours to beer. Hops have an *antibiotic effect* that favours the activity of brewer's yeast over less desirable microorganisms and aids in "*head retention*",^{[68][69]} the length of time that a foamy head created by carbonation will last. The acidity of hops is a preservative.^{[70][71]}

Yeast is the *microorganism* that is responsible for fermentation in beer. Yeast *metabolises* the sugars extracted from grains, which produces *alcohol* and *carbon dioxide*, and thereby turns *wort* into beer. In addition to fermenting the beer, yeast influences the character and flavour.^[72] The dominant types of yeast used to make beer are the *top-fermenting Saccharomyces cerevisiae* and *bottom-fermenting Saccharomyces pastorianus*.^[73] *Brettanomyces* ferments *lambics*,^[74] and *Torulaspora delbrueckii* ferments Bavarian *weissbier*.^[75] Before the role of yeast in fermentation was understood, fermentation involved wild or airborne yeasts. A few styles such as *lambics* rely on this method today, but most modern fermentation adds pure yeast *cultures*.^[76]

Some brewers add one or more clarifying agents or *finings* to beer, which typically *precipitate* (collect as a solid) out of the beer along with protein solids and are found only in trace amounts in the finished product. This process makes the beer appear *bright* and clean, rather than the cloudy appearance of ethnic and older styles of beer such as *wheat beers*.^[77] Examples of clarifying agents include *isinglass*, obtained from *swimbladders* of fish; *Irish moss*, a seaweed; *kappa carrageenan*, from the seaweed *Kappaphycus cottonii*; *Polyclar* (artificial); and *gelatin*.^[78] If a beer is marked "suitable for vegans", it was clarified either with seaweed or with artificial agents.^[79]

Brewing industry

The history of breweries in the 21st century has included larger breweries absorbing smaller breweries in order to ensure economy of scale. In 2002, South African Breweries bought the North American Miller Brewing Company to found SABMiller, becoming the second largest brewery, after North American Anheuser-Busch. In 2004, the Belgian Interbrew was the third largest brewery by volume and the Brazilian AmBev was the fifth largest. They merged into InBev, becoming the largest brewery. In 2007, SABMiller surpassed InBev and Anheuser-Busch when it acquired Royal Grolsch, brewer of Dutch premium beer brand Grolsch in 2007.^[81] In 2008, when InBev (the second-largest) bought Anheuser-Busch (the third largest), the new Anheuser-Busch InBev company became again the largest brewer in the world.^[82] As of 2015 AB InBev remains the largest brewery, with SABMiller second, and Heineken International third.

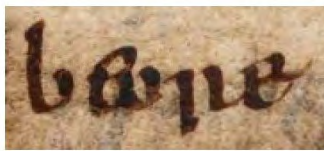


Brewing factory

A microbrewery, or craft brewery, produces a limited amount of beer.^[83] The maximum amount of beer a brewery can produce and still be classed as a microbrewery varies by region and by authority, though is usually around 15,000 barrels (1.8 megalitres, 396 thousand imperial gallons or 475 thousand US gallons) a year.^[84] A brewpub is a type of microbrewery that incorporates a pub or other drinking establishment. The highest density of breweries in the world, most of them microbreweries, exists in the German Region of Franconia, especially in the district of Upper Franconia, which has about 200 breweries.^{[85][86]} The Benedictine Weihenstephan brewery in Bavaria, Germany, can trace its roots to the year 768, as a document from that year refers to a hop garden in the area paying a tithe to the monastery. The brewery was licensed by the City of Freising in 1040, and therefore is the oldest working brewery in the world.^[87]

Brewing at home is subject to regulation and prohibition in many countries. Restrictions on homebrewing were lifted in the UK in 1963,^[88] Australia followed suit in 1972,^[89] and the US in 1978, though individual states were allowed to pass their own laws limiting production.^[90]

Etymology



An Old English word for beer

The word *ale* comes from Old English *ealu* (plural *ealob*), in turn from Proto-Germanic **alu* (plural **alub*), ultimately from the Proto-Indo-European base **h₂elut-*, which holds connotations of "sorcery, magic, possessiou, intoxication".^{[91][92][93]} The word *beer* comes from Old English *bēor*, from Proto-Germanic **beuzą*, probably from Proto-Indo-European **b^heusóm*, originally "brewer's yeast, beer dregs", although other theories have been provided connecting the word with Old English *bēow*, "barley", or Latin *bibere*, "to

drink".^{[94][95]} On the currency of two words for the same thing in the Germanic languages, the 12th-century Old Icelandic poem *Alvíssmál* says, "Ale it is called among men, but among the gods, beer."^[96]

Varieties

While there are many types of beer brewed, the basics of brewing beer are shared across national and cultural boundaries.^[97] The traditional European brewing regions—Germany, Belgium, England and the Czech Republic—have local varieties of beer.^[98]

English writer Michael Jackson, in his 1977 book *The World Guide To Beer*, categorised beers from around the world in local style groups suggested by local customs and names.^[99] Fred Eckhardt furthered Jackson's work in *The Essentials of Beer Style* in 1989.

Top-fermented beers are most commonly produced with *Saccharomyces cerevisiae*, a top-fermenting yeast which clumps and rises to the surface,^[100] typically between 15 and 25 °C (59 and 77 °F). At these temperatures, yeast produces significant amounts of esters and other secondary flavour and aroma products, and the result is often a beer with slightly "fruity" compounds resembling apple, pear, pineapple, banana, plum, or prune, among others.^[101]

After the introduction of hops into England from Flanders in the 15th century, "ale" referred to an unhopped fermented drink, "beer" being used to describe a brew with an infusion of hops.^[102]



Annual beer consumption per capita by country



Beer Exports by Country (2014) from Harvard Atlas of Economic Complexity^[80]



Cask ale hand pumps with pump clips detailing the beers and their breweries

Real ale is the term coined by the Campaign for Real Ale (CAMRA) in 1973^[103] for "beer brewed from traditional ingredients, matured by secondary fermentation in the container from which it is dispensed, and served without the use of extraneous carbon dioxide". It is applied to bottle conditioned and cask conditioned beers.

Pale ale is a beer which uses a top-fermenting yeast^[104] and predominantly pale malt. It is one of the world's major beer styles.

Stout and porter are dark beers made using roasted malts or roast barley, and typically brewed with slow fermenting yeast. There are a number of variations including Baltic porter, dry stout, and Imperial stout. The name "porter" was first used in 1721 to describe a dark brown beer popular with the street and river porters of London.^[105] This same beer later also became known as stout, though the word stout had been used as early as 1677.^[106] The history and development of stout and porter are intertwined.^[107]

Mild ale has a predominantly malty palate. It is usually dark coloured with an abv of 3% to 3.6%, although there are lighter hued milds as well as stronger examples reaching 6% abv and higher.

Wheat beer is brewed with a large proportion of wheat although it often also contains a significant proportion of malted barley. Wheat beers are usually top-fermented.^[108] The flavour of wheat beers varies considerably, depending upon the specific style.

Lambic, a beer of Belgium, is naturally fermented using wild yeasts, rather than cultivated. Many of these are not strains of brewer's yeast (*Saccharomyces cerevisiae*) and may have significant differences in aroma and sourness. Yeast varieties such as *Brettanomyces bruxellensis* and *Brettanomyces lambicus* are common in lambics. In addition, other organisms such as *Lactobacillus* bacteria produce acids which contribute to the sourness.^[109]



A marzen style lager

Lager is cool fermented beer. Pale lagers are the most commonly consumed beers in the world. Many are of the "pilsner" type. The name "lager" comes from the German "lagern" for "to store", as brewers around Bavaria stored beer in cool cellars and caves during the warm summer months. These brewers noticed that the beers continued to ferment, and to also clear of sediment, when stored in cool conditions.^[110]



Kriek, a variety of beer brewed with cherries

Lager yeast is a cool bottom-fermenting yeast (*Saccharomyces pastorianus*) and typically undergoes primary fermentation at 7–12 °C (45–54 °F) (the fermentation phase), and then is given a long secondary fermentation at 0–4 °C (32–39 °F) (the lagering phase). During the secondary stage, the lager clears and mellows. The cooler conditions also inhibit the natural production of esters and other byproducts, resulting in a "cleaner"-tasting beer.^[111]

With improved modern yeast strains, most lager breweries use only short periods of cold storage, typically 1–3 weeks.

Measurement

Beer is measured and assessed by bitterness, by strength and by colour. The perceived bitterness is measured by the International Bitterness Units scale (IBU), defined in co-operation between the American Society of Brewing Chemists and the European Brewery Convention.^[112] The international scale was a development of the European Bitterness Units scale, often abbreviated as EBU, and the bitterness values should be identical.^[113]

Colour

Beer colour is determined by the malt.^[114] The most common colour is a pale amber produced from using pale malts. *Pale lager* and *pale ale* are terms used for beers made from malt dried with the fuel coke. Coke was first used for roasting malt in 1642, but it was not until around 1703 that the term *pale ale* was used.^{[115][116]}

In terms of sales volume, most of today's beer is based on the pale lager brewed in 1842 in the town of Pilsen in the present-day Czech Republic.^[117] The modern pale lager is light in colour with a noticeable carbonation (fizzy bubbles) and a typical alcohol by volume content of around 5%. The Pilsner Urquell, Bitburger, and Heineken brands of beer are typical examples of pale lager, as are the American brands Budweiser, Coors, and Miller.

Dark beers are usually brewed from a pale malt or lager malt base with a small proportion of darker malt added to achieve the desired shade. Other colourants—such as caramel—are also widely used to darken beers. Very dark beers, such as stout, use dark or patent malts that have been roasted longer. Some have roasted unmalted barley.^{[118][119]}



Paulaner dunkel – a dark lager

Strength

Beer ranges from less than 3% alcohol by volume (abv) to around 14% abv, though this strength can be increased to around 20% by re-pitching with champagne yeast,^[120] and to 55% abv by the freeze-distilling process.^[121] The alcohol content of beer varies by local practice or beer style.^[122] The pale lagers that most consumers are familiar with fall in the range of 4–6%, with a typical abv of 5%.^[123] The customary strength of British ales is quite low, with many session beers being around 4% abv.^[124] In Belgium, some beers, such as table beer are of such low alcohol content (1%–4%) that they are served instead of soft drinks in some schools.^[125]

The alcohol in beer comes primarily from the metabolism of sugars that are produced during fermentation. The quantity of fermentable sugars in the wort and the variety of yeast used to ferment the wort are the primary factors that determine the amount of alcohol in the final beer. Additional fermentable sugars are sometimes added to increase alcohol content, and enzymes are often added to the wort for certain styles of beer (primarily "light" beers) to convert more complex carbohydrates (starches) to fermentable sugars. Alcohol is a by-product of yeast metabolism and is toxic to the yeast in higher concentrations; typical brewing yeast cannot survive at alcohol concentrations above 12% by volume. Low temperatures and too little fermentation time decreases the effectiveness of yeasts and consequently decreases the alcohol content.

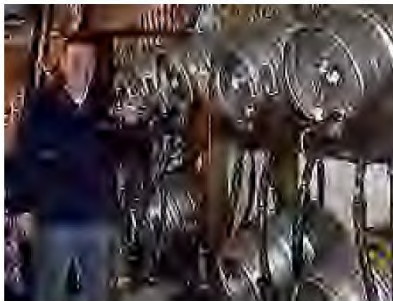
The weakest beers are dealcoholized beers, which typically have less than 0.05% alcohol (also called "near beer") and light beers, which usually have 4% alcohol.

The strength of beers has climbed during the later years of the 20th century. Vetter 33, a 10.5% abv (33 degrees Plato, hence Vetter "33") doppelbock, was listed in the 1994 *Guinness Book of World Records* as the strongest beer at that time,^{[126][127]} though Samichlaus, by the Swiss brewer Hürlimann, had also been listed by the *Guinness Book of World Records* as the strongest at 14% abv.^{[128][129][130]} Since then, some brewers have used champagne yeasts to increase the alcohol content of their beers. Samuel Adams reached 20% abv with *Millennium*,^[120] and then surpassed that amount to 25.6% abv with *Utopias*. The strongest beer brewed in Britain was Baz's Super Brew by Parish Brewery, a 23% abv beer.^{[131][132]} In September 2011, the Scottish brewery BrewDog produced Ghost Deer, which, at 28%, they claim to be the world's strongest beer produced by fermentation alone.^[133]

The product claimed to be the strongest beer made is Schorschbräu's 2011 *Schorschbock 57* with 57,5%.^{[134][135]} It was preceded by *The End of History*, a 55% Belgian ale,^[121] made by BrewDog in 2010. The same company had previously made *Sink The Bismarck!*, a 41% abv IPA,^[136] and *Tactical Nuclear Penguin*, a 32% abv Imperial stout. Each of these beers are made using the eisbock method of fractional freezing, in which a strong ale is partially frozen and the ice is repeatedly removed, until the desired strength is reached,^{[137][138]} a process that may class the product as spirits rather than beer.^[139] The German brewery Schorschbräu's *Schorschbock*, a 31% abv eisbock,^{[140][141][142]} and *Hair of the Dog's Dave*, a 29% abv barley wine made in 1994, used the same fractional freezing method.^[143] A 60% abv blend of beer with whiskey was jokingly claimed as the strongest beer by a Dutch brewery in July 2010.^{[144][145]}

Serving

Draught



A selection of cask beers

Draught (also spelled "draft") beer from a pressurised keg using a lever-style dispenser and a spout is the most common method of dispensing in bars around the world. A metal keg is pressurised with carbon dioxide (CO₂) gas which drives the beer to the dispensing tap or faucet. Some beers may be served with a nitrogen/carbon dioxide mixture. Nitrogen produces fine bubbles, resulting in a dense head and a creamy mouthfeel. Some types of beer can also be found in smaller, disposable kegs called beer balls. In traditional pubs, the pull levers for major beer brands may include the beer's logo and trademark.

In the 1980s, Guinness introduced the beer widget, a nitrogen-pressurised ball inside a can which creates a dense, tight head, similar to beer served from a nitrogen system.^[146] The words *draft* and *draught* can be used as marketing terms to describe canned or bottled beers containing a beer widget, or which are cold-filtered rather than pasteurised.

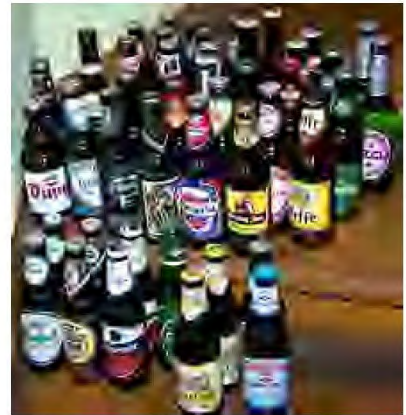
Cask-conditioned ales (or cask ales) are unfiltered and unpasteurised beers. These beers are termed "real ale" by the CAMRA organisation. Typically, when a cask arrives in a pub, it is placed horizontally on a frame called a "stillage" which is designed to hold it steady and at the right angle, and then allowed to cool to cellar temperature (typically between 11–13 °C or 52–55 °F),^[147] before being tapped and vented—a tap is driven through a (usually rubber) bung at the bottom of one end, and a hard spile or other implement is used to open a hole in the side of the cask, which is now uppermost. The act of stillaging and then venting a beer in this manner typically disturbs all the sediment, so it must be left for a suitable period to "drop" (clear) again, as well as to fully condition — this period can take anywhere from several hours to several days. At this point the beer is ready to sell, either being pulled through a beer line with a hand pump, or simply being "gravity-fed" directly into the glass.

Draught beer's environmental impact can be 68% lower than bottled beer due to packaging differences.^{[148][149]} A life cycle study of one beer brand, including grain production, brewing, bottling, distribution and waste management, shows that the CO₂ emissions from a 6-pack of micro-brew beer is about 3 kilograms (6.6 pounds).^[150] The loss of natural habitat potential from the 6-pack of micro-brew beer is estimated to be 2.5 square metres (26 square feet).^[151] Downstream emissions from distribution, retail, storage and disposal of waste can be over 45% of a bottled micro-brew beer's CO₂ emissions.^[150] Where legal, the use of a refillable jug, reusable bottle or other reusable containers to transport draught beer from a store or a bar, rather than buying pre-bottled beer, can reduce the environmental impact of beer consumption.^[152]

Packaging

Most beers are cleared of yeast by filtering when packaged in bottles and cans.^[153] However, bottle conditioned beers retain some yeast—either by being unfiltered, or by being filtered and then reseeded with fresh yeast.^[154] It is usually recommended that the beer be poured slowly, leaving any yeast sediment at the bottom of the bottle. However, some drinkers prefer to pour in the yeast; this practice is customary with wheat beers. Typically, when serving a hefeweizen wheat beer, 90% of the contents are poured, and the remainder is swirled to suspend the sediment before pouring it into the glass. Alternatively, the bottle may be inverted prior to opening. Glass bottles are always used for bottle conditioned beers.

Many beers are sold in cans, though there is considerable variation in the proportion between different countries. In Sweden in 2001, 63.9% of beer was sold in cans.^[155] People either drink from the can or pour the beer into a glass. A technology developed by Crown Holdings for the 2010 FIFA World Cup is the 'full aperture' can, so named because the entire lid is removed during the opening process, turning the can into a drinking cup.^[156] Cans protect the beer from light (thereby preventing "skunked" beer) and have a seal less prone to leaking over time than bottles. Cans were initially viewed as a technological breakthrough for maintaining the quality of a beer, then became commonly associated with less expensive, mass-produced beers, even though the quality of storage in cans is much like bottles.^[157] Plastic (PET) bottles are used by some breweries.^[158]



Assortment of beer bottles

Temperature

The temperature of a beer has an influence on a drinker's experience; warmer temperatures reveal the range of flavours in a beer but cooler temperatures are more refreshing. Most drinkers prefer pale lager to be served chilled, a low- or medium-strength pale ale to be served cool, while a strong barley wine or imperial stout to be served at room temperature.^[159]

Beer writer Michael Jackson proposed a five-level scale for serving temperatures: well chilled (7 °C or 45 °F) for "light" beers (pale lagers); chilled (8 °C or 46 °F) for Berliner Weisse and other wheat beers; lightly chilled (9 °C or 48 °F) for all dark lagers, altbier and German wheat beers; cellar temperature (13 °C or 55 °F) for regular British ale, stout and most Belgian specialities; and room temperature (15.5 °C or 60 °F for strong dark ales (especially trappist beer) and barley wine.^[160]

Drinking chilled beer began with the development of artificial refrigeration and by the 1870s, was spread in those countries that concentrated on brewing pale lager.^[161] Chilling beer makes it more refreshing,^[162] though below 15.5 °C (60 °F) the chilling starts to reduce taste awareness^[163] and reduces it significantly below 10 °C (50 °F).^[164] Beer served unchilled—either cool or at room temperature—reveal more of their flavours. Cask Marque, a non-profit UK beer organisation, has set a temperature standard range of 12°–14 °C (53°–57 °F) for cask ales to be served.^[165]

Vessels

Beer is consumed out of a variety of vessels, such as a glass, a beer stein, a mug, a pewter tankard, a beer bottle or a can; or at music festivals and some bars and nightclubs, from a plastic cup. The shape of the glass from which beer is consumed can influence the perception of the beer and can define and accent the character of the style.^[166] Breweries offer branded glassware intended only for their own beers as a marketing promotion, as this increases sales of their product.^[167]

The pouring process has an influence on a beer's presentation. The rate of flow from the tap or other serving vessel, tilt of the glass, and position of the pour (in the centre or down the side) into the glass all influence the end result, such as the size and longevity of the head, lacing (the pattern left by the head as it moves down the glass as the beer is drunk), and the release of carbonation.^[168] A beer tower is a beer dispensing device, usually found in bars and pubs, that consists of a cylinder attached to a beer cooling device at the bottom. Beer is dispensed from the beer tower into a drinking vessel.

Health effects

Beer contains ethanol, an alcohol, which has short and long-term effects on the user when consumed. Different concentrations of alcohol in the human body have different effects on a person. The effects of alcohol depend on the amount an individual has drunk, the percentage of alcohol in the beer and the timespan over which the consumption has taken place, the amount of food eaten and whether an individual has taken other prescription, over-the-counter or street drugs, among other factors. Drinking enough to cause a blood alcohol concentration (BAC) of 0.03%–0.12% typically causes an overall improvement in mood and possible euphoria, increased self-confidence and sociability, decreased anxiety, a flushed, red appearance in the face, impaired judgement and fine muscle coordination. A BAC of 0.09% to 0.25% causes lethargy, sedation, balance problems and blurred vision. A BAC from 0.18% to 0.30% causes profound confusion, impaired speech (e.g., slurred speech), staggering, dizziness and vomiting. A BAC from 0.25% to 0.40% causes stupor, unconsciousness, anterograde amnesia, vomiting (death may occur due to inhalation of vomit (pulmonary aspiration) while unconscious) and respiratory depression (potentially life-threatening). A BAC from 0.35% to 0.80% causes a coma (unconsciousness), life-threatening respiratory depression and possibly fatal alcohol poisoning. As with all alcoholic drinks, drinking while driving, operating an aircraft or heavy machinery increases the risk of an accident; many countries have severe criminal penalties against drunk driving.

A 2016 systematic review and meta-analysis found that moderate ethanol consumption brought no mortality benefit compared with lifetime abstention from ethanol consumption.^[169] Some studies have concluded that drinking small quantities of alcohol (less than one drink in women and two in men) is associated with a *decreased* risk of heart disease, stroke, diabetes mellitus, and early death.^[170] Some of these studies combined former ethanol drinkers and lifelong abstainers into a single group of nondrinkers, which hides the health benefits of lifelong abstention from ethanol. The long term health effects of continuous, moderate or heavy alcohol consumption include the risk of developing alcoholism and alcoholic liver disease. Alcoholism, also known as "alcohol use disorder", is a broad term for any drinking of alcohol that results in problems.^[171] It was previously divided into two types: alcohol abuse and alcohol dependence.^{[172][173]} In a medical context, alcoholism is said to exist when two or more of the following conditions is present: a person drinks large amounts over a long time period, has difficulty cutting down, acquiring and drinking alcohol takes up a great deal of time, alcohol is strongly desired, usage results in not fulfilling responsibilities, usage results in social problems, usage results in

health problems, usage results in risky situations, withdrawal occurs when stopping, and alcohol tolerance has occurred with use.^[173] Alcoholism reduces a person's life expectancy by around ten years^[174] and alcohol use is the third leading cause of early death in the United States.^[170] No professional medical association recommends that people who are nondrinkers should start drinking wine.^{[170][175]} A total of 3.3 million deaths (5.9% of all deaths) are believed to be due to alcohol.^[176]

It is considered that overeating and lack of muscle tone is the main cause of a beer belly, rather than beer consumption. A 2004 study, however, found a link between binge drinking and a beer belly. But with most overconsumption, it is more a problem of improper exercise and overconsumption of carbohydrates than the product itself.^[177] Several diet hooks quote beer as having an undesirably high glycemic index of 110, the same as maltose; however, the maltose in beer undergoes metabolism by yeast during fermentation so that beer consists mostly of water, hop oils and only trace amounts of sugars, including maltose.^[178]

Nutritional information

Beers vary in their nutritional content.^[179] The ingredients used to make beer, including the yeast, provide a rich source of nutrients; therefore beer may contain nutrients including magnesium, selenium, potassium, phosphorus, biotin, chromium and B vitamins. Beer is sometimes referred to as "liquid bread",^[180] though beer is not a meal in itself.^[181]

NUTRITION INFORMATION OF DIFFERENT BEERS (SERVING SIZE 12 OZ./355ml)

Beer Brand	Carbs (g)	Alcohol	Calories
<u>Budweiser Select 55</u>	1.8	2.4%	55
<u>Coors Light</u>	5	4.2%	102
<u>Guinness Draught</u>	10	4%	126
<u>Sierra Nevada Bigfoot</u>	30.3	9.6%	330

Society and culture



A tent at Munich's Oktoberfest in Germany. The event is known as the world's largest beer festival.

In many societies, beer is the most popular alcoholic drink. Various social traditions and activities are associated with beer drinking, such as playing cards, darts, or other pub games; attending beer festivals; engaging in zythology (the study of beer);^{[182][183]} visiting a series of pubs in one evening; visiting breweries; beer-oriented tourism; or rating beer.^[184] Drinking games, such as beer pong, are also popular.^[185] A relatively new profession is that of the beer sommelier, who informs restaurant patrons about beers and food pairings.

Beer is considered to be a social lubricant in many societies^{[186][187]} and is consumed in countries all over the world. There are breweries in Middle Eastern countries such as Syria, and in some African countries. Sales of beer are four times those of wine, which is the second most popular alcoholic

drink.^[188]

A study published in the *Neuropsychopharmacology* journal in 2013 revealed the finding that the flavour of beer alone could provoke dopamine activity in the brain of the male participants, who wanted to drink more as a result. The 49 men in the study were subject to positron emission tomography scans, while a computer-controlled device sprayed minute

amounts of beer, water and a sports drink onto their tongues. Compared with the taste of the sports drink, the taste of beer significantly increased the participants desire to drink. Test results indicated that the flavour of the beer triggered a dopamine release, even though alcohol content in the spray was insufficient for the purpose of becoming intoxicated.^[189]

Some breweries have developed beers to pair with food.^{[190][191][192][193]} Wine writer Malcolm Gluck disputed the need to pair beer with food, while beer writers Roger Protz and Melissa Cole contested that claim.^{[194][195][196]}

Related drinks

Around the world, there are many traditional and ancient starch-based drinks classed as beer. In Africa, there are various ethnic beers made from sorghum or millet, such as Oshikundu^[197] in Namibia and Tella in Ethiopia.^[198] Kyrgyzstan also has a beer made from millet; it is a low alcohol, somewhat porridge-like drink called "Bozo".^[199] Bhutan, Nepal, Tibet and Sikkim also use millet in Chhaang, a popular semi-fermented rice/millet drink in the eastern Himalayas.^[200] Further east in China are found Huangjiu and Choujiu—traditional rice-based drinks related to beer.

The Andes in South America has Chicha, made from germinated maize (corn); while the indigenous peoples in Brazil have Cauim, a traditional drink made since pre-Columbian times by chewing manioc so that an enzyme (amylase) present in human saliva can break down the starch into fermentable sugars;^[201] this is similar to Masato in Peru.^[202]

Some beers which are made from bread, which is linked to the earliest forms of beer, are Sahti in Finland, Kvass in Russia and Ukraine, and Bouza in Sudan.

Chemistry

Beer contains the phenolic acids 4-hydroxyphenylacetic acid, vanillic acid, caffeic acid, syringic acid, p-coumaric acid, ferulic acid, and sinapic acid. Alkaline hydrolysis experiments show that most of the phenolic acids are present as bound forms and only a small portion can be detected as free compounds.^[203] Hops, and beer made with it, contain 8-prenylnaringenin which is a potent phytoestrogen.^[204] Hop also contains myrcene, humulene, xanthohumol, isoxanthohumol, myrcenol, linalool, tannins, and resin. The alcohol 2M2B is a component of hops brewing.^[205]

Barley, in the form of malt, brings the condensed tannins prodelphinidins B3, B9 and C2 into beer. Tryptophol, tyrosol, and phenylethanol are aromatic higher alcohols found in beer^[206] as secondary products of alcoholic fermentation^[207] (products also known as congeners) by *Saccharomyces cerevisiae*.

See also

- Beer portal
- Beer and breweries by region
- List of barley-based drinks
- List of drinks
- List of countries by beer consumption per capita
- List of national drinks

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Kobe

geographical name

Ko·be | \ 'kō-bē , -, bā\

Definition of *Kobe*

city and port on Osaka Bay in southern Honshu, Japan *population* 1,544,200

Note: Kobe suffered a severe earthquake on January 17, 1995.

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Kobe beef

noun

Ko·be beef | \ 'kō-bē-  -, bā-\
variants: or less commonly Kobe

Definition of *Kobe beef*

: highly marbled premium beef from Japanese [Wagyu](#) cattle of the Kobe region of southern [Honsu](#) that is noted for exceptional tenderness and flavor

First Known Use of *Kobe beef*

1889, in the meaning defined [above](#)

History and Etymology for *Kobe beef*

Kobe, Japan

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Kōbe

Kōbe, city, capital of Hyōgo *ken* (prefecture), west-central Honshu, Japan. Kōbe, its neighbouring city Ōsaka, and nearby Kyōto are the centres of the Keihanshin Industrial Zone, the second largest urban and industrial agglomeration in Japan, and the city and its surroundings constitute the western portion of the Ōsaka-Kōbe metropolitan area.



Shrine in Kōbe, Japan.
© Digital Vision/Getty Images



Burning and collapsed buildings in Kōbe, Japan, after the January 1995 earthquake.
Dr. Roger Hutchison/NGDC



Kōbe: Kawasaki shipyard
The Kawasaki shipyard in Kōbe, Japan.
Lombroso

Kōbe is situated at the eastern end of the Inland Sea on Ōsaka Bay, about 20 miles (30 km) west of Ōsaka. The city is confined to a narrow shelf of land between the Rokkō Mountains to the north and the sea to the south. Kōbe's climate is temperate, with cool winters and hot, humid summers; annual rainfall is about 54 inches (1,360 mm). The area is subject to typhoons in September that occasionally are disastrous. On January 17, 1995, Kōbe was struck by a powerful earthquake that damaged or destroyed about 100,000 buildings in the metropolitan area and killed more than 5,000 people.

The street pattern of Kōbe reflects its location between the mountains and the bay: main streets run east-west, crossed by short north-south streets. The coastline has been altered by reclamation for port facilities and industries. The central shopping street, Motomachi, runs between the city's two major railway stations, while the central business district is near the harbour.

Kōbe's port has long been one of the most important in Japan; in the early 1970s it was combined administratively with that of Ōsaka. In addition to its prominence in shipping, Kōbe is preeminent among Japanese cities in shipbuilding and steel production. The city is served by a dense network of freight and commuter rail lines, including Shinkansen bullet trains. Express highways also link Kōbe with Ōsaka, Kyōto, and Nagoya. The Akashi Kaikyō Bridge, the world's longest suspension bridge at the time of its completion in 1998, links Kōbe with the island of Awaji, in Ōsaka Bay, and another road bridge connects Awaji Island to the city of Naruto on Shikoku.

There are several institutions of higher education in Kōbe, including Kōbe University and Hyōgo University of Teacher Education. The Rokkō Mountains are included within Inland Sea National Park and are accessible by motor road or by cable car; recreational facilities in the range include a golf course, ponds for swimming, and a spa at Arima. Area 213 square miles (551 square km). Pop. (2010) 1,544,200; (2015) 1,537,272.

This article was most recently revised and updated by Michael Ray, Associate Editor.

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Kobe (disambiguation)

Kobe is the fifth-largest city in Japan and capital of the Hyōgo prefecture.

Kobe or **KOBE** may also refer to:

Places

- **Kobe, California**, a former community in Yolo County
- **Kobé**, a department of the Wadi Fira region in Chad

People

- **Kobe Bryant** (born 1978), a retired professional American basketball player who played for the Los Angeles Lakers
- **Kobe (singer)**, Chicago-based singer
- **Kobe Paras** (born 1997), Filipino basketball player
- **Kobe Tai** (born 1972), pornographic actress
- **Masahiko Kobe** (born 1969), the Iron Chef Italian
- **Sam Hartman-Kenzler**, sports commentator for *Riot Games*, known better by his in-game ID Kobe

Other uses

- **Kobe beef**, traditionally raised beef from the prefecture surrounding Kobe in Japan
- ICAO airport code **KOBE**: **Okeechobee County Airport**, in Okeechobee, Florida, United States
- **KOBE (AM)**, a radio station (1450 AM) licensed to Las Cruces, New Mexico, United States

See also

- **Cobe (disambiguation)**
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Kobe

Kobe (/ˈkoʊbi, -heɪ/ *KOH-bee, -bay*, Japanese: [ko̞˧.be̞˧]; officially 神戸市 *Kōbe-shi*) is the sixth-largest city in Japan and the capital city of Hyōgo Prefecture. It is located on the southern side of the main island of Honshū, on the north shore of Osaka Bay and about 30 km (19 mi) west of Osaka. With a population around 1.5 million, the city is part of the Keihanshin metropolitan area along with Osaka and Kyoto.^[3]

The earliest written records regarding the region come from the *Nihon Shoki*, which describes the founding of the Ikuta Shrine by Empress Jingū in AD 201.^{[4][5]} For most of its history, the area was never a single political entity, even during the Tokugawa period, when the port was controlled directly by the Tokugawa shogunate. Kobe did not exist in its current form until its founding in 1889. Its name comes from *kanbe* (神戸, an archaic title for supporters of the city's Ikuta Shrine).^{[6][7]} Kobe became one of Japan's designated cities in 1956.

Kobe was one of the cities to open for trade with the West following the 1853 end of the policy of seclusion and has since been known as a cosmopolitan and nuclear-free zone port city. While the 1995 Great Hanshin earthquake diminished much of Kobe's prominence as a port city, it remains Japan's fourth-busiest container port.^[8] Companies headquartered in Kobe include ASICS, Kawasaki Heavy Industries, and Kobe Steel, as well as over 100 international corporations with Asian or Japanese headquarters in the city, such as Eli Lilly and Company, Procter & Gamble, Boehringer Ingelheim, and Nestlé.^{[9][10]} The city is the point of origin and namesake of Kobe beef, as well as the site of one of Japan's most famous hot spring resorts, Arima Onsen.

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Origins to the Meiji era


Tools found in western Kobe demonstrate the area was populated at least from the Jōmon period.^[11] The natural geography of the area, particularly of Wada Cape in Hyōgo-ku, led to the development of a port, which would remain the economic center of the city.^[12] Some of the earliest written documents mentioning the region include the *Nihon Shoki*, which describes the founding of the Ikuta Shrine by Empress Jingū in AD 201.^[4]

During the Nara and Heian periods, the port was known by the name Ōwada Anchorage (*Ōwada-no-tomari*) and was one of the ports from which imperial embassies to China were dispatched.^{[5][11]} The city was briefly the capital of Japan in 1180, when Taira no Kiyomori moved his grandson Emperor Antoku to Fukuhara in present-day Hyōgo-ku.^[11] The Emperor returned to Kyoto after about five months.^[5] Shortly thereafter in 1184, the Taira fortress in Hyōgo-ku and the nearby Ikuta Shrine became the sites of the Genpei War battle of Ichi-no-Tani between the Taira and Minamoto clans. The Minamoto prevailed, pushing the Taira further.


Kobe
神戸市

Designated city


Kobe City^[1]




From top left: Port of Kobe, Akashi Kaikyō Bridge, Kitano-chō, Kobe Chinatown, night view from Kikuseidai of Mt. Maya, Kobe Port Tower



Flag



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50km

Location of Kobe in Hyōgo Prefecture

As the port grew during the Kamakura period, it became an important hub for trade with China and other countries. In the 13th century, the city came to be known by the name Hyōgo Port (兵庫津 *Hyōgo-tsu*).^[12] During this time, Hyōgo Port, along with northern Osaka, composed the province of Settsu (most of today's Kobe belonged to Settsu except Nishi Ward and Tarumi Ward, which belonged to Harima).

Later, during the Edo period, the eastern parts of present-day Kobe came under the jurisdiction of the Amagasaki Domain and the western parts under that of the Akashi Domain, while the center was controlled directly by the Tokugawa shogunate.^{[13][14]} It was not until the abolition of the han system in 1871 and the establishment of the current prefecture system that the area became politically distinct.

Hyōgo Port was opened to foreign trade by the Shogunal government at the same time as Osaka on January 1, 1868, just before the advent of the Boshin War and the Meiji Restoration.^[15] The region has since been identified with the West and many foreign residences from the period remain in Kobe's Kitano area.



Hyōgo Port in the 19th century^[16] The Bund, built in the 1860s - 1930s Kitano area, built in the 1880s - 1910s Former prefectural office, built in 1902

Modern era

Kobe, as it is known today, was founded on April 1, 1889, and was designated on September 1, 1956 by government ordinance. The history of the city is closely tied to that of the Ikuta Shrine, and the name "Kobe" derives from *kamube* (神戸, later *kanbe*), an archaic name for those who supported the shrine.^{[6][7]}

During World War II, Kobe was bombed in the Doolittle Raid on April 18, 1942, along with Tokyo and a few other cities. Eventually, it was bombed again with incendiary bombs by B-29 bombers on March 17, 1945, causing the death of 8,841 residents and destroying 21% of Kobe's urban area. This incident inspired the well-known Studio Ghibli film *Grave of the Fireflies* and the book by Akiyuki Nosaka on which the film was based.

Following continuous pressure from citizens, on March 18, 1975, the Kobe City Council passed an ordinance banning vessels carrying nuclear weapons from Kobe Port. This effectively prevented any U.S. warships from entering the port, policy being not to disclose whether any warship is carrying nuclear weapons. This nonproliferation policy has been termed the "Kobe formula".^{[17][18]}

On January 17, 1995, a magnitude 6.9 earthquake occurred at 5:46 am JST near the city. About 6,434 people in the city were killed, 212,443 were made homeless, and large parts of the port facilities and other parts of the city were destroyed.^{[19][20]} The earthquake destroyed portions of the Hanshin Expressway, an elevated freeway that dramatically toppled over. In Japan, the earthquake is known as the Great Hanshin earthquake (or the Hanshin-Awaji earthquake). To commemorate Kobe's recovery from the 1995 quake, the city holds an event every December called the Luminarie, where the city center is decorated with illuminated metal archways.

The Port of Kobe was Japan's busiest port and one of Asia's top ports until the Great Hanshin earthquake.^[21] Kobe has since dropped to fourth in Japan and 49th-busiest container port worldwide (as of 2012).

Geography

Wedge between the coast and the mountains, the city of Kobe is long and narrow. To the east is the city of Ashiya, while the city of Akashi lies to its west. Other adjacent cities include Takarazuka and Nishinomiya to the east and Sanda and Miki to the north.

The landmark of the port area is the red steel Port Tower. A Ferris wheel sits in nearby Harborland, a notable tourist promenade. Two artificial islands, Port Island and Rokkō Island, have been constructed to give the city room to expand.

Away from the seaside at the heart of Kobe lie the Motomachi and Sannomiya districts, as well as Kobe's Chinatown, Nankinmachi, all well-known retail areas. A multitude of train lines cross the city from east to west. The main transport hub is Sannomiya Station, with the eponymous Kobe Station located to the west and the Shinkansen Shin-Kobe Station to the north.

Mount Rokkō overlooks Kobe at an elevation of 931 meters. During the autumn season, it is famous for the rich change in colors of its forests.



A panorama of Kobe, its harbor, and Port Island from Kobe Port Tower

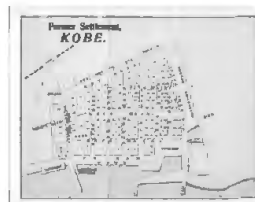


- Show map of Japan
- Show map of Asia
- Show map of Earth
- Show all

Coordinates: 34°41′24″N 135°11′44″E﻿ / ﻿34.689999°N 135.195556°E﻿ / 34.69; 135.195556

Country	Japan
Region	Kansai
Prefecture	Hyōgo Prefecture
Government	
 • Mayor	Kizō Hisamoto
Area	
 • Designated city	557.02 km ² (215.07 sq mi)
Population (June 1, 2019)	
 • Designated city	1,524,601 (7th)
 • Metro ^[2] (2015)	2,419,973 (6th)
Time zone	UTC+9 (Japan Standard Time)
City symbols	
 • Tree	<i>Camellia sasanqua</i>
 • Flower	Hydrangea
Phone number	078-331-8181
Address	6-5-1 Kano-chō, Chūō-ku, Kōbe-shi, Hyōgo-ken 650-8570
Website	City of Kobe (http://www.city.kobe.lg.jp/foreign/english/index.html)

Kobe	
神戸	
"Kobe" in new-style (<i>shinjita</i>) kanji	
Japanese name	
Hiragana	こうべ
Katakana	コーベ
Kyūjitai	神戸
Shinjita	神戸
Transcriptions	
Romanization	Kōbe



Map of the Foreign Settlement

Image gallery



Kobe Port Tower Harborland Kobe Chinatown, Motomachi A panda at Oji Zoo

Wards

Kobe has nine wards (*ku*):

1. **Nishi-ku**: The westernmost area of Kobe, Nishi-ku overlooks the city of **Akashi** and is the site of **Kobe Gakuin University**. This ward has the largest population, with 247,000 residents.^[22]
2. **Kita-ku**: Kita-ku is the largest ward by area and contains the Rokko Mountain Range, including **Mount Rokkō** and **Mount Maya**. The area is well known for its rugged landscape and hiking trails. The **onsen** resort town of **Arima** also lies within Kita-ku.
3. **Tarumi-ku**: Tarumi-ku is a mostly residential area. The longest suspension bridge in the world, the **Akashi Kaikyō Bridge**, extends from **Maiko** in Tarumi-ku to **Awaji Island** to the south. A relatively new addition to Kobe, Tarumi-ku was not a part of the city until 1946.
4. **Suma-ku**: Suma-ku is the site of **Suma beach**, attracting visitors during the summer months.
5. **Nagata-ku**: Nagata-ku is the site of **Nagata Shrine**, one of the three "Great Shrines" in Kobe.
6. **Hyōgo-ku**: At various times known as **Ōwada Anchorage** or **Hyōgo Port**, this area is the historical heart of the city. **Shinkaichi** in Hyogo-ku was once the commercial center of Kobe, but was heavily damaged during **World War II**, and since, Hyogo-ku has lost much of its former prominence.
7. **Chūō-ku**: *Chūō* (中央) literally means "center" and, as such, Chūō-ku is the commercial and entertainment center of Kobe. **Sannomiya**, **Motomachi** and **Harborland** make up the main entertainment areas in Kobe. Chūō-ku includes the city hall and **Hyōgo prefectural** government offices. **Port Island** and **Kobe Airport** lie in the southern part of this ward.
8. **Nada-ku**: The site of **Oji Zoo** and **Kobe University**, **Nada** is known for its sake. Along with **Fushimi** in **Kyoto**, it accounts for 45% of Japan's sake production.^[23]
9. **Higashinada-ku**: The easternmost area of Kobe, Higashinada-ku borders the city of **Ashiya**. The man-made island of **Rokko** makes up the southern part of this ward.



Wards of Kobe

Climate

Kobe has a humid subtropical climate (Köppen climate classification *Cfa*) with hot summers and cool to cold winters. Precipitation is significantly higher in summer than in winter, though on the whole lower than most parts of Honshū, and there is no significant snowfall.

Climate data for Kobe, Hyōgo (Kobe Local Meteorological Office)													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °C (°F)	19.2 (66.6)	20.8 (69.4)	23.7 (74.7)	28.5 (83.3)	31.9 (89.4)	34.2 (93.6)	37.7 (99.9)	38.8 (101.8)	35.8 (96.4)	31.4 (88.5)	26.2 (79.2)	23.7 (74.7)	38.8 (101.8)
Average high °C (°F)	9.0 (48.2)	9.6 (49.3)	12.8 (55.0)	18.7 (65.7)	23.2 (73.8)	26.6 (79.9)	30.0 (86.0)	31.8 (89.2)	28.5 (83.3)	22.7 (72.9)	17.3 (63.1)	11.9 (53.4)	20.2 (68.4)
Daily mean °C (°F)	5.8 (42.4)	6.1 (43.0)	9.3 (48.7)	14.9 (58.8)	19.4 (66.9)	23.2 (73.8)	26.8 (80.2)	28.3 (82.9)	25.2 (77.4)	19.3 (66.7)	13.9 (57.0)	8.7 (47.7)	16.7 (62.1)
Average low °C (°F)	2.7 (36.9)	3.0 (37.4)	6.0 (42.8)	11.3 (52.3)	16.2 (61.2)	20.4 (68.7)	24.4 (75.9)	25.8 (78.4)	22.5 (72.5)	16.1 (61.0)	10.6 (51.1)	5.4 (41.7)	13.7 (56.7)
Record low °C (°F)	−6.4 (20.5)	−7.2 (19.0)	−5.0 (23.0)	−0.6 (30.9)	3.9 (39.0)	10.0 (50.0)	14.5 (58.1)	16.1 (61.0)	10.5 (50.9)	5.3 (41.5)	−0.2 (31.6)	−4.3 (24.3)	−7.2 (19.0)
Average precipitation mm (inches)	37.8 (1.49)	56.9 (2.24)	98.5 (3.88)	101.6 (4.00)	149.7 (5.89)	181.6 (7.15)	152.1 (5.99)	90.9 (3.58)	144.6 (5.69)	98.3 (3.87)	63.4 (2.50)	40.9 (1.61)	1,216.2 (47.88)
Average snowfall cm (inches)	1 (0.4)	1 (0.4)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (0.8)
Average precipitation days (≥ 0.5 mm)	6.2	7.3	10.9	9.9	10.6	12.2	11.0	6.7	10.3	8.5	6.3	6.3	106.4
Average relative humidity (%)	62	63	61	62	66	72	75	71	70	64	63	61	66
Mean monthly sunshine hours	145.8	137.0	159.9	189.8	193.7	154.2	174.5	215.5	153.2	167.1	150.5	154.0	1,995.1

Source: Japan Meteorological Agency (Average: 1981–2010, High: 1897 – present)^{[24][25]}

Demographics

As of September 2007, Kobe had an estimated population of 1,530,295 making up 658,876 households. This was an increase of 1,347 persons or approximately 0.1% over the previous year. The population density was approximately 2,768 persons per square kilometre, while there are about 90.2 males to every 100 females.^[26] About thirteen percent of the population are between the ages of 0 and 14, sixty-seven percent were between 15 and 64, and twenty percent were over the age of 65.^[27]

Approximately 44,000 registered foreign nationals live in Kobe. The four most common nationalities are Korean (22,237), Chinese (12,516), Vietnamese (1,301), and American (1,280).^[27]

Economy

The Port of Kobe is both an important port and manufacturing center within the Hanshin Industrial Region. Kobe is the busiest container port in the region, surpassing even Osaka, and the fourth-busiest in Japan.^[29]

Foreigners in Kobe ^[28]	
Nationality	Population (2018)
South Korea	17,175

As of 2004, the city's total real GDP was ¥6.3 trillion, which amounts to thirty-four percent of the GDP for Hyōgo Prefecture and approximately eight percent for the whole Kansai region.^{[30][31]} Per capita income for the year was approximately ¥2.7 million.^[30] Broken down by sector, about one percent of those employed work in the **primary sector** (agriculture, fishing and mining), twenty-one percent work in the **secondary sector** (manufacturing and industry), and seventy-eight percent work in the **service sector**.^[27]

The value of **manufactured goods** produced and exported from Kobe for 2004 was ¥2.5 trillion. The four largest sectors in terms of value of goods produced are small appliances, food products, transportation equipment, and communication equipment making up over fifty percent of Kobe's manufactured goods. In terms of numbers of employees, food products, small appliances, and transportation equipment make up the three largest sectors.^[32]

The GDP in Kobe Metropolitan Employment Area (2.4 million people) is US\$96.0 billion in 2010.^{[33][34]}

Major companies and institutes

Japanese companies which have their headquarters in Kobe include ASICS, a shoe manufacturer; Daiei, a department store chain; Kawasaki Heavy Industries, Kawasaki Shipbuilding Co., Mitsubishi Motors, Mitsubishi Heavy Industries (ship manufacturer), Mitsubishi Electric, Kobe Steel, Sumitomo Rubber Industries,^[35] Systemex Corporation (medical devices manufacturer)^[36] and TOA Corporation. Other companies include the confectionery manufacturers Konigs-Krone and Morozoff Ltd., Sun Television Japan and UCC Ueshima Coffee Co.

There are over 100 international corporations that have their East Asian or Japanese headquarters in Kobe. Of these, twenty-four are from China, eighteen from the United States, and nine from Switzerland.^[9] Some prominent corporations include Eli Lilly and Company, Nestlé, Procter & Gamble,^[37] Tempur-Pedic, Boehringer-Ingelheim, and Toys "R" Us. In 2018, April, Swift Engineering USA, an American aerospace engineering firm established their joint venture in Kobe called Swift Xi Inc.

Kobe is the site of a number of research institutes, such as the RIKEN Kobe Institute Center for developmental biology and medical imaging techniques,^[38] and Advanced Institute for Computational Science (AICS, home of the K supercomputer), the National Institute of Information and Communications Technology (NICT) Advanced ICT Research Institute,^{[39][40]} the National Research Institute for Earth Science and Disaster Prevention,^[41] and the Asian Disaster Reduction Center.^[42]

International organizations include the WHO Centre for Health Development, an intergovernmental agency forming part of the World Health Organization. The Consulate-General of Panama in Kobe is located on the eighth floor of the Moriyama Building in Chūō-ku, Kobe.^[43]

 People's Republic of China	13,205
 Vietnam	5,955
 Taiwan	1,309
Others	8,974



Kobe is the busiest port in the Kansai region



A map showing Kobe Metropolitan Employment Area.



Kawasaki Heavy Industries headquarters on Harborland Kawasaki Shipbuilding Co. headquarters on Kobe Harbor Procter & Gamble Asia headquarters on Rokko Island Nestlé Japan Ltd. headquarters on Sannomiya UCC Ueshima Coffee Co. headquarters on Port Island

Transportation

Air

Itami Airport in nearby Itami and Kobe Airport, built on a reclaimed island south of Port Island, offer mainly domestic flights, while Kansai International Airport in Osaka is the main international hub in the area.

Rail

Sannomiya Station is the main commuter hub in Kobe, serving as the transfer point for the three major intercity rail lines (see external map (http://mukiryoku.com/railmap_e.html)). The JR Kobe Line connects Kobe to Osaka and Himeji while both the Hankyū Kobe Line and the Hanshin Main Line run from Kobe to Umeda Station in Osaka. In addition, Kobe Municipal Subway provides access to the Sanyō Shinkansen at Shin-Kobe Station. Sanyō Electric Railway trains from Himeji reach Sannomiya via the Kobe Rapid Railway.

Other rail lines in Kobe include Kōbe Electric Railway which runs north to Sanda and Arima Onsen. Hokushin Kyūkō Railway connects Shin-Kobe Station to Tanigami Station on the Kobe Electric Railway. Kobe New Transit runs two lines, the Port Island Line from Sannomiya to Kobe Airport and the Rokko Island Line from JR Sumiyoshi Station to Rokko Island.

Over Mount Rokkō, the city has two funicular lines and three aerial lifts as well, namely Maya Cablecar, Rokkō Cable Line, Rokkō Arima Ropeway, Maya Ropeway, and Shin-Kobe Ropeway.

Road

Kobe is a hub in a number of expressways, including the Meishin Expressway (Nagoya – Kobe) and the Hanshin Expressway (Osaka – Kobe).^[44] Other expressways include the Sanyō Expressway (Kobe – Yamaguchi) and the Chūgoku Expressway (Osaka – Yamaguchi). The Kobe-Awaji-Naruto Expressway runs from Kobe to Naruto via Awaji Island and includes the Akashi Kaikyō Bridge, the longest suspension bridge in the world.



Near Shin-Kobe Station.

Education

The city of Kobe directly administers 169 elementary and 81 middle schools, with enrollments of approximately 80,200 and 36,000 students, respectively.^[45] If the city's four private elementary schools and fourteen private middle schools are included, these figures jump to a total 82,000 elementary school students and 42,300 junior high students enrolled for the 2006 school year.^{[27][46][47]}

Kobe also directly controls six of the city's twenty-five full-time public high schools including Fukiai High School and Rokkō Island High School. The remainder are administered by the Hyogo Prefectural Board of Education.^{[45][48]} In addition, twenty-five high schools are run privately within the city.^[49] The total enrollment for high schools in 2006 was 43,400.^[27]

Kobe is home to eighteen public and private universities, including Kobe University, Kobe Institute of Computing and Konan University, and eight junior colleges. Students enrolled for 2006 reached 67,000 and 4,100, respectively.^[27] Kobe is also home to 17 Japanese language schools for international students, including the international training group Lexis Japan.

International schools serve both long-term foreign residents and expatriates living in Kobe and the Kansai region. The schools offer instruction in English, German, Chinese, or Korean. There are three English-language international schools: Canadian Academy, Marist Brothers International School, and St. Michael's International School.

Culture

Kobe is most famous for its Kobe beef and Arima Onsen (hot springs). Notable buildings include the Ikuta Shrine as well as the Kobe Port Tower. It is well known for the night view of the city, from mountains such as Mount Rokkō, and Mount Maya as well as the coast. Kobe is also known for having a somewhat exotic atmosphere by Japanese standards, which is mainly as a result of its history as a port city.

The city is widely associated with cosmopolitanism and fashion, encapsulated in the Japanese phrase, "If you can't go to Paris, go to Kobe."^[50] The biannual fashion event Kobe Fashion Week, featuring the Kobe Collection, is held in Kobe.^[51] The jazz festival "Kobe Jazz Street" has been held every October at jazz clubs and hotels since 1981.^[52] It also hosts both a Festival, as well as a statue of Elvis Presley, whose unveiling was heralded by the presence of the former Prime Minister of Japan, Junichiro Koizumi.

Kobe is the site of Japan's first golf course, Kobe Golf Club, established by Arthur Hesketh Groom in 1903,^[53] and Japan's first mosque, Kobe Mosque, built in 1935.^[54] The city hosts the Kobe Regatta & Athletic Club, founded in 1870 by Alexander Cameron Sim,^[55] and a prominent foreign cemetery. A number of Western-style residences – *ijinkan* (異人館) – from the 19th century still stand in Kitano and elsewhere in Kobe. Museums include the Kobe City Museum and Museum of Literature.

The dialect spoken in Kobe is called *Kobe-ben*, a sub-dialect of Kansai dialect. It is famous for a perfect tense *-too* and a progressive tense *-yoo* instead of *Osakan* form *-toru* and standard form *-teiru*.

Sports

Club	Sport	League	Venue	Established
 Orix Buffaloes	Baseball	Pacific League	Kobe Sports Park Baseball Stadium Osaka Dome	1938
 Vissel Kobe	Football	J. League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	1995
 INAC Kobe Leonessa	Football	L. League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	2001
 Deução Kobe	Futsal	F. League	World Hall	1993
 Kobelco Steelers	Rugby	Top League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	1928
 Hisamitsu Springs	Volleyball	V.Premier League		1948
 Dragon Gate	Professional wrestling		Kobe World Memorial Hall	1997

Kobe played host to the 1991 Men's Asian Basketball Championship, which was the qualifier for the 1992 Summer Olympics Basketball Tournament. Kobe was one of the host cities of the 2002 FIFA World Cup, hosting matches at Noevir Stadium Kobe (then known as Wing Stadium Kobe), which was renovated to increase its capacity to 40,000 for the event. Kobe was one of the host cities for the official 2006 Women's Volleyball World Championship.

Kobe also hosted the World Darts Federation World Cup in October 2017. This was held in the Exhibition Hall in Port Island with over 50 countries competing.

International relations

Twin towns and sister cities

Kobe has a total of ten sister cities, friendship cities, and friendship and cooperation cities.^[56] They are:

Sister cities

- Seattle, United States (1957)^[56]
- Marseille, France (1961)^[56]
- Rio de Janeiro, Brazil (1969)^[56]
- Riga, Latvia (1974)^{[56][57]}
- Brisbane, Australia (1985)^[56]
- Barcelona, Spain (1993)^{[56][58]}
- Incheon, South Korea (2010)^[56]



The Akashi Kaikyō Bridge extends from Kobe to Awaji Island.



Kobe University main building



Weathercock House, one of the many foreign residences of the Kitano area of Kobe

Sister ports

Kobe's sister ports are:

- Port of Rotterdam, Netherlands (1967)^[56]
- Port of Seattle, United States (1967)^[56]

Partnerships

Other city affiliations:

- Tianjin, China (friendship city) (1973)^[56]
- Philadelphia, United States (friendship and cooperation city) (1986)^[56]
- Daegu, South Korea (friendship and cooperation city) (2010)^[56]

Gallery



Taisan-ji. The main hall is a **National Treasure of Japan**.



An'yō-in. Its karesansui is one of Japan's **Places of Scenic Beauty**.



This **nishiki-e** (colored woodcut) shows a foreign steamboat entering Hyōgo Port shortly after its opening to the West in the late 19th century.



Kobe from an airplane



Akashi Kaikyō Bridge



Downtown Kobe from Po-ai Shiosai Park



Sannomiya (downtown)



Night view from Kikuseidai



Downtown at night



Kobe night view from Nunobiki Herb Garden



Kobe **Earthquake Memorial Park**



Foreigners' cemetery on the slopes of Futatabiyama



Kobe **Municipal Arboretum**

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WIKIPEDIA

Kobe beef

Kobe beef (神戸ビーフ *Kōbe bīfu*) is Wagyu beef from the Tajima strain of Japanese Black cattle, raised in Japan's Hyōgo Prefecture according to rules set out by the Kobe Beef Marketing and Distribution Promotion Association.^[1] The meat is a delicacy, valued for its flavor, tenderness, and fatty, well-marbled texture. Kobe beef can be prepared as *steak*, *sukiyaki*, *shabu-shabu*, *sashimi*, and *teppanyaki*. Kobe beef is generally considered one of the three top brands (known as Sandai Wagyu, "the three big beefs"), along with *Matsusaka beef* and *Ōmi beef* or *Yonezawa beef*.

Kobe beef is also called *Kobe niku* (神戸肉, "Kobe meat"), *Kobe-gyu* (神戸牛) or *Kobe-ushi* (神戸牛, "Kobe cattle") in Japanese.^[1]

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History

Cattle were brought to Japan from China at the same time as the *cultivation of rice*, in about the second century CE, in the *Yayoi period*.^{[2]:209} Until about the time of the *Meiji Restoration* in 1868, they were used only as draught animals, in agriculture, forestry, mining and for transport, and as a source of fertiliser. Milk consumption was unknown, and – for cultural and religious reasons – meat was not eaten.^{[3]:24}^[5]

Japan was effectively isolated from the rest of the world from 1635 until 1854; there was no possibility of intromission of foreign genes to the cattle population during this time. Between 1868, the year of the Meiji Restoration, and 1887, some 2600 foreign cattle were imported, including *Braunvieh*, *Shorthorn*, and *Devon*.^{[3]:8}^[6] Between about 1900 and 1910 there was extensive cross-breeding of these with native stock. From 1919, the various heterogeneous regional populations that resulted from this brief period of cross-breeding were registered and selected as "Improved Japanese Cattle". Four separate strains were characterised, based mainly on which type of foreign cattle had most influenced the hybrids, and were recognised as breeds in 1944. These were the four *wagyu* breeds, the *Japanese Black*, the *Japanese Brown*, the *Japanese Polled* and the *Japanese Shorthorn*.^{[3]:8}^[6] The Tajima is a strain of the Japanese Black, the most populous breed (around 90% of the four breeds).^[7]^[8]

Beef consumption remained low until after *World War II*. Kobe beef grew in popularity and extended its global reach in the 1980s and 1990s.^[9]

In 1983, the Kobe Beef Marketing and Distribution Promotion Association was formed to define and promote the Kobe *trademark*. It sets standards for animals to be labeled as Kobe beef.^[10]

In 2009, the USDA placed a ban on the import of all Japanese beef to prevent the *Japan foot-and-mouth outbreak* from reaching US shores. The ban was relaxed in August 2012. Shortly thereafter, Kobe beef was imported into the US for the first time.^[11]

Industry

Kobe beef in Japan is a registered trademark of the Kobe Beef Marketing and Distribution Promotion Association (神戸肉流通推進協議会 *Kōbeniku Ryūtsū Suishin Kyōgikai*).^[12] It must fulfill all the following conditions:^[1]

- Tajima cattle born in Hyōgo Prefecture
- Farm feeding in Hyōgo Prefecture
- Bullock (steer or castrated bull)
- Processed at slaughterhouses in Kobe, Nishinomiya, Sanda, Kakogawa, or Himeji in Hyōgo Prefecture
- Marbling ratio, called BMS, of level 6 and above^[13]
- Meat quality score of 4 or 5^[13]
- Gross weight of beef from one animal is 470 kg or less.

The cattle are fed on grain fodder and brushed sometimes for setting fur.^[14]^[15] The melting point of fat of Kobe beef (Tajima cattle) is lower than common beef fat.^[16]

Kobe beef is expensive, as only about 3,000 head of cattle may qualify as Kobe.^[6] As of March 2018, imported Kobe beef on sale in *Harrods* cost £625 per kilo.^[17] In Japan, all cattle, not just those that end up as Kobe beef, can be tracked via a 10-digit number through every step of its entire lifecycle.^[18]

Kobe beef in other countries

Prior to 2012, Kobe beef was not exported. The first exports, in January 2012, were to *Macau*, then to *Hong Kong* in July 2012.^[19] Since then, exports have also been made to the *United States*, *Singapore*, *Thailand*^[20], the *United Kingdom*^[21] and one chef in *Canada*.^[22]

"Kobe-style" beef



Kobe beef



Kobe beef meal served in a steakhouse in Kobe



Tajima cattle on a Hyōgo farm



Tajima cattle on a Hyōgo farm

The increase in popularity of Japanese beef in the United States has led to the creation of "Kobe-style" beef, taken from domestically raised Wagyu crossbred with Angus cattle, to meet the demand. Farms in the United States and Britain have attempted to replicate the Kobe traditions.^[23] From the first Wagyu cattle imported in the 1970s, 150 US ranches now raise "tens of thousands of Wagyu cattle".^[24]

The meat produced by these cross-breeds is different from the "authentic" Kobe beef, though this is "often by design", due to the perception that American palates do not actually want the richness of Japanese beef and would prefer a more familiar flavor profile.^[7] Some US meat producers claim any differences between their less expensive "Kobe-style" beef and true Kobe beef are largely cosmetic.^[25] Cuts of US "Kobe-style" beef tend to have darker meat and a bolder flavor.^[26]

In Europe, UK grocery retailer Asda, owned by Walmart, introduced Wagyu beef at the end of 2011 under its Butcher's Selection line using meat from a herd in Yorkshire, "bred from Holstein dairy cows impregnated with Wagyu semen". This not only made the beef more affordable, but it also resulted in less marbled meat more familiar to UK consumers.^[4] In June 2014, the German discounter Aldi announced that it was going to introduce Wagyu beef steaks, "with every store receiving a limited number of 50 steaks, priced at a very competitive £6.99 for an 8-oz (225-g) sirloin and rib eye". However, Aldi's Wagyu beef was sourced from New Zealand, where the exclusively grass-fed cattle are allowed to roam, more in keeping with changing standards of animal welfare (in Japan cattle are "confined in small pens and given much more energy-dense feed").^[4]

Mislabelling

The proliferation of beef outside Japan marketed as Kobe beef is an issue for Kobe beef farmers. Due to a lack of legal recognition of the Kobe beef trademark in the United States, it is possible to sell meat that is incorrectly labeled as Kobe beef.^{[27][28]} The Kobe Beef Marketing and Distribution Promotion Association planned to publish pamphlets about Kobe beef in foreign languages.^[29]

Japan has a Wagyu Beef Export Promotion Committee.^[7]

See also

- Akaushi
- Geographical indication
- Matsusaka beef
- Mishima beef
- Yonezawa beef
- List of delicacies



Hyōgo prefecture, where authentic Kobe beef is produced

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city and port on Osaka Bay in southern Honshu, Japan *population* 1,544,200

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Kobe beef




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Kobe beef

noun

Ko·be beef | \ 'kō-bē-  -, bā-\
variants: or less commonly Kobe

Definition of *Kobe beef*

: highly marbled premium beef from Japanese [Wagyu](#) cattle of the Kobe region of southern [Honsu](#) that is noted for exceptional tenderness and flavor

First Known Use of *Kobe beef*

1889, in the meaning defined [above](#)

History and Etymology for *Kobe beef*

Kobe, Japan

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deleterious 

harmful in a subtle or unexpected way

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syllabuses

syllapodes

syllabalacra

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'Appraise' or 'Apprise'

You can't put a price on usage

•

Scratching the Surface of 'From Scratch'

Out of nothing comes something.

•

'Adverse' or 'Averse'?

Don't be opposed to using either
one

•

Calling In a New 'Brigade'

A dark tactic in internet democracy.

ASK THE EDITORS

•

On Contractions of Multiple Words

You all would not have guessed some of these

•

A Look at Uncommon Onomatopocia

Some imitative words are more surprising than others

•

Literally

How to use a word that (literally) drives some people nuts.

•

Is Singular 'They' a Better Choice?

The awkward case of 'his or her'

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Kōbe

Kōbe, city, capital of Hyōgo *ken* (prefecture), west-central Honshu, Japan. Kōbe, its neighbouring city Ōsaka, and nearby Kyōto are the centres of the Keihanshin Industrial Zone, the second largest urban and industrial agglomeration in Japan, and the city and its surroundings constitute the western portion of the Ōsaka-Kōbe metropolitan area.



Shrine in Kōbe, Japan.
© Digital Vision/Getty Images



Burning and collapsed buildings in Kōbe, Japan, after the January 1995 earthquake.
Dr. Roger Hutchison/NGDC



Kōbe: Kawasaki shipyard
The Kawasaki shipyard in Kōbe, Japan.
Lombroso

Kōbe is situated at the eastern end of the Inland Sea on Ōsaka Bay, about 20 miles (30 km) west of Ōsaka. The city is confined to a narrow shelf of land between the Rokkō Mountains to the north and the sea to the south. Kōbe's climate is temperate, with cool winters and hot, humid summers; annual rainfall is about 54 inches (1,360 mm). The area is subject to typhoons in September that occasionally are disastrous. On January 17, 1995, Kōbe was struck by a powerful earthquake that damaged or destroyed about 100,000 buildings in the metropolitan area and killed more than 5,000 people.

