

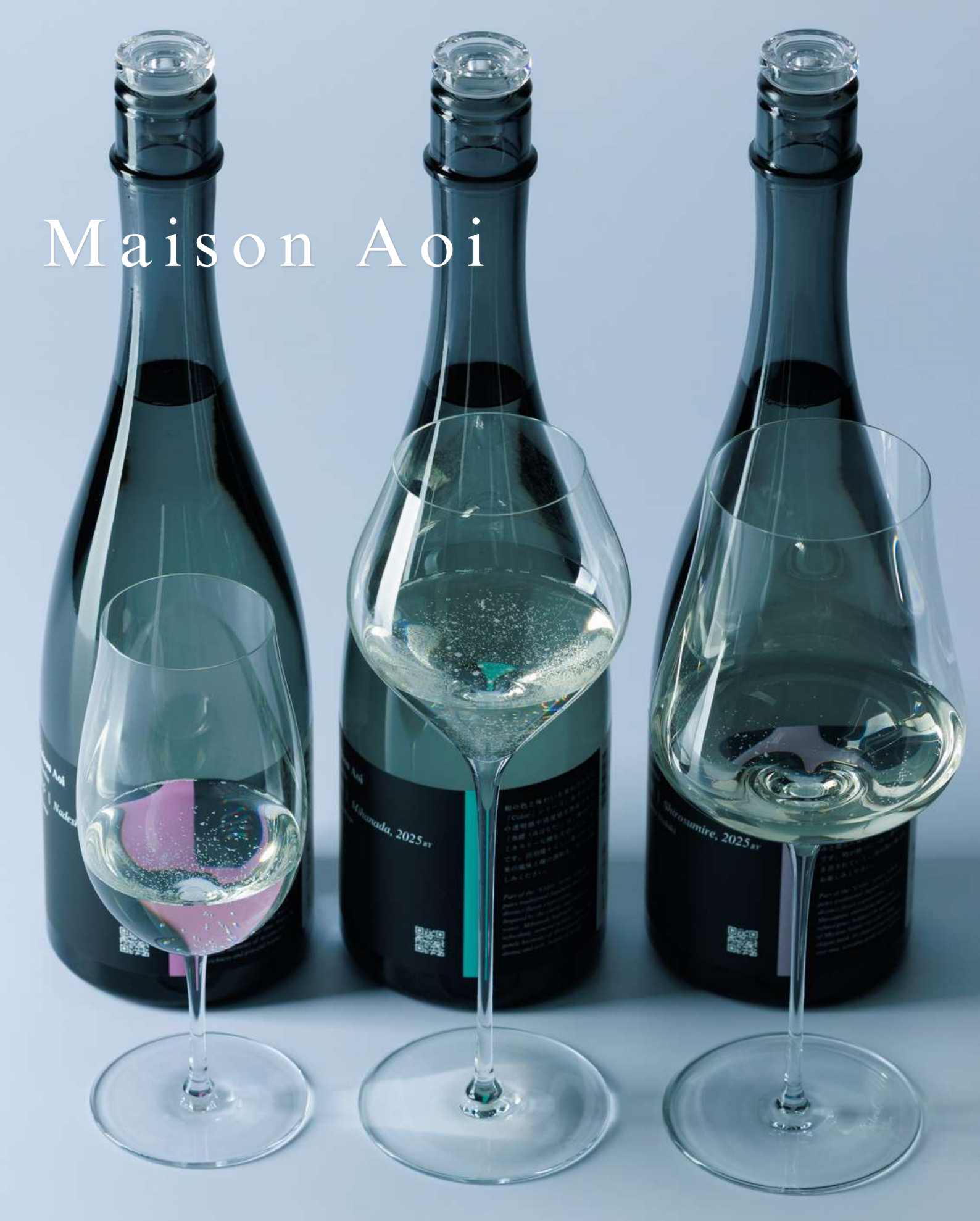


Aoi Brewery, Inc.

since 2024



Maison Aoi

A photograph of three bottles of Maison Aoi sake and three glasses filled with sake. The bottles are dark green and have black labels with white text. The glasses are clear and have a wide, rounded shape. The sake is a light yellow color. The background is a solid light blue.

**Bringing each flavor theme to life:
Aoi's standard line crafted with rice from across Japan.**



Domaine Aoi

**Crafted through local land and culture:
Aoi's flagship product using our own rice.**



Aoi Brewery, Inc.



Bringing a breath of fresh air to a brewery with a history of over 160 years, and cultivating culture.

