



Genkai Shuzo

***To mark the 50th Anniversary of the Australia-Japan Basic Treaty of Friendship and Cooperation,
we'd love to introduce you to something that carries that spirit in a glass.***

Genkai Distillery Shochu, from Iki Island, Nagasaki Japan.

Our Vision: From 焼酎 to SHOCHU

We want to share SHOCHU — Japan's remarkable distilled spirit — with the world.

The first sip of shochu was an unforgettable experience: smooth, balanced with water, and made to pair with food. We believe it has everything needed to be loved globally.

Born on Iki Island, the birthplace of barley shochu, Genkai Shuzo has carried on a tradition of over 500 years. In 1995, "Iki" became one of Japan's first distilled spirits to receive Geographical Indication (GI) recognition.

As Iki's population declines, sharing SHOCHU with the world is about more than exports — it's about preserving the island's culture, economy, and future.

From 焼酎 to SHOCHU.

We want more Australians to discover their first glass of SHOCHU.

Product Introduction



Super Gold 22 *“A blend between Australia and Japan — in a glass.”*

Rice koji and barley (1:2) distilled and aged in Spanish oak casks. The result is a drink with genuine depth — smooth, golden, and with a subtle warmth that whisky drinkers immediately recognise.

The barley comes from Australia — distilled in Iki, then coming back to Australia. A fitting pour for the 50th anniversary of the Australia-Japan Treaty of Friendship and Cooperation.

The cask ageing gives it gentle whisky notes and a soft golden colour. We call it our “Soft Whisky” — and people get it immediately.

As a highball with soda or tonic (1:1), it consistently wins over whisky and gin drinkers — the reaction is always the same: “This is surprisingly so smooth.”

Super Gold 22

“A blend between Australia and Japan — in a glass.”

Connection to the 50th Anniversary

- Made with **Australian barley**. Distilled in Japan, then returning to Australia
→ **A symbolic pour perfectly suited to the 50th anniversary**

Serving Style

- Highball (soda or tonic, 1:1) — the most popular serve
- Glassware: **Highball glass / tumbler — avoid plastic cups**



Product Introduction



TUNACHU

Created in collaboration with a leading Tuna company in Japan — TUNACHU was built from the ground up to pair with tuna and seafood.

It's become a go-to at seafood restaurants and venues where food pairing matters — the response from chefs and sommeliers has been consistently strong.

Made exclusively with barley and rice from Iki Island (where distiller is), it lives by the core philosophy of shochu: the spirit exists to make the food taste better.

TUNACHU doesn't compete with the food. It complements it.

TUNACHU

Serving Style

- More classic and savoury than Super Gold 22 — this is the spirit built to have it with food, especially anything from the sea.
- 5.4L kame (ceramic jar) is available to support venues. You can pre-batch with water and poured directly from the jar. A recreation of Japan's old tradition of selling shochu by measure. Guests love it.
- **Mixers:** Soda / Tonic / Water
- The kame serve has become a standout moment — guests consistently describe it as a “special cultural experience with Japan.”

Food Pairing

- All fish dishes — especially tuna. TUNACHU was built around one idea: “the shochu that pairs best with fish.”



Closing

We hope SHOCHU becomes part of how Australia and Japan celebrate this friendship.

Australian barley, distilled in Japan, returning to Australia — this “beautiful circle” feels like exactly the right story to tell at this 50th anniversary.

Two nations. One glass.

Thank you for the opportunity to bring Iki shochu to your attention.

It means a great deal to us — and to the island.



APPENDIX - Learnings from Our Activities to Date

- Shochu is unknown to most Australians — but those who try it are consistently impressed. Whisky and Gin drinkers in particular respond well. The smoothness surprises them every time.
- Serving in a proper glass — highball or tumbler — shifts the experience from “tasting something new in a plastic tasting cup” to actually enjoying a drink. That distinction matters to guests.
- Super Gold 22 as a highball — soda or tonic, 1:1 — is the go-to serve. Even complete first-timers get it right away.
- TUNACHU’s story is simple and it lands fast: “the spirit that pairs best with fish.” Paired alongside fresh fish and sashimi, guests were convinced on the first sip.
- The kame jar changes everything. Pouring from it became a moment — many guests said it felt like “Being in Japan while still in Australia.” That kind of memory sticks.

Bringing Japan's most-loved spirit to the world, one market at a time.



Yuki Saito ([KANBAY](#) Founder / [MIIROKO](#) Co-Founder)

Japanese-born, Australian-raised. Yuki knows firsthand how thin the line is between success and failure in cross-border business, and how much is riding on it.

With experience at Diageo and Suntory, and having advised Japanese government on SME global expansion and bridged global leadership and local teams across multinational corporations, Yuki has seen what makes or breaks these journeys.

Current projects span e-waste recycling, a premium Australia-Japan haircare brand, and shochu — a category Yuki fell in love with on his first sip in Japan, and has believed ever since belongs on the global stage.

Father of three, a 6-year-old and 2-year-old twins - growing up with roots in both countries. The Australia-Japan relationship will always be more than professional.

Who is Genkai Distillery?



[Genkai Distillery](#)

Has been officially making Shochu for 125 years, based in Iki Island, Nagasaki Prefecture, Japan.

The largest distillery on Iki Island — the birthplace of barley shochu. Genkai Shuzo has been the custodian of a 500-year-old craft, keeping traditional methods alive while the world around them has changed.

The goal is to share Iki shochu with the world for the next 100 years — and beyond. To make that happen, they've partnered with Yuki Saito in Canberra, Australia, to drive global awareness and distribution.