



## Company Overview

In 1992, when SakéOne was born, American-made saké was a radical idea. Since the Japanese had perfected saké centuries ago, many questioned the idea of revolutionizing a traditional art. Nevertheless, SakéOne's founder was a visionary. He knew that his two passions—traditional Japanese saké and Oregon's legendary craft-beverage movement—had the potential to create delicious and groundbreaking results.

SakéOne is an importer of Japan's finest saké as well as America's premium saké company. For more than a decade, SakéOne has been crafting *junmai ginjo* (premium) quality saké at its state-of-the-art *kura* (brewery) in Forest Grove, the heart of the Willamette Valley: Oregon's craft beer-brewing and wine-making mecca.

Sakémaster Greg Lorenz has had plenty of guidance from SakéOne's Japanese partners along the way. The pride of SakéOne's *kura* is its traditional cedar *koji* room, where Lorenz and his team rest steamed Northern California-grown rice in small batches and hand-turn it for the best results. Everything at the *kura* is handled with precision and care— from water management and rice milling, to how the rice is washed and soaked, how the *koji* is managed, and the detailed brewing process, all the way to the five person tasting panel that decides the final product. They are constantly fine-tuning their process, customizing their water microfiltration system, or perfecting their rice milling and steaming techniques. Last year, SakéOne's Momokawa "Ruby" *junmai ginjo* earned a silver medal at the prestigious all-Japanese U.S. National Saké Appraisal 2010, no small feat for an American saké producer. In 2011, the organic *junmai ginjo* was awarded double gold while the *organic nigori* took home double gold and best saké at the San Francisco International Wine Competition.

With strong ties to tradition and its Japanese roots, SakéOne is the leading producer of "Ginjo" (premium) grade sake in the U.S. With a set of four premium sakés produced and bottled under its own Momokawa label, the company was determined to develop new products that would help fill the growing demand for premium saké. Defining a niche for fruit-flavor-infused saké, SakéOne launched the Moonstone brand, becoming the first company to bottle a new category of natural flavored saké.

Though SakéOne undoubtedly honors tradition, Oregon's pioneering spirit infuses the air that the saké makers breathe and the pristine water with which they brew. With this spirit

synonymous with the American dream, SakéOne has evolved in the last few years revolutionizing saké and truly defining Oregon craft saké.



## Interesting Facts

- SakéOne is the only American operated sake brewery focused exclusively on premium sake. It made waves in 1998 when it started brewing traditional Japanese-style saké in Oregon's wine-rich Willamette Valley.
- SakéOne's Greg Lorenz is the only American sakémaster in the world. He has learned his craft in a hands on manner at the Oregon brewery with guidance from some of Japan's leading brewers.
- Most Americans first encounter saké as a hot beverage, but premium saké—such as *junmai ginjo* quality saké made by SakéOne—is best served chilled, like white wine, to showcase its subtle, nuanced taste.
- Saké is best served in wine glasses, for ultimate appreciation of aroma and taste—not in tiny square *masu* cups, contrary to popular belief in Japan (which are traditional, but not the best for showcasing fine saké).
- SakéOne's premium saké starts with pure, microfiltered water from a local rainforest aquifer near Forest Grove, Oregon. Whole-grain rice, grown in nearby Northern California and milled in-house, forms the basis of Oregon craft saké.
- Mold is the ingredient that makes saké what it is. Mold spores—called *koji* (*aspergillus Oryzae*)—are introduced to steamed rice in a traditional cedarwood-lined room. The mold digests the rice with enzymes that convert the starch into sugars.
- Saké is not beer. It is not wine, nor is it a distilled spirit. It is a brewed rice beverage made from rice, water, yeast and *koji*.
- SakéOne pioneered flavored saké with its Moonstone line of natural-flavor-enhanced premium sakés, which have inspired similar products from other brewers in recent years.
- Portland, Oregon, boasts the highest saké consumption per capita in the United States.

- Momokawa organic *junmai ginjo* is sold on tap at New York's Pure Food and Wine restaurant. It's the only saké on tap in New York City.

