



# 夏

Summer

Enjoy festivals and fireworks displays along with **summer sake**. Sake is considered good for both your beauty and health. Drinking it will make you feel refreshed in the summer heat.



## Four Seasons with Sake



# 冬

Winter

Endure the harsh winters of Izumo along with **winter sake**. Winter is also known as a time for freshly brewed new sake. This warm sake has an exceptional taste.

### Izumo City

Shimane Prefecture

### Access to Izumo

|           |  |              |                        |
|-----------|--|--------------|------------------------|
| Tokyo     | By air (JAL)                                       | 1hr 20mins   | Izumo Enmusubi Airport |
|           | By Shinkansen + Limited Express Yakumo             | 8hrs 30mins  | Izumoshi Station       |
|           | By Overnight Sleeper Limited Express Sunrise Izumo | 12hrs        | Izumoshi Station       |
| Osaka     | By Express Bus (Shibuya)                           | 12hrs 30mins | Izumoshi Station       |
|           | By air (JAC)                                       | 45mins       | Izumo Enmusubi Airport |
|           | By Shinkansen + Limited Express Yakumo             | 4hrs         | Izumoshi Station       |
| Fukuoka   | By Express Bus (Hankyu Umeda/Shin-Osaka)           | 5hrs 30mins  | Izumoshi Station       |
|           | By car   | 4hrs         | Izumoshi Station       |
|           | By air (JAC)                                       | 1hr 10mins   | Izumo Enmusubi Airport |
| Hiroshima | By Shinkansen + Limited Express Super Ok           | 4hrs 30mins  | Izumoshi Station       |
|           | By Express Bus (Hakata Bus Terminal)               | 9hrs         | Izumoshi Station       |
|           | By car   | 5hrs 30mins  | Izumoshi Station       |
| Okayama   | By Express Bus (Hiroshima Bus Center)              | 3hrs         | Izumoshi Station       |
|           | By car   | 2hrs 30mins  | Izumoshi Station       |
| Okayama   | By car   | 3hrs         | Izumoshi Station       |

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## IZUMO

### The Birthplace of Sake

# 出雲

## Izumo Sake

### Bringing People Together

# 春

## Spring

Enjoy cherry blossom viewing and new encounters along with **spring sake**. Drink together and forge new friendships.

# 秋

## Autumn

Enjoy the beautiful, colorful scenery of the land of Izumo along with **fall sake**. Also known as *hiyaoroshi* and *akiagari*, fall sake has an appealing flavor that is suited to the fall temperatures and your preferences.

## Izumo Taisha Shrine

Izumo Taisha Shrine is located at the base of Mt. Yakumoyama. Its solemn appearance remains in Izumo, known as the Land of the Gods, even now. The Kojiki, which is a Japan's oldest historical record, describes what is considered to be the origins of Izumo Taisha Shrine. It tells of a grand palace that was constructed when Okuninushi-no-Okami, a Japanese god, handed over the land to Amaterasu Omikami.

## About Kamiarizuki

In the Izumo region, the 10th month of the old lunisolar calendar is called "Kamiarizuki" (which means a month when the gods are present in Japanese). In other parts of Japan this month is known as "Kamazaruki" (which means a month when the gods are absent). It is said that during this month, countless gods gather in the land of Izumo.

It is said that the gods who gather in Kamiarizuki hold a meeting regarding marriages between men and women and various aspects of people's lives.

## Izumo Kagura and Sake

## Izumo The Birthplace of Sake

A play which is dedicated to the gods is held at Izumo Kagura. This play is about Susanoo-no-Mikoto, a Japanese god, slaying Yamata-no-Orochi, an eight headed serpent, by getting him drunk with sake. Ancient Japanese records such as the Kojiki and Nihon Shoki include Izumo myths such as "The Legend of Yamata-no-Orochi" and "Sake Brewing in the Village of Saka." The latter can be seen in the Izumo Fudoki. From these myths we can understand that people have brewed sake in the land of Izumo since ancient times. This is why Izumo is considered the birthplace of sake. Try sake from Izumo, the birthplace of Japanese sake. It will make you feel the long history and romanticism of the ancient era.

Odochi Kagura Performance: [Yato]

## Saka Jinja Shrine (Matsuo Jinja Shrine)

Saka Jinja Shrine is an ancient temple which is described in the Izumo Fudoki (an ancient record of the features of Izumo). The Izumo Fudoki describes this shrine as "a land where the gods gathered and brewed sake, and held a banquet over a long period of time." On October 13<sup>th</sup>, an annual festival (called the Doburoku Festival) is held. Doburoku means "unrefined sake" and in this festival freshly brewed sake is dedicated to the gods.

## Mankusen Jinja Shrine

During Kamiarizuki, Mankusen Jinja Shrine is the last stop for the gods. They come here after they finish their meeting about marriage and other topics. In this land, the gods hold a feast called naoral, where they enjoy food and drink offered to them, before returning home. In October 26<sup>th</sup> of the old lunisolar calendar, the Mankusensan and Karasadesan festivals are held.

## All About Sake Breweries

The sake breweries in the land of Izumo possess three important elements.

1. Abundant nature that is an excellent environment for pure water
2. High quality rice used for brewing sake is made with that water
3. Chief sake brewers who have inherited traditional and proven techniques from ancient times

Izumo's fragrant sake can be made even now thanks to Izumo's water, rice and the techniques of chief sake brewers.



## Passing Down History and Brewing Techniques to the Present Day

## The Sake Breweries of Izumo



### Itakura Sake Brewery Co., Ltd.

468 Nya-cho, Izumo City, Shimane 693-0021 TEL:0853-21-0434  
Tours: Possible with a reservation Period: From May to September



### Fuji Brewing Company

1403 Imaichi-cho, Izumo City, Shimane 693-0001 TEL:0853-21-1510  
Tours: Unavailable ※Tasting available for sale



### Asahi Shuzo Co., Ltd.

662 Imaichi-cho, Izumo City, Shimane 693-0001 TEL:0853-21-0039  
Tours: Possible with a reservation Period: All year / Please consult beforehand.



### Sakemochida Honten Co., Ltd.

785 Hirata-cho, Izumo City, Shimane 691-0001 TEL:0853-62-2023  
Tours: Possible with a reservation Period: All year