



Japan's Tradition and Hawaii's Nature The Best of Both Worlds

Traditional Handcraft Techniques from Japan

At Hawaiian SHOCHU Company, we brew and distill our spirits the old-fashioned way, just like Ken HIRATA learned from Master Manzen in Kagoshima, Japan. We start by steaming high-quality rice in a wooden steamer called a Koshiki. Then, we add Koji, a type of microorganism from Japan, to convert the rice into Koji-rice. Next, we mix the Koji-rice with sweet potatoes grown in Hawaii and let it ferment slowly in ceramic vats called Kametsubo. These vats are over a century old, so they add a special touch to the flavor. Once the fermentation is complete, we distill the mixture just once using a traditional wooden pot still called a Kidaru. We don't add any flavors or additives, so you can enjoy the rich, natural flavors and aroma from Hawaii.

Why Hawaii?

In Hawaii, the unique combination of climate and soil, strongly influenced by volcanic activity, provides ideal conditions for cultivating exceptional sweet potatoes throughout the year. Sweet potatoes hold a prominent position as a staple crop in the Hawaiian Islands. In contrast to Sake, Shochu is a traditional spirit produced in warmer regions of Japan. The specific variety of sweet potato, the favorable weather conditions, and the pristine water sources in Hawaii contribute to the production of exceptional sweet potato Shochu.

ARIGATO, Hawaii!

Hawaii has a unique combination of elements that come together to create amazing Hawaiian Shochu. The air, water, soil, sea breeze, locally grown produce, and even intangible factors all contribute to its greatness. We want everyone in Hawaii to realize that these islands are more than capable of producing exceptional Shochu and to share our pride in what Hawaii has to offer.

Distiller's Profile

Ken HIRATA learned his craft at Manzen Shuzo, a famous Shochu distillery in Kagoshima, Japan, under the guidance of Master Manzen. Manzen Shuzo is known for its handmade sweet potato Shochu. Ken soaked up all the old-school techniques that Master Manzen taught him. Then, Ken and his wife left Japan for Hawaii in pursuit of their dream. In 2013, they started their own small distillery in Haleiwa.

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