# Saké One

## Tasting Notes

**G Joy:** Impossibly bold and wine-like. Intense, lush and full-bodied, yet playfully effervescent on the palate.

**Momokawa Organic Junmai Ginjo:** The full package. As bright and clean as pure spring water, with aromas of exploding tropical fruits and orchard-fresh stone fruits, gorgeously balanced with subtle minerals and lingering spices.

**Momokawa Organic Nigori:** This old-style, unfiltered saké is exotically rich and creamy, with a burst of tropical fruits and a bouquet of intriguing spices.

**Momokawa Silver:** Zing! Bright, clean and dry, yet fruity, with lovely notes of fresh pear. Lots of mineral earthiness and peppery spices keep the palate in the zone.

**Momokawa Diamond:** So fresh, so clean. Crisp, pure notes of fresh luscious melon and banana are delightfully balanced with peppery spices, earthy minerals and a smooth, supple body.

**Momokawa Ruby:** Wake up and smell the saké. Intoxicating floral aroma and big, fruity melon flavors are balanced with just a touch of spice notes. Dangerously smooth.

**Momokawa Pearl:** Tropical vacay in a bottle. Fresh melon, pineapple, banana, guava, macadamia nuts—you'll swear you hear hula music. Fantastically rich with a coconut-milk creaminess.

**Moonstone Asian Pear:** How'd they do that? Pure flavor of fresh, juicy pear in the glass. Notes of tapioca, sweet rice, coconut, apple, raisins and cinnamon up the already considerable swoon factor.

**Moonstone Raspberry:** Raspberry fields forever. Tastes of fresh, sun-ripened raspberries, with a nice earthy edge and bright citrus undertones.

**Moonstone Coconut Lemongrass:** Thai-oh-my. Sweet banana and coconut cream are balanced with a bright spark of lemongrass. Creamy and rich, yet clean.

**Moonstone Plum:** Plum delicious. Deep, wine-like notes of dried cherries and plums, with a rich, nutty almond undercurrent. Fruity, but not too sweet.

**SakéMoto:** Light, smooth, balanced and semi-dry saké, accented by a charming floral and slightly sweet freshness.

**G Fifty:** A powerful and elegant saké, with subtle notes of grape, pear and mint, with hints of mineral and spice flavors. Complex, yet smooth and harmonious.



## Dare to Pair

SakéOne's crisp, clean premium saké are versatile enough to be paired with cuisines outside of Japanese or other Asian fare. Though fine saké certainly has some similarities to wine in terms of alcohol content, body, intensity and complexity, the aromas and flavors derived from saké are very different and must be approached with an open mind. Best served chilled in a stemmed wine glass, saké has the ability to pair with a myriad of diverse dishes, some of which wine typically cannot. Here are some of our pairings of preference:

### Twelve to Try:

**G Joy** with sweet and spicy barbecued ribs

**Momokawa Organic Junmai Ginjo** with a caramelized orchard fruit salad

**Momokawa Organic Nigori** with spicy Thai takeout and a movie

**Momokawa Silver** with oven-roasted oysters in a bacon-tarragon hollandaise

**Momokawa Diamond** with pan-seared scallops over linguine with Meyer lemon and thyme

**Momokawa Ruby** with fig balsamic barbecued salmon and grilled morels

**Moonstone Pear** with Moroccan lamb and quince tagine

**Moonstone Plum** with lemon vanilla bean ice cream in a gingered cherry sauce

**Moonstone Raspberry** with chipotle-glazed, garlic-roasted pork loin

**Moonstone Coconut Lemongrass** with Korean barbecue

**SakéMoto** with foods high in umami, such as dried mushroom pasta or aged beef

**G Fifty** with grilled meats and seasoned veggies

# Saké One

## Greg Lorenz Sakémaster

Greg Lorenz is one the very first American sakémasters in the world. He came to SakéOne with a background in chemistry and biology, and a deep understanding and love for managing micro life forms – yeasts, algae, and other microorganisms used in food products. Greg received his training on the job with guidance from master brewers from Momokawa Brewing Japan (Murai Family) of Aomori Prefecture, and Yoshinogawa, the oldest brewer in Niigata Prefecture, Japan.