The street pattern of Kōbe reflects its location between the mountains and the bay: main streets run east-west, crossed by short north-south streets. The coastline has been altered by reclamation for port facilities and industries. The central shopping street, Motomachi, runs between the city's two major railway stations, while the central business district is near the harbour.

Kōbe's port has long been one of the most important in Japan; in the early 1970s it was combined administratively with that of Ōsaka. In addition to its prominence in shipping, Kōbe is preeminent among Japanese cities in shipbuilding and steel production. The city is served by a dense network of freight and commuter rail lines, including Shinkansen bullet trains. Express highways also link Kōbe with Ōsaka, Kyōto, and Nagoya. The Akashi Kaikyō Bridge, the world's longest suspension bridge at the time of its completion in 1998, links Kōbe with the island of Awaji, in Ōsaka Bay, and another road bridge connects Awaji Island to the city of Naruto on Shikoku.

There are several institutions of higher education in Kōbe, including Kōbe University and Hyōgo University of Teacher Education. The Rokkō Mountains are included within Inland Sea National Park and are accessible by motor road or by cable car; recreational facilities in the range include a golf course, ponds for swimming, and a spa at Arima. Area 213 square miles (551 square km). Pop. (2010) 1,544,200; (2015) 1,537,272.

This article was most recently revised and updated by Michael Ray, Associate Editor.

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WIKIPEDIA

Kobe (disambiguation)

Kobe is the fifth-largest city in Japan and capital of the Hyōgo prefecture.

Kobe or **KOBE** may also refer to:

Places

- [Kobe, California](#), a former community in Yolo County
- [Kobé](#), a department of the Wadi Fira region in Chad

People

- [Kobe Bryant](#) (born 1978), a retired professional American basketball player who played for the Los Angeles Lakers
- [Kobe \(singer\)](#), Chicago-based singer
- [Kobe Paras](#) (born 1997), Filipino basketball player
- [Kobe Tai](#) (born 1972), pornographic actress
- [Masahiko Kobe](#) (born 1969), the Iron Chef Italian
- [Sam Hartman-Kenzler](#), sports commentator for [Riot Games](#), known better by his in-game ID Kobe

Other uses

- [Kobe beef](#), traditionally raised beef from the prefecture surrounding Kobe in Japan
- ICAO airport code [KOBE](#): [Okeechobee County Airport](#), in Okeechobee, Florida, United States
- [KOBE \(AM\)](#), a radio station (1450 AM) licensed to Las Cruces, New Mexico, United States

See also

- [Cobe \(disambiguation\)](#)
 - [Coby \(disambiguation\)](#)
 - [Kobi \(disambiguation\)](#)
-

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Kobe

Kobe (/ˈkoʊbi, -beɪ/ *KOH-bee, -bay*, Japanese: [ko̞˧.be̞˧]; officially 神戸市 *Kōbe-shi*) is the sixth-largest city in Japan and the capital city of Hyōgo Prefecture. It is located on the southern side of the main island of Honshū, on the north shore of Osaka Bay and about 30 km (19 mi) west of Osaka. With a population around 1.5 million, the city is part of the Keihanshin metropolitan area along with Osaka and Kyoto.^[3]

The earliest written records regarding the region come from the *Nihon Shoki*, which describes the founding of the Ikuta Shrine by Empress Jingū in AD 201.^{[4][5]} For most of its history, the area was never a single political entity, even during the Tokugawa period, when the port was controlled directly by the Tokugawa shogunate. Kobe did not exist in its current form until its founding in 1889. Its name comes from *kanbe* (神戸, an archaic title for supporters of the city's Ikuta Shrine).^{[6][7]} Kobe became one of Japan's designated cities in 1956.

Kobe was one of the cities to open for trade with the West following the 1853 end of the policy of seclusion and has since been known as a cosmopolitan and nuclear-free zone port city. While the 1995 Great Hanshin earthquake diminished much of Kobe's prominence as a port city, it remains Japan's fourth-busiest container port.^[8] Companies headquartered in Kobe include ASICS, Kawasaki Heavy Industries, and Kobe Steel, as well as over 100 international corporations with Asian or Japanese headquarters in the city, such as Eli Lilly and Company, Procter & Gamble, Boehringer Ingelheim, and Nestlé.^{[9][10]} The city is the point of origin and namesake of Kobe beef, as well as the site of one of Japan's most famous hot spring resorts, Arima Onsen.

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History

Media related to History of Kobe at Wikimedia Commons

Origins to the Meiji era


Tools found in western Kobe demonstrate the area was populated at least from the Jōmon period.^[11] The natural geography of the area, particularly of Wada Cape in Hyōgo-ku, led to the development of a port, which would remain the economic center of the city.^[12] Some of the earliest written documents mentioning the region include the *Nihon Shoki*, which describes the founding of the Ikuta Shrine by Empress Jingū in AD 201.^[4]

During the Nara and Heian periods, the port was known by the name Ōwada Anchorage (*Ōwada-no-tomari*) and was one of the ports from which imperial embassies to China were dispatched.^{[5][11]} The city was briefly the capital of Japan in 1180, when Taira no Kiyomori moved his grandson Emperor Antoku to Fukuhara in present-day Hyōgo-ku.^[11] The Emperor returned to Kyoto after about five months.^[5] Shortly thereafter in 1184, the Taira fortress in Hyōgo-ku and the nearby Ikuta Shrine became the sites of the Genpei War battle of Ichi-no-Tani between the Taira and Minamoto clans. The Minamoto prevailed, pushing the Taira further.


Kobe
神戸市

Designated city


Kobe City^[1]




From top left: Port of Kobe, Akashi Kaikyō Bridge, Kitano-chō, Kobe Chinatown, night view from Kikuseidai of Mt. Maya, Kobe Port Tower



Flag



Wikimedia | © OpenStreetMap



50km

Location of Kobe in Hyōgo Prefecture

As the port grew during the Kamakura period, it became an important hub for trade with China and other countries. In the 13th century, the city came to be known by the name Hyōgo Port (兵庫津 *Hyōgo-tsu*).^[12] During this time, Hyōgo Port, along with northern Osaka, composed the province of Settsu (most of today's Kobe belonged to Settsu except Nishi Ward and Tarumi Ward, which belonged to Harima).

Later, during the Edo period, the eastern parts of present-day Kobe came under the jurisdiction of the Amagasaki Domain and the western parts under that of the Akashi Domain, while the center was controlled directly by the Tokugawa shogunate.^{[13][14]} It was not until the abolition of the han system in 1871 and the establishment of the current prefecture system that the area became politically distinct.

Hyōgo Port was opened to foreign trade by the Shogunal government at the same time as Osaka on January 1, 1868, just before the advent of the Boshin War and the Meiji Restoration.^[15] The region has since been identified with the West and many foreign residences from the period remain in Kobe's Kitano area.



Hyōgo Port in the 19th century^[16] The Bund, built in the 1860s - 1930s Kitano area, built in the 1880s - 1910s Former prefectural office, built in 1902

Modern era

Kobe, as it is known today, was founded on April 1, 1889, and was designated on September 1, 1956 by government ordinance. The history of the city is closely tied to that of the Ikuta Shrine, and the name "Kobe" derives from *kamube* (神戸, later *kanbe*), an archaic name for those who supported the shrine.^{[6][7]}

During World War II, Kobe was bombed in the Doolittle Raid on April 18, 1942, along with Tokyo and a few other cities. Eventually, it was bombed again with incendiary bombs by B-29 bombers on March 17, 1945, causing the death of 8,841 residents and destroying 21% of Kobe's urban area. This incident inspired the well-known Studio Ghibli film *Grave of the Fireflies* and the book by Akiyuki Nosaka on which the film was based.

Following continuous pressure from citizens, on March 18, 1975, the Kobe City Council passed an ordinance banning vessels carrying nuclear weapons from Kobe Port. This effectively prevented any U.S. warships from entering the port, policy being not to disclose whether any warship is carrying nuclear weapons. This nonproliferation policy has been termed the "Kobe formula".^{[17][18]}

On January 17, 1995, a magnitude 6.9 earthquake occurred at 5:46 am JST near the city. About 6,434 people in the city were killed, 212,443 were made homeless, and large parts of the port facilities and other parts of the city were destroyed.^{[19][20]} The earthquake destroyed portions of the Hanshin Expressway, an elevated freeway that dramatically toppled over. In Japan, the earthquake is known as the Great Hanshin earthquake (or the Hanshin-Awaji earthquake). To commemorate Kobe's recovery from the 1995 quake, the city holds an event every December called the Luminarie, where the city center is decorated with illuminated metal archways.

The Port of Kobe was Japan's busiest port and one of Asia's top ports until the Great Hanshin earthquake.^[21] Kobe has since dropped to fourth in Japan and 49th-busiest container port worldwide (as of 2012).

Geography

Wedge between the coast and the mountains, the city of Kobe is long and narrow. To the east is the city of Ashiya, while the city of Akashi lies to its west. Other adjacent cities include Takarazuka and Nishinomiya to the east and Sanda and Miki to the north.

The landmark of the port area is the red steel Port Tower. A Ferris wheel sits in nearby Harborland, a notable tourist promenade. Two artificial islands, Port Island and Rokkō Island, have been constructed to give the city room to expand.

Away from the seaside at the heart of Kobe lie the Motomachi and Sannomiya districts, as well as Kobe's Chinatown, Nankinmachi, all well-known retail areas. A multitude of train lines cross the city from east to west. The main transport hub is Sannomiya Station, with the eponymous Kobe Station located to the west and the Shinkansen Shin-Kobe Station to the north.

Mount Rokkō overlooks Kobe at an elevation of 931 meters. During the autumn season, it is famous for the rich change in colors of its forests.



A panorama of Kobe, its harbor, and Port Island from Kobe Port Tower

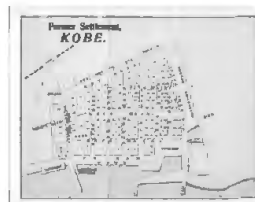


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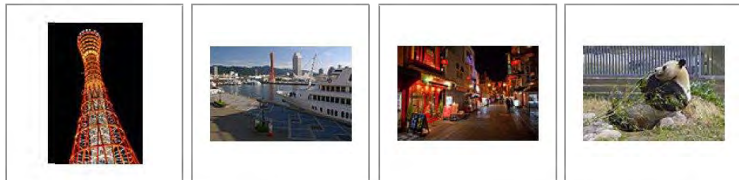
Country	Japan
Region	Kansai
Prefecture	Hyōgo Prefecture
Government	
 • Mayor	Kizō Hisamoto
Area	
 • Designated city	557.02 km ² (215.07 sq mi)
Population (June 1, 2019)	
 • Designated city	1,524,601 (7th)
 • Metro ^[2] (2015)	2,419,973 (6th)
Time zone	UTC+9 (Japan Standard Time)
City symbols	
 • Tree	<i>Camellia sasanqua</i>
 • Flower	Hydrangea
Phone number	078-331-8181
Address	6-5-1 Kano-chō, Chūō-ku, Kōbe-shi, Hyōgo-ken 650-8570
Website	City of Kobe (http://www.city.kobe.lg.jp/foreign/english/index.html)

Kobe	
神戸	
"Kobe" in new-style (<i>shinjita</i>) kanji	
Japanese name	
Hiragana	こうべ
Katakana	コーベ
Kyūjitai	神戸
Shinjita	神戸
Transcriptions	
Romanization	Kōbe



Map of the Foreign Settlement

Image gallery



Kobe Port Tower Harborland Kobe Chinatown, Motomachi A panda at Oji Zoo

Wards

Kobe has nine wards (*ku*):

1. **Nishi-ku**: The westernmost area of Kobe, Nishi-ku overlooks the city of **Akashi** and is the site of **Kobe Gakuin University**. This ward has the largest population, with 247,000 residents.^[22]
2. **Kita-ku**: Kita-ku is the largest ward by area and contains the Rokko Mountain Range, including **Mount Rokkō** and **Mount Maya**. The area is well known for its rugged landscape and hiking trails. The **onsen** resort town of **Arima** also lies within Kita-ku.
3. **Tarumi-ku**: Tarumi-ku is a mostly residential area. The longest suspension bridge in the world, the **Akashi Kaikyō Bridge**, extends from **Maiko** in Tarumi-ku to **Awaji Island** to the south. A relatively new addition to Kobe, Tarumi-ku was not a part of the city until 1946.
4. **Suma-ku**: Suma-ku is the site of **Suma beach**, attracting visitors during the summer months.
5. **Nagata-ku**: Nagata-ku is the site of **Nagata Shrine**, one of the three "Great Shrines" in Kobe.
6. **Hyōgo-ku**: At various times known as **Ōwada Anchorage** or **Hyōgo Port**, this area is the historical heart of the city. **Shinkaichi** in Hyogo-ku was once the commercial center of Kobe, but was heavily damaged during **World War II**, and since, Hyogo-ku has lost much of its former prominence.
7. **Chūō-ku**: *Chūō* (中央) literally means "center" and, as such, Chūō-ku is the commercial and entertainment center of Kobe. **Sannomiya**, **Motomachi** and **Harborland** make up the main entertainment areas in Kobe. Chūō-ku includes the city hall and **Hyōgo prefectural government offices**. **Port Island** and **Kobe Airport** lie in the southern part of this ward.
8. **Nada-ku**: The site of **Oji Zoo** and **Kobe University**, **Nada** is known for its sake. Along with **Fushimi** in **Kyoto**, it accounts for 45% of Japan's sake production.^[23]
9. **Higashinada-ku**: The easternmost area of Kobe, Higashinada-ku borders the city of **Ashiya**. The man-made island of **Rokko** makes up the southern part of this ward.



Wards of Kobe

Climate

Kobe has a humid subtropical climate (Köppen climate classification *Cfa*) with hot summers and cool to cold winters. Precipitation is significantly higher in summer than in winter, though on the whole lower than most parts of Honshū, and there is no significant snowfall.

Climate data for Kobe, Hyōgo (Kobe Local Meteorological Office)													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °C (°F)	19.2 (66.6)	20.8 (69.4)	23.7 (74.7)	28.5 (83.3)	31.9 (89.4)	34.2 (93.6)	37.7 (99.9)	38.8 (101.8)	35.8 (96.4)	31.4 (88.5)	26.2 (79.2)	23.7 (74.7)	38.8 (101.8)
Average high °C (°F)	9.0 (48.2)	9.6 (49.3)	12.8 (55.0)	18.7 (65.7)	23.2 (73.8)	26.6 (79.9)	30.0 (86.0)	31.8 (89.2)	28.5 (83.3)	22.7 (72.9)	17.3 (63.1)	11.9 (53.4)	20.2 (68.4)
Daily mean °C (°F)	5.8 (42.4)	6.1 (43.0)	9.3 (48.7)	14.9 (58.8)	19.4 (66.9)	23.2 (73.8)	26.8 (80.2)	28.3 (82.9)	25.2 (77.4)	19.3 (66.7)	13.9 (57.0)	8.7 (47.7)	16.7 (62.1)
Average low °C (°F)	2.7 (36.9)	3.0 (37.4)	6.0 (42.8)	11.3 (52.3)	16.2 (61.2)	20.4 (68.7)	24.4 (75.9)	25.8 (78.4)	22.5 (72.5)	16.1 (61.0)	10.6 (51.1)	5.4 (41.7)	13.7 (56.7)
Record low °C (°F)	−6.4 (20.5)	−7.2 (19.0)	−5.0 (23.0)	−0.6 (30.9)	3.9 (39.0)	10.0 (50.0)	14.5 (58.1)	16.1 (61.0)	10.5 (50.9)	5.3 (41.5)	−0.2 (31.6)	−4.3 (24.3)	−7.2 (19.0)
Average precipitation mm (inches)	37.8 (1.49)	56.9 (2.24)	98.5 (3.88)	101.6 (4.00)	149.7 (5.89)	181.6 (7.15)	152.1 (5.99)	90.9 (3.58)	144.6 (5.69)	98.3 (3.87)	63.4 (2.50)	40.9 (1.61)	1,216.2 (47.88)
Average snowfall cm (inches)	1 (0.4)	1 (0.4)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (0.8)
Average precipitation days (≥ 0.5 mm)	6.2	7.3	10.9	9.9	10.6	12.2	11.0	6.7	10.3	8.5	6.3	6.3	106.4
Average relative humidity (%)	62	63	61	62	66	72	75	71	70	64	63	61	66
Mean monthly sunshine hours	145.8	137.0	159.9	189.8	193.7	154.2	174.5	215.5	153.2	167.1	150.5	154.0	1,995.1

Source: Japan Meteorological Agency (Average: 1981–2010, High: 1897 – present)^{[24][25]}

Demographics

As of September 2007, Kobe had an estimated population of 1,530,295 making up 658,876 households. This was an increase of 1,347 persons or approximately 0.1% over the previous year. The population density was approximately 2,768 persons per square kilometre, while there are about 90.2 males to every 100 females.^[26] About thirteen percent of the population are between the ages of 0 and 14, sixty-seven percent were between 15 and 64, and twenty percent were over the age of 65.^[27]

Approximately 44,000 registered foreign nationals live in Kobe. The four most common nationalities are Korean (22,237), Chinese (12,516), Vietnamese (1,301), and American (1,280).^[27]

Economy

The Port of Kobe is both an important port and manufacturing center within the Hanshin Industrial Region. Kobe is the busiest container port in the region, surpassing even Osaka, and the fourth-busiest in Japan.^[29]

Foreigners in Kobe ^[28]	
Nationality	Population (2018)
South Korea	17,175

As of 2004, the city's total real GDP was ¥6.3 trillion, which amounts to thirty-four percent of the GDP for Hyōgo Prefecture and approximately eight percent for the whole Kansai region.^{[30][31]} Per capita income for the year was approximately ¥2.7 million.^[30] Broken down by sector, about one percent of those employed work in the primary sector (agriculture, fishing and mining), twenty-one percent work in the secondary sector (manufacturing and industry), and seventy-eight percent work in the service sector.^[27]

The value of manufactured goods produced and exported from Kobe for 2004 was ¥2.5 trillion. The four largest sectors in terms of value of goods produced are small appliances, food products, transportation equipment, and communication equipment making up over fifty percent of Kobe's manufactured goods. In terms of numbers of employees, food products, small appliances, and transportation equipment make up the three largest sectors.^[32]

The GDP in Kobe Metropolitan Employment Area (2.4 million people) is US\$96.0 billion in 2010.^{[33][34]}

Major companies and institutes

Japanese companies which have their headquarters in Kobe include ASICS, a shoe manufacturer; Daiei, a department store chain; Kawasaki Heavy Industries, Kawasaki Shipbuilding Co., Mitsubishi Motors, Mitsubishi Heavy Industries (ship manufacturer), Mitsubishi Electric, Kobe Steel, Sumitomo Rubber Industries,^[35] Systemx Corporation (medical devices manufacturer)^[36] and TOA Corporation. Other companies include the confectionery manufacturers Konigs-Krone and Morozoff Ltd., Sun Television Japan and UCC Ueshima Coffee Co.

There are over 100 international corporations that have their East Asian or Japanese headquarters in Kobe. Of these, twenty-four are from China, eighteen from the United States, and nine from Switzerland.^[9] Some prominent corporations include Eli Lilly and Company, Nestlé, Procter & Gamble,^[37] Tempur-Pedic, Boehringer-Ingelheim, and Toys "R" Us. In 2018, April, Swift Engineering USA, an American aerospace engineering firm established their joint venture in Kobe called Swift Xi Inc.

Kobe is the site of a number of research institutes, such as the RIKEN Kobe Institute Center for developmental biology and medical imaging techniques,^[38] and Advanced Institute for Computational Science (AICS, home of the K supercomputer), the National Institute of Information and Communications Technology (NICT) Advanced ICT Research Institute,^{[39][40]} the National Research Institute for Earth Science and Disaster Prevention,^[41] and the Asian Disaster Reduction Center.^[42]

International organizations include the WHO Centre for Health Development, an intergovernmental agency forming part of the World Health Organization. The Consulate-General of Panama in Kobe is located on the eighth floor of the Moriyama Building in Chūō-ku, Kobe.^[43]

 People's Republic of China	13,205
 Vietnam	5,955
 Taiwan	1,309
Others	8,974



Kobe is the busiest port in the Kansai region



A map showing Kobe Metropolitan Employment Area.



Kawasaki Heavy Industries headquarters on Harborland | Kawasaki Shipbuilding Co. headquarters on Kobe Harbor | Procter & Gamble Asia headquarters on Rokko Island | Nestlé Japan Ltd. headquarters on Sannomiya | UCC Ueshima Coffee Co. headquarters on Port Island

Transportation

Air

Itami Airport in nearby Itami and Kobe Airport, built on a reclaimed island south of Port Island, offer mainly domestic flights, while Kansai International Airport in Osaka is the main international hub in the area.

Rail

Sannomiya Station is the main commuter hub in Kobe, serving as the transfer point for the three major intercity rail lines (see external map (http://mukiryoku.com/railmap_e.html)). The JR Kobe Line connects Kobe to Osaka and Himeji while both the Hankyū Kobe Line and the Hanshin Main Line run from Kobe to Umeda Station in Osaka. In addition, Kobe Municipal Subway provides access to the Sanyō Shinkansen at Shin-Kobe Station. Sanyō Electric Railway trains from Himeji reach Sannomiya via the Kobe Rapid Railway.

Other rail lines in Kobe include Kōbe Electric Railway which runs north to Sanda and Arima Onsen. Hokushin Kyūkō Railway connects Shin-Kobe Station to Tanigami Station on the Kobe Electric Railway. Kobe New Transit runs two lines, the Port Island Line from Sannomiya to Kobe Airport and the Rokko Island Line from JR Sumiyoshi Station to Rokko Island.

Over Mount Rokkō, the city has two funicular lines and three aerial lifts as well, namely Maya Cablecar, Rokkō Cable Line, Rokkō Arima Ropeway, Maya Ropeway, and Shin-Kobe Ropeway.

Road

Kobe is a hub in a number of expressways, including the Meishin Expressway (Nagoya – Kobe) and the Hanshin Expressway (Osaka – Kobe).^[44] Other expressways include the Sanyō Expressway (Kobe – Yamaguchi) and the Chūgoku Expressway (Osaka – Yamaguchi). The Kobe-Awaji-Naruto Expressway runs from Kobe to Naruto via Awaji Island and includes the Akashi Kaikyō Bridge, the longest suspension bridge in the world.



Near Shin-Kobe Station.

Education

The city of Kobe directly administers 169 elementary and 81 middle schools, with enrollments of approximately 80,200 and 36,000 students, respectively.^[45] If the city's four private elementary schools and fourteen private middle schools are included, these figures jump to a total 82,000 elementary school students and 42,300 junior high students enrolled for the 2006 school year.^{[27][46][47]}

Kobe also directly controls six of the city's twenty-five full-time public high schools including Fukiai High School and Rokkō Island High School. The remainder are administered by the Hyogo Prefectural Board of Education.^{[45][48]} In addition, twenty-five high schools are run privately within the city.^[49] The total enrollment for high schools in 2006 was 43,400.^[27]

Kobe is home to eighteen public and private universities, including Kobe University, Kobe Institute of Computing and Konan University, and eight junior colleges. Students enrolled for 2006 reached 67,000 and 4,100, respectively.^[27] Kobe is also home to 17 Japanese language schools for international students, including the international training group Lexis Japan.

International schools serve both long-term foreign residents and expatriates living in Kobe and the Kansai region. The schools offer instruction in English, German, Chinese, or Korean. There are three English-language international schools: Canadian Academy, Marist Brothers International School, and St. Michael's International School.

Culture

Kobe is most famous for its Kobe beef and Arima Onsen (hot springs). Notable buildings include the Ikuta Shrine as well as the Kobe Port Tower. It is well known for the night view of the city, from mountains such as Mount Rokkō, and Mount Maya as well as the coast. Kobe is also known for having a somewhat exotic atmosphere by Japanese standards, which is mainly as a result of its history as a port city.

The city is widely associated with cosmopolitanism and fashion, encapsulated in the Japanese phrase, "If you can't go to Paris, go to Kobe."^[50] The biannual fashion event Kobe Fashion Week, featuring the Kobe Collection, is held in Kobe.^[51] The jazz festival "Kobe Jazz Street" has been held every October at jazz clubs and hotels since 1981.^[52] It also hosts both a Festival, as well as a statue of Elvis Presley, whose unveiling was heralded by the presence of the former Prime Minister of Japan, Junichiro Koizumi.

Kobe is the site of Japan's first golf course, Kobe Golf Club, established by Arthur Hesketh Groom in 1903,^[53] and Japan's first mosque, Kobe Mosque, built in 1935.^[54] The city hosts the Kobe Regatta & Athletic Club, founded in 1870 by Alexander Cameron Sim,^[55] and a prominent foreign cemetery. A number of Western-style residences – *ijinkan* (異人館) – from the 19th century still stand in Kitano and elsewhere in Kobe. Museums include the Kobe City Museum and Museum of Literature.

The dialect spoken in Kobe is called *Kobe-ben*, a sub-dialect of Kansai dialect. It is famous for a perfect tense *-too* and a progressive tense *-yoo* instead of *Osakan* form *-toru* and standard form *-teiru*.

Sports

Club	Sport	League	Venue	Established
Orix Buffaloes	Baseball	Pacific League	Kobe Sports Park Baseball Stadium Osaka Dome	1938
Vissel Kobe	Football	J. League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	1995
INAC Kobe Leonessa	Football	L. League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	2001
Deução Kobe	Futsal	F. League	World Hall	1993
Kobelco Steelers	Rugby	Top League	Noevir Stadium Kobe Kobe Universiade Memorial Stadium	1928
Hisamitsu Springs	Volleyball	V.Premier League		1948
Dragon Gate	Professional wrestling		Kobe World Memorial Hall	1997

Kobe played host to the 1991 Men's Asian Basketball Championship, which was the qualifier for the 1992 Summer Olympics Basketball Tournament. Kobe was one of the host cities of the 2002 FIFA World Cup, hosting matches at Noevir Stadium Kobe (then known as Wing Stadium Kobe), which was renovated to increase its capacity to 40,000 for the event. Kobe was one of the host cities for the official 2006 Women's Volleyball World Championship.

Kobe also hosted the World Darts Federation World Cup in October 2017. This was held in the Exhibition Hall in Port Island with over 50 countries competing.

International relations

Twin towns and sister cities

Kobe has a total of ten sister cities, friendship cities, and friendship and cooperation cities.^[56] They are:

Sister cities

- Seattle, United States (1957)^[56]
- Marseille, France (1961)^[56]
- Rio de Janeiro, Brazil (1969)^[56]
- Riga, Latvia (1974)^{[56][57]}
- Brisbane, Australia (1985)^[56]
- Barcelona, Spain (1993)^{[56][58]}
- Incheon, South Korea (2010)^[56]



The Akashi Kaikyō Bridge extends from Kobe to Awaji Island.



Kobe University main building



Weathercock House, one of the many foreign residences of the Kitano area of Kobe

Sister ports

Kobe's sister ports are:

- Port of Rotterdam, Netherlands (1967)^[56]
- Port of Seattle, United States (1967)^[56]

Partnerships

Other city affiliations:

- Tianjin, China (friendship city) (1973)^[56]
- Philadelphia, United States (friendship and cooperation city) (1986)^[56]
- Daegu, South Korea (friendship and cooperation city) (2010)^[56]

Gallery



Taisan-ji. The main hall is a National Treasure of Japan.



An'yō-in. Its karesansui is one of Japan's Places of Scenic Beauty.



This nishiki-e (colored woodcut) shows a foreign steamboat entering Hyōgo Port shortly after its opening to the West in the late 19th century.



Kobe from an airplane



Akashi Kaikyō Bridge



Downtown Kobe from Po-ai Shiosai Park



Sannomiya (downtown)



Night view from Kikuseidai



Downtown at night



Kobe night view from Nunobiki Herb Garden



Kobe Earthquake Memorial Park



Foreigners' cemetery on the slopes of Futatabiyama



Kobe Municipal Arboretum

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Kobe beef

Kobe beef (神戸ビーフ *Kōbe bīfu*) is Wagyu beef from the Tajima strain of Japanese Black cattle, raised in Japan's Hyōgo Prefecture according to rules set out by the Kobe Beef Marketing and Distribution Promotion Association.^[1] The meat is a delicacy, valued for its flavor, tenderness, and fatty, well-marbled texture. Kobe beef can be prepared as *steak*, *sukiyaki*, *shabu-shabu*, *sashimi*, and *teppanyaki*. Kobe beef is generally considered one of the three top brands (known as Sandai Wagyu, "the three big beefs"), along with *Matsusaka beef* and *Ōmi beef* or *Yonezawa beef*.

Kobe beef is also called *Kobe niku* (神戸肉, "Kobe meat"), *Kobe-gyu* (神戸牛) or *Kobe-ushi* (神戸牛, "Kobe cattle") in Japanese.^[1]

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History

Cattle were brought to Japan from China at the same time as the *cultivation of rice*, in about the second century CE, in the *Yayoi period*.^{[2]:209} Until about the time of the *Meiji Restoration* in 1868, they were used only as draught animals, in agriculture, forestry, mining and for transport, and as a source of fertiliser. Milk consumption was unknown, and – for cultural and religious reasons – meat was not eaten.^{[3]:24}^[5]

Japan was effectively isolated from the rest of the world from 1635 until 1854; there was no possibility of intromission of foreign genes to the cattle population during this time. Between 1868, the year of the Meiji Restoration, and 1887, some 2600 foreign cattle were imported, including *Braunvieh*, *Shorthorn*, and *Devon*.^{[3]:8}^[6] Between about 1900 and 1910 there was extensive cross-breeding of these with native stock. From 1919, the various heterogeneous regional populations that resulted from this brief period of cross-breeding were registered and selected as "Improved Japanese Cattle". Four separate strains were characterised, based mainly on which type of foreign cattle had most influenced the hybrids, and were recognised as breeds in 1944. These were the four *wagyu* breeds, the *Japanese Black*, the *Japanese Brown*, the *Japanese Polled* and the *Japanese Shorthorn*.^{[3]:8}^[6] The Tajima is a strain of the Japanese Black, the most populous breed (around 90% of the four breeds).^[7]^[8]

Beef consumption remained low until after *World War II*. Kobe beef grew in popularity and extended its global reach in the 1980s and 1990s.^[9]

In 1983, the Kobe Beef Marketing and Distribution Promotion Association was formed to define and promote the Kobe *trademark*. It sets standards for animals to be labeled as Kobe beef.^[10]

In 2009, the USDA placed a ban on the import of all Japanese beef to prevent the *Japan foot-and-mouth outbreak* from reaching US shores. The ban was relaxed in August 2012. Shortly thereafter, Kobe beef was imported into the US for the first time.^[11]

Industry

Kobe beef in Japan is a registered trademark of the Kobe Beef Marketing and Distribution Promotion Association (神戸肉流通推進協議会 *Kōbeniku Ryūtsū Suishin Kyōgikai*).^[12] It must fulfill all the following conditions:^[1]

- Tajima cattle born in Hyōgo Prefecture
- Farm feeding in Hyōgo Prefecture
- Bullock (steer or castrated bull)
- Processed at slaughterhouses in Kobe, Nishinomiya, Sanda, Kakogawa, or Himeji in Hyōgo Prefecture
- Marbling ratio, called BMS, of level 6 and above^[13]
- Meat quality score of 4 or 5^[13]
- Gross weight of beef from one animal is 470 kg or less.

The cattle are fed on grain fodder and brushed sometimes for setting fur.^[14]^[15] The melting point of fat of Kobe beef (Tajima cattle) is lower than common beef fat.^[16]

Kobe beef is expensive, as only about 3,000 head of cattle may qualify as Kobe.^[6] As of March 2018, imported Kobe beef on sale in *Harrods* cost £625 per kilo.^[17] In Japan, all cattle, not just those that end up as Kobe beef, can be tracked via a 10-digit number through every step of its entire lifecycle.^[18]

Kobe beef in other countries

Prior to 2012, Kobe beef was not exported. The first exports, in January 2012, were to *Macau*, then to *Hong Kong* in July 2012.^[19] Since then, exports have also been made to the *United States*, *Singapore*, *Thailand*^[20], the *United Kingdom*^[21] and one chef in *Canada*.^[22]

"Kobe-style" beef



Kobe beef



Kobe beef meal served in a steakhouse in Kobe



Tajima cattle on a Hyōgo farm



Tajima cattle on a Hyōgo farm

The increase in popularity of Japanese beef in the United States has led to the creation of "Kobe-style" beef, taken from domestically raised Wagyu crossbred with Angus cattle, to meet the demand. Farms in the United States and Britain have attempted to replicate the Kobe traditions.^[23] From the first Wagyu cattle imported in the 1970s, 150 US ranches now raise "tens of thousands of Wagyu cattle".^[24]

The meat produced by these cross-breeds is different from the "authentic" Kobe beef, though this is "often by design", due to the perception that American palates do not actually want the richness of Japanese beef and would prefer a more familiar flavor profile.^[7] Some US meat producers claim any differences between their less expensive "Kobe-style" beef and true Kobe beef are largely cosmetic.^[25] Cuts of US "Kobe-style" beef tend to have darker meat and a bolder flavor.^[26]

In Europe, UK grocery retailer Asda, owned by Walmart, introduced Wagyu beef at the end of 2011 under its Butcher's Selection line using meat from a herd in Yorkshire, "bred from Holstein dairy cows impregnated with Wagyu semen". This not only made the beef more affordable, but it also resulted in less marbled meat more familiar to UK consumers.^[4] In June 2014, the German discounter Aldi announced that it was going to introduce Wagyu beef steaks, "with every store receiving a limited number of 50 steaks, priced at a very competitive £6.99 for an 8-oz (225-g) sirloin and rib eye". However, Aldi's Wagyu beef was sourced from New Zealand, where the exclusively grass-fed cattle are allowed to roam, more in keeping with changing standards of animal welfare (in Japan cattle are "confined in small pens and given much more energy-dense feed").^[4]

Mislabelling

The proliferation of beef outside Japan marketed as Kobe beef is an issue for Kobe beef farmers. Due to a lack of legal recognition of the Kobe beef trademark in the United States, it is possible to sell meat that is incorrectly labeled as Kobe beef.^{[27][28]} The Kobe Beef Marketing and Distribution Promotion Association planned to publish pamphlets about Kobe beef in foreign languages.^[29]

Japan has a Wagyu Beef Export Promotion Committee.^[7]

See also

- Akaushi
- Geographical indication
- Matsusaka beef
- Mishima beef
- Yonezawa beef
- List of delicacies



Hyōgo prefecture, where authentic Kobe beef is produced

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External links

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EXHIBIT F



semblance definition



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sake

sake¹ /sāk/

noun

noun: sake; noun: for the sake of something; plural noun: for the sakes of something; noun: for the sake of someone; plural noun: for the sakes of someone

- 1. for the purpose of, in the interest of, in order to achieve or preserve.
2. out of consideration for or in order to help someone.
3. used to express impatience, annoyance, urgency, or desperation.

Phrases

for old times' sake - in memory of former times; in acknowledgment of a shared past.
they sat in the back seats for old times' sake

Origin



Old English sacu 'contention, crime', of Germanic origin; related to Dutch zaak and German Sache, from a base meaning 'affair, legal action, thing'. The phrase for the sake of may be from Old Norse.

sa·ke² /'sākē/

noun

noun: sake; plural noun: sakes

a Japanese alcoholic drink made from fermented rice, traditionally drunk warm in small porcelain cups.

Origin

JAPANESE
sake
Japanese.

Translate sake to Choose language



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WIKIPEDIA

Sake

Sake (Japanese: 酒, [sake]), also spelled *saké* (/ˈsɑːkeɪ/ *SAH-kay* US also /ˈsɑːki/ *SAH-kee*),^{[1][2]} also referred to as *Japanese rice wine*,^[3] is an alcoholic beverage made by fermenting rice that has been polished to remove the bran. Despite the name, unlike wine, in which alcohol is produced by fermenting sugar that is naturally present in fruit (typically grapes), sake is produced by a brewing process more akin to that of beer, where starch is converted into sugars, which ferment into alcohol.

The brewing process for *sake* differs from the process for beer, where the conversion from starch to sugar and then from sugar to alcohol occurs in two distinct steps. Like other rice wines, when *sake* is brewed, these conversions occur simultaneously. Furthermore, the alcohol content differs between *sake*, wine, and beer; while most beer contains 3–9% ABV, wine generally contains 9–16% ABV,^[4] and undiluted *sake* contains 18–20% ABV (although this is often lowered to about 15% by diluting with water prior to bottling).

In Japanese, the word "*sake*" (kanji: 酒; 'liquor'; also pronounced *shu* in some compounds) can refer to any alcoholic drink, while the beverage called "sake" in English is usually termed ***nihonshu*** (日本酒; meaning 'Japanese liquor'). Under Japanese liquor laws, *sake* is labelled with the word "***seishu***" (清酒; 'clear liquor'), a synonym not commonly used in conversation.

In Japan, where it is the national beverage, *sake* is often served with special ceremony, where it is gently warmed in a small earthenware or porcelain bottle and sipped from a small porcelain cup called a *sakazuki*. As with wine, the recommended *-serving temperature* of sake varies greatly by type.



Sake bottle, Japan, ca. 1740



Sake served in a clear glass

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Sake barrel offerings at the Shinto shrine Tsurugaoka Hachiman-gū in Kamakura

History

The origin of *sake* is unclear, the earliest reference to the use of alcohol in Japan is recorded in the *Book of Wei* in the *Records of the Three Kingdoms*. This 3rd-century Chinese text speaks of the Japanese drinking and dancing.^[5] Alcoholic beverages (Japanese: 酒) are mentioned several times in the *kōjiki*, Japan's first written history, which was compiled in 712. Bamforth (2005) places the probable origin of true sake (which is made from rice, water, and *kōji* mold (麴, *Aspergillus oryzae*) in the Nara period (710–794). In the Heian period, sake was used for religious ceremonies, court festivals, and drinking games.^[6] Sake production was a government monopoly for a long time, but in the 10th century, temples and shrines began to brew sake, and they became the main centers of production for the next 500 years. The *Tamon-in Diary*, written by abbots of Tamon-in (temple) from 1478 to 1618, records many details of brewing in the temple. The diary shows that pasteurization and the process of adding ingredients to the main fermentation mash in three stages were established practices by that time. In the 16th century, the technique of distillation was introduced into the Kyushu district from Ryukyu.^[5] The brewing of *shōchū*, called "Imo—sake" started, and was sold at the central market in Kyoto.

In the 18th century, Engelbert Kaempfer^[7] and Isaac Titsingh^[8] published accounts identifying sake as a popular alcoholic beverage in Japan; but Titsingh was the first to try to explain and describe the process of sake brewing. The work of both writers was widely disseminated throughout Europe at the beginning of the 19th century.^[9]

During the Meiji Restoration, laws were written that allowed anybody with the money and know-how to construct and operate their own sake breweries. Around 30,000 breweries sprang up around the country within a year. However, as the years went by, the government levied more and more taxes on the sake industry and slowly the number of breweries dwindled to 8,000.

Most of the breweries that grew and survived this period were set up by wealthy landowners. Landowners who grew rice crops would have rice left over at the end of the season and, rather than letting these leftovers go to waste, would ship it to their breweries. The most successful of these family breweries still operate today.

During the 20th century, sake-brewing technology grew by leaps and bounds. The government opened the sake-brewing research institute in 1904, and in 1907 the very first government-run sake-tasting competition was held. Yeast strains specifically selected for their brewing properties were isolated and enamel-coated steel tanks arrived. The government started hailing the use of enamel tanks as easy to clean, lasting forever, and being devoid of bacterial problems. (The government considered wooden barrels to be unhygienic because of the potential bacteria living in the wood.) Although these things are true, the government also wanted more tax money from breweries, as using wooden barrels means that a significant amount of sake is lost to evaporation (somewhere around 3%), which could have otherwise been taxed. This was the end of the wooden-barrel age of sake and the use of wooden barrels in brewing was completely eliminated.



Title page of *Bereiding van Sacki*, by Isaac Titsingh: earliest explanation of the sake brewing process in a European language. Published in 1781, in Batavia, Dutch East Indies.

In Japan, sake has long been taxed by the national government. In 1898, this tax brought in about ¥5 million out of a total of about ¥120 million, about 4.6% of the government's total direct tax income.^[10]

During the Russo-Japanese War in 1904–1905, the government banned the home brewing of sake. At the time, sake still made up an astonishing 30% of Japan's tax revenue. Since home-brewed sake is tax-free sake, the logic was that by banning the home brewing of sake, sales would go up, and more tax money would be collected. This was the end of home-brewed sake, and the law remains in effect today even though sake sales now make up only 2% of government income.

When World War II brought rice shortages, the sake-brewing industry was dealt a hefty blow as the government clamped down on the use of rice for brewing. As early as the late 17th century, it had been discovered that small amounts of alcohol could be added to sake before pressing to extract aromas and flavors from the rice solids, but during the war, pure alcohol and glucose were added to small quantities of rice mash, increasing the yield by as much as four times. 75% of today's sake is made using this technique, left over from the war years. There were even a few breweries producing "sake" that contained no rice at all. Naturally, the quality of sake during this time varied greatly.

After the war, breweries slowly began to recover, and the quality of sake gradually went up. However, new players on the scene—beer, wine, and spirits—became very popular in Japan, and in the 1960s beer consumption surpassed sake for the first time. Sake consumption continued to go down while, in contrast, the quality of sake steadily improved.

Today, sake has become a world beverage with a few breweries springing up in China, Southeast Asia, South America, North America, and Australia. More breweries are also turning to older methods of production.

While the rest of the world may be drinking more sake and the quality of sake has been increasing, sake production in Japan has been declining since the mid-1970s.^[11] The number of sake breweries is also declining. While there were 3,229 breweries nationwide in fiscal 1975, the number had fallen to 1,845 in 2007.^[12]

October 1 is the official Sake Day (日本酒の日, "Nihonshu no Hi") of Japan.^[13]

Production

Rice

The rice used for brewing sake is called *saka mai* 酒米 (sake rice), or officially *shuzō kōtekimai* 酒造好適米 (sake-brewing suitable rice). There are at least 80 types of sake rice in Japan. Among these, Yamadanishiki, Gohyakumangoku, Miyamanishiki and Omachi rice are very popular. The grain is larger, stronger (If a grain is small or weak, it will break in the process of polishing), and contains less protein and lipid than the ordinary rice eaten by the Japanese. Sake rice is used only for making sake, because it is unpalatable for eating.

Sake rice is usually polished to a much higher degree than rice that is used for eating. The reason for polishing is a result of the composition and structure of the rice grain itself. The core of the rice grain is rich in starch, while the outer layers of the grain contain higher concentrations of fats, vitamins and proteins. Since higher concentration of fat and protein in the sake would lead to off-flavors and contribute rough elements to the sake, the outer layers of the sake rice grain is milled away in a polishing process, leaving only the starchy part of the grain (some sake brewers remove over 60% of the rice grain in the polishing process). That desirable pocket of starch in the center of the grain is called the *shinpaku* (心白). It usually takes 2 to 3 days to polish rice down to less than half its original size. The rice powder that is a by-product of the polishing is very often used for making rice crackers, or Japanese sweets (i.e. Dango), and other food stuffs.



Sake brewery, Takayama, with a *sugitama* (杉玉) globe of cedar leaves indicating sake.

If the sake is made with rice that has a higher percentage of its husk and outer portion of the core milled off, then more rice will be required to make that particular sake, and it will take longer to make. As a result, sake made with rice that has been highly milled (much of the rice has been polished off) is usually more expensive than a sake that has been made using less polished rice. However, this does not always mean that sake made by highly milled rice is of better quality than sake made by rice that has been milled less.

Rice polishing ratio, called *Seimai-buai* 精米歩合 (see Glossary of sake terms) measures the degree of rice polishing. For example, rice polishing ratio of 60% means that the 60% of the original rice grain remains and the 40% has been polished away.

Water

Water is one of the important ingredients for making sake. It is involved in almost every major process of sake brewing from washing the rice to dilution of the final product before bottling. The mineral content of the water can play a large role in the final product. Iron will bond with an amino acid produced by the *kōji* to produce off flavors and a yellowish color. Manganese, when exposed to ultraviolet light, will also contribute to discoloration. Conversely potassium, magnesium, and phosphoric acid serve as nutrients for yeast during fermentation and are considered desirable.^[14] The yeast will use those nutrients to work faster and multiply resulting in more sugar being converted into alcohol. While soft water will typically yield sweeter sake, hard water with a higher nutrient content is known for producing drier-style sake.

The first region known for having great water was the Nada-Gogō in Hyōgo Prefecture. A particular water source called "Miyamizu" was found to produce high quality sake and attract many producers to the region. To this day Hyōgo has the most sake brewers of any prefecture.^[14]

Typically breweries source their water from wells, though lakes and rivers can be used as well. Also breweries may use tap water and filter and adjust components as they see fit.^[14]

Kōji-kin

Kōji-kin (*Aspergillus oryzae*) spores are another important component of sake. *Kōji-kin* is an enzyme-secreting fungus.^[15] In Japan, *kōji-kin* is used to make various fermented foods, including *miso* (a paste made from soybeans) and *shoyu* (soy sauce).^[15] It is also used to make alcoholic beverages, notably sake.^[15] During sake brewing, spores of *kōji-kin* are scattered over steamed rice to produce *kōji* (rice in which *kōji-kin* spores are cultivated).^[16] Under warm and moist conditions, the *kōji-kin* spores germinate and release enzymes called amylases that convert the rice starches into

glucose.^[17] This process of starch conversion into simpler sugars (e.g. glucose or maltose) is called saccharification.^[18] Yeast then turns this glucose into alcohol via fermentation.^[16] Saccharification also occurs in beer brewing, where malt is used to convert starches from barley into maltose.^[16] However, whereas fermentation occurs *after* saccharification in beer brewing, saccharification (via *kōji-kin*) and fermentation (via yeast) occur *simultaneously* in sake brewing (see "Fermentation" below).^[16]

As *kōji-kin* is a microorganism used to manufacture food, its safety profile with respect to humans and the environment in sake brewing and other food-making processes must be considered. Various health authorities, including Health Canada and the U.S. Food and Drug Administration (FDA), consider *kōji-kin* (*A. oryzae*) generally safe for use in food fermentation, including sake brewing.^[15] When assessing its safety, it is important to note that *A. oryzae* lacks the ability to produce toxins, unlike the closely related *Aspergillus flavus*.^[15] To date, there have been only several reported cases of animals (e.g. parrots, a horse) being infected with *A. oryzae*.^[19] In these cases, however, the animals infected with *A. oryzae* were already weakened due to predisposing conditions like recent injury, illness, or stress, and were therefore especially susceptible to infections in general.^[19] Aside from these cases, there is no evidence to indicate *A. oryzae* is a harmful pathogen to either plants or animals in the scientific literature.^[19] Therefore, Health Canada considers *A. oryzae* "unlikely to be a serious hazard to livestock or to other organisms," including "healthy or debilitated humans."^[19] Given its safety record in the scientific literature and extensive history of safe use (spanning several hundred years) in the Japanese food industry, the FDA and World Health Organization (WHO) also support the safety of *A. oryzae* for use in the production of foods like sake.^[15] In the U.S., the FDA classifies *A.oryzae* as a Generally Recognized as Safe (GRAS) organism.^[15]

Fermentation

Sake fermentation is a 3-step process called *sandan shikomi*.^[20] The first step, called *hatsuzoe*, involves the steamed rice, water, and *kōji-kin* being added to the yeast starter called *shubo*, which is made from a mixture of steamed rice, water, *kōji*, and yeast.^[20] This mixture becomes known as the *moromi* (the main mash during sake fermentation).^[20] The high yeast content of the *shubo* promotes the fermentation of the *moromi*.^[20]

On the second day, the mixture is left to stand for a day to allow the yeast to multiply.^[20]

The second step (the third day of the process), called *nakazoe*, involves the addition of a second batch of *kōji*, steamed rice, and water to the mixture.^[20] On the fourth day of the fermentation, the third step of the process, called *tomazoe*, takes place.^[20] Here, the third and final batch of *kōji*, steamed rice, and water is added to the mixture to complete the 3-step process.^[20]

The fermentation process of sake is a multiple parallel fermentation, which is unique to sake.^[20] Multiple parallel fermentation is the conversion of starch into glucose followed by immediate conversion into alcohol.^[21] This process distinguishes sake from other liquors like beer because it occurs in a single vat, whereas with beer, for instance, starch to glucose conversion and glucose to alcohol conversion occur in separate vats.^[21] The breakdown of starch into glucose is caused by the *kōji-kin* fungus, while the conversion of glucose into alcohol is caused by yeast.^[21] Due to the yeast being available as soon as the glucose is produced, the conversion of glucose to alcohol is very efficient in sake brewing.^[21] This results in sake having a generally higher alcohol content than other types of liquor.^[21]

After the fermentation process is complete, the fermented *moromi* is pushed through a press to remove the sake lees and then pasteurized and filtered for color.^[20] The sake is then stored in bottles under cold conditions (see "Maturation" below).^[20]



Moromi (the main fermenting mash) undergoing fermentation

The entire process of making sake can range from 60-90 days (2-3 months), while the fermentation alone can take two weeks.^[22]

Maturation

Like other brewed beverages, sake tends to benefit from a period of storage. Nine to twelve months are required for sake to mature. Maturation is caused by physical and chemical factors such as oxygen supply, the broad application of external heat, nitrogen oxides, aldehydes and amino acids, among other unknown factors.^[23]

Tōji

Tōji (杜氏) is the job title of the sake brewer, named after Du Kang. It is a highly respected job in the Japanese society, with tōji being regarded like musicians or painters. The title of tōji was historically passed on from father to son; today new tōji are either veteran brewery workers or are trained at universities. While modern breweries with refrigeration and cooling tanks operate year-round, most old-fashioned sake breweries are seasonal, operating only in the cool winter months. During the summer and fall most tōji work elsewhere, and are commonly found on farms, only periodically returning to the brewery to supervise storage conditions or bottling operations.^[24]

Varieties

Special-designation sake

There are two basic types of sake: *Futsū-shu* (普通酒, ordinary sake) and *Tokutei meishō-shu* (特定名称酒, special-designation sake). *Futsū-shu* is the equivalent of table wine and accounts for the majority of sake produced. *Tokutei meishō-shu* refers to premium sake distinguished by the degree to which the rice has been polished and the added percentage of brewer's alcohol or the absence of such additives. There are eight varieties of special-designation sake.^[25]

The four main grades of sake are *junmai*, *honjōzo*, *ginjo* and *daiginjo*. Generally *junmai* (純米) is a term used for sake that is made of pure rice wine without any additional alcohol.^[26] The listing below has the highest quality at the top:

Special Designation	Ingredients	Rice Polishing Ratio	Percentage of Kōji rice
Junmai Daiginjō-shu (純米大吟醸酒, Pure rice, Very Special brew)	Rice, Kōji rice	Below 50%	At least 15%
Daiginjō-shu (大吟醸酒, Very Special brew)	Rice, Kōji rice, Distilled alcohol ^[note 1]	Below 50%	At least 15%
Junmai Ginjō-shu (純米吟醸酒, Pure rice, Special brew)	Rice, Kōji rice	Below 60%	At least 15%
Ginjō-shu (吟醸酒, Special brew)	Rice, Kōji rice, Distilled alcohol ^[note 1]	Below 60%	At least 15%
Tokubetsu Junmai-shu (特別純米酒, Special Pure rice)	Rice, Kōji rice	Below 60% or produced by special brewing method	At least 15%
Tokubetsu Honjōzō-shu (特別本醸造酒, Special Genuine brew)	Rice, Kōji rice, Distilled alcohol ^[note 1]	Below 60% or produced by special brewing method	At least 15%
Junmai-shu (純米酒, Pure rice)	Rice, Kōji rice	Regulations do not stipulate a rice polishing ratio ^[27]	At least 15%
Honjōzō-shu (本醸造酒, Genuine brew)	Rice, Kōji rice, Distilled alcohol ^[note 1]	Below 70%	At least 15%

1. The weight of added alcohol must be below 10% of the weight of the rice (after polishing) used in the brewing process.

Ways to make the starter mash

- **Kimoto** (生酛) is the traditional orthodox method for preparing the starter mash, which includes the laborious process of grinding it into a paste. This method was the standard for 300 years, but it is rare today.
- **Yamahai** (山廃) is a simplified version of the kimoto method, introduced in the early 1900s. Yamahai skips the step of making a paste out of the starter mash. That step of the kimoto method is known as yama-oroshi, and the full name for yamahai is “yama-oroshi haishi” (山卸廃止), meaning “discontinuation of yama-oroshi.” While the yamahai method was originally developed to speed production time, it is slower than the modern method and is now used only in specialty brews for the earthy flavors it produces.
- **Sokujō** (速醸), "quick fermentation", is the modern method of preparing the starter mash. Lactic acid, produced naturally in the two slower traditional methods, is added to the starter to inhibit unwanted bacteria. Sokujō sake tends to have a lighter flavor than kimoto or yamahai.

Different handling after fermentation

- **Namazake** (生酒) is sake that has not been pasteurized. It requires refrigerated storage and has a shorter shelf-life than pasteurized sake.
- **Genshu** (原酒) is undiluted sake. Most sake is diluted with water after brewing to lower the alcohol content from 18–20% down to 14–16%, but genshu is not.
- **Muroka** (無濾過) means unfiltered. It refers to sake that has not been carbon filtered, but which *has* been pressed and separated from the lees, and thus is clear, not cloudy. Carbon filtration can remove desirable flavors and odors as well as bad ones, thus muroka sake has stronger flavors than filtered varieties.
- **Nigorizake** (濁り酒) is cloudy sake. The sake is passed through a loose mesh to separate it from the mash. It is not filtered thereafter and there is much rice sediment in the bottle. Before serving, the bottle is shaken to mix the sediment and turn the sake white or cloudy.

- **Seishu** (清酒, "clear/clean sake", is the Japanese legal definition of sake and refers to sake in which the solids have been strained out, leaving clear liquid. Thus nigorizake and *doburoku* (see below) are not seishu and therefore are not actually sake under Japanese law. However, nigorizake can receive the seishu status by being strained clear and having the lees put back in afterward.
- **Koshu** (古酒) is "aged sake". Most sake does not age well, but this specially made type can age for decades, turning yellow and acquiring a honeyed flavor.
- **Taruzake** (樽酒) is sake aged in wooden barrels or bottled in wooden casks. The wood used is *Cryptomeria* (杉, *sugi*), which is also known as Japanese cedar. Sake casks are often tapped ceremonially for the opening of buildings, businesses, parties, etc. Because the wood imparts a strong flavor, premium sake is rarely used for this type.
- **Shiboritate** (搾立て), "freshly pressed", refers to sake that has been shipped without the traditional six-month aging/maturation period. The result is usually a more acidic, "greener" sake.
- **Fukurozuri** (袋吊り) is a method of separating sake from the lees without external pressure by hanging the mash in bags and allowing the liquid to drip out under its own weight. Sake produced this way is sometimes called *shizukuzake* (雫酒), meaning "drip sake".
- **Tobingakoi** (斗瓶囲い) is sake pressed into 18-liter (4.0 imp gal; 4.8 U.S. gal) bottles ("tobin") with the brewer selecting the best sake of the batch for shipping.



Nigori, or unfiltered sake

Others

- **Amazake** (甘酒) is a traditional sweet, low-alcoholic Japanese drink made from fermented rice.
- **Doburoku** (濁酒) is the classic home-brew style of sake (although home brewing is illegal in Japan). It is created by simply adding *kōji* mold to steamed rice and water and letting the mixture ferment. The resulting sake is somewhat like a chunkier version of nigorizake.
- **Jizake** (地酒) is locally brewed sake, the equivalent of microbrewing beer.
- **Kuroshu** (黒酒) is sake made from unpolished rice (i.e., brown rice), and is more like Chinese rice wine.
- **Teiseihaku-shu** (低精白酒) is sake with a deliberately high rice-polishing ratio. It is generally held that the lower the rice polishing ratio (the percent weight after polishing), the better the potential of the sake. However, beginning around 2005, teiseihaku-shu has been produced as a specialty sake made with high rice-polishing ratios, usually around 80%, to produce sake with the characteristic flavor of rice itself.

Some other terms commonly used in connection with sake:

- *Nihonshu-do* (日本酒度), also called the Sake Meter Value, or SMV

$$\text{SMV} = \left(\left| \frac{1}{\text{specific gravity}} \right| - 1 \right) \times 1443$$

Specific gravity is measured on a scale weighing the same volume of water at 4 °C (39 °F) and sake at 15 °C (59 °F). The sweeter the sake, the lower the number. When the SMV was first used, 0 was designated the point between sweet sake and dry sake. Now +3 is considered neutral.

- *Seimai-buai* (精米歩合) is the rice polishing ratio, the percentage of weight remaining after polishing. Generally, the lower the number, the better the sake's potential. A lower percentage usually results in a fruitier sake, whereas a higher percentage will taste more like rice.
- *Kasu* (粕) are pressed sake lees, the solids left after pressing and filtering. These are used for making pickles, livestock feed, and shōchū, and as an ingredient in dishes like kasu soup.

Taste and flavor

The label on a bottle of sake gives a rough indication of its taste. Terms found on the label may include *nihonshu-do* (日本酒度), *san-do* (酸度), and *aminosan-do* (アミノ酸度).^[28]

Nihonshu-do (日本酒度) is calculated from the specific gravity of the sake and indicates the sugar and alcohol content of the sake on an arbitrary scale. Typical values are between -3 (sweet) and $+10$ (dry), equivalent to specific gravities ranging between 1.007 and 0.998.

San-do (酸度) indicates the concentration of acid, which is determined by titration with sodium hydroxide solution. This number is equal to the milliliters of titrant required to neutralize the acid in 10 ml (0.35 imp fl oz; 0.34 US fl oz) of sake.

Aminosan-do (アミノ酸度) indicates a taste of umami or savoriness. As the proportion of amino acids rises, the sake tastes more savory. This number is determined by titration of the sake with a mixture of sodium hydroxide solution and formaldehyde, and is equal to the milliliters of titrant required to neutralize the amino acids in 10 ml of sake.

Sake can have many flavor notes, such as fruits, flowers, herbs, and spices. Many types of sake have notes of apple from ethyl caproate, and banana from isoamyl acetate, particularly *ginjōshu* (吟醸酒).

Serving sake

In Japan, sake is served chilled (*reishu* 冷酒), at room temperature (*jōon* 常温 or *hiya* 冷や), or heated (*atsukan* 熱燗), depending on the preference of the drinker, the quality of the sake, and the season. Typically, hot sake is a winter drink, and high-grade sake is not drunk hot, because the flavors and aromas will be lost. This masking of flavor is the reason that low-quality and old sake is often served hot. There are gradations of temperature both for chilling and heating, about every 5 °C (9.0 °F), with hot sake generally served around 50 °C (122 °F), and chilled sake around 10 °C (50 °F), like white wine. Hot sake that has cooled (*kanzamashi* 燗冷まし) may be reheated.

Sake is traditionally drunk from small cups called *choko* or *o-choko* (お猪口) and poured into the choko from ceramic flasks called *tokkuri*. This is very common for hot sake, where the flask is heated in hot water and the small cups ensure that the sake does not get cold in the cup, but may also be used for chilled sake. Traditionally one does not pour one's own drink, which is known as *tejaku* (手酌), but instead members of a party pour for each other, which is known as *shaku* (酌). This has relaxed in recent years, but is generally observed on more formal occasions, such as business meals, and is still often observed for the first drink.

Another traditional cup is the *masu*, a box usually made of *hinoki* or *sugi*, which was originally used for measuring rice. The masu holds exactly 180 ml (6.3 imp fl oz; 6.1 US fl oz), so the sake is served by filling the masu to the brim; this is done for chilled or room temperature sake. In some Japanese restaurants, as a show of generosity, the server may put a glass inside the masu or put the masu on a saucer and pour until sake overflows and fills both containers.



Sake can be served in a wide variety of cups; here is a *sakazuki* (a flat, saucer-like cup), an *ochoko* (a small, cylindrical cup), and a *masu* (a wooden, box-like cup).



"Sake Ewer from a Portable Picnic Set", Japan, c. 1830 - 1839.

Saucer-like cups called *sakazuki* are also used, most commonly at weddings and other ceremonial occasions, such as the start of the year or at the beginning of a *kaiseki* meal. In cheap bars, sake is often served room temperature in glass tumblers and called *koppu-zake* (コップ酒). In more modern restaurants wine glasses are also used, and recently footed glasses made specifically for premium sake have also come into use.

Sake is traditionally served in units of 180 ml (6.3 imp fl oz; 6.1 US fl oz) (one *gō*), and this is still common, but other sizes are sometimes also available.

Traditionally sake is heated immediately before serving, but today restaurants may buy sake in boxes which can be heated in a specialized hot sake dispenser, thus allowing hot sake to be served immediately, though this is detrimental to the flavor. There are also a variety of devices for heating sake and keeping it warm, beyond the traditional *tokkuri*.

Aside from being served straight, sake can be used as a mixer for cocktails, such as *tamagozake*, *saketinis* or *nogasaki*.^[29] Outside of Japan, the sake bomb, the origins of which are unclear,^[30] has become a popular drink in bars and Asia-themed karaoke clubs.

The Japanese Sake Association encourages people to drink chaser water for their health, and the water is called *Yawaragimizu*.^[31]

Seasonality

Traditionally sake was brewed only in the winter. While it can now be brewed year-round, there is still seasonality associated with sake, particularly artisanal ones. The most visible symbol of this is the *sugitama* (杉玉), a globe of cedar leaves traditionally hung outside a brewery when the new sake is brewed. The leaves start green, but turn brown over time, reflecting the maturation of the sake. These are now hung outside many restaurants serving sake. The new year's sake is called *shinshu* 新酒 ("new sake"), and when initially released in late winter or early spring, many brewers have a celebration, known as *kurabiraki* 蔵開き (warehouse opening). Traditionally sake was best transported in the cool spring, to avoid spoilage in the summer heat, with a secondary transport in autumn, once the weather had cooled, known as *hiyaoroshi* 冷卸し ("cold wholesale distribution") – this autumn sake has matured over the summer.

There is not traditionally a notion of vintage of sake – it is generally drunk within the year, and if aged, it does not vary significantly from year to year. Today, with influence from wine vintages, some breweries label sake intended for aging with a vintage, but this is otherwise rare.



Sugitama (杉玉), globes of cedar leaves, at a brewery

Storage

Sake is sold in volume units divisible by 180 ml (6.3 imp fl oz; 6.1 US fl oz) (a *gō*), the traditional Japanese unit for cup size: sake is traditionally sold by the *gō*-sized cup, or in a 1.8 l (63 imp fl oz; 61 US fl oz) (one *shō*, ten *gō*) sized flask. Today sake is also often sold in 720 ml (25 imp fl oz; 24 US fl oz) (four *gō*) bottles – note that this is almost the same as the 750 ml (26 imp fl oz; 25 US fl oz) standard for wine bottles, but is divisible into 4 *gō*. Particularly in convenience stores, sake may be sold in a 180 ml (6.3 imp fl oz; 6.1 US fl oz) single serving glass with a pull-off top (コップ酒 *kappu-zake*) – this is generally cheap sake – or in a small 360 ml (13 imp fl oz; 12 US fl oz) bottle.

In general, it is best to keep sake refrigerated in a cool or dark room, as prolonged exposure to heat or direct light will lead to spoilage. In addition, sake stored at relatively high temperature can lead to formation of dicetopiperazine, a cyclo (Pro-Leu) that makes it bitter as it ages ^[32] Sake has high microbiological stability due to its high content of ethanol. However, incidences of spoilage have been known to occur. One of the microorganisms implicated in this spoilage is lactic acid bacteria (LAB) that has grown tolerant to ethanol and is referred to as hiochi-bacteria.^[33] Sake stored at room temperature is best consumed within a few months after purchase.

After opening a bottle of sake, it is best consumed within 2 or 3 hours. It is possible to store sake in the refrigerator, but it is recommended to finish the sake within 2 days. This is because once premium sake is opened it begins to oxidize, which affects the taste. If the sake is kept in the refrigerator for more than 3 days, it will lose its "best" flavor. However, this does not mean it should be disposed of if not consumed. Generally, sake can keep very well and still taste just fine after weeks in the refrigerator. How long a sake will remain drinkable depends on the quality of the product, and whether it is sealed with a vacuum top which removes air and helps decrease oxidation.

Ceremonial use

Sake is often consumed as part of Shinto purification rituals. Sake served to gods as offerings prior to drinking are called *o-miki* (御神酒) or *miki* (神酒).

In a ceremony called *kagami biraki*, wooden casks of sake are opened with mallets during Shinto festivals, weddings, store openings, sports and election victories, and other celebrations. This sake, called *iwai-zake* ("celebration sake"), is served freely to all to spread good fortune.

At the New Year many Japanese people drink a special sake called toso. Toso is a sort of *iwai-zake* made by soaking *tososan*, a Chinese powdered medicine, overnight in sake. Even children sip a portion. In some regions, the first sips of toso are taken in order of age, from the youngest to the eldest.



