



INTRODUCING CHOYA HONEY & CHOYA SHISO FRUIT

TWO NEW FLAVORS JOIN CLASSIC UMESHU FROM CHOYA USA

Founded in 1914, Choya Umeshu Inc. celebrates its 100th anniversary as one of Japan's earliest fruit, wine, and distilling companies. To honor the centennial in America, Choya USA is immensely proud to introduce three new, unique, all-natural Ume fruit-flavored liqueurs: a delicate, sweet Honey; a mint-like Shiso; and Choya Classic Umeshu. Based in Osaka, Choya has a distinguished heritage and its Ume fruit liqueurs—Choya is the largest-selling Umeshu brand in Japan—and today is distributed in more than 160 countries worldwide.

With global sales topping 1.6 million nine-liter cases in 2013, the Choya line of Umeshu fruit-flavored liqueurs is now an established favorite among retailers, independent wine, beer, and liquor storeowners, restaurateurs, and bartenders. In the U.S. alone, sales to off-premise merchants are booming – up more than 35% according to a recent Nielsen report. With the current launch now underway in Florida, Choya USA is not only now in America's five largest beverage alcohol markets, but is widely available nationally.

WHAT IS UMESHU?

Produced from the Japanese Ume fruit, which is related to the apricot and plum family, Choya Classic Umeshu is a Japanese traditional liqueur. Blended from distilled Ume fruit, cane sugar and pure, clear liquor, Choya Classic Umeshu has a sweet, yet mildly tart flavor. Because Choya Classic Umeshu is sourced exclusively from Ume fruit, the liqueur is admired for its distinctive tang, which comes from the fruit's natural citric acids. With essences extracted from the Ume fruit as well as its seed, Choya Classic Umeshu distillation methods yield excellent flavors.

As delicious as it is refreshing, Choya is ideal as an aperitif or enjoyed in other drinks. Whether poured on the rocks, with club soda, fresh fruit juice or other mixers, or mixed with one or more distilled spirits to create a classic cocktail like a martini or mojito, Choya Shiso, Choya Honey and Choya Classic Umeshu are supremely versatile. They are all made with 100% natural ingredients; at 15% abv. Long reputed for the healthful properties of Ume fruit – medicinal properties of this native fruit are recorded as far back as 984 A.D. – Choya's line of Umeshu liqueurs are renowned for their quality.

The Choya Umeshu line has clean, delicious Ume fruit flavors, similar to a ripe plum or apricot.

- Choya Classic is an authentic Umeshu, which provides sweet, tart tastes with stone-fruit aromas.
- Choya Shiso is flavored with Shiso herb, which gives unique aroma with a mint-like flavor.
- Choya Honey is made without sugar, which gives a pleasant honey taste.

NEW, ELEGANT PACKAGING

Noting the new flavors and sleek packaging, Choya USA Vice President, Marketing and Sales, Katsu Suzuki said: "We are proud to celebrate our 100 years of history with our retail and distributor partners in America, and we very excited with our Choya line, including Classic, Shiso, and Honey, which all contain actual Japanese-raised Ume fruit. We are confident that our new slimmer, modern-looking cylinder-shaped bottle, with a convenient, built-in pourer in the cap is going to excite all our retail partners and help raise the profile of our brand with consumers across the country."

CHOYA



DRINK RECIPES

CHOYA SUNRISE

Choya Shiso, 1 oz.
Amaretto, ½ oz.
Fresh Pineapple juice, 1 ½ oz.

Mix in tall glass,
filled with ice,
serves one.



CHOYA MOJITO

Choya Classic, 1½ oz.
Brown sugar, 2 tsp
Fresh mint leaves
Fresh lime wedges
Dash of club soda

Muddle mint, pour ingredients
in tall glass, filled with ice,
garnish with lime, serves one.



AVAILABLE FROM SOUTHERN WINE & SPIRITS