

Investors' Guide 2007

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for the Third Quarter Ended December 31, 2007
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February 28, 2008

Investor Relations Office.
TEL 075(241)5124
FAX 075(241)5127
E-Mail ir@takara.co.jp

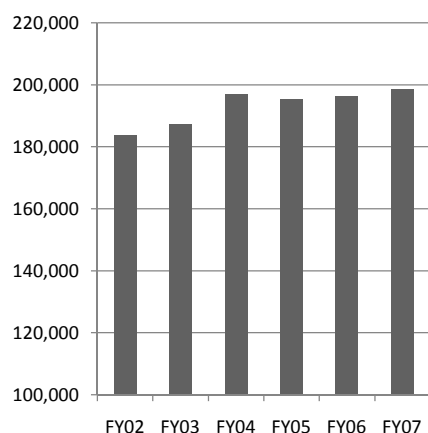
1. Six-year Financial Summary (1)

Takara Holdings Inc. and Consolidated Subsidiaries

Years ended March 31

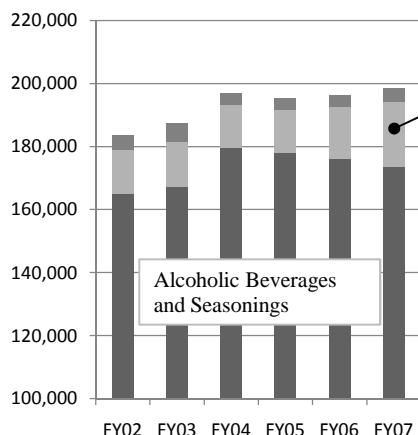
Net sales

(millions of yen)

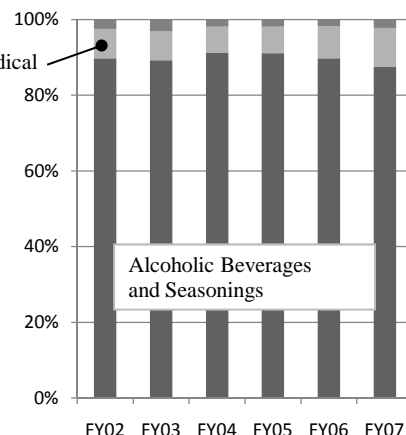


Net sales by industry segment

(millions of yen)



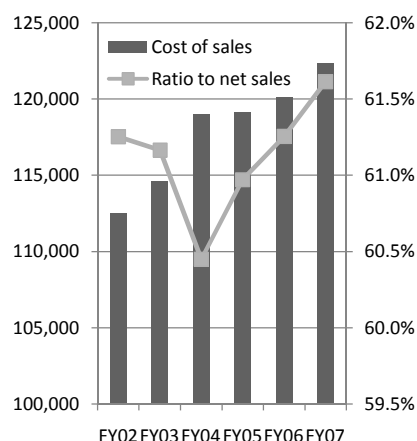
Composition of net sales by industry segment



	Total		Alcoholic Beverages and Seasonings		Biomedical		Other	
	Net sales		Net sales	% of total	Net sales	% of total	Net sales	% of total
FY2002	183,638		164,792	89.7%	14,312	7.8%	4,533	2.5%
FY2003	187,394		167,188	89.2%	14,338	7.7%	5,867	3.1%
FY2004	196,897		179,675	91.3%	13,560	6.9%	3,661	1.9%
FY2005	195,359		178,068	91.1%	13,671	7.0%	3,618	1.9%
FY2006	196,119		176,107	89.8%	16,490	8.4%	3,520	1.8%
FY2007	198,535		173,642	87.5%	20,574	10.4%	4,318	2.2%

Cost of sales and Ratio to net sales

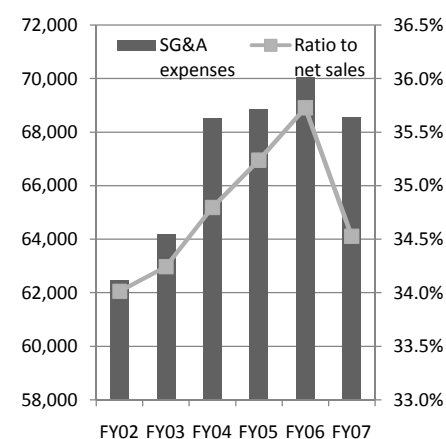
(millions of yen)



	Cost of sales	Ratio to net sales
FY2002	112,482	61.3%
FY2003	114,617	61.2%
FY2004	119,023	60.4%
FY2005	119,114	61.0%
FY2006	120,132	61.3%
FY2007	122,325	61.6%

SG&A expenses and Ratio to net sales

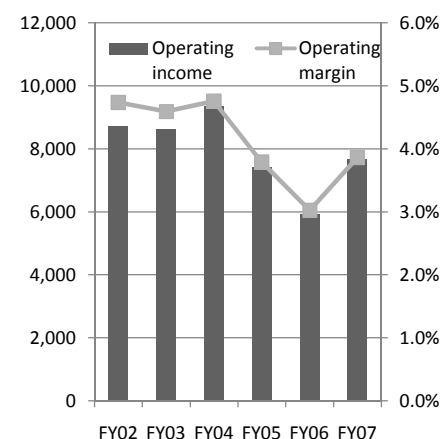
(millions of yen)



	SG&A expenses	Ratio to net sales
FY2002	62,460	34.0%
FY2003	64,169	34.2%
FY2004	68,514	34.8%
FY2005	68,841	35.2%
FY2006	70,062	35.7%
FY2007	68,550	34.5%