A cask of sake before the *kagami biraki*

See also

- Glossary of sake terms
- *Mijiu*, a Chinese equivalent
- *Cheongju*, a Korean equivalent
- Amylolytic process
- Awamori, a distilled rice liquor produced in Okinawa
- Chuak, a Tripuri rice beer
- Habushu, awamori liquor containing a snake
- Kohama style, a method of sake brewing
- Mirin, an essential condiment used in Japanese cuisine, which has been drunk as a sweet sake
- Toso, spiced medicinal sake
- *The Birth of Saké*



Decorative sake containers in a Nakatsugawa shop

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External links

- Sake Service Institute (<http://www.sakejapan.com/>)
 - Sake Education Council (<http://www.sakeeducationcouncil.org/>)
 - Sake Sommelier Association (<http://sakesommelierassociation.com/>)
 - An Indispensable Guide to Sake and Japanese Culture (<https://web.archive.org/web/20170627154719/http://www.talkativeman.com/sake-and-japanese-culture/>)
 - What Does Sake Taste Like? (<https://donaskitchen.com/what-does-sake-taste-like/>)
-

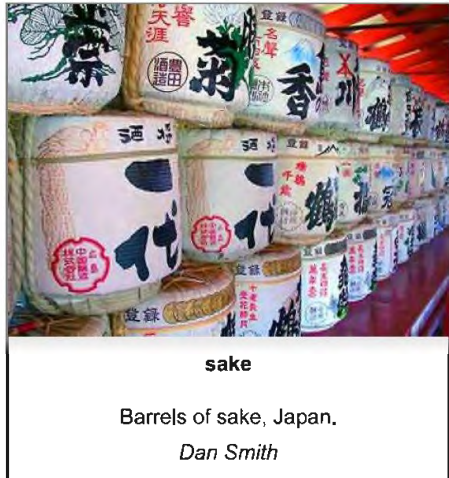
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Sake

Sake, also spelled **saki**, Japanese alcoholic beverage made from fermented rice. Sake is light in colour, is noncarbonated, has a sweet flavour, and contains up to 18 percent alcohol.



sake

Barrels of sake, Japan.
Dan Smith

Sake is often mistakenly called a wine because of its appearance and alcoholic content; however, it is made in a two-step process similar to that for brewing beer. Special strains of rice are precisely milled to remove the outer layers, a process that reduces the grain to 50–70 percent of its original size. Production begins with *koji*, a preparation of steamed rice and *Aspergillus oryzae*, a mold that converts the rice starch to fermentable sugars. The *koji*, mixed with water and fresh steamed rice, is kneaded (traditionally by hand) into a smooth paste and placed in a vat with more rice and water. This mixture, allowed to ferment for about four weeks with sake yeast

(*Saccharomyces cerevisiae*), becomes *moto*, with an alcoholic content of about 11 percent. More *koji*, steamed rice, and water are added to the vat, and a second fermentation begins, lasting about seven days. After resting for another week, the sake is filtered, pasteurized, and bottled. Alcohol may be added to the desired level.

In Japan, where it is the national beverage, sake is served with special ceremony. Before being served, it is warmed in a small earthenware or porcelain bottle called a *tokkuri*; it is usually sipped from a small porcelain cup called a *sakazuki*. Premium sake, of a delicate flavour, is served cold or on ice. Sake is best when consumed less than a year after bottling.

The manufacture of sake began sometime after the introduction of wet rice cultivation in Japan in the 3rd century BC. The first written record referring to sake dates from the 3rd century AD, and the first reference to its manufacture dates from the 8th century. In ancient Japan sake was produced primarily by the imperial court and by large temples and shrines, but from the early 12th century the general population began to manufacture it. By the early 16th century the modern process for making sake had been nearly perfected.

Sake is the drink of the *kami* (gods) of Shintō, the indigenous Japanese religion. It is drunk at festivals and is included in offerings to the *kami*. At a Shintō wedding the bridal couple perform a ceremony of drinking sake from lacquer cups.

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EXHIBIT G

WIKIPEDIA

Metal umlaut

A **metal umlaut** is a **diacritic** that is sometimes used gratuitously or decoratively over letters in the names of **hard rock** or **heavy metal** bands—for example those of Blue Öyster Cult, Queensrÿche, Motörhead, The Accüsed and Mötley Crüe.

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Mötley Crüe's Hollywood Walk of Fame star, which shows the two metal umlauts used in the band's name

Usage

Among English speakers, the use of umlaut marks and other diacritics with a **blackletter** typeface is a form of **foreign branding** intended to give a band's logo a **Teutonic** quality—connoting stereotypes of boldness and brutality presumably associated with Germanic and Nordic cultures. Its use has also been attributed to a desire for a "gothic horror" feel.^[1] The metal umlaut is not generally intended to affect the pronunciation of the band's name, unlike the umlaut in **German** (where the letters *u* and *ü* represent distinct vowels).

History

The first gratuitous use of the umlaut in the name of a hard rock or metal band appears to have been by Blue Öyster Cult, in 1970. Blue Öyster Cult's website states it was added by guitarist and keyboardist Allen Lanier,^[2] but rock critic Richard Meltzer claims to have suggested it to their producer and manager Sandy Pearlman just after Pearlman came up with the name: "I said, 'How about an umlaut over the O?' Metal had a Wagnerian aspect anyway."^[3]

Reactions

Speakers of languages which use an umlaut to designate a pronunciation change may understand the intended effect, but perceive the result differently. When Mötley Crüe visited Germany, singer Vince Neil said the band couldn't figure out why "the crowds were chanting, *Mutley Cruh! Mutley Cruh!*"^[4]

These decorative umlauts have been parodied in film and fiction; in an interview about the mockumentary film *This Is Spin 'al Tap*, fictional rocker David St. Hubbins (Michael McKean) says, "It's like a pair of eyes. You're looking at the umlaut, and it's looking at you."^[5] The heavy metal parody band Gwar parodied the use of metal umlauts in a lyric insert included with its first record, stylizing the song names with gratuitous diacritics.^[6] In 1997, the satirical newspaper *The Onion* published an article titled "Ünited Stätes Toughens Image With Umlauts."^[7]

Band or album name examples

English-speaking countries

- The Accüsed – American crossover thrash band.
- Assück – American grindcore band.
- Barbariön - Australian metal band.
- Beowülf – California thrash metal band.
- Blue Öyster Cult – American hard rock band.
- The Crüxshadows – American alternative rock band.
- DäleK – American hip-hop band.
- Death In June – British dark folk/experimental band used umlauts and accented "e"s in their name and titles on the original releases of their albums *The WörlD Thät Sümmer* (1985) and *Thé Wäll Öf Säcrificé* (1989), spelling their name, Deäth In Jüne and Déäth In Jüné, respectively on each.
- Deströyer 666 – Thrash metal/Black metal band.
- Dethklok – fictional metal band from the cartoon *Metalocalypse*, sometimes spelled as "Dëthklök" in the band's logo.
- Green Jellÿ – comedy metal band, originally spelled (and still pronounced) Green Jellö.
- Ĝrötuš – Experimental band, their logo design has umlauts over only the consonants.
- Hüsker Dü – American punk band (the game "Hüsker Dū?" was published with macrons instead of umlauts).
- Infernäl Mäjesty – Canadian thrash metal band.
- Jack Ü – American EDM DJ duo, side group and collaborative project, consisting of Mad Decent founder Diplo and OWSLA founder Skrillex.
- Kill Cheerleadër – Canadian punk metal band.
- King Creosote – Scottish band sometimes used a three-dot "umlaut" in some of their artwork, over the "i".
- Lääz Rockit – American thrash band (German pronunciation would be almost "Let's rock it").
- *Läther* – album of Frank Zappa, used an umlaut in its title.
- Leftöver Crack – American anarcho punk band.
- Maxímo Park – British indie rock band.
- Möngöl Hörde – British hardcore punk/noise rock band.
- Mötley Crüe – American glam metal band.
- Motörhead – English rock band.
- Moxy Früvous – Canadian political satire band.
- *Night on Bröcken* – debut album by American progressive metal band Fates Warning. Apparently a reference to the German mountain Brocken, which is not spelled with an umlaut.
- Queensrÿche – American progressive metal band.
- *Rrröööaaarr* and *Dimension Hatröss* – albums by Canadian thrash metal band Voivod. They also used it for their songs "Korgüll the Exterminator" and "Chaosmöngers", which appear on *Rrröööaaarr* and *Dimension Hatröss* respectively.
- Ruste□d Root – American jam band uses a three-dot umlaut over the "e" in its logo, as seen on its album covers.
- Spiñal Tap – British semi-fictional band, with a dotless letter *i* and a metal umlaut over the *n*.
- Toilet Böys – American laser punk band from New York City.
- Ünloco – alternative metal/hard rock band.
- Znöwhite – American thrash band.

Other countries

- Аквариум - Russian rock band, whose name is stylized as "А́квириум" on their logo, and they use "Á" as their symbol.
- Crashdiet – Swedish glam metal band.
- Die Ärzte – German punk band, have used three dots over the "Ä" since their 2003 album *Geräusch*. The normal two-dot umlaut, Die Ärzte, is simply correct German for The Doctors.
- Flëur – Ukrainian ethereal wave band – not actually an umlaut but rather a Cyrillic ë, which is pronounced the same as *eu* in the French word *fleur* (flower).
- Girugāmesh – Japanese rock band often stylise their name with an umlaut over the a.
- Infernal – Danish electronic band, was stylized as *Infërnal* on their album *Waiting for Daylight*.
- Insidiöus Törmönt – Liechtenstein-based old school heavy metal band who use gratuitous umlauts, but pronounce them nonetheless.
- Kobaian – French progressive rock band Magma sing in this constructed language, which has many diereses in its written form.
- Közi – Japanese rock musician.
- Mägo de Oz – Spanish folk metal band.
- Moottörin Jyrinä – Finnish heavy metal band, the umlaut in *Moottörin* is gratuitous, but the one in *Jyrinä* is not.
- Motör Militia – Bahraini thrash metal band.
- Mütiilation – French black metal band.
- Püdelksi – Polish rock band.

Video games and books

- *Brütal Legend* – action-adventure video game.
- *Deathtöngue* – the original name of a metal band in the comic Bloom County (changed, after media publicity, to "Billy and the Boingers")
- *Dynamite Düx* – a beat 'em up video game.
- Lars Ümläüt – a character in the *Guitar Hero* series, specifically *Guitar Hero II* and *III*.
- *Dieselstörmers* – a crowdfunded in 2014 pre-released steampunk multiplayer platformer
- Löded Diper – name of a band in which the older brother of the protagonist in *Diary of a Wimpy Kid* is a member.

Other products with decorative umlauts

- Cröönchy Stars - a discontinued breakfast cereal
- Häagen-Dazs - an ice cream brand
- Tonfön - the Tongan telephone company

See also

- Devil horns, heavy metal hand signal
- Faux Cyrillic (Faux Cyrillic)
- Foreign branding (Häagen-Dazs, Fahrvergnügen)
- Nu metal, also stylized as *nü-metal*
- Sensational spelling
- Über
- Word play

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 - CMJ New Music Monthly Oct 2000 <https://books.google.com/books?id=zioEAAAAMBAJ&lpg=PA11&dq=%22looking%20at%20the%20umlaut%22&pg=PA11>
 - <https://www.discogs.com/Gwar-Hell-O/release/1973195>
 - <https://www.theonion.com/united-states-toughens-image-with-umlauts-1819564308>

External links

- My Life in Heavy Metal* (<https://web.archive.org/web/20050327011411/http://www.arrivistepress.com/salmondheavymetal0503page1.shtml>) by Steve Almond (excerpt)
 - The Döts (<https://web.archive.org/web/20030402233054/http://www.rockdots.com/thedots.html>) (Dave Krinsky)
 - Would you like umlauts with that? (<http://www.clicknation.com/snoof/stuff/umlaut.pdf>) (PDF) by Bruce Campbell
 - The Metal Umlaut in the Liff Dictionary (<https://web.archive.org/web/20030522111419/http://liff.comegetsome.at/search.php?browsed=1&searchme=Doetinchem>)
 - Heävy Mëtal Ümlaut (<http://tvtropes.org/pmwiki/pmwiki.php/Main/HeavyMetalUmlaut>) on TV Tropes
-

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WIKIPEDIA

Foreign branding

Foreign branding is an advertising and marketing term describing the use of foreign or foreign-sounding brand names for companies, products, and services. When the actual country of origin may not be beneficial, companies tend to use a foreign branding strategy, trying to make customers believe that the company and/or its products originate from a more favourable country than they actually do.^[1]

In non-English-speaking countries, many brands use English- or American-styled names. In English and other non-English-speaking countries, many cosmetics and fashion brands use French- or Italian-styled names. Also, Japanese, Scandinavian, and of other origin-sounding names are used in both English- and non-English-speaking countries to achieve specific effects.

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References

External links

English-speaking countries

- Pret A Manger sandwich retail chain is British but its name is French for "ready to eat".
- Häagen-Dazs ice cream, intended to have a Danish-sounding name, was established by Jewish-Polish immigrants Reuben and Rose Mattus in the Bronx, New York.^[2]
- Vichyssoise, a cold potato and leek soup, was recreated at the Ritz-Carlton Hotel in New York in the 1910s, but it was given a French name.
- Dolmio and Kan-Tong sauces have an Italian-sounding name and an Asian-sounding name, respectively, but are both made by Masterfoods in Australia.
- "Möben" is a trademark of the English company Moben Kitchens, implying the perceived higher quality of German and Scandinavian kitchens.^[3]
- Giordano is a Hong Kong-based clothing brand, despite the name sounding Italian.
- Matsui is Japanese-sounding brand of the electrical retailer Dixons (UK).
- Ginsu knives have a Japanese-sounding name (*Ginsu*, Kanji: 銀簾; Hiragana: ぎんす), but are made in America by Douglas Quikut.
- Rykä shoes are given a Finnish-looking name, despite being an American company.
- Berghaus, a British outdoor equipment company, converted the name of its first premises (LD Mountain Centre) roughly into German to market its own products.

- Swiss Chalet is Canadian-based family restaurant known for chicken dinners. Some locations maintain a visual decor resembling a Swiss chalet.
- Au Bon Pain, a bakery cafe with a French name, was founded in Boston.
- Frusen Glädjé, an ice cream with the misspelt Swedish words for "frozen delight", was created in the U.S. by Richard E. Smith and later bought by Kraft Foods.
- Several beer brands in the UK highlight their foreign origins in advertising, despite being brewed in the UK,^[4] with the brand being comparatively unsuccessful in its home country.^[5] In 2011, the Advertising Standards Authority upheld a complaint against Kronenbourg 1664 advertisements that gave the misleading impression the beer was brewed in France.^[6]
- Dubarry is an Irish footwear company.
- Superdry is a British clothing company that presents itself as being Japanese via the use of grammatically incorrect Japanese language text and Japanese style foreign branding (in Japan 'Super Dry' is a brand of beer: Asahi Super Dry.)
- Vasque, a European-sounding brand from Red Wing Shoes (US).
- Røde Microphones is spelt with an "ø" in middle which gives the impression that the company is Danish or Norwegian, when in fact it is Australian.

In non-English-speaking countries

- Germany's Hard Rock and Metal Hammer magazines^[7]
- In Japan, Pocari Sweat, a popular sports drink marketed in Japan by the Otsuka Pharmaceutical Co., has a name that to many English speakers would imply the product actually contains sweat, rather than the intended meaning of a beverage intended to replace the electrolytes lost in sweating.
- Roland is a Japanese manufacturer of electronic music equipment with the name being chosen with the global market in mind. It is, however, difficult to pronounce for Japanese speakers, for whom it is hard to differentiate "l" and "r" sounds.
- The Swedish snack food company Estrella is named after the Spanish word for star.
- Alcott and Alcott Los Angeles are clothing stores marketed towards teenagers and young adults found in many cities across Italy that copy the Californian/American surfer style. Their only stores outside of Italy are in Paris, France; Beirut, Lebanon; and Tbilisi, Georgia.
- Fashion accessories company Parfois (a French word meaning "sometimes") is in fact Portuguese.

Many South Korean corporations use foreign branding:

- Seoul Metropolitan City Development (서울도시개발공사 *Seouldoshigaebalgongsa*), a corporation owned by the Seoul Metropolitan government, changed its name to Seoul Housing Corporation or for short *SH공사* (에스에이치 공사 *Eseueichi gongsa*).^[8]
- Korea Tobacco and Ginseng Corporation (한국담배인삼공사 *Hangukdambaeinsamgongsa*), a corporation formerly owned by the Republic of Korea government, changed its name to KT&G Corporation (주식회사 케이티앤지 *Jusikhoesa keitiaenji*) after privatization. KT&G is an acronym for Korea Tomorrow and Global, not Korea Tobacco and Ginseng.^[9]
- South Korea-based LG Electronics (엘지전자 *Eljijeonja*) named its washer and dryer line Tromm (트롬 *Teurom*). One of the reasons for selecting this foreign-sounding name was to imply to the Korean domestic market a connection to the perceived superior quality of foreign brands; but Tromm is a now a global product line.
- The main news program of Munhwa Broadcasting Corporation (문화방송주식회사 *Munhwabangsongjushikhoesa*), a broadcaster in South Korea, is called MBC Newsdesk (엠비씨 뉴스데스크 *Embissi nyuseudeseukeu*).
- Korea Electric Power Corporation (한국전력공사 *Hangukjeollyeokgongsa*), a corporation owned by the Republic of Korea government, uses the brand KEPCO (케프코 *Kepko*).^[10]
- Korea Electrical Safety Corporation (한국전기안전공사 *Hangukjeongianjeonggongsa*) uses a brand KESCO (케스코 *Keseuko*).^[10]
- Korea Expressway Corporation (한국도로공사 *Hangukdorogongsa*) uses the brand EX (이엑스 *Iekseu*).^[10]
- Korea Land and Housing Corporation (한국토지주택공사 *Hanguktojijutaekgongsa*) uses the brand LH (엘에이치 *Ereichi*).^[11]

- Korea Minting and Security Printing Corporation (한국조폐공사 *Hangukjopyegongsa*) uses the brand KOMSCO (콤스코 *Komseuko*).^[10]
- Korean Railroad Corporation (한국철도공사 *Hangukcheoldogongsa*) changed its brand to Korail (코레일 *Koreil*).^[12] Korail is a portmanteau of "Korea" and "railroad". The operator's high-speed rail system, Korea Train Express (한국고속철도 *Hangukgosokcheoldo*) is marketed as KTX (케이티엑스 *Keitiekseu*), which stands for "Korea Train eXpress".
- Korea Water Resources Corporation (한국수자원공사 *Hanguksujawongongsa*) uses the brand K-Water (케이워터 *Keiwoteo*).^[10]

Products renamed to avoid offence

- The Mitsubishi Pajero had to be renamed to Montero in Spain and Spanish-speaking countries in Latin America, since *pajero* is a Spanish slang term for one who masturbates (with similar connotations as the British slang term *wanker*), Mitsubishi originally got the name Pajero from the pampas cat, *Leopardus pajeros*.
- The Honda Fit was originally intended to be named the "Fitta", but the name was shortened and in some markets renamed completely upon discovering that in several Nordic languages, *fitta* is a vulgar word for the female genitalia.
- Buick initially chose to rename its LaCrosse to Allure in Canada; a slang term meaning "to cross oneself" was a euphemism for masturbation in Quebec. GM reversed its position in 2009, returning the LaCrosse nameplate.^{[13][14]}
- The SEAT Málaga was marketed in Greece as the Seat Gredos, because the word Malaga was considered very similar to *malaka*, a common Greek swear word for one who masturbates.
- The U.S. fast food chain Taco Bell formerly sold a burrito originally named "*Chilito*". When many became aware that that name is used as a slang term for a small penis, its name was changed to chili-cheese burrito.
- The Ford Maverick was intended to be marketed in Brazil as the Ford Pinto,^[15] but no one in Brazil would identify Pinto as a horse breed, since *pinto* (a small chicken) is a Brazilian informal term for "penis".^[16]
- In Croatia, Serbia, Bosnia, and Montenegro, Nestlé could not sell instant coffee called Kenjara because the name resembles Serbo-Croatian vulgar words related to defecation.
- The Toyota MR2 sports car is named MR in France, because a way of pronouncing it, "merdeux", sounds like the word for "shitty" in French.
- The computer Commodore VIC-20 was renamed to VC-20 in Germany, since VIC would be pronounced the same as *fick* ("fuck" in German).
- The Vicks brand of over-the-counter cough medication was renamed *Wick* in Germany, to avoid too much a similarity with the German word *wichsen* meaning "to wank".
- In Israel, Korean car company Kia Motors adjusted their original pronunciation (IPA: [ki.a]) to sound like "Kaya" in promotional material, since a Hebrew slang pronunciation for "vomit" (קי) sounds like the original brand name. This decision was later reversed, and now the company uses the normal pronunciation.
- Church's Chicken is known as Texas Chicken outside of North America, presumably to appeal to non-Christians who would not understand it was named for its founder George Church, and not a religious group.
- The word "mist" must be avoided in German trademarks; while harmless in English, it translates to manure or dung.
- Although the Mexican bakery Bimbo uses its real name in English-speaking markets, it emphasizes the word "Bimbo" is pronounced "beam-bo" to avoid the negative connotations associated with the word "*bimbo*" in American English.
- In Portugal, Opel Ascona was marketed as Opel 1604 because the model name is similar to a slang word for female genitalia, *cona*.
 - For that same reason, and because of the same word, although written differently, the Hyundai Kona was renamed Hyundai Kauai.
- German cosmetics company Schwarzkopf had to rename its Gliss Kur product line and change the appearance of the packaging for the Bulgarian market. In German *Kur* means *cure* but in Bulgarian this is a highly vulgar word for penis. An initial attempt to pronounce it in advertisements as *kyur* (with a palatalized *k*, similarly to English *cure*) could not blur the negative effect. The same product line was renamed also for the Romanian market, because of the same reason specified above. Although it is written differently, it has the same meaning for ass in English.
- Subaru Legacy is marketed as Subaru Liberty in Australia, as the word 'legacy' is sacrosanct in Australia and always relates to the work done by the charity organization Legacy Australia, which was set up after the World War II to serve the interests of the wives and children of the Australian soldiers who died during the war (mainly at the hands of Japanese soldiers). Understandably, the Japanese car manufacturer Subaru did not want to bring in a Japanese made car called Legacy to Australia.
- Calpis, a Japanese calcium-fortified beverage, is marketed in English-speaking markets as "Calpico," as the original name sounds very similar to the unflattering descriptor "cow piss" in English.

Foreign orthography

Foreign letters and diacritical marks (such as the *umlaut*) are often used to give a foreign flavor to a brand that does not consist of foreign terms.

Some fonts, sometimes called simulation typefaces, have also been designed that represent the characters of the Roman alphabet but evoke another *writing system*. This group includes typefaces designed to appear as *Arabic*, *Chinese characters*, *Cyrillic*, *Indic scripts*, *Greek*, *Hebrew*, *Kana*, or *Thai*. These are used largely for the purpose of novelty to make something appear foreign, or to make businesses such as restaurants offering foreign food clearly stand out.^{[17][18]}

Characters chosen for visual resemblance

Greek characters in Latin contexts

- The Greek sigma, Σ, is often used for Latin E, although it is the equivalent of Latin S. Examples include the film *My Big Fat Greek Wedding* (stylized as My Big Fat GRΣΣK Wedding) and ABC Family's college-set series *Greek (TV series)* (stylized as GRΣΣK).
- Less commonly, delta Δ or lambda Λ may be used for A, or theta Θ for O. Examples include *Samsung*, in which the logo is stylised as "SAMSUNG".
- The lower-case Greek lambda, λ, was used for Latin A in the video game *Half-Life*, apparently in reference to the use of λ as the symbol for the *decay constant* (related to the concept of *half-life*).

Cyrillic characters in Latin contexts

- Cyrillic Ya, Я, and I, И, resemble the reversed Latin letters R and N, respectively, and are often used as such. Examples include the video game *TETRIS*.
- Cyrillic De, Д, may be used for Latin A, as in the film *BORДT*.

Other scripts

- The London-based sushi restaurant YO! Sushi uses a typeface that makes the Y and O look like the katakana letters *リ* and *ク* (romaji: *ri* and *ku*).
- Letters of the Hebrew alphabet can be used to evoke Jewish culture.
- The television series *Stargate SG-1* and *Stargate Atlantis* use a glyph resembling Å in marketing materials, thus "STARGATE SG-1" and "STARGATE ATLANTIS", respectively. This usage derives from the symbol representing Earth on the titular Stargate, and is unrelated to the letter as used in the *Swedish alphabet* (which is pronounced similar to English "o").

FAUX HEBREW

Hebrew foreign branding; note the use of actual Hebrew letters alef x (for X) and shin ψ (for W).

Diacritics and foreign spellings

- The name of the French soft drink Pschitt is merely an onomatopoeic rendition of the sound made when the bottle is opened, but the *-sch-* and terminal *-tt* are German, rather than French, clusters.
- A premium-priced ice cream made by a company based in Bronx, New York was dubbed Häagen-Dazs to imply "old world craftsmanship and tradition". Häagen-Dazs has no meaning in any European language, although it contains several conventions used in European languages, such as the umlaut, and resembles a mixture of German and Hungarian. Häagen-Dazs spawned imitators, such as Frusen Glädjé (*frusen glädje* without the acute accent meaning "frozen joy" in *Swedish*), another brand of premium ice cream. Häagen Dazs sued unsuccessfully in 1980 to stop them from using a "Scandinavian marketing theme", despite the fact that Häagen-Dazs does not even remotely resemble anything Scandinavian itself.

- Le Tigre Clothing, an American brand which adopted a French name, has at times used an accent over the final "e" in *tigre* (French for tiger), although the French word itself contains no accent.^[19]
- The fashion for the metal umlaut (use of umlauts in the names of heavy metal bands) can also be seen as a form of foreign branding.

Characters chosen by keyboard or encoding match

Where different keyboard layouts or character encodings map different scripts to the same key positions or code points, directly converting matching characters provides an alternative to transliteration when the appearance, rather than the meaning, is desired.

- The cover of Madonna's *Greatest Hits Volume 2* contains the Japanese characters モデジラミミヂ. These characters share the same keys on a dual-layout Japanese/English keyboard as the letters M-A-D-O-N-N-A. The characters are otherwise unrelated and the resulting Japanese text ("mo-dji-ji-ra-mi-mi-dji") is meaningless.

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External links

- "Would you like umlauts with that?" (<http://www.clicknation.com/snoof/stuff/umlaut.pdf>) (PDF). (78.5 KB) by graphic designer Bruce Campbell
 - English-language page for Pocari Sweat (https://web.archive.org/web/20021216205711/http://www.otsuka.co.jp/pocari_e/pocari1.htm), from the Otsuka Pharmaceutical Company (Wayback Machine archive)
 - The Modish Macron (<http://itre.cis.upenn.edu/~myl/language-log/archives/002433.html>), a Language Log post about use of the macron in branding
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means a "perforation", "orifice", or "pip" (as on dice),^[3] thus describing the form of the diacritic rather than its function.

Umlaut is the German name of both the Germanic umlaut, a sound-law also known as *i-mutation*, and the corresponding diacritic.

Ö	ö
ÿ	ÿ
ü	ü
ÿl	ÿl
ö	ö

Diaeresis

The diaeresis indicates that two adjoining letters that would normally form a digraph and be pronounced as one are instead to be read as separate vowels in two syllables. The diaeresis indicates that a vowel should be pronounced apart from the letter that precedes it. For example, in the spelling *coöperate*, the diaeresis reminds the reader that the word has four syllables *co-op-er-ate*, not three, **coop-er-ate*. In British English this usage has been considered obsolete for many years, and in US English, although it persisted for longer, it is now considered archaic as well.^[4] Nevertheless, it is still used by the US magazine *The New Yorker*.^[5] In English language texts it is perhaps most familiar in the spellings *naïve*, *Noël*, and *Chloë*, and is also used officially in the name of the island Teän. Languages such as Dutch, Catalan, French, Galician and Spanish make regular use of the diaeresis.

History

Greek alphabet

Two dots, called a *trema*, were used in the Hellenistic period on the letters ι and υ, most often at the beginning of a word, as in ἰδῶν, ὑῖος, and ὑβρίν, to separate them from a preceding vowel, as writing was *scriptio continua*, where spacing was not yet used as a word divider (see Coptic alphabet, for example). However, it was also used to indicate that a vowel formed its own syllable (in phonological hiatus), as in ηῦ and Αἶδου.^{[6][7]}

In Modern Greek, αῖ and οῖ represent the diphthongs /ai/ and /oi/, and εῖ the disyllabic sequence /e.i/, whereas αι, οι, and ει transcribe the simple vowels /e/, /i/, and /i/. The diacritic can be the only one on a vowel, as in ακαδημαϊκός (*akadimaïkós*, 'academic'), or in combination with an acute accent, as in πρωτεῖνη (*proteîni*, 'protein').

ÿ is sometimes used in transcribed Greek, where it represents the Greek letter υ (upsilon) in hiatus with α. For example, it can be seen in the transcription *Artaijctes* of the Persian name Ἀρταύκτης (*Artaüktēs*) at the very end of Herodotus, or the name of Mount Taygetus on the southern Peloponnesus peninsula, which in modern Greek is spelled Ταῦγετος.

Latin alphabet

The diaeresis was borrowed for this purpose in several languages of western and southern Europe, among them Occitan, Catalan, French, Dutch, Welsh, and (rarely) English.

When a vowel in Greek was stressed, it did not assimilate to a preceding vowel but remained as a separate syllable. Such vowels were marked with an accent such as the acute, a tradition that has also been adopted by other languages, such as Spanish and Portuguese. For example, the Portuguese words *saiá* [ˈsajɐ] "skirt" and the imperfect *saía* [saˈi.ɐ] "[I/he/she]

used to leave" differ in that the sequence /ai/ forms a diphthong in the former (synaeresis), but is a hiatus in the latter (diaeresis).

Hiatus

In Catalan, the digraphs *ai*, *ei*, *oi*, *au*, *eu*, and *iu* are normally read as diphthongs. To indicate exceptions to this rule (hiatus), a diaeresis mark is placed on the second vowel: without this the words *raïm* [rə'ɪm] ("grape") and *diürn* [di'urn] ("diurnal") would be read *[ˈrajm] and *[ˈdiwrn], respectively. The Occitan use of diaeresis is very similar to that of Catalan: *aï*, *eï*, *oï*, *au*, *eu*, *ou* are diphthongs consisting of one syllable but *aï*, *eï*, *oï*, *aü*, *eü*, *oü* are groups consisting of two distinct syllables.

In Welsh, where the diaeresis appears, it is usually on the stressed vowel, and this is most often on the first of the two adjacent vowels; a typical example is *copïo* [kɔ.ˈpi.ɔ] (to copy), cf. *mopïo* [ˈmɔ.pjɔ] (to mop). It is also used on the first of two vowels that would otherwise form a diphthong (crëir [ˈkreː.ɪr] rather than creir [ˈkrɛɪr]) and on the first of three vowels to separate it from a following diphthong: crëwyd is pronounced [ˈkreː.ɔɪd] rather than [ˈkrɛɪ.ɪd].

In Dutch, spellings such as *coëfficiënt* are necessary because the digraphs *oe* and *ie* normally represent the simple vowels [u] and [i], respectively. However, hyphenation is now preferred for compound words so that *zeeëend* (sea duck) is now spelled *zee-eend*.^[8]

In German, diaeresis occurs in a few proper names, such as Ferdinand Piëch and Bernhard Hoëcker.

In Galician, diaeresis is employed to indicate hiatus in the first and second persons of the plural of the imperfect tense of verbs ended in *-aer*, *-oer*, *-aír* and *-oír* (*saiamos*, *caïades*). This stems from the fact that an unstressed *-i-* is left between vowels, but constituting its own syllable, which would end with a form identical in writing but different in pronunciation with those of the Present subjunctive (*saiamos*, *caïades*), as those have said *i* forming a diphthong with the following *a*.

Non-silent vowels

As a further extension, some languages began to use a diaeresis whenever a vowel letter was to be pronounced separately. This included vowels that would otherwise form digraphs with consonants or simply be silent.

In the orthographies of Spanish, Catalan, French, Galician, and Occitan, the graphemes *gu* and *qu* normally represent a single sound, [g] or [k], before the front vowels *e* and *i* (or before nearly all vowels in Occitan). In the few exceptions where the *u* is pronounced, a diaeresis is added to it. Before the 1990 Orthographic Agreement, a diaeresis ("*trema*") was also used in (mainly Brazilian) Portuguese in this manner, in words like *sangüíneo* [sɛ'gwiniu] "sanguineous"; after the implementation of the Orthographic Agreement, it was abolished altogether from all Portuguese words. In French, in the aforementioned cases the diaeresis is usually written over the following vowel.

Examples:

- Spanish *pingüino* [piŋ'gwino] "penguin"
- Catalan *aigües* [ˈajɣwɛs] "waters", *qüestió* [kwɛsti'ɔ] "matter, question"
- Occitan *lingüista* [lin'gwistɔ] "linguist", *aqüatic* [a'kwatik] "aquatic"
- French *aiguë* or *aigüe* [ɛgy] "acute (fem.)" (note that the *e* is silent; without the diacritic, both it and the *u* would be silent)
- Galician *mingüei* [miŋ'gweɨ] "I shrank", *saiamos* "we went out/used to go out"
- Luxembourgish *chance* [ˈʃɑːs] "opportunity", *chancë* [ˈʃɑːsɛ] (before a consonant) "opportunities"
- English *Brontë* /ˈbrɒnti/ (see Brontë family)

This has been extended to Ganda, where a diaeresis separates *y* from *n*: *anya* [ɔnɔ], *anjɔ* [ɔnɔ].

French

In French, some diphthongs that were written with pairs of vowel letters were later reduced to monophthongs, which led to an extension of the value of this diacritic. It often now indicates that the second vowel letter is to be pronounced separately from the first, rather than merge with it into a single sound. For example, the French words *maïs* [ma.is] and *naïve* [na.iv] would be pronounced *[mɛ] and *[nev], respectively, without the diaeresis mark, since the digraph *ai* is pronounced [ɛ]. The English spelling of *Noël* "Christmas" (French [nɔ.ɛl]) comes from this use. *ÿ* occurs in French as a variant of *ï* in a few proper nouns, as in the name of the Parisian suburb of L'Haÿ-les-Roses [la.i le ʁoz].

The diaeresis is also used when a silent *e* is added to the sequence *gu*, to show that it is to be pronounced [gy] rather than as a digraph for [g]. For example, when the feminine *-e* is added to *aigu* [egy] "sharp", the pronunciation does not change: *aiguë* [egy]. Similar is the feminine noun *ciguë* [sigy] "hemlock"; compare *figue* [fig] "fig". In the ongoing French spelling reform of 1990, this was moved to the *u* (*aigüe*, *cigüe*), though the earlier orthography continues to be widely used. (In *canoë* [kanɔ.e] the *e* is not silent, and so is not affected by the spelling reform.)

In some names, a diaeresis is used to show what *used to be* two vowels in hiatus, although the second vowel has since fallen silent, as in Saint-Saëns [sɛsãs] and de Staël [dɔ stal].

English

The grave accent and the diaeresis are the only diacritics native to Modern English (apart from diacritics used in loanwords, such as the acute accent, the cedilla, or the tilde). The use of both, however, is considered to be largely archaic.^{[9][10]}

The diaeresis mark is sometimes used in English personal first and last names to indicate that two adjacent vowels should be pronounced separately, rather than as a diphthong. Examples include the given names *Chloë* and *Zoë*, which otherwise might be pronounced with a silent *e*. To discourage a similar mispronunciation, the mark is also used in the surname *Brontë*. It may be used optionally for words that do not have a morphological break at the diaeresis point, such as *naïve*, *Boötes*, and *Noël*. However, it is now far less commonly used in words such as *coöperate* and *reënter* except in a very few publications—notably *The New Yorker*^{[11][12][5]} and *MIT Technology Review* under Jason Pontin.

Umlaut

Germanic umlaut is a specific historical phenomenon of vowel-fronting in German and other Germanic languages.^[a] In German it causes back vowels /a/, /o/ and /u/ to shift forward in the mouth to /ɛ/, /ø/ and /y/, respectively. In modern German orthography, the affected graphemes ⟨a⟩, ⟨o⟩ and ⟨u⟩ are written as ⟨ä⟩, ⟨ö⟩ and ⟨ü⟩, i.e. they are written with diacritical marks identical to the *diaeresis* mark. Therefore, in German (and in some languages influenced by German orthography), the diacritical symbol itself is sometimes called *umlaut*.

History

German phonological umlaut was present in the Old High German period and continued to develop in Middle High German. From the Middle High German period, it was sometimes denoted in written German by adding an *e* to the affected vowel, either after the vowel or, in small form, above it. This can still be seen in some names, e.g. Goethe, Goebbels, Staedtler.^[b] In medieval German manuscripts, other digraphs were also commonly written using superscripts. In *bluome* ('flower'), for example, the ⟨o⟩ was frequently placed above the ⟨u⟩ (*blûme*). This letter survives now only in Czech. Compare also ⟨ñ̄⟩ for the digraph *nn*, with the tilde as a superscript ⟨n̄⟩.

In blackletter handwriting as used in German manuscripts of the later Middle Ages, and also in many printed texts of the early modern period, the superscript ⟨e⟩ still had a form that would be recognisable to us as an ⟨e⟩, but in manuscript writing, umlauted vowels could be indicated by two dots since the late medieval period.

In the forms of handwriting that emerged in the early modern period (of which Sütterlin is the latest and best-known example) the letter ⟨e⟩ was composed of two short vertical lines very close together, and the superscript ⟨e⟩ looked like two tiny strokes. Even from the 16th century, the handwritten convention of indicating umlaut by two dots placed above the affected vowel is also found in printed texts.

In modern handwriting, the umlaut sometimes resembles a tilde, quotation mark, dash, miniature u or other small mark.

Unusual umlaut designs are sometimes also created for graphic design purposes, such as to fit an umlaut into tightly-spaced lines of text.^[13] This may include umlauts placed vertically or inside the body of the letter.^{[14][15][16]}

ä ö ü

ä ö ü

New and old forms of umlaut

Illustration of the development of umlaut: *schoen* → *schö̇n* → *schön* ('beautiful'). The Sütterlin script used here is a later development, however.

Printing conventions in German

When typing German, if umlaut letters are not available, it is usual to replace them with the underlying vowel followed by an ⟨e⟩. So, for example, "Schröder" becomes "Schroeder". As the pronunciation differs greatly between the normal letter and the umlaut, simply omitting the dots is incorrect. The result might often be a different word, as in *schon* 'already', *schön* 'beautiful'; or a different grammatic form, e.g. *Mutter* 'mother', *Mütter* 'mothers'.

Despite this, the umlauted letters are not considered as separate letters of the alphabet proper in German, in contrast to other Germanic languages.

When alphabetically sorting German words, the umlaut is usually not distinguished from the underlying vowel, although if two words differ only by an umlaut, the umlauted one comes second, for example:

1. Schon
2. Schön
3. Schonen

There is a second system in limited use, mostly for sorting names (colloquially called "telephone directory sorting"), which treats ü like ue, and so on.

1. Schön
2. Schon
3. Schonen

Austrian telephoue directories insert ö after oz.

1. Schon
2. Schonen
3. Schön

In Switzerland, capital umlauts are sometimes printed as digraphs, in other words, ⟨Ae⟩, ⟨Oe⟩, ⟨Ue⟩, instead of ⟨Ä⟩, ⟨Ö⟩, ⟨Ü⟩ (see *German alphabet* for an elaboration.) This is because the Swiss typewriter keyboard contains the French accents on the same keys as the umlauts (selected by Shift). To write capital umlauts the ¨-key is pressed followed by the capital letter to which the umlaut should apply.

Borrowing of German umlaut notation

Some languages have borrowed some of the forms of the German letters Ä, Ö, or Ü, including Azerbaijani, Estonian, Finnish, Hungarian, Karelian, some of the Sami languages, Slovak, Swedish, and Turkish. This indicates sounds similar to the corresponding umlauted letters in German. In spoken Scandinavian languages the grammatical umlaut change is used (singular to plural, derivations etc.) but the character used differs between languages. In Finnish, a/ä and o/ö change systematically in suffixes according to the rules of vowel harmony. In Hungarian, where long vowels are indicated with an acute accent, the umlaut notation has been expanded with a version of the umlaut which looks like double acute accents, indicating a blend of umlaut and acute. Contrast: short ö; long ő. The Estonian alphabet has borrowed ⟨ä⟩, ⟨ö⟩, and ⟨ü⟩ from German; Swedish and Finnish have ⟨ä⟩ and ⟨ö⟩; and Slovak has ⟨ä⟩. In Estonian, Swedish, Finnish, and Sami ⟨ä⟩ and ⟨ö⟩ denote [æ] and [ø], respectively. Hungarian has ⟨ö⟩ and ⟨ü⟩. The Slovak language uses the letter ⟨ä⟩ to denote [ɛ] (or a bit archaic but still correct [æ]). The sign is called *dve bodky* ("two dots"), and the full name of the letter ä is *a s dvomi bodkami* ("a with two dots"). The similar word *dvojbodka* ("double dot") however refers to the colon. In these languages, with the exception of Hungarian, the replacement rule for situations where the umlaut character is not available, is to simply use the underlying unaccented character instead. Hungarian follows the German rules and replaces ⟨ö⟩ and ⟨ü⟩ with ⟨oe⟩ and ⟨ue⟩ respectively – at least for telegrams and telex messages. The same rule is followed for the near-lookalikes ⟨ó⟩ and ⟨ű⟩.

In Luxembourgish (*Lëtzebuergesch*), the umlaut diacritic in ⟨ä⟩ and ⟨ë⟩ represents a stressed schwa. The letters ⟨ü⟩ and ⟨ö⟩ do not occur in native Luxembourgish words, but at least the former is common in words borrowed from standard German.

When Turkish switched from the Arabic to the Latin alphabet in 1928, it adopted a number of diacritics borrowed from various languages, including ⟨ü⟩ and ⟨ö⟩ from German (probably reinforced by their use in languages like Swedish, Hungarian, etc.). These Turkish graphemes represent sounds similar to their respective values in German (see *Turkish alphabet*).

As the borrowed diacritic has lost its relationship to Germanic i-mutation, they are in some languages considered independent graphemes, and cannot be replaced with ⟨ae⟩, ⟨oe⟩, or ⟨ue⟩ as in German. In Estonian and Finnish, for example, these latter diphthongs have independent meanings. Even some Germanic languages, such as Swedish (which *does* have a transformation analogous to the German umlaut, called *omljud*), treat them always as independent letters. In collation, this means they have their own positions in the alphabet, for example at the end ("A–Ö" or "A–Ü", not "A–Z") as in Swedish, Estonian and Finnish, which means that the dictionary order is different from German. The transformations ä → ae and ö → oe can, therefore, be considered less appropriate for these languages, although Swedish and Finnish passports use the transformation to render ö and ä (and å as aa) in the machine-readable zone. In contexts of technological limitation, e.g. in English based systems, Swedes can either be forced to omit the diacritics or use the two letter system.

When typing in Norwegian, the letters Æ and Ø might be replaced with Ä and Ö respectively if the former are not available. If ä is not available either, it is appropriate to use ae. The same goes for ö and oe. While ae has a great resemblance to the letter æ and, therefore, does not impede legibility, the digraph oe is likely to reduce the legibility of a Norwegian text. This especially applies to the digraph øy, which would be rendered in the more cryptic form oey. Also in Danish, Ö has been used in place of Ø in some older texts and to distinguish between open and closed ö-sounds and when confusion with other symbols could occur, e.g. on maps. The Danish/Norwegian Ø is like the German Ö a development of OE, to be compared with the French Œ.

Early Volapük used Fraktur a, o and u as different from Antiqua ones. Later, the Fraktur forms were replaced with umlauted vowels.

The usage of umlaut-like diacritic vowels, particularly *ü*, occurs in the transcription of languages that do not use the Roman alphabet, such as Chinese. For example, 女 (*female*) is transcribed as *nǚ* in proper Mandarin Chinese pinyin, while *nv* is sometimes used as a replacement for convenience since the letter *v* is not used in pinyin. Tibetan pinyin uses *ä*, *ö*, *ü* with approximately their German values.

The Cyrillic letters *ä*, *ö*, *ü* are used in Mari, Khanty, and other languages for approximately [æ], [ø], and [y]. These directly parallel the German umlaut *ä*, *ö*, *ü*. Other vowels using a double dot to modify their values in various minority languages of Russia are *ë*, *ë̈*, and *ӹ*.

Use of the umlaut for special effect

The umlaut diacritic can be used in "sensational spellings" or foreign branding, for example in advertising, or for other special effects. Häagen-Dazs is an example of such usage.

Other uses

A double dot is also used as a diacritic in cases where it functions as neither a diaeresis nor an umlaut. In the International Phonetic Alphabet (IPA), a double dot is used for a centralized vowel, a situation more similar to umlaut than to diaeresis. In other languages it is used for vowel length, nasalization, tone, and various other uses where diaeresis or umlaut was available typographically. The IPA uses a double dot below letters to indicate a breathy-voice or murmur.

Vowels

- In Albanian and Kashubian, ⟨ë̈⟩ represents a schwa [ə].
- In Aymara, a double dot is used on ⟨ä̈⟩ ⟨ï̈⟩ ⟨ü̈⟩ for vowel length.
- In the Basque dialect of Soule, ⟨ü̈⟩ represents [y].
- In Ligurian official orthography, ⟨ö̈⟩ is used to represent the sound [oː].
- In Māori a diaeresis (e.g. *Māori*) was often used on computers in the past instead of the macron to indicate long vowels, as the diaeresis was relatively easy to produce on many systems, and the macron difficult or impossible.^{[17][18]}
- In Seneca, ⟨ë̈⟩ ⟨ö̈⟩ are nasal vowels, though ⟨ä̈⟩ is [ɛ], as in German umlaut.
- In Vurës (Vanuatu), ⟨ë̈⟩ and ⟨ö̈⟩ encode respectively [œ] and [ø].
- In the Pahawh Hmong script, a double dot is used as one of several tone marks.
- The double dot was used in the early Cyrillic alphabet, which was used to write Old Church Slavonic. The modern Cyrillic Belarusian and Russian alphabets include the letter *yo* ⟨ë̈⟩, although replacing it with the letter ⟨e⟩ without the diacritic is allowed in Russian unless doing so would create ambiguity. Since the 1870s, the letter *yi* (ĭ, ĭ̈) has been used in the Ukrainian alphabet for iotated [ji]; plain *i* is not iotated [i]. In Udmurt, *ÿ̈* is used for uniotated [i], with *ӥ* for iotated [ji].
- The form *ÿ̈* is common in Dutch handwriting and also occasionally used in printed text – but is a form of the digraph "ij" rather than a modification of the letter "y".
- Komi language uses ⟨ӧ̈⟩ (a Cyrillic O with diaeresis) for [ə].

Consonants

Jacaltec (a Mayan language) and Malagasy are among the very few languages with a diaeresis on the letter "n"; in both, *n̈* is the velar nasal [ŋ].

In Udmurt, a double dot is also used with the consonant letters *ӝ* [dʒ] (from ж [ʒ]), *ӟ* [dz] (from з [z] ~ [z̥]) and *ӵ* [tʃ] (from ч [tɕ]).

Ḧ and ẍ are used for [ħ] and [x̥] in the unified Kurdish alphabet. These are foreign sounds borrowed from Arabic.

Ẃ and ẃ: Ț is generally a vowel, but it is used as the (semi-vowel) consonant [ɥ] (a [w] without the use of the lips) in Tlingit. This sound is also found in Coast Tsimshian, where it is written ẃ.

A number of languages in Vanuatu use double dots on consonants, to represent linguolabial (or *apicolabial*) phonemes in their orthography. Thus Araki contrasts bilabial *p* [p] with linguolabial *p̣* [ṭ]; bilabial *m* [m] with linguolabial *ṃ* [ɱ]; and bilabial *v* [β] with linguolabial *ṿ* [ð̣].

Seneca uses ⟨ṣ⟩ for [ʃ].

The letter ṭ is used in the ISO 233 transliteration of Arabic for tā' marbūṭah ٲ.

Syriac uses a two dots above a letter, called Siyame, to indicate that the word should be understood as plural. For instance, ܒܝܬܐ (*bayta*) means 'house', while ܒܝܬܝܐ (*bayte*) means 'houses'. The sign is used especially when no vowel marks are present, which could differentiate between the two forms. Although the origin of the Siyame is different from that of the Diaeresis sign, in modern computer systems both are represented by the same Unicode character. This, however, often leads to wrong rendering of the Syriac text.

Computer usage

Character encoding generally treats the umlaut and the diaeresis as the same diacritic mark.

Keyboard input

If letters with double dots are not present on the keyboard (or if they are not recognized by the operating system), there are a number of ways to input them into a computer system.

On Windows when using Microsoft Word or Outlook, a letter with double dots can be produced by pressing *Ctrl-Shift-;*, then the letter.

In some Linux desktop environments, a letter with double dots can be produced by pressing *AltGr-Shift-;*, then the letter

Using Mac OS or OS X, a letter with double dots can be produced by pressing ⌘+U, then the letter. This works on English and other keyboards and is documented further in the supplied manuals.

X-based systems with a Compose key set in the system can usually insert characters with double dots by typing Compose, quotedbl (i.e. ") followed by the letter. Compose+↑Shift, letter may also work, depending on the system's set-up. However, most modern UNIX-like systems also accept the sequence Compose+↑Shift+U to initiate the direct input of a Unicode value. Thus, typing Compose+↑Shift+U, 00F6, finishing with Space or ↵ Enter, will insert ö into the document.

Microsoft Windows allows users to set their US layout keyboard language to *International*, which allows for something similar, by turning keys (rather characters) into dead keys. If the user enters ", nothing will appear on screen, until the user types another character, after which the characters will be merged if possible, or added independently at once if not.



Letters with umlaut on a German computer keyboard.

On several operating systems, double-dotted letters can be written by entering Alt codes. On Microsoft Windows keyboard layouts that do not have double dotted characters, one can especially use Windows Alt keycodes. Double dots are then entered by pressing the left Alt key, and entering the full decimal value of the character's position in the Windows code page on the numeric keypad, provided that the compatible code page is used as a system code page. One can also use numbers from Code page 850; these lack a leading 0. On a Swedish/Finnish keyboard both letters å, ä and ö are present, as well as ¨ to combine with any vowel character, in the same way as ´ ` ^ and ~ accentuation signs.

Character	Windows Code Page Code	CP850 Code
ä	Alt+0228	Alt+132
ë	Alt+0235	Alt+137
ï	Alt+0239	Alt+139
ö	Alt+0246	Alt+148
ü	Alt+0252	Alt+129
ÿ	Alt+0255	Alt+152
Ä	Alt+0196	Alt+142
Ë	Alt+0203	Alt+211
Ï	Alt+0207, Alt+02255	Alt+216
Ö	Alt+0214	Alt+153
Ü	Alt+0220	Alt+154
Ÿ	Alt+0159	N/A

On-screen keyboards

The early 21st century has seen noticeable growth in stylus- and touch-operated interfaces, making the use of on-screen keyboards operated by pointing devices (mouse, stylus, or finger) more important. These "soft" keyboards may replicate the modifier keys found on hardware keyboards, but they may also employ other means of selecting options from a base key, such as right-click or press-and-hold. Soft keyboards may also have multiple contexts, such as letter, numeric, and symbol.

Windows

In Windows 8, the standard (but not extended) touch US keyboard allows entry of ä ë ï ö ü ð ŷ by holding the corresponding un-accented keys, and of spacing ¨ by holding ~ or ^. Upper-case equivalents are accessed with the Shift key, as would be expected.

iOS

iOS provides accented letters through press-and-hold on most European Latin-script keyboards, including English. Some keyboard layouts feature combining-accent keys that can add accents to any appropriate letter.

Dedicated keys

The German keyboard has dedicated keys for ü ö ä. Scandinavian and Turkish keyboards have dedicated keys for their respective language-specific letters, including ö for Swedish, Finnish, and Icelandic, and both ö and ü for Turkish.

Other scripts

For non-Latin scripts, Greek and Russian use press-and-hold for double-dot diacritics on only a few characters. The Greek keyboard has dialytica and dialytica–tonos variants for upsilon and iota (ϒ ϒ̂ ῖ ῖ̂), but not for ε ο α η ω, following modern monotonic usage. Russian keyboards feature separate keys for e and ë.

Character encodings

The [ISO 8859-1](#) character encoding includes the letters *ä*, *ë*, *ï*, *ö*, *ü*, and their respective capital forms, as well as *ÿ* in lower case only, with *Ÿ* added in the revised edition [ISO 8859-15](#) and [Windows-1252](#).

Unicode includes all of ISO-8859 and also provides the double dot as U+00A8 ¨ [DIAERESIS](#) and as U+0308 ◌̈ [COMBINING DIAERESIS](#). Mainly for compatibility with older character encodings, dozens of codepoints with letters with double dots are available.

Both the combining character U+0308 and the precombined codepoints can be used as umlaut or diaeresis.

Sometimes, there's a need to distinguish between the umlaut sign and the diaeresis sign. ISO/IEC JTC 1/SC 2/WG 2 recommends the following for these cases:

- To represent the **umlaut** use [Combining Diaeresis](#) (U+0308)
- To represent the **diaeresis** use [Combining Grapheme Joiner](#) (CGJ, U+034F) + [Combining Diaeresis](#) (U+0308)

As of version 3.2.0, Unicode also provides U+0364 ◌̇ [COMBINING LATIN SMALL LETTER E](#) which can produce the older umlaut typography.

Unicode provides a combining double dot below as U+0324 ◌̣ [COMBINING DIAERESIS BELOW](#).

HTML

In [HTML](#), vowels with double dots can be entered with an entity reference of the form `&?uml;`, where `?` can be any of `a`, `e`, `i`, `o`, `u`, `y` or their majuscule counterparts. With the exception of the uppercase *Ÿ*, these characters are also available in all of the [ISO 8859](#) character sets and thus have the same codepoints in [ISO-8859-1](#) (-2, -3, -4, -9, -10, -13, -14, -15, -16) and [Unicode](#). The uppercase *Ÿ* is available in [ISO 8859-15](#) and [Unicode](#), and [Unicode](#) provides a number of other letters with double dots as well.

Umlauts

Character	Replacement	HTML	Unicode
Ä ä	<i>A or Ae</i> <i>a or ae</i>	<code>&Auml;</code> <code>&auml;</code>	U+00C4 U+00E4
Ö ö	<i>O or Oe</i> <i>o or oe</i>	<code>&Ouml;</code> <code>&ouml;</code>	U+00D6 U+00F6
Ü ü	<i>U or Ue</i> <i>u or ue</i>	<code>&Uuml;</code> <code>&uuml;</code>	U+00DC U+00FC

Other double dots

Character	HTML	Unicode
Ë ë	Ë ë	U+00CB U+00EB
Ĥ ĥ		U+1E26 U+1E27
İ ı	Ï ï	U+00CF U+00EF
İ̇ ı̇		U+1E97
Ū ū		U+1E72 U+1E73
Ŵ ŵ		U+1E84 U+1E85
Ẃ ẃ		U+1E8C U+1E8D
ÿ ÿ	Ÿ ÿ	U+0178 U+00FF

Note: when replacing umlaut characters with plain ASCII, use *ae*, *oe*, etc. for German language, and the simple character replacements for all other languages.

TeX and LaTeX

TeX (and its derivatives, most notably LaTeX) also allows double dots to be placed over letters. The standard way is to use the control sequence `\` followed by the relevant letter, e.g. `\u`. It is good practice to set the sequence off with curly braces: `{\u}` or `\{u}`.

TeX's "German" package can be used: it adds the `"` control sequence (without the backslash) to produce the Umlaut. However, this can cause conflicts if the main language of the document is not German. Since the integration of Unicode through the development of XeTeX and XeLaTeX, it is also possible to input the Unicode character directly into the document, using one of the recognized methods such as Compose key or direct Unicode input.

TeX's traditional control sequences can still be used and will produce the same output (in very early versions of TeX these sequences would produce double dots that were too far above the letter's body).

All these methods can be used with all available font variations (italic, bold etc.).

See also

- Dot (diacritic)
- Metal umlaut

Notes

- The phonological phenomenon of umlaut occurred in English as well (*man* ~ *men*; *full* ~ *fill*; *goose* ~ *geese*) but English orthography does not indicate this using the umlaut diacritic.

- b. Note that not all such combinations are necessarily umlauts: In the town names Coesfeld and Raesfeld, for example, the *e* merely lengthens the preceding vowel ([o:] and [a:], respectively).

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External links

- Diacritics Project – All you need to design a font with correct accents (<http://diacritics.typo.cz/>)
- Variant Umlauts (<http://kaune.hardwig.com/news/ungewoehnliche-umlaute>) (Florian Hardwig, German)
- Variant compact umlaut (<http://fontsinuse.com/uses/4006/jazz-in-town-poster>)
- Keyboard Help (<http://www.starr.net/is/type/kbh.html>) – Learn how to create world language accent marks and other diacriticals on a computer

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EXHIBIT H



Foreign Branding and Its Effects on Product Perceptions and Attitudes

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FRANCE LECLERC, BERND H. SCHMITT, and LAURETTE DUBÉ

With three experiments, the authors examine the notion that foreign branding—the strategy of pronouncing or spelling a brand name in a foreign language—triggers cultural stereotypes and influences product perceptions and attitudes. Choosing French brands as one specific case, Experiment 1 shows that the French pronunciation of a brand name affects the perceived hedonism of the products, attitudes toward the brand, and attitudes toward the brand name. Experiment 2 shows that congruent country-of-origin information, added to French branding, does not result in more hedonic perceptions; incongruence, however, diminishes the effect. In Experiment 3, an actual product taste test is performed. Despite the presence of direct sensory experience, consumer perceptions of a product change as a result of French branding.

Foreign Branding and Its Effects on Product Perceptions and Attitudes

What do Klarbrunn waters, Giorgio di St. Angelo designer wear, and Haagen Dazs ice cream have in common? All three are successful brands, and all are not what they seem. Klarbrunn is not the clear mountain-spring mineral water from the German Alps that its brand name suggests; it is American water bottled in Wisconsin. Giorgio di St. Angelo designer wear is not the latest fashion from Milan but the product of U.S. designer Martin Price. And Haagen Dazs is not Danish or Hungarian ice cream; it is American ice cream made by Pillsbury, with headquarters in Minneapolis.

To what degree the success of these and other brands (e.g., Egoïste fragrance, Freusen Gladje ice cream, Alizé liquor, Yoplait yogurt) has been influenced by their foreign brand names is difficult to determine. Yet, for most products—in particular, experiential products such as mineral water, apparel, and ice cream—a name can make substantial contributions to a brand's equity (Aaker 1991; Charmasson 1988).

Brand equity has been defined in terms of the differential effect—the “added value”—that brand knowledge has on consumers' responses to the marketing of a brand (Aaker

1991; Farquhar 1989; Keller 1993). Brand knowledge consists of two dimensions: brand awareness (i.e., brand recall and recognition) and brand image (i.e., the perceptions of a brand as reflected by a network of brand associations in consumer memory) (Keller 1993). Thus, from a strategic perspective, the desirability of a brand name can be judged along two dimensions: (1) the inherent ease with which the name can be encoded into, retained in, and retrieved from memory and (2) the extent to which the name supports or enhances the strategic positioning of the product (Park, Jaworski, and MacInnis 1986; Robertson 1989).

Foreign branding—the strategy of spelling or pronouncing a brand name in a foreign language—seems to be targeted primarily toward influencing the brand image dimension of brand equity. Whereas foreign-sounding brand names such as Klarbrunn, Giorgio di St. Angelo, and Haagen Dazs may be relatively unfamiliar, hard to pronounce, and perhaps less memorable than names derived from the English language, they nonetheless may carry positive associations that affect how consumers perceive and evaluate the products. Klarbrunn, for example, may remind consumers of the high quality standards applied to most German products, and Giorgio di St. Angelo may bring to mind images of high-style Italian fashion.

Indeed, numerous studies in psychology have demonstrated the existence of stereotypes and their influence on the perception and evaluation of individual behaviors (Eagly et al. 1991; Eagly, Makhijani, and Klonsky 1992; Gardner 1973; Katz 1981). National and cultural stereotypes are broad, consensually shared beliefs and judgments related to a country, its citizens, and their culture (Peabody

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1985; Taylor and Moghaddam 1987). Like other stereotypes, they should influence the perception and judgment of any object, including consumer products, that are associated with a certain country or culture.

Consider, for example, the stereotype of France, the French, and French culture. The concept of "Frenchness" brings to mind a rich network of associations related to aesthetic sensitivity, refined taste, and sensory pleasure and, in some instances, elegance, flair, and sophistication—beliefs that create a unified image of Frenchness as the culture of hedonism (Peabody 1985; Peyrefitte 1976; Pitts 1963). Yet, hedonism-utilitarianism is not only a basic dimension of culture; it is also a crucial factor in product perceptions (Batra and Ahtola 1990; Holbrook and Hirschmann 1982). Certain products, often called hedonic products, typically are judged in terms of how much pleasure they provide, whereas so-called utilitarian products are judged in terms of how well they function. Therefore, one would expect that products associated with France or Frenchness should be perceived to be more hedonic than products that lack this association.

Focusing on French brands, we report three experiments to test the effects of foreign branding on product perceptions and evaluations. As a preliminary step, Experiment 1 was undertaken to demonstrate a foreign-branding effect. The following two experiments form the core of our research. In Experiment 2, we examine the joint impact of foreign branding and country-of-origin information. This enables us to address the issue of congruence of brand associations (Keller 1993), that is, how consumers perceive and evaluate products whose country of origin is congruent or incongruent with the country image evoked by the brand name. Finally, in Experiment 3, we investigate whether foreign-branding effects occur only when consumers have little or no direct experience with the product or whether foreign brand names also affect product perceptions when consumers have direct experience with a product.

EXPERIMENT 1: DOES FOREIGN BRANDING AFFECT BRAND IMAGE?

Leclerc, Schmitt, and Dubé-Rioux (1989) studied the effects of a French or English pronunciation of a brand name on the perception of "hybrid products," which possess a balance of hedonic and utilitarian features (i.e., shampoo, toothpaste, deodorant, and body lotion). The brands were perceived as more hedonic when the name was pronounced in French than when it was pronounced in English. However, these results must be considered preliminary because the foreign-branding effect was demonstrated on only one paper-and-pencil variable, for only one product category (beauty aid products), and in a within-subject design that may have accentuated the effect.

In Experiment 1, subjects judged six products—two products with primarily utilitarian features, two products with primarily hedonic features, and two hybrids. Because products typically have been viewed as a linear combination of features to which brands contribute, one should expect that French names generate more hedonic brand associations and be perceived as more hedonic than brands with English names. In turn, brand attitudes and brand name attitudes,

conceptualized as general positive or negative evaluations of a product (Ajzen and Fishbein 1980) or brand name, should be determined by the fit between the name and product category (Aaker and Keller 1990). Park, Milberg, and Lawson (1991) show a brand with functional associations to be evaluated more positively for extensions that are oriented toward product functions, whereas an image brand was more appropriate for prestige products. Thus, a French name with hedonic associations should provide a better perceptual fit for hedonic products than an English name and result in more positive brand attitudes. For utilitarian products, on the other hand, a product with a French brand name should be liked less than a product with an English brand name because of a poorer fit between the features triggered by the cultural stereotype and the product features. For hybrid products, which have a relative balance between hedonic and utilitarian features, French and English names should lead to equally positive brand attitudes.¹

Method

Forty undergraduates were asked to form impressions of six products whose brand names they heard on a tape. In a pretest, 20 business school students had rated 18 products on two 7-point scales measuring the degree to which the product possessed utilitarian and hedonic features (1 = not at all; 7 = very much). The two hedonic products selected (fragrance and nail polish) had low ratings on the utilitarian scale (both $M_s < 3.1$) but high ratings on the hedonic scale ($M_s > 5.4$). The two utilitarian products (foil wrap and gasoline) had high ratings on the utilitarian scale ($M_s > 6.6$) and low ratings on the hedonic scale ($M_s < 1.5$). The two hybrids (hair shampoo, deodorant) had relatively high ratings on both scales ($M_s > 6.0$ and $M_s > 3.9$, respectively).

French branding was manipulated as a between-subjects factor. Subjects listened to either English or French pronunciations of the same fictitious brand names. Following the syntactic and phonetic rules of the English and French languages, the six brand names (Varner, Randal, Massin, Rimor, Orman, and Lorient) were acceptable in both languages; they were pronounced by a bilingual person. The order of presentation of the six brand names was identical for all subjects, but their association with the six product categories was different across subjects to make sure that possible effects were not caused by the association of a particular name with a particular product category. In other words, the order of the six products was different for different subjects.

Subjects first listened to the brand name and then were shown a card with the product category listed while they heard the brand name two more times. Subjects were exposed to the names three times so they would have sufficient opportunity to process it (Krugman 1972). After-

¹Batra and Ahtola (1990) find two factors for product attitudes: a hedonic and a utilitarian factor. Therefore, we included an equal number of hedonic (e.g., pleasant-unpleasant), utilitarian (e.g., useless-useful), and general attitude scales (e.g., dislike-like). However, a factor analysis performed on the nine attitude scales revealed a solution that was clearly unidimensional. Factor 1 had an eigenvalue of 6.46 (explaining 72% of the variance, with all variables loading $> .7$), followed by factors with eigenvalues of only .86 and .42.

Table 1
MEAN RATINGS ON DEPENDENT VARIABLES OF
EXPERIMENT AS A FUNCTION OF PRONUNCIATION OF
THE BRAND NAME AND PRODUCT TYPE

Type of Product	Pronunciation of Brand Name	
	English	French
	Perceived hedonism measure	
Utilitarian	2.81	3.33
Hybrid	3.55	4.11
Hedonic	4.25	5.38
	Feature difference scores	
Utilitarian	-2.23	-1.5
Hybrid	-1.4	-.194
Hedonic	-.575	.833
	Attitude toward the brand	
Utilitarian	4.31	4.17
Hybrid	4.82	4.61
Hedonic	3.88	4.99
	Attitude toward the brand name	
Utilitarian	3.55	2.92
Hybrid	3.75	3.83
Hedonic	3.25	4.97

wards, subjects provided a one-minute "testimonial," in which they were encouraged to "talk about anything that comes to mind—positive or negative things—that are related to the usage of this specific brand." Subjects' responses were recorded and transcribed, and a feature analysis was performed to assess the type of associations generated in the two experimental conditions. Each piece of information in subjects' responses was categorized by two coders (intercoder reliability = .88) as (1) a feature related to the utilitarian product category or (2) a feature related to the hedonic product category. A difference score (number of hedonic minus number of utilitarian features) was computed for each subject.

