



HARERU

Fruit & Mint Liqueur
from Okayama

A liqueur made with ample fruit juice and natural mint



Takahashi River Basin Collaboration Central Branch Area Project



A refreshing liqueur for adults.

Fresh fruit juice and a soothing feeling of coolness.
***HARERU* is a new liqueur with an adult taste**
originating in Okayama, Japan's Sun country.

The exhilarating flavor of the peppermint produced in Yakage Town in Okayama Prefecture and the sweetness and sourness of fruit is brought together in a light drink. If you feel that simple sweet drinks aren't enough for you, then by all means, please try this gem of a brilliant yet comforting drink.

Text by Maki ICHIDA (writer on sake)

The sweetness of fruit gently enveloped by the fragrance of fresh Japanese mint

HARERU was first made when freshly-squeezed fruit juice and mild Japanese mint was combined with Japanese *Shochu*. This is a fruit liqueur for adults; the fruits have received the grace of the sun and have both sweetness and sourness, enfolded gently inside the flavors of mint.

The Japanese peppermint used has a fresh green flavor that fills the mouth, and has an ever-so-slight bitter aftertaste. Yakage Town, located in a mountain range in the southwestern part of Okayama Prefecture, is home to this type of mint. The southern part of Okayama Prefecture that includes Yakage Town was originally the habitat of Japanese peppermint; in 2010, it was discovered growing near a river flowing through town, and cultivation has been revived. Yoikigen Brewery is the brewery which makes liqueur using the gifts of the land; they are the brewery making sake in the area along the Ihara Railway, between Soja City where the brewery is located to Yakage Town, home of Japanese mint. The approach of making each bottle by hand using old-fashioned methods is carried through to liqueur making, and the charm and deliciousness of the ingredients are drawn out.

This fruit liqueur with a rich mint flavor may be enjoyed straight or on the rocks. Depending on your mood, the liqueur can be mixed with soda or milk for a sparkling or mellow mouthfeel, respectively. Furthermore, when combined with sweets such as chocolate and vanilla ice cream, the liqueur can be enjoyed even more. Enjoy *HARERU* as your preference and will dictates.



Maki Ichida

Freelance writer, sommelier, lecturer on Japanese sake. Ms. Ichida disseminates the charm of sake through her writing, events, seminars, and more. She is making it her life work to convey the splendor of the climate around sake making, from the rice paddies of summer to actively visiting breweries in the winter.

 **HARERU**

About *HARERU*



with soda



with milk

**Handmade liqueur that boasts
the creativity and locality are
the pride of the brewery**

HARERU is an original liqueur made by the Yoikigen Brewery in Soja City, Okayama Prefecture. The charm of Japanese mint from Yakage Town in Okayama Prefecture interweaves with fresh fruit to create a unique, refreshing feeling. Among the liqueurs, the *Mikan + Mint* flavored liqueur using Kurashiki mikan citrus fruit won the grand prize in the Gourmet & Dining Style Show 2015 in the new products category. In the previous year, "yuzu + mint" was awarded second place in the contest, and earned high praise for topicality and quality. This time, *Pione grape + mint* also joins the line-up. Enjoy the *HARERU* flavor you like, the way you like it.



A Cool liqueur, created from *Hot* passion

Text by Ichiro HIRAMATSU (Okayama Regional Sake Warehouse ICHIRO'S)

This new brand “HARERU” is a very unique and “cool” liqueur in which the rich flavor of fruit and the refreshing feeling of Japanese mint can be simultaneously enjoyed. The passion and dedication of the people involved in this project supported the birth of this brand.

Japanese mint was thought to be extinct at one time, until a man found some springs accidentally near a riverbed while he was tracing the path of literature; the seedlings were brought back and propagated using natural farming methods. This is a rice ‘shochu’ which was made by the vacuum distillation method using safely-produced, local Japanese mint and plentiful fruit juice. The brewery uses ingredients without regret and without regard to profitability, in order to produce this one-of-a-kind liqueur.

The package designer created a universally appealing logo and design to target not only women in their twenties and thirties with a strong awareness of fashion, but also the overseas market.

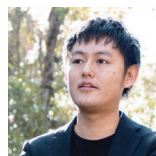
As the second product in our Okayama Regional Sake Warehouse ICHIRO'S and under our company policy of “Continue to Discover Sake”, I am pleased continue to promote this product in the domestic and foreign markets.

I hope many people can enjoy the charm of this fruit liqueur for adults, “HARERU”, which gently encompasses a mild mint flavor with the rich sweetness and sourness of fruit that has received the grace of the sun.



Ichiro Hiramatsu

President of the Okayama Regional Sake Warehouse ICHIRO'S, Ltd., Rice Liqueur Center; International Sake Sommelier; Sommelier with the Japanese Sommelier Association. While collaborating with the sake brewers in the prefecture, Mr. Hiramatsu makes unwavering efforts to promote Okayama-produced sake both within and outside of the prefecture as well as in international markets.
<http://jizakesohko.okayama.jp>



Hideto Sato

Art director, designer. Active in diverse areas of design with branding as the main axis. Recipient of the Japan Package Design Awards and selected to appear in the Japan Typography Yearbook. Member of the Japan Graphic Designers Association.
<http://hidetosato.com/>

liqueur



500ml or 180ml

Alcohol content: 7~8% (Shake well before opening. Keep refrigerated after opening.)

Underage drinking is forbidden by law. Drinking during pregnancy or while breast feeding may adversely affect the fetus and infant.

Produced by: Yoikigen, Ltd. — Kaminakajima 372-1, Kiyone, Soja City, Okayama Prefecture

Distributed by: Okayama Regional Sake Warehouse ICHIRO'S — Miyamae 369-1, Kurashiki City, Okayama Prefecture, JAPAN

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