Operating income and Operating margin

(millions of yen)



	Operating income	Operating margin
FY2002	8,695	4.7%
FY2003	8,606	4.6%
FY2004	9,360	4.8%
FY2005	7,402	3.8%
FY2006	5,924	3.0%
FY2007	7,660	3.9%

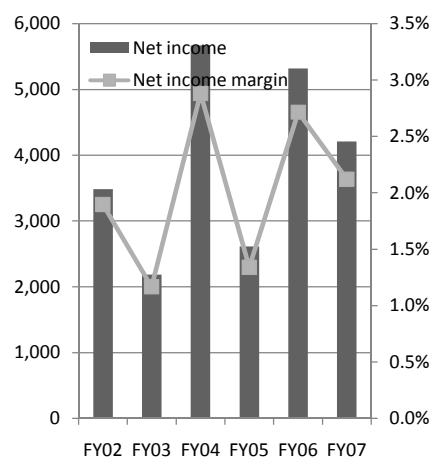
1. Six-year Financial Summary (2)

Takara Holdings Inc. and Consolidated Subsidiaries

Years ended March 31

Net income and Net income margin

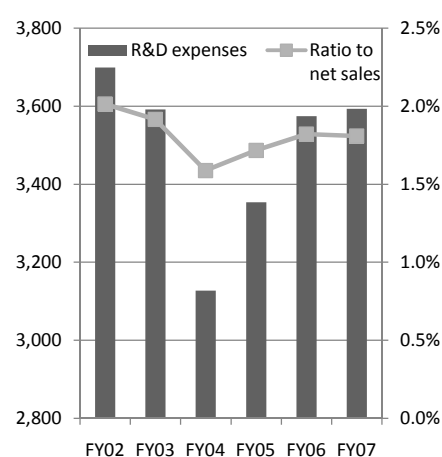
(millions of yen)



	Net income	Net income margin
FY2002	3,481	1.9%
FY2003	2,185	1.2%
FY2004	5,668	2.9%
FY2005	2,614	1.3%
FY2006	5,320	2.7%
FY2007	4,208	2.1%

R&D expenses and Ratio to net sales

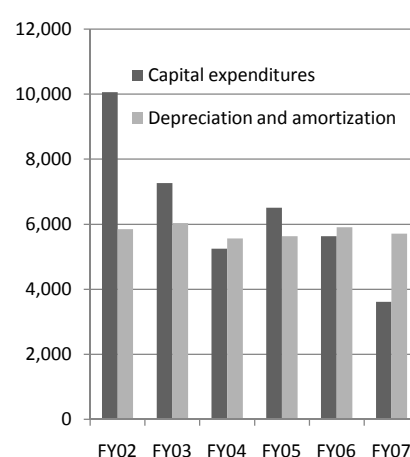
(millions of yen)



	R&D expenses	Ratio to net sales
FY2002	3,699	2.0%
FY2003	3,591	1.9%
FY2004	3,127	1.6%
FY2005	3,353	1.7%
FY2006	3,574	1.8%
FY2007	3,593	1.8%

Capital expenditures and Depreciation and amortization

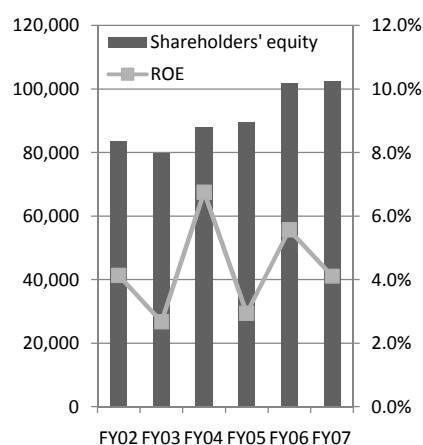
(millions of yen)



	Capital expenditures	Depreciation and amortization
FY2002	10,065	5,849
FY2003	7,269	6,038
FY2004	5,243	5,565
FY2005	6,511	5,628
FY2006	5,633	5,910
FY2007	3,617	5,710

Shareholders' equity and Return on shareholders' equity

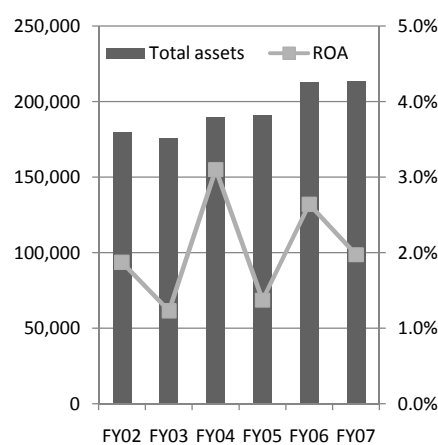
(millions of yen)



	Shareholders' equity	ROE
FY2002	83,714	4.1%
FY2003	79,888	2.7%
FY2004	88,006	6.8%
FY2005	89,478	2.9%
FY2006	101,839	5.6%
FY2007	102,507	4.1%

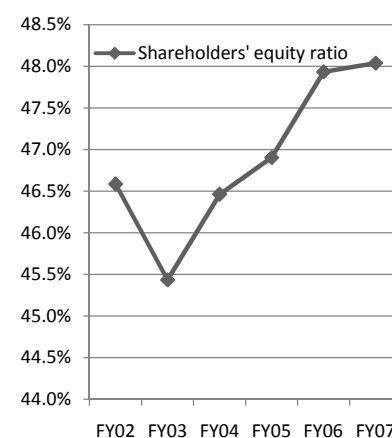
Total assets and Return on total assets

(millions of yen)