After providing testimonials for all six products, subjects rated each product on the following scales: (1) a brand name attitude scale ("How much do you like the brand name for this product category?" [1=not at all; 7=very much]), (2) nine semantic-differential brand attitude scales, which were summed to calculate an overall attitude measure ($\alpha = .95$), and (3) a utilitarianism/hedonism scale (1 = definitely utilitarian; 7 = definitely hedonic).

Results and Discussion

A 2 (pronunciation) \times 3 (product type) ANOVA conducted on the utilitarianism/hedonism scale revealed a main effect of product type ($F[2, 64] = 11.85, p < .001$), which served as a manipulation check, a main effect of pronunciation ($F[1, 32] = 11.43, p < .01$), and no significant interaction. Hedonic products were rated significantly more hedonic than hybrid products ($ps < .01$), and hybrid products were rated as more hedonic than utilitarian products ($ps < .05$). As seen in Table 1, products were perceived as more hedonic when the brand name was pronounced in French versus English ($M = 8.55$ versus $M = 7.07$).

Moreover, a 2 \times 3 ANOVA conducted on the coded features difference score revealed significant main effects for

pronunciation ($F[2,72] = 15.41, p < .001$) and product type ($F[1,36] = 7.85, p < .01$). The interaction was not significant ($p > .5$). As Table 1 shows, for all three product types, more hedonic (and/or less utilitarian) features were elicited when the brand name was pronounced in French than when it was pronounced in English ($M = -.287$ versus $M = -1.40$). This suggests that the cultural stereotypes triggered by the French names change the cognitive representation of the product and the level of fit between brand characteristics and product category characteristics.²

Finally, a 2 \times 3 ANOVA conducted on brand attitudes revealed a significant interaction of pronunciation and type of product ($F[2, 58] = 5.14, p < .01$). When the name was pronounced in French rather than English, attitudes toward the brand were significantly more positive for hedonic products ($p < .05$). Brand attitudes for utilitarian products, on the other hand, though in the predicted direction, did not differ significantly. Also, as predicted, brand attitudes for hybrid products did not differ significantly (see Table 1). Finally, a 2 \times 3 ANOVA, performed on attitudes toward the brand names, revealed an interaction of pronunciation with product type ($F[2,64] = 6.23, p < .01$). As predicted, hedonic products were liked better when the brand name was pronounced in French than English ($p < .05$). An opposite, borderline significant effect was observed for utilitarian products ($p < .10$) and there was no difference for hybrid products (see Table 1).

In sum, the results of Experiment 1 show that product perceptions and evaluations change as a function of whether the brand name is pronounced in French or English. In terms of brand perceptions, French names produce a more hedonic perception than English names. Predictions for attitudes toward the brands and brand names were confirmed only partially. French names were preferred over English names for hedonic products, and hedonic products were more positively evaluated when they had French names as opposed to English names. Also, attitudes did not differ significantly for hybrid products. But for utilitarian products we observe a weak detrimental effect of French names on attitudes toward the brand names and only a directional effect for attitudes toward the brands. Thus, French names seem to contribute more positive brand equity to hedonic products but not significantly diminish equity for utilitarian products.

EXPERIMENT 2: DOES FOREIGN BRANDING INTERACT WITH COUNTRY-OF-ORIGIN INFORMATION?

In Experiment 2, we investigate consumers' perceptions and evaluations when they were presented with both foreign branding and country-of-origin information compared with situations in which only one or none of the two types of information was present.

²A qualitative analysis of the protocols further supported the main effect of foreign branding across all product types. Subjects attached hedonic features to all foreign-branded products, including utilitarian products (e.g., "a gas station where the pumps are green and yellow and the service is probably friendly"). However, the brand names influenced not only subjects' perceptions of features but also their inferences about product image, usage situations, user types, packaging, distribution outlets, and price.

Country-of-origin effects have been documented extensively in the marketing literature (Bilkey and Nes 1982; Erickson, Johansson, and Chao 1984; Han 1989; Hastak and Hong 1991; Hong and Wyer 1989, 1990; Johansson, Douglas, and Nonaka 1985). In general, a product is evaluated more positively when consumers are informed that it has been manufactured in a country known for high-quality products compared with a country known for low-quality products. As is the case for foreign branding, country images triggered by "made in" labels may not only trigger inferences about quality but also access shared beliefs about national ideology, geography, population, and race and about citizens' lifestyles, religious beliefs, and world view (Kelman 1965). Therefore, country of origin and foreign branding should influence consumer responses in a similar manner. That is, consumers should have positive attitudes toward hedonic products produced in France, and the presence of "made in France" alone should produce a more hedonic perception of the product. However, how do consumers respond when there is congruence or incongruence between the brand associations activated by foreign branding and those activated by country of origin? Congruence is the extent to which a brand association shares content and meaning with another brand association (Keller 1993). According to Keller (1993), incongruent brand associations result in less cohesive and more diffuse brand images. Thus, incongruent associations resulting from a mismatch between the name and "made in" label should result in less hedonic perceptions than French-sounding brand names or "made in France" labels alone, and, as a result, brand attitudes should be less positive. Conversely, congruent associations should produce more hedonic perceptions and more positive brand attitudes unless the name and "made in" label convey merely redundant information.³

A new set of products was pretested and selected as hedonic, utilitarian, and hybrid products. French branding was manipulated via the spelling of the names (e.g., Rimor/Rimoré). Subjects were presented with print advertisements containing a picture of the product and brief copy.

Method

Subjects and design. Students ($n = 184$) enrolled in two marketing classes rated nine advertisements, following a 3 (made in France, made in the U.S.A., no country-of-origin information) \times 3 (French spelling, English spelling, no brand name) \times 3 (product type) factorial design. "Country of origin" and "foreign branding" were between-subjects factors; "type of product" was a within-subjects variable. The ad presentation order was randomized across subjects. The responses of 7 subjects whose native language was not English were discarded.

Products and stimuli. As in Experiment 1, stimuli (two utilitarian, two hedonic, and two hybrid products) were selected on the basis of a pretest. "Calculator" and "laundry detergent"—the utilitarian products selected for the actual study—had high ratings on the 7-point utilitarian scale (M

$= 6.18$ and $M = 6.48$, respectively) but low ratings on the hedonic scale ($M = 2.33$ and $M = 2.21$, respectively). "Crystal glassware" and "stuffed animal toys"—the hedonic products—had low ratings on the utilitarian scale ($M = 2.08$ and $M = 1.90$) but high ratings on the hedonic scale ($M = 5.63$ and $M = 6.90$). "Cars" and "sunglasses"—the hybrids—had relatively high ratings on both the utilitarian ($M = 5.14$ and $M = 4.24$) and hedonic scales ($M = 5.03$ and $M = 4.24$).

Each ad consisted of a black and white picture or graphical display of the product. Underneath the pictorial part of the ad was a brief slogan accompanied by the product category. Except in the control condition, the brand name and/or country-of-origin information was provided in addition to the copy line. The following slogans were shown underneath the pictorial display of each product: "A New Addition" (for calculators), "Just Add Water" (for detergent), "The Difference Is Clear" (for glassware), "Start Your Own Zoo" (for toys), "Going my Way?" (for cars), and "Get a New Perspective" (for sunglasses).

Experimental conditions. French branding was manipulated by slightly changing the spelling of the names and adding or canceling accents. In a no-brand-name condition, subjects saw the ads without the names. Twelve novel brand names were pretested. Half of the 28 subjects rated 6 of the 12 brand names with their intended French spelling and the other 6 brand names with the intended U.S. spelling. The other half of the subjects received the reverse language version of each brand name. Those selected as "French" brand names for the study were identified as foreign names by 75% of the respondents, and 75% of those who identified them as foreign indicated that the language was French. Brand names selected as "U.S. brand names" were identified by less than 20% of respondents as foreign. The names included in the experiment, in their respective U.S./French versions, are Rimor/Rimoré, Corle/Corlé, Nortic/Nortique, Acqu/Acque, Dapon/Dapône, and Mathis/Mathisé.

To manipulate country-of-origin information, subjects judged either ads that stated at the bottom of the ad "imported from France" or "produced in the U.S.A." or ads that contained no information about the country of origin of the product.

Procedure and dependent variables. Subjects were told that the researchers were interested in copy testing the ads in terms of the impressions and images they conveyed. They were asked to evaluate each ad on the following dependent measures: (1) attitude toward the ad (four 9-point scales with the endpoints "very good"—"very bad," "very negative"—"very positive," "very unpleasant"—"very pleasant," "like very much"—"do not like at all"); (2) attitude toward the brand using the same scales and endpoints; (3) overall quality ("poor quality"—"excellent quality"); (4) purchase intention ("not at all likely"—"very likely"); and (5) utilitarianism and hedonism of the product ("not at all"—"very much").

In contrast to Experiment 1, utilitarianism/hedonism was measured on two independent scales to allow for the possibility that the scales could constitute two independent dimensions. The correlation computed between the two scales

³The postulated effect on brand attitude can be moderated further by product type, producing a potential three-way interaction; however, using the brand equity framework, we are not able to make precise predictions about the nature of this interaction.

across all products was substantial and highly significant ($r = .57$, respectively, all $ps < .001$). Therefore, like the utilitarianism/hedonism measure and the coded features difference score used in Experiment 1, utilitarianism/hedonism was treated as a unidimensional scale (1 = utilitarian; 7 = hedonistic). Moreover, the four "attitude toward the ad" responses were added to form an overall measure, and the four "attitude toward the product" items and the purchase intention measure were combined to form an overall attitude toward the product scale (for both, $\alpha > .92$). Finally, ratings were averaged across products within each category (hedonic, utilitarian, hybrid).

Two variables were of primary interest in the study: utilitarianism/hedonism and brand attitudes. Neither spelling nor country of origin should affect attitudes toward the ad because the ads themselves were not manipulated to be "hedonic," "utilitarian," or "hybrid"; the measure was included for consistency with the cover story. Also, the most common dependent variable of country-of-origin research, quality, was included for exploratory purposes only. Finally, to avoid demand effects, brand name attitudes were not measured in Experiment 2 because, within the context of an advertising study, they may have drawn subjects' attention to the names.

Results

Separate 3 (country of origin) \times 3 (spelling) \times 3 (product type) ANOVAs were conducted on the four dependent variables: attitude toward the ads, brand attitudes, quality, and the utilitarianism/hedonism scale. Main effects of "product type" emerged for each of the four measures (all $ps < .001$). Overall, hedonic products were rated more positively with respect to attitudes toward advertisements in which these products appeared and with respect to brand attitudes and quality perception. The significant differences on the utilitarianism/hedonism scale were used as a manipulation check. Hedonic products received the highest ratings in terms of hedonism ($M = 6.78$), followed by hybrid products ($M = 4.89$) and utilitarian products ($M = 2.80$). All differences were highly significant (all $ps < .001$). Country of origin and brand spelling did not affect attitudes toward the ads and quality as a main effect or in any of the interactions. This result is not surprising, considering that previous country-of-origin research frequently contrasts developed countries with less developed ones, whereas in the present study, both the United States and France are Western industrialized nations that produce products of similar quality.

On the utilitarianism/hedonism measure, the interaction of brand spelling and country of origin was significant ($F[4, 168] = 3.40, p < .05$). The means in Table 2 suggest that country of origin and foreign branding function similarly when they are the single cues. Replicating Experiment 1, a French brand name alone produced a more hedonic perception than an English brand name alone ($M = 5.11$ versus $M = 4.56, p < .05$). A French brand name alone also produced a more hedonic perception compared with the no-brand-name condition ($M = 5.11$ versus $M = 4.44, p < .05$). Hedonic perceptions of a product with an English name, however, did not differ from hedonic perceptions of a product with no brand name ($p > .5$). In addition, ads that contained

Table 2
MEAN RATINGS ON PERCEIVED HEDONISM AS A FUNCTION OF BRAND NAME SPELLING AND COUNTRY OF ORIGIN INFORMATION

Brand Name Spelling	Country-of-Origin Information		
	No Information	USA	France
No brand name	4.44	4.88	5.29
English	4.56	4.83	4.76
French	5.11	4.69	4.88

"made in France" were rated as more hedonic than the baseline/no country-of-origin condition ($M = 5.29$ versus $M = 4.44, p < .05$). The difference between "made in France" and "made in the U.S.A." ($M = 5.29$ versus $M = 4.88$) and the difference between products "made in the U.S.A." ($M = 4.88$) and the baseline condition ($M = 4.44$) approached significance ($p = .11$ and $p = .10$, respectively).

Did incongruent cues reduce the effect that we observed for foreign branding when the latter was presented as a single cue? It does not seem so. Products advertised as "made in France" but with an English brand name ($M = 4.76$) were judged to be significantly less hedonic than products advertised as "made in France" without a brand name ($M = 5.29; p < .05$). Similarly, brands with French spelling but "made in the U.S.A." ($M = 4.69$) were judged to be less hedonic than brands with French spelling whose country of origin was not provided ($M = 5.11; p < .05$). Thus, products associated with Frenchness seem to lose their hedonic edge when other information is present in the ad that results in incongruent associations.

Is congruency a significant advantage? Surprisingly, it is not. Ads with both French brand names and "made in France" were only borderline significantly different in terms of perceptions of hedonism from advertisements with "made in France" alone ($M = 4.88$ versus $5.29, p = .08$) and did not differ significantly from the French brand name alone ($M = 4.88$ versus $5.11, p > .25$). Congruent ads also did not differ from the incongruent conditions discussed previously ($ps > .35$).

On attitudes toward the brand, a significant interaction of brand spelling and product type was revealed ($F[4, 338] = 2.50, p < .05$). Surprisingly, country of origin did not influence brand attitudes. Subsequent tests indicated that brand attitudes for both the utilitarian and hybrid product categories did not significantly differ for French, English, and no brand names. However, attitudes toward hedonic products were more positive for brands whose names were spelled in French than when no brand name was present ($M = 6.20$ versus $M = 5.70, p < .05$). There were no significant differences between names spelled in English and no brand name present ($M = 5.98$ versus $M = 5.70$). The difference in attitudes between French and English brand names did not reach significance ($p > .25$).

Discussion

As in Experiment 1, we show that hedonic perception of a product can be enhanced by giving it a French rather than an English name. Also, an English name does not seem to

trigger any distinct hedonic/utilitarian associations because it did not differ in hedonic perceptions from the baseline condition. Turning to country-of-origin effects, though a product "made in France" enhanced perceptions of hedonism above the baseline condition, it was not rated as more hedonic than a product "made in the U.S.A.," which itself was not perceived differently than the baseline condition.

Thus, compared with foreign branding, country-of-origin information may be a less differentiated cue for hedonic perceptions. This may be because foreign branding and country of origin trigger different associations. For example, when hearing or reading a French name, subjects may concentrate on the mellifluous qualities of the French language and infer that the product possesses hedonic qualities. Conversely, a country-of-origin cue may trigger a more diversified set of associations. For example, part of the associations triggered by a country-of-origin cue may be the types of goods produced by the particular country. In the case of France, like the United States, these goods may not all be hedonic products but also may include some utilitarian products. In other words, consumers may have stored in memory certain associations related to the French language in terms of hedonism—associations that could be different from and stronger than associations stored for "made in" information. This potential difference in the cohesiveness and/or strength of hedonic associations triggered by foreign branding and country-of-origin information also may explain the results of the congruence and incongruence conditions. That is, we may have observed, for example, in the French congruence condition, no enhancement of the perceptions of hedonism and, directionally, even a deterioration because foreign branding and country-of-origin information are not entirely congruent. To test this post hoc explanation, researchers in the future should incorporate cognitive response measures to determine which stereotypical associations result from country images and which ones from foreign branding.

Finally, as in Experiment 1, brand attitudes for hedonic products were influenced by the presence of a French brand name; attitudes toward hedonic products were significantly higher than the baseline condition for French brand names and directionally higher than the English brand names. Country of origin, however, did not affect attitudes toward the brand. As suggested by Mandler (1982), attitudes may require the integration of one's associations to the many different aspects of the product and be more cognitively demanding than perceptual judgments. As a result, they may be influenced primarily by strong, unambiguous cues. Recall that our results on perceived hedonism suggest that French names may be more likely to possess exclusive associations with hedonism than the country of France. This may explain why the effect on attitudes was more pronounced for foreign branding than for country-of-origin information.

EXPERIMENT 3: CAN FOREIGN BRANDING AFFECT PERCEPTIONS AFTER PRODUCT TRIALS?

Does foreign branding affect product perceptions only when consumers lack direct experience with the product, or does it also influence product perceptions after a product

trial? From an information theoretic perspective (McGuire 1976), products consist of intrinsic cues (e.g., taste, design, fit) and extrinsic cues (e.g., price, brand name, warranties). Intrinsic cues typically have a greater effect on consumer judgments than extrinsic cues (Olson and Jacoby 1972). Also, direct experiences have been shown to result in more stable attitudes that are more predictive of behavior than indirect experiences (Fazio and Zanna 1981). On the other hand, even direct sensory experience may be ambiguous, that is, subject to multiple interpretations (Ha and Hoch 1989). For example, advertising claims have been shown to influence quality judgments by affecting the encoding of product experience of ambiguous stimuli such as polo shirts (Hoch and Ha 1986). In Experiment 3, we test the effect of a French-sounding versus an English-sounding brand name on perceptions and evaluations in the presence and absence of direct, sensory experience with the product.

Method

Forty-two subjects were assigned randomly to the four cells according to a 2 (French/English) \times 2 (taste test/no taste test) between-subjects experimental design. The data of five subjects whose native language was not English were discarded. As in Experiment 1, subjects first listened to the French or English pronunciation of the brand name, "Orman," a brand of yogurt. According to a pretest, yogurt qualified as a hybrid ($M = 4.5$ on the utilitarian scale; $M = 5.6$ on the hedonistic scale) and thus a potentially ambiguous product, open to be construed in terms of hedonism or utilitarianism. Half the subjects tasted the product; the other half rated the product without tasting it. Specific attributes related to hedonism and utilitarianism were selected as relevant perceptual scales. The items related to hedonic qualities included "pleasantly sweet," "palatable," "delicious," and "creamy"; the utilitarian scales included "healthy," "energetic," "wholesome," and "nutritious." Subjects provided their ratings on 7-point scales (1 = not at all; 7 = very much). In addition, subjects provided ratings of their brand name attitudes.

Results and Discussion

No significant effect of foreign pronunciation or product experience was observed on brand name attitudes ($ps > .15$), replicating the null effects on this measure for hybrid products in Experiment 1. A factor analysis performed on the perceptual scales revealed two factors with eigenvalues of 4.2 and 1.6, which explained 72% of the variance. After varimax rotation, the hedonic items had high loadings on factor 1 (all $> .68$) and low loadings on factor 2 (all $< .32$). Reverse loadings were obtained for all the utilitarian items except "energetic" ($> .89$ on factor 1; $< .23$ on factor 2). "Energetic" had substantial loadings ($> .34$) on both factors. The first factor was interpreted as a hedonic factor. The second factor was interpreted as a specific utilitarian factor that measures the utilitarian dimension of health concern. To take into account the total factor structure and, in particular, the role of "energetic," subsequent analyses were performed on subjects' factor scores. A 2 \times 2 ANOVA performed on the factor scores of the hedonism factor revealed a borderline significant main effects for the taste test condi-

tion ($F[1,33] = 2.78, p = .10$) and for pronunciation ($F[1,33] = 3.54, p < .10$). The interaction was not significant ($F < 1$). Independent of whether subjects tasted the product, it was rated as more hedonic when the name was pronounced in French than in English ($M = .29$ versus $M = -.30$, respectively). In addition, the product was rated as more hedonic when subjects tasted it than when they did not ($M = .29$ versus $M = -.27$, respectively), which suggests that the product was more hedonic than subjects had expected. Nonetheless, the French pronunciation further contributed to the hedonic image even when a sensory cue had been provided.

A 2×2 ANOVA performed on the specific utilitarianism factor revealed a significant interaction ($F[1, 33] = 4.20, p < .05$) and no main effects (both $F_s < 1$). When no taste information was provided, the product was rated as more utilitarian for English rather than French pronunciation ($M = .52$ versus $M = -.35$; $F[1,33] = 3.67, p < .07$). In the taste test condition, the difference was not significant ($p > .22$).

Experiment 3 replicates our previous findings: When there was no taste test, a French brand name generated higher ratings on the hedonic dimension and lower ratings on the utilitarian dimension. Moreover, French-sounding brand names affected product perceptions and evaluations even after a taste test but only on the hedonic dimension. The lack of a difference on the utilitarian factor after the taste test suggests that naming affects the utilitarian perceptions less than the hedonic perceptions. Perhaps utilitarian perceptions are less ambiguous than hedonic judgments (Hoch and Ha 1986). Alternatively, utilitarian perceptions, especially those related to health concerns, may be more involving and induce more attention to central cues such as taste rather than peripheral cues such as brand names (Petty, Cacioppo, and Schumann 1983).

Experiment 3 also indicates that hedonism and utilitarianism can be perceived as two independent dimensions. The type of mental representation of the concepts "utilitarianism" and "hedonism" thus may depend on the level of specificity of measurement (Johnson and Fornell 1987). Utilitarianism/hedonism may be seen as perceptual poles unless they are linked, as they were in Experiment 3, to specific pleasurable experiences or specific functional benefits.

GENERAL DISCUSSION

Choosing French brands as a specific case, the three experiments demonstrate that foreign branding can be an effective means of influencing consumers' perceptions and attitudes. First, effects of foreign branding are shown for brand names pronounced and spelled in a foreign language. Second, French branding influences consumers' perceptions of a product's hedonism under conditions of both indirect and direct experience with the product. Third, Experiment 2 demonstrates that foreign branding as a single cue is sufficient for changing hedonic perceptions. In fact, foreign branding in conjunction with country-of-origin information may diminish, or even counteract, the influence of foreign branding. Finally, with respect to attitudes, French brand names are an asset primarily for hedonic products and more effective in this respect than country-of-origin information.

One possible limitation of our studies is that foreign branding was operationalized exclusively as French branding. Therefore, to generalize the findings presented here and provide further support to the general phenomenon of foreign branding, further research should employ other languages associated with the same cultural dimensions (perhaps Spanish for hedonic characteristics and German for utilitarian characteristics). Other general dimensions that are relevant for product positioning also should be investigated. For example, extroversion/introversion (Eysenck 1953), an important dimension in personality research, may be a dimension that is associated with various cultures and nations (e.g., South Americans are extroverted, Asians are introverted) and therefore could affect a "brand's personality" (Plummer 1984/85) via these associations.

Another possible limitation of our studies is that, in Experiment 1 and in some of the ads in Experiment 2, foreign branding was practically the only cue on which subjects could rely, and it was repeated three times in Experiment 1. As a result, the name may have attracted more attention than would be the case in real-life situations and may have resulted in demand effects. On the other hand, the foreign-branding effect was replicated in Experiment 3 with one only auditory presentation. Furthermore, if the results of Experiment 1 were due to demand effects, one might have expected a significant order effect, which was not found. Moreover, consumer decisions about the products we employed in Experiment 1 (e.g., fragrance, foil wrap, nail polish) are often based on the brand name alone, and ads for detergent, glassware, and sunglasses often show only the product. In summary, although it is difficult to rule out a demand effects explanation, especially in Experiment 1, we believe it unlikely that our results are entirely due to such effects.

Research on foreign branding should explore further how foreign branding is integrated with other product information. Recent research has shown that country-of-origin cues may serve as heuristics when there is no other or too much information, but it is processed like any other attribute when the right amount of information is presented (Erickson, Johansson, and Chao 1984; Han 1989; Hong and Wyer 1990; Johansson, Douglas, and Nohaka 1985). Researchers should investigate whether foreign branding functions in a similar way.

Further research also should investigate how consumers process and combine information from two different "branding" cues. For example, researchers could examine whether, as suggested previously, different types of "branding" information such as foreign branding and country of origin trigger different associations that may be more or less congruent with one another. In addition, our results emphasize the need to understand what is driving the weights assigned to one cue versus another on product perceptions or evaluations. In other words, is foreign branding always a stronger cue than country of origin, as our results seem to suggest, or are there factors that are likely to influence the relative strength of these cues?

In terms of managerial applications, our studies suggest that foreign branding may be a subtle way to position or reposition a product. In fact, foreign branding may be a more flexible and effective means than country-of-origin informa-

tion because brand names can be changed more easily and are typically more salient than "made in" information. However, in a global environment with fewer trade barriers and increasing opportunities for direct foreign investment, one must ask to what degree consumers' brand perceptions are affected by the practice of multinational companies, which often have their suppliers in one country, manufacturing and production in another, and marketing in yet another.

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EXHIBIT I

Product Naming: The Notion of *Foreign Branding* and its use in Advertising and Marketing

Handout for LING 057, Language and Popular Culture
H. Schiffman, Instructor

"We experience the world through a cultural lens, never objectively. Branding works by adjusting that lens to frame not only how customers value the product but also how they experience it." Douglas B. Holt, Marketing, Harvard Business School

1. **Product naming** is a strategy that marketing and advertising people use to give their product a distinctive *caché* that will convince consumers that their product has some value that others don't have. It often involves 'foreign branding' (see below) but may also be used in other, non-foreign branding, such as in pharmaceutical product naming. Here is a quote from a recent article about **pharmaceutical** brand-naming that is instructive in this regard. The quote is from an article about the common cold and various attempts to deal with it, including 'capsid-binding agents', which are designed to attach to rhinoviruses in your nose.

"There have been promising preliminary results in clinical trials of one such agent, which has now been given the **unpronounceable name rupintrivir**. (Manufacturers like to give drugs **unpronounceable** generic names because then the **only thing you'll remember** is whatever brand name they eventually choose.") *New Yorker*, 3/11/2002, pg. 46. [Emphasis mine, HFS.]

For examples of this kind of product naming, see:

1. This discussion of the choices involved in the naming of the allergy medicine [Claritin](#).
2. Another 'neato' name is this one, for an anti-schizophrenia drug [abilify](#). (Note the 'blending' of the word *ability* and the suffix *-ify* which usually means 'make (possible).')

Note also the visual imagery that accompanies these products--light, blue, airy images, balloons floating up into the wild blue yonder, the "A" of *Abilify* straddling a road that winds off along the path toward wellness, functioning, ability...(this is an anti-schizophrenia drug). And just to top it off, here is a [Helen, Sweetheart of the Internet cartoon](#) that nicely shows these phenomena, and makes fun of them.

And just for good measure, see [this article, on branding of stocks](#) and the effect of certain names on perceived value of the stock.

2. **Psychology and Physiology**. Another interesting issue is that [recent research](#) has shown that subjects, in blind taste-tests, can be influenced to believe that they are tasting something else than they are in fact tasting, and that 'brand loyalty' can override their actual perceptions.
3. **Foreign Branding**. Probably the most important product-naming strategy is **Foreign Branding**, a concept from advertising, meaning the technique of giving a product a 'foreign' name or brand in order to increase its desirability or 'perceived value'. (Some of the researchers refer to this kind of symbolic, abstract value as *hedonic* (think "hedonism") because consumers seem to think it gives them some kind of *pleasure* or *satisfaction* which they **value** (and are therefore willing to pay more for), even if the actual quality of the product is the same as another one, e.g. a domestic one.)

Americans aren't the only people who like foreign brands; the Japanese have many 'foreign' brands that to us might be nonsensical, such as a soft-drink called [Calpis](#) (sic). (To say nothing of the delicious [Pocari](#)

Sweat!. In France once I saw someone wearing a jacket labeled (nonsensically):

*Person's Club:
On the point
of revolutionizing
the world produce
--produce by persons.*

In the US, different kinds of 'foreignness' are associated with different kinds of products. Foreign-branding of an indiscriminate kind is *not found*; Rather, certain kinds of foreignness are associated with desirability in various products.

1. In Europe, various governments control the use even of *names of kinds of products* such as wines from certain regions (e.g. champagne), brandy (*cognac* must come from the Cognac region of France etc.), *Champagne* must come from the Champagne region of France, and so on. The European Union's executive body recently ruled that the cheese called *feta* had to come from Greece, and that all non-Greek producers (such as the Danes) have to switch to another name. The Danes have vowed to go to the European Court of Justice to get this overruled. In France this technique is called appellation contrôlée and is applied to many different types of products the French want to control the rights to. Some people think that 'France's principal and much-imitated quality designation system, [is] devised to protect producers from imitators and to guarantee authenticity to consumers. Well over a third of all French wine and all of its best wine is AOC, [...]' but others think this is just a ploy to protect French products.

But not to be outdone, now even Napa Valley wineries in California are trying to protect their brands by using the same approach.

2. Here (for your edification) are a couple of websites of companies that create brand names for products, using different kinds of research techniques that they have determined are useful and *scientific*. When you look at this, notice a couple of 'foreign' brands, i.e. *cielo* and *Zima* (which means 'winter' in some Slavic languages (!). Would that be to emphasize its 'coolness' or its '**coldness**'? (Note also use of dark blue bottle, blue being associated with lower temperatures...) To find out, click on the zima home page and see all the cool people, described there as 'a little wild.') As *Lexicon-branding* puts it

Our philosophy is that a great name is a "vessel" that allows you to tell a story, deliver an idea, or make a promise. A great name uses semantics, sound symbolics, and phonetics to deliver a message and a personality--in less than a second.

The other company, keenbranding.com, claims to create '*identity*' for products. They advertise jobs for linguists to help with this.

3. French and French-ness

The French language and French-ness is clearly associated with a number of notions, and as a foreign-branding technique, is closely associated with food, wine, certain alcoholic beverages, clothing, especially **women's clothing** (style, couture, esp. high quality), perfume, sexuality, sexual desirability, sophistication, and various combinations of these. Giving something a French brand may be done irrespective of the actual **authenticity** of the name. The name itself may be unheard of in France, or the brand may be **ungrammatical** or **nonsensical** in French, but it doesn't matter, because the market audience for these is Americans and other foreigners, who aren't picky about such things.

Look at some of these examples of this.

4. Italian and Italian-ness

"Italian" is associated with [food](#) (but not the same kind of food as French food!), with coffee, with high-fashion [men's clothing and accessories](#), and with fancy, expensive [cars](#). Italian branding is usually more authentic than French branding; the names aren't faked as often as with French names and brands (e.g. Esprit, Façonnable, etc.) (although [Hospitaliano](#) is certainly a made-up term.) Italianness is also associated with pure, unadultered **sexuality/sexiness**, as exemplified by [this ad](#) for "Baci", which means 'kisses' in Italian. The woman is not wearing much; she is offering kisses (both of the candy sort and other kinds.) She tells us that *Baci* are Italy's most delicious and romantic chocolates.

Here's a Doonesbury cartoon that makes fun of all the Italian terms for various kinds of [fancy types of coffee](#).

In the food line, [here's an ad for pizza](#) that makes fun of the Italian (gangster?) pronunciation of English, especially the pronunciation of 'th' sounds as [d], and of the schwa following 'th' as [a], i.e. [da]. Also 'free **dal**ivery.'

See also [this article](#) from the New York Times about Italians' tendency to stereotype themselves about sex and sexuality.

Here's a combination of sexiness and [food](#), an ad for an upscale (*Not* Olive Garden!) Philadelphia Italian Restaurant (*Pompeii* .) Do we need to know what this woman is saying?

Here's another send-up of [Italian naming](#), especially (what else?) pasta.

5. Mixed French and Italian or other languages:

One interesting development in this area is the combination of Swiss-French **watch manufacturing** with Italian (or other language) brand names. Almost all watch manufacturers want you to think they are made in Switzerland (with the words *Swiss made* or *Swiss Movement* or *Fabrication Suisse* somewhere in the ad) but to get away from the perception that Switzerland is **stodgy** the product may carry an Italian (sic!) brand-name, especially if the watch in question is very high-tech in design (or even if not).

- An ad for a Swiss watch (Krieger) with the French words *haute performance* prominently displayed; the actual model is called [Velocità](#) which is Italian for 'speed.' (Note that *Krieger* isn't exactly a French name, either, so they've [faked it](#) by putting an umlaut over the "e", which, as we all know, makes it very French.) And then they've added *chronomètres suisses*, and just to make sure, "made in Switzerland."
- A page from the [Movado](#) watch company, which tells you that the model called *Vizio* is Esperanto for 'vision.' (It also says *Movado* is Esperanto for 'always in motion.')
- An ad for [Acqua di Giò](#) cologne, with the additional French text *pour homme* ('for men') added.

6. **German branding** is usually associated with expensive, **powerful automobiles**, such as the Mercedes, the [BMW](#), and a few others. Here's one that is made by Mercedes, but uses a sort of Italian sounding name, the '[Exelero](#)'. (Might this name be a blend of 'excel' and 'accelerate'? This puppy is supposed to be able to go 217 mph.) Note also the visual metaphors associated with the BMW: the hot pepper ("This vehicle is [HOT!](#)"), the [wave](#) ("This vehicle represents a new wave"), and [innovative](#).

Just for contrast, here's an article about American [car-naming practices](#) as seen in some new "dumb" GM names.

The use of German in advertising may sometimes actually use German words in the ad, such as [Fahrvergnügen](#) ('the pleasure of driving') used in a Volkswagen ad some time ago. (But now if you do a word-search for this term, you find it has been appropriated by skateboarders, who use it to refer to some of the kinds of wild things they do on their skateboards, and even provide [photographs](#) of themselves skating off the roofs of houses, etc.) German language and brands are otherwise not used elsewhere, e.g. for food, clothing, sexuality etc., but here's an ad campaign for the [Lexus RX 330](#), which uses **fake** German!

Another usage is this same preposition, *ueber* used in [an ad for style, 'chicness'](#).

7. **Russian** language may be used in some brands of [Vodka](#), but not much else, unless you count 'fake' Russian, such as [Paul McCartney's visit](#) to Red Square recently. (Fake Russian typically misinterprets cyrillic characters as if, e.g. a backwards R has the phonetic value of [r], whereas it really has the value [ya].)

8. **Japanese, Chinese**, other languages and non-roman scripts?

- Occasionally some Chinese or Japanese writing may appear in an ad, to suggest exotic foreignness (?) Another trend is to use Chinese/Japanese [kanji](#) (characters) on clothing, as tattoos, on jewelry. This is particularly popular among some athletes, entertainers, hip-hop artists.
- Here's a recent [Armani creation](#). The caption over the photograph originally said "Swinging to Shanghai and points East."
- This site [Hanzismatter](#) exposes the usage of many characters as just 'jibberish'; one must take pity on a person who has *eunuch* tattooed on his arm, especially if he thinks he's a big macho guy.
- More often imagery is used, i.e. pictures, especially of Asian [people](#).

Or, a faked Chinese [restaurant name](#) is created with a fancy umlaut over the "y" for exotic effects. In actuality, no Chinese transliteration scheme (PinYin, Wade-Giles) ever puts umlauts on consonants; maybe on vowels, e.g. *ü*, but not like this. But then this is just Chinese *fused* Asian cookery...

- Another kind is this representation of a pop-star named '[Donna](#)' who has some interesting fake characters running down the side of her image.

9. **Mixed Language** Another technique is to use some 'foreign' language along with some English or other well-known language.

- [This image](#) uses English and French in the same sentence to convey to convey the rapidity with which you can be whisked from London to Paris.
- The [Acqua di Gio](#) ad uses both Italian and French; in tiny print on the bottle it says *Pour Homme* (for men). While we're at it, though it isn't particularly an issue of language, but more of masculinity, look also at [this ad](#) which, like the previous one for Acqua di Gio, uses an image of a man that is *probably* not aimed at men so much, but probably more toward the 'metrosexual.'
- Another example is the advert for the [Lincoln Navigator](#) which uses French *derriere* instead of the Anglo-Saxon term, to imply a classier product.

- Another is the Maxwell House coffee advertisement, which uses [four languages](#) (English, French, Italian, Spanish) in one ad to say 'Good to the last drop.'
 - Here's an example of an American product that calls itself [Bread du Jour](#)
 - And along with mixed English-Japanese, ("Ingrish" or "Japlish") there is also mixed French-Japanese, known as [Franponais](#).
4. **Really really foreign branding** Another technique is to create a brand name so exotic, nobody has a clue what language it is from. (But it doesn't matter: we're so cool and sophisticated, we don't need to know that [ixi:z] is not only *not* English, it's actually in IPA phonetic transcription.) In case this isn't clear, here are some [other examples](#) of this brand.
5. Here's another product (for hair care) with [spurious umlauts](#). (Apparently at one point this was more of a 'got to be me' kind of product, but now umlauts have invaded...

And here's a cartoon that makes fun of the supposedly foreign by referring to ['Hoax' Ethnic Food](#). Notice how many of the 'hoax foreign' foods have umlauts and/or other kinds of accent marks—a true sign of foreignness! (Notice also that the vender in the cartoon has a bushy moustache—clearly a foreigner.)

6. Not to be outdone, the on-line humor mag "The Onion" posted this little story recently:

Ünited Stätes Toughens Image With Umlauts. WASHINGTON, DC.

In a move designed to make the United States seem more "bad-assed and scary in a quasi-heavy-metal manner," Congress passed a bill Monday changing the nation's name to the Ünited Stätes of Ämerica. "Much like Mötley Crüe and Motörhead, the Ünited Stätes is not to be messed with," said Sen. James Inhofe (R-OK). An upcoming redesign of the Ämerican flag will feature the new name in burnished silver wrought in a jagged, gothic font and bolted to a black background. A new national anthem is also in the works, to be written by composer Glenn Danzig and tentatively titled "Howl Of The She-Demon."

The conclusion, apparently, is that umlauts over vowels, being associated with German, contributes an impression of 'toughness' (since we know how tough and disciplined those Germans can be, *nicht wahr?*)

Another possibility is to create a totally *fake* language (or try to create the impression that there is some language out there with these forms). This seems to be particularly common with names of ice creams and/or (frozen) yogurt; the trick is to use umlauted vowels as freely as possible, even where no known language so uses them:

- [Freshëns](#), 'the premium yogurt'
- Früsen Gládjé ([`Swedish?](#) ice cream)
Incidentally, the Häagen-Dazs people didn't like the fact that the Früsen Gládjé people were capitalizing on their 'Scandinavian' (cool, fresh) theme by using lots of umlauts and stuff, so they brought suit. Details of this [lawsuit here](#), but note that they lost. This particular kind of lawsuit is called a "trade dress" suit.
- [Häagen-Dazs](#) (ice cream)

7. **Liquor** advertising (especially high-priced or exotic liquors: Mexican Kahlua? Tecate beer? German beers?) is an interesting example of having to deal with foreign branding, especially if the brand name is too strange sounding. See the example of an attempt to deal with [a Polish name, Wyborowa Vodka](#).

Contrast this with the ad for [Belvedere Vodka](#) also a Polish vodka, which hides this fact almost completely, except for the tiny notation *na zdrowie* ("To your health") under the bottle. Otherwise, the ad

suggests solidity, hand-crafting, continuity, doing things the same way as one's father, etc.)

- **Readings:** The concept of foreign branding is dealt with in market research on advertising;
 1. A sample of this is included in your coursepack, the article by LeClerc, Schmitt, and Dubé on foreign branding. Other [bibliography here](#)
 2. **Metaphor** A number of writers have pointed out the the necessity of establishing a [metaphor](#) for the product in the advertisement. This metaphor is usually primarily *visual* but may also be linguistic.

Some examples of these might be

1. this [advert](#) for men's clothing, which 'speaks' for the wearer.
2. An ad for financial advice/management [showing a road](#) The high road is straight and narrow; the lower road wanders around, and the people on it look confused. Caption says: *If wealth is a destination, we are uniquely capable of helping you make the journey.*
3. An ad for a beauty product manufactured by Chanel called [Précision](#) . The text of the ad claims that you can have your 'skin profile' discovered using their [unique Diagnostic Tool](#) and you will also receive a free and generous sample. The metaphor here relies on our knowledge of the word "precision." The French word happens to have an "é" in it, so that tells us it's not an American thing. But it's *scientific* and their unique tool can determine exactly what **you** need. The word *Précision* is printed smack-dab in the middle of the model's forehead. How's that for precision?
4. The [BMW ad](#) that says that *landscape is a vast swath of motion* . The other images (the pepper, the wave, the Calder mobile) are metaphors for 'hotness', 'newness' (new wave), and 'creativity'.
5. Another financial management ad that uses imagery from [musical notation](#) comparing 'the market' with an elaborate, confused, complicated musical score (consisting of notes with short-term value, such as 8th notes etc.), while *Defined Asset Funds* are steady, solid and unchanging, represented by **whole notes** . (Note the metaphor of musical note with financial note?)
6. Look here for some cartoons that rely on metaphor:
 - Political Cartoon with [Al Gore as a Snake-Charmer](#).
 - A Roller-Coaster named after [the Day Trader](#).
 - Cartoon characterizing a [stab in the back](#) as 'a metaphor,' and therefore 'good news.'
 - Cartoon showing a boss who will need people to serve as his [eyes, ears and legs](#).
 - And here's one that actually makes fun of foreign branding by depicting ['hoax' ethnic food](#).

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EXHIBIT J



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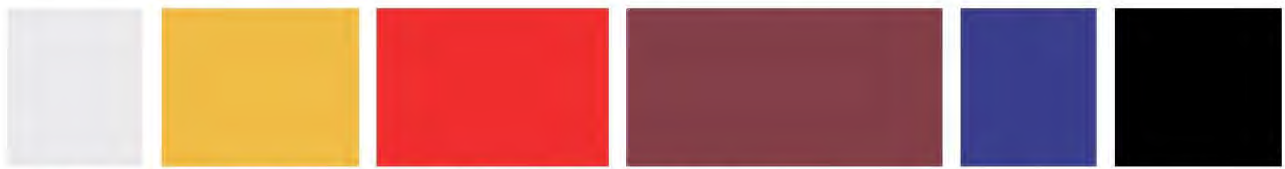
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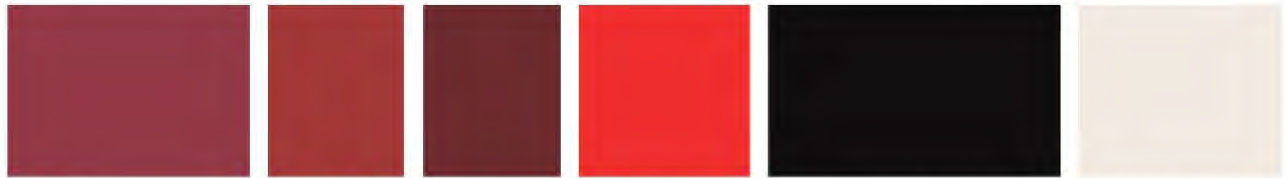
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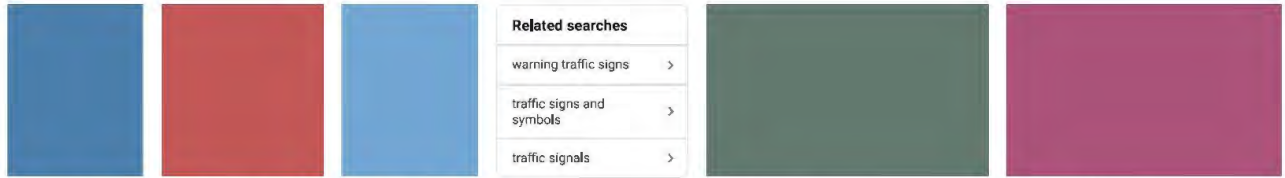
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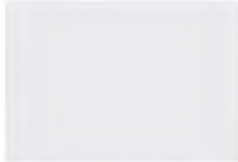


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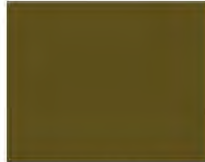
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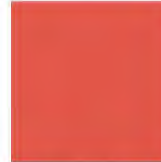
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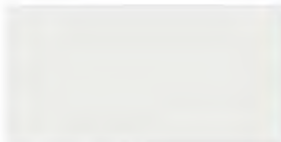
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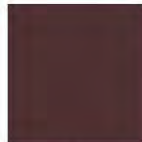
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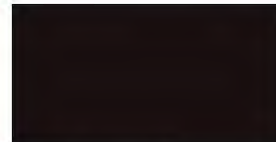
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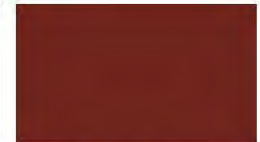
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Regulatory Signs

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	R5-1b	Bicycle Wrong Way	.gif	.pdf	.layout	.MUTCD
	R5-2	No Trucks (symbol)	.gif	.pdf	.layout	.MUTCD
	R5-2a	No Trucks (word message)	.gif	.pdf	.layout	.MUTCD
	R5-3	No Motor Vehicles	.gif	.pdf	.layout	.MUTCD
	R5-4	No Commercial Vehicles	.gif	.pdf	.layout	.MUTCD
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	R5-10b	No Pedestrians Or Bicycles	.gif	.pdf	.layout	.MUTCD
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Updated 26 August 2018 (completely revised and updated)
 Scripting: Richard C. Moeur

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TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

Rocco Red

Word Mark	ROCCO RED
Goods and Services	IC 032. US 045 046 048. G & S: Beer. FIRST USE: 20111129. FIRST USE IN COMMERCE: 20141031
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86590865
Filing Date	April 8, 2015
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 25, 2015
Registration Number	4851234
Registration Date	November 10, 2015
Owner	(REGISTRANT) Bootlegger's Brewery LLC LIMITED LIABILITY COMPANY CALIFORNIA 401 S. Richman Ave Fullerton CALIFORNIA 92832
Attorney of Record	Karen Kreider Gaunt
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RED" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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RoK Ko

Word Mark	ROK KO
Goods and Services	IC 030. US 046. G & S: Candy bars
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88127572
Filing Date	September 21, 2018
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	February 12, 2019
Owner	(APPLICANT) Julian Raine Dahl INDIVIDUAL UNITED STATES 636 S. Palouse St. #3 Walla Walla WASHINGTON 23430
Attorney of Record	Dale Jensen
Type of Mark	TRADEMARK
Register	PRINCIPAL
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TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

ROCO

Word Mark	ROCO
Goods and Services	IC 033. US 047 049. G & S: Wine. FIRST USE: 20040930. FIRST USE IN COMMERCE: 20040930
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77195799
Filing Date	June 1, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 6, 2007
Registration Number	3372645
Registration Date	January 22, 2008
Owner	(REGISTRANT) Stonebraker-Soles, Inc. CORPORATION OREGON 13260 NE Red Hills Rd Newberg OREGON 97132
Attorney of Record	David P. Petersen
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170629.
Renewal	1ST RENEWAL 20170629
Live/Dead Indicator	LIVE

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List At: OR to record: **Record 16 out of 20**

(Use the "Back" button of the Internet Browser to return to TESS)

RōCo

Word Mark ROCO

Goods and Services IC 030. US 046. G & S: COFFEE, COCOA, TEA. FIRST USE: 19920101. FIRST USE IN COMMERCE: 19920201

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 28.01.25 - Cyrillic characters (Russian); Hieroglyphic characters; Inscriptions in other non-Latin characters; Russian characters (Cyrillic)

Serial Number 76633770

Filing Date July 12, 2004

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 6, 2005

Registration Number 3062015

Registration Date February 28, 2006

Owner (REGISTRANT) SELLURS, INC. CORPORATION CALIFORNIA 920 Garden Street, Suite A c/o Koenig & Associates Santa Barbara CALIFORNIA 93101

(LAST LISTED OWNER) SANTA BARBARA COFFEE & TEA, INC. DBA SANTA BARBARA ROASTING COMPANY CORPORATION CALIFORNIA 920 GARDEN STREET C/O KOENIG & ASSOCIATES SANTA BARBARA CALIFORNIA 93101

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kurt Koenig

Prior 1987928

Registrations

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150730.

Renewal 1ST RENEWAL 20150730

Live/Dead Indicator LIVE

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ROCO PRIVATE STASH

Word Mark	ROCO PRIVATE STASH
Goods and Services	IC 033. US 047 049. G & S: Wine. FIRST USE: 20060401. FIRST USE IN COMMERCE: 20060401
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77195823
Filing Date	June 1, 2007
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 30, 2007
Registration Number	3502608
Registration Date	September 16, 2008
Owner	(REGISTRANT) Stonebraker-Soles, Inc. CORPORATION OREGON 13260 NE Red Hills Rd Newberg OREGON 97132
Attorney of Record	David P. Petersen
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20180901.
Renewal	1ST RENEWAL 20180901
Live/Dead Indicator	LIVE

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Start List At: OR Jump to record: Record 7 out of 62

TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

Rocco

Word Mark	ROCCO
Goods and Services	IC 033. US 047 049. G & S: Whiskey, excluding Irish whiskey; Whiskey spirits; Distilled spirits
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87594748
Filing Date	September 3, 2017
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	January 23, 2018
Owner	(APPLICANT) Australian Whiskey Distillers Pty. Ltd. LIMITED LIABILITY COMPANY AUSTRALIA 5 Mindanao Court Armadale VIC 3143 AUSTRALIA
Attorney of Record	Thomas C. McThenia, Jr.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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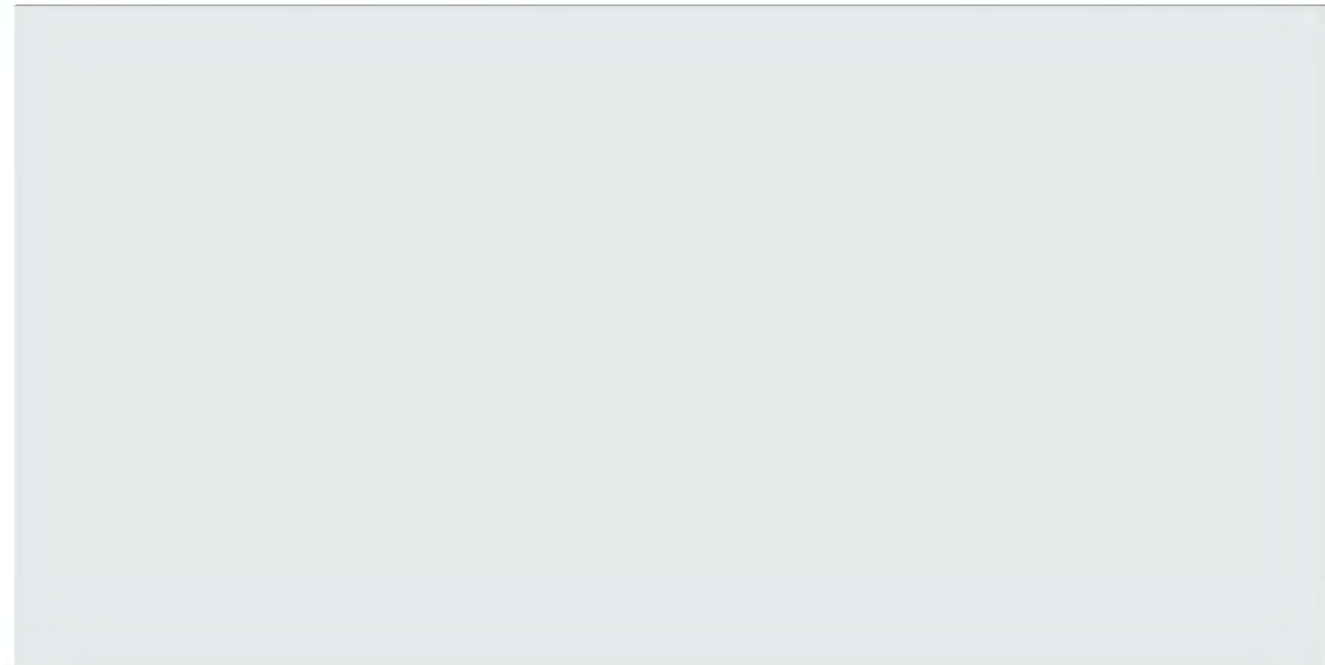
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12 fl oz


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16 oz


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9 oz

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8 oz

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24 oz

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18 oz

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5 ct / 0.7 oz



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Robert Rothschild Farm Raspberry Salsa
11.3 oz

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SPIRIT BRANDS CONTINUE TO DIVERSIFY

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With consumer tastes continually evolving it is important to keep looking for ways to ignite new interest in your beverage offering, keeping your loyal customers satisfied and attracting new interest to your brand portfolio. To become the first brand – and usually 'only', at least for a little

while – to deviate from the status quo of any given category carries its own unique advantages and pitfalls.

Alcohol market remains competitive and fast moving

The **alcohol sector** is capturing millennial tastes and imaginations through new offerings and product innovations, such as flavoured spirits ranges. Meeting demands for crafted products and growing wholly new segments and experience for whatever your tippie, the alcoholic beverage market remains a competitive and fast-moving space. With gin, vodka and latterly rum seeming to continue to benefit from the craft movement, companies are promoting their regional origins to attract consumer attention.

A generation thats interested in new tastes

Many alcohol companies and brands are reorienting their personas and their products for a generation that is interested in new tastes, as well as brands with legacy and relevance. Research conducted by **Mintel** has reported that 61% of consumers say they would try a new flavour if a friend, relative or bartender recommended it! Flavour innovation has been extremely successful in many alcoholic drinks categories. Keep upto date with the alcohol trends & innovations in the industry by downloading our report to find out the 7 spirit brands that innovate with diverse flavours.

Download our complimentary 14 page report to gain some interesting insights and learn about 7 spirit brands that innovate with diverse flavours.



There's much opportunity for innovation in alcohol this year. Our experts here at Simpsons Beverages would value a discussion about how these trends may inspire your business. [Get in touch](#) today, we'd love to hear from you.

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SPIRIT BRANDS CONTINUE TO DIVERSIFY

FLAVOURED SPIRIT BRANDS THAT
INSPIRE US



WE MAKE THE PERFECT DRINK

- A REPORT BY SIMPSONS BEVERAGES -

INTRO

With consumer tastes continually evolving it is important to keep looking for ways to ignite new interest in your beverage offering, keeping your loyal customers satisfied and attracting new interest to your brand portfolio. With gin and vodka seeming to continue to benefit from the craft movement, companies are promoting their regional origins to attract consumer attention.



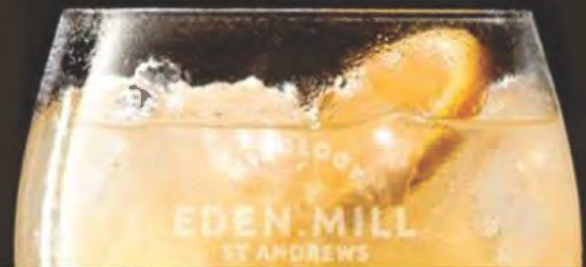
WE MAKE THE PERFECT DRINK

CONTINUAL TREND FOR FLAVOURED GINS

In another growth area, the burgeoning gin market is increasingly masking the traditional gin flavour and diversifying to offer features that include more floral tones, crafting ready to pour cocktails and new liqueurs to pique interest.



EDEN MILLS



A perfect example of flavoured gins success story is demonstrated by Eden Mill. Not only do they offer a core gin range, but have diversified into flavoured liqueurs like strawberry and black pepper, pear and cassia and lemon and raisin. They are distillers able to experiment with their favourite flavours and after taste tests and refining, have come up with something really quite special.





EDEN MILL MIXOLOGY PROJECT

Further to that, inspired by top mixologists Eden Mill have introduced Mixology Project, their range of ready to pour gin cocktails. Purchased in a mixed pack this is a great way to influence engagement by offering an experiential opportunity to try new flavours and find a firm favourite, driving loyalty and repeated consumption. Unique flavours like Roasted Martini and Basil Smash create interest and cater for a more niche market, whilst the core range will appeal to the wider audience.



SIPSMITHS

Sipsmith also have a wide gin range to choose from. As well as their traditional London Dry Gin, they offer a wide variety of inspired and flavoured variants including Sloe Gin, Lemon Drizzle Gin and their London Cup is a punch that is 'inspired by the punches of 1800 London' blending their Dry Gin with Earl Grey, lemon and borage mixed with vermouth and bitters.





INSPIRING GIN FLAVOURS

#LEMON DRIZZLE
#SLOE GIN
#EARL GREY
#READY MIXED
COCKTAIL GINS





EXPANDING RANGES OF FLAVOURED VODKA



We couldn't write about flavoured spirits without mentioning the premium flavoured and ever-expanding range of vodkas offered by brands such as Absolut and Ciroc. From citron and lime vodkas to mandarin, vanilla, acai berries, Absolut launched in America in 1979 and since then have become synonymous with vodka shots, cocktails and nightlife. Whereas Ciroc's multitude of ultra-premium flavoured vodkas build on the brand's French heritage and a refined five times distilling process. With flavours such as French vanilla to amaretto, coconut, red berry, pineapple and peach.



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INSPIRING VODKA FLAVOURS

#LIME
#MANDARIN
#VANILLA
#ACAI BERRIES
#CITRON



SPICED RUMS & FLAVOUR EXPERIMENTATION



Also capitalising on the market for flavoured spirits are flavoured rums, which have been about for centuries yet are becoming more and more popular with the trend for spiced spirits. Elements Eight Exotic Spices includes **orange peel, ginger, honey and toffee with light floral notes, as well as cinnamon, cloves and coconut.** There's also Dead Man's Fingers Rum made with vanilla, cola and toffee and a plethora of other spiced rum brands made with either **vanilla, nuts, ginger, cola, butterscotch and spices,** or a combination of them all. Bacardi's colourful heritage is also building on the trend with a bold and fiery cinnamon flavoured spiced 'spirit drink' targeting the shot market called Bacardi Carta Fuego, adding to their already diverse portfolio.





INSPIRING RUM FLAVOURS

A photograph of a tiki cocktail in a carved glass. The glass is filled with ice, a slice of orange, a lime wedge, and a cherry. The glass has intricate carvings of a tiki face. The background is a blurred bar setting.

#ORANGE PEEL
#GINGER
#HONEY
#COCONUT
#BUTTERSCOTCH






SET YOUR BRAND APART

Flavoured spirit brands, although nothing new, can certainly help to set a brand apart. Extending the breadth and depth of range through innovation helps to maintain customer loyalty and strengthens the position of a brand in the market. The alcohol sector **is capturing millennial tastes and imaginations through new offerings and product innovations.** Meeting demands for crafted products and growing wholly new segments and experience for whatever your tipples, the **alcoholic beverage market remains a competitive and fast-moving space.**

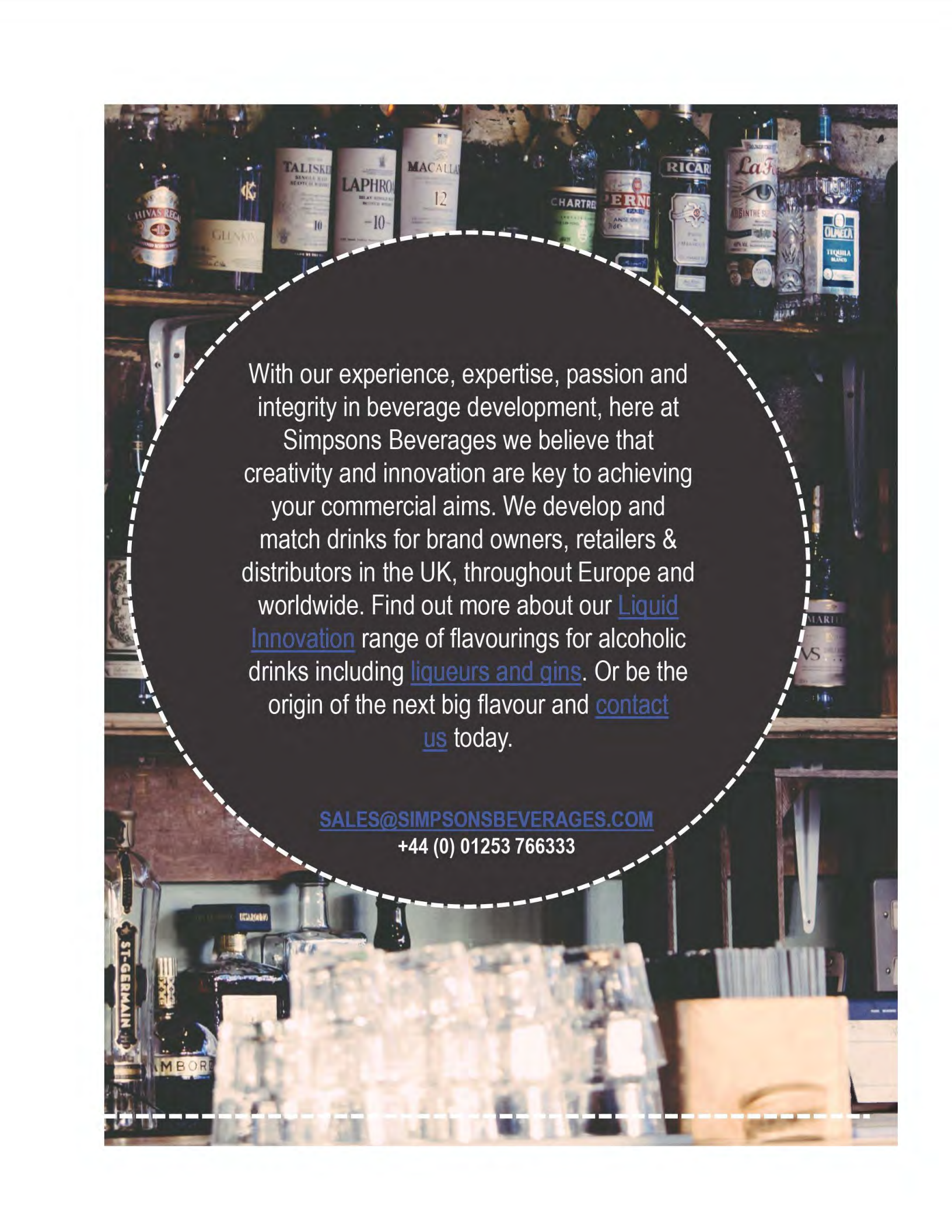


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THE STRUCTURE OF THE BEVERAGE ALCOHOL INDUSTRY

This Report provides a summary description of the beverage alcohol industry, its nature and scope. It offers a basic overview of economic, trade, and development aspects, as well as how some of these relate to public health issues. It presents an analysis of current trends, such as industry consolidation, and possible future developments. It concludes by identifying a range of industry bodies and industry-supported bodies, such as trade associations and social aspects organizations (SAOs), which contribute to addressing social and public health aspects of alcohol.

BEVERAGE ALCOHOL

The word “alcohol” derives from Arabic *al-kuhul* and is applied to the many members of the family of alcohols. The type found in beverage alcohol is called ethanol or ethyl alcohol and is the result of the natural process of fermentation of fruits, grains, vegetables, plant matter, and even dairy products. Its three main classifications are wine, beer, and distilled spirits. Other classifications abound and are often related to culture, content, production method, and legality.¹

The relationship between beverage alcohol and public health has been studied extensively for more than a century, and continues to be of interest to governments, public health professionals, the public at large, as well as a central issue for the beverage alcohol industry. Indeed, over the past two decades, major international beverage alcohol producers have taken a broader look at the way in which they respond to alcohol issues. With attention to corporate social responsibility, they actively incorporate concern for health-related aspects of alcohol consumption and social issues, such as under-age drinking or alcohol-impaired driving, into their operations and dialogue with stakeholders.

The World Health Organization (WHO) recognizes the “existence of a wide range of alcohol policies” and notes that these “policies are enforced and combined differently in different countries to meet the needs of that particular country....The goal of a comprehensive, effective and sustainable alcohol policy can only be attained by ensuring the active and committed involvement of all relevant stakeholders.”² Having a global perspective on the structure of the beverage alcohol industry should assist all stakeholders engaged in reaching the goal articulated in the World Health Assembly 2005 resolution on “reducing the negative health and social consequences of harmful use of alcohol.”³

BEVERAGE ALCOHOL PRODUCTION

Global alcohol beverage production is rather heterogeneous and includes a wide range of different levels of production. This Report will examine beverage alcohol production from the perspective of unrecorded and recorded beverage alcohol. It then reviews each sector: beer, wine and spirit, in turn.