A new team took over the former Takahashi Brewery, which brewed the brand "Choryo," meaning Nagaoka, in 2024. Looking beyond Nagaoka to all of Japan and even overseas, they aim to brew sake that resonates with people's hearts. They combine history and culture with a modern perspective. Through the art of sake brewing, we aim to be a new brewery that understands the past, working together with the local community to make this region even more interesting.

A sake brewery and rice farm, working closely with the land and rice to brew sake that brings out the unique characteristics of the rice.

Approximately six months after taking over the business, rice cultivation in his hometown of Nagaoka began in the spring of 2025. He uses his mind and body to feel the characteristics of the land and the climate of each year, and incorporates this into his sake brewing. He carefully brews sake, paying close attention to both the rice he cultivates himself and the rice sent from all over the country. He draws inspiration from the rice used as raw material, and derives flavors that reflect the unique characteristics of each year.



Aiming for an elegant and dignified presence, and a well-balanced flavor.

< Our Brands >

Domaine Aoi

Facing the local climate and culture:
Aoi's flagship product using our own rice.

Maison Aoi

Bringing each flavor theme to life:
Aoi's standard line crafted with rice from across Japan.

Maison Aoi Series: 4 product lines

- *Color* A series of Japanese colors that recreate the theme of flavor.
- *Nouveau* The unfiltered, unpasteurized sake series marks the start of the brewing year.
- *Farmer* Making the most of the characteristics of rice paddies and rice: A series by contract farmer and field.
- *Untitled* Exploring new possibilities:
Experimental brewing series





Our Story

Discover the Essence of Aoi Sake Brewery

Revitalizing a brewery with a rich legacy spanning over 160 years, nurturing a vibrant culture.

The brewery's journey began in the Edo period, during the Ansei era (1854-1860), tracing back over 160 years. This historic brick brewery, renowned for its sake production in Nagaoka, was constructed in the Taisho era and proudly holds the designation of a national registered tangible cultural property. In 2024, a new team embraced the legacy of this brewery, which has long been a cherished part of the local community, with its flagship brand "Choryo," meaning Nagaoka. We are committed to crafting sake that resonates deeply with the hearts of people, extending our vision from Nagaoka to all of Japan and beyond. We will infuse a contemporary perspective into the sake culture that has been lovingly preserved through generations. Through our dedication to sake brewing, we aspire to enrich this region further and emerge as a new sake brewery that honors the past, in collaboration with the local community.



Greeting from CEO

Sake stands proudly as the national drink, a symbol of tradition and heritage. In times gone by, liquor taxes served as a cornerstone of Japan's economy. However, following the remarkable postwar economic boom and the golden era of prosperity, Japan has seen a gradual dimming of its brilliance. As we face the undeniable decline in the domestic population, it is now essential to rediscover and celebrate the rich cultural tapestry of each region, the beauty of its diverse seasons and landscapes, and the extraordinary craftsmanship that is honed to perfection in every intricate detail.

Just as wine has soared across the globe, so too must there be untapped potential for sake. With this conviction, we joined forces with our trusted colleagues to embrace a sake brewery, embarking on a journey of gradual progress.

With deep respect and pride for the rich tapestry of Japanese culture and history, we aspire to share the timeless art of sake brewing with future generations. Your continued support as we embrace new challenges would mean the world to us.

I sincerely appreciate your collaboration.

Aoki Risa, CEO, Aoi Brewery, Inc.

Our Team

CEO

Risa Aoki



Born in Mie Prefecture, she initially worked in the financial sector both in Japan and abroad, focusing on investment and fundraising. Her passion for alcohol intensified over time, leading her to join a Japanese sake brewery in Yamagata. As the head of the corporate planning department, she played a key role in preparing for the IPO and in establishing and securing funding for a whiskey manufacturing subsidiary. Subsequently, she became independent and assisted in the management of several companies, including the parent company of the brewery. In 2024, she took over the operations of the former Takahashi Brewery and, alongside her colleagues, established Aoi Brewery, relocating to Nagaoka while leaving her husband in Tokyo.

Head Brewer Ryuya Abe



Born in Yamagata, he began his career in sake brewing at a local brewery at the age of 20. By the age of 26, he had become the head brewer at a sister brewery that the company had acquired. He successfully revived a dormant brewery from the ground up and introduced a brand of sake and fruit wine, including wine and cider. He dedicates himself daily to crafting an exciting flavor that bridges the gap between sake and Western alcoholic beverages. His efforts have earned him numerous accolades at international sake competitions, including the IWC, Kura Master, and Milan Sake Challenge. Although he briefly left sake brewing to pursue whiskey production, he ultimately relocated to Nagaoka, leaving his family in Yamagata, to establish Aoi Brewery.