	Total assets	ROA
FY2002	179,702	1.9%
FY2003	175,830	1.2%
FY2004	189,416	3.1%
FY2005	190,773	1.4%
FY2006	212,466	2.6%
FY2007	213,393	2.0%

Shareholders' equity ratio



	Shareholders' equity ratio
FY2002	46.6%
FY2003	45.4%
FY2004	46.5%
FY2005	46.9%
FY2006	47.9%
FY2007	48.0%

Return = Net income

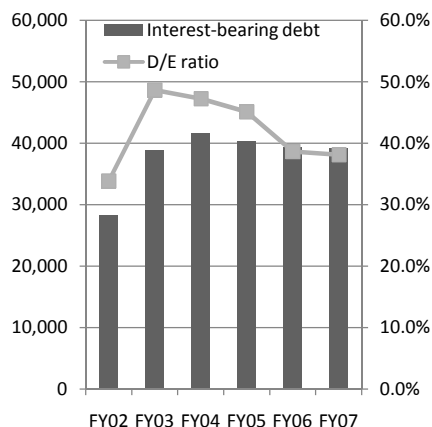
1. Six-year Financial Summary (3)

Takara Holdings Inc. and Consolidated Subsidiaries

Years ended March 31

Interest-bearing debt and D/E Ratio

(millions of yen)



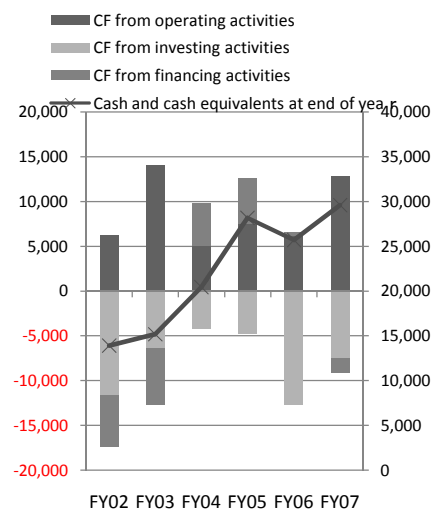
Interest-bearing debt D/E Ratio

FY2002	28,331	33.8%
FY2003	38,854	48.6%
FY2004	41,560	47.2%
FY2005	40,347	45.1%
FY2006	39,330	38.6%
FY2007	39,083	38.1%

D/E Ratio = Interest-bearing debt / Shareholders' equity

Cash flows

(millions of yen)



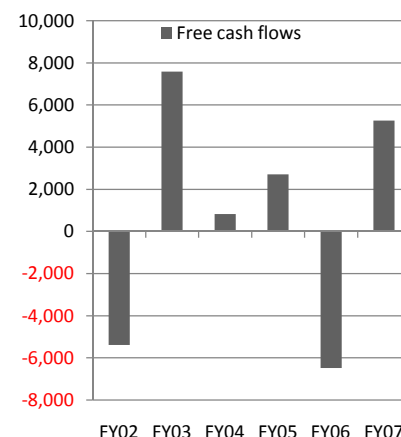
CF from operating activities CF from investing activities CF from financing activities

FY2002	6,188	Δ 11,577	Δ 5,792	13,909
FY2003	14,032	Δ 6,443	Δ 6,275	15,202
FY2004	5,049	Δ 4,229	4,764	20,437
FY2005	7,489	Δ 4,786	5,047	28,151
FY2006	6,211	Δ 12,687	344	25,701
FY2007	12,782	Δ 7,526	Δ 1,558	29,601

Free cash flows = CF from operating activities + CF from financing activities

Free cash flows

(millions of yen)

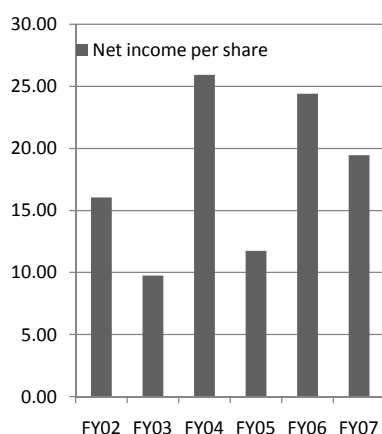


Free cash flows

FY2002	Δ 5,389
FY2003	7,589
FY2004	820
FY2005	2,703
FY2006	Δ 6,476
FY2007	5,256

Net income per share

(yen)

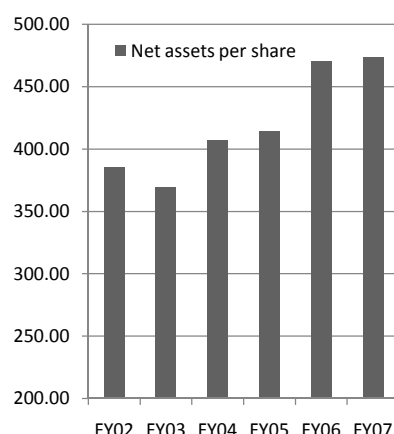


Net income per share

FY2002	16.05
FY2003	9.76
FY2004	25.93
FY2005	11.74
FY2006	24.39
FY2007	19.44

Net assets per share

(yen)