Lorenz’s approach to saké is one of “life form management” through the use of old-world tradition and modern technology, which come together in Oregon and allows him to brew the finest saké outside of Japan. Using water from Oregon’s lush Coast Range, premium rice from nearby Northern California and a *koji* strain perfected over two centuries in Japan, Lorenz brews premium Oregon craft saké at SakéOne’s unique and state-of-the-art brewery in Forest Grove, Oregon.

Though Lorenz has truly perfected the art of crafting traditional Japanese saké, Lorenz and his pioneering team at SakéOne are leaders in the movement to revolutionize saké. His saké, which ranges from the delicate Momokawa Silver to the one-of-a kind Moonstone Asian Pear and the robust G Joy, are designed to match the diversity of cuisines enjoyed today in the U.S.

In addition to saké, Lorenz loves Oregon craft beer and interesting Oregon wine blends like Sokol Blosser’s Meditrina. His favorite SakéOne product is the Momokawa Diamond-smooth and mellow, rounded with a spicy finish; it can truly be enjoyed with a wide variety of cuisines.

Lorenz is obsessed with making the best saké he can, and he is always improving his technique. “We’re never finished making better saké. There is always a new edge of knowledge to reach for—we’re always looking forward,” said Lorenz.



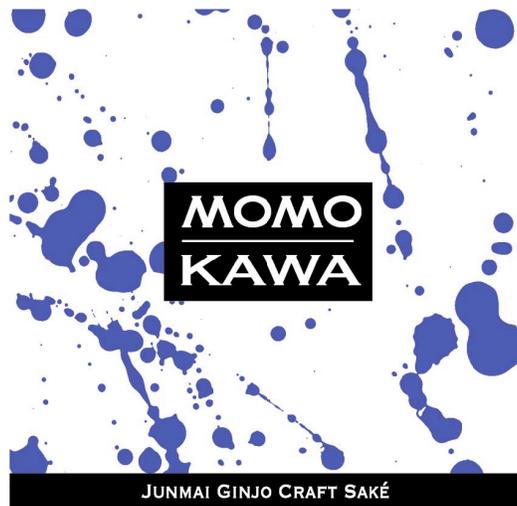
**Steve Vuylsteke**  
**President and CEO**

Steve Vuylsteke's roots in Oregon's craft beverage industry run deep. A native Oregonian, his family founded Oak Knoll Winery—one of Oregon's pioneer wineries—in 1970. He now serves as the President and CEO of SakéOne in Forest Grove, Oregon.

Since the 1980's, Vuylsteke has worked tirelessly to promote Oregon craft beverages and Oregon's beautiful wine country. Vuylsteke has served as general manager and sales manager of Erath Vineyards, one of Oregon's premier wineries, as board president of the Washington County Visitors Association, the Washington County Winery Association, the International Pinot Noir Celebration and Oregon Pinot Camp. He has also served on the Willamette Valley Wineries Association, the Oregon Wine Marketing Coalition and the Salud Oregon Pinot Noir Auction. Prior to taking over as president and CEO of SakéOne, Vuylsteke successfully transitioned his family's winery from a fruit and berry wine maker to a Pinot Noir and Pinot Gris producer.

“Having witnessed the evolution of Oregon wine from an unheard of, unexpected regional product to world-class status, I am inspired by our opportunity to elevate Oregon craft saké to a similar status, one on par with the finest Japanese saké,” Vuylsteke said. His favorite SakéOne offering is the Momokawa Organic Junmai Ginjo.

Vuylsteke spends his leisure time enjoying the bounties of Oregon—camping, fishing, hiking and golfing with his wife Cindy and their four children, Max, Lexi, Lindsey and Hannah.



**Artist's Statement-Jeffrey Caldewey**  
*Designer of the new Momokawa labels*

While I am an old hand at the fine wines of the world, I am rather new to the realm of saké. Fortunately, this was a distinct advantage for I was able to approach this project free of influence and pre-conceptions-with a clear canvas and open mind.

