



720ml

300ml



Sake in a wine glass award

【Specification】

Product Name	Type	Size	Case	ABV	SMV	Acidity
RAI	Junmai	300ml 720ml	12btl 6btl	15%	+2	1.7

【Description】

Ozeki exclusively developed a new way of making Junmai sake to bring out the rich umami flavors while sustaining easy drinkability.

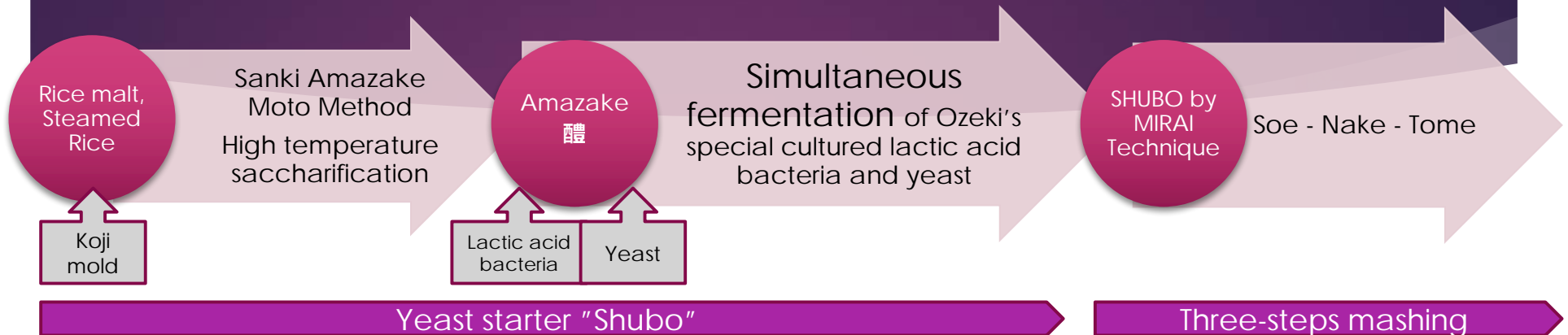
【Sales points】

- ✓ Kimoto style Junmai. Richness with a pleasant earthiness.
- ✓ New and Unique bottle design
- ✓ In the popular flavor zone.
- ✓ RAI is delightful with a wide variety of cuisines from sushi to highly flavored grilled meats and fried foods.

【Behind the name - RAI】

“Mirai” means future. It is also a play on words. RAI is named after the reading Kanji character of 醴, which also can be read “Amazake,” the sake base for RAI.

WHAT ARE THE DIFFERENCES



Ozeki's Mirai technique combines the Sanki Amazake Moto and Kobo Jikomi methods for the first time to bring together the rich and smooth taste of RAI.

➤ Richness

Sanki Amazake Moto is a rare method of crafting sake from Amazake, a creamy fermented drink. Invented in the Meiji period (1900s), rice is stirred at a high temperature and lactic acid bacteria is added to create a natural environment for the sake base. Amazake as the base lends RAI its rich umami layers.

➤ Smoothness

50 years ago, Ozeki introduced Kobo Jikomi, now a common method in which lactic acid and yeast are added to the main mash. Since lactic acid is naturally produced in the Amazake base, only yeast is added. Ozeki's pure cultured lactic acid bacteria ferments simultaneously with the yeast to give RAI its balanced acidity and smoothness.

Initial Taste

Daiginjo
"Osakaya Chobei"



Crisp
Honjozo
"Karatamba"

Honjozo
Nama-Chozo Genshu
"Karatamba Tarekuchi"



Rich

Kimoto Style
Junmai

Dry

Refreshing



Tokubetsu-Junmai
"Yamadanishiki"

Mild



Junmai
"RAI"

Rich

Popular flavor zone
Highly rated as an
easy drinking sake

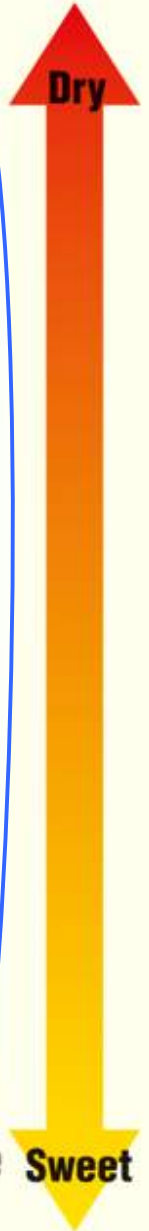
Sparkling
"Hana Awaka"



Light

Deep

Aftertaste Sweet



【Tasting Note by Mr. John Gauntner】

Made using a unique process that yields lots of umami, together with other flavors led by a sweet touch. A rich acidity balances the fullness of the other flavors. The aroma is subtle but reminiscent of brightly astringent orange and strawberry.

Recommended serving temperature



Chilled (40-50°F)



Room temperature



Warm (105-115°F)



Food Pairings

- ✓ RAI is delightful with a wide variety of cuisines, not just Japanese foods.
- ✓ The rich acidity pairs well with meals from savory grilled meats to fried foods.
- ✓ It also goes well with sweets like chocolate.



MARKETING MATERIALS

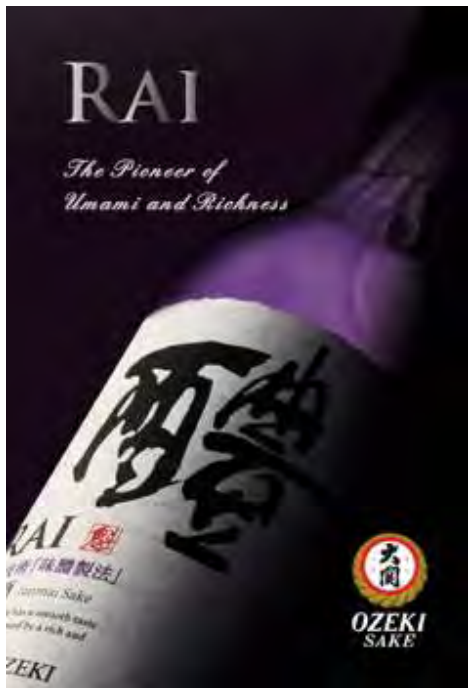


Table Stand Menu

RAI

Made using a unique process that yields lots of umami, together with other flavors led by a sweet touch. The unique brewing process of RAI creates a pleasant earthiness that is not too bold nor meek with subtle hints of caramel in the nose. A straightforward flavor that can be enjoyed for hours. A rich acidity balances the fullness of the other flavors.



OZEKI SAKE



Special clear Masu cup