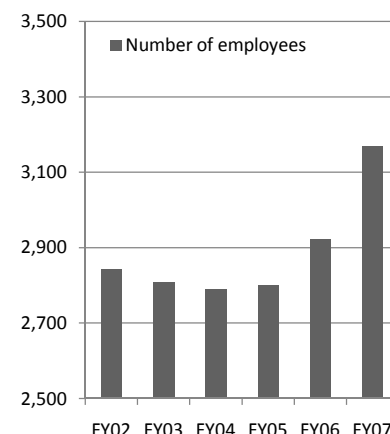


Net assets per share

FY2002	385.86
FY2003	369.78
FY2004	407.49
FY2005	414.58
FY2006	470.10
FY2007	473.61

Number of employees

(perspns)



Number of employees

FY2002	2,843
FY2003	2,808
FY2004	2,791
FY2005	2,801
FY2006	2,923
FY2007	3,171

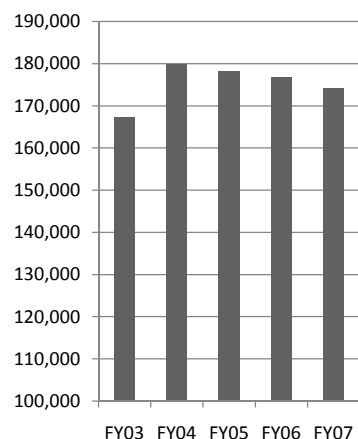
2. Financial Summary by Business Group

(1) Takara Shuzo Group

Takara Shuzo Co., Ltd. and Consolidated Subsidiaries
Years ended March 31

Net sales

(millions of yen)

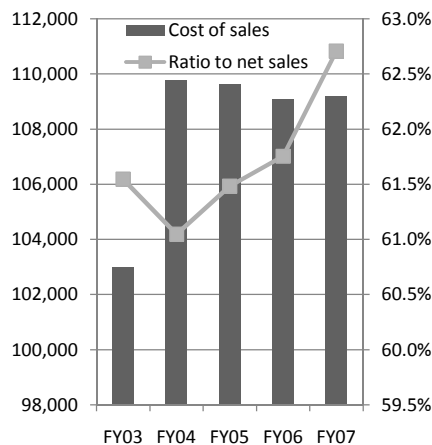


Total

	Net sales
FY2003	167,309
FY2004	179,794
FY2005	178,277
FY2006	176,626
FY2007	174,143

Cost of sales and Ratio to net sales

(millions of yen)

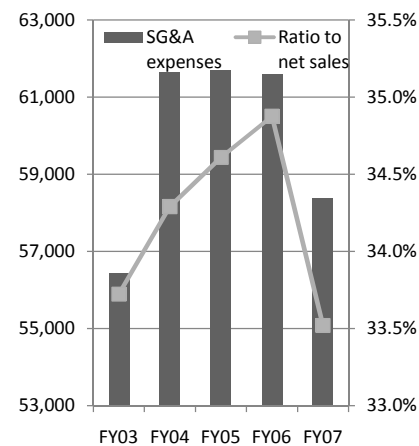


Cost of sales
Ratio to net sales

	Cost of sales	Ratio to net sales
FY2003	102,972	61.5%
FY2004	109,757	61.0%
FY2005	109,607	61.5%
FY2006	109,076	61.8%
FY2007	109,200	62.7%

SG&A expenses and Ratio to net sales

(millions of yen)

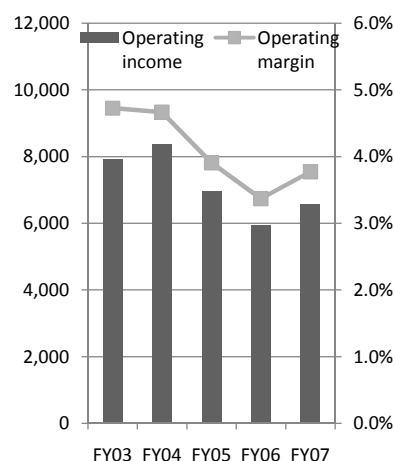


SG&A expenses
Ratio to net sales

	SG&A expenses	Ratio to net sales
FY2003	56,424	33.7%
FY2004	61,651	34.3%
FY2005	61,703	34.6%
FY2006	61,599	34.9%
FY2007	58,375	33.5%

Operating income and Operating margin

(millions of yen)

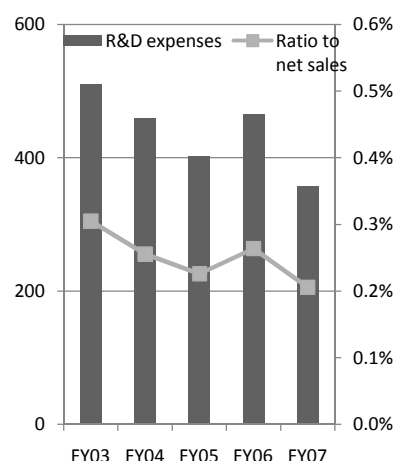


Operating income
Operating margin

	Operating income	Operating margin
FY2003	7,912	4.7%
FY2004	8,385	4.7%
FY2005	6,967	3.9%
FY2006	5,949	3.4%
FY2007	6,568	3.8%

R&D expenses and Ratio to net sales

(millions of yen)

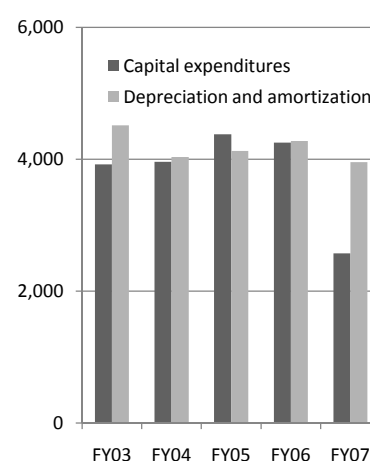


R&D expenses
Ratio to net sales

	R&D expenses	Ratio to net sales
FY2003	510	0.3%
FY2004	459	0.3%
FY2005	402	0.2%
FY2006	465	0.3%
FY2007	357	0.2%