Information is available on recorded beverage alcohol production from a diversity of sources including official sources (e.g., the United Nations Food and Agriculture Organization (FAO) and national government reports), and from industry or private sector analysts. Unrecorded beverage alcohol is based on estimates of the amount of alcohol which is not officially recorded in national or international statistics. It includes home production (which may be licit or illicit), travelers’ imports and



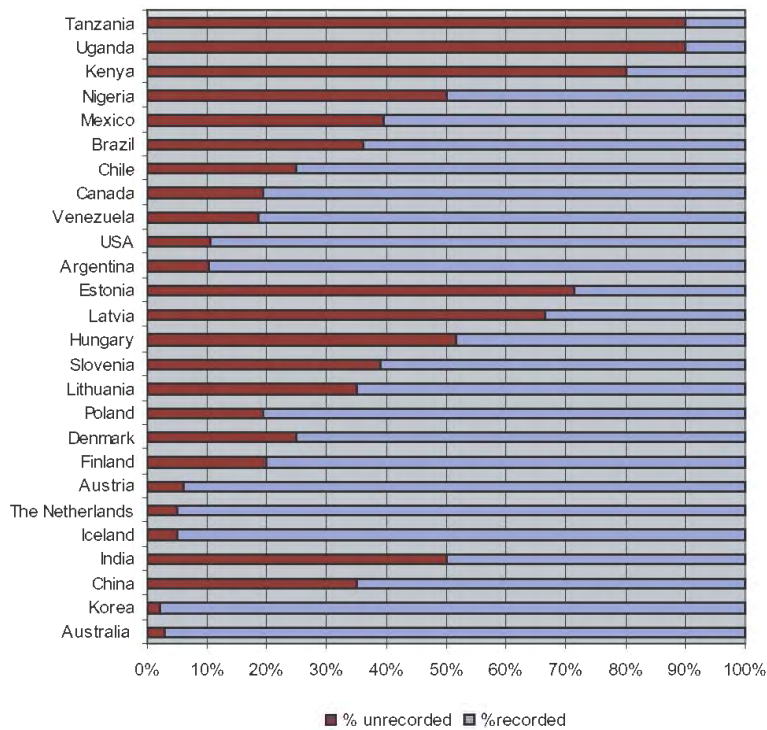
cross-border shopping, smuggling (either organized criminal activity or individuals importing amounts exceeding legal allowance), surrogate alcohol intended for other purposes, tourist consumption, and beverages with alcohol content below the legally defined limit for beverage alcohol.⁴

Unrecorded Beverage Alcohol

In many low-income countries consumption of commercially produced beverage alcohol is generally confined to wealthier urban populations. In such countries, the more significant public health concern has to do with the drinking patterns and consumption of unrecorded and non-commercial alcohol.⁵

There is a huge volume of unrecorded alcohol production, which is found in virtually every country around the world and includes both traditional home-brews and the illegal production and trade of alcohol. In some parts of the world, particularly in low and middle-income countries, it may account for up to 50% of total alcohol consumption, but this varies widely from country to country. According to WHO estimates, “[o]n a regional basis, unrecorded alcohol consumption is estimated to be at least two-thirds of all alcohol consumption in the Indian subcontinent, about half of consumption in Africa, and about one-third in Eastern Europe and Latin America.”⁶ Examples included beverages that are distilled (e.g., *samogon* in Russia), fermented (e.g., toddy in India), or brewed (e.g., opaque beer in Africa) from a wide range of different ingredients. The overwhelming share of unrecorded consumption appears to be accounted for by local, low volume, products.

Figure 1 Unrecorded alcohol consumption as % of total alcohol consumption in selected countries⁷



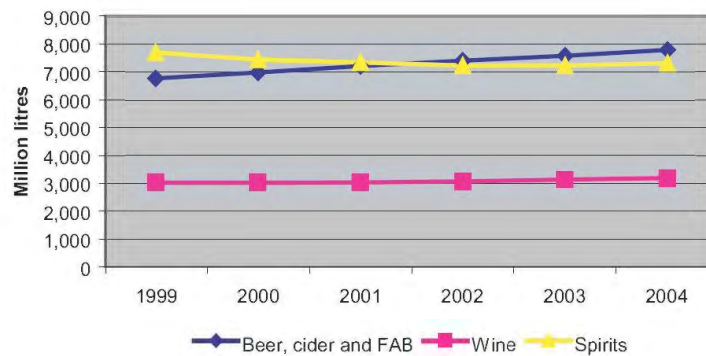


Black and grey markets include beverages that are produced or distributed illegally for commercial but illicit sale, and counterfeit products, unlabelled brands and products which evade taxation.⁸ Some of the counterfeit and unlabelled products can pose severe health risks, as they have unknown alcohol content and may contain hazardous chemicals. They remain popular, however, as they are offered at lower prices than legitimate products and are often widely available. The most significant areas of counterfeiting and sales of unlabelled spirits are developing and transition countries, notably in Eastern Europe and the Asia-Pacific region, partly because such markets are characterized by low level of personal disposable income that render many legitimate and taxed spirits unaffordable.

Recorded Beverage Alcohol

Based on available industry data, Euromonitor International,⁹ a leading business information company, estimates global volume sales of beverage alcohol at 182.9 billion liters in 2004 with a stable 1-2% annual increase over the 1999-2004 period.¹⁰

Figure 2 Global sales of beverage alcohol by sector in liters of pure alcohol, 1999-2004



Source: Euromonitor 2005

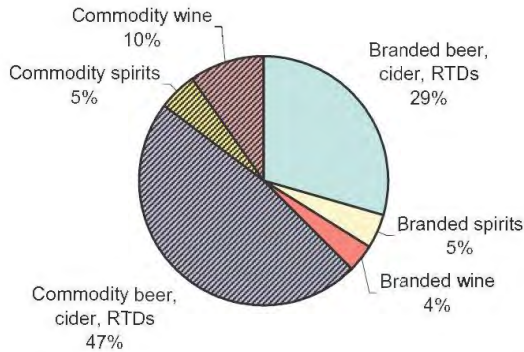
Note: For the purposes of comparison, pure alcohol conversions have been calculated on the following basis: beer, cider and flavored alcohol beverages (FABs) 1 liter pure alcohol = 20 liters @ 5% alcohol by volume; wine 1 liter pure alcohol = 8 liters @ 12.5% alcohol by volume; spirits 1 liter pure alcohol = 2.5 liters @ 40% alcohol by volume.

The large majority of beverage alcohol is produced by a plethora of small domestic manufacturers catering to local traditions and tastes. These products are not traded internationally, but their levels of production are generally recorded by governments (largely for purposes of collecting excise taxes). They are often termed “commodity” drinks-legal, commercially-produced local alcohol sold at very low prices. They reflect the local drinking culture and, in certain regions, account for an overwhelming share of recorded consumption. For example, “commodity” spirits brands are estimated to account for 99% of total recorded consumption in China; 94% in Russia; 92% in Thailand; 89% in Brazil; and 75% in India.¹¹





Figure 3 Total alcohol volume sales, 000 9L cases (2004)



Source: Combined IWSR data, 2004. Commodity alcohol - assumed to be alcohol produced by IWSR “undefined” manufacturers. Branded alcohol accounts for 37.5% volume sales; “commodity” alcohol accounts for 64.5% volume sales.

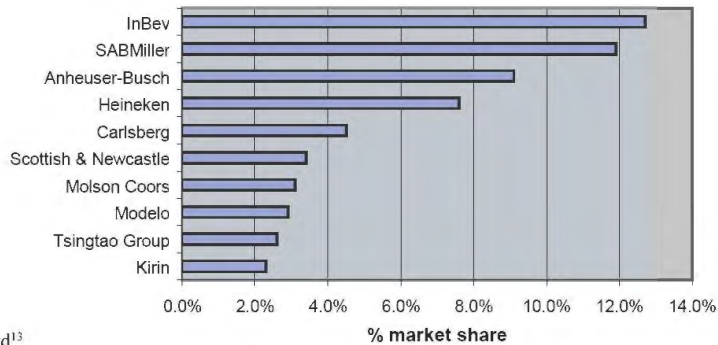
BEVERAGE ALCOHOL IN THE THREE SECTORS

In 1996, a published list of leading spirits, beer and wine producers showed a total of 2,061 beverage alcohol companies.¹² The total number of industry players is difficult to ascertain, as there is a wide spectrum of companies differing by type and size of operations. The following section gives a basic analysis on commercially available beverage alcohol in each sector.

Beer Sector

World beer sales totaled 157.8 billion liters in 2005 with the top 10 companies accounting for approximately 60% of global volume of branded beer. Although twenty large multinational and regional producers head the industry tables on branded beer volume, small production dominates total beer production when “commodity” beer products are considered (“commodity” beer is 62% of total beer production).

Figure 4 Top ten brewers: global share of branded beer market, 2005. (Note: This figure does not include all other branded beer production (42%) or commodity beer (62% of total recorded beer production) or unrecorded production.)



Source: PlatoLogic Ltd¹³





Although the largest global brewers have significant international production, their brands are essentially local. Due to its large volume, beer is generally produced in the country in which it is consumed. International brands, when available outside their “home” countries, are usually produced locally either by a brewery established by the brand owner or under license by a local brewery. Exports are important only for a few countries with prominent brands (e.g., Heineken, Carlsberg, Stella Artois or Guinness), which are produced by some of the world’s largest brewing companies.

Over the past five years, changes in beer consumption patterns have varied by region. In low and middle-income countries, the main developments have been shifts from consumption of unrecorded, locally produced beer to commercial, regional brands. Also noteworthy in low and middle-income countries is the shift to beer from other beverage alcohol categories (primarily from unrecorded and “commodity” spirits).

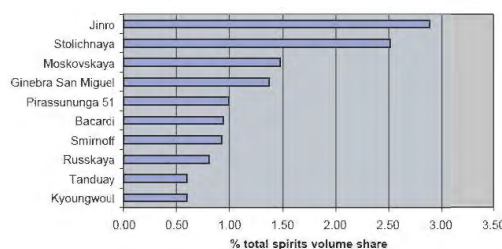
In the developed regional markets of North America and Western Europe, volume sales have declined, or, at best, remained static over the past few years. This has been due to a combination of continued maturation of the market and intensified competition from wine and spirits. Another trend in developed countries is an emphasis on more expensive premium brands and specialty beers.

On the corporate front, global brewers have been stepping up foreign investment, mainly in the form of strategic alliances with local manufacturers (particularly in Brazil, Russia, India, and China, the so-called BRIC countries). Industry consolidation continues with the leading global brewers acquiring major stakes in leading regional companies. Just a few examples of recent consolidation and investment activity in 2005 bears out these trends: SABMiller acquired the leading Colombian brewer Bavaria, which includes major interests in neighboring countries in Central and South America; Heineken made four significant acquisitions in Russia, where it now has nearly 14% of the market share; InBev completed its transformation as the leading volume producer with the merger between Interbrew of Belgium and AmBev of Brazil; Carlsberg has acquired a stake in a Cambodian company, developed a greenfield investment in China and plans to build a brewery in Vietnam; Scottish & Newcastle has made significant investments in India and Russia.

Spirits Sector

In 2005, the top five spirits brands in the world were all nationally specific. The only major spirits brands to feature in the world’s top 10 in volume terms in 2005 were Bacardi rum and Diageo’s Smirnoff vodka.¹⁴

Figure 5 Global brand shares of spirits, 2004 (% total volume). (Note: This figure does not include all other branded spirits production (87%) or commodity spirits production (53.4% of total recorded spirits production) or unrecorded production.)



Source: Impact 2005¹⁵





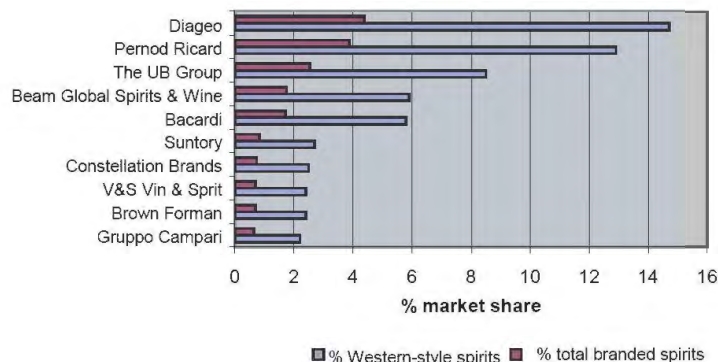
Local commercial spirits producers dominate in emerging regions, and tend to be geographically fragmented due to the persistent popularity of traditional national specialties. Thus, in the Asia-Pacific region, Jinro produces *soju* for the large South Korean market, Sang Som manufactures *Sura Khao* in Thailand, and San Miguel dominates the Filipino gin market. Similarly, in Latin America, the two leading companies, Cia Müller de Bebidas and Engarrafamento Pitú Ltda, make *cachaça* in Brazil, while in Africa Distell ranks number one thanks to its lead in the region’s dominant market, South Africa, where it is strong in the important local brandy segment.

Although the Eastern European spirits market is led by a French company, Belvédère, its strength in the region is founded on its ownership of the largest Polish player in the region’s fragmented vodka market. The second and third placed players in the region, Veda ZAO and Kristall MZ OAO, also manufacture vodka in the Russian market.

There has been ongoing consolidation of the spirits market through numerous merger and acquisition activities and the geographic expansion of major multinational players. While the leading global spirits producers are getting bigger through such expansion, the overall spirits market remains highly fragmented with numerous, cheaper products available locally. The International Wine and Spirits Record lists over 900 spirits producers, but they account for less than a third of the total volume of spirits produced worldwide.

The top global spirits producers account for 60% of the volume of premium Western-style spirits produced, but only approximately 20% of the total global spirits market. For example, as highlighted in table 4, by volume Diageo produces 14.7% of the global Western-style spirits, but only 4.4% of total spirits volume. The term “western-style spirits” refers to products made in accordance with internationally accepted industry standards (e.g., EU, WTO etc), which specify raw materials, aging, level of alcohol by volume (abv), etc. Much of the whisky produced in India, for example, does not qualify as “whisky” under the EU industry standards. The EU definition specifies that whisky has to be made from cereals, at least 40% abv and aged for three years or more, whereas Indian whisky is derived from molasses.

Figure 6 Major global spirits companies by volume, 2004 (pro forma)



Source: Impact¹⁶, IWSR¹⁷

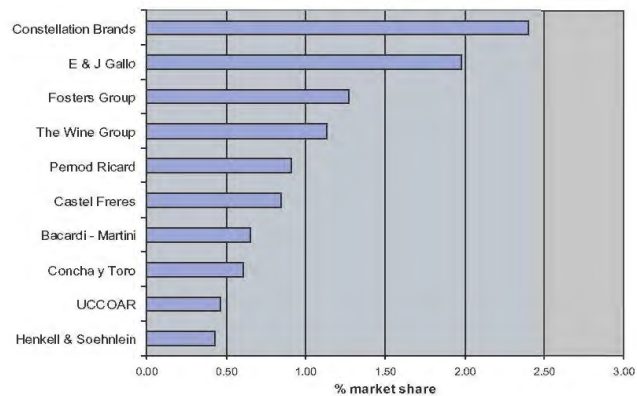




Wine Sector

The global wine market remains highly fragmented with numerous small and medium sized producers in every wine producing market. In 2005, the International Wine and Spirits Record listed 1,360 companies, which account for 27% of the world wine market. The remainder is produced by smaller “undefined” companies. As with beer and spirits, top 10 wine makers produce only a small proportion of global volume (10.69%).

Figure 7 Top 10 wine companies by volume, 2004 (pro forma). (Note: This figure does not include all other branded wine production (89.3%) or commodity wine (73.1% of total global recorded wine production) or unrecorded production.)



Source: International Wine and Spirits Record, 2004¹⁸

E&J Gallo was the world’s largest wine producer until the acquisition of Australian wine-maker BRL Hardy by Constellation Brands in April 2003. Constellation’s major acquisition, of premium Californian winery Robert Mondavi in December 2004 has now made them the largest global wine producer.¹⁹ The acquisition of Southcorp in 2005 by Foster’s Group of Australia has propelled Foster’s to a leading position among global wine producing companies. The Wine Group, once part of the Coca-Cola Company, but now independent, is the second largest wine producer by volume which specializes in “commodity” produced wines and is the market leader in “boxed” wines in the U.S.

Wine growing is concentrated in Europe and European-settled areas and products include so-called New World wines from areas such as California in the U.S., Chile and Argentina in South America, South Africa, Australia and New Zealand.

INDUSTRY CONSOLIDATION-MERGER WAVES

Since the 1960s, there has been a strong trend towards consolidation of the alcohol beverage industry, characterized by four waves. The increasing pressure on companies to diversify their portfolios and geographic presence is driving mergers and acquisitions as well as strategic alliances.

The first wave of international mergers started in the late 1950s and lasted into the early 1960s. Its geographic scope was restricted, as it involved mainly U.K. brewers and wine merchants, which were consolidating their positions in the domestic market. For example, Allied Breweries acquired





Harvey's in 1964, while International Distillers and Vintners was the outcome of a merger between Gilbey's and United Wine Traders in 1962.

A second merger wave took place between 1968 and 1972, and its characteristics resembled the first wave, with one main difference: it involved leading brewers from other European countries. For example, Amstel, in Holland, was acquired by Heineken, and Tuborg, in Denmark, by Carlsberg, in 1968 and 1970, respectively. Spirits and processed-wine firms also began to merge and to acquire other firms. In 1971, for example, the French champagne producers Moët & Chandon merged with the cognac firm Hennessy.

The third merger wave, which lasted from 1985 to 1988, was motivated by the globalization of markets. Firms that owned spirits brands with the potential to become global were targets for acquisition. In this period, firms also tried to acquire distribution channels, believing that this step would enable them to appropriate more value in the value-added chain. An illustration of this strategy was Grand Metropolitan's acquisition of major U.S. alcohol beverage distributors, including Heublein in 1987.

The most recent merger wave, which started in 1998, has been part of a trend in which firms restricted their businesses to a limited number of global brands, applying similar marketing strategies. This wave involves not only spirits firms but also brewers and wine producers, which had remained essentially domestic. Nonetheless, to date the scope of activity of spirits firms and breweries has been far more extensive than that achieved in wines. Several major mergers and acquisitions have taken place: merger of the U.K. firms Guinness and Grand Metropolitan in 1997; acquisition by Diageo and Pernod Ricard of Seagram spirits and wine business in 2001; merger of South African Breweries and the U.S. firm Miller in 2002; and the merger of Ambev from Brazil and Interbrew from Belgium in 2003. More recent developments include consolidations in each of the three major sectors: in the wine sector, Foster's Group takeover of fellow Australian Southcorp; in the spirits sector, the acquisition of Allied Domecq by Pernod Ricard; in the beer sector, SABMiller's acquisition of Latin America's number two brewer Bavaria.

INDUSTRY OUTLOOK

The top five spirits players are now estimated to account for about 48% of the global premium spirits market²⁰ and the top five beer players for 46% of the global branded beer market,²¹ some industry analysts think the pace of industry consolidation is set to slow as there are few beverage alcohol producers of size left to acquire.²²

There are still smaller companies in unconsolidated markets such as Germany or China, but even there many companies are already linked to larger concerns, have structures prohibiting change of control, or lack any real brand or asset value to an international player. Any scope for further industry consolidation lies in individual sub-sectors, as well as, with a longer-term view, on cross-sector investments aiming to extract economic synergies from link-ups between beer and spirits or beer and soft drinks bottlers.

While BRIC (Brazil, Russia, India, China) economies will remain a critical growth driver for the drinks industry in the coming years or even decades, there is a wider opportunity in emerging economies, ranging from Colombia, Peru, and Mexico to the former CIS states in Central Asia, Turkey, the Balkans, the Czech Republic, Poland, as well as selected countries in Africa (e.g., Nigeria and South Africa).





THE ECONOMIC SIGNIFICANCE OF THE BEVERAGE ALCOHOL INDUSTRY

Beverage alcohol has a well-established place in the global economy. The industry is usually defined in terms of a value chain centered on the actual production of the alcohol beverages. However, it is also includes a wide variety of important “backward” and “forward” linkages. The backward linkages include supply chain of agricultural and raw materials, capital equipment, transportation, and energy, while the forward linkages relate to access to markets, transportation, distribution via retailers, wholesalers and hotels, restaurants and cafes (HORECA). The significant economic activities involved in the production and distribution of beer, wine and spirits generate considerable employment and provide an important source of tax revenue for many governments.

The effect of alcohol producers on the economy is even more pronounced in developing countries. They provide jobs, generate revenue for governments, create a market for the goods and services of local suppliers, support the hospitality and retail industries, and invest in capital projects and the skills of their employees. Many of their suppliers and distributors are privately-owned small and medium enterprises, employing 20-50 people, and the support provided by alcohol producers not only creates employment, but empowers communities where they operate.

Employment

Although there are no global estimates for direct employment by beverage alcohol producers, there are estimates from various regions. In 1990, in the countries making up the then European Community (EC), direct employment by beverage alcohol manufacturers was roughly equivalent to direct EC employment in the insurance industry, was more than 75% of direct employment in the timber and wooden furniture industry, and 65% of direct employment in the footwear and clothing industry.²³

Today, in the European Union (EU), the spirits sector directly employs about 50,000 people and indirectly 250,000 people.²⁴ On the brewing side, the 2,800 European breweries provide jobs for around 164,000 employees and indirectly 2.6 million jobs (comparable to the total workforce of countries such as Slovakia, Finland or Denmark). For each job offered in the brewing sector, it is estimated that one job is generated in retail, two in the supplying sectors and almost twelve in the hospitality sector.²⁵ Among the ICAP sponsoring companies in 2005, over 177,000 direct employees were identified through an analysis of global corporate annual reports.²⁶

By far the most important source of indirect employment is in distribution activities. The retail, wholesale and HORECA sectors of the economy are the most important in terms of total employment provided. About 22 million people work in the major distribution trades in the EU, and one-tenth of them are related to the beverage alcohol industry. Seventy-five percent of these jobs are in the HORECA sector, where the sale of alcohol beverages is fundamental to many establishments, 7% of jobs are in wholesaling and 18% in retailing. Some of the jobs, especially in the HORECA sector, are part-time (e.g. in Germany one third of HORECA jobs are not full time).

Furthermore, jobs in EU industries serving the beverage alcohol sector are not insignificant, for example:

- Advertising: 3,000 people work on beverage alcohol accounts
- Packaging: 38,000 people are employed in manufacturing bottles, cans and fiberboard boxes for the alcohol drinks sector.
- Capital equipment: 15,000 people in 1,000 firms produce capital equipment for the beverage alcohol industry.
- Agriculture: for example, 3.9 billion euros spent by brewers in the agriculture sector generates around 147,000 agriculture related jobs.²⁷





Direct and indirect employment combines to give almost 3 million jobs, or 2% of total EU civilian employment.

In the U.S., the beer industry alone employs approximately 1.78 million Americans, paying them \$54 billion in wages and benefits.²⁸ The U.S. brewing industry today includes more than 2,400 brewers and beer importers, 1,908 beer wholesalers, and 551,000 retail establishments. The beer industry's economic ripple effect benefits packaging manufacturers, shipping companies, agriculture, and other businesses whose livelihood depends on a healthy beer industry.

There are other industries affected by the performance of beverage alcohol companies: transport / haulage companies, government employees involved in the regulation and oversight of the beverage alcohol industry, consulting firms, firms that construct and decorate the various places where alcohol is served, agricultural fertilizer suppliers, etc. Many of these are small, independent, or family-owned businesses.

Taxation

Tax revenues from excise and other taxes on the production and sale of beverage alcohol can be an important source of government revenue in many countries. For example in the former Soviet Union, excise taxes on beverage alcohol accounted for between 12-14% of all state revenue.²⁹ The beverage alcohol industry contributes to local and central government revenue in many ways: excise duties, sales tax / VAT, corporation tax, income tax and social security.

In the EU, beverage alcohol generates about 24 billion euros per year in excise duties alone for national administrations.³⁰ The financial revenues for European governments arising from the production and sale of beer, i.e., taxes paid by breweries, beer consumers and employees together, total around 38 billion euros a year, including 19 billion euros in VAT and 10.5 billion euros in excise duties. This represents more than the total annual government expenditure of countries such as Finland or Poland (estimated at around 34 billion euros).³¹

In the U.S., the beer industry alone pays over \$30 billion in business, personal and consumption taxes, including \$9.2 billion in excise taxes.³²

BEVERAGE ALCOHOL ADVERTISING

The vast majority of the beverage alcohol consumed worldwide is not advertised. This is especially true in low and middle-income countries, where many beverages are home-brewed, produced illicitly, or are "commodity" products. In developing countries, commercially produced and advertised beverage types are generally more expensive, premium brands and therefore inaccessible to the majority of the population. The price differential between commercially produced, branded products and home-brewed beverages is often prohibitive. In addition, import tariffs and excise taxes can at times increase the price of a product to several times its original value. The price of branded products also reflects higher costs of production. Such costs are clearly not associated with illicit and home-produced alcohol, thus making them overwhelmingly the beverages of choice for low and middle-income countries. It should be noted, however, that many home-produced and illicit products, particularly in developing countries, use low-quality raw materials and may be contaminated, thus carrying health risks not associated with branded products.

The producers of alcohol beverage brands (e.g., Heineken or Guinness beer, Jack Daniel's whiskey or Smirnoff vodka, Penfold wine or Mumm champagne) use advertising and promotional activities in a





way that is no different from any other branded goods manufacturer. They compete for market share in an exceptionally competitive environment. Competition is not only between brands but also between categories, so that Heineken lager competes not only against Foster's or Budweiser, but also against Ballantine's scotch or Bacardi rum - or a Penfold shiraz or a Mondavi merlot.

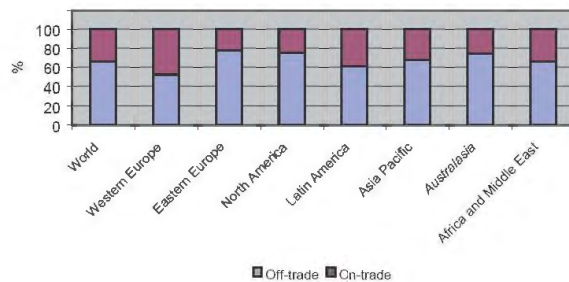
The competition for a bigger share of the market is strong and incessant, with advertising being a part - important but still only a part - of the wider marketing process. In most established, mature markets (where branded products are well known), total consumption is fairly static. Companies attempt to increase their business through better brand marketing, enabling them to gain market share at the expense of the competition by trying to give their brands greater appeal than other branded competitors. In emerging markets, where the situation is less static, companies still mainly compete against each other for market share. There is little commercial advantage to be gained from generic advertising of beverage alcohol, i.e., advertising unrelated to a brand product.

DISTRIBUTION CHANNELS

It is estimated that there are some 6 million legally licensed points of sales for beverage alcohol worldwide.³³ The off-trade is a more important channel in volume terms, accounting for 72% of spirit sales³⁴ and 66% of beer sales in 2004.³⁵ However, in value terms, on-trade outlets (all venues where drinks are sold at retail for on-premise consumption), have a clear lead, representing around 60% of sales in 2004. This discrepancy is due to the considerably higher mark-up on spirits prices in bars, restaurants and nightclubs compared with off-trade outlets.

The variance in sales through on-trade and off-trade across regions is largely cultural, with some cultures closely aligned to drinking in pubs and bars, and others tending towards entertaining at home. Apart from Latin America, off-premise trade leads volume sales in every region, with the proportions ranging from around 66% in Western Europe to around 91% in Eastern Europe. Younger consumers drive on-trade sales in many markets around the world.

Figure 8 Composition of off-trade and on-trade beer sales by region: % volume breakdown 2004



Source: Euromonitor 2005³⁶

Two main trends shaping the retail environment in developed markets have been about convenience and low prices. Consequently, the drive towards “one-stop shopping” is almost universal in developed markets and, indeed, is becoming increasingly common in emerging regions. Thus, supermarkets and hypermarkets witnessed strong growth in many product areas between 1999 and 2004, including alcohol. However, because of legal restrictions on the sale of alcohol in major markets, specialist stores continue to maintain a significant share of global alcohol sales.³⁷



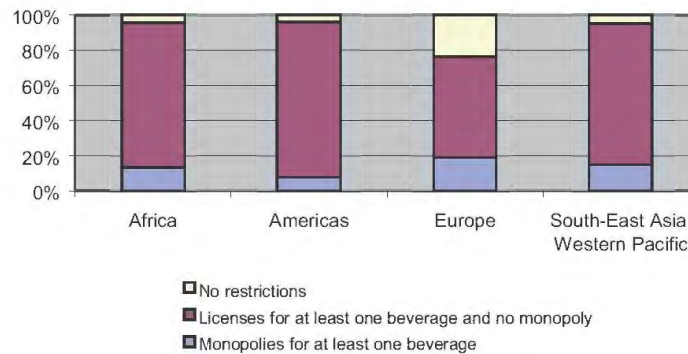
STATE MONOPOLIES AND LICENSING SYSTEMS

Governments around the world exercise different levels of control over the sale and production of alcohol beverages. Governments can elect full control (state monopoly), partial control (licensing system) or no control (which could entail that anybody is allowed to sell or serve alcohol beverages).

State-run monopolies regulating the distribution and sales of beverage alcohol were instituted as an alternative to unsatisfactory prohibition laws (in the case of the U.S. and Canada)³⁸ as a result of public sentiments about alcohol availability, rooted in individual societies, culture and history,³⁹ or as an alternative to prohibition.⁴⁰ State-run monopolies in Eastern Europe were a reflection of a centralized economic system within the Soviet bloc countries.

While some monopolies have been eliminated or reshaped, others persist. According to the 2004 WHO *Global Status Report: Alcohol Policy*, state-run monopolies regulating the sale of beer, wine or spirits exist in 15% of the surveyed countries. The most common approach, however, implemented in 73% of respondent countries, is the requirement for licenses for the sale of at least one category of beverage alcohol. Twelve percent of the respondent countries indicated that no restrictions were in place.⁴¹

Figure 9 Existing state monopolies and licensing systems on off-premise retail sale in responding countries (in % by WHO region)



Source: WHO Global Status Report: Alcohol Policy (2004)

Some countries have state monopolies on the production of alcohol beverages. Production monopolies are often mainly intended to assure that taxes are collected effectively, rather than having any inherent public health purpose.

DEVELOPMENT OF SOCIAL ASPECTS ORGANIZATIONS

Leading beverage alcohol companies have over the years made efforts to promote responsible drinking. Their aim is to find ways to educate their consumers about responsible drinking and to target patterns of drinking that are harmful either to the drinkers or to others. By the late 1980s, this led to the creation of industry-sponsored organizations that represented an industry approach to promote responsible drinking developed in partnership with other stakeholders in government and civil society. These groups came to be called social aspects organizations (SAOs) and they reflect the industry's wish to play a more proactive role in the area of alcohol-related social policy.



In 1989, there were just four SAOs: one in the Netherlands (founded in 1959), another in South Africa (founded in 1986), and the other two in the United Kingdom and in Canada (both founded in 1989). Today, over 30 SAOs exist, based mainly in Europe, North America, Australia / New Zealand, but also in Asia and Africa.⁴²

An important component of SAOs' activities lies in the establishment of partnerships. Those that have developed over the years are a testament to how seriously these organizations and, indeed, the alcohol beverage industry more generally, have been taken. The activities of SAOs have developed considerably over the past decade, reaching out to more stakeholders in their efforts to prevent alcohol abuse. Many of their activities have focused on three core areas: young people and drinking, alcohol-impaired driving, and responsible hospitality and server training.⁴³

INDUSTRY TRADE ASSOCIATIONS

Trade associations exist in nearly every industry and are present at national, regional and international levels. They are organizations consisting of members from the same trade or industry organized for the advancement of common interests, such as representing industry issues before government, advocacy of public policy, economic development both of the industry and of society, public relations, relations with employees, sales development, and production and environmental standards. Some associations publish official journals and organize industry and public conferences and seminars.

Within the beverage alcohol industry, trade associations are often groups consisting of industry members from the same beverage sector, such as an association of brewers, vintners or sake producers. These are often active at the national level and join together either formally or informally at the regional (e.g., for the EU) or global level. Other classifications include more than one sector and focus on the interests of beverage alcohol producers generally, or are comprised of industry groups spanning the entire value chain—from the backward linkages in agricultural (e.g., groups of malt producers) to the forward linkages involved in the distribution, retail and HORECA sectors.

Beverage alcohol industry trade associations are characterized by activities that aim to ensure compliance with fair trade, competition and other laws, facilitate sound economic development of the sector, promote the sector, set industry technical standards, and coordinate research in industry techniques, materials, and environmental norms. Many of these activities involve representing industry views before government legislators and regulators, as well as other governmental and non-governmental organizations.

Furthermore, many beverage alcohol trade associations also engage in activities that promote responsible drinking. They aim to create a social environment that encourages responsible drinking. These activities often focus on young people and preventing underage drinking, promoting moderate consumption of alcohol, addressing alcohol-impaired driving, and responding to environmental concerns such as disposal and recycling. In these areas, they are often similar to SAOs.

SUMMARY

As this Report has attempted to illustrate, there have been considerable changes in the beverage alcohol industry over the past 25 years, particularly with developments in commercial versus non-branded local production, in the internationalization of brands, and the consolidation of several multinational producers. These trends are not unique to the beverage alcohol industry, but have significantly affected all areas of domestic and international trade throughout this period.⁴⁴



Yet despite these changes, most of the alcohol that is produced and consumed around the world continues to be non-commercial and largely unrecorded. While this overview of the beverage alcohol industry and its structure may help in understanding the commercial sector, it is important to bear in mind the huge diversity of the market when addressing public health, social and trade issues around the world.


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The International Center for Alcohol Policies (ICAP) is dedicated to promoting understanding of the role of alcohol in society and to helping reduce the abuse of alcohol worldwide through dialogue and partnerships involving the beverage alcohol industry, the public health community and others interested in alcohol policy. ICAP is a not-for-profit organization supported by major international beverage alcohol companies.

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Alcoholic Beverage Industry Analysis - Alcoholic Beverage Market Forecast And Trends

Alcoholic Beverage Industry Overview

Technavio's latest [alcoholic beverage industry analysis \(https://www.technavio.com/report/global-alcoholic-drinks-market\)](https://www.technavio.com/report/global-alcoholic-drinks-market) highlights that the industry continues to see the domination of the beer market but is currently being challenged by the wine and spirit segments. The [global wine market \(https://www.technavio.com/report/global-wine-market-analysis-share-2018\)](https://www.technavio.com/report/global-wine-market-analysis-share-2018) is forecasted to reach a consumption of more than 30 billion liters by 2020, owing to an increase in marketing and promotional activities, as well as the adoption of premiumization strategies to drive profitability. Wine market participants are adopting the premiumization strategy by acquiring vineyards because consumers are looking for unique and authentic brands with superior value and characteristics.

While the wine industry looks to acquire a larger market share within the alcoholic beverage industry, our alcoholic beverage forecast expects [growth of the beer market \(https://www.technavio.com/report/global-beer-market\)](https://www.technavio.com/report/global-beer-market) to remain steady, continuing to hold its majority market share. One of the key beer industry trends expected to aid market growth over the next few years is the demand for premium products. With rising consumer spending power, companies in the beer market are being encouraged to develop new premium product offerings to cater to this demand.



Alcoholic Beverage Industry Insights

- The [global alcoholic drinks market](https://www.technavio.com/report/global-alcoholic-drinks-market) (<https://www.technavio.com/report/global-alcoholic-drinks-market>) will grow more than 15 billion liters between 2016-2021 at a CAGR of over 4% between 2017-2021
- The [global alcoholic drinks market](https://www.technavio.com/report/global-alcoholic-drinks-market) will generate a revenue of close to USD 7 billion by 2021
- The [global beer market](https://www.technavio.com/report/global-beer-market) will grow USD 76 billion between 2017-2022. APAC region
- Within the beer market, the [craft beer market segment](https://www.technavio.com/report/global-craft-beer-market) will grow at a CAGR of 12% during the forecast period
- The [global wine market](https://www.technavio.com/report/global-wine-market) is accelerating and is expected to grow at a CAGR of 2% through 2021

Alcoholic Beverage Industry Trends

- New [alcoholic beverage packaging](https://www.technavio.com/report/global-alcoholic-beverage-packaging-market-analysis-share-2018) (<https://www.technavio.com/report/global-alcoholic-beverage-packaging-market-analysis-share-2018>) formats and a shift toward bio-degradable packaging solutions
- Growing demand from the [millennial and female population](https://www.technavio.com/report/global-craft-beer-market), especially in the US
- Increasing trend of [cannabis legalization](https://www.technavio.com/report/global-cannabis-based-alcoholic-beverages) leading to [cannabis-based alcoholic beverages](https://www.technavio.com/report/global-cannabis-based-alcoholic-beverages) (<https://www.technavio.com/report/global-cannabis-based-alcoholic-beverages>)
- Rising consumption of [craft and artisan wines](https://www.technavio.com/report/global-craft-beer-market)
- Increasing exports of [craft beer](https://www.technavio.com/report/global-craft-beer-market)

View more alcoholic beverage industry trends and statistics: [Download a free sample report now](https://www.technavio.com/talk-to-us?report=Global+Beer+Market+2017-2021&type=sample&rfs=epd&src=report_banner) (https://www.technavio.com/talk-to-us?report=Global+Beer+Market+2017-2021&type=sample&rfs=epd&src=report_banner).

Alcoholic Beverage Market Share and Segmentation

Within our alcoholic beverage industry research, we provide deep insights into the market landscape, its segments, and their market share. The beer segment currently accounts for the largest market share of the alcoholic beverage market, holding a lead over the wine and spirits segments. Improvement in economic conditions and westernization in Middle Eastern countries is influencing the demand for premium beer products, which will contribute to the growth of the alcoholic beverages market in this segment.

Our alcoholic beverage market segmentation research offerings include:

- Beer Market**
 - [Standard Lager Market](https://www.technavio.com/report/global-standard-lager-beer-market)
 - [Premium Lager Market](https://www.technavio.com/report/global-premium-lager-beer-market)
 - [Specialty Beer Market](https://www.technavio.com/report/global-specialty-beer-market)
 - [Craft Beer Market](https://www.technavio.com/report/global-craft-beer-market) (<https://www.technavio.com/report/global-craft-beer-market>)
 - [Gluten-Free Beer Market](https://www.technavio.com/report/global-gluten-free-beer-market-analysis-share-2018) (<https://www.technavio.com/report/global-gluten-free-beer-market-analysis-share-2018>)
- Spirits Market**
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 - [Sparkling wine market](https://www.technavio.com/report/global-sparkling-wine-market) (<https://www.technavio.com/report/global-sparkling-wine-market>)

We at Technavio, with our comprehensive understanding of the alcoholic beverage market, have been monitoring the latest industry trends and developments to create an in-depth portfolio of market research reports. These reports help our clients identify opportunities within the market and develop effective strategies to optimize their market positions. Our alcoholic beverage market reports offer the following insights:

- Alcoholic beverage industry trends
- Alcoholic beverage industry statistics
- Alcoholic beverage market forecast
- Alcoholic beverage market size
- Alcoholic beverage market share
- Alcoholic beverage market vendor landscape

Alcoholic Beverage Industry Analysis – Report Catalog

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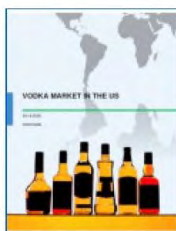
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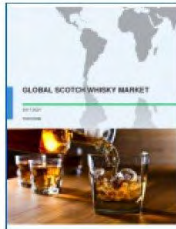
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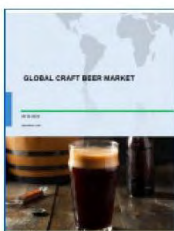
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Alcoholic Beverages Market by Type (Beer, Distilled Spirits, Wine, and Others) and Distribution Channel (Convenience Stores, On Premises, Liquor Stores, Grocery Shops, Internet Retailing, and Supermarkets): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

Beverages
(https://www.alliedmarketresearch.com/food-and-beverages/beverages-market-report)
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Alcoholic Beverages Market Overview:

The global alcoholic beverages market was valued at \$1,439 billion in 2017, and is expected to reach \$1,684 billion by 2025, registering a CAGR of 2.0% from 2018 to 2025. Most cultures across the globe have traditionally consumed various types of alcoholic beverages; however, local specialty alcoholic beverages account for the majority share. Only a small number have evolved into commodities that are produced commercially on a large scale. On a global level, beer from barley, wine from grapes, and other distilled beverages are sold as commodities. The pricing of these beverages is determined by the costs of production and the duties levied on those costs. The effects of prices as measured with price elasticities differ across countries and in different time periods.

The growth of the global alcoholic beverages market is driven by increase in global young-adult demographic, surge in disposable income, and rise in consumer demand for premium/super premium products. However, high cost of premium/super premium products and escalation of nonalcoholic beverages market, owing to increase in health concerns are expected to restrict the market growth in the near future. Furthermore, recent developments in honey-derived products appear to be a viable alternative to produce innovative alcoholic drinks for the consumers and to drive the future growth of this market.

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The report segments the **global alcoholic beverages market** (<http://www.alliedmarketresearch.com/press-release/alcoholic-beverages-market.html>) based on type, distribution channel, and region. On the basis of type, the market is classified into beer, distilled spirits, wine, and others. Various types of beer include ale, lager, and hybrid, whereas distilled spirits include rum, whiskey, vodka, and others. Similarly, wine is bifurcated into sparkling or fortified. Depending on distribution channel, the market is divided into convenience stores, on premises, liquor stores, grocery shops, internet retailing, and supermarkets. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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Alcoholic Beverages Market by Type

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In 2017, the distilled spirits segment accounted for more than one-third of the global market share. In terms of volume, this segment held approximately 28% share in the overall market, attributed to increase in premium/super premium whiskey consumption and the demand shift from beer to distilled spirits such as rum, whiskey, vodka, and others. Thus, this segment is anticipated to provide high stability in terms of demand along with significant return on investment for the stakeholders, owing to its high growth rate and significant revenue contribution.

Alcoholic Beverages Market by Distribution Channel

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The number of supermarkets is on an increase in almost all major cities, with rapid urbanization in various emerging economies. Moreover, availability of products at low cost and accessibility to a wide variety of alcoholic beverages available in supermarkets fuel the growth of this segment. Furthermore, high visibility and attractive assortment of alcoholic beverages, increase in disposable income of consumers along with changes in preferences toward premium products boost the growth of this distribution segment.





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Consumption of alcoholic beverages in North America is expected to increase due to growth in young-adult population and elevated consumption of high-quality alcoholic beverages. On the other hand, emerging markets such as China and India are expected to witness significant increase in demand for alcoholic beverages during the forecast period in Asia-Pacific. This is attributed to substantial growth in disposable income in this region. However, Europe is expected to grow at the highest rate, closely followed by LAMEA, owing to increase in alcohol drinking demographics.

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Major companies have adopted agreement, product launch, expansion, and merger strategies to sustain the intense market competition. The key players profiled in the report include Anheuser-Busch InBev SA/NV, Bacardi Limited, Beam Suntory Inc., Constellation Brands Inc., Diageo Plc, Heineken Holding NV, Molson Coors Brewing Co., Pernod Ricard SA, SABMiller Ltd., and United Spirits Ltd.

Other market players (not profiled in report) in the value chain include Accolade Wines Ltd., Asahi Breweries Ltd., Brown-Forman Corp., Carlsberg A/S, China Resources Beer Company Limited, Rémy Cointreau SA, Tsingtao Brewery Co. Ltd., Treasury Wine Estates, Thai Beverage Public Co., Ltd., and The Wine Group.

Key Benefits for the Alcoholic Beverages Market

- This report provides an extensive analysis of the current trends and emerging estimations & dynamics in the alcoholic beverages market.
- In-depth analysis of alcoholic beverages market size is conducted, and estimations for key segments between 2017 and 2025 are provided.
- Factors that drive and restrain the growth of the market are provided.
- Market share for all segments with respect to each geography is detailed in the report.
- Key market players are profiled and their strategies are analyzed thoroughly, which provide a competitive outlook of the alcoholic beverages industry trends.

Alcoholic Beverages Market Key Segments

- By Type
 - Beer
 - Ale
 - Lager
 - Hybrid
 - Distilled Spirits
 - Rum
 - Whiskey
 - Vodka



- Others
 - Wine
 - Sparkling
 - Fortified
 - Others
 - Others
- **By Distribution Channel**
 - On-Premises
 - Liquor Stores
 - Grocery Shops
 - Internet Retailing
 - Supermarkets
 - Convenience Stores
- **By Region**
 - North America
 - US
 - Canada
 - Mexico
 - Europe
 - UK
 - Germany
 - France
 - Italy
 - Spain
 - Rest of Europe
 - Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Rest of Asia-Pacific
 - LAMEA
 - Brazil
 - Argentina
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 - Rest of LAMEA

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Learning outcomes

1.1 Characteristics of sake

Sake is an alcoholic beverage brewed primarily from rice and water. It resembles white wine in appearance, ranging from almost transparent to slightly yellow. The 13%–17% alcohol content of many sake varieties is slightly higher than that of wine, but sake also has a mild taste with little acidity, bitterness or astringency. In terms of chemical composition, sake extract (consisting mostly of residual sugars) contains a comparatively high percentage of glucose and significant levels of nitrogenous components and amino acids, but little organic acid.

Table 1.1 Composition of sake, beer and wine compared

	Sake	Beer	White wine
Alcohol (%)	13 – 17	4 – 6	10 – 13
Extract (g/100ml)	3 – 6	3 – 4	2 – 8
Glucose (g/100ml)	0.5 – 4.2	0.03 – 0.1	0.1 – 3
Nitrogen (mg/l)	700 – 1900	250 – 1000	100 – 900
Glutamic acid (mg/l)	100 – 250	10 – 15	10 – 90
Titrate acidity (g/100ml)	0.1 – 0.2	0.15 – 0.2	0.5 – 0.9
Succinic acid (mg/l)	200 – 500	40 – 100	500 – 1500
Malic acid (mg/l)	100 – 400	50 – 120	250 – 5000
Tartaric acid (mg/l)	0	0	1500 – 4000
(total) (mg/l)	0	– 20	– 250

Careful tasting of sake reveals a pleasant taste that cannot be characterized as sweet, acid, bitter or astringent. This is *umami*. Umami is sometimes described as “savoriness.” Compared to wine and beer, sake is richer in amino acids and peptides that produce umami. The type of sake known as ginjo has a wonderfully fruity aroma.

Sake, made from Japanese rice and clear water, is the crystallization of exquisite brewing technology designed to produce umami and fruity aroma from rice.

The growing popularity of sushi and other Japanese cuisine overseas has helped to popularize sake in the rest of the world. The mild flavor of sake also goes well with French, Italian and Chinese cuisine, and it is gaining a following as a new alcoholic beverage that is distinct from wine and beer.

1.2 Cultural background

The term “sake” is often used in Japan to denote alcoholic beverages in general, including wine, beer and whisky. Sake itself is also called “Nihon-shu” or “sei-shu.” The element “shu” in these words is written with the same Chinese character as “sake” (酒). This character has the readings “sake,” “zake” or “shu.” “Nihon” means Japan, so “Nihon-shu” refers to the traditional alcoholic beverage of Japan. The “sei” in “sei-shu” means clear.

Rice, the grain from which sake is made, has been cultivated for more than 7,000 years in China and has long been used in Asia to produce alcoholic beverages. One of the features of Asian brewing techniques is the use of molds instead of malt to turn starch into sugar (saccharification). China is also the birthplace of this technology. The rice and brewing technology used to make sake are thought to have originated in China. However, Japan is now the only Asian country that produces a clear alcoholic beverage with a refined flavor like sake. Japanese sake has a history going back more than 2,000 years, during which time the Japanese have continuously improved the brewing technique.

Historically, sake has also had a close relationship with agriculture and Shinto rituals. In ancient times, people would make sake and offer it to the gods along with agricultural produce and prepared foods, which they would then all drink and eat together. Offerings of sake are still made at Shinto shrines today and it plays an essential role as a gift at festivals and weddings. On the morning of New Year’s Day, families gather and join in drinking sake as they wish each other a long life.

Japan has four distinct seasons and several customs involving sake are associated with these. In spring, people enjoy sake while viewing the cherry blossoms. In autumn, they place chrysanthemum petals in sake cups and drink the sake while admiring the moon. Winter is a time for appreciating snow scenes while enjoying sake. Food ingredients also change with the seasons and *sakana* (dishes to accompany sake) are served to match the season.

Sake can also be drunk heated, a practice that originated in the ninth century when aristocrats would warm sake to entertain guests. By the 18th century, people were drinking warmed sake throughout the year. It was around this time that Kaibara Ekiken, a physician, wrote a book stating that drinking warmed sake improves the circulation of chi (energy flow). Going back 1,300 years, there are reports of the emperor and aristocrats drinking chilled sake in the summer by adding ice that had been stored during the wintertime, a very extravagant way to enjoy it. Since the 1980s, a larger number of sake varieties with a light, fresh flavor have appeared, encouraging the serving of sake chilled.



Outline of sake brewing

Learning outcomes

koji and its role
shubo/moto (seed mash) and its role

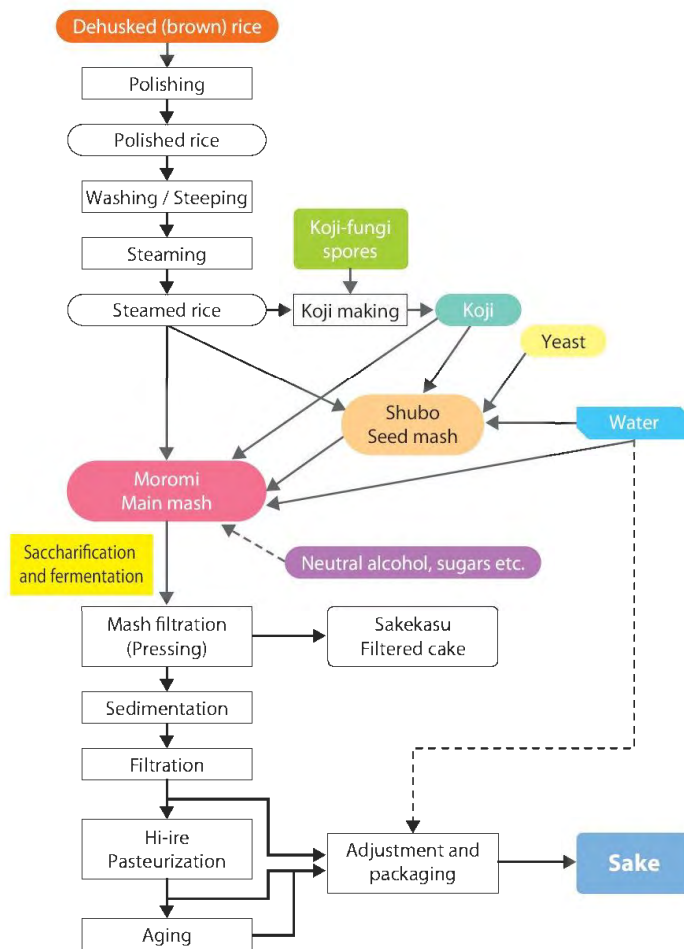


Figure 2.1 Outline of sake-brewing process

2.1 Rice

There are broadly two varieties of rice: indica, a long-grained variety, and japonica, a short-grained variety. Each of these can further be subdivided into sticky and non-sticky rice. Non-sticky japonica rice grown in Japan is used to brew sake in Japan. This is the same type of rice that Japanese people normally consume as food. Many types of premium sake are made with sake rice, which is especially suited to sake brewing. Features of sake rice are large grains, low protein content, and high solubility during the brewing process (Sec. 8.1).

2.2 Water

Japan receives abundant rainfall. Forests occupy 60% of the land surface and water is plentiful. Historically, sake makers erected breweries in locations with access to good-quality water.

The water used to make sake must comply with standards applying to water for use in the manufacture of food products. Importantly, it must contain no more than 0.02 ppm of iron. Too much iron gives sake a reddish-brown color and spoils the aroma and taste.

2.3 Rice polishing (milling)

The outer layers of unpolished rice contain large amounts of fats, minerals and proteins that spoil the flavor of sake, therefore the rice is polished using a high-speed rotating roller (Fig. 2.2). Normally, the outer 30% of the grain is removed, leaving the central 70%. This polished rice is known as 70%-polished rice or is said to have a *seimai-buai* (polishing ratio) of 70%. For *ginjo-shu*, the outer 40% or more of the grain may be removed (Fig. 8.3).

2.4 Washing, steeping and steaming

After milling, the polished rice is washed in water to remove the bran and is left to steep in water. When the grain has absorbed 30% of its weight in water, it is removed from the water and steamed for about one hour. Steamed rice is less moist and sticky than boiled rice, making it ideal for use in sake production.

2.5 Kome-koji (Koji rice) making

Grape juice contains sugars, which ferment in the presence of yeast, but with beverages made from grains, such as sake and beer, it is first necessary to use enzymes to break down the starch in the grain to convert it to sugar before yeast fermentation. The enzymes play a number of roles, finely shredding the starch to convert it into sugar, breaking down protein, and producing peptides and amino acids.

In beer brewing, malt is used as the source of these enzymes, but for making sake, a substance called kome-koji (koji rice) is used (Fig. 2.3). Koji rice is made by cultivating koji-fungi on steamed rice. Koji rice may simply be called koji. The koji-



Figure 2.2 Rice milling machine



Figure 2.3 Koji making

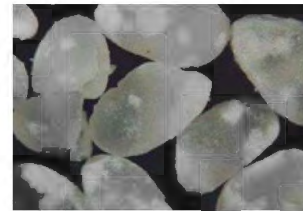
2 Outline of sake brewing

fungus (*Aspergillus oryzae*) is a beneficial and safe variety of mold that is also used in the production of traditional Japanese seasonings, such as miso and soy sauce.

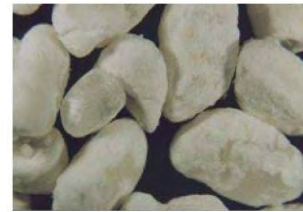
The first step in making the koji for use in sake brewing is to inoculate steamed rice with the spores of koji-fungi, called *tane-koji*. After a while, the spores germinate and start to spread their fungal filaments. In about two days, the steamed rice is entirely covered with koji-fungi. As the koji-fungi grow, they produce enzymes, which accumulate within the koji (Fig. 2.4).

Koji-fungi are most active at a temperature of around 36°C, but cease all activity at a temperature above 45°C. For this reason, the process is carefully controlled in a room in the brewery called a *koji-muro*, where the temperature is kept at around 30°C and the relative humidity maintained in the range of 50%–

The polished rice to make koji is called koji-mai. Koji enzymes are highly efficient and the ratio of koji-mai in the polished rice used to make sake only has to be in the 15%–25% range for the enzymes to perform their role.

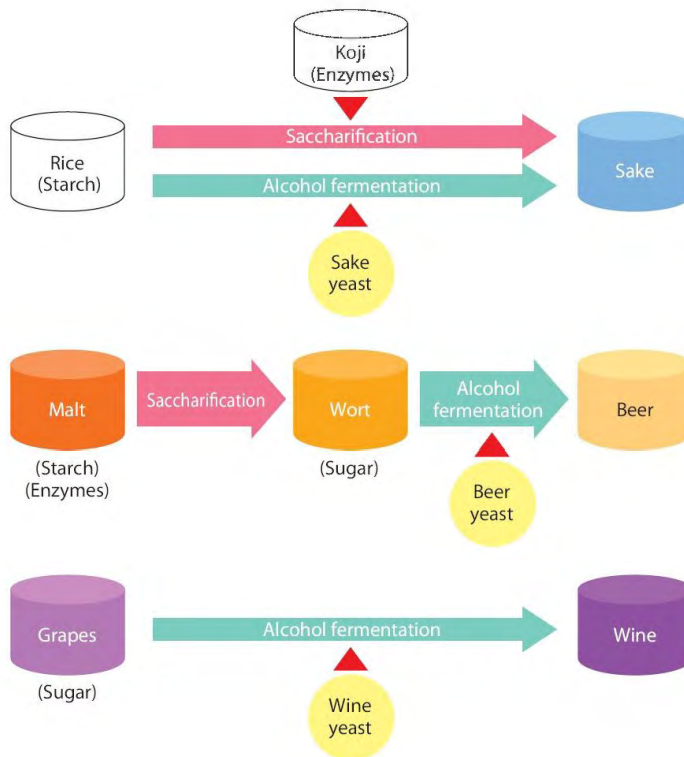


After 20 hours



after 44 hours (completion)

Figure 2.4 Changes during koji manufacturing process



2.6 Yeast and seed mash

Top-grade yeast specifically intended for sake brewing is selected for the fermentation process.

Before the main fermentation, the brewer first prepares seed mash, called *shubo* or *moto*, by significantly increasing the amount of top-grade yeast. This is used as a starter for fermentation of the main mash. The word “shubo” means “mother of sake,” while the word “moto” means “base” or “source.”

It is important for shubo to be highly acidic in addition to containing top-grade yeast. Fermenting in acidic conditions suppresses the microbes that spoil sake, but unlike grapes, rice itself contains no acid. That is why strongly acidic shubo must be used. Methods of producing highly acidic shubo include use of lactic acid bacilli and use of brewing-grade lactic acid. The details of this are discussed in Chapter 8.

2.7 Main mash and fermentation

The standard ratios of steamed rice, koji and water placed in the fermentation tank are steamed rice 80, koji 20 (expressed as ratios of polished rice) and water 130. The total amount of rice placed in a single fermentation tank ranges from less than one metric ton (mt) to more than 10 mt. It is not all added at once, but in three steps over four days. On the first day, the amount of steamed rice and koji placed in the tank is equal to one-sixth of the total. Seed mash (shubo) is also added on this first day. Nothing is added on the second day, giving the yeast time to multiply. On the third day, an amount equal to two-sixths of the total is

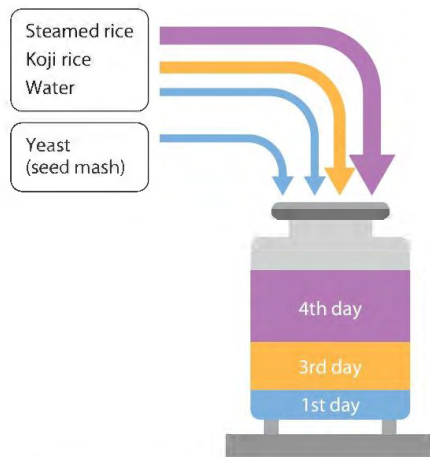


Figure 2.6 Three-stage mashing process

placed in the tank, with the remaining three-sixths added on the fourth day. The temperature of the mix in the first step is 12°C, but this is gradually lowered to 10°C at the second step and 8°C at the third step.

If the entire amount were added to the tank at once, the yeast would become too diluted, prolonging the time required to reach the right density for the proper fermentation of alcohol and allowing microbes to multiply, which could abort the fermentation process and spoil the mixture. That is why the process is carried out in the steps described above.

In the sake *moromi* (main mash), the enzymes in koji dissolve the steamed rice and the yeast ferments the resulting sugars simultaneously in a single tank. The fermentation temperature is usually in the range of 8°–18°C. The fermentation process takes around three to four weeks, yielding an alcohol content of around

Using a lower fermentation temperature of 12°C or less prolongs the fermentation time to around four to five weeks. Under these conditions, the action of the yeast and the process of dissolving the rice are retarded, reducing the acidity and resulting in sake with a highly fruity aroma and clean taste.



Figure 2.7
Moromi during fermentation

2.8 Mash filtration (pressing)

When the fermentation is complete, the moromi is filtered with cloth and the undissolved rice and yeast removed, leaving the new sake. This process may be done by placing the moromi in a cloth bag and using a machine to apply pressure from above or by using a horizontal machine similar to a beer mash filter press.



Figure 2.8 Mash filtration machines

The cake left over from the process is called *sakekasu* (filtered sake cake). In addition to undissolved rice and yeast, it contains about 8% alcohol by weight. Sakekasu is highly nutritious and can be eaten as is or used as a raw ingredient for making shochu—traditional Japanese distilled liquor—or for pickling vegetables.

2.9 Sedimentation and filtration

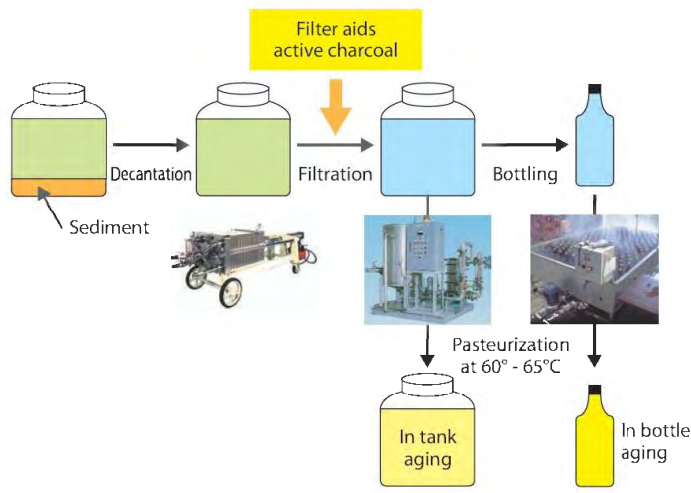
With the initial filtration, some turbidity remains. If the liquid is left to stand at a low temperature, this precipitates out as sediment and the clear part is transferred to another tank.

It is then filtered to produce a clear liquid. However, sake that has been filtered to make it clear may lose its transparency during storage. This is due to changes in the proteins dissolved in the sake, causing them to become insoluble. The use of persimmon tannin or colloidal silica is approved for removing the proteins that cause this cloudy appearance.

Use of active charcoal is also approved for decoloring, flavor adjustment and control of the aging process (by removing substances that cause coloring and flavor changes).

2.10 Pasteurization

After sedimentation and filtering, most sake undergoes pasteurization (*hi-ire*) at a temperature of 60°–65°C before storing. The purpose of pasteurization is to sterilize the liquid and at the same time to render any enzymes inactive. If the action of enzymes is allowed to continue, it increases the sweetness through the action of diastatic enzymes and alters the aroma through the action of oxidizing enzymes. Many sake products are pasteurized again during bottling.



2.11 Aging (maturation)

The heating of sake during the pasteurization process alters the aroma and leaves it with an unrefined taste. For this reason, it is allowed to age for six months to one year. Many sake products are brewed between autumn and winter following the harvesting of the rice, allowed to age during spring and summer and then shipped the following autumn.

2.12 Adjustment and packaging

The alcoholic content of sake aged in tanks is 17%–20%, the same as at the mash filtration stage. As this level is too high for consumption with meals, brewers often add water to reduce the level to around 15% before bottling. They may also filter and pasteurize it again, if necessary.

Types of sake and their features

Learning outcomes

Knowledge of flavor and characteristics of premium sake, such as ginjo, daiginjo, junmai

Japan's Liquor Tax Act defines the ingredients and the manufacturing process that must be used for sake production. The Act states that sake must be made from rice, koji and water, as described in Chapter 2, or from these ingredients plus neutral alcohol (ethyl alcohol of agricultural origin, called *jozo*-alcohol) or sugars and certain other ingredients. It also provides special designations (called *tokutei-meisho*) for sake that has a superior flavor and appearance and is produced in accordance with certain criteria pertaining to the ingredients and polishing. Special designations include ginjo, daiginjo, junmai ginjo, junmai daiginjo, junmai and honjozo. These currently account for around 30% of total sake production and can be considered premium sake (Fig. 3.1).

Premium sake labels include the special designation combined with other descriptions, depending on the manufacturing process.

Labeling examples:

Junmai
Junmai nama genshu
Ginjo koshu

This chapter explains the definitions and flavor characteristics of specially designated sake and sake made using other manufacturing processes. It should be noted, however, that the flavor descriptions presented here are of a general nature, as each brand has its own subtle characteristics.

3.1 Specially designated sake and characteristics of each type

The rice used to make specially designated sake must undergo inspection to ensure that it complies with required standards. For each designation, there are also standards regarding the polishing ratio and amount of neutral alcohol used. Furthermore, the amount of koji-mai used in the production of koji rice must be equal to at least 15% of the total weight of polished rice used (Table 7.1).

3.1.1 Ginjo

Ginjo-shu is made with rice grains from which more than 40% of the outer layer has been removed by milling. Fermentation occurs at lower temperatures and takes longer (Sec. 8.5). Jozo-alcohol equivalent to up to 10% of the weight of the polished rice may be added.

It has a fruity fragrance, called *ginjo-ka*, with a light, non-acidic taste. "Light" does not simply mean "mild" or "diluted." The sake should also have a smooth texture (mouthfeel) and a good aftertaste.

The specific characteristics of ginjo-shu vary by brewers, with the more fragrant varieties designed to highlight ginjo-ka and others designed with more emphasis on flavor and less on ginjo-ka.

3 Types of sake and their features

3.1.2 Daiginjo

Daiginjo-shu is a form of ginjo-shu made with even more highly polished rice from which at least 50% of the outer layer of the grain has been removed. It has an even more refined taste and stronger ginjo-ka than ginjo-shu.

3.1.3 Junmai, tokubetsu junmai

Junmai-shu and tokubetsu junmai-shu are made only from rice, koji and water, highlighting the flavor of the rice and koji more than other varieties. There are no requirements regarding polishing ratio.

Junmai-shu is typically high in acidity and umami, with relatively little sweetness.

3.1.4 Junmai ginjo

Because ginjo brewing techniques are used in making junmai ginjo-shu, the acidity and umami are toned down and there is a clear ginjo-ka.

3.1.5 Junmai daiginjo

Junmai daiginjo-shu is regarded as the highest-grade sake. The best products in this class deliver a good blend of refined taste with acidity and umami.

3.1.6 Honjozo

In honjozo-shu, the emphasis is on flavor and there is little ginjo-ka or aging-induced aroma. It has a reasonable level of acidity and umami and rather than asserting the aroma and taste of the sake itself, it helps to bring out the taste of food.

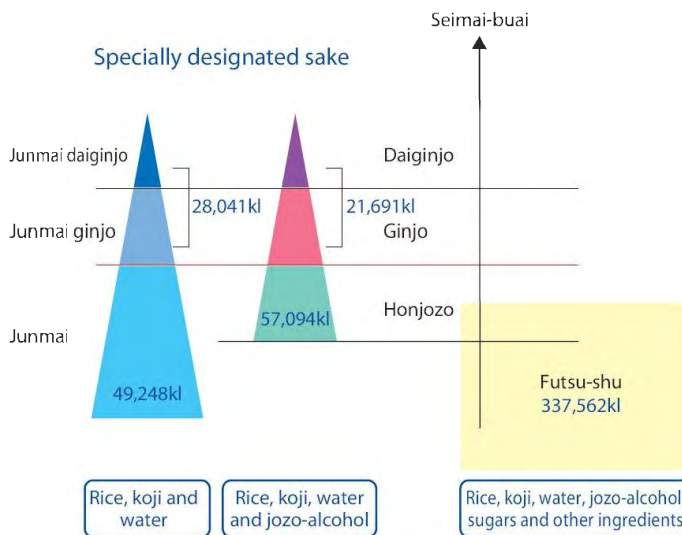


Figure 3.1 Grades of sake

3.2 Futsu-shu (ordinary or non-premium sake) and its characteristics

The bulk of the sake produced in Japan is classified as futsu-shu. The rice used to make futsu-shu is polished to an average of around 70% and the amount of jozo-alcohol used is equivalent to around 20% of the weight of the polished rice.