In the beginning stages of this project, the gracious folks at SakéOne gave me a glimpse into the inner sanctum of the arcane tradition of saké making, culminating in an in-depth tasting. While clearly saké can be both a cerebral and visceral journey, my first sensation was an unexpected explosion of flavors: How so much depth and nuance can emanate from a humble grain of rice is truly one of nature's wonders.

SakéOne urged me to translate my experience into an entirely new package design for their Momokawa line. I had a completely free hand albeit one caveat: The signature neon blue bottle must stay. Thus with this given cobalt canvas and freed from restrictions past and present, I began to explore new possibilities.

Surely the most prominent element of all saké labels is calligraphy. It can be said that *kanji* calligraphy has its roots in abstract symbols that represent concrete ideas. What I was seeking was abstract symbols that represent emotions. While bound by tradition, there is an avantgarde, abstract form of calligraphy called *zeneisho*, which reminded me a bit of the "action" painting of abstract expressionist painter Jackson Pollock.

Now here was indeed "East Meets West"-perhaps East collides with West is more appropriate. As a canvas, I selected a paper that had both the texture of artist linen and the iridescence of highly polished rice. Finally, I splashed about with an indigo ink which seemed to literally leap from the cobalt blue bottle. I am confident the exuberance will be contagious.

About Jeffrey Caldewey:

Jeffrey Caldewey is the wine industry's premier label and packaging designer. Over the past several decades, Caldewey's role in defining the global wine renaissance has been pivotal. A gifted iconoclast, he has created the design for a myriad of the world's most sought after and

renowned wine labels. “The label is part symbol, part memory, part storytelling,” he says, “The package personifies not only the product; it has the power to transform our sense of identity.”



FOR IMMEDIATE RELEASE

### Oregon Craft Saké Brand Momokawa Announces Relaunch

*Forest Grove, Oregon*-America's premium saké company, SakéOne announced today the re-launch of their core Oregon craft saké brand, Momokawa. The leading producer of *junmai ginjo* (premium) grade saké in the U.S., Momokawa has announced a stunning new label design by renowned label and packaging designer Jeffrey Caldewey. Though Momokawa saké is deeply rooted in tradition and technique, the saké producer is celebrated and perhaps best known for pioneering the revolution of saké in the U.S. The new label design coincides with several subtle changes in the brewing process that have ultimately resulted in enhanced flavor and body.

Commissioned to completely re-design Momokawa's new label, Caldewey said, "the most prominent element of all saké labels is calligraphy. It can be said that *kanji* calligraphy has its roots in abstract symbols that represent concrete ideas. What I was seeking was abstract symbols that represent emotions. While bound by tradition, there is an avant-garde, abstract form of calligraphy called *zeneisho*, which reminded me a bit of the 'action' painting of abstract expressionist painter Jackson Pollock." The backdrop to the design is a unique medium that has the texture of traditional artist linen combined with an iridescence that calls to mind highly polished, premium quality rice. The design is the result of Caldewey splashing about with indigo ink that seems to leap from the original Momokawa cobalt blue bottle-truly a visual example of East blending with West.

In terms of taste, Sakémaster Greg Lorenz, who is gaining popularity in the premium beverage world as the only American sakémaster to date, has been quietly fine tuning the delicacy and nuances of his saké over the last two years to yield even more charming and alluring results. Lorenz's foundation for brewing saké is deeply rooted in Japanese tradition and technique, down to the equipment, process and ingredients. However with changes in the brewing process that are as understated as classical elements of Japanese culture, Lorenz manages his *koji* and yeast in a manner that gives Momokawa saké flavor profiles that he feels are more appealing to American consumers yet retain the standards of his teachers.

Last year, Momokawa's "Ruby" *Junmai Ginjo* saké earned a silver medal at the prestigious all-Japanese U.S. National Saké Appraisal 2010, no small feat for an American saké producer. Though Momokawa undoubtedly honors tradition, Oregon's pioneer spirit infuses the air that the saké makers breathe and the pristine water they brew with. With this spirit synonymous with the American dream, Momokawa has evolved in the last few years revolutionizing saké and truly defining Oregon craft saké.

