

CHOYA

PRODUCT CATALOG

CHOYA was founded by the Kondo family in 1914, and at first focused on viticulture. In 1959, the company made the historic decision to start production of Umeshu (Plum Wine). Today, CHOYA is the biggest producer of Umeshu in the world. We want our products to make you smile.



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Philosophy

Daily life in Japan is given colour and beauty by the country's four distinct seasons. The beginning of summer brings with it the rainy season, which leaves the fruit of the ume trees ripe and rich with organic acids. Umeshu and umeboshi, dried ume fruit, are the result of this natural bounty of the season — with the addition of some human innovation. Ume has been celebrated in Japan since ancient times; the fruit is praised in many of the works in Manyoshu (An Anthology of Ten Thousand Leaves), Japan's oldest collection of poetry. The ume is an integral part of Japan's culture and nature, and the importance that Japanese people have placed in the ume over the years is testament to the central role of cuisine and of well-being in their daily lives.



CHOYA was launched in 1914, as a viticulturist. An encounter with ume, a fruit grown in Japan to world-leading quality, led the company to begin developing a wide variety of products. We are determined to continue to exploit our boundless appetite for exploration and our impressive technical expertise, developed through pioneering research, in order to deliver outstanding products to consumers all around the world. Umeshu is the tool we have chosen to communicate the spirit of Japan to the rest of the world. **This is our mission at CHOYA.**

Check out the introduction video of CHOYA Classic series.



★ Alcohol free drink ★

Premium
Ume Soda
Alc. 0.00%

We use only ripe Nanko-ume
fruit from the renowned
region of Kishu in Wakayama



Yuzu Soda
Alc. 0.00%

Our yuzu citrus are grown in a
beautiful natural environment
of Shikoku island



New Flavor!

Lemon Soda

No Artificial Additives • Gluten Free



www.choya.com

New!

The time spent with someone special

The perfect balance of a refreshing sparkling with the aromas and gentle flavours of the 'Ume' fruit.

Enjoy chilled as an any-time effervescent aperitif, as perfect for parties & special occasions with friends and family.

- Volume: 750ml, 187ml
- Alcohol: 5.5% alc./vol.



CHOYA
 ORIGINAL
 Sparkling

Umeshu with Fruit

A uniquely sweet and gently tart taste of ume fruit with notes of almond from the pit.

Serve straight and slightly chilled or on-the-rocks.



A HANDY AND DRINKABLE SIZE!



- Volume: 50ml
- Alcohol: 14.6 % alc./vol.

5 Pack!

*The CHOYA is the pinnacle of CHOYA's
blending technique that was built and refined
on years of experience.*



The
CHOYA
SINGLE YEAR



Authentic Ume Liqueur Alc. 15%
Japanese Nanko-ume used 315g

Ingredients: Japanese Nanko ume, sugar, cane spirit. *No artificial additives such as acidulants, colourings, flavourings or preservatives.*

Production method: A special blend of at least three different ume liqueur batches aged between 1 and 2 years. The ume liqueur is made by macerating Nanko ume in cane spirit.

Tasting note: Elegant aroma of Nanko-ume will fulfill your taste buds. Rich taste, with a neat finish of tartness.

Recommended: on-the-rocks, with soda, in cocktails



CHOYA

Golden Ume Fruit

GLUTEN FREE, NO ARTIFICIAL ADDITIVES



Golden Ume Fruit is made from **the highest quality Japanese Ume fruit** (Nanko Ume)
We pick Ume fruit by hand and only use selected ingredients.

CHOYA SPECIALIZES IN PROPRIETARY AGING AND BLENDING TECHNIQUES UNIQUE TO CHOYA TO CREATE THE HIGHEST QUALITY OF UMESHU.

- Volume: 750 ml
- Alcohol: 15.5 % alc./vol.

100% YUZU LIQUEUR ●



CHOYA

100%

ゆず

JAPANESE
YUZU
CITRUS

Alc.15%

Ingredients: Japanese yuzu, sugar, cane spirit
No artificial additives such as acidulants, colourings, flavourings or preservatives.

Production method: juice from top-quality Japanese yuzu citrus carefully grown on the famous island of Shikoku is mixed with cane spirit to create this traditional Japanese liqueur.

Tasting note: Yuzu zest and juice infuse this liqueur with mouth-watering floral wonders and a refreshing citrus taste.

Ways to enjoy: straight & chilled, on-the-rocks, mixed with soda or hot water, used for cocktails.

KOKUTO UMESHU

KOKUTO means Black Sugar. Black Sugar contains mineral and vitamin.



- Jamaican Dark Rum used
- 100% Premium 'Nanko' Ume
- No artificial additives
- Gold Award Winner Monde Selection (2009, 2010, 2011)
- Great as a cocktail base
- Great for desserts

Rich and mellow flavor from dark rum with notes of plum and dried apricot from the ume fruit. Enjoy its unique aroma and a deep taste after dinner on-the-rocks, with your dessert or as a cocktail base.

- Volume: 750 ml
- Alcohol: 14 % alc./vol.



Cocktail Recommendation

- TRY IT ON THE ROCKS OR WITH SODA -
- ★ PLUS pour KOKUTO onto Vanilla Ice Cream

KOKUTO : Soda (or Coke) = 1 : 1

KOKUTO : Milk = 3 : 7

KOKUTO : Whisky = 3 : 8

UJI GREEN TEA UMESHU

Made from select green tea from KYOTO.
We let the tea leaves dry as much as possible to emphasize the crisp fragrance.
CHOYA specializes in unique cold brew technique to bring out the flavor of the green tea.
Enjoy the fusion of Japanese traditional Umeshu and green tea!

How to enjoy?

- On the rock
- Chilled and straight



Selected No.1 Liqueur in 2021!



THE CHOYA CRAFT FRUIT

DOUBLE GOLD
WINNER



- Volume: 720 ml
- Alcohol: 15 % alc./vol.

Craft Fruit won Double Gold in San Francisco World Spirits Competition! It's made from ripened Ume fruit and contains **Ume Puree**.

Smooth and strong fruity flavor from Ume puree and crisp and clean taste.

Well-balanced between sweetness and tartness.

How to enjoy?

- On the rock / Straight
- Mix with Soda