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# Spirits

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## **Jo-Chu (Purified Sake Spirit) Naorai Inc.**

### **Towards a brand brew world**

We founded Naolai Corporation in April 2015 to create a business that only we can do, as we continue to explore the value of sake, to pass on the diverse and rich sake culture to the future.

There are more than 1,000 sake breweries dotted around Japan. Sake is brewed in the rice fields where ears of rice grow, in the brewing water that springs from nature, and with the bacteria that promote fermentation. The sake breweries have existed alongside the history of the land in which they are located.

This 'brewed world' in which people and nature have coexisted since ancient times is the value that the sake industry can pass on to the future, the future Naolai is aiming for.

Koichiro Miyake, Representative Director