Capital expenditures and Depreciation and amortization

(millions of yen)



Capital expenditures
Depreciation and amortization

	Capital expenditures	Depreciation and amortization
FY2003	3,920	4,514
FY2004	3,961	4,035
FY2005	4,378	4,127
FY2006	4,253	4,275
FY2007	2,573	3,958

2. Financial Summary by Business Group

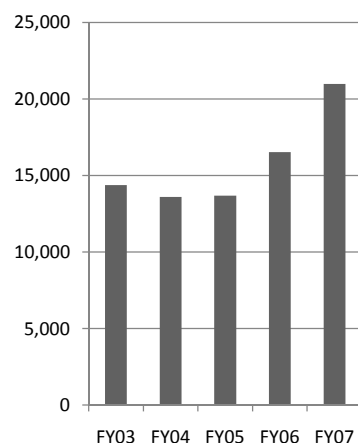
(2) Takara Bio Group

Takara Bio Inc. and Consolidated Subsidiaries

Years ended March 31

Net sales

(millions of yen)

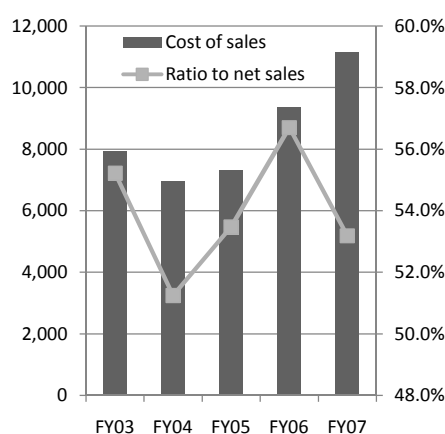


Total

	Net sales
FY2003	14,376
FY2004	13,592
FY2005	13,685
FY2006	16,534
FY2007	20,982

Cost of sales and Ratio to net sales

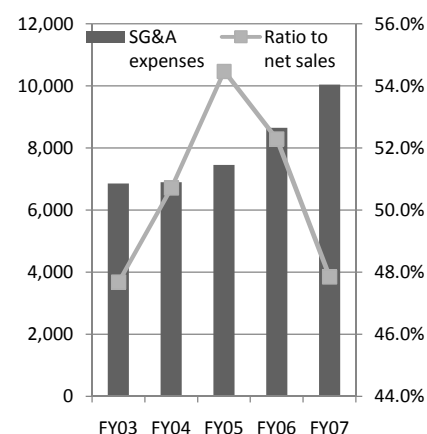
(millions of yen)



	Cost of sales	Ratio to net sales
FY2003	7,938	55.2%
FY2004	6,965	51.2%
FY2005	7,317	53.5%
FY2006	9,375	56.7%
FY2007	11,160	53.2%

SG&A expenses and Ratio to net sales

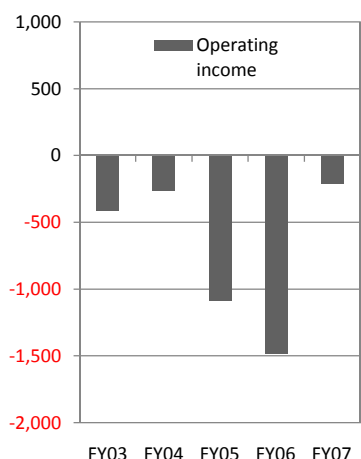
(millions of yen)



	SG&A expenses	Ratio to net sales
FY2003	6,853	47.7%
FY2004	6,892	50.7%
FY2005	7,454	54.5%
FY2006	8,645	52.3%
FY2007	10,037	47.8%

Operating income and Operating margin

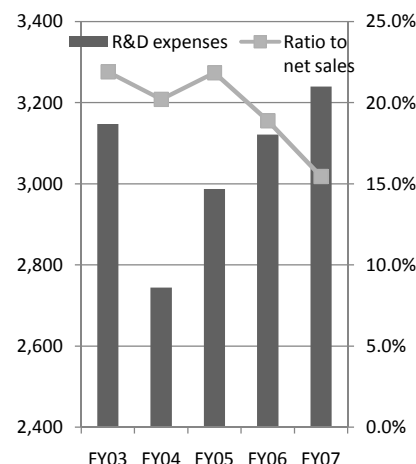
(millions of yen)



	Operating income	Operating margin
FY2003	-415	-
FY2004	-265	-
FY2005	-1,086	-
FY2006	-1,486	-
FY2007	-215	-

R&D expenses and Ratio to net sales

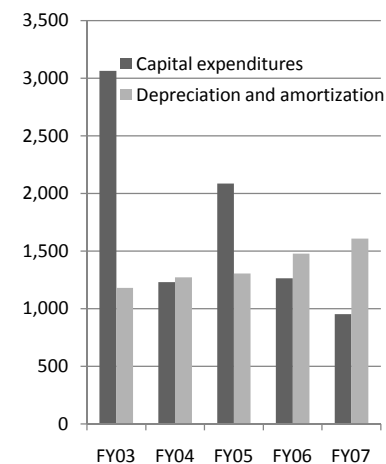
(millions of yen)



