

Shirataki Shuzo

Shirataki Shuzo, founded in 1855, is based in Echigo Yuzawa, in the Niigata Prefecture. It is located in the heart of the Japanese Alps, in an area called "Snow Country." Each spring, the snowpack melts, providing an abundance of clear natural spring water. This water runs through a coal seam providing a natural filtration process that accentuates the taste and quality of the water. This very soft water is the secret behind the very light, elegant, pretty style of sake made at Shirataki. The town of Echigo Yuzawa is home to "Koshihikari" a famous high-quality rice brand in Japan.

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