The aroma of futsu-shu is less pronounced than in specially designated sake. At most, it can be said to have a faint caramel aroma, a result of aging. The taste profiles of futsu-shu also reflect regional taste preferences to a greater extent than premium sake (Sec. 8.10).

3.3 Characteristics of sake made using other manufacturing processes

3.3.1 Nigorizake (cloudy sake)

Nigorizake has a cloudy appearance caused by yeast and fine particles of steamed rice. It has a pronounced taste of rice.

Normally, when the moromi (main mash) is filtered, it is placed in a cloth bag, so the filtered sake is almost clear and contains just traces of sediment. However, for nigorizake a coarse meshed cloth or a net is used, and so some yeast and fine particles of steamed rice remain as sediment in the filtered sake.

3.3.2 Namazake (unpasteurized sake) and nama-chozo-shu (sake unpasteurized at storage)

Namazake and nama-chozo-shu are varieties of sake with the flavor of freshly brewed sake.

Normally, sake is pasteurized twice before being bottled. The purpose of first pasteurization is not only to sterilize it but also to stabilize quality by halting the action of enzymes. Sake is pasteurized a second time at the bottling stage for sterilization. Namazake is not pasteurized at all. Nama-chozo-shu is sake that is stored (chozo) at low temperature at the brewery in unpasteurized form and only pasteurized at the bottling stage.

3.3.3 Koshu (aged sake)

The color of koshu ranges from yellow to amber. It has little ginjo-ka, but has a caramel aroma (with hints of honey, dried fruits, molasses and soy sauce), similar to sherry and madeira, as well as an aroma suggestive of nuts and spices. It has a slightly bitter taste and a long finish. Bitterness is not normally considered a desirable trait in sake, but it is one of the characteristics of long-aged sake.

Sake is usually allowed to age in storage for about six months to a year before shipment. With koshu, the aging process lasts at least three years, during which time the color and flavor change due to the Maillard reaction between the sugars and amino acids present in the sake.

3.3.4 Genshu (undiluted sake)

Because no water is added after production, genshu has a high alcohol content in the 17%–20% range. It normally has a strong taste.

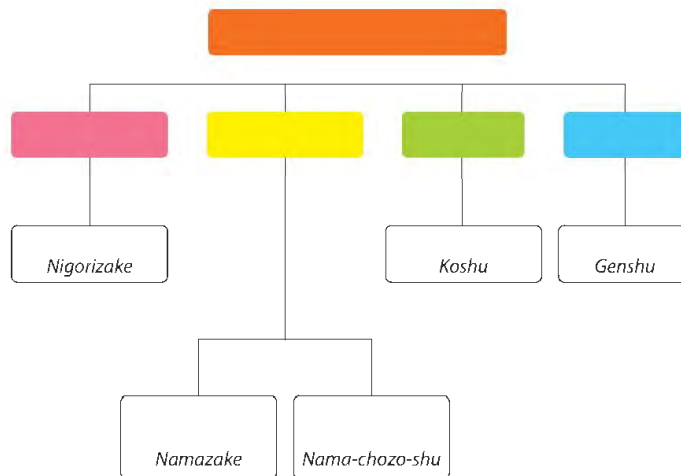
3.3.5 Taruzake (cask sake)

Taruzake is stored for a time in casks made of Japanese cedar, giving it a pleasant cedar aroma.

Until the beginning of the 20th century, sake was normally transported in casks. The sake retailer would transfer the sake from the cask to an earthenware vessel for sale. These days, nearly all sake is bottled, but some Japanese-style pubs or soba restaurants still mainly serve taruzake. Taruzake is also used at opening ceremonies and celebrations in a ritual called *kagami-biraki* in which the cask's round lid (which resembles a traditional mirror or *kagami*) is opened using a wooden mallet and the sake served to all of the guests.

3.3.6 Sparkling sake

There are sparkling varieties in which the sake is carbonated by trapping carbon dioxide produced from second yeast fermentation, or by injecting carbon dioxide. These range widely from sweet products with an alcohol content in the 6%–8% range to those with a high alcohol content and dry taste. They also vary in appearance from clear brews to cloudy nigorizake.



Methods of tasting sake

Learning outcomes

4.1 Vessels used for sake tasting, temperature of sake

Japanese breweries and analysis laboratories use a special vessel called a *kikichoko*, but it is also possible to use a wine glass (Bordeaux style). When using a glass, it is recommended to cover the table with a white cloth to enable the color of the sake to be seen more easily.

The serving temperature for tasting should be 18°–20°C, as this is best for appreciating the product's subtle characteristics and is least likely to cause taste fatigue.

[Kikichoko]

The cup used to taste sake at breweries and analysis laboratories is called a *kikichoko*. This is a 180 ml white porcelain vessel with two concentric cobalt blue circles on the inside bottom. The white color highlights differences in sake color. If there is turbidity, the edges of the two blue concentric circles become blurred, enabling detection of slight differences in turbidity. Breweries and analysis laboratories look very carefully for turbidity in sake while it is in storage, as this can indicate either inadequate filtration or contamination by lactic acid bacilli.



Figure 4.1
Kikichoko, sake tasting cup

4.2 Procedure

Sake tasting involves the following sequence of steps. The procedure is basically the same as for wine tasting.

- (1) Observe the appearance, including color and clarity.
- (2) Evaluate the *uwadachika* (orthonasal aroma) by bringing the vessel up to the nose and smelling the aroma given off directly by the sake.
- (3) Take about 5 ml of sake into the mouth, spread it around on the tongue, breathe in air through the mouth and mix it with the sake.
- (4) Evaluate the *fukumika* (retronasal aroma), which is the aroma that reaches the nose via the mouth.
- (5) Slowly evaluate the taste on the tongue.
- (6) After expectorating the sake, quietly sip more sake and allow it to pass down the throat in order to evaluate the aftertaste.

It is important to evaluate both the orthonasal aroma, which is the aroma sensed when the vessel is brought near the nose before tasting, and the retronasal aroma, which is the aroma sensed while the sake is in the mouth.

The entire tongue should be used to evaluate the taste. This is because the tip of the tongue is sensitive to all tastes, and the back of the tongue is sensitive to acidity, bitterness and umami, but the middle part of the tongue has less ability to sense taste.

4.3 Appearance

Clarity

Most varieties of sake are clear. Except for nigorizake and so-called unfiltered sake, which are intended to have a cloudy appearance, any turbidity in bottled sake indicates that it has not been properly filtered. Although not to the same extent as wine, sediment may form in bottled sake that has been stored for a long time.

Color

Colorless, transparent sake is filtered using active charcoal to stabilize the quality (Sec. 2.9). This treatment removes impurities and color. Sake that is not treated with active charcoal may retain a pale yellow color.

The color of koshu, or sake that has been aged for a long time, ranges from gold to dark amber. This color results from the reaction of the sugars and amino acids in the sake.

Sake also discolors if it is stored at high temperature or exposed to light for a long period. These conditions also increase undesirable aromas and bitterness, reducing the commercial value of the product. Determining whether there has been quality degradation requires examining the full range of color, aroma and taste attributes.

4.4 Aroma

In wine tasting, the taster first smells the aroma directly from the glass, then swirls the wine to allow contact with air and smells it again. A tulip-shaped wine glass is ideal for this purpose. The sides of a kikichoko, however, are straight, as the tasting procedure usually does not include swirling. This is probably because retronasal aroma is more important for sake than orthonasal aroma.

The sake aroma profiles shown in Figure 4.2 are used for describing aroma classifications to the general public, while the sake flavor wheel shown in Figure 4.3 is used by professionals. For most practical purposes, it is good enough to use the sake aroma profiles based on the names of familiar foods. Quality deficiencies usually show up in the aroma, therefore it is important to have a good understanding of off-odors (Sec. 4.7).

Fruit – apple, pear, banana, melon, lychee, strawberry, citrus

Ginjo-shu is rich in aromas suggestive of tree fruits, such as apple and pear, or tropical fruits like banana, melon and lychee. It is these aromas that are referred to as ginjo-ka. The element “ka” means aroma. The aroma comes from the esters produced by yeast in the fermentation process and is analogous to the secondary aroma in wine. To make sake with ginjo-ka, it is necessary to use highly polished rice and to employ painstaking care to create the right low-temperature conditions for fermentation. This brewing technique is known as *ginjo-zukuri* (Sec.

Spice – clove, cinnamon, fenugreek

Some varieties of koshu, or long-aged sake, may have an aroma suggestive of clove, cinnamon or fenugreek.

Nuts

Another type of aroma found in some koshu varieties is reminiscent of almond or walnut, while some forms of namazake may have a hazelnut aroma.

Grass / green – cedar, green grass, rose

Taruzake, or sake that has been stored in cedar casks, has a wood aroma, called *kiga*, which derives from the cedar used in the cask. Some sake varieties have an aroma evocative of green grass or roses.

Cereal

Certain types of junmai-shu have a grainy aroma similar to that of the rice from which sake is made.

Fungi

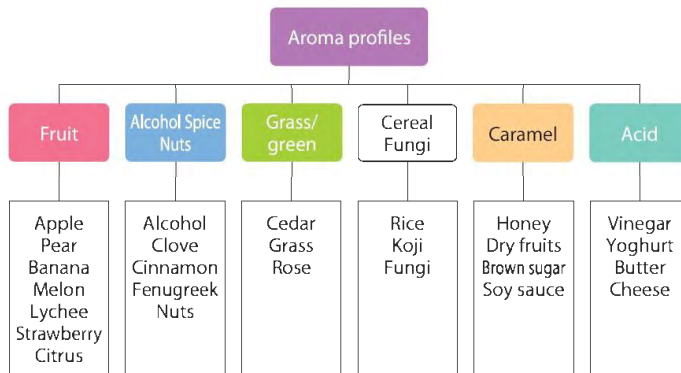
Koji has an aroma similar to mushroom. This comes through in certain types of namazake and young sake varieties.

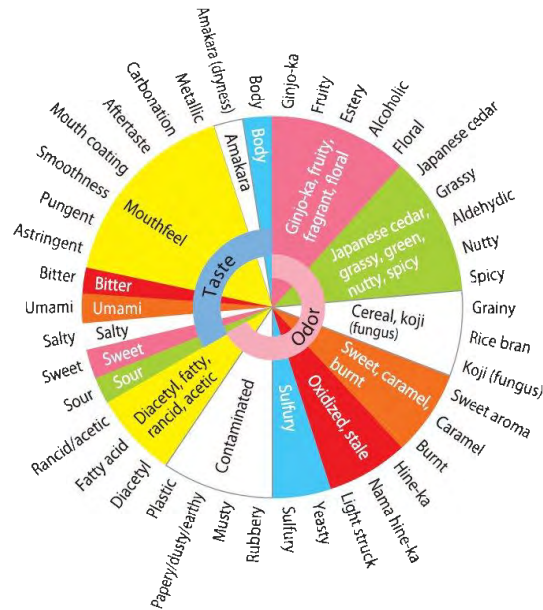
Caramel – honey, brown sugar, dry fruits, soy sauce

Because sake contains large amounts of amino acids and sugars, it acquires color and a sweet burned aroma due to the Maillard reaction during aging. This ranges from a honey-like aroma to one resembling soy sauce, brown sugar or dried fruit in the case of koshu varieties that are allowed to age for several years.

Acid – vinegar, yoghurt, butter, cheese

Depending on fermenting conditions, some varieties of sake have an aroma similar to butter or cheese, or a vinegar-like aroma.





4.5 Taste and texture (mouthfeel)

The first tastes noticed after taking sake into the mouth are sweetness and sourness, followed a little later by bitterness and/or umami, which are most readily sensed at the back of the tongue. Also experienced are the texture attributes of astringency and smoothness. The finish (aftertaste) is experienced after swallowing or expectorating the sake.

Amakara (amakuchi or karakuchi), sweetness or dryness

The balance of sugars and acids determines whether sake tastes sweet or dry. Increasing the acidity will reduce the sake's sweet taste even if the amount of sugar remains the same (Sec. 7.4).

Notan (nojun or tanrei), body

The sugar level and acidity also affect the sake's body. Sake with a high sugar and acid content is regarded as rich or heavy. Amino acids and peptides also contribute and high levels of these result in full-bodied sake. A full-bodied variety may be referred to as having *koku* or *goku(mi)*.

Two Japanese terms used to denote the level of body are *tanrei* and *nojun*. *Tanrei* conveys the notion of "light" as well as "clean" and "sophisticated." *Nojun*, on the other hand, conveys the meaning of "full (rich)" along with "complex" and "graceful."

Umami

Umami refers to “savoriness” or “deliciousness.” A key amino acid associated with umami is glutamic acid. Sake is richer in amino acids than wine or beer, and contains a large amount of glutamic acid (Table 1.1). Adding glutamic acid to sake, however, does not boost the sensation of umami. This is probably because the umami of sake derives from a harmonious blend of numerous amino acids and peptides.

Nigami, bitterness

Bitterness is not a desirable trait in many varieties of sake, but it is one of the characteristics that give long-aged sake its complexity.

Kime, smoothness

An appropriate level of aging reduces any roughness or pungency to produce a smooth, mellow sake.

Kire, finish or aftertaste

In high-quality sake, regardless of whether it is sweet or dry, heavy or light, the taste is expected to vanish quickly after it leaves the mouth. This is referred to as kire. Unlike wine, a long finish is not regarded as a desirable characteristic of sake.

4.6 Overall quality

Balance or harmony is an important feature of sake. Sake with a well-balanced flavor is considered superior. The brewers of ginjo-shu aim to produce a light body, but it should not be watery. Striking the right balance between aroma and taste is also important. The aroma may be fruity, but if the sake has a monotonous taste or an excessively complex taste, it will not be regarded highly. To use somewhat abstract terminology, the type of sake that scores best on appeal and perceived quality is that delivering “elegance” and “resonance.”

4.7 Faults

Zatsumi, unrefined or undesirable taste

Balance (or harmony) is a key requirement of the taste of sake. A disagreeable, unbalanced taste that cannot easily be identified as bitterness, astringency or umami is referred to as zatsumi. Sometimes zatsumi results from the use of inferior ingredients or poor brewing technique, but it may also be caused by poor control during distribution. If sake is exposed to light or high temperature during the distribution stage, the level of zatsumi will increase along with changes in color and aroma.

Lightstrike

Light is the enemy of sake. The amino acids and vitamins that are plentiful in sake degrade when exposed to light, giving the sake an unpleasant musky smell.

Hine-ka, oxidized or stale odor

In addition to acquiring a caramel-like smell, sake that is stored under high temperature or conditions favoring oxidation develops an unpleasant smell

like rotten cabbage or gas. This is caused by sulfur compounds in the sake. It is believed to be emitted by substances resulting from the metabolism of amino acids containing sulfur.

Musty (corky) smell

Sake bottles are not corked, but sake may on rare occasions acquire a corky smell. As with wine, this is caused by 2,4,6-trichloroanisole (TCA). Traditionally, sake brewing involves the use of many wooden items and the buildings at many breweries are made of wood. If chlorine-based fungicide is used in the wood, the lignin in the wood produces 2,4,6-trichlorophenol (TCP), which is converted to TCA through contact with mold. This may contaminate the sake during the production or storage process.

4.8 Flavor wheel for sake

The terminology used in sensory evaluation by professionals (Fig. 4.3) involved in sake brewing is arranged in a flavor wheel, with reference standards for each term.

4.9 Tasting sheet

Figure 4.4 shows the sake tasting sheet used in sensory evaluation of sake, while Figure 4.5 shows the sake tasting sheet for the National New Sake Award (see Q&A Q23). The aim of the National New Sake Award is to promote improvements by having brewers refer to their tasting results, and is based on a detailed evaluation using the terms in the sake flavor wheel.

Name: _____ Date: _____

Sample No. _____

Appearance	Color/hue	Colorless	Pale yellow	Gold	Amber	Dark amber
	Clarity	Clear				Dull

Nose	Intensity	Undetectable				Strong

	Characteristics	Undetectable				Strong
	Fruity banana	-----				
	Fruity apple	-----				
	Grass/green	-----				
	Cereal	-----				
	Caramel	-----				

Palate	Sweetness	Dry	Medium		Sweet	

	Body	Watery	Medium		Heavy	

	Finish/aftertaste	Lingering	Fair		Fine	

	Characteristics	Undetectable				Strong
	Acidity	-----				
	Umami	-----				
	Bitterness	-----				

Conclusions	Quality	Poor	Acceptable	Good	Very good	Excellent

Figure 4.4 Sake tasting sheet

4

Methods of tasting sake

Sample No. _____

Judge _____

Aroma

Quality	Excellent	Fair	Faulty
Intensity	Fragrant	Faint	Poor

Grainy	Fruity (citrus)	Fruity (apple)	Ethyl acetate	Higher alcohol
Fragrant	Isomyl acetate	Ethyl hexanoate		
Grassy	Acetaldehyde	Isovaleraldehyde	4-Vinylpyranol	
Spicy				
Fungus	Fungus	Sweet, caramel	Burnt	
Sweet				
Burnt				
Oxidized	Hime-ka	Nenshime-ka	Yeasty	Sulfidic
Stale				
Sulfury				
Contaminated	Rubbery	Musty	Papery, earthy	
Fatty	Diacetyl	Fatty acids	Rancid	
Rancid				

Comments: _____

Taste & Texture

Quality	Excellent	Fair	Faulty
Body	Heavy	Fair	Watery
Pungent	Round, smooth	Fair	Rough, sharp
Smoothness			
Aftertaste	Clean	Fair	Lingering

Characteristic	Sweetness	Acidity	Umami	Bitterness	Astringency
Very strong imbalance					

Comments: _____

Overall quality

Quality	Excellent	Good	Fair	Poor	Faulty
---------	-----------	------	------	------	--------

Figure 4.5 Sake tasting sheet for the National New Sake Award

Serving sake

Learning outcomes

5.1 Storage of sake

Light and high temperature spoil the quality of sake.

The reason sake is often packaged in brown or green bottles is to avoid the effects of ultraviolet rays. The amino acids and vitamins that are plentiful in sake degrade on exposure to light, causing the sake to discolor and to acquire an unpleasant aroma and bitter taste. In terms of blocking out ultraviolet rays, the most effective are brown-colored bottles, followed by green bottles, both of which are much more effective than transparent bottles. Green or transparent bottles packaged in boxes or wrapped in paper should be stored in their outer packaging.

High temperatures hasten chemical reactions between sake ingredients. The changes caused by high temperature vary depending on the type of sake, but in general there is deterioration in aroma and taste compared to sake that is allowed to age at low temperature. The ideal temperature for storing sake is around 15°C, the same as for wine cellars. Since there is almost no use of cork in sake bottles, humidity is not an issue. Sake that is stored in a wine cellar or other cool, dark place will largely retain the quality it had at the time of purchase for about one year.

Because of its delicate flavor, ginjo-shu is more susceptible to temperature and therefore should be stored in a refrigerator rather than in a cellar. Namazake deteriorates especially rapidly and should be refrigerated at no more than 5°C. Storing namazake for too long results in a pungent aroma similar to the smell of hazelnuts or other nuts due to enzymatic oxidation. Long-term storage also increases the sweetness, umami and heaviness, destroying the taste balance.

Once opened, a sake bottle should be sealed and stored in a refrigerator to retard oxidation.

5.2 Matching sake with food

Following are four important roles that sake can play when matching with food.

- | | |
|--------------------------|--|
| (1) Striking a balance | Sake with similarities to the food enhances both, such as rich sake for rich food. |
| (2) Producing new taste | Sake consumed with food can create new tastes. |
| (3) Bringing out taste | Sake can bring out hidden flavors in the food. |
| (4) Cleansing the palate | Sake can wash away food aftertastes and refresh the palate. |

Sake is less acidic than wine and has little astringent taste, so it goes well with a wide variety of dishes. Because it abounds in amino acids and peptides, sake is

5 Serving sake

very effective in bringing out the taste of food ingredients. When consumed with fish dishes, in particular, sake suppresses the fishy smell, moderates the salt taste and allows umami to spread through the mouth.

Yeast, koji-fungi and lactic acid bacilli are involved in the production of soy sauce and miso, which are used as seasonings in Japanese cuisine. Umami is also the dominant taste in these seasonings. This means they share flavor characteristics with sake, which is believed to be the reason they go well together. Yeast, lactic acid bacilli and molds are also involved in the production of cheese, which is rich in umami resulting from the breakdown of proteins. Cheese, therefore, goes well with some sake varieties, especially aged sake.



Figure 5.1 Sakazuki produced at potteries in Japan

5.3 Vessels used for drinking sake

5.3.1 Glass

A glass is used to serve sake below room temperature. The Japan Sake and Shochu Makers Association recommends serving it in a sake glass (110 ml or 60 ml). Apart from this, there are glasses in the shape of a Japanese drum (110 ml) and stemmed glasses (65 ml) (Fig. 5.2).

If using wine glasses, a Bordeaux glass is suitable for nearly all types of sake. To enjoy the dried-fruit or nut-like taste of aged sake, however, a large balloon or a Burgundy glass is probably best.



Figure 5.2 Sake glasses

5.3.2 Traditional vessels for drinking sake

Sakazuki (sake cup)

At ordinary drinking parties in Japan, typically small earthenware or porcelain vessels with an aperture of 5 cm–8 cm are used. Numerous potteries in Japan, such as those in Karatsu, Imari, Kutani, Mino and Seto, produce these (Fig. 5.1). Lacquered sakazuki have been used since ancient times by persons of noble rank at banquets and ceremonies. At traditional Japanese wedding ceremonies, it is customary for the bride and groom to sip from a lacquered sakazuki measuring around 20 cm in diameter. This vermilion-lacquered sakazuki is decorated with a motif painted in gold lacquer (Fig. 5.3).

The shape of the sakazuki and the thickness of the lip can substantially change impressions of the sake. The same sake will have a heavy taste when drunk from a cylindrical vessel with a thick lip, but will have a light taste when drunk from a shallow vessel with a thin lip.

5.3.3 Traditional vessels used for pouring sake

Tokkuri (*o-choshi*)

Heated sake is served in a 150 ml–300 ml porcelain vessel called a tokkuri or o-choshi. These range from containers with a simple indigo pattern to those with a more elaborate multicolor overglaze. They come in various shapes, such as gourd and candle shapes. Glass tokkuri are sometimes used when serving sake cold.

Chirori

This is a 150 ml–300 ml vessel made of pewter or copper and is also used to heat sake.



Figure 5.3 Lacquered sakazuki



Figure 5.4 Tokkuri and chirori

5.4 Order of serving

The basic approach is to start with a light sake and then to serve a more acidic variety or one rich in umami to provide a good balance with the meal. A highly fragrant ginjo-shu makes a fine aperitif, as does nigorizake or a sparkling variety. For a digestif, a slightly sweet koshu is a good choice.

5.5 Serving temperature

Ginjo-shu and namazake should be served slightly chilled, at around 8°–10°C. The fruity aroma of ginjo-shu and the freshness of namazake are lost at high

5 Serving sake

temperatures. However, it is hard to sense the taste of sake below 5°C, so it should not be chilled too much. *Kan* (warm sake) is the traditional way to drink sake. “Kan sake” is normally heated to around 42°–45°C. If the temperature is too high, the alcohol will become too strong, masking the delicate aroma of the sake.

Various expressions are used in Japan to describe the temperature of sake.

<i>Hinata-kan</i>	warmed in the sunshine	30°C
<i>Hitohada-kan</i>	heated to body temperature	35°C
<i>Nuru-kan</i>	heated to tepid temperature	40°C
<i>Jo-kan</i>	heated fairly warm	45°C
<i>Atsu-kan</i>	heated hot	50°C

Such expressions reflect the fact that it is possible to enjoy different flavors by varying the temperature of sake. “Kan” causes the alcohol and aroma ingredients with a low boiling point to vaporize. Temperature does not have much effect on the ability of humans to sense acidity, but sweet tastes are sensed more strongly at a temperature that is close to body temperature. For example, with junmai-shu, which is low in sweetness and slightly high in acidity, heating the sake improves the flavor balance. It is also thought that the warmth is transmitted as information from the mouth to the brain and is perceived as one kind of pleasant taste.

5.6 How to warm sake

1. Pour the sake into a small container such as a tokkuri or chirori and warm it in hot water (Fig. 5.5). It is recommended to boil the water first, turn off the source of heat, then allow the container to stand in the water for about two or three minutes. There is also a utensil called a kan-tokkuri, into which hot water is poured and a sake-filled tokkuri is inserted. The hot water on the outside of the tokkuri heats the sake inside. Because the sake expands when heated, care should be taken not to fill the container to the brim.
2. A microwave oven can also be used. The traditional shape of a tokkuri can result in uneven heat distribution when using a microwave oven, but one way to avoid this is to place the sake in a heat-resistant tumbler or mug for heating and then transfer it to a tokkuri.



Figure 5.5 Kan sake

5.7 Sake cocktails

Sake can also be used as a cocktail base.

Samurai rock

Sake 45 ml, lime juice 15 ml

Old-fashioned glass

Add ice, lime juice and sake, in that order, and stir.

Sake tonic

Sake 60 ml, lime 1/4, tonic water

8 oz-10 oz tumbler

Pour in the sake and add three or four ice cubes. Fill the glass with tonic water, squeeze in lime juice, then drop the lime into the glass.

Sake buck

Sake 60 ml, lime 1/4, ginger ale

8 oz-10 oz tumbler

Pour in the sake and add three or four ice cubes. Fill the glass with ginger ale, squeeze in lime juice, then drop the lime into the glass.

Green Japan

Sake 45 ml, green mint liqueur 9 ml, lemon juice 6 ml, pineapple juice

Goblet

Put the sake, green mint, lemon juice and ice together and shake. Pour this into a glass containing ice and fill it with pineapple juice. Garnish with lemon.

Fresh smile

Sake (namazake, nama-chozo-shu) 45 ml, grapefruit juice and soda 45 ml

Sour-style glass

Pour the sake into the glass, add grapefruit juice and soda, then stir.

Scarlet mermaid

Sake (daiginjo) 45 ml, cranberry juice and ginger ale 45 ml, sliced lemon

Champagne flute

Pour the sake into the glass, add the cranberry juice and ginger ale, stir and garnish with lemon.

Snowman

Sake (junmai) 45 ml, unsweetened yogurt drink 70 ml

Sour-style glass

Pour the chilled junmai-shu into a glass, add the unsweetened yogurt drink, stir and garnish with lemon.

5.8 Sake requiring care when serving

Nigorizake in which yeast fermentation is still occurring is even more apt to froth up than clear sparkling sake, therefore care must be exercised when serving it. Follow the printed directions and gently place the bottle in a refrigerator to chill for several hours before opening. The bottle must not be shaken. After opening the bottle, pour the sake slowly and carefully.

5.9 Serve water with sake

Water that is served with sake is called *yawaragi-mizu*. The word *yawaragi* means "easing off." Drinking water slows the pace of intoxication. The water also refreshes the mouth so that the taste of the food or the next cup of sake comes through more clearly.

Social responsibilities, health and safety

Learning outcomes

serving alcoholic beverages

6.1 Cautions when selling or serving

National laws and regulations regarding the serving of sake to underage persons, pregnant women and persons driving vehicles must be observed when serving alcoholic beverages.

6.2 Alcohol metabolism and physical constitution

Alcohol is metabolized by the liver in a two-stage reaction. First, the alcohol is metabolized into acetaldehyde. Acetaldehyde is highly toxic and is the cause of facial flushing, headache and nausea. The acetaldehyde formed in the liver is then broken down into harmless acetic acid. An enzyme called ALDH2 is the main substance involved in this process.

ALDH2 activation varies by individual. People can be classified into three groups: ALDH2-active, ALDH2-inactive, and low-ALDH2-active. Many ALDH2-inactive and low-ALDH2-active people become sick after consuming a slight amount of alcohol. This is believed to result from mutation of the ALDH2 gene, a phenomenon that only occurs among people of Asian extraction. Between 30 and 50% of Japanese, Han Chinese and Korean people are either ALDH2-inactive or have low ALDH2 activity.

ALDH2-active people, on the other hand, are less likely to experience unpleasant feelings after drinking alcohol. However, this can lead to heavy alcohol consumption and the risk of developing alcohol dependence or various types of organ damage or neuropathies.

6.3 Drinking in moderation

Whether one type of alcoholic beverage is more beneficial or detrimental to the health than others at identical volumes of alcohol consumed is unknown. It has been demonstrated that the so-called French paradox, referring to the benefits of red wine in inhibiting heart disease, applies to all alcoholic beverages, not just red wine.

Research on drinking habits and mortality risk shows that there is no increase in mortality risk when the amount of alcohol consumed weekly is 150 g (equivalent to around two bottles of sake or wine). However, beyond 150 g, the risk increases in proportion to the amount of alcohol consumed. Heavy drinking involving consumption of more than 450 g of alcohol weekly sharply increases the risk of stroke, cancer and other diseases as well as the mortality risk.

Serving a moderate amount of sake to enjoy along with meals is the essence of good service.

Sake labeling

Learning outcomes

nihonshu-do (sake meter value), *san-do* (acidity), *aminosan-do* (amino acid value)

7.1 Labeling of specially designated sake

Japanese law recognizes the following designations: ginjo-shu, daiginjo-shu, junmai-shu, junmai ginjo-shu, honjozo-shu (Appendix II).

Table 7.1 Specially designated sake

designation	ingredients ^{1,2)}	seimai-buai	% of koji-mai	other features
Ginjo-shu	rice, koji, jozo-alcohol	up to 60%	15% and over	ginjo-zukuri ⁵⁾ method, characteristic flavor color clarity
Daiginjo-shu	rice, koji, jozo-alcohol	up to 50%		ginjo-zukuri method, characteristic flavor high color clarity
Junmai-shu	rice, koji			good flavor color clarity
Junmai ginjo-shu	rice, koji	up to 60%		ginjo-zukuri method, characteristic flavor color clarity
Junmai daiginjo-shu	rice, koji	up to 50%		ginjo-zukuri method, characteristic flavor high color clarity
Tokubetsu junmai-shu	rice, koji	up to 60% or special process		good flavor high color clarity
Honjozo-shu	rice, koji, jozo-alcohol	up to 70%		good flavor color clarity
Tokubetsu honjozo-shu	rice, koji, jozo-alcohol	up to 60% or special process		good flavor high color clarity

¹ Rice quality should be certified as Grade 3 or higher during agricultural produce inspection.

² Amount of jozo-alcohol (ethyl alcohol of agricultural origin) should not exceed 10% of rice weight.

³ Label must indicate that actual seimai-buai conforms with sake regulations.

⁴ Koji-mai: polished rice used in the production of koji.

⁵ Ginjo-zukuri: usually refers to the process of using rice with a low seimai-buai (highly polished rice) and cold-temperature fermentation to create the characteristic fragrance of ginjo-shu (Sec. 8.5).

7.2 Other labeling based on brewing process

Shinshu

Sake brewed during the current year.

Koshu

Matured sake that has been stored for a long time.

Period of maturation can be authenticated.

Genshu

Undiluted sake. Many genshu have a high alcohol content and strong taste because there is no addition of water after mash filtration.

Tezukuri

Handmade

Junmai-shu or honjozo-shu

Sake that has been brewed using certain traditional methods.

Namazake (Nama-shu)

Usually, sake is pasteurized twice before being bottled.

Namazake (nama-shu) is unpasteurized.

Nama-chozo-shu

Nama-chozo-shu is sake pasteurized once at bottling after maturation.

Namazume-shu

Namazume-shu is sake pasteurized once before maturation.

Kijoshu

This term derives from the ancient Japanese book *Engishiki*, which records a unique mixing process, *shiori*, using sake instead of water in the brewing process.

There are some sub-varieties of *kijoshu*, such as *koshu namazake*, etc.

Ki-ippon

This term refers to junmai-shu brewed at only one brewery.

Taruzake

Cask sake. Sake that has been kept in a cedar cask has its own special aroma.

Hiyaoroshi

This is an old-style way of marketing *namazume-shu*. It refers to sake that has been pasteurized once and aged from the winter until the following fall before distribution.

Nigorizake

Cloudy sake. The moromi (main mash) is filtered through a coarse mesh which leaves rice solids and yeast in the sake. In the past, it was unpasteurized and contained living yeast. These days, however, much nigorizake is pasteurized to stabilize the quality.

7.3 Labeling related to other brewing processes

Sake rice varieties	Sec. 8.1
Shubo (seed mash) method	Sec. 8.4
Yeast varieties	Sec. 8.4
<i>Arabashiri, shizuku sake, muroka</i>	Sec. 8.7

7.4 Labeling of technical information

Some types of sake have labels referring to technical specifications other than alcohol content.

Nihonshu-do, sake meter value

The sake meter value indicates the specific gravity, or relative weight compared to water, of the sake. The standard of measurement is governed by the Japanese Measurement Law.

If sake at 15°C weighs the same as water at 4°C, the sake meter value is 0. Sake that is lighter compared to water is indicated with a positive meter value, such as +2, and sake that is heavier than water is indicated by a negative meter value, like -3. Higher sugar content is what makes some sake heavier than water, so negative meter values can indicate sweeter sakes, and positive meter values can indicate drier sakes (Fig. 7. 1).

However, the alcohol content also changes the specific gravity, so the alcohol content of the sake should also be taken into consideration. Furthermore, some sugars, such as oligosaccharide, are not sweet, and the acid level can also mask the sweetness. Therefore, it is difficult to identify sake as sweet or dry relying solely on the sake meter value.



Figure 7.1 Sake meter

San-do, acidity

Acid makes sake taste strong, masking its sweetness. This is an important element of the taste of sake.

Acidity of sake and acidity of wine

The *san-do* (acidity) of sake is measured using 0.1 N sodium hydroxide and neutralization titration (pH 7.2) of 10 ml of sake. The acidity of wine is similarly measured using 0.1 N sodium hydroxide and neutralization titration (pH 8.2). This value is multiplied by 0.075 to indicate the level of tartaric acid (g/100 ml). Expressed in terms of tartaric acid, the acidity of white wine is 0.5–0.9 (g/100 ml) and that of sake around 0.1–0.2 (g/100 ml).

Aminosan-do, amino acid value

Sake with more amino acid tastes rich, less amino acid tastes light.

Aminosan-do (amino acid value) is measured using formol titration.

Amakara value

Amakara refers to the sweetness or dryness of sake. Instead of the sake meter value, the sweetness or dryness of sake can be expressed more accurately in terms of the relationship between its glucose content and acidity.

This is expressed as:

Amakara value = Glucose (g/100ml) – Acidity

Dry: value of less than 0.3

Medium dry: value of between 0.3 and 1.0 inclusive

Medium sweet: value between 1.1 and 1.8 inclusive

Sweet: value greater than 1.8

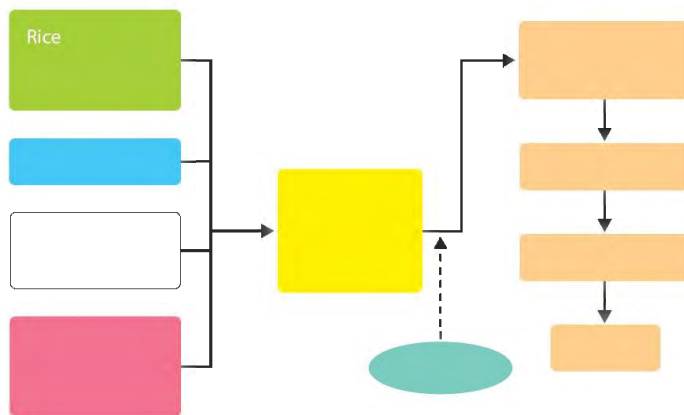
Table 7.2 Average technical values (2009)

	Ginjo-shu, including junmai ginjo-shu	Junmai-shu	Honjozo-shu	Futsu-shu
Alcohol (%)	15.94	15.52	15.54	15.41
Sake meter value	4.6	4.1	5.0	3.8
Glucose (g/100ml)	1.85	1.64	1.78	2.17
Acidity	1.30	1.47	1.25	1.18
Amino acid value	1.28	1.59	1.41	1.31
<i>Amakara</i> value	0.55	0.17	0.53	0.99

Factors influencing types and varieties

Learning outcomes

More in-depth knowledge of factors influencing types and varieties of sake, as outlined in Chapter 2.

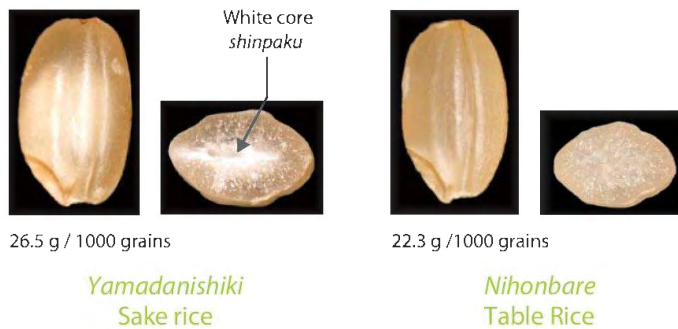


8.1 Rice

8.1.1 Rice varieties

Roughly 270 varieties of Japonica rice are grown in Japan. These include certain varieties, known as sake rice, which are suitable for use in sake brewing. Sake rice grains are large and have a white core (*shinpaku*, the white, opaque section at the center of the rice kernel formed by a matrix of starch granules pocked with voids) as well as a low protein content. The term “large grain” denotes any rice weighing 26 g or more per 1,000 grains of rice (Fig. 8.2). To be suitable for use in sake brewing, rice should be water absorbent, resilient when steamed and, owing to its ample *shinpaku* at the core, easy to turn into koji. It should also be readily soluble in *moromi* (main mash), and contain little protein, which can result in *zatsumi*

(unrefined taste) if too plentiful. Sake rice has all of these characteristics. Solubility levels and other features of sake rice differ by variety, and these differences are reflected in the flavor characteristics of sake. The price of sake rice is on average more than 20% higher than that of table rice.



*Good for koji making
High digestibility, low protein content*

Figure 8.2 Sake rice and table rice

In Japan, each region has its own designated varieties of sake rice. Well-known varieties include Yamadanishiki, Gohyakumangoku, Miyamanishiki, and Omachi. More recently, new varieties have been developed, including Senbonnishi (Hiroshima), Koshitanrei (Niigata) and Akitasakekomachi (Akita). In 2010, 95 varieties of sake rice were grown (Appendix I). Improvements in sake rice are made using sibling cross techniques.

Certain varieties that are mainly grown as table rice are also used. In 2008, a total of 180,000 tons of polished rice were used in sake brewing, of which sake rice accounted for 44,000 tons.

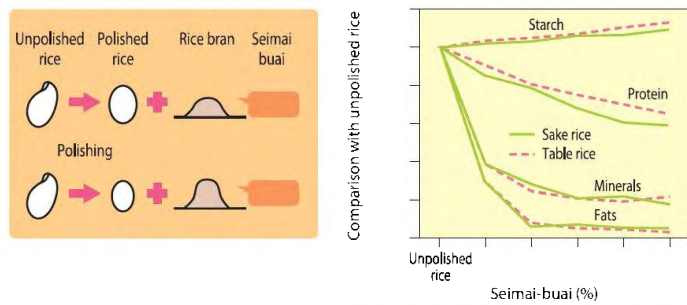
8.1.2 Seimai-buai (polishing ratio)

The main component of the rice grain is starch, but apart from this, the outer layers and germ of unpolished rice contain many nutrients, such as protein, fats, minerals, and vitamins. These nutrients are important for the proliferation of koji-fungi and yeast, but an overabundance speeds up the fermentation process causing imbalanced fermentation, which is detrimental to the color, aroma, and taste of sake. For this reason, not only is the germ removed, but also the outer layers of the unpolished rice in order to reduce the levels of protein, fat, minerals, and vitamins. This is referred to as polishing or milling, but the amount of material removed is much greater than with polished rice for table use (Fig. 8.3).

The term seimai-buai provides an indication of how much the grain has been polished.

To be more precise, seimai-buai refers to the weight of the polished grain as a percentage of the weight of the original unpolished grain. For example, in

polished rice for table use, the germ and bran, representing 8% by weight of the unpolished rice, are removed (resulting in a seimai-buai of 92%), but with rice used in sake brewing, between 30% and 70% of the outer layer is removed (resulting in a seimai-buai of 70%–30%). The lower the seimai-buai figure, the higher the cost of producing the sake, but the result is well-balanced sake with a pronounced aroma, smooth mouthfeel and good aftertaste.



Changes in components due to polishing

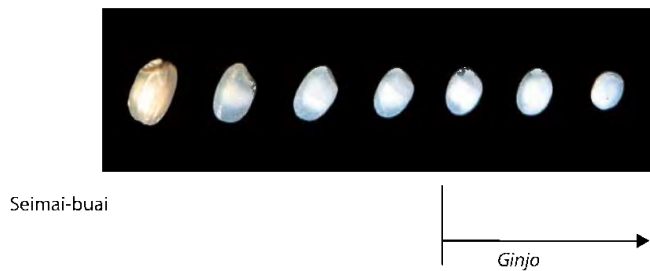


Figure 8.3 Seimai-buai and changes in components

8.1.3 Impact of weather during rice cultivation

Not surprisingly, the weather can affect the amount of rice harvested from fields. In years when temperatures are low and there is insufficient sunlight at the time of panicle and grain formation, the rice grains that form are smaller in size and more soluble, resulting in heavier-tasting sake than normal. In years when the weather is too hot, by contrast, the starch acquires a less soluble structure. This reduces the amount of rice that dissolves during brewing, resulting in weaker-tasting sake.

8.2 Water

Most water in Japan is soft water, the total hardness expressed in calcium carbonate equivalent is less than 60 mg/liter, but in some areas the water is much harder. For example, in the Nada district near Kobe, there is an area of hard water with a calcium carbonate equivalent of 150 mg/liter. Calcium stimulates the production and extraction of enzymes. Other minerals in hard water, such as potassium, magnesium and phosphates, assist the fermentation process by promoting proliferation of koji-fungi and yeast. For this reason, sake produced in areas where the water is hard tends to have plenty of body and a dry taste with a good finish.

8.3 Koji making

Unlike beer malt, koji is not produced in factories exclusively designed for that purpose. Each brewery makes its own koji. Koji making is the process that most exercises the mind of the *toji* (brewmaster), who oversees production at the brewery.

Broadly speaking, koji styles can be divided into *sohaze* and *tsukihaze* (Fig. 8.4). In *sohaze*, the koji-fungi covers the entire rice grain sending many hyphae, or strands, growing into the kernel. In this style, the koji has strong enzymatic activity and the koji is rich in vitamins produced by the koji-fungi. Koji made according to the *sohaze* style dissolves the rice well and promotes strong fermentation, resulting in sake with plenty of body. It is used to produce full-bodied sake and *futsu-shu* (regular sake) to which alcohol is added.

In the *tsukihaze* style, the koji-fungi grows in a spotted pattern over the rice grain. A cross section of the grain will show places where well-developed hyphae have grown into the grain and others where there are no hyphae. This still ensures appropriate enzymatic activity, but the vitamin and fatty acid content is lower. Sake made with this type of koji has a lighter taste than *sohaze* sake. *Ginjo-shu*, in particular, must be produced using the *tsukihaze* style. The *toji* carefully controls the amount of koji-fungi spores used, the quantity of water and the temperature to produce koji exhibiting these different characteristics.

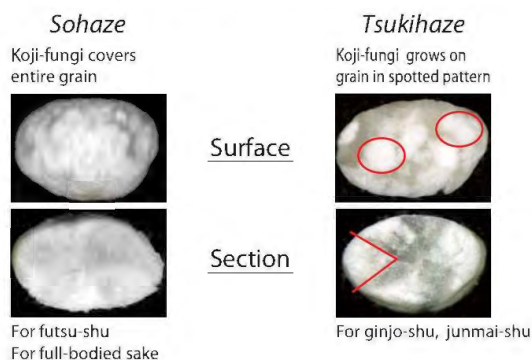


Figure 8.4 Koji styles

8.4 Yeast and shubo

8.4.1 Types of yeast

Yeast plays a critical role in determining sake quality. The practice of purely isolating and selecting yeast from the moromi of a brewery that produces good sake has a long history. Since 1906, yeast selected in this manner has been distributed by the Brewing Society of Japan as *Kyokai-kobo* (Brewing Society yeast). *Kyokai-kobo* is numbered, and currently, the most widely used yeasts are #6, #7, #9 and #10. Each produces its own aroma and taste characteristics and the specific choice depends on the desired sake quality. More recently, brewers have been utilizing microbial technology to produce yeasts designed to increase the amount of esters delivering a fruity aroma.

Table 8.1 Sake yeast varieties

Number	Source	Characteristics
	Aramasa shuzo (Akita), 1935	Strong fermentation, mellow flavor, suitable for creating light taste
	Miyasaka jozo (Nagano), 1946	Vivacious flavor, suitable for ginjo and futsu-shu
	Kumamoto-ken shuzo kenkyujo (Kumamoto), 1953	Vivacious flavor and characteristic aroma of ginjo
	Tohoku area, 1952	Low acidity and characteristic aroma of ginjo
	Hokuriku area, 1991	Low acidity, suitable for producing ginjo
		Non-foaming yeast strains
	Akita, 1990	Low acidity and characteristic aroma of ginjo
	Breeding, 2006	Low acidity and notably fruity aroma of ginjo

8.4.2 Shubo production process

Shubo production processes can be divided basically into those that use lactic acid bacilli to create the required lactic acid for the seed mash, and processes that add brewing grade lactic acid (90% solution) directly to the seed mash. The processes that use lactic acid bacilli are called *kimoto* and *yamahaimoto*. The best-known process that adds lactic acid directly is called *sokujomoto*.

In *kimoto* and *yamahaimoto*, only steamed rice, koji and water are mixed at about 8°C. The temperature is gradually raised and the amount of lactic acid bacilli increased. About two weeks later, once enough acid has formed, the yeast is added. As the temperature is further raised slowly to around 22°C, the formation of alcohol and the increased acidity of the mix kill the lactic acid bacilli, and only the yeast proliferates. It takes a month to make shubo using this method. The length and complexity of the *yamahaimoto* and *kimoto* process led a brewing scientist to develop the *sokujomoto* process, in which lactic acid itself is added seed mash, which eliminates the need to grow a lactic acid bacilli culture and reduces the shubo preparation time by about two weeks. The *sokujomoto*

process is now the most widely used. Sake made with the yamahaimoto and kimoto processes tends to have more complex flavor than sake made with sokujomoto, because these two processes involve the use of complex microbial interactions rather than the simple addition of pure lactic acid. The resulting sake is said to be rich in peptides. (Fig. 8.5)

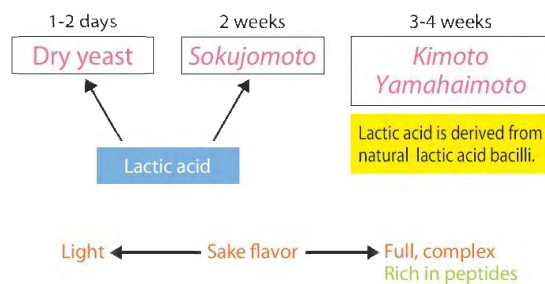


Figure 8.5 Shubo styles

8.5 Ginjo-zukuri

The keys to making ginjo-shu with a pronounced aroma and light taste are as follows and as shown in Figure 8.6:

- (1) Use of good-quality ingredients: Preferably sake rice. This facilitates ginjo-koji making. The rice is readily soluble even at low temperature.
- (2) Low seimai-buai: This is to reduce the amount of fat, which inhibits the formation of fruity esters. Reducing the protein content produces a light taste. It also suppresses yeast activity, thereby reducing the acidity.
- (3) Ginjo-koji making: The tsukihaze style with low seimai-buai rice is used to make koji with an appropriate enzyme balance.
- (4) Low-temperature fermentation: This suppresses yeast activity, reducing the acidity. The activity of aroma-producing enzymes is maintained, preventing aroma loss. Because less rice is dissolved, the taste does not become too heavy.
- (5) Moderate pressing during mash filtration: Limiting the amount of pressure used in mash filtration results in a lighter taste. A similarity can be drawn with free-run wine.

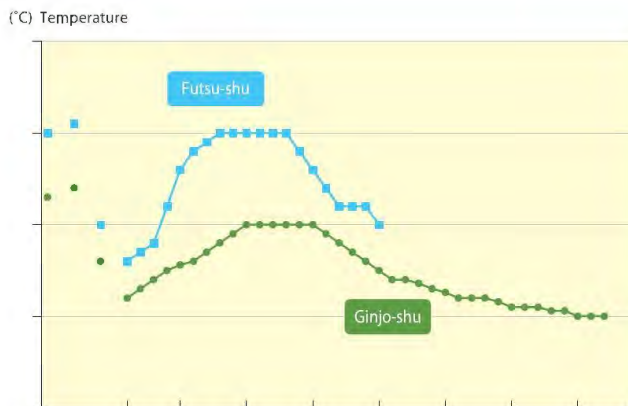
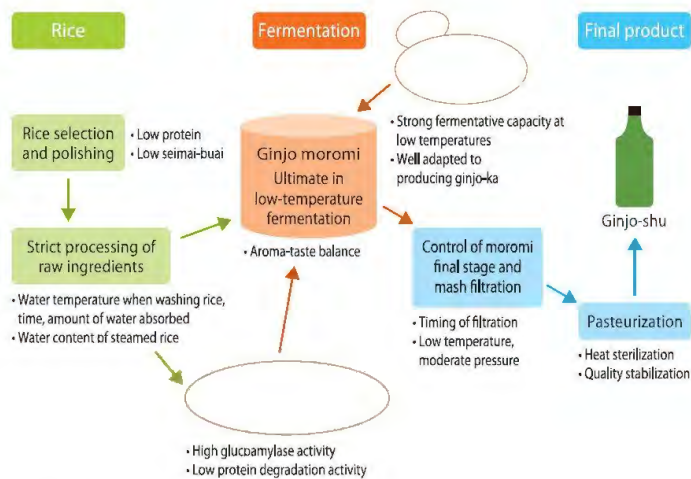


Figure 8.6 Ginjo techniques

8.6 Use of jozo-alcohol and other ingredients

Regulations allow for the use of “jozo-alcohol” made from molasses and grains, in ginjo-shu, honjozo-shu and futsu-shu. Alcohol equivalent in weight to less than 10% of the rice content may be added to moromi used in making ginjo-shu and honjozo-shu. Normally alcohol with a concentration of 30% is used. Adding alcohol extracts aroma ingredients, especially esters. At the same time, it dilutes ingredients derived from rice and fermentation, reducing acidity and umami to give the sake a light taste.

In addition to jozo-alcohol, items that may be added to futsu-shu are shochu, sugars, organic acids, amino-acid salts, sake, and sakekasu. The maximum amount of these items that can be added is less than 50% of the rice used by weight. The label must state when jozo-alcohol or other ingredients have been used.

8.7 Mash filtration (pressing), secondary filtration

Once fermentation is finished, the moromi is squeezed to separate the sake from the cake. The first sake released is slightly cloudy, but after this, the sake turns clear. The slightly cloudy sake that first emerges is called *arabashiri* (first run). The sake next released, without applying pressure, is called *nakagumi* or *nakadare* and this is the best-quality sake. The sake released at the end of the process after applying heavy pressure has a more bitter or astringent taste.

Some brewer fill sacks with moromi and suspend them to allow the sake to drip down. This is designed to extract the sake without applying pressure. Sake obtained in this manner is called *fukurodori* (sack-drip sake or *shizuku sake*) (Fig. 8.7). Centrifugal separation is also used at some breweries.

The term *muroka* means no-filtration, but at the time of pressing, a cloth filter is used to separate the sake from the cake, so some form of filtration does in fact occur. Each brewer has its own idea about what *muroka* stands for. It can refer to sake that does not undergo secondary filtration or it can refer to sake that is filtered without using active charcoal. Sake labeled *muroka* is considered to have a richer flavor because it contains fine particles as well as the aromas and flavors that are removed when active charcoal is used.



Figure 8.7
Sake dripping from filter bags

8.8 Pasteurization

As explained in Section 2.9, apart from sterilization, the purpose of pasteurization is to stabilize quality by halting the action of enzymes. However, some of the freshness of freshly brewed sake is inevitably lost due to pasteurization. In recent years, advances in filtering technology and greater use of refrigerated storage and transportation have led to the marketing of a growing range of unpasteurized *namazake* products relying on cold storage and transportation systems. Microfiltering is often used to remove microorganisms from *namazake*.

8.9 Storage period and environment

8.9.1 Aging of *namazake*

Sake sold as *namazake* is kept at or below 5°C. It is stored for six months after production and is consumed in the spring to summer months. Prolonged storage results in a strong, nutty aroma reminiscent of hazelnuts due to the enzymatic oxidation. It also gives the taste a less rough or astringent quality and boosts the sweetness, umami and body.

8.9.2 Post-pasteurization aging

Pasteurization deactivates the enzymes and kills the yeast and other microorganisms, so the only changes that occur after pasteurization are physical and chemical.

Some breweries store ginjo-shu and similar varieties below 10°C, but normally the sake is stored at room temperature. Sake brewed in the winter is stored over the summer before shipping starts in the autumn, so it is consumed about one year after production.

Sake kept in long-term storage undergoes color changes due to the Maillard reaction between amino acids and sugars. There is also a decline in the fruity aroma that derives from esters and the aroma takes on a sweet, burnt quality. Sake aged for several years or several decades turns an amber or dark amber color and the aroma becomes more complex, resembling that of soy sauce, dried fruits or nuts. In some cases, it may develop a sulfury aroma similar to rotten cabbage or gas. While the taste loses its astringency and sharpness, it becomes more complex and bitter. Temperature and oxygen accelerate these reactions.

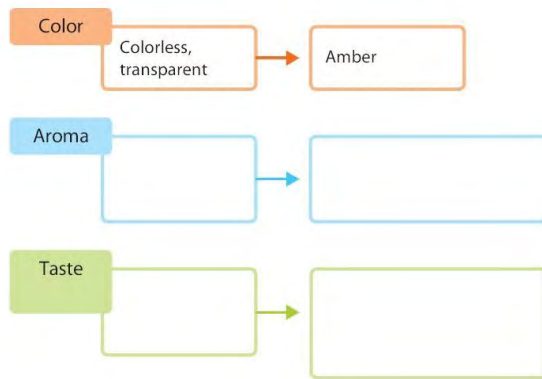
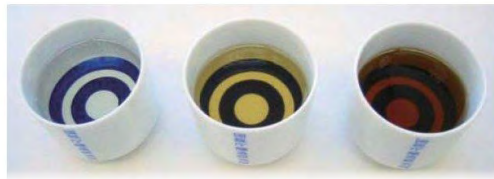


Figure 8.8 Changes during aging

8.10 Regional characteristics

Factors that determine the regional characteristics of sake are differences in rice, water, environment, local taste preferences and sake-brewing techniques.

Rice: No single variety of rice is grown everywhere throughout Japan. Different regions are suited for production of different varieties of rice (Appendix I).

Water: Most water in Japan is soft water, but there are a few areas where the water is hard. Dry sake evocative of hard water is produced in these areas.

Environment: Areas facing the Sea of Japan, such as Niigata, Yamagata and Akita prefectures, receive plentiful snow in winter and are blessed with stable low temperatures and a clean environment, conditions that are conducive to production of sake with a clean, delicate taste.

Local taste preferences: People living in the Kyushu area like food with a mildly sweet flavor, and this area appears to produce many sweeter-tasting sake products. In inland areas and those that receive plenty of snow, the people have historically had to use salt to preserve food. This has also resulted in a preference for sweeter-tasting sake varieties in these areas.

Sake-brewing techniques: Modern sake-brewing techniques derive from techniques developed in the Nada and Itami areas during the 19th century (Sec. 10.3). As these techniques spread to other areas, local variations matched to the rice, water, environment and local taste preferences of each region emerged. These techniques have been handed down by regional brewing guilds (Sec. 9.3), giving rise to the regional characteristics we see today.

Table 8.2 Average temperature, sunshine, precipitation of major cities

Average temperature

	Akita	Niigata	Tokyo	Fushimi (Kyoto)	Nada (Kobe)	Saijo (Higashihiroshima)
January	-0.1	2.6	5.8	4.6	5.7	2.0
February	0.2	2.5	6.1	4.8	5.8	2.5
March	3.2	5.4	8.9	8.1	8.9	6.1
April	9.2	11.2	14.4	14.1	14.7	11.7
May	14.2	16.1	18.7	18.8	19.2	16.5
June	18.8	20.4	21.8	22.7	23.0	20.8
July	22.8	24.5	25.4	26.7	26.8	24.5
August	24.5	26.2	27.1	27.8	28.0	25.3
September	19.9	22.0	23.5	23.6	24.6	21.2
October	13.6	16.0	18.2	17.5	19.0	14.9
November	7.6	10.2	13.0	11.9	13.5	9.2
December	2.8	5.3	8.4	6.9	8.4	4.1
Year	11.4	13.5	15.9	15.6	16.5	13.2

Sunshine (hours)

	Akita	Niigata	Tokyo	Fushimi (Kyoto)	Nada (Kobe)	Saijo (Higashiroshima)
January	44.6	56.1	180.5	122.4	145.6	120.1
February	65.6	75.9	161.1	113.4	132.1	129.9
March	135.7	130.9	159.2	145.2	158.9	151.4
April	175.0	181.9	164.9	169.7	183.1	186.3
May	191.4	204.8	180.9	181.8	197.8	196.9
June	178.0	168.1	120.1	130.4	146.8	149.2
July	171.5	182.7	147.5	145.6	180.0	171.8
August	200.4	214.8	177.5	176.5	207.4	191.4
September	154.9	146.4	112.9	129.2	146.6	144.5
October	148.1	142.8	129.9	152.2	164.9	169.1
November	84.7	90.0	141.4	135.0	148.5	140.7
December	47.6	59.4	171.1	133.1	154.1	137.7
Year	1597.4	1651.0	1847.2	1734.3	1965.8	1885.6



Precipitation

	Akita	Niigata	Tokyo	Fushimi (Kyoto)	Nada (Kobe)	Saijo (Higashiroshima)
January	114.4	180.3	48.6	48.8	38.9	48.2
February	92.0	128.0	60.2	65.2	54.2	61.2
March	93.0	140.6	114.5	112.3	90.8	116.4
April	117.6	93.6	130.3	135.4	121.4	127.1
May	122.8	103.3	128.0	154.9	142.1	148.0
June	127.5	128.3	164.9	229.9	189.6	251.5
July	178.1	178.2	161.5	215.3	145.8	232.2
August	181.9	142.7	155.1	143.7	100.0	137.6
September	177.9	163.0	208.5	204.9	171.4	181.0
October	160.7	148.9	163.1	120.5	106.0	97.5
November	183.5	200.6	92.5	75.2	64.7	70.5
December	163.8	204.4	39.6	41.7	39.8	32.7
Year	1713.2	1775.8	1466.7	1545.4	1264.7	1503.8

Kuramoto (breweries) and toji (brewmasters)

Learning outcomes



9.1 Sake brewing and seasons

The availability of cooling equipment and refrigerated storage of rice means it is now possible to produce sake throughout the year, but still much sake production starts after the autumn rice harvest, with the mixing of the steamed rice, water and koji carried out during winter, when temperatures are low. Shipment of sake also tends to occur in the period from late autumn through spring.

9.2 Kuramoto (breweries)

There are around 1,300 kuramoto brewing sake in Japan, from Hokkaido in the north to Okinawa in the south. Many kuramoto have been producing sake for more than 200 years, with the oldest having a history dating back 850 years. These kuramoto have played a role in preserving the local environment by supporting local rice production and protecting the water. They also function as cultural leaders in their areas, sponsoring concerts, art exhibitions and other cultural events.

You can still find many sake brewhouses with traditional architectural features, such as earthen walls and tiled roofs. Most kuramoto welcome visitors so we recommend you to pay a visit when you are traveling in Japan.

9.3 Toji (brewmaster)

The kuramoto is the brewery or the brewery owner, but those who actually produce the sake are skilled brewers led by a toji, or brewmaster. Traditionally, the kuramoto commissioned the toji to hire brewery workers to produce the sake. Many toji and brewery workers are farmers who grow rice during the summer. During the winter, when there is little farm work, they leave their homes and provide their services as live-in workers at the breweries. The brewery workers are assigned different tasks, such as washing and steaming the rice, making koji, making shubo, and filtering the moromi. The toji oversees all of these activities and has responsibility for controlling the sake quality and producing it in accordance with the wishes of the kuramoto. There is a national accreditation system for sake-brewing skills, but merely passing the examination does not entitle one to be called a toji. The toji is required to have sufficient management skill to oversee the brewery workers and must demonstrate an ability to produce sake of recognized quality. There are many associations of toji and brewery workers throughout Japan (Fig. 9.2). It is through these associations, that the skills of sake brewing have been passed down over time.



Figure 9.1
Sake brewhouse (Fushimi, Kyoto)

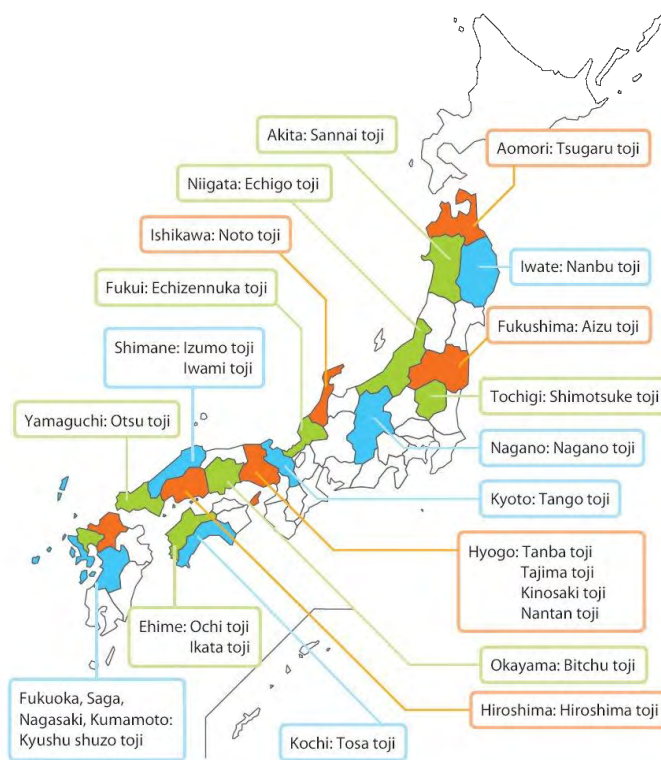


Figure 9.2 Home bases of toji

Recent years have seen a decline in the number of farmers in Japan, and because of the unstable nature of the work, the average age of toji has been increasing while the size of brewery worker teams has declined. As a result, many kuramoto now produce sake relying solely on the labor of full-time employees or family members. At one time, female toji were a rarity, because of the practice of having workers live in, but at breweries that rely on the labor of family members, the number of female toji has been increasing.

Along with studying under the toji at a kuramoto, it is usual for those learning sake making these days to attend a three-day series of lectures put on every year by provincial associations of toji and brewery workers and regional sake academies. Some organizations provide longer training for younger brewery workers. The National Research Institute of Brewing also offers a basic course and an advanced course on sake brewing, both lasting around one month. Among educational institutions, the Tokyo University of Agriculture has a department of fermentation science and the same university's junior college has a department of brewing and fermentation, with courses on sake brewing.

History of sake

Learning outcomes

10.1 Ancient times

If we think of the history of sake as the history of Japanese liquor or of rice-based liquor, the origins go back as far as 2,500 years ago when rice growing became prevalent in Japan.

The oldest written records about Japanese sake are found in third-century Chinese history books. These state that the Japanese have a taste for sake and are in the habit of gathering to drink sake when mourning the dead. There are several stories about sake, some mythical, in the historical records compiled by the imperial court in the eighth century. In the so-called *Fudoki*, which record the history and produce of the provinces in this era, there is reference to sake made using mold, providing insights into how sake made with rice and koji was produced in those days.

The tenth century legal book entitled *Engishiki* records details of ancient sake-making methods. At that time, sake was produced mainly at the imperial court, either to be drunk by the emperor or for ceremonial use.

10.2 Middle ages: Establishment of sake-brewing technology

In the 12th to 15th centuries, sake came to be brewed at Shinto shrines and Buddhist temples, and the techniques of sake brewing in use today were largely developed during this period.

This was when brewers started using lactic acid fermentation, making shubo (seed mash) used to grow yeast, relying on lactic acid to inhibit microbial contamination, and then adding koji, water and steamed rice in mashing stages to the shubo. Hitherto, brewers had used polished rice only for koji production, otherwise using unpolished rice to make sake. During this period, however, they started producing *morohaku* sake, or sake made using polished rice both for the koji rice and the steamed rice added to the mash. The diaries of Buddhist priests in the 15th and 16th centuries record the use of hi-ire (pasteurization) with morohaku sake.

Along with these advances in brewing technology, innovations in woodworking technology enabled construction of large 1,500 liter vats, facilitating mass production of sake. This led to the full-fledged production of sake by specialists not affiliated with temples or shrines in the 16th century (known as the Muromachi period).