	R&D expenses	Ratio to net sales
FY2003	3,147	21.9%
FY2004	2,744	20.2%
FY2005	2,987	21.8%
FY2006	3,121	18.9%
FY2007	3,239	15.4%

Capital expenditures and Depreciation and amortization

(millions of yen)



	Capital expenditures	Depreciation and amortization
FY2003	3,062	1,179
FY2004	1,230	1,271
FY2005	2,086	1,304
FY2006	1,264	1,477
FY2007	952	1,608

3. Consolidated Statements of Income by Business Group for the Third Quarter Ended December 31, 2007

(1) Takara Holdings Inc. - Consolidated -

(百万円 :Millions of Yen)

	平成19年3月期 第1～第3四半期計	平成20年3月期 第1～第3四半期計			平成19年3月期 通期	平成20年3月期 通期		
	実績(a) FY2007(1stQ-3rdQ) Actual(a)	実績(b) FY2008(1stQ-3rdQ) Actual(b)	増減(b-a) change (b-a)	比(b/a) % (b/c)	実績(c) FY2007 Actual(c)	11/14予想(d) FY2008 Forecast announced Nov.2007(d)	増減(d-c) change (d-c)	比(d/c) % (d/c)
宝酒造 グループ Takara Shuzo Group	137,382	130,819	△ 6,562	95.2%	174,143	166,400	△ 7,743	95.6%
タカラバイオ グループ Takara Bio Group	14,870	14,202	△ 667	95.5%	20,982	* 20,300	△ 682	96.7%
その他 Other.net	2,566	3,769	1,203	146.9%	3,409	5,000	1,590	146.6%
売上高 Net sales	154,819	148,791	△ 6,027	96.1%	198,535	191,700	△ 6,835	96.6%
売上原価 Cost of sales	94,477	90,727	△ 3,750	96.0%	122,325	117,200	△ 5,125	95.8%
売上総利益 Gross profit	60,341	58,064	△ 2,276	96.2%	76,210	74,500	△ 1,710	97.8%
運送費、保管料 Transportation and storage	5,880	5,147	△ 733	87.5%	7,369	6,705	△ 664	91.0%
広告宣伝費 Advertising	2,779	3,354	575	120.7%	3,642	4,231	588	116.2%
販売促進費、販売促進引当金繰入 Sales promotion and allowance for s.p.	24,201	21,717	△ 2,484	89.7%	32,435	29,582	△ 2,853	91.2%
研究開発費 Research and development	2,588	2,482	△ 106	95.9%	3,593	3,900	306	108.5%
管理費、その他 Other.net	15,993	15,922	△ 71	99.6%	21,509	21,882	372	101.7%
販売費及び一般管理費 SG&A expenses	51,444	48,624	△ 2,819	94.5%	68,550	66,300	△ 2,250	96.7%
宝酒造 グループ Takara Shuzo Group	8,187	8,326	139	101.7%	6,568	7,300	731	111.1%
タカラバイオ グループ Takara Bio Group	△ 423	440	863	—	△ 215	* 200	415	—
その他 Other.net	1,133	672	△ 460	59.4%	1,307	700	△ 607	53.5%
営業利益(△:損失) Operating income(△:loss)	8,897	9,440	542	106.1%	7,660	8,200	539	107.0%
営業外収益 Non-operating income	807	999	191	123.8%	1,186	1,600	413	134.8%
営業外費用 Non-operating expenses	701	827	126	118.0%	1,000	1,200	199	119.9%
経常利益(△:損失) Ordinary income(△:loss)	9,003	9,612	608	106.8%	7,846	8,600	753	109.6%
特別利益 Extraordinary gain	969	1,096	127	113.1%	1,622	1,100	△ 522	67.8%
特別損失 Extraordinary loss	1,412	1,535	122	108.7%	1,807	1,800	△ 7	99.6%
税金等調整前四半期純利益(△:損失) Income(△:loss) before income taxes	8,560	9,173	612	107.2%	7,660	7,900	239	103.1%
法人税、住民税及び事業税 Current income taxes	} 4,084	} 3,845	} △ 239	} 94.1%	3,731	} 3,600	} 277	} 108.3%
法人税等調整額 Deferred income taxes					△ 408			
少数株主利益(△:損失) Minority interests in net income(△:loss)	△ 90	117	208	—	129	0	△ 129	—
四半期純利益(△:損失) Net income(△:loss)	4,567	5,210	643	114.1%	4,208	4,300	91	102.2%
設備投資額(有形・無形) Capital expenditures	1,458	2,807	1,348	192.5%	3,617	5,700	2,082	157.6%
減価償却費(有形・無形) Depreciation and Amortization	4,256	4,041	△ 214	95.0%	5,710	5,600	△ 110	98.1%

* Takara Bio Group revised FY2008 forecasts on January 31, 2008. (c.f. p.3.)

営業外収益 Non-operating income	受取利息190、受取配当金415、持分法による投資利益82、為替差益16、受託研究補助金26 など Interest income 190, Dividend income 415, Equity in earnings of associated companies 82, Foreign currency exchange gain 16, Grant received for R&D 26, etc.
営業外費用 Non-operating expenses	支払利息200、社債利息205、棚卸資産廃棄・欠減損130、社債発行費76 など Interest expense 200, Bond interest 205, Loss on disposals of inventories 130, Bond Issue expenses 76, etc.
特別利益 Extraordinary gain	投資有価証券売却益747、持分変動利益190、営業権等譲渡益75、貸倒引当金戻入38 など Gain on sales of investment securities 747, Gain resulting from change in ownership in subsidiaries 190, Gain on sales of goodwill 75, Reversal of allowance doubtful accounts 38, etc.
特別損失 Extraordinary loss	係争和解費用1,188、固定資産売却・除却損175、投資有価証券評価損34 など Loss on settlement payment of lawsuit 1,188, Loss on disposals of property, plant and equipment 175, Loss on write-down of investment securities 34, etc.