#### **About SakéOne**

SakéOne is America's premium saké company and importer of some of Japan's finest saké. Founded in 1992 as an importer, SakéOne has been crafting strictly *junmai ginjo* quality saké at its state-of-the-art *kura* (brewery) in Forest Grove, the heart of the Willamette Valley: Oregon's craft beer-brewing and winemaking mecca, since 1998. In 2010, SakéOne's Momokawa "Ruby" Junmai Ginjo earned a silver medal at the prestigious U.S. National Sake Appraisal 2010, no small feat for an American producer in a crowd of more than 300 Japanese entrants and a judging panel held to precise Japanese standards. Though SakéOne clearly honors tradition, their Oregonian pioneering spirit is constantly evolving and has truly come to define Oregon craft saké. For more information, please visit [www.sakeone.com](http://www.sakeone.com). For media inquiries, please contact [press@charlescomm.com](mailto:press@charlescomm.com) or 415|701-9463.

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FOR IMMEDIATE RELEASE

**SakéOne Launches First Saké Keg Nationally**  
*Featuring Momokawa Organic Junmai Ginjo*

**Forest Grove, OR, February 26, 2014** – [SakéOne](#), America’s premium saké company, officially announced the national launch of their Momokawa Organic Junmai Gingo saké in keg form. It’s the first of its kind in the United States, and poised to drastically change the way saké is enjoyed by and marketed to consumers. After a successful Beta program in 2013 in diverse accounts in North America, SakéOne will fully launch the keg program in early 2014.

Momokawa Organic Junmai Gingo saké is crafted at SakéOne’s kura in Forest Grove, Oregon, using USDA certified Calroseorganic rice polished to 60 percent, giving it the highest possible rating of “Ginjo,” or ultra premium. Its clean, tropical notes make it a wonderful accompaniment to grilled meats and rich shellfish dishes, and is fast proving itself as an ideal component to some of the most exciting new trends in cocktails.

The 19.5 liter keg containing Momokawa Organic Junmai Gingo saké features what’s known as a Nitro Keg system, which uses 75 percent nitrogen and 25 percent carbon dioxide to maintain the saké’s freshness and balanced, delicate flavor profile.

“We recently brought in Momokawa Junmai Ginjo and it’s already been a resounding success,” says Charli Hamilton, bar manager at Billy Beach Sushi Bar in Seattle. “It’s been a perfect addition to our menu, and our customers have really enjoyed it - not only for the fact that it’s



organic, but also for the full-bodied, smooth flavor. Of course, the novelty also helps!”

Pure Food and Wine, New York City’s premier raw vegan restaurant, is the first restaurant in the U.S. to implement the draft saké in its cocktail program and currently uses one keg of Momokawa Junmai Gingo per a week due to its creative cocktail program which features the saké. “On busy nights, it creates so much fluidity for turning things out faster. I don’t have to worry about running out of product and having to run up and down the steps to grab more bottles. My recycle bin is now so much lower since I’ve been using the keg,” says Joey Repice, Beverage Director at Pure Food and Wine. “Accessibility, quality, and convenience. You name it – it’s got it.”

The Momokawa Organic Junmai Ginjo Saké is currently on tap at restaurant locations in Oregon, California, Washington, Illinois, Nevada and New York.

For more information on SakéOne, please visit [www.sakeone.com](http://www.sakeone.com).

#### **About SakéOne**

SakéOne is America’s first craft saké producer and compliments its own fine products with a growing portfolio of fine Japanese saké imports. Its Oregon craft saké brands Momokawa, Moonstone, and g Saké are joined by import brands Murai Family, Yoshinogawa, Kasumi Tsuru, SakéMoto, and Tombo. A leader committed to saké education at the wholesale, retail and consumer levels, SakéOne is focused on expanding the enjoyment of premium saké in the United States. For more information, visit SakéOne’s website at [sakeone.com](http://sakeone.com).

For media information and interviews, please contact Kimberly Charles of Charles Communications Associates at [press@charlescomm.com](mailto:press@charlescomm.com) or 415|701-9463.

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