

初孫の酒造りのポリシー Hatsumago's principle of sake brewing

オリジナリティとオンリーを追求する伝承の技「生酛造り」

The "kimoto making" method, a traditional craft skill – for our search of originality and uniqueness of taste.



山形県の日本海に面する港町＝酒田市。山形県を縦断して流れる最上川が日本海に注ぎ込む河口地に発展した港町です。

初孫がこの港町で酒造りを始めたのは、明治26年(1893年)。良質な米と澄んだ空気、冬の厳しい冷え込み、砂丘地の地下水に恵まれた土地です。そしてこの地域には酒造りの伝承の技を受け継ぐ、多くの蔵人がいます。

創業以来、初孫が大切にしてきた酒造りのポリシーは「生酛造り」です。「生酛造り」とは、空気中の乳酸菌を活用した清酒酵母の育成法。この手法は卓越した技術と長年の経験が必要とされます。

生酛造りによる酒は次のような特長があります。

- ・味わいに深みがある

- ・後味がきれい

この特長が料理の味わいを一層美味しくします。

Sakata is a port town in Yamagata Prefecture along the coast of the Sea of Japan. The city was developed at the mouth of the Mogami River, which runs through Yamagata Prefecture and empties into the Sea of Japan. Hatsumago started brewing sake in the 26th year of the Meiji era (1893) in this port town. This land always brings a rich harvest of quality rice, with an abundant supply of clean air and groundwater from the dune. The long, cold winter in this area is another important factor contributing to the quality of the sake. Lastly, many brewery workers from this community have inherited the traditional craft skills of sake brewing. One important principle of Hatsumago's sake brewing is the "kimoto making" method. The "kimoto making" method is a technique for breeding yeast using airborne lactic acid bacteria living in the brewery. This method requires meticulous skills and years of experience. Sake made using the kimoto making method is unique because of its complexity, depth and smooth aftertaste. These characteristics complement the flavors of various foods.

蔵のプロフィール Brewery profile

ユニークなブランド＝初孫

ブランドの由来

創業当初は「金久きんきゅう」という酒名を使っていました。1930年頃に、当家に長男が誕生したのを喜び、誰からも愛され、親しまれるように願いを込めて、銘柄を「初孫」と改めました。

The brewery was originally called "Kinkyu". The brand name "Hatsumago" (meaning the first grandchild in Japanese) was chosen in around 1930 when the first grandson was born to the founder's family. The founder wished that everyone would love the sake brand the same way everyone loved his first grandson. The name "Hatsumago" has been used ever since.



初孫銘柄のシンボルマーク「やぶこうじ」

「やぶこうじ」は秋から冬にかけて赤い実をつける縁起の良い植物です。お正月などお祝いの時に飾られたりします。

"Yabukoji" is a plant that bears red fruit from fall through winter. It had been believed to bring good luck; therefore, people use it for decorations in festivals such as the New Year, etc.



新しい蔵の創造

創業から100年経った平成6年(1994年)に酒田市十里塚に新しい蔵を創りました。生酛造りの技のレベルアップを図り、すべての醸造工程に吟醸造りのノウハウを活かした新しいコンセプトの蔵です。

We opened a new brewery in Jyurizuka, Sakata in the 6th year of the Heisei era (in 1994), which marks the centennial of our business. This is a brewery with a new concept, where we have introduced new technology to improve our kimoto making method. Our expertise of ginjo (premium sake) making is used in every brewing process.



蔵人の技 Brewery workers' craft skills

杜氏の感性と蔵人の和

初孫の蔵では、松林に囲まれたクリーンな環境のもと、蔵人たちが心をひとつにして伝承技術の継承と最新設備の活用を心がけています。

In the Hatsumago brewery, workers full of team spirit pass on the traditional craft skills they inherited, now using hygienic state-of-the-art facilities. A beautiful pine forest surrounds the building.

杜氏 後藤英之

Brewmaster Hideyuki Goto

東京農業大学卒業。29歳で杜氏になる。酒造りの卓越した技とみなぎる情熱を持ち、生酛造りによる料理と相性の良い酒造りに定評がある。

Graduated from Tokyo University of Agriculture, he became a brewmaster at the age of 29. He is passionate and has excellent brewing skills. His craft sake, made with the kimoto making method, is widely recognized for its great pairing with a variety of foods.



① 精米

厳選した原料米をていねいに磨く
Carefully selecting rice and polishing it with great care.



② 麴

麴造りは初孫の旨さを決める重要な工程
Preparation of koji rice (koji-cultured rice) is an important step because it determines the taste of Hatsumago.



③ 酒母

受け継がれる生酛造りによる酵母育成
Breeding yeast using the traditional kimoto making method, which was handed down from generation to generation.



④ 発酵タンク

高度な発酵技術が高い品質の酒を醸す
Superb fermentation technology brews quality sake.