

YUKI OTOKO “Yeti”

Honjozo (Niigata, Japan)

Clean, super dry and refreshing as melting snow. Produced by Aoki Shuzo in Niigata. Yuki Otoko, bigfoot/yeti of Japan, is illustrated as a large hairy humanlike creature by Suzuki Bokushi in his masterpiece, Hokuetsu Seppu, the early 19th-century topographic essay on the life of the snowy southern Niigata region, where the brewery has been making sake for 300 years since 1717. Bokushi’s son became the seventh generation of the brewery. Yuki Otoko is referred to in the essay as a mysterious monster which helped travelers carry their loads and guided them through mountain trails. The brewery donates part of their proceeds to support local rescue activities in nearby mountains.

Basic Info

Brand: YUKI OTOKO [you-key oh-toh-koh]
Nickname: “Yeti”
Type: Honjozo **Seimai Buai:** Rice milled to 65 %
Alcohol: 15.5% by volume
Size & UPC: 1.8L, 6-pack UPC 844650000115
720 ml, 12-pack UPC 844650000108
300ml, 12-pack UPC 844650000122



Producer

Producer: Aoki [ow-kie] Shuzo **Founded:** 1717
Location: 1214 Shiozawa, Minami-Uonuma-shi
Niigata 949-6408, JAPAN
Website: www.niigatasake.com
President: Takafumi Aoki - the 12th generation of the founding family.
Toji (Master Brewer): Takahiro Imai

Ingredients & tech data

Rice: Gohyaku-man-goku & Koshi Ibuki
Water: On-site well water from an underground current originating at Makihata-yama. Soft water.
Yeast: Not disclosed.
SMV (Nihonshu-do): +8.5 **Acidity:** 1.1 **Amino acids:** -
No sulfites, no preservatives.



Other info

Serving temp: Chilled, at room temperature, or warm
Tasting notes: Dry, clean, & light with hints of umami and sweetness. Smooth & refreshing like melting snow.
Food pairing: Yakitori (skewered chicken), Simmered pork (kakuni), Grilled salmon
Aoki Shuzo has been awarded gold medals at the Japan National Sake Competition in 2016, 2014, 2013, 2011, 2010, 2009, etc.