CMO

Masayuki Doi



Born in Osaka, he discovered his passion for sake during his school years, where he researched various sake brands and lived in a doburoku brewery. After his tenure at an advertising agency, he encountered Aoki and Abe at a sake brewery in Yamagata, where he primarily focused on product planning and sales promotion. He subsequently relocated to Berlin, Germany, to immerse himself in the European food and alcohol culture. There, he worked at an importer bistro and operated a pop-up shochu bar, acquiring valuable knowledge before returning to Japan to assist in the launch of Aoi Brewery.

Rice farmer Kaito Aoki



Born in Mie, he was influenced early on by his grandparents, who were rice farmers. Determined to pursue agriculture, he studied at Tokyo University of Agriculture and gained experience cultivating a wide variety of crops, with a focus on rice. He also trained in Oregon, USA, through a private overseas program. While working for an agricultural corporation in Mie, he lived in a mountainous area and grew several rice varieties. Later, he moved to Nagaoka at the invitation of his sister, a brewer. Known as the conscience of Aoi Brewery. A fan of Showa-era pop and tacos.

Art Director Fumihiko Sano



Born in Nara, he is an architect and artist. After finishing his training as a sukiya carpenter in Kyoto, he worked at a design firm before establishing his own practice. Drawing on the construction techniques, materials, and spatial awareness acquired from his hands-on experience, he produces works that explore the essence of contemporary Japanese culture from a conceptual standpoint. He has maintained a long-standing friendship with brewer Aoki, and they enjoy sharing food and drinks together. He serves as an outside director, overseeing the creative aspects of Aoi Brewery.

Domaine Aoi Facing the local climate and culture: Aoi's flagship product using our own rice.



Domaine Aoi 長岡 - Gohyakumangoku from Nagaoka, Niigata

Gohyakumangoku rice grown by our rice-growing lead, Kaito Aoki, on the west bank of the Shinano River. This was his first rice crop after moving from Mie to Nagaoka, raised with tireless care and close attention to water management. Using low-polished rice, it expresses the rice's umami and minerality with both clarity and depth.

Maison Aoi Bringing each flavor theme to life: Aoi's standard line crafted with rice from across Japan.

Maison Aoi Series: 4 product lines

• *Color* A series of Japanese colors that recreate the theme of flavor.



Maison Aoi 白堇 Shirosumire - Miyama Nishiki from Nagano

Part of the "Color" series, which pairs traditional Japanese hues with distinct flavor expressions. Shirosumire, embodying purity and refined grace, balances the natural depth of Miyama Nishiki rice with a clean, elegant finish. Its character unfolds quietly over time, revealing gentle layers of flavor.



Maison Aoi 水縹 Mihanada - Dewasansan from Yamagata

Part of the "Color" series, which pairs traditional Japanese hues with distinct flavor expressions. Inspired by the clarity and purity of water, Mihanada highlights refreshing, mineral acidity. Enjoy the gentle harmony of Dewasansan rice aroma and soft, balanced acidity.



Maison Aoi 撫子 Nadeshiko - Aiyama from Hyogo

Part of the "Color" series, which pairs traditional Japanese hues with distinct flavor expressions. Inspired by elegance and quiet strength, Nadeshiko highlights a fragrant aroma, softening into a rounded palate over time. Enjoy the gentle harmony of Aiyama rice richness and graceful balance.

• *Nouveau* The unfiltered, unpasteurized sake series marks the start of the brewing year.



Maison Aoi Nouveau - Gohyakumangoku from Niigata

Marking the first release of the brewing year. This unfiltered and unpasteurized sake expresses the sensibility of the year through its freshly pressed flavor. Brewed with Gohyakumangoku rice grown in Nagaoka, it offers a transparent palate and a refreshing, well-balanced acidity.

• *Farmer* Making the most of the characteristics of rice paddies and rice: A series by contract farmer and field.



Maison Aoi 新保 Shinbo - Gohyakumangoku from Shinbo, Niigata

A "Farmer" series that brings out the individuality of land and rice, created together with our contracted farmers. Made from Gohyakumangoku rice grown by Tsubame Farm in the scenic Shinbo area of Mishima, Nagaoka, and brewed by an 8th-generation farmer who returned home and join Aoi Brewery during winter.



Maison Aoi 大川戸 Okawado - Koshitanrei from Okawado, Niigata

A "Farmer" series that brings out the individuality of land and rice, created together with our contracted farmers. Made from Gohyakumangoku rice grown by TSUBAME FARM in the scenic Shinbo area of Mishima, and brewed by the eighth-generation farmer himself after returning home to join Aoi Brewery.

• *Untitled* Exploring new possibilities: Experimental brewing series ✕Coming soon • • •