3. Consolidated Statements of Income by Business Group for the Third Quarter Ended December 31, 2007

(2) Takara Shuzo Group

(百万円 :Millions of Yen)

	平成19年3月期 第1～第3四半期計	平成20年3月期 第1～第3四半期計			平成19年3月期 通期	平成20年3月期 通期		
	実績(a) FY2007(1stQ-3rdQ) Actual(a)	実績(b) FY2008(1stQ-3rdQ) Actual(b)	増減(b-a) change (b-a)	比(b/a) % (b/c)	実績(c) FY2007 Actual(c)	11/14予想(d) FY2008 Forecast announced Nov.2007(d)	増減(d-c) change (d-c)	比(d/c) % (d/c)
焼酎 Shochu	60,989	57,259	△ 3,730	93.9%	78,037	73,757	△ 4,280	94.5%
清酒 Sake	20,292	19,642	△ 650	96.8%	24,181	23,841	△ 339	98.6%
ソフトアルコール飲料 Light-alcohol refreshers	14,797	15,485	688	104.7%	19,332	19,362	30	100.2%
その他酒類 Other liquors	8,002	8,806	804	110.1%	10,712	11,351	639	106.0%
本みりん Hon Mirin	12,966	13,044	78	100.6%	16,062	16,172	109	100.7%
その他調味料 Other seasonings	4,025	4,471	445	111.1%	5,130	5,602	471	109.2%
飲料 Beverages	6,631	14	△ 6,617	0.2%	7,255	19	△ 7,235	0.3%
原料用アルコール等 Raw alcohol	4,461	3,443	△ 1,017	77.2%	5,776	4,941	△ 834	85.5%
その他 Other	5,215	8,650	3,435	165.9%	7,655	11,350	3,694	148.3%
売上高 Net sales	137,382	130,819	△ 6,562	95.2%	174,143	166,400	△ 7,743	95.6%
売上原価 Cost of sales	85,100	81,497	△ 3,603	95.8%	109,200	104,000	△ 5,200	95.2%
売上総利益 Gross profit	52,281	49,322	△ 2,959	94.3%	64,943	62,400	△ 2,543	96.1%
運送費、保管料 Transportation and storage	5,577	4,735	△ 842	84.9%	6,994	6,106	△ 888	87.3%
広告宣伝費 Advertising	2,703	3,111	408	115.1%	3,523	3,813	289	108.2%
販売促進費、販売促進引当金繰入 Sales promotion and allowance for s.p.	23,182	20,751	△ 2,431	89.5%	31,139	28,248	△ 2,891	90.7%
研究開発費 Research and development	273	260	△ 13	95.0%	357	400	42	111.8%
商標使用料 License for use of trademarks	1,269	1,158	△ 110	91.3%	1,589	1,467	△ 122	92.3%
管理費、その他 Other, net	11,087	10,979	△ 108	99.0%	14,770	15,066	295	102.0%
販売費及び一般管理費 SG&A expenses	44,094	40,995	△ 3,098	93.0%	58,375	55,100	△ 3,275	94.4%
営業利益(△:損失) Operating income(△:loss)	8,187	8,326	139	101.7%	6,568	7,300	731	111.1%
営業外収益 Non-operating income	392	415	22	105.7%	585	500	△ 85	85.4%
営業外費用 Non-operating expenses	433	445	11	102.6%	655	700	44	106.8%
経常利益(△:損失) Ordinary income(△:loss)	8,146	8,296	150	101.8%	6,498	7,100	601	109.3%
特別利益 Extraordinary gain	30	83	53	276.4%	265	100	△ 165	37.7%
特別損失 Extraordinary loss	912	135	△ 777	14.9%	1,218	300	△ 918	24.6%
税金等調整前四半期純利益(△:損失) Income(△:loss) before income taxes	7,263	8,244	980	113.5%	5,544	6,900	1,355	124.4%
法人税、住民税及び事業税 Current income taxes	} 3,510	} 3,530	} 20	} 100.6%	2,640	} 3,100	} 533	} 120.8%
法人税等調整額 Deferred income taxes					△ 74			
少数株主利益(△:損失) Minority interests in net income(△:loss)	176	206	30	117.1%	254	200	△ 54	78.6%
四半期純利益(△:損失) Net income(△:loss)	3,576	4,506	930	126.0%	2,723	3,600	876	132.2%
設備投資額(有形・無形) Capital expenditures	898	1,511	612	168.1%	2,573	3,660	1,086	142.2%
減価償却費(有形・無形) Depreciation and Amortization	2,944	2,881	△ 62	97.9%	3,958	4,000	41	101.1%

3. Consolidated Statements of Income by Business Group for the Third Quarter Ended December 31, 2007

(3) Takara Bio Group

(百万円 :Millions of Yen)

