



HAKUTSURU SAKE

Ume Plum

JAPANESE UME LIQUEUR

HAKUTSURU | UME PLUM

Experience the depth of Hakutsuru Ume Plum, a shochu-based liqueur defined by its super-rich, bold, and fruity profile. Crafted in the traditional genshu style (undiluted), this premium spirit is a long-standing favorite across Asia and is now making its mark on the U.S. craft cocktail scene.

Made with 100% Japanese Nanko Plums, renowned for their aromatic flesh and deep flavor. Contains no artificial flavors or colors, ensuring a natural, vibrant palate.

SUGGESTED PAIRINGS

Hakutsuru Ume Plum's complex sweetness and vibrant acidity make it a versatile partner for bold flavors, expertly cutting through the richness of aged cheeses and premium charcuterie like Iberico ham. Its deep fruit profile complements hearty, umami-rich dishes such as Beef Bourguignon, while providing a sophisticated, tart counterpoint to creamy desserts like panna cotta or cheesecake.

SERVING SUGGESTIONS

On the rocks:

Elevate the menu for patrons to appreciate the deep, undiluted richness of the Nanko plum.

Ume Plum soda:

Mix with sparkling water for a refreshing, effervescent experience.

Cocktail base:

Tap into the incredible versatility of this premium spirit and shake up the craft cocktail scene.

BREWERY

Founded in 1743 in the Nada district of Kobe, Hakutsuru is the #1 selling sake brand in Japan.

Elegant, thoughtful, and delicious sake defines Hakutsuru, but tireless innovation places it in a class of its own.

Whether it's understanding water sources at the molecular level, building a facility to create one-of-a-kind yeast, or developing its own sake-specific rice, Hakutsuru Nishiki, it's the deep dive into research and development that explains Hakutsuru's ascension to the top of a centuries-old craft.

Brewery Location

Hyogo Prefecture

Founding Date

1743

Brewmaster

Tanba Toji

PRODUCT SPECIFICATIONS

ALCOHOL 19.7%

PLUMS 100% NANKO PLUMS

UPC 6/720ML 7 47846 07001 8

AWARD

DOUBLE GOLD

– Milano Sake Challenge '25

