AKEBONO SYUZOU

Overview

There are many national important cultural properties in Aizubange-machi, Kawanuma-gun, Fukushima Pref., such as *Tachiki Kannon* at *Eryu* temple and *Kyu Igarashike Houses*, which were built in Edo period. Akebono Syuzou was founded at this town in 1904.

Since its foundation, *Nanbu toji* (a group of *toji*, chief sake makers) had continued brewing sake at Akebono Syuzou. However, along with the change of the environment surrounding Japanese sake, they abolished the *toji* system to seek their own style. They have chosen a way to make sake with local *kurabito* (sake brewery workers) and family members.

In order to relearn sake making from scratch, they entered the Sake making Academy which Fukushima Pref. ran. They visited many breweries around the country and had desperately immersed themselves in sake making for 3 years.

They named sake which they made at the graduation from Sake making Academy, “一生青春” (*Isshou Seishun;* Forever Youth). This name comes with a wish to try sake making forever without forgetting the youth resolution.

After that, the effort to create sake by the family members and employees bore fruit to receive the Gold Awards at the national sake competition.

In 2001, they sought quality and originality of sake, rather than mass production, and a new brand for national sake lovers, “*Tenmei*” was born. The name “*Tenmei*” means “before dawn” as well as its company name, “*Akebono*”. This name contains a resolution not only to protect the tradition but also to keep on challenging themselves.

Information

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Founded in 1904.