

**FOR IMMEDIATE RELEASE**

**Bōken Sake Launches, Championing Next Generation Japanese Brewers**  
*Award-winning portfolio of distinctive sakes pairs beautifully with New American food*



**(New York, NY) October 2024** — [Bōken Sake](#) is proud to launch a portfolio of innovative and food-friendly sakes crafted by next generation brewers in Japan. *Bōken Ringo*, *Bōken no. 77*, *Bōken Nigori*, and *Bōken Nana* are all Junmai Ginjō (rice and water milled to 60%) sakes that pair with a broad range of New American food, from regional New England seafood to Texas barbecue and beyond. Founder Daisuke Nakajima founded Bōken after extensive visits to breweries throughout Japan, and is spotlighting next generation “mad scientist” brewers bringing big, bold umami flavors to sake. Bōken Sake (\$56-\$65/720 ml) is launching at on-premise accounts in the U.S. this October, and will also be available to purchase at select retail locations in NY and NJ.

“We launched Bōken to broaden the appeal of sake beyond traditional Japanese cuisine,” says Daisuke, founder and CEO of Cedar Sake LLC, a NY-based importer of Bōken Sake. “We take pride in partnering with family-owned, small-batch brewers, and we’re thrilled to demonstrate that sake is not only flavorful but can also complement a wide variety of dishes from around the globe.”

Bōken’s mission is to preserve the rich Japanese tradition of sake and introduce it to a new audience, one that may enjoy pairing sake with non-Japanese foods. The next generation brewmasters, 27th from Hiraizumi Honpo in Akita Prefecture and the 6th generation from Takagi Brewery in Kochi Prefecture, are committed to innovation while honoring the honed craftsmanship of the brewers before them.

**The inaugural Bōken Sake lineup includes:**

**Bōken Ringo (SRP/14%) - Junmai Ginjō (Takagi Brewery)**

With fresh apple notes, this sake captures the balance of a California Chardonnay and was a Platinum medal winner at Kura Master Paris 2024

**Pairs well with:** Cheese, Lobster Roll, Tempura, Pizza, Summer Salads

**Bōken no. 77 (SRP/13%) - Junmai Ginjō (Hiraizumi Honpo Brewery)**

Featuring structured acidity, this sake pairs beautifully with heartier dishes. Its unique yeast strain produces floral aromas that evolve with food.

**Pairs well with:** Grilled Fish, Lamb Chops, Mashed Potatoes, Steak, Yakitori

**Bōken Nigori (SRP/14%) - Junmai Ginjō (Hiraizumi Honpo Brewery)**

A semi-filtered nigori style, this sake offers a unique mouthfeel and smoothness, perfect for pairing with spicy dishes.

**Pairs well with:** Tacos, Fried Chicken, Teriyaki, Spicy Foods

**Bōken Nana (SRP/15%) - Junmai Ginjō (Hiraizumi Honpo Brewery)**

An earthy yamahai sake, this sake shines whether served chilled or warmed. Its playful profile complements grilled and smoked foods.

**Pairs well with:** Cheeseburger, Kabobs, Grilled Cheese, Fire Roasted Veggies and Meats

“Our carefully curated sakes really complement American culinary favorites like lobster rolls, seafood platters to even explosive flavors in Tex-Mex,” says George Kao, a longtime industry vet who began his culinary journey at D'Artagnan before moving on to NY Mutual Trading as Sake Educator for the East Coast. After nearly a decade in the sake industry, George joined Sun Noodle as the Director of Sales, championing ramen culture across the U.S. and Europe. “I can't wait to share these discoveries with everyone.”

**The Breweries**

*Bōken no. 77*, *Bōken Nigori*, and *Bōken Nana* are all brewed at Hiraizumi Honpo by Masaaki Saito. Founded in 1487, Hiraizumi Honpo is Japan's third oldest brewery, located in Akita Prefecture. Located at the foothills of Mount Chokai and right next to the Sea of Japan, the brewery faces harsh winters, providing a stable environment for the orthodox yamahai method that yields a rich and complex flavor.

*Bōken Ringo* is brewed by Takagi Shuzo in Kochi Prefecture, founded in 1884. Takagi Brewery prides itself on producing sake made entirely with local ingredients. Because Kochi is the most typhoon-prone area in Japan, rice grains harvested in Kochi are unique and smaller than the ubiquitous Yamadanishiki or Gohyakumangoku rice grains. In addition to using local rice, the brewery uses 10 different yeasts that were developed and are only available in Kochi.

**About Bōken Sake**

Bōken Sake is a portfolio of purposefully curated, authentically Japanese sakes made by next generation brewers. The inaugural lineup - *Bōken Ringo*, *Bōken no. 77*, *Bōken Nigori*, and *Bōken Nana* - come from a collective of breweries, one dating back to 1487. Though varied in their characteristics, each Bōken sake brings big, bold umami flavors that pair beautifully with New American food. Bōken is launching at on-premise accounts in the U.S. this October, and will also be available to purchase at select retail locations in NY and NJ. For more information about Bōken, visit <https://www.drinkboken.com/> and follow on IG @drinkboken.

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