10.3 Early modern period: Heyday of *kudarizake*

In the 17th century, during the early Edo Period, the morohaku produced near Osaka in Itami (now Itami City in Hyogo Prefecture) and Ikeda (now Ikeda City

in Osaka Prefecture) found its way into the three major cities of Kyoto, Osaka and Edo (now Tokyo). It became especially popular in Edo, where it was called *kudarizake*. Production of *kudarizake* reached 38,000 kiloliters at the beginning of the 18th century. This is equivalent to annual per-capita consumption of 54 liters among the citizens of Edo, including the samurai. Large amounts of sake were packed in casks and transported by sailboat. At the beginning of the 19th century, vessels transporting sake raced each other to see which could enter Edo port the quickest. Reportedly, they made the journey from the Kobe area to Tokyo in just three to four days, compared to the usual 10 to 30 days in those days.

Eighteenth century sake production involved using about the same amount of polished rice (1.3–2.3 tons) per batch as now and the mashing process was practically the same three-stage mashing process currently used. However, the ratio of added water to polished rice was only around half. This suggests that the people of that era preferred heavy, sweet sake with a high viscosity. The records of the period also indicate that wood ash was added to the moromi to reduce the acidity before filtering and also refer to the addition of spirits made by distilling sakekasu, which corresponds to the current practice of adding alcohol. The amount of spirits added was equivalent to around 10% of the weight of rice, resulting in sake with a high alcohol content that was resistant to spoiling.

The start of the 19th century saw the center of sake production shift from Itami, Ikeda and nearby areas to Nadagogo. (Nadagogo refers to the five areas covered by modern-day Nishinomiya and Kobe cities in Hyogo Prefecture.) The techniques used for making Nada sake featured the use of so-called *miyamizu* (water obtained in Nishinomiya, Hyogo Prefecture), which was discovered around 1850, waterwheel milling and the concentration of sake brewing in the colder part of the year. *Miyamizu* contains large amounts of phosphates and potassium, which promote the proliferation of koji-fungi and yeast, and strengthen moromi fermentation. The shift from foot treadles to waterwheels for rice milling not only increased productivity, but boosted quality by increasing the level of milling (i.e., lowering the *seimai-buai*). At the same time, the concentration of sake production in the winter, when there is less risk of bacterial contamination, facilitated stable production of high-quality sake. Mashing recipes came to resemble those used in modern sake brewing and Nada flourished as the center of Japanese sake brewing, a status it retains to this day.

10.4 Modern period

From around the middle of the 19th century, the arrival in Japan of European scholars heralded the start of scientific research on sake. The German Oskar Korschelt, who landed in Japan in 1868, and the Briton Robert William Atkinson wrote reports expressing amazement at the fact that pasteurization had been practiced by sake brewers in Japan since early times using techniques similar to Pasteur's low-temperature pasteurization. In 1904, the national institute (now the National Research Institute of Brewing) was established and made an important contribution to the development of sake brewing in subsequent years. Notably, the invention in 1909 of *yamahaimoto*, an improved version of the kimoto style, and *sokujomoto*, which utilizes lactic acid, contributed to the stabilization and streamlining of sake production, with the result that *sokujomoto* is now the most widely used method of producing *shubo*. Quality appraisal programs were initiated with the aim of raising the level of brewing technology in 1911, the

first national competition (now *Zenkoku Shinshu Kanpyo-kai*, National New Sake Awards) was held, an institution that continues to this day.

Subsequent developments affecting brewing technology included breakthroughs in understanding the science of fermentation, the scientific use of microorganisms, the advent of power-driven rice-milling machines, a shift from wooden vats to enamel tanks, and the bottling of sake for shipment. The period during World War II and the immediate postwar period saw bold changes in production methods, such as the practice of adding alcohol to sake. A wave of modernization in production processes in the 1960s and the introduction of machinery resulted in further streamlining.

More recent trends affecting sake include the notion of “local production for local consumption,” as regional areas take another look at the skills and assets they have to offer, leading to the development of new varieties of sake rice and unique types of sake yeast used in fermentation.

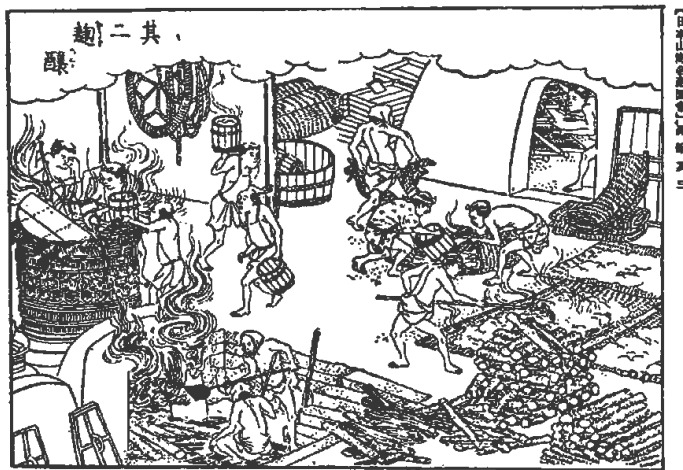


Figure 10.1 Sake brewing in the Edo Period (19th century)



What is the legal definition of sake in Japan?

Any of the following alcoholic beverages with an alcohol content of less than 22%:

- a. The filtered product of fermenting rice, koji rice and water;
- b. The filtered product of fermenting rice, koji rice, water, sakekasu and other items specified in regulations (the total weight of such other items specified in regulations must not exceed 50% of the total weight of rice, including rice for making koji rice. Items specified in regulations are alcohol, shochu (Japanese traditional spirits), sugars, organic acids, amino acid salts, and sake.
- c. The filtered product of adding sakekasu to sake.

Is sake rice also used as table rice?

Japanese people prefer table rice that is relatively sticky, but that rice is not suitable for sake production because it is hard to work with. It is possible, therefore, to eat sake rice, but because it is not sticky, sake rice does not make good table rice.

How much sake can be produced from 1 kg of polished rice?

In the case of junmai-shu, around 2.1 liters of genshu (18% alcohol) can be produced from 1 kg of polished rice. When diluted to 15% alcohol, the typical level in sake products, it comes to around around 2.5 liters.

If the seimai-buai of the polished rice is 60%, the amount that can be produced from 1 kg of unpolished rice is 1.5 liters.

How much sake can be produced from a 1 ha rice field?

In the case of Yamadanishiki sake rice, roughly 4,000 kg of unpolished rice can be obtained from 1 ha. Assuming the same conditions as in Q3, some 6,000 liters of sake can be produced.

Roughly 6,000 kg of unpolished table rice can be obtained from 1 ha.

Ginjo-shu is made from rice, so why does it have a fruity aroma?

No fruit flavorings are added to the sake.

Analysis of ginjo-shu shows that it is rich in esters similar to those that give fruits their aroma. This aroma is created by yeast during the fermentation process. The fermentation must take place under the conditions described in Section 8.5.



Do weather conditions while the rice is growing affect sake production?

The weather can affect the amount of rice harvested from fields. In years when temperatures are low and there is insufficient sunlight at the time of panicle and grain formation, the rice grains that form are smaller in size and more soluble, resulting in heavier-tasting sake than normal. In years when the weather is hot, by contrast, the starch acquires a less soluble structure. This reduces the solubility of the rice, boosting the amount of sakekasu (filtered cake) and resulting in weaker-tasting sake (Sec. 8.1.3).

Where do breweries obtain the koji-fungi?

Sake breweries purchase a kind of seed koji, called tane-koji in Japanese, from tane-koji companies. Such companies make tane-koji by propagating koji-fungi spores on unpolished rice.

Are the taste and aroma of sake influenced by the type of seed koji (tane-koji) used?

Yeast is responsible for producing the aroma of sake, and the variety of koji does not play a role. Production of a large amount of enzymes by the koji is thought to result in a heavier taste because more of the rice is dissolved into the sake. However, rather than the specific strain of koji-fungi itself, koji making is understood to have the most significant effect on the amount of enzymes and enzyme balance.

Since koji-fungi are molds, are they safe?

Koji-fungi is related to *Aspergillus flavus*, a mold that produces one of the mycotoxins known as aflatoxin, so questions have been raised about whether koji-fungi might also produce toxins. However, studies have confirmed that the koji-fungi used in Japan do not produce mycotoxins. Recent genetic research has shown that koji-fungi lack the gene necessary to produce mycotoxins.

Why does sake have a higher alcohol content than wine or beer?

The concentration of sugar at the start of fermentation is a key factor in determining alcohol content. A high sugar concentration at the start inhibits the production of alcohol by the yeast, and in wine and beer, the sugar concentration is at its highest from the start. By contrast, in sake the sugar concentration is limited at the start because saccharification of starch by koji enzymes occurs gradually over the course of the entire alcohol fermentation process. This allows fermentation to proceed with little suppression of yeast activity, resulting in a higher alcohol content.



Why do many sake products have an alcohol content in the 15% range?

The alcohol content of genshu (undiluted sake) is 17%–20%, which is high for a brewed beverage. Because the alcohol content is too high for consumption with food, water is added to adjust the alcohol content to around 15% before shipping. The alcohol content of ginjo-shu, however, is often adjusted to a slightly higher 17% because of its delicate flavor. Another factor is that Japan's Liquor Tax Act previously prescribed an alcohol content of 15% as the standard for determining the liquor tax on sake, with every additional 1% attracting a higher tax.

Is low-alcohol sake also produced?

There are sake products available with an alcohol content ranging from 14% down to a low of around 5%. They include both sweet and acidic varieties, as well as sparkling sake.

What additives are used in sake?

No preservatives, coloring agents, flavoring agents, fragrances or other substances are added after production. Substances approved for use during production are salts to promote fermentation, and lactic acids and enzymes used in shubo. Active charcoal, persimmon tannin, silica dioxide and filtration aids may be used when removing sediment and filtering, but they do not remain in the sake.

What is the difference between the acidity of sake and the acidity of wine?

See Sec. 7.4 and Table 1.1

I want to learn more about the composition of sake, beer and wine.

See Table 1.1

At opening ceremonies and celebrations in which taruzake is served from a cask (Sec. 3.3.5), salt may be served along with it. Why does salt go well with sake?

Salt has the action of intensifying the umami produced by amino acids. For example, the addition of a small amount of salt to broth rich in amino acids, such as chicken soup, significantly enhances the taste. Sake is also rich in amino acids, which is thought to be the reason it goes well with salt.



Cheese and sake seem to go well together. Why is that?

Cheese is rich in amino acids and peptides resulting from the breakdown of milk-derived proteins by microorganisms. Although not exactly the same as those involved in sake brewing, the microorganisms involved in cheese making are lactic acid bacilli, yeast and molds, and the similarity of the aroma ingredients resulting from fermentation and aging is thought to be the reason that cheese and sake go well together (Sec. 5.2). Also, a great deal of salt is used in the production of most cheese varieties, and sake goes well with salt for the reasons explained in Q16.

Why do sake and seafood go well together?

Drinking sake with seafood largely eliminates any fishy flavor. The main cause of fishy flavors is aldehydes produced by the breakdown of DHA, EPA and other unsaturated fatty acids that abound in seafood. When DHA is added to sake, there is reportedly less formation of aldehydes compared to wine.

What is the aging potential of sake?

Pasteurized sake contains more alcohol than wine, so it does not spoil. The quality of sake remains almost constant for about six months after shipping when kept at room temperature and for about one year after shipping when kept in a refrigerator or cellar. Longer storage results in the gradual breakdown of amino acids due to the Maillard reaction inside the bottle, and the sake develops a color and a caramel- or nut-like aroma. Substances with a bitter taste also increase. This does not mean, however, that the sake cannot be drunk. If it is stored at low temperature away from light, it may turn into amber-colored koshu (aged sake).

It is recommended to drink ginjo-shu and other types of sake with a fruity or light flavor within one year.

How do the chemical components change when sake is heated?

The alcohol content declines by around 0.1%–0.3%. The amount of aldehydes is reduced by around 10%–22% compared to before heating, and there is also a decline in esters with a low boiling point, such as ethyl acetate, and of mercaptan and other sulfur compounds.

What is the calorie content of sake?

Alcohol contains 7.1 kcal/g and sugars and proteins contain 4 kcal/g. On average, 100 g of sake consists of 12.3 g alcohol, 4 g sugars and 0.5 g protein, therefore, based on the above figures, the calorie count is around 105 kcal.



Can sake be used in cooking?

Just as wine is indispensable in French and Italian cuisine, sake is indispensable in Japanese cuisine. In addition to stewed dishes and broths, it is used when grilling meat or fish, or cooking rice.

What sake competitions or shows are there?

Zenkoku Shinshu Kanpyo-kai, National New Sake Awards

The National New Sake Award is the largest show in Japan with participation by around 900 companies. It was first held in 1911. It is now co-sponsored by the National Research Institute of Brewing and the Japan Sake and Shochu Makers Association. Exhibitors are limited to one ginjo-shu product per show and about 25% of products exhibited receive gold awards.

(2) U.S. National Sake Appraisal

This show has been held since 2001 in Honolulu. Four categories were judged in 2010: Daiginjo-shu A, Daiginjo-shu B, Ginjo-shu, and Junmai-shu.

(3) International Wine Challenge

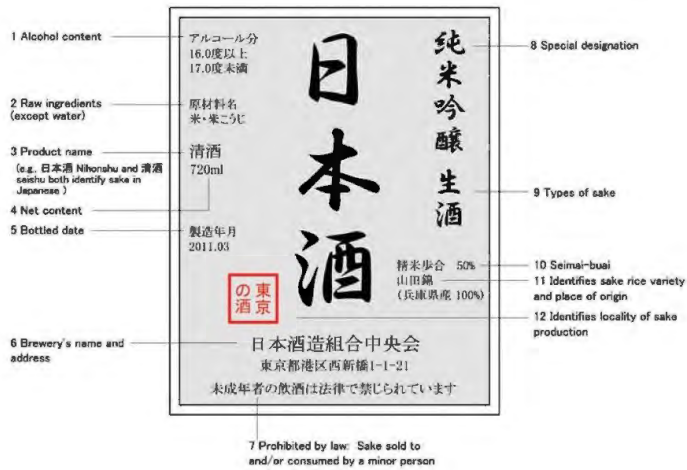
Since 2007, a sake division has been included in the International Wine Challenge (IWC) held in London. Five categories were judged in 2010: Junmai-shu, Junmai ginjo-shu/Junmai daiginjo-shu, Honjozo-shu, Ginjo-shu/Daiginjo-shu, and Koshu.

Where can one learn sake making?

See Sec. 9.3

What is written on the Japanese-language part of the label?

Japanese law requires all sake labels to indicate items 1 to 7 in the example below. Items 8 to 12 may be applied to products that meet particular sake brewing quality standards specified by law (Appendix II). Labels may also state storage and consumption precautions, and additional information describing aging period, quality level, and use of organic rice ingredients.



Suggested reading

Books

Hiroichi Akiyama and Takashi Inoue (2010), *Sake*, Brewing Society of Japan, Tokyo
Philip Harper and Haruo Matsuzaki (2006), *The Book of Sake: A Connoisseur's Guide*
Kodansha International, Tokyo
John Gauntner (2002), *The Sake Handbook*, Tuttle Publishing
Yukio Takizawa (2010), *Sake Health and Longevity*, Veronica Lane Books, LA

Booklets

National Research Institute of Brewing (2005), *Glossary of Terms on Sake Bottle Labels*, http://www.nrib.go.jp/English/sake/sake_label.htm
Japan Sake and Shochu Makers Association (2010), *The Very First Step for SAKE GEEK*
Japan Sake and Shochu Makers Association (2005), *Welcome to the World of Japanese Sake*, <http://www.japansake.or.jp/sake/english/index.html>
Kimiko MASUDA (2007), *Sake A to Z*, Japan Airlines International

Organizations

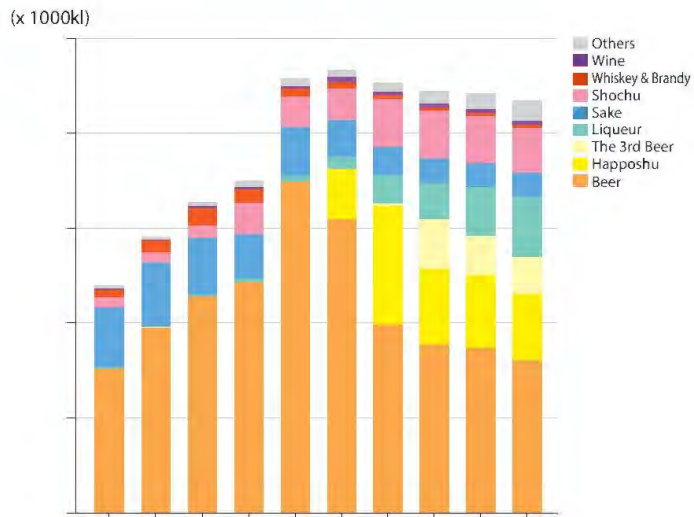
Japan Sake and Shochu Makers Association
<http://www.japansake.or.jp/sake/english/index.html>

National Research Institute of Brewing
<http://www.nrib.go.jp/English/index.htm>

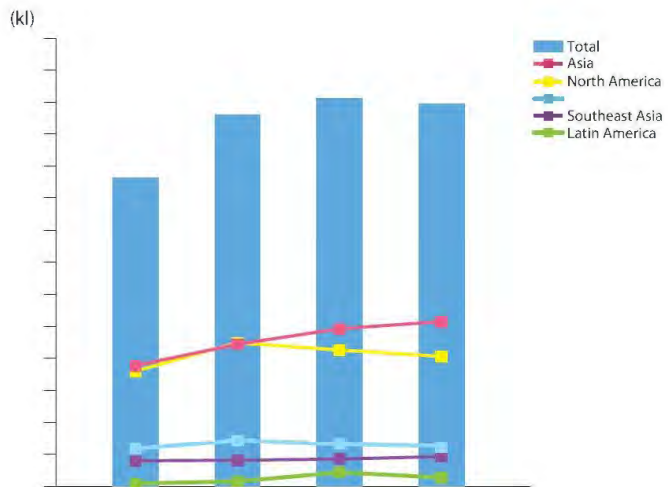
National Tax Agency
Liquor Production, Consumption, Tax Statistics
http://www.nta.go.jp/foreign_language/statistics/tokei-e/h14/syuzei.htm

This text has been prepared by the Japan Sake and Shochu Makers Association in collaboration with the National Research Institute of Brewing.

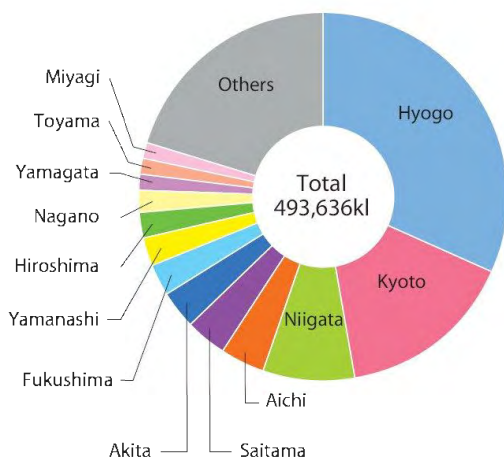
Appendix I



Production of alcoholic beverages in Japan



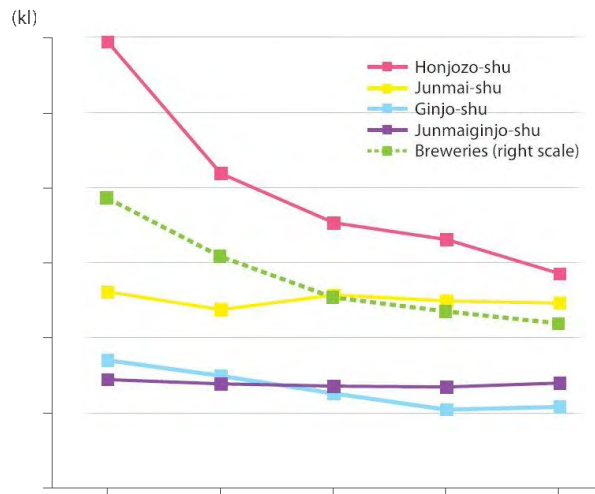
Exports of sake



Production volumes by prefecture (2008)

Production volumes and number of breweries by prefecture (2008)

Area	Prefecture	Breweries in production	Production (kl)
Hokkaido	Hokkaido	13	4,852
Tohoku	Aomori	21	4,017
Tohoku	Iwate	22	4,004
Tohoku	Miyagi	30	6,502
Tohoku	Akita	34	15,852
Tohoku	Yamagata	50	7,636
Tohoku	Fukushima	59	13,497
Kanto	Ibaraki	34	4,749
Kanto	Tochigi	29	6,192
Kanto	Gunma	23	2,931
Kanto	Saitama	30	18,852
Kanto	Chiba	28	6,310
Kanto	Tokyo	9	1,844
Kanto	Kanagawa	12	922
Chubu	Niigata	92	38,925
Chubu	Toyama	18	6,558
Chubu	Ishikawa	33	5,564
Chubu	Fukui	36	2,483
Chubu	Yamanashi	11	12,680
Chubu	Nagano	77	8,661
Chubu	Gifu	50	4,233
Chubu	Shizuoka	28	3,806
Chubu	Aichi	42	19,277
Kansai	Mie	41	3,139
Kansai	Shiga	33	3,569
Kansai	Kyoto	40	77,468
Kansai	Osaka	10	1,087
Kansai	Hyogo	70	156,640
Kansai	Nara	32	4,377
Kansai	Wakayama	11	3,999
Chugoku	Tottori	19	920
Chugoku	Shimane	29	1,895
Chugoku	Okayama	30	4,213
Chugoku	Hiroshima	43	11,287
Chugoku	Yamaguchi	20	2,023
Shikoku	Tokushima	11	496
Shikoku	Kagawa	7	1,209
Shikoku	Ehime	32	2,104
Shikoku	Kochi	19	5,052
Kyushu	Fukuoka	40	3,501
Kyushu	Saga	22	3,394
Kyushu	Nagasaki	12	842
Kyushu	Kumamoto	9	1,915
Kyushu	Oita	15	3,986
Kyushu	Miyazaki	2	164
Kyushu	Kagoshima	0	0
Kyushu	Okinawa	1	<10
Total		1,329	493,636



Volume of specially designated sake produced and number of breweries

Number of breweries by type of sake, production volume, average seimai-buai, average kasu-buai (2008)

	Number of breweries in production	Production kl (%)	Average seimai-buai (polishing ratio)	Average kasu-buai (sake cake ratio)
Ginjo-shu	1,026	21,691 (4.4)	50.4	35.9
Junmaiginjo-shu	1,123	28,041 (5.7)	51.9	33.6
Junmai-shu	1,027	49,248 (10.0)	65.7	26.3
Honjozo-shu	994	57,094 (11.6)	65.4	27.0
Futsu-shu	1,041	337,562 (68.4)	72.9	20.5
Total	1,329	493,636 (100.0)	66.8	24.2

Kasu-buai means the ratio by weight of sakekasu to polished rice.

Varieties of sake rice grown by prefecture (2010)

Prefecture	Sake rice varieties cultivated
Hokkaido	Ginpu, Suisei, Hatsushizuku
Aomori	Kojonishiki, Hanaomoi, Hanafubuki, Hohai
Iwate	Gin-otome, Gin-ginga
Miyagi	Kuranohana, Hiyori, Hoshiakari, Miyamanishiki, Yamadanishiki
Akita	Akitasakekomachi, Akinosei, Kairyo-shinko, Gin-no-sei, Hanafubuki, Hoshiakari, Misatonishiki, Miyamanishiki
Yamagata	Ushuhomare, Kairyo-shinko, Kissui, Kyonohana, Gohyakumangoku, Sakemirai, Tatsunootoshigo, Dewasansan, Toyokuni, Miyamanishiki, Dewanosato, Yamasake 4-go, Yamadanishiki
Fukushima	Gohyakumangoku, Hanafubuki, Miyamanishiki, Yumenokaori
Ibaraki	Gohyakumangoku, Hitachinishiki, Miyamanishiki, Yamadanishiki, Wakamizu, Watarifune
Tochigi	Gohyakumangoku, Tochigisake 14-go, Hitogokochi, Tamasakae, Miyamanishiki, Yamadanishiki, Wakamizu
Gunma	Gohyakumangoku, Maikaze, Wakamizu
Saitama	Sakemusashi
Chiba	Gohyakumangoku, Fusanomai
Kanagawa	Wakamizu
Niigata	Ipponjime, Omachi, Kikusui, Koshitanrei, Gohyakumangoku, Takanenishiki, Hattan-nishiki 2-go, Hokuriku 12-go, Yamadanishiki
Toyama	Oyamanishiki, Gohyakumangoku, Tamasakae, Tominoka, Miyamanishiki, Yamadanishiki
Ishikawa	Ishikawamon, Gohyakumangoku, Hokuriku 12-go, Yamadanishiki
Fukui	Okuhomare, Koshinoshizuku, Gohyakumangoku, Shinriki, Yamadanishiki
Yamanashi	Tamasakae, Hitogokochi
Nagano	Kinmon-nishiki, Shirakabanishiki, Takanenishiki, Hitogokochi, Miyamanishiki,
Gifu	Gohyakumangoku, Hidahomare
Shizuoka	Gohyakumangoku, Homarefuji, Yamadanishiki, Wakamizu
Aichi	Yumesansui, Wakamizu
Mie	Isenishiki, Kaminoho, Gohyakumangoku, Yamadanishiki
Shiga	Ginfubuki, Tamasakae, Yamadanishiki, Shigawatarifune
Kyoto	Iwai, Gohyakumangoku, Yamadanishiki
Osaka	Omachi, Gohyakumangoku, Yamadanishiki
Hyogo	Aiyama, Inishienomai, Gohyakumangoku, Shiragiku, Shin-yamadaho 1-go, Shinriki, Takanenishiki, Tajimagoriki, Tojinoyume, Nojoho, Hakutsurunishiki, Hyogokitanishiki, Hyogokoinishiki, Hyogonishiki, Hyogoyumenishiki, Fukunohana, Yamadanishiki, Yamadaho, Watarifune 2-go
Nara	Tsuyubakaze, Yamadanishiki
Wakayama	Yamadanishiki, Gohyakumangoku, Tamasakae
Tottori	Goriki, Gohyakumangoku, Tamasakae, Yamadanishiki
Shimane	Kairyo-omachi, Kairyo-hattan-nagare, Kan-no-mai, Gohyakumangoku, Sakanishiki, Yamadanishiki
Okayama	Omachi, Yamadanishiki

Appendix I

Prefecture	Sake rice varieties cultivated
Hiroshima	Omachi, Koiomachi, Senbon-nishiki, Hattan, Hattan-nishiki 1-go, Hattan-nishiki 2-go, Yamadanishiki
Yamaguchi	Gohyakumangoku, Saitonoshizuku, Hakutsurunishiki, Yamadanishiki
Tokushima	Yamadanishiki
Kagawa	Omachi, Yamadanishiki
Ehime	Shizukuhime, Yamadanishiki
Kochi	Kazenaruko, Gin-no-yume, Yamadanishiki
Fukuoka	Omachi, Gohyakumangoku, Saikai 134-go, Yamadanishiki, Gin-no-sato
Saga	Saikai 134-go, Saganohana, Yamadanishiki
Nagasaki	Yamadanishiki
Kumamoto	Shinriki, Yamadanishiki
Oita	Gohyakumangoku, Yamadanishiki, Wakamizu
Miyazaki	Hanakagura, Yamadanishiki

Area under sake rice cultivation: top 10 varieties (2005)

Sake rice variety	Area in ha (% of total)	Main growing areas
Yamadanishiki	4,781 (32.6)	Hyogo, Fukuoka, Tokushima
Gohyakumangoku	4,324 (29.5)	Niigata, Fukui, Toyama
Miyamanishiki	1,394 (9.5)	Nagano, Akita, Yamagata
Hyogoyumenishiki	390 (2.7)	Hyogo
Omachi	358 (2.4)	Okayama
Hattan-nishiki 1-go	237 (1.6)	Hiroshima
Ginpu	219 (1.5)	Hokkaido
Hanafubuki	190 (1.3)	Aomori
Dewasansan	177 (1.2)	Yamagata
Tamasakae	166 (1.1)	Shiga
Others	2,429 (16.5)	—
Total of Sake rice	14,665 (100)	—

Appendix II Regulations regarding sake

Definition of sake: Liquor Tax Act Article 3

"Sake" refers to any of the following alcoholic beverages with an alcohol content of less than 22%:

- a. The filtered product of fermenting rice, koji rice and water;
- b. The filtered product of fermenting rice, koji rice, water, sakekasu and other items specified in regulations (the total weight of such other items specified in regulations must not exceed 50% of the total weight of rice, including rice for making koji rice);
- c. The filtered product of adding sakekasu to sake.

Items specified in regulations as ingredients of sake: Article 2 of Liquor Tax Act Enforcement Order

Items specified in regulations as ingredients of sake are alcohol, shochu, sugars, organic acids, amino acid salts and sake.

Labeling standards: National Tax Agency Notice "Sake brewing quality labeling standards"

1. When a sake product fulfills the brewing quality conditions shown in the right-hand column of the table below, the container or packaging label of said sake may identify it with the corresponding special designation shown in the left-hand column.

Special designation	Brewing quality requirements
Ginjo-shu	Sake that has an inherently good flavor, color and luster and is carefully made with polished rice having a seimai-buai of no more than 60%, koji rice and water or with these ingredients together with jozo-alcohol
Junmai-shu	Sake that has a good flavor, color and luster and is made with polished rice, koji rice and water
Honjozo-shu	Sake that has a good flavor, color and luster and is made with polished rice with a seimai-buai of no more than 70%, koji rice, jozo-alcohol and water

General rules governing use of this table

- (1) "Seimai-buai" means the weight of polished rice (defined as rice after removal of the bran, germ and other outer layers from dehusked rice, including polished rice that is used in the production of koji rice) as a percentage of the dehusked rice.
- (2) "Polished rice" refers to the polished form of dehusked rice certified as Grade 3 or higher under the Agricultural Products Inspection Act.

Appendix II Regulations regarding sake

- (3) “Kome-koji (koji rice)” refers to polished rice on which koji-fungi have been allowed to propagate and which has the ability to saccharify the starch in polished rice. In specially designated sake, the ratio of koji-mai (hereafter defined as the ratio by weight of koji-mai to polished rice) must be at least
 - (4) “Jozo-alcohol” refers to ethyl alcohol distilled from fermented starch or sugar-containing substances.
 - (5) In sake containing jozo-alcohol as an ingredient, the weight of said alcohol (converted to 95% alcohol) must not exceed 10% of the weight of polished rice.
 - (6) When determining whether sake complies with the standards for seimai-buai, the ratio by weight of koji-mai or the ratio by weight of jozo-alcohol to polished rice, any fraction of 1% shall be rounded down.
 - (7) Sake with “good flavor, color and luster” refers to sake with the intrinsic flavor, color and luster of sake without any abnormal taste or smell.
2. The label of specially designated sake, as described in the previous paragraph, shall use only the relevant special designation and shall not include similar words or words intended to convey the impression of superior quality, such as *gokujo* (extra quality), *yuryo* (fine grade) or *kokyu* (premium). However, it is permissible to use the terms listed below, where relevant.
 - (1) For ginjo-shu products made only with rice, koji rice and water, the classification “junmai” may be used together with “ginjo-shu.”
 - (2) For ginjo-shu with an especially good inherent flavor, color and luster that is made with polished rice having a seimai-buai of 50% or less, the classification “daiginjo-shu” may be used.
 - (3) For junmai-shu or honjozo-shu that has an especially good flavor, color and luster, the classifications “tokubetsu junmai-shu” or “tokubetsu honjozo-shu” may be used in cases where objective criteria, such as the ingredients used or the manufacturing process, are explained on the container or packaging of said sake (if the seimai-buai is the basis of such explanation, the sake must have a seimai-buai of 60% or less).

(Labeling of required information)


3. The sake container or packaging shall bear a label indicating each of the following items, where relevant.
 - (1) Ingredients

The ingredients used in the manufacture of the sake (except water) shall be listed using the ingredient terminology specified in the Liquor Tax Act. However, for the ingredients specified in the Liquor Tax Act Enforcement Order, it is permissible to use generally familiar terms or broad terms.

In the case of specially designated sake, the seimai-buai shall be shown adjacent to the ingredient label.

Ingredients: rice, koji-rice (other ingredients to be listed in descending order of weight)
 - (2) Date of manufacture

One of the following methods must be used to indicate when sake was packed and sealed in containers for sale. However, for products bearing an age labeling (number of years of storage) in accordance with Paragraph 5,



it is permissible to show the date on which the sake was shipped from the place of manufacture or, in the case of sake collected from a bonded area (excluding sake that falls under the provisions of Article 28-3-1 of the Liquor Tax Act, “Untaxed transactions,” on which tax has not been paid; the same applies hereinafter), the date of importation (month and year shown on the import permit as specified in Article 67 of the Customs Act, “Permission to export or import”) may be shown following the words “Date of importation” in place of the date of manufacture if the date of manufacture is unknown.

- a Date of manufacture: Heisei 9, April
- b Date of manufacture: 9.4
- c Date of manufacture: 1997.4
- d Date of manufacture: 97.4

(3) Precautions relating to storage or consumption

Precautions relating to storage or consumption must be printed on the label of sake that has been shipped from the place of manufacture without undergoing any form of pasteurization after production.

(4) Country of origin

For sake that has been collected from a bonded area (including sake that is repacked and sold after collection from the bonded area), the label must state the country of origin as indicated on the import declaration specified in Article 67 of the Customs Act.

It is also permissible to indicate the production locality of the sake after the name of the country of origin.

(5) Labeling of products containing sake produced overseas

If sake is produced domestically using both sake of domestic origin and sake of overseas origin, the label must state the name(s) of the overseas country or countries of origin and the ratio of such sake. When stating the ratio, it is permissible to indicate the relevant 10% range or to round down to the nearest 10% level and identify that as the minimum.

4. The items to be labeled in accordance with the previous paragraph must be printed clearly in a readily visible place on the sake container or packaging using Japanese characters of a uniform size, which must be no smaller than 8 points. However, for containers of 200 milliliters or less, it is permissible to use characters no smaller than 6 points.

(Labeling of optional items)

5. When any of the following items are shown on a sake container or packaging, the rules applying to each item shall be observed.

(1) Variety of rice used

When the ratio of a specific variety of rice used (refers to the weight of said variety as a percentage of the total weight of rice used in the manufacture of the sake) exceeds 50% (or if multiple varieties of rice are to be indicated, the combined weight of said varieties exceeds 50% of the total weight of rice used), the variety or varieties of such rice used may be indicated on the label. In such cases, the ratio of said variety or varieties must also be indicated.

Appendix II Regulations regarding sake

(2) Production locality

The production locality of sake may be indicated on the label if the sake was entirely produced in said locality (including the process of diluting with water).

(3) Age

The age of sake (refers to the number of years of storage from the day after the sake has been placed in a storage container until the date such storage ends) may be stated in years, with fractions of a year rounded down. If the sake contains a blend of sake products of different ages, the stated age must be that of the sake product with the youngest age.

(4) Genshu

The term "genshu" may be indicated on the label of sake that has not been diluted with water after production (or the amount of any water added alters the alcohol content by less than 1%).

(5) Namazake

The term "namazake" may be indicated on the label of sake that has not undergone any form of pasteurization after production.

(6) Nama-chozo-shu

The term "nama-chozo-shu" may be indicated on the label of sake that is stored without pasteurization after production, but is pasteurized at the time of shipment from the place of manufacture.

(7) Ki-ippon

The term "ki-ippon" may be indicated on the label of junmai-shu that has been produced entirely at a single place of manufacture.

(8) Taruzake

The term "taruzake" may be indicated on the label of sake that has been stored in a wooden cask and has acquired a wood aroma (including sake that has subsequently been transferred to a bottle or other container).


(9) Terms such as "gokujo," "yuryo," or "kokyu" intended to convey an impression of good quality

Terms such as "gokujo" (extra quality), "yuryo" (fine grade) or "kokyu" (premium) intended to convey an impression of good quality may be used on a label to indicate a product with an especially good flavor, color and luster in cases where there are multiple products of the same type or brand, provided the description can be justified in terms of objective criteria, such as the ingredients used and manufacturing process.

Use of the term "tokubetsu" is limited to "tokubetsu junmai-shu" and "tokubetsu honjozo-shu."

(10) Statement concerning awards

A statement concerning receipt of an award may be inserted on the label of sake stored in identical containers to sake that has received such an award from a public body (provided the method of assessing the quality is disclosed and the public body performs such quality assessments annually or at fixed intervals). The name of the body making the award and the year in which the award was received shall be indicated along with the statement concerning the award.



(Prohibitions)

6. The following may not be shown on the container or packaging of sake. However, the type of wording referred to in (3) is permissible if there is an explanation printed adjacent to said wording in characters at least as large as those specified in Paragraph 4 stating that the sake in question is not specially designated sake.
 - (1) Wording, such as “*saiko*” (best), “*dai-ichi*” (number one), or “*daihyo*” (leading), implying that the method of producing the sake or its quality is the highest in the industry;
 - (2) “By appointment to such-and-such public office” or similar wording;
 - (3) Wording similar to “specially designated sake” in the case of sake that is not specially designated sake.

Test of understanding

Type, production process

From what is sake made?

- a) Apples
- b) Rice
- c) Wheat
- d) Soybeans

How many kuramoto are there producing sake in Japan?

- b) 700
- c) 1300
- d) 2000

What is the most widely cultivated variety of sake rice in Japan?

- a) Yamadanishiki
- b) Sasanishiki
- c) Gohyakumangoku
- d) Koshihikari

What is the seimai-buai (polishing ratio) of rice used in *ginjo-shu*?


- a) 90% or less
- b) 80% or less
- c) 70% or less
- d) 60% or less

What is *koji*?

- a) Something that is germinated by placing rice in water
- b) Something produced by steaming rice
- c) A form of yeast
- d) Something made by propagating a type of mold on rice

What role does *koji* play in making sake?

- a) It produces alcohol
- b) It breaks down the starch and protein in rice
- c) It produces *ginjo-ka*
- d) It prevents the propagation of yeast



What features distinguish the yamahai and kimoto styles?

- a) The types of yeast used are different
- b) The fermentation takes place over a short period
- c) Natural koji-fungi are used
- d) Lactic acid bacilli are used

What is the usual alcohol content of sake?

- b) 20%–24%
- c) 13%–17%
- d) 6%–10%

How does the acidity of sake compare with that of white wine?

- a) Higher
- b) Same
- c) About half
- d) About one-fifth

What substance is more abundant in sake than in white wine?

- a) Amino acids
- b) Polyphenols
- c) Tartaric acid
- d) Sulfur dioxide

Answers: Q1: b, Q2: c, Q3: a, Q4: d, Q5: d, Q6: b, Q7: d, Q8: c, Q9: d, Q10: a

Serving, handling

What distinctive flavor of sake is not found in wine?

- a) Wabi
- b) Umami
- c) Sabi
- d) Bitterness

What relates to sweetness or dryness of sake?

- a) The balance of sugars and tannins
- b) The balance of sugars and amino acids
- c) The balance of sugars and alcohols
- d) The balance of sugars and acids

What type of sake is ginjo-shu?

- a) Fruity and clean
- b) Full bodied with sharp acidity
- c) Amber color and sweet
- d) Amber color and dry

What sake would you serve if asked for sake with body?

- a) Ginjo-shu
- b) Junmai-shu with a high acid content
- c) Junmai-shu with a low acid content
- d) Futsu-shu

What term refers to sake that has not been pasteurized at all?

- a) Namazake
- b) Namazume-shu
- c) Nama-chozo-shu
- d) Taruzake

Which of the following statements is/are incorrect when describing aged koshu?

- a) Has a fruity aroma
- b) Color ranges between gold and amber
- c) Has a sweet, caramel-like aroma
- d) Has a complex taste and an aftertaste



What temperature is referred to by the term “Atsu-Kan”?

- b) 40°C
- c) 50°C
- d) 60°C

What type of sake is the best served chilled?

- a) Daiginjo-shu
- b) Junmai-shu
- c) Honjozo-shu
- d) Koshu

What happens to sake exposed to high temperatures and light?

- a) The color darkens and it acquires a disagreeable aroma and bitter taste
- b) The color becomes lighter
- c) The sake becomes more acidic
- d) The sake becomes sweeter

How should namazake be stored?

- a) In a refrigerator at 5°C or lower
- b) In a wine cellar at around 13°–15°C
- c) At room temperature
- d) Near a window where it is exposed to the light

Answers: Q1: b, Q2: d, Q3: a, Q4: b, Q5: a, Q6: a, Q7: c, Q8: a, Q9: a, Q10: a



EXHIBIT P



SEPTEMBER 6TH, 2017

TRENDS

Sake Soars

Bolstered by overall consumer interest in premium products, sake sales are growing year over year.



At Austin, Texas–based chain Twin Liquors (store's sake selection pictured), premium sakes like Ty Ku and Joto are getting more shelf space.

As U.S. consumers have steadily become more selective in their food and beverage choices, premium products have grown exponentially. Sake has been somewhat slow to catch on to this trend, but the past few years have proven that the tide has shifted significantly in the Japanese wine's favor. Domestic and imported sake consumption in the U.S. market reached an all-time high in 2016, according to Impact Databank, growing 3 percent in 2016 to 2.3 million nine-liter cases.

“Sake is growing incredibly,” says Bruce Hunter, managing director at Shaw-Ross International Importers. The company became the exclusive U.S. importer for No.-2 brand Gekkeikan in January 2016. “It’s becoming more mainstream, whereas before it was relegated to just Japanese restaurants,” Hunter notes. “The discerning drinker is turning to sake like they do wine.” Gekkeikan was down 5 percent in 2016 to 463,000 cases, according to Impact Databank, but still commands an impressive 20 percent of the overall category. Hunter expects case sales to increase 10 to 12 percent in 2017.

Consumers have indeed becoming increasingly educated about sake, notes Ed Lehrman, cofounder and owner of the Sausalito, California–based wine and sake importer Vine Connections. “For a long time, so many people thought sake was just one thing: a hot beverage that didn’t have much expression,” he says. “That perception is thankfully changing as more premium sakes enter the market, but it has definitely taken a while to educate people that premium sake should be served more like a white Burgundy rather than hot or dropped into a beer.”

Monica Samuels, national sake sales manager for Vine Connections, adds that consumer tastes have matured in every area of food and beverage and that sake is benefiting from this shift. “Thirty to 40 years ago, if you asked the average American consumer their wine preference, they’d probably tell you white or red,” she says. “Now people know about different varietals and terroirs and can give you a far more detailed and specific response to that question. This change is slowly happening for sake as well.”

Vine Connections’ sake portfolio includes more than a dozen brands, ranging from the Tozai Typhoon Futsu (\$14 a 720-ml.) to the Tentaka Silent Stream Junmai Daiginjo (\$120). In June, the company introduced three new brands—Taka, Kawatsuru and Yamada Shoten—to the market. Lehrman says Vine Connections’ sake shipments grew 17 percent in 2016, with only one of its brands down for the year due to significant price increases. And this growth has continued in 2017: Lehrman says shipments increased another 22 percent in the first quarter.

But Lehrman adds that they're still in the early days of marketing sake to U.S. consumers. "The main issue is education. People are interested and curious, but the challenge is getting them to incorporate sake into their daily lives."



At Chao Chao in New York City, the Nah Toi blends Joto Junmai, Cappelletti aperitif, amaro and Byrrh Grand Quinquina.

Boots On The Ground

Sake is still a small enough category that marketing efforts are almost entirely focused on tastings and education. "Things like promotional discounting aren't even in the mix yet," Lehrman says. "Right now, it's just about continuing to prove that the quality is there."

To achieve this goal, Vine Connections has eight regional sake sales managers covering all 50 states who are tasked with educating retailers and restaurateurs about the potential of the sake category. "When we started 15 years ago, there were no specialty premium sake sections in most wine and spirits stores. That segment developed very quickly as retailers started specializing in all categories—going from carrying maybe 10 brands of Tequila to now 50 or even 100 brands. We introduced the same concept for our sake," Lehrman says.

At Orlando, Florida-based retailer ABC Fine Wine & Spirits, wine consultant Dave Malone notes that although sake sales

account for less than 1 percent of total store sales, the category is trending in a positive direction. “Since I’ve been with ABC, I’ve seen the selection grow from just a few brands to over 20, with many additions falling in the premium segment. Most of our growth is in the premium 300-ml. to 375-ml. bottle sizes priced between \$10 and \$12.”

Malone adds that for many consumers, education about sake is still necessary. “While some consumers certainly know exactly what brand they want, we still get a lot of inquiries as to whether sake should be served warm or cold, as well as the differences between filtered and unfiltered. For many, sake is still a bit of a mystery, and our staff is more than happy to assist.”

"Sake is growing incredibly. It's becoming more mainstream, whereas before it was relegated to just Japanese restaurants."

BRUCE HUNTER, SHAW-ROSS INTERNATIONAL IMPORTERS

Lehrman says that retailers like Malone are vital. “When you have trade partners who are more educated in sake and care more about the fine details, they’re excited to show the consumer the diversity that exists in the category,” he notes.

At Austin, Texas–based chain Twin Liquors, consumers looking for premium sakes are willing to spend more for it, according to wine manager Colin Groom, who says the sweet spot is \$32.99. “The vast majority of people come to buy specific brands they’ve tried in bars and restaurants, with an understanding that there are different quality levels, as well as styles meant to be consumed in a specific way,” Groom adds.

In addition to retailers, more and more importers and marketers are seeing the potential in sake. In December, Kobrand Corp. entered the sake category with its acquisition of the Joto sake portfolio, which includes a dozen different brands.

“We saw in Joto a turnkey solution to dive into the category,” says Bob DeRoose, Kobrand president and CEO. “We’ve monitored the growth of Japanese cuisine and restaurants. The sake category is strong and continues to develop. It was the right time for us to build a sake portfolio.”

Joto’s lineup ranges from \$19.99 a 720-ml. bottle to \$199.99, and Kobrand general manager Henry Sidel notes that sales grew by 20 percent in both 2014 and 2015. “Now that Joto is part of Kobrand, the distribution opportunities are significantly higher for us, and we’re forecasting notable growth over the next two years,” Sidel says. At Twin Liquors, Joto’s Yuki No Bosha Junmai Ginjo (\$19.99 a 300 ml.) is among the store’s best-selling premium sake labels. “Suppliers like Kobrand are introducing the broader market to high-quality sake,” Groom says.

Shaw-Ross’ Hunter notes that spreading the gospel of sake through sales teams is key. “We are diligently pursuing a greater footprint in national accounts to increase our distribution and consumer exposure in the market,” he says. “We have more than 30 salespeople who are all certified level one in sake by the Wine & Spirits Education Trust to achieve this goal. People are afraid of something they don’t know. The more we engage people, the more they are willing to try sake.”



The Saketime (pictured) at Tao Uptown in New York City mixes Ty Ku Cucumber, Ketel One vodka and Cointreau orange liqueur. (Photo by Justin Levy)

Accessibility Is Key

As sake's presence grows in wine and spirits shops nationwide, producers are focusing on offering a range of innovations to appeal to the growing number of sake consumers.

"Our best performing sakes are the ones that have a full family of offerings at a variety of price points," ABC's Malone says.

"Gekkeikan has always done very well for us, from its classic tier (\$10 a 1.5-liter) to its premium Horan (\$44 a 750-ml.)," he says.

He also notes that Ty Ku sake (ranging from \$11.99 for 330-ml. flavored expressions to \$20.99 for a 720-ml. of its Junmai Ginjo) does particularly well thanks to its modern packaging and flavors. "Ty Ku's Coconut Nigori and Cucumber sakes have both been really well received at our tasting events."

According to Joen Choe, vice president of marketing for Ty Ku's parent company Davos Brands, the sake label's two flavor infusions represent 50 percent of the brand's total on-premise sales, and the company is on the lookout for new infusions to introduce. In the meantime, Ty Ku unveiled new packaging in May across the brand, including slimmer bottles with contemporary lettering and images of stacked stones.

Shaw-Ross's Hunter notes that packaging for sake in particular is extremely important. "We're really focusing on making sure the packaging on the premium end of our sake is consumer-friendly and readable so people feel comfortable with it," he explains.

"Many of the traditional sake bottles are all in Japanese and I think it confuses some consumers, so we try to make sure people can understand what's on the label—it has to be accessible."



Last spring, Ty Ku sake unveiled new packaging with slimmer bottles and contemporary lettering in an effort to appeal to more consumers.

Innovations like flavored sake, sparkling sake and canned sake have been on the rise among producers hoping to appeal to a wider range of consumers. “We’re trying to make sake as functional for consumers as possible with our new single-serve offering,” Shaw-Ross’s Hunter says, referring to Gekkeikan’s partnership with celebrity chef Masaharu Morimoto for the Easy Cup sake brand, which at press time was slated to be introduced at all Morimoto restaurants and in retailers nationwide in late summer for \$3.99 a 210-ml. cup container. Gekkeikan was also set at press time to release a mango-flavored extension of its Zipang sparkling sake (\$6.99 a 250-ml.) to markets nationally this summer. Vine Connections, meanwhile, released its premium Bushido Way of the Warrior sake in 180-ml. cans (\$6 each) in March.

“We’ve seen growing interest in specialty styles like flavored nigori and sparkling sake and we will continue to explore our creativity in that area because these products are great for introducing people to sake who may not have considered it before,” says Sam Geniella, sales manager for category leader Takara Sake USA. The company saw shipments grow 7.5 percent

in 2016 to 570,000 cases, according to Impact Databank, and its top-performing Sho Chiku Bai label ranges from Classic Junmai (\$6.99 a 750-ml.) to Antique Junmai Daiginjo (\$50 a 720-ml.).



Sake brands that include a wide variety of options at a variety of price points perform best at Orlando, Florida–based retailer ABC Fine Wine & Spirits (store's sake shelves pictured above).

Food Focus

Samuels of Vine Connections notes that food pairing is the next marketing frontier for sake. “In upscale grocers that feature sushi counters like Whole Foods, Wegmans and Gelson’s, there’s a great opportunity to cross-merchandise sake next to food categories,” she says. “When you market sake as an ideal pairing with certain foods, it offers a more accessible way to approach drinking sake.”

Choe of Davos Brands notes that merchandising can be a challenge in U.S. stores and taking sake out of the crowded wine aisle and placing it adjacent to sushi counters is a great way to combat this. Takara takes the same approach of promoting sake’s natural pairing with sushi in stores as a way to compete with larger spirits and wine categories. “There’s been a noticeable uptick in interest in sake on the shelves of supermarkets and grocery stores,” Geniella says. “Sho Chiku Bai has seen great growth in these more mainstream markets.”

Though sake is still synonymous with sushi, many other styles of Asian cuisine, from ramen to barbecue, have grown

tremendously in popularity in recent years and present an opportunity to expand sake consumption. “One of our primary focuses is on authentic Asian restaurants that are destination points for sake and great food. These venues continue to grow and attract a largely younger, adventurous consumer base,” Joto’s Sidel says.

Food pairing is the next marketing frontier for sake.

In May, Joto hosted an exclusive tasting and pairing dinner at Chao Chao, a Vietnamese restaurant in New York City. For \$65 each, guests received a 4-course dinner with each course paired with a different sake from Joto’s portfolio. Chao Chao also offers several sake cocktails on its menu, taking classic recipes made popular again thanks to the rise of mixology and giving them a sake-focused twist: The Nah Toi (\$12) is a take on the Negroni, featuring Joto Junmai sake, Cappelletti aperitif, Cardamaro amaro and Byrrh Grand Quinquina aperitif, while the Big in Japan (\$12) is a riff on the French 75, comprising Joto Junmai, Wycliff sparkling rosé and lemon juice.

“Mixology continues to drive creativity and more bartenders use sake in cocktails now than ever before,” Choe of Davos says. At Tao Uptown in New York City, the Saketini (\$18) blends Ty Ku Cucumber, Ketel One vodka and Cointreau orange liqueur. “Everyone is drinking sake, from the bachelorette party in Las Vegas to the couple out at dinner,” says Tim Keller, director of beverage for the Tao Group.

Samuels of Vine Connections sees sake reaching even more consumer demographics in the future. “Our distribution has broadened to ultra-fine dining restaurants in California like Single Thread Farm in Sonoma and Saison in San Francisco,” she says. “We hope to see sake become as ubiquitous as wine.”

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EXHIBIT Q

Home / What is Alcoholism? / Types of Alcohol

Types of Alcohol

Anyone who has ever visited a grocery store knows that there are many different types of alcohol. Through the process of distillation, some alcoholic drinks contain more alcohol than others and may be more dangerous.

By Nathan Yerby | Last Edited: September 10, 2019 | View Sources

What Are the Types of Alcohol?

Humans have been drinking alcohol for thousands of years. Alcohol is both a chemical and a psychoactive drug. In chemistry, an alcohol exists when a hydroxy group, a pair of oxygen and hydrogen atoms, replaces the hydrogen atom in a hydrocarbon. Alcohols bind with other atoms to create secondary alcohols. These secondary alcohols are the three types of alcohol that humans use every day: methanol, isopropanol, and ethanol.

The Three Types of Alcohol



The only type of alcohol that humans can safely drink is ethanol. We use the other two types of alcohol for cleaning and manufacturing, not for making drinks. For example, methanol (or methyl alcohol) is a component in fuel for cars and boats. It's also used to manufacture antifreeze, paint remover, windshield wiper fluid, and many other products. Isopropanol (or isopropyl alcohol) is the chemical name for rubbing alcohol, which we use for cleaning and disinfecting. Both methanol and

isopropanol are poisonous to humans because our bodies metabolize them as toxic substances which cause liver failure. Drinking even a small amount of methanol or rubbing alcohol can be fatal.

Ethanol (or ethyl alcohol) is the type of alcohol that over two billion people drink every day. This type of alcohol is produced by the fermentation of yeast, sugars, and starches. For centuries, people have consumed ethanol-based drinks, such as beer and wine, to change the way that they feel. Ethanol can relax the mind and allow some individuals to participate more easily in social situations. However, ethanol also has harmful effects on the body. The human liver can metabolize ethanol, but only in limited quantities.

Ethanol is toxic, so it damages the [liver](#), the [brain](#), and other organs over time. Ethanol also inhibits the central nervous system, which distorts a person's coordination and judgment. Additionally, ethanol may exacerbate psychological problems such as anxiety and depression, while chronic, long-term consumption of ethanol-based drinks can cause a person to develop debilitating [alcohol addiction](#).

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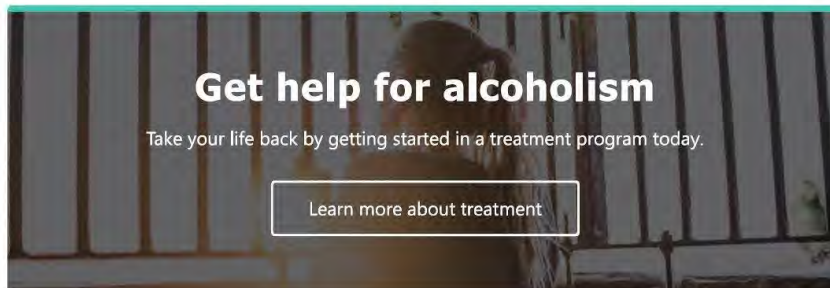
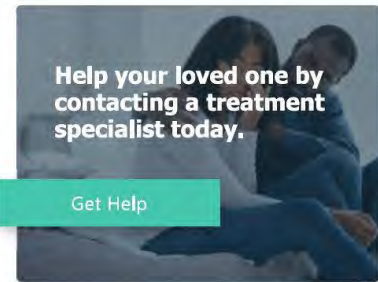
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There are two categories of alcoholic beverages: distilled and undistilled. Undistilled drinks are also called fermented drinks. Fermentation is the process of using bacteria or yeast to chemically convert sugar into alcohol (or ethanol, to be more specific). Wine and beer are both fermented, undistilled alcoholic beverages. Wineries ferment grapes to make wine and breweries ferment barley, wheat, and other grains to make beer.

Distillation is a process which follows fermentation. It converts a fermented substance into one with an even higher concentration of alcohol. Distillation concentrates alcohol by separating it from the water and other components of a fermented substance. Liquors and spirits are distilled alcoholic beverages. They contain more alcohol by volume than undistilled drinks. In general, a distilled alcoholic beverage will have a higher alcohol proof.

Alcohol by volume (ABV) and alcohol proof are two measures of alcohol content, or the concentration of alcohol in a drink. Alcohol by volume is the number of milliliters of ethanol per 100 milliliters (or 3.4 fl.oz.) of a beverage, while alcohol proof is twice the percentage of alcohol by volume. For example, a drink which has 50% ABV will be 100 proof.



Different Types of Alcoholic Drinks By Alcohol Content

There are many different kinds of alcoholic drinks, and some of them contain more alcohol than others. All alcoholic beverages carry the risk of causing health problems and addiction, but drinks with higher concentrations of alcohol are able to cause drunkenness and [alcohol poisoning](#) more quickly and in smaller doses.

Undistilled Drinks

Beer

Beer is the most popular alcoholic beverage worldwide. In fact, after water and tea, beer is the most commonly-consumed drink in the world. Beer is also most likely the oldest alcoholic drink in history. A standard beer, whether it be a lager or an ale, has between 4% to 6% ABV, although some beers have higher or lower concentrations of alcohol. For example, "light beers" only have between 2% to 4% ABV while "malt liquors" have between 6% to 8%.

Wine

Wine is another popular and ancient alcoholic beverage. Standard wine has less than 14% ABV. Champagne, the most well-known sparkling wine, has an alcohol concentration of about 10% to 12%. Some wines are "fortified" with distilled alcohol. Port, Madeira, Marsala, Vermouth, and Sherry are examples of fortified wines. They usually have about 20% ABV.

Hard Cider

Hard cider is fermented apple juice. It usually has about 5% ABV.

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Mead, a blend of water and fermented honey, has between 10% to 14% ABV.

Saké

Saké, a well-known Japanese drink made from fermented rice, has an alcohol concentration of about 16% ABV.

Distilled Drinks (Liquors and Spirits)

Gin

Gin is a spirit made from juniper berries. It can have anywhere from 35% to 55% ABV.

Brandy

Brandy is a distilled wine. The concentration of alcohol in brandy ranges from 35% to 60%. For example, one famous brandy, Cognac, has 40% ABV.

Whiskey

Whiskey is a spirit made from distilled, fermented grain. The ABV of whiskey ranges from 40% to 50%.

Rum

Rum, a distilled drink made from fermented sugarcane or molasses, has a typical alcohol concentration of 40% ABV. Some rum is "overproof," meaning that it has an alcohol concentration of at least 57.5% ABV. Most overproof rum exceeds this minimum, usually reaching 75.5% ABV, which is equivalent to 151 proof.

Tequila

Tequila is another popular spirit. Its main ingredient is the Mexican agave plant, and its alcohol concentration is usually about 40% ABV.

Vodka

Vodka, a liquor usually made from fermented grains and potatoes, has a standard alcohol concentration of 40% ABV in the United States.

Absinthe

Absinthe is a spirit made from a variety of leaves and herbs. There is no evidence that absinthe is a [hallucinogen](#), but it has a high concentration of alcohol. Some forms of absinthe have about 40% ABV, while others have ABV as high as 90%.

Everclear

Everclear, a grain-based spirit, is another drink with a heavy alcohol concentration. The minimum ABV of Everclear is 60%, but Everclear can also have 75.5% and 95% ABV.


Get Help for Alcohol Addiction Today

Any type of alcoholic beverage can be the source of an alcohol use disorder. Alcohol is legal and widely available, but that doesn't mean it's safe or that alcohol *dependence* isn't a serious problem. If you or someone you know is struggling with alcoholism, please [contact a dedicated treatment professional](#) to learn more about recovery and find the treatment center that's right for you.

Author — Last Edited: September 10, 2019

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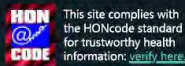
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Word Mark	KOBE PRIDE AMERICA
Goods and Services	IC 029. US 046. G & S: packaged beef from Wagyu cattle. FIRST USE: 19940300. FIRST USE IN COMMERCE: 19940300
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74653096
Filing Date	March 27, 1995
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 28, 1997
Registration Number	2053879
Registration Date	April 22, 1997
Owner	(REGISTRANT) Kobe Beef America, Inc. CORPORATION OREGON P.O. Box 9728 Kobe Beef America, Inc. Bend OREGON 97708
Assignment Recorded	ASSIGNMENT RECORDED
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01.01.13 - Stars - multiple stars with five points
03.07.01 - Cattle; Oxen, cows, calves, bulls; Steers
03.07.24 - Stylized bovines, deer, antelopes, goats, sheep, pigs, cows, bulls, buffalo, moose
26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
Serial Number 87171097
Filing Date September 14, 2016
Current Basis 1A
Original Filing Basis 1A
Published for Opposition November 22, 2016
Registration 5137726

Number**Registration Date** February 7, 2017**Owner** (REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 sw 89th court miami FLORIDA 33176**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FRESH GROUND **KOBE** MADE FROM SUPERIOR WAGYU **BEEF**" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) black and gold is/are claimed as a feature of the mark. The mark consists of seven gold stars over the words "FRESH GROUND **KOBE**" in black stylized lettering above the design of a gold cow, which is above the words "MADE FROM SUPERIOR WAGYU **BEEF**" in black stylized lettering with gold underlining.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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Word Mark ALL NATURAL SUPERIOR KOBE

Goods and Services IC 029. US 046. G & S: **Beef**, namely, **Kobe beef** carcasses, cut portions of **Kobe beef** both packaged and non-packaged, and ground **Kobe beef**. FIRST USE: 20160527. FIRST USE IN COMMERCE: 20160527

Mark

Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design 01.01.13 - Stars - multiple stars with five points

Search Code 24.05.01 - Circular or elliptical seals; Seals, circular or elliptical

24.09.07 - Advertising, banners; Banners

24.11.02 - Crowns open at the top

26.01.07 - Circles with a decorative border, including scalloped, ruffled and zig-zag edges

Serial Number 87060315

Filing Date June 4, 2016

Current Basis 1A

Original Filing Basis 1A

Published for Opposition November 8, 2016

Registration 5127982

Number**Registration Date** January 24, 2017**Owner** (REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 S.W. 89th Court Miami FLORIDA 33176**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ALL NATURAL SUPERIOR **KOBE**" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) black, white and gold is/are claimed as a feature of the mark. The mark consists of a seal and banner design with the wording "ALL NATURAL", an open crown design, two five-pointed stars and the word "**KOBE**" all appearing in black on a white background within a gold outlined seal design with decorative edges and the word "SUPERIOR" appearing in black on a white background within a gold outlined banner design.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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Superior Kobeburgers

Word Mark	SUPERIOR KOBEBURGERS
Goods and Services	IC 029. US 046. G & S: Uncooked hamburger patties made from Kobe beef . FIRST USE: 20160622. FIRST USE IN COMMERCE: 20160622
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	87081210
Filing Date	June 23, 2016
Current Basis	1A
Original Filing Basis	1A
Registration Number	5079968
Registration Date	November 8, 2016
Owner	(REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 SW 89th Court Miami FLORIDA 33176
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE " KOBE BURGERS " APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	SUPPLEMENTAL
Live/Dead Indicator	LIVE

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Gourmet Kobeburgers

Word Mark GOURMET KOBEBURGERS
Goods and Services IC 029. US 046. G & S: Uncooked hamburger patties made from **Kobe beef**. FIRST USE: 20160511. FIRST USE IN COMMERCE: 20160523
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 87053758
Filing Date May 30, 2016
Current Basis 1A
Original Filing Basis 1A
Registration Number 5079949
Registration Date November 8, 2016
Owner (REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 S.W. 89th Court Miami FLORIDA 33176
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE BURGERS" APART FROM THE MARK AS SHOWN
Description of Mark The color(s) Black and light olive is/are claimed as a feature of the mark. The mark consists of the wording "GOURMET KOBEBURGERS" in stylized black lettering over a light olive tone shaded background.
Type of Mark TRADEMARK

Register SUPPLEMENTAL
Live/Dead Indicator LIVE

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Word Mark SUPERIOR GOURMET KOBEBURGERS
Goods and Services IC 029. US 046. G & S: Uncooked hamburger patties made from **Kobe beef**. FIRST USE: 20160801. FIRST USE IN COMMERCE: 20161026
Mark
Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.01.10 - Stars, three or more; Three or more stars
01.01.13 - Stars - multiple stars with five points
08.05.01 - Hamburger sandwiches
26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
Serial Number 87037222
Filing Date May 14, 2016
Current Basis 1A
Original Filing Basis 1B
Published for Opposition October 25, 2016
Registration Number 5148321

Registration Date February 21, 2017**Date****Owner** (REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 S.W. 89th Court miami FLORIDA 33176**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SUPERIOR GOURMET KOBEBURGERS" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) black, white and gold is/are claimed as a feature of the mark. The mark consists of the words "SUPERIOR GOURMET KOBEBURGERS" in black. Seven gold, five-point stars are arched over the words. A gold hamburger sandwich with white dots representing a seeded bun is in the middle of the mark. Two gold horizontal lines are above and below the term "KOBEBURGERS".**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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Kobe Club

Word Mark	KOBE CLUB
Goods and Services	IC 029. US 046. G & S: Meat, frozen, comprised in whole or substantial part of Kobe beef . FIRST USE: 20170811. FIRST USE IN COMMERCE: 20170811
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87583807
Filing Date	August 25, 2017
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 22, 2018
Registration Number	5533365
Registration Date	August 7, 2018
Owner	(REGISTRANT) Neal, William INDIVIDUAL UNITED STATES 1315 winningham Seymour MISSOURI 65746
Attorney of Record	Hans J Crosby

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "**KOBE**" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator **LIVE**

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Fresh Kobe Made From Superior Wagyu Beef

Word Mark FRESH **KOBE** MADE FROM SUPERIOR WAGYU **BEEF**
Goods and Services IC 029. US 046. G & S: **Beef**, namely, **Kobe beef** carcasses, cut portions of **Kobe beef** both packaged and non-packaged, and ground **Kobe beef**. FIRST USE: 20160601. FIRST USE IN COMMERCE: 20160601
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 87063142
Filing Date June 7, 2016
Current Basis 1A
Original Filing Basis 1A
Registration Number 5201974
Registration Date May 9, 2017
Owner (REGISTRANT) Spector, Bayard William INDIVIDUAL UNITED STATES 9999 S.W. 89th Court Miami FLORIDA 33176
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "**KOBE**" APART FROM THE MARK AS

SHOWN

Type of Mark TRADEMARK
Register SUPPLEMENTAL
Live/Dead Indicator LIVE

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KOBE BEEF OF TEXAS

Word Mark KOBE BEEF OF TEXAS
Goods and Services IC 029. US 046. G & S: FRESH **BEEF** FROM AKAUSHI CATTLE. FIRST USE: 20100810. FIRST USE IN COMMERCE: 20100810
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 86934295
Filing Date March 9, 2016
Current Basis 1A
Original Filing Basis 1A
Published for Opposition July 19, 2016
Registration Number 5054698
Registration Date October 4, 2016
Owner (REGISTRANT) Heartbrand Holdings, Inc. CORPORATION TEXAS PO Box 309 Flatonia TEXAS 78941
Attorney of Record Ted D. Lee
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE BEEF" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)

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KINGS OF KOBE

Word Mark KINGS OF KOBE

Goods and Services IC 043. US 100 101. G & S: Restaurants featuring **Kobe beef**; Serving food featuring **Kobe beef** and drinks. FIRST USE: 20150519. FIRST USE IN COMMERCE: 20150519

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86683634

Filing Date July 6, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition February 9, 2016

Registration Number 4944721

Registration Date April 26, 2016

Owner (REGISTRANT) Whiskey Holdings, LLC LIMITED LIABILITY COMPANY NEW YORK 450 West 42nd Street, Suite 19M New York NEW YORK 10036

Attorney of STEVEN R. GURSKY

Record

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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PREMIER AMERICAN KOBE BEEF

Word Mark	PREMIER AMERICAN KOBE BEEF
Goods and Services	IC 029. US 046. G & S: American Kobe beef . FIRST USE: 20070619. FIRST USE IN COMMERCE: 20070619
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85702747
Filing Date	August 14, 2012
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	February 26, 2013
Registration Number	4334068
Registration Date	May 14, 2013
Owner	(REGISTRANT) Premier Proteins, L.L.C. LIMITED LIABILITY COMPANY MISSOURI 105 South Jefferson, Suite C-3 #101 Kearney MISSOURI 64060
Attorney of Record	Cheryl L. Burbach

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMERICAN **KOBE BEEF**" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL-2(F)

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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KOBE-CRAFTED

Word Mark	KOBE-CRAFTED
Goods and Services	IC 029. US 046. G & S: Beef comprised in significant part of Kobe beef . FIRST USE: 20121200. FIRST USE IN COMMERCE: 20121200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85762801
Filing Date	October 24, 2012
Current Basis	1A
Original Filing Basis	1B
Date Amended to Current Register	July 16, 2013
Registration Number	4398012
Registration Date	September 3, 2013
Owner	(REGISTRANT) FPD, LLC LIMITED LIABILITY COMPANY OREGON PO Box 9728 Bend OREGON 97708

(LAST LISTED OWNER) INNOVATIONS TRADEMARKS, LLC LIMITED LIABILITY COMPANY
DELAWARE 355 FOOD CENTER DR. BUILDING E-5 BRONX NEW YORK 10474

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Susan D. Pitchford
Type of Mark Register TRADEMARK SUPPLEMENTAL
Live/Dead Indicator LIVE

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MASTER KOBE

Word Mark	MASTER KOBE
Goods and Services	IC 029. US 046. G & S: Beef, wagyu beef
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78762249
Filing Date	November 29, 2005
Current Basis	44E
Original Filing Basis	1B;44D
Published for Opposition	August 22, 2006
Registration Number	3253097
Registration Date	June 19, 2007
Owner	(REGISTRANT) Australian Agricultural Company Limited COMPANY AUSTRALIA L1 Tower A, Gasworks Plaza 76 Skyring Tce Newstead, QLD AUSTRALIA 4006
Attorney of Record	Ronald E. Shapiro

Priority Date June 3, 2005
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE **KOBE** APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170703.
Renewal 1ST RENEWAL 20170703
Live/Dead Indicator LIVE

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AMERICAN CERTIFIED KOBE BEEF

Word Mark AMERICAN CERTIFIED KOBE BEEF

Goods and Services IC 035. US 100 101 102. G & S: Marketing services, namely, promoting the sale of **beef** products for meat packagers, distributors, wholesalers and retailers through the distribution of promotional materials and advertising such as point of purchase displays, banners, labeling materials and advertisement slicks. FIRST USE: 20060301. FIRST USE IN COMMERCE: 20060301

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78855812

Filing Date April 6, 2006

Current Basis 1A

Original Filing Basis 1B

Date Amended to Current Register November 3, 2006

Registration 3197797

Number

Registration Date January 9, 2007

Owner (REGISTRANT) Certified Wagyu-Kobe, LLC LIMITED LIABILITY COMPANY OHIO 8288 Wright Rd. Hillsboro OHIO 45133

Attorney of Record Neal O. Willmann

Type of Mark SERVICE MARK

Register SUPPLEMENTAL

Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20170301.

