

CHOYA



Choya originally started as a winery in 1914 and has been developing Umeshu products for over 40 years since launching into the Umeshu market as the first commercializing company. Choya is recognized as the number one premium Umeshu manufacturer in Japan with nearly 50% of the market share. Choya exports to Europe, USA, and Asian totaling to more than 40 countries. Choya has eight branches located in USA, Germany, China and Korea and four divisions in Japan.

In Japan, Ume Liqueur is called Ume-Shu (wu-meh-shoo). Ume means plum-like Japanese fruit and Shu means Liqueur/Sake. For centuries the Ume fruit has been one of the most revered fruits in oriental culture. The soft, fragrant blossoms of the Ume tree are the first to show the arrival of Spring with elegant aroma. Ume flower is observed for its beauty and used in traditional Japanese poems. The Ume fruit is rich in lemon citrus acid. It also contains affluent minerals such as potassium, magnesium and iron. In Japan, Ume fruit is used to flavor many foods – from sweets to pasta.

PLUM WINE

WITHOUT FRUIT

REGION: Osaka, Japan

COLOR: Golden yellow

TYPE: 100% Japanese Ume and sugar

TASTE: Sweet honey, almond and stoney fruit flavors
with nice acidity

AGEING: 2 years, if unopened

FOOD PAIRING: Serve on the rocks, with club soda,
gin or in your favorite tea

SERVING TEMP: Chilled: 50° F (10° C)