Renewal 1ST RENEWAL 20170301

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CERTIFIED KOBE BEEF

Word Mark CERTIFIED KOBE BEEF

Goods and Services IC 035. US 100 101 102. G & S: Marketing services, namely, promoting the sale of **beef** products for meat packagers, distributors, wholesalers and retailers through the distribution of promotional materials and advertising such as point of purchase displays, banners, labeling materials and advertisement slicks. FIRST USE: 20040700. FIRST USE IN COMMERCE: 20040700

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78672855

Filing Date July 18, 2005

Current Basis 1A

Original Filing Basis 1B

Date Amended to Current Register June 20, 2006

Registration 3175677

Number

Registration Date

November 21, 2006

Owner

(REGISTRANT) Certified Wagyu-Kobe, LLC LIMITED LIABILITY COMPANY OHIO 8288 Wright Rd. Hillsboro OHIO 45133

Attorney of Record

Neal O. Willmann

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE BEEF" APART FROM THE MARK AS SHOWN

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Affidavit Text

SECT 8 (6-YR). SECTION 8(10-YR) 20170117.

Renewal

1ST RENEWAL 20170117

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Typed Drawing

Word Mark KOBE BEEF AMERICA

Goods and Services IC 029. US 046. G & S: packaged **beef** from Wagyu cattle. FIRST USE: 19961016. FIRST USE IN COMMERCE: 19961016

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78242973

Filing Date April 28, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 9, 2003

Registration Number 2820026

Registration Date March 2, 2004

Owner (REGISTRANT) **Kobe Beef** America, Inc. CORPORATION OREGON P.O. Box 9728 **Kobe Beef** America, Inc. Bend OREGON 97708

(LAST LISTED OWNER) INNOVATIONS TRADEMARKS, LLC LIMITED LIABILITY COMPANY DELAWARE 355 FOOD CENTER DR. BUILDING E-5 BRONX NEW YORK 10474

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Susan D. Pitchford

Prior Registrations 2064179

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE BEEF" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20140206.
Renewal 1ST RENEWAL 20140206
Live/Dead Indicator LIVE

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Word Mark	KOBE STEAKS
Goods and Services	IC 042. US 100 101. G & S: restaurant services using a Taipan-style of Japanese cooking, which includes the cooking of beef , fowl, seafood and vegetables. FIRST USE: 19750508. FIRST USE IN COMMERCE: 19750508
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.01.02 - Circles, plain single line; Plain single line circles 26.15.28 - Miscellaneous designs with overall polygon shape; Polygonal shapes (miscellaneous overall shape) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
Serial Number	76018940
Filing Date	April 5, 2000
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 15, 2004
Registration Number	2880583
Registration Date	September 7, 2004

Owner (REGISTRANT) Watanabe, Inc. DBA **Kobe** Steaks CORPORATION GEORGIA 1300 Brookside Circle Roswell GEORGIA 30342

Attorney of Record Minh N. Nguyen

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "**KOBE STEAK**" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL-2(F)-IN PART

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150324.

Renewal 1ST RENEWAL 20150324

Live/Dead Indicator **LIVE**

Distinctiveness Limitation Statement as to "**KOBE STEAKS**"

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KOBE ICHIBAN

Word Mark	KOBE ICHIBAN
Translations	The English translation of "ICHIBAN" in the mark is "number one".
Goods and Services	IC 043, US 100 101, G & S: restaurant; restaurant and bar services; restaurant services featuring Japanese teppanyaki-style dining. FIRST USE: 20091116, FIRST USE IN COMMERCE: 20091116
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85426117
Filing Date	September 19, 2011
Current Basis	1A
Original Filing Basis	1A
Date Amended to Current Register	November 20, 2013
Registration Number	4472652
Registration Date	January 21, 2014
Owner	(REGISTRANT) Kobe Japanese Steak House of Florida, Inc. CORPORATION FLORIDA 468 W. SR-436 Altamonte Springs FLORIDA 32714
Attorney of Record	Mark Terry
Prior Registrations	3809089
Type of Mark	SERVICE MARK
Register	SUPPLEMENTAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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KOBECUTS

Word Mark KOBECUTS

Goods and Services IC 044, US 100 101, G & S: barber services; hair cutting; men's grooming services featuring shaving and beard and mustache trimming, FIRST USE: 20150600, FIRST USE IN COMMERCE: 20150800

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86623942

Filing Date May 8, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 27, 2015

Registration Number 5023591

Registration Date August 16, 2016

Owner (REGISTRANT) KobeCuts, LLC LIMITED LIABILITY COMPANY NEW JERSEY 197 Martin Luther King Drive Jersey City NEW JERSEY 07305

Attorney of Record Erik M. Pelton

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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KOBE JAPANESE STEAK HOUSE

Word Mark KOBE JAPANESE STEAK HOUSE
Goods and Services IC 043, US 100 101, G & S: Restaurant services, featuring Japanese teppanyaki-style dining, FIRST USE: 19780901, FIRST USE IN COMMERCE: 19820610
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77679666
Filing Date February 27, 2009
Current Basis 1A
Original Filing Basis 1A
Published for Opposition January 5, 2010
Registration Number 3809089
Registration Date June 29, 2010
Owner (REGISTRANT) Kobe Japanese Steak House of Florida, Inc. CORPORATION FLORIDA 468 W SR-436 Altamonte Springs FLORIDA 32714
Attorney of Record Mark Terry
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JAPANESE STEAK HOUSE" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15, SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Word Mark KOBE BEARING COMPANY
Goods and Services IC 007, US 013 019 021 023 031 034 035, G & S: machine parts, namely, ball bearings, double row ball bearings, cylindrical roller bearings, spherical thrust bearings, roller bearings, ball bearing inserts, spherical bearings, needle bearings, plain spherical bearings, bearing adapters, self aligning ball bearings, thrust ball bearings, angular contact ball bearings, needle bearings, thrust needle bearings, thrust roller bearings, tapered roller bearings, journal bearings, linear bearings, [linear shafting, magneto ball bearings,] mounted ball bearings, mounted roller bearings, bearing heaters, bearing pullers, and anti-friction bearings; rod ends for use in industrial machines in the nature of mining, sawmill and pulp and paper machinery; machine parts, namely, pillow blocks and flange blocks. FIRST USE: 20070720, FIRST USE IN COMMERCE: 20070720
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
 26.01.21 - Circles that are totally or partially shaded.
 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
 27.03.01 - Geometric figures forming letters, numerals or punctuation
Trademark Search Facility Classification Code SHAPES-BAR-BANDS Designs with bar, bands or lines
 SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles
Serial Number 77252356
Filing Date August 10, 2007
Current Basis 1A
Original Filing Basis 1A
Published for Opposition March 4, 2008
Registration Number 3430007
Registration Date May 20, 2008
Owner (REGISTRANT) Dominion Bearing Company CORPORATION OREGON 900 SW 5th Ave 2600 Portland OREGON 97204
 (LAST LISTED OWNER) KOBE BEARING COMPANY CORPORATION OREGON c/o Steel Rives LLP 760 SW Ninth Avenue, Suite 3000 PORTLAND OREGON 97205
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Matthew R. Wilmot
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEARING COMPANY" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the word "KOBE" with a dot in the letter "O" and with a line parallel to and above it. Below the word "KOBE" are the words "Bearing Company" with a line parallel to and underneath it.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20180530.
Renewal 1ST RENEWAL 20180530
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KOBE

Word Mark KOBE

Goods and Services IC 007, US 013 019 021 023 031 034 035, G & S: machine parts, namely, ball bearings, double row ball bearings, cylindrical roller bearings, spherical thrust bearings, roller bearings, ball bearing inserts, spherical bearings, needle bearings, plain spherical bearings, bearing adapters, self aligning ball bearings, thrust ball bearings, angular contact ball bearings, thrust needle bearings, thrust roller bearings, tapered roller bearings, journal bearings, linear bearings, linear shafting, magnefo ball bearings, mounted ball bearings, mounted roller bearings, bearing heaters, bearing pullers, and anti-friction bearings; rod ends for use in industrial machines in the nature of mining, sawmill and pulp and paper machinery; machine parts, namely, pillow blocks and flange blocks. FIRST USE: 20060701, FIRST USE IN COMMERCE: 20060701

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77008048

Filing Date September 26, 2006

Current Basis 1A

Original Filing Basis 1A

Published for October 2, 2007

Opposition

Registration Number 3354860

Registration Date December 18, 2007

Owner (REGISTRANT) Dominion Bearing Company CORPORATION OREGON 14025 NE Airport Way Portland OREGON 97230 (LAST LISTED OWNER) KOBE BEARING COMPANY CORPORATION OREGON C/O Stael Rives LLP 760 SW Ninth Avenue, Suite 3000 PORTLAND OREGON 97205

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Matthew R. Wilmot

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20170310.

Renewal 1ST RENEWAL 20170310

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KOBE

Word Mark KOBE

Goods and Services IC 006, US 002 012 013 014 023 025 050, G & S: Metal packer nose assemblies for attachment to bottom hole hydraulic oil well pumps; seating shoes providing a fluid seal between bottom hole pump intakes and exhausts; bottom hole assemblies for receipt of bottom hole hydraulic oil well pumps; manually operated metal valves, namely, ball valves, check valves, gate valves, four-way shoe type valves, shutoff valves, soluble plug injector valves, FIRST USE: 19320000, FIRST USE IN COMMERCE: 19320000

IC 007, US 013 019 021 023 031 034 035, G & S: Oil and gas well completion and production equipment, namely, pumps, and surface drives, power operated tools, namely, fishing tool for inserting or removing equipment within oil wells; pressure bomb cartridges, adapted to hold pressure bombs for bottom hole surveys; valves for pumps, namely, hydraulic pump control valves, oil well pump selector valves, oil well pump standing valves, FIRST USE: 19450000, FIRST USE IN COMMERCE: 19450000

IC 009, US 021 023 026 036 038, G & S: Automatic valves for use in pumps, namely, constant rate flow control valves, back pressure control valves, FIRST USE: 19510000, FIRST USE IN COMMERCE: 19510000

Mark

Drawing Code (1) TYPED DRAWING

Serial Number 76376141

Filing Date February 22, 2002

Current Basis 1A

Original Filing Basis 1A

Published for Opposition April 1, 2003

Registration Number 2728763

Registration Date June 24, 2003

Owner (REGISTRANT) Weatherford/Lamb, Inc. CORPORATION DELAWARE 2000 St. James Place Houston TEXAS 77056

(LAST LISTED OWNER) WEATHERFORD TECHNOLOGY HOLDINGS, LLC LIMITED LIABILITY COMPANY DELAWARE 2000, ST. JAMES PL HOUSTON TEXAS 77056

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Scott Brown

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20131219.

Renewal 1ST RENEWAL 20131219

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KOBE

Word Mark KOBE

Goods and Services IC 029, US 046, G & S: FRESH AND FROZEN SEAFOODS AND FROZEN EDAMAME, STEAMED SOY BEANS, FIRST USE: 19970205, FIRST USE IN COMMERCE: 19970205

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76468009

Filing Date November 12, 2002

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 2, 2003

Registration Number 2816426

Registration Date February 24, 2004

Owner (REGISTRANT) OCEAN BLUE PRODUCTS, INC. CORPORATION CALIFORNIA 668 S. Alameda St. Los Angeles CALIFORNIA 90021

Attorney of Record Anthony King

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20140221.

Renewal 1ST RENEWAL 20140221

Live/Dead Indicator LIVE

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Word Mark	KÜCHI KOBE
Goods and Services	IC 018, US 001 002 003 022 041, G & S: Bags, namely, leather bags, wristlet bags; pouches, namely, pouches with wristlet strap and makeup pouches; vanity cases, not fitted; all made from Kobe leather
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	79254524
Filing Date	December 5, 2018
Current Basis	66A
Original Filing Basis	66A
Published for Opposition	August 6, 2019
International Registration Number	1456079
Owner	(APPLICANT) Kiichi Co., Ltd, CORPORATION JAPAN 6-7-3, Motomachi-dori, Chuo-ku, Kobe-shi Hyogo 650-0022 JAPAN
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOBE" APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the stylized wording "KIICHI" above the word "KOBE".
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark KOBE
Goods and Services IC 009, US 021 023 026 036 038, G & S: Batteries
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.01.18 - Circles, three or more concentric; Concentric circles, three or more; Three or more concentric circles
 26.01.21 - Circles that are totally or partially shaded.
 27.03.01 - Geometric figures forming letters, numerals or punctuation
Serial Number 79116082
Filing Date May 8, 2012
Current Basis 66A
Original Filing Basis 66A
Published for Opposition February 12, 2013
Registration Number 4326422
International Registration Number 1124531
Registration Date April 30, 2013
Owner (REGISTRANT) Shin-Kobe Electric Machinery Co.,Ltd. CORPORATION JAPAN 8-1, Akashi-cho Chuo-ku Tokyo 104-0044 JAPAN
Attorney of Record Kumiko Ide
Priority Date November 14, 2011
Prior Registrations 4212125

Description of Mark The color(s) yellow and navy blue is/are claimed as a feature of the mark. The "K" has horizontal diagonal bands in the upper and the lower right corners in navy blue; the middle part of the "K" is horizontal diagonal bands in navy blue and progressively smaller in area as going to the right; the rest areas are in yellow; the "O" looks like four concentric circles in navy blue, each progressively smaller and set inside the larger circle in yellow; it has 16 stripes intersecting the circles from the center circle; the stripes are in an alternated order of yellow and navy blue; the "B" has horizontal diagonal bands in the upper and the lower left corners in navy blue; the middle part of the "B" is horizontal diagonal bands in navy blue and progressively smaller in area as going to the left; the rest areas are in yellow; the "E" has horizontal diagonal bands in navy blue in the middle of the character and progressively smaller in area as going to the left; the rest areas are in yellow; the stripes of the "O" continue through the wording and it looks like the sun shines through the wording.

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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KOBE

Word Mark KOBE

Goods and Services IC 005, US 006 018 044 046 051 052, G & S: Pesticides for agricultural use; insecticides for agricultural use; fungicides for agricultural use; herbicides for agricultural use; algicides for agricultural use; miticides for agricultural use; bactericides

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 79208731

Filing Date April 6, 2017

Current Basis 66A

Original Filing Basis 66A

Published for Opposition October 10, 2017

Registration Number 5362121

International Registration Number 1347188

Registration Date December 26, 2017

Owner (REGISTRANT) Sineria Holland B.V, B.V, NETHERLANDS Randwycksingel 20-A015 Maastricht NETHERLANDS 6229 EE

Priority Date December 19, 2016

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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ASSIGN Status

TTAB Status

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KOBE

Word Mark KOBE

Goods and Services IC 003, US 001 004 006 050 051 052, G & S: Cosmetics, namely perfumes, colognes, eau de toilettes, FIRST USE: 20020313, FIRST USE IN COMMERCE: 20020313

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85647233

Filing Date June 8, 2012

Current Basis 1A

Original Filing Basis 1A

Published for Opposition August 21, 2012

Registration Number 4237877

Registration Date November 6, 2012

Owner (REGISTRANT) Touchdown Marketing Corporation CORPORATION FLORIDA 8299 NW 30TH TERRACE MIAMI FLORIDA 33122
(LAST LISTED OWNER) SO FRENCH PERFUME LLC LIMITED LIABILITY COMPANY FLORIDA 8299 NW 30TH TERRACE MIAMI FLORIDA 33122

Assignment Recorded ASSIGNMENT RECORDED

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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KOBE

Word Mark KOBE

Goods and Services IC 025, US 022 039, G & S: Outerwear, namely, jackets, coats, pullovers, vests, and wind-resistant jackets, FIRST USE: 19950000, FIRST USE IN COMMERCE: 19950000

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76452906

Filing Date September 19, 2002

Current Basis 1A

Original Filing Basis 1A

Published for Opposition September 16, 2003

Registration Number 2790678

Registration Date December 9, 2003

Owner (REGISTRANT) Kobe Sportswear Inc. CORPORATION CANADA 791 Tapscott Road Scarborough, Ontario M1X 1A2 CANADA

Attorney of Record B. Brett Heavner

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20130909.

Renewal 1ST RENEWAL 20130909

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Word Mark KOBE

Goods and Services IC 025, US 022 039, G & S: Outerwear, namely, jackets, coats, pullovers, vests, and wind-resistant jackets, FIRST USE: 19950000, FIRST USE IN COMMERCE: 19950000

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 05.03.03 - Maple leaf
26.01.21 - Circles that are totally or partially shaded.
27.03.04 - Plants forming letters or numerals

Serial Number 76452905

Filing Date September 19, 2002

Current Basis 1A

Original Filing Basis 1A

Published for Opposition September 16, 2003

Registration Number 2790677

Registration Date December 9, 2003

Owner (REGISTRANT) Kobe Sportswear Inc. CORPORATION CANADA 791 Tapscott Road Scarborough, Ontario M1X 1A2 CANADA

Attorney of Record B. Brett Heavner

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130909.

Renewal 1ST RENEWAL 20130909

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KOBE

Word Mark **KOBE**

Goods and Services IC 011, US 013 021 023 031 034, G & S: Electric exhaust rangehoods, FIRST USE: 19980800, FIRST USE IN COMMERCE: 19980800

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75500350

Filing Date June 11, 1998

Current Basis UNKNOWN

Original Filing Basis 1B

Published for Opposition June 22, 1999

Registration Number 2322421

Registration Date February 22, 2000

Owner (REGISTRANT) EPC TRADING INC. CORPORATION CALIFORNIA 11775 Clark Street Arcadia CALIFORNIA 91006

Attorney of Record KAM LOUIE

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100207.

Renewal 1ST RENEWAL 20100207

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Word Mark KOBE

Goods and Services IC 018, US 001 002 003 022 041, G & S: all purpose sports bags, for use by athletes, FIRST USE: 19930201, FIRST USE IN COMMERCE: 19930201
 IC 025, US 022 039, G & S: track suits, fleece tops, hockey jerseys, hockey socks, hockey shorts, for use by athletes, FIRST USE: 19930201, FIRST USE IN COMMERCE: 19930201

IC 028, US 022 023 038 050, G & S: hockey equipment bags, for use by athletes, FIRST USE: 19930201, FIRST USE IN COMMERCE: 19930201

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 05.03.25 - Leaf, single; Other leaves

Serial Number 74615178

Filing Date December 27, 1994

Current Basis 1A

Original Filing Basis 1B

Published for Opposition September 3, 1996

Registration Number 2018681

Registration Date November 26, 1996

Owner (REGISTRANT) KOBE SPORTSWEAR INC. CORPORATION CANADA 791 TAPSCOTT RD SCARBOROUGH ONTARIO CANADA M1X 1A2

Attorney of Record B BRETT HEAVNER

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20170705.

Renewal 2ND RENEWAL 20170705

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Typed Drawing

Word Mark KOBE
Goods and Services IC 018. US 001 002 003 022 041. G & S: all purpose sports bags for use by athletes. FIRST USE: 19930201. FIRST USE IN COMMERCE: 19930201
 IC 025. US 022 039. G & S: track suits, fleece tops, hockey jerseys, hockey socks, and hockey shorts, for use by athletes. FIRST USE: 19930201. FIRST USE IN COMMERCE: 19930201
 IC 028. US 022 023 038 050. G & S: hockey equipment bags for use by athletes. FIRST USE: 19930201. FIRST USE IN COMMERCE: 19930201

Mark Drawing Code (1) TYPED DRAWING
Serial Number 74615179
Filing Date December 27, 1994
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 2, 1996
Registration Number 2002264
Registration Date September 24, 1996
Owner (REGISTRANT) KOBE SPORTSWEAR INC. CORPORATION CANADA 791 TAPSCOTT RD SCARBOROUGH ONTARIO CANADA M1X 1A2
Attorney of Record B. Brett Heavner
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR), SECTION 8(10-YR) 20160627.
Renewal 2ND RENEWAL 20160627
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Word Mark KOBE HOUSE BAKERY
Goods and Services IC 029, US 046, G & S: bakery goods, FIRST USE: 19940218, FIRST USE IN COMMERCE: 19940325
 IC 042, US 100 101, G & S: retail bakery shops, FIRST USE: 19940218, FIRST USE IN COMMERCE: 19941023
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 02.03.22 - Busts of women in profile; Heads of women in profile; Portraiture of women in profile; Women - head, portraiture or busts in profile
 26.03.01 - Ovals as carriers and single line borders
Serial Number 74712853
Filing Date August 9, 1985
Current Basis 1A
Original Filing Basis 1A
Published for Opposition July 30, 1996
Registration Number 2020420
Registration Date December 3, 1996
Owner (REGISTRANT) Kobe House, Inc., The CORPORATION MISSOURI 212 South Sterling Sugar Creek MISSOURI 64054
Attorney of Record I, Edward Marquette
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BAKERY" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK, SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20070120.
Renewal 1ST RENEWAL 20070120
Live/Dead Indicator LIVE


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Sake Environment - Top Ten Reasons Why Sake Should Be More Popular

So in last month's Newsletter I wrote a piece called "The TOP TEN Reasons Why Sake Isn't More Popular" and we got a ton of feedback on it. No less than fifteen readers wrote back with their thoughts for each and every reason. And some wrote back that they were impressed with my decision to "call out" sake customers themselves for not making sake more popular. If you didn't read the list perhaps you should!



[The TOP TEN Reasons Why Sake Isn't More Popular - June '11](#)

When I submitted the list to the True Sake Team for review Miwa immediately said, "Why not make a list called Top Ten Reasons Why Sake Should Be More Popular?" Hmmmmm? A positive list? Can this negative guy do positive?

Ask and ye' shall receive:

TOP TEN Reasons Why Sake Should Be More Popular:

- 10) Sake Breweries Are Awesome.**
The history of sake is amazing in and of itself, but there would be no history without the families who have been producing sake for hundreds of years. Most consumers have no idea that the vast majority of sake breweries are small family owned and operated businesses that have stood the test of time. Next time you drink sake look at the bottle and you just may see dates such as 1672, 1487, 1723, and even 1147. Heck most breweries are older than our country!
- 9) The Packaging Is Superb.**
If you have ever been in the store you will more than likely hear me utter the words "Yes, the Japanese are packaging sluts" when customers say things such as "I love the labels" and "The boxes are so pretty" and "They don't even need to be gift wrapped." I feel sorry for folks who order sake in restaurants and are denied the chance to watch it get poured. The bottles of varying colors, the labels of various rice papers and designs, and the boxes of various materials are not to be missed. And in a retail setting people do buy sake just for the packaging, and that is when I utter things like "We wouldn't sell it if it looks good but doesn't drink that way." Next time you are in a restaurant ask to see the sake poured.
- 8) There Is A Sake For Everybody.**
Sake making is called the "Industry of 10,000 Methods" which basically means that there are so many different ways of brewing sake. From the rice varieties used to what you ferment in, from the way you "lay-down" or store sake to what you put in it there is an endless amount of different sakes. I once read that you could make 47 different sakes from one tank of the same sake. Add to that the fact that there are over 90 different rice varieties as well as new world sakes such as sparkling, low alcohol, or infused brews and you are talking about a lot of different sakes. In a word there are so many different sakes that even those who say that they don't like sake can find one that agrees with them.
- 7) Sake Is Built Like Beer But Drinks Like Wine.**
Sake tastes like sake! It's incredibly unique, and is a niche libation. Sure there are over 600 documented aroma components for sake. And there are over 400 flavor components that have been identified professionally. But the kicker is that sake tastes like sake. Sure it's made in a fashion similar to beer, but it has more of a wine drinking quality to it. And yet it still tastes like sake. Close your eyes and you may confuse a red wine for a white, but you would never confuse sake for a wine or a beer.
- 6) Sake Bottles Have Screw Caps.**
How is that a selling point? Well what if I told you that if you couldn't finish your

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★ REVIEWS



Sake Environment - Top Ten Reasons Why Sake Should Be More Popular

bottle of wine or beer that you could screw the cap back on, put it in the fridge, and taste it again a week later? You'd say "No way pal!" As sake is a pasteurized product it keeps far longer than wine or beer once it has been opened - oxidation be damned! Screw that cap back on and keep the enjoyment going! (Oddly, or not oddly, at all some sakes actually do better with a little oxidation, but there is no need ever to decant.)

5) **Sake Is Not Jose Cuervo Silver Tequila.**

Remember way back when - when all there was on the market was Jose Cuervo Silver Tequila? We didn't know better and basically thought tequila didn't taste that great. Or we had the horrible tequila night that resulted in an even more terrible morning? Sake now is not the same sake that was available long ago in the US, and it is not the same sake that gave you that really rough morning. Folks who give sake a second chance are greatly rewarded, as today's sakes are simply superb!

4) **Sake Is Hot.**

Of all the libations in the booze world, none have the temperature "abilities" of sake. None are even close. Sake can go from frozen to molten lava hot, and every sake has its own temperature zone "sweet spot." If you are cold then warm some sake up. If you are hot then chill some sake down. Think you love a certain sake chilled, then try it room temperature or lightly warmed. You may love it even more! Many think that hot sake is inferior or bad sake, but bad sake makes for bad hot sake. There are so many wonderful sakes that are good for warming, and it is so much fun finding the warm zones that speak to you and your favorite brews.

3) **Sushi Is Not The Only Food That Goes With Sake.**

Sure sushi and sake are fun, but sake goes with so many cuisines that aren't sushi. If it comes from the ocean there is no better product than sake to pair with - no way no how! If it comes off a grill, sake is a thrill. If it is a hot soup or stew, than nothing works better than warm sake. Veggies, meats, game, fusion, ethnic, sake works as well if not better than your fermented grape juice. People forget to take sake to the dinner table because they think that it only goes with sushi. Not the case. Sake is a tremendous food-pairing partner.

2) **What A Buzz.**

Yes we hear it a lot! Folks come in and tell us how wonderful sake makes them feel. They say it is a different type of buzz, not as heavy as spirits and more buzzy than wine or beer. The average alcohol content is 15-16%. This is far lower than spirits and a little more aggressive than wine or beer. (Some wines are 14-15%) But people just seem to enjoy the sake "high" more than other alcohols. Maybe the buzz is a reflection of all of the hard work that goes into making sake, an inspirational high! There are countless legends about drinking sake and writing beautiful poetry or painting incredible works. Sake has a clever calmer buzz!

1) **Sake Is A Cleaner Burning Fuel.**

Yup! The number one best selling aspect about sake is that it is simply a cleaner animal than other libations. For those who cannot take the preservatives in wine (sulfites) sake is your best, as it is pasteurized. For those who have acidic or reflux issues, sake has 1/3 the acidity of wine. For those who are greatly affected by histamines, sake has very low histamine levels. For those who cannot stand carbonation, sake is not carbonated. (Some sparkling sakes are though). When you think about sake think 80% - no, not alcohol proof, but sake in its final form is 80% water. Sake is just simply a cleaner burning fuel, and one other very dramatic and important result is that you can drink a good portion and not feel it the next day. So many customers come into the store and say "I never get sake hangovers" or "I can drink several glasses of sake and have no problem at work the next day." Isn't that great? You bet it is and that is why this fact alone is one of the best reasons to like sake. Sake is simply more pure and more clean!

Oh and Lynette reminded me of one last reason that I omitted. In her words: "Because it is damn good!" No argument here.

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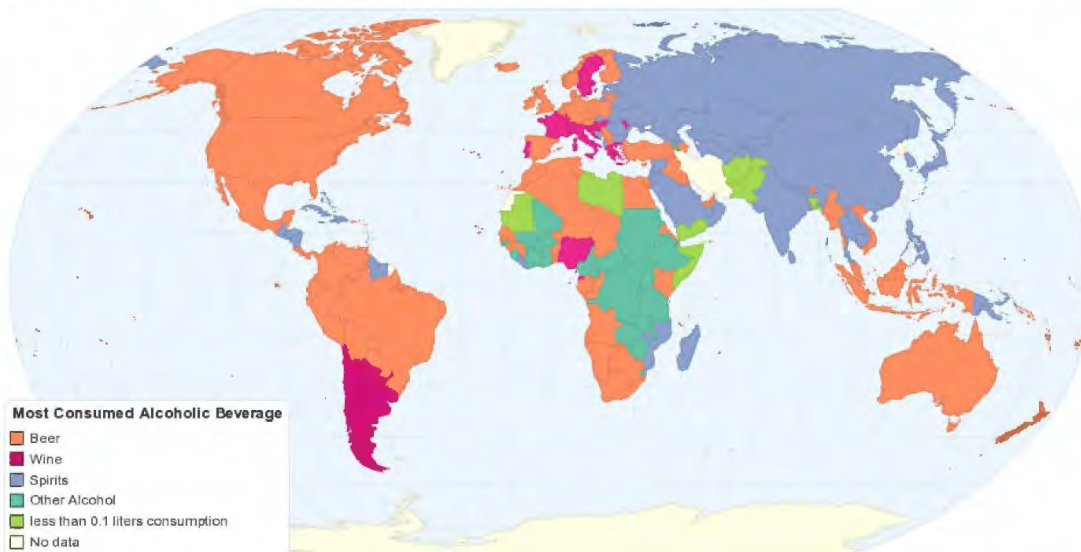
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Most Consumed Alcoholic Beverage by Country



Do you like this chart? Yes No **710,621 views**

This map shows worldwide distribution of most consumed alcoholic (beer, wine, spirits or other alcoholic) beverages, in litres of pure alcohol.

Key findings for this year report:

- More than 45% of total recorded alcohol is consumed in the form of spirits, predominantly in the South-East Asia and Western Pacific.
- Approximately 36% of total recorded alcohol is consumed in the form of beer. Beer consumption is highest in the Region of the Americas.
- Commonly, high overall consumption levels are found in countries such as the Russian Federation, which display both high beer and high spirits consumption.
- Consumption of wine as a percentage of total recorded alcohol is globally quite low (8.6%), with significant levels of alcohol consumed in the form of wine in the European Region (26.4%).
- Beverages other than beer, spirits and wine (e.g. fortified wines, rice wine or other fermented beverages made of sorghum, millet, maize) have the highest share in total recorded consumption in the African Region (48.2%), and in the Eastern Mediterranean Region (31.3%).

Most consumed alcoholic beverages in terms of litres of pure alcohol, which do not necessarily reflect that the overall level of consumption of this alcoholic beverage is high. For example in India, spirits are the most consumed alcoholic beverages, but this does not mean that the consumption level of spirits is high, but that the proportion of total alcohol consumed in the form of spirits is high.

Note:

- Beer - includes malt beers.
- Wine - includes wine made from grapes.
- Spirits - include all distilled beverages.
- Other Alcohol - includes one or several other alcoholic beverages, such as fermented beverages made from sorghum, maize, millet, rice, or cider, fruit wine, fortified wine, etc.

Last updated: 9 years ago

Category: Drugs & Crime

Tags: World Consumption Alcohol Distribution Alcoholic Beverages Beer Wine Spirits

Country	Most Consumed	Beer (%)	Other Alcohol (%)	Spirits (%)	Wine (%)
Afghanistan	less than 0.1 liters consumption	0	0	0	0
Albania	Spirits	33	0.6	47.1	19.3
Algeria	Beer	80	0	8.8	11.2
Andorra	Wine	30.8	0	24.6	44.6
Angola	Beer	38.4	8.7	23.8	29.1
Antigua and Barbuda	Spirits	28.1	0.9	53.1	17.9

Most Consumed Alcoholic Beverage by Country

Argentina	Wine	31.8	2.6	6.6	59
Armenia	Other Alcohol	9.2	81.7	5.7	3.4
Australia	Beer	46.5	0	21.7	31.8
Austria	Beer	52.8	2.3	12.6	32.3
Azerbaiian	Beer	87.4	0	0.5	12.1

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Source

- *Distribution of most consumed alcoholic beverages, in litres of pure alcohol*, World Health Organization, viewed 15th February, 2011, <<http://www.who.int/whosis/whostat/en/>>.

Citation

ChartsBin statistics collector team 2011, *Most Consumed Alcoholic Beverage by Country*, ChartsBin.com, viewed 13th September, 2019, <<http://chartsbin.com/view/1017>>.

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JULY 19, 2017

Beer Remains the Preferred Alcoholic Beverage in the U.S.

BY JUSTIN MCCARTHY

DRINKERS WHO MOST FREQUENTLY PICK BEER AS THEIR ALCOHOLIC BEVERAGE

40%

GALLUP, JUL 5-9

STORY HIGHLIGHTS

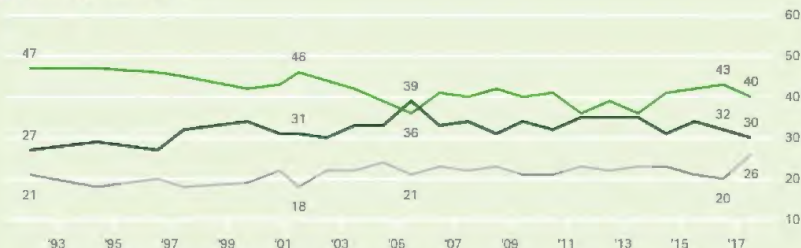
- Four in 10 alcohol consumers say they most often drink beer
- 30% prefer wine, while 26% opt for liquor
- 62% of Americans drink alcohol, consistent with historical trend

WASHINGTON, D.C. -- Americans who drink alcohol continue to say they most often choose beer (40%) over wine (30%) and liquor (26%). Beer has typically been the preferred alcoholic beverage in Gallup's trend.

Beer: American Drinkers' Beverage of Choice

Do you most often drink liquor, wine or beer?

■ % Beer ■ % Wine ■ % Liquor



Asked of those who drink alcohol
GALLUP

The latest results are from a July 5-9 update of Gallup's annual Consumption Habits poll. Gallup has found that beer is most popular among men; this year, 62% of male drinkers say they prefer beer, compared with 19% of female drinkers. Less-educated and middle-income Americans also tend to choose beer.

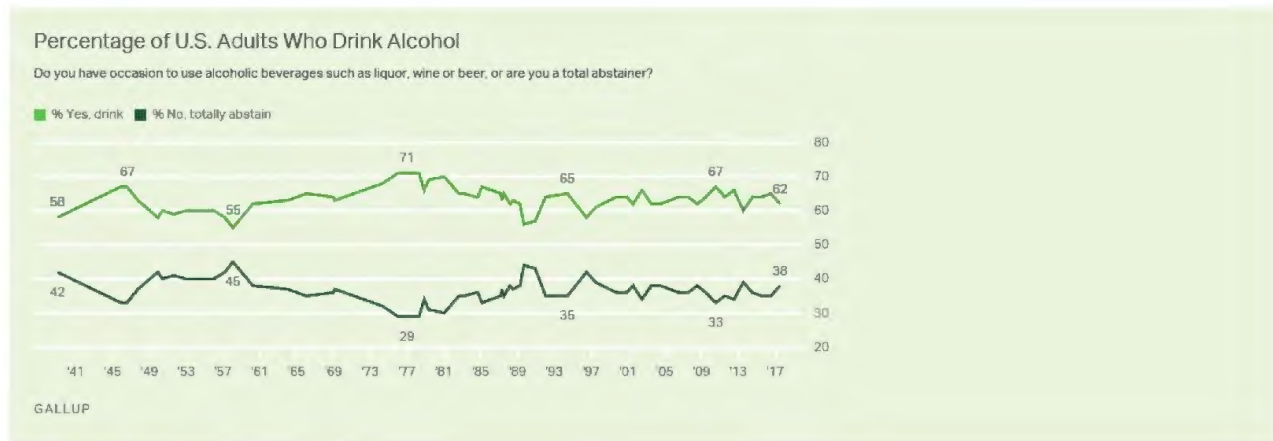
For the past two decades, at least three in 10 drinkers have said they prefer wine, peaking at 39% in 2005. Wine was slightly less popular in the early to mid-1990s. Women are significantly more likely than men to prefer wine, at 50% vs. 11%, respectively. This beverage is also preferred more among college-educated adults.

The 26% of drinkers who name liquor as their beverage of choice is the highest in Gallup's 25-year trend, but similar to the 24% recorded in 2004. The percentage naming liquor has typically been closer to 20%. Future measurements will help determine whether the current figure marks the beginning of a trend toward an increased preference for liquor.

More Than Six in 10 Americans Consume Alcohol

The majority of American adults consume alcohol at least occasionally, with the current 62% figure nearly matching the 63% historical average in Gallup's trend dating back to 1939. The percentage of Americans who drink has been fairly steady over nearly eight decades, with a few exceptions. The drinking percentage held near 70% in the late 1970s and early 1980s. The figure dipped below 60% at several points between the 1930s and 1950s, as well as in select polls from 1989 to 1996.

Meanwhile, 38% of U.S. adults totally abstain from alcohol. That figure has remained below 40% since 1997.



Bottom Line

Americans are about as likely to consume alcohol as they have been for the past eight decades. Many of the Founding Fathers enjoyed beer, and it remains the most popular alcoholic beverage in the U.S. today. The brewing industry has seen tremendous growth in recent decades. Americans have thousands of breweries to choose from in 2017, compared with fewer than 100 in the early 1980s.

According to the Distilled Spirits Council of the United States, spirits increased their market share in 2016 compared with 2000, which may reflect the slightly increased preference for liquor in this year's poll. Continued tracking of Americans' consumption will determine if this is a momentary fad or a turn toward a greater preference for liquor over wine and beer.

Historical data are available in [Gallup Analytics](#).

SURVEY METHODS

Results for this Gallup poll are based on telephone interviews conducted July 5-9, 2017, with a random sample of 1,021 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia. For results based on the total sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level. All reported margins of sampling error include computed design effects for weighting.

9/12/2019

Beer Remains the Preferred Alcoholic Beverage in the U.S.

Each sample of national adults includes a minimum quota of 70% cellphone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cellular telephone numbers are selected using random-digit-dial methods.

[View survey methodology, complete question responses and trends.](#)

Learn more about how the [Gallup Poll Social Series](#) works.

RELEASE DATE: July 19, 2017

SOURCE: Gallup <https://news.gallup.com/poll/214229/beer-remains-preferred-alcoholic-beverage.aspx>

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News

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EXHIBIT A

Ser. No. 87/914,815-Kobe
Pacific International Liquor, Inc.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Pacific International Liquor, Inc.

Application Ser. No. 87/914,815

Filed: May 10, 2018

Office Action Entered: Sep. 5, 2018

Marks: Kobe

Trademark Law Office: 123

Examining Attorney: Crystal H. Yi

VIA TEAS Request for Reconsideration
After Final

DECLARATION OF JUN TANAKA

I, JUN TANAKA, DECLARE AS FOLLOWS:

1. I am the President and Chief Executive Officer of Pacific International Liquor, Inc. (“PIL”) the Applicant of the mark “Kobe”, Ser. No. 87/914,815. I am over the age of eighteen and am competent to testify as to the matters set forth herein. I make this declaration in support of Applicant’s response to the office action in such mark.

2. PIL is an internationally acknowledged corporation which specializes in the import and export of a variety of Japanese liquors (sake, shochu/soju, beer, etc.). That is, PIL is an importer of distilled spirits (alcoholic beverages, namely, wine, distilled spirits, and sake) and beer from Japan.

3. I have been the President and Chief Executive Officer of PIL since 1997, or for about twelve years.

4. In this capacity, I have worked and continue to work in the field of importation and distribution in interstate commerce of distilled spirits and beer from Japan.

5. Before PIL, I also worked in the alcoholic beverage industry. Specifically, I

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worked for a company call American Pacific Rim, Inc. for approximately 10 years, from 1987 to 1997. This company was involved with the importation of sake as well as manufacturing of sake in Vernon, CA.

6. As such, I have over 30 years (32 years to be exact) of experience in the alcoholic beverage industry, with particular emphasis in the field of importation and distribution of Japanese spirits and alcohol in particular and alcoholic beverages in general.

7. During my 22 years as President and CEO of PIL and the 10 years preceding my PIL tenure, during which I was continuously and continually working in the field of importation and distribution of distilled spirits and beer, I have garnered extensive experience in the field of Japanese distilled spirits and beer in particular and the alcoholic beverage marketplace in general, including general retail principles concerning the marketing (advertising and manner-of-sale of alcohol) of alcoholic beverages and the general legal principles concerning the marketing and governmental control of alcoholic beverages.

8. During the past 32 years, in addition to learning much about the particular product offerings of the companies for which I worked, I learned a lot about, and thus have extensive knowledge of the general alcoholic beverage marketplace, *viz.*, the general marketing and commercialization (importation [with respect to foreign products], distribution, offering for sale, sales, retail principles, level of state control over sales and distribution) of alcoholic beverages and the participants in this marketplace, both those that work in the submarkets of foreign alcoholic beverages only or both foreign and domestic alcoholic beverages.

9. This knowledge and experience includes not only knowledge and experience in the alcoholic beverage marketplace but also the many submarkets therein, such as the beer marketplace, the distilled spirits marketplace, and the imported alcoholic beverage marketplace, with each of these submarkets further subdivided, such as imported beer, craft beer within the beer

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marketplace and sake marketplace within the distilled spirits marketplace, which is also populated by the vodka marketplace, rum marketplace, gin marketplace, and many others. Moreover, within the imported alcoholic beverage marketplace, there are submarket divisions based on the origin of the alcoholic beverages (e.g., German or German-like beer market and Japanese or Japanese-like sake or beer markets).

10. These years of experience have included dealing with sources of imported alcoholic beverages, working with US and international-based distributors of alcoholic beverages, including those that only deal in imported alcoholic beverages, and retailers of alcoholic beverages, both retailers that only sell imported alcoholic beverages, as well as those that sell imported and domestic alcoholic beverages and those that only sell alcoholic beverages and those that also sell food products.

11. During my 32 years of working for businesses in the alcoholic beverage marketplace, I have never encountered a customer of one of my businesses, either actual or prospective, who believed that the business for which I worked dealt in, in addition to or instead of alcoholic beverages, food products, such as the importation, retail, distribution, offering for sale, selling, marketing, or otherwise commercializing (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

12. During many of my 32 years working for businesses in the alcoholic beverage marketplace, I had the opportunity to work with companies in Asia from which my respective business would obtain sources of imported alcoholic beverages. Such companies include general

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exporters of alcoholic beverages as well as the foreign-based producers of such foreign alcoholic beverages. In such years, I never encountered any such foreign alcoholic beverage exporter or producer who also either exported or produced food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

13. Further, PIL often works with distributors within the United States in order to put the alcoholic beverages which PIL imports into the hands of the end consumer. I have worked with these companies, both at PIL during my 22 years with PIL, as well as beforehand over the course of my 10 pre-PIL years in the alcoholic beverage industry. In my experience, none of these distributors was also a distributor of food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

14. In my 32 years of experience working in the alcoholic beverage marketplace in general and the imported alcoholic beverage marketplace in particular, I have never encountered a US-based distributor of alcoholic beverages, whether (i) imported alcoholic beverage distributor, (ii) distributor of both U.S. and imported alcoholic beverages, or (iii) distributor of only domestic alcoholic beverages, that has also distributed food products in general or the following food products in particular: (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried

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herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

15. Generally, all business partners of the companies for which I worked, whether upstream in the chain of commerce (i.e., producers or suppliers) or downstream in the chain of commerce (downstream distributors), were companies that solely dealt in alcoholic beverages in general, often imported alcoholic beverages in particular, but never companies that also dealt in food products, such as such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

16. Moreover, as indicated in the prior Office Action response, alcoholic beverage commercialization in the United States is based on a three-tier model, see, e.g., [https://en.wikipedia.org/wiki/Three-tier_system_\(alcohol_distribution\)](https://en.wikipedia.org/wiki/Three-tier_system_(alcohol_distribution)), which is attached hereto as Exhibit 1, the entirety of which is incorporated herein by this reference.

17. In my 32 years of experience in the alcoholic beverage industry, I have had first-hand experience working with companies at all the tiers of the distribution chain: importers or producers; distributors; and retailers.

18. None of the producers or importers with which I have dealt in those 32 years of working in the alcoholic beverage industry or with which I have not dealt but of which I have garnered knowledge by virtue of being an alcoholic beverage market watcher and participant has also been a producer or importer of food products, such as (i) processed chili, blends of edible oils

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and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

19. None of the distributors with which I have dealt in those 32 years of working in the alcoholic beverage industry or with which I have not dealt but of which I have garnered knowledge by virtue of being an alcoholic beverage market watcher and participant also distributed food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

20. And, I would estimate that few of the retailers with which I have dealt over the course of my 32 years of working in the alcoholic beverage industry only sell alcoholic beverages, with no sale whatsoever of food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

21. And, of the retailers with which I have dealt in those 32 years of working in the alcoholic beverage industry or with which I have not dealt but of which I have garnered knowledge by virtue of being an alcoholic beverage market watcher and participant that happen to sell both

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alcoholic beverages and food, all of them place alcoholic beverages in a different and distinctive location within their establishments from the location where food products are sold in general and the following products in particular: (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings. Further, of such alcohol-and-food retailers, all of them, similar to how they stock and position food and alcohol, advertise their alcoholic beverages differently and apart from their advertisements of food products in general and the aforementioned specific food products.

22. Moreover, all such food-and-alcohol retailers have different sources (producers or distributors) for their alcoholic beverages from those that provide food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings, to the retailers.

23. In fact, in my 32 years of experience working in the alcoholic beverage industry, I have had the pleasure of inspecting the point-of-sale at various retail establishments that sold both alcoholic beverages and food.

24. Over the course of those 32 years of working in the alcoholic beverage industry and having gone to retail locations, I have *never* observed any alcoholic beverages, whether those produced or distributed by the companies for which I worked or other companies, sold in the vicinity of food products in general or the following products in particular: (i) processed chili,

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blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings. In every instance, alcoholic beverages populate a distinct section or one or more aisles or display cases, none of which contains any food product in general or any of the following in particular: (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings.

25. Moreover, such food-and-alcohol retailers advertise their alcoholic beverages apart from the advertisement of food products, such as the specific food products identified in the preceding paragraph.

26. In my 32 years of working in the alcoholic beverage industry, I have learned about the level of control that various state and local governmental authorities exert over the distribution and sale of alcoholic beverages, as well as the control of the federal government over the importation of alcoholic beverages.

27. I am unaware of any federal, state, or local governmental authority exercising the same or greater level of control or the same type of control mechanism for food products that such authority has applied to alcoholic beverages.

28. In my discussions with retailers who also sell food products, such as (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human

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consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings, I have not recalled them ever referencing or discussing, while we discussed governmental controls over alcoholic beverages, any similar control by such governmental authorities over food products, such as those mentioned earlier in this paragraph.

29. In my opinion, which is based on my 32 years of experience working in the alcoholic beverage industry, the reason for the aforementioned disparities between food products in general and the goods set forth in the footnote below¹ and alcoholic beverages stems from the fundamental difference between the products. That is, food products in general are very different from alcoholic beverages in general, with such differences manifesting themselves in the diversification of market participants (food only versus alcohol only producers and distributors, and with many retailers only selling one or the other but not both) and the disparate control mechanisms and level exerted over those dealing with alcoholic beverages, none of which extend over to the “control” of food (which is virtually nonexistent compared to alcoholic beverage control). These differences are multiplied when considering the food products of the type listed in the footnote 1, none of which is alcohol-based or derived from alcohol. A comparison between these particular food products and the particular alcoholic beverages with which I typically deal (*viz.*, Japanese liquor (wine, distilled spirits, sake) and beer) leads to the inevitable conclusion that, in my opinion, the differences between them are too vast to lead to any confusion at any level in the chain of commerce: confusion between producers of such food and producers of such alcoholic beverages or distributors of such food products and distributors of such alcoholic beverages, or

¹ (i) processed chili, blends of edible oils and fats, or edible oils or (ii) dried herbs like seasonings, hot chili bean paste for use as a seasoning, curry spices, spices like farinaceous food pastes for human consumption, spices, cooking sauces, condiments like pepper sauces, dry seasonings, seasoning food pastes, dried chili peppers for use as a seasoning, marinade for use as a seasoning, seasoning mixes, seasonings, or blends of seasonings

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confusion in the minds of the end consumer of such food products or end consumer of such alcoholic beverages, with no such consumer of alcoholic beverages likely to believe that a food product bearing the mark "X" has a common origin or source as that of an alcoholic beverage sold under the same mark.

30. Moreover, in my 32 years working in the field of importation and distribution of Japanese spirits and beer, I have seen an increase in the variety in general of the types of distilled alcoholic beverages and beer being offered to the general consuming public. Much of this increased variety in products available to consumers revolves around the importation of such products from many different foreign countries, as well as the formulation of domestic products, such as US-distilled spirits or US-brewed beer, on foreign precepts, such as the commercialization of US-sourced sake (*viz.*, sake distilled in the United States), US-sourced shochu/soju (*viz.*, sake distilled in the United States), European-style vodka distilled in the US), or other US-sourced alcoholic beverages that are similar in taste, appearance, and overall commercial impression to alcoholic beverages which originate overseas, with the qualities of similarity to foreign alcoholic beverages being highlighted or touted in the marketing thereof.

31. Moreover, in my 32 years working in the field of importation and distribution of beer, I have seen an explosion in the growth of craft beers, many of which are based on foreign precepts, with a large number of craft beers styled and touted as German-style beer, Belgian-style beer, or beer styled on the beer of other countries known for beer production, such as England, Japan, France, Mexico, Spain, and Netherlands.

32. Similarly, in an effort to cater to this greater interest in foreign-esque (foreign-sourced or US-sourced on foreign precepts) alcoholic beverages and discernment between the various types of foreign-esque alcoholic beverages, there are many importers of alcoholic beverages that only import alcoholic beverages of a particular foreign country, such as importers

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of only Japanese alcoholic beverages or importers of German alcoholic beverages. This also extends into the distribution level, with many distributors only distributing alcoholic beverages of a particular type (e.g., distributors of only Japanese imports and/or Japanese-like alcoholic beverages like Japanese sake; distributors of German-style beer and/or German imported beer).

33. In this explosion of consumer interest and consumption of foreign or seemingly-foreign but domestic-sourced alcoholic beverages and foreign-style craft beer, whether actually foreign or foreign-like (i.e., German-like beer), I have found, in my opinion and based on my many years of experience in the alcoholic beverage industry (32 years), a greater discernment in the minds of consumers who have developed a particular penchant or taste for, by way of example only and not limitation, (i) German-style beer or German beer or (ii) sake (imported from Japan or US-sourced).

34. Such consumers have grown accustomed to certain types of alcoholic beverages that are geographical in nature (i.e., German alcoholic beverages in general and German or German-like beer in particular; Japanese alcoholic beverages in general and Japanese sake in particular).

35. Such consumers, in my opinion, have become more discerning in their tastes and able to distinguish between alcoholic beverages that come from or are like those that come from a country of particular interest to the consumer, such as Germany or Japan, and alcoholic beverages that come from or are like those of other countries.

36. In my opinion, much of this greater level of care exercised by consumers in identifying, selecting, purchasing, and consuming foreign-esque alcoholic beverages is the result of the touting of the foreignness or foreign-like aspects of such beverages, often such marketing replete with foreign connotations, such as the naming of products with foreign or foreign-sounding words.

37. In my experience in observing retail shelves in establishments that sell alcoholic beverages, such shelves are generally segregated on the basis of both type of alcoholic beverage and also geographic origin or style of beverage, with Japanese sake stocked in one location, and German style beer stocked far away from the sake with the rest of the beer and, within the locations of beer stocking, in a section reserved for imports.

38. As alluded to earlier, to attract such consumers that desire a particular type of alcoholic beverages, I have noticed an uptick in the usage of various literary devices in the names of products, in addition to the more common usage of foreign or foreign-sounding words for the names of products. For example, many Japanese bottlers or distillers of sake use Japanese-language symbols on their labelling, and many European bottlers of beer or distillers of spirits use literary devices unique to the language of the country of their particular interest, such as accent marks (e.g., “à” or “á”) or cedillas (“ç”) for French, accent marks for Spanish (e.g., “á”), or umlauts for German (“ö”).

39. This usage of literary devices, in my opinion, is just a natural extension of the usage of foreign words and symbols (such as maple leaves for Canada which is found on much Molson beer, rising suns for Japan which is found on some Japanese alcoholic beverage labels, or coats of arm which are found on many European alcoholic beverage labels) which producers and distributors of imported alcoholic beverages have been using for many, many years.

40. Based on this greater interest in foreign-sourced or foreign-like alcoholic beverages that I have noticed over the past few years of my 32 years of experience in the alcoholic beverage industry and the greater diversification within the market, manifested through a much greater variety of foreign and foreign-like alcoholic beverages available to consumers and an increasing number of market participants who specialize in or only deal in foreign and/or foreign-like alcoholic beverages, it is my opinion that consumers would generally associate a brand, such as

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Köbi, with its unlauted o, with a German or German-like beer, and a brand such as Kobe, with its sounding like a type of beef that famously originates from Japan, with a Japanese sake, with such consumers of German or German-like beer being generally different from consumers of Japanese sake, which has characteristics and taste quite distinctive from German beer, and the respective marks creating an overall different commercial impression between the Köbi beer and the Kobe sake.

41. I base this opinion also on the fact that in my 32 years of working in the field of alcoholic beverages in general and imported Japanese alcoholic beverages in particular, I have never been asked by an actual or prospective business partner or customer anything about German or other European imported or European-like alcoholic beverages. That is, no actual or prospective business partner or customer has ever asked me if PIL offered German or European imported or like alcoholic beverages.

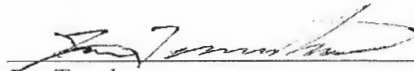
42. In short, based on the differences referenced herein which I have observed over the past 32 years working in the interstate commercialization of alcoholic beverages, in my opinion, formulated on the basis of such experience, I believe there would be no likelihood of confusion between sake offered under the Japanese-sounding Kobe with any food product offered under the below-copied design mark, or a beer offered under the German-esque/German-sounding Köbi, with no consumers of Kobe-branded sake believing that it originated from a source common with a Köbi-branded beer or design mark-branded sauce, spice, oil, or other food product identified in footnote 1.



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I hereby declare under penalty of perjury under 18 U.S.C. § 1001, with knowledge that false statements and the like made herein are punishable by fine, imprisonment, or both, and further may jeopardize the validity and enforceability of any registration to issue from this application, that all statements made herein are true and that all statements made herein on information and belief are believed by me to be true.

Subscribed this 12 of September, 2019 at HAWTHORNE [city], California.



Jun Tanaka
CEO and President
Pacific International Liquor, Inc.

EXHIBIT 1

Three-tier system (alcohol distribution)

The **three-tier system** of alcohol distribution is the system for distributing alcoholic beverages set up in the United States after the repeal of Prohibition.^[1] The three tiers are importers or producers; distributors; and retailers. The basic structure of the system is that producers can sell their products only to wholesale distributors who then sell to retailers, and only retailers may sell to consumers. Producers include brewers, wine makers, distillers and importers.

Some states chose to become alcoholic beverage control jurisdictions after Prohibition. In these states, part or all of the distribution tier, and sometimes also the retailing tier, are operated by the state government itself (or by contractors operating under its authority) rather than by independent private entities.

The only state with a privately operated retailing and distribution system that does not require any form of three-tier system is the State of Washington. In Washington, retailers may purchase alcoholic beverages directly from producers, may negotiate volume discounts, and may warehouse their inventory themselves. However, the three-tier system largely remains in fact a reality in Washington despite the lack of a law requiring it.^[2]

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History and legal justification

In 1933 the 18th Amendment was repealed by the 21st Amendment. (Previously, the 18th Amendment had outlawed alcohol in the US in 1919 and led to Prohibition in 1920.) Section 2 of the 21st Amendment specifies that the power to control alcohol resides with the states, leaving each state to decide when and how to repeal Prohibition.

After Prohibition, the states began to seek methods to regulate and control the alcohol industry. The states were also eager to devise a method to levy and collect taxes on alcohol producers. Both of these concerns led to the states individually creating environments in which single ownership of all three tiers (production, distribution and retail) was entirely or partly prohibited. As states were left by the 21st Amendment to regulate themselves, alcohol laws and the nature of the three tier system can vary significantly from state to state.

Exceptions and regulations

States have various exceptions to this rule, the most prevalent one being the case of a brewpub, which is simultaneously a producer and retailer, and has no requirement to sell to a distributor. Some states allow an entity to have a part in two of the tiers, letting small breweries act as their own distributor, for example. Many states permit wineries to sell bottles of wine on-site to customers.

Usually producers will give a distributor exclusive rights to market their product within a geographical area, so that there will not, for example, be two distributors of Anheuser-Busch products competing against each other.

Rules also vary according to what kind of relationships each of the tiers can enter into with the other two tiers. For example, a producer may not be allowed to give promotional items or services to a retailer. Another example is that a beer distributor might be responsible for setting up and maintaining draft lines in a restaurant, or may be legally prohibited from doing so, depending on the state.

Also, several states are alcoholic beverage control states - in any of these jurisdictions state governments maintain a monopoly on the distribution tier of the system (at least for distilled beverages). Some (such as Utah and Pennsylvania) monopolize the distribution *and* retail tiers. Those that maintain monopolies over the distribution system only (such as Michigan) could still be said to have a three-tier system – in such states producers sell to the distributor (in these cases, the state as opposed to a private operator) who in turn sells to private retail outlets.

A substantial exception to the three-tier system is the State of Washington. In November 2011, voters in Washington approved Initiative 1183, which dismantled the state-operated retailing system and removed the legal requirement for a three-tier distribution system for alcoholic beverage sales.^{[3][4]} Under the modified law, the prior state-operated liquor retailing system was eliminated in favor of heavily taxed private retailing. By a substantial margin, Washington has the highest liquor tax rate in the nation.^[5] With a liquor tax rate around \$35 per gallon, its liquor tax is about 50% higher than in Oregon, which has the next highest rate.^[5] In Washington, retailers may bypass distributors by purchasing directly from producers, may negotiate volume discounts, and may warehouse their inventory themselves. Private retailing began on June 1, 2012.^[6] Although private retailing should increase competition in principle, in many cases producers have entered into exclusive marketing agreements with distributors for the market region, to the extent that each brand is often only available from a single distributor in the state (although large retailers such as Costco have been able to take some advantage of the law and in some cases have introduced their own house brands).^[2] Contrary to the fears of some in the political process, the number of drunk-driving arrests and alcohol-related motor vehicle accidents actually dropped in the year after the conversion to the new system.^[5]

A different type of exception to the three-tier system is in Oklahoma, whose laws have historically mandated a *four-tier* system for package sales of beer of greater than 3.2% alcohol by weight (4.0% by volume). Brewers in that state have historically been prohibited from selling to distributors; they instead must sell to brokers, who in turn sell to distributors. Following the passage of a voter referendum in 2016, the broker and distributor levels will be effectively merged effective on October 1, 2018, resulting in the three-tier system common to the rest of the U.S.^[7]

Disputes and criticisms

 Wine and Spirits Wholesalers of America (WSWA), an influential trade organization and lobby group based in Washington, D.C.^[8] that works to oppose initiatives to alter the three-tier model, contends that wholesalers not only sell alcohol but also perform state functions and are in the business of encouraging social responsibility concerning alcohol.^[9]

The National Association of Wine Retailers (NAWR) is a group which represents the wine retail industry, advocating the free movement of wine across state lines. They generally oppose the view advocated by the WSWA.^{[10][11]}

Many bars, restaurants and producers have had enough of the mini monopolies distributors have quietly developed over the years and are fighting back. A recent Forbes article describes how these distributors have strong armed smaller producers into using their services or they under cut them. Bars are forced to buy from only one distributor and cant negotiate pricing at all. https://www.forbes.com/thomaspellechia/2017/07/27/beverage-alcohols-three-tier-system-eats-its-own

Use in other markets

A similar use of a three-tier system is enforced for tobacco products in some jurisdictions.^[12] In June 2017, tobacco wholesalers proposed that the three-tier system also be imposed for recreational marijuana in Massachusetts.^[12] They argued that this would improve tax collection enforcement.^[12]

See also

- Granholm v. Heald* – a ruling of the Supreme Court of the United States prohibiting states from discriminating against producers in other states when allowing wine producers to ship their products directly to consumers

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External links

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- Bye-Bye Bell's (<http://www.chicagoreader.com/features/stories/bells/>) Chicago Reader article about beer distribution laws
- Support Your Local Brewery (<http://www.craftbeer.com/breweries/support-your-local-brewery/current-issues>) - Grassroots partnership of professional trade associations, brewers and beer enthusiasts dedicated to promoting and protecting the legislative and regulatory interests of America's small, independent and traditional craft brewers.

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