	平成19年3月期 第1～第3四半期計	平成20年3月期 第1～第3四半期計				平成19年3月期 通期	平成20年3月期 通期			
	実績(a) FY2007(1stQ-3rdQ) Actual(a)	実績(b) FY2008(1stQ-3rdQ) Actual(b)	増減(b-a) change (b-a)	比(b/a) % (b/c)	実績(c) FY2007 Actual(c)	1/31予想(d) FY2008 Forecast announced Jan.2008(d)	増減(d-c) change (d-c)	比(d/c) % (d/c)		
研究用試薬 Research reagents	9,067	9,141	73	100.8%	12,666	13,024	357	102.8%		
理化学機器 Scientific instruments	2,260	1,751	△ 508	77.5%	3,172	2,444	△ 727	77.1%		
受託・その他ファイン Contracted service and other	1,637	1,680	42	102.6%	2,734	2,538	△ 195	92.8%		
遺伝子工学研究 計 Genetic engineering research segment	12,965	12,573	△ 391	97.0%	18,572	18,007	△ 565	97.0%		
遺伝子医療 Gene medicine segment	101	138	36	135.9%	182	218	35	119.4%		
医食品バイオ Agribio segment	1,802	1,490	△ 312	82.7%	2,226	2,074	△ 152	93.2%		
売上高 Net sales	14,870	14,202	△ 667	95.5%	20,982	20,300	△ 682	96.7%		
売上原価 Cost of sales	7,833	6,905	△ 927	88.2%	11,160	9,949	△ 1,211	89.1%		
売上総利益 Gross profit	7,037	7,297	260	103.7%	9,821	10,350	529	105.4%		
運送費、保管料 Transportation and storage	272	147	△ 124	54.2%	323	266	△ 57	82.3%		
広告宣伝費 Advertising	76	45	△ 31	59.3%	85	79	△ 5	93.4%		
販売促進費 Sales promotion	1,081	807	△ 274	74.6%	1,336	1,160	△ 176	86.8%		
研究開発費 Research and development	2,324	2,226	△ 98	95.8%	3,239	3,373	133	104.1%		
商標使用料 License for use of trademarks	7	7	0	101.6%	10	10	0	101.3%		
管理費、その他 Other.net	3,697	3,621	△ 75	98.0%	5,041	5,060	18	100.4%		
販売費及び一般管理費 SG&A expenses	7,460	6,856	△ 603	91.9%	10,037	9,950	△ 86	99.1%		
遺伝子工学研究 Genetic engineering research segment	2,340	2,784	444	119.0%	3,456	3,919	462	113.4%		
遺伝子医療 Gene medicine segment	△ 640	△ 699	△ 58	—	△ 865	△ 1,223	△ 358	—		
医食品バイオ Agribio segment	△ 937	△ 477	459	—	△ 1,232	△ 626	606	—		
共通 Eliminations/Corporate	△ 1,186	△ 1,167	18	—	△ 1,574	△ 1,669	△ 95	—		
営業利益(△:損失) Operating income(△:loss)	△ 423	440	863	—	△ 215	400	615	—		
営業外収益 Non-operating income	185	256	71	138.4%	399	359	△ 39	90.1%		
営業外費用 Non-operating expenses	74	80	5	107.6%	117	109	△ 7	93.4%		
経常利益(△:損失) Ordinary income(△:loss)	△ 311	617	929	—	65	650	584	986.5%		
特別利益 Extraordinary gain	394	752	358	191.0%	700	1,140	439	162.7%		
特別損失 Extraordinary loss	300	1,252	952	417.2%	390	1,236	845	316.4%		
税金等調整前四半期純利益(△:損失) Income(△:loss) before income taxes	△ 217	118	336	—	375	553	177	147.3%		
法人税、住民税及び事業税 Current income taxes	} 28	△ 85	△ 113	—	403	} △ 84	△ 176	—		
法人税等調整額 Deferred income taxes					△ 311					
少数株主利益(△:損失) Minority interests in net income(△:loss)	△ 54	3	58	—	△ 36	8	44	—		
四半期純利益(△:損失) Net income(△:loss)	△ 191	200	391	—	320	630	309	196.7%		
設備投資額(有形・無形) Capital expenditures	511	1,220	708	238.4%	952	1,937	984	203.4%		
減価償却費(有形・無形) Depreciation and Amortization	1,205	1,059	△ 146	87.9%	1,608	1,519	△ 89	94.4%		

Shochu

Shochu is Japan's other indigenous alcoholic beverage, but unlike Sake, Shochu is a distilled spirit. It is also made from one of several raw materials such as rice, barley, sweet potato, buckwheat, sesame, perilla, etc. The alcoholic content is usually 25%, although sometimes it can be as high as 42% or more. There are two types of Shochu, Korui and Honkaku. Korui is made by multiple distillation that makes Shochu taste clean. Honkaku is made by single distillation that remains the flavor and the taste of material in plenty. The Takara brand of Shochu was first distilled in 1842, in Kyoto's Fushimi district. Since then, Takara has steadily produced high-quality Shochu using innovative fermenting and distilling technologies. Takara has also helped to transform the image of Shochu and expand the market by constantly seeking to offer Shochu products that resonate with the times.

Sake

Sake is a beverage fermented from rice, which is a grain. This would make it more of a beer than a wine. Yet, Sake is not carbonated, and flavor-wise is closer to wine than beer, although it is indeed uniquely different from wine. Alcohol content of Sake is generally between 15% and 17%.

Takara sees the Sho Chiku Bai range as the key to its success in the rapidly changing Sake market. By linking its marketing strategies to current trends, it has established a strong position for the Sho Chiku Bai label as the brand in the celebration and gift segments of the Sake market.

Types of Sake

< Junmai Daiginjo-shu >

Brewed with very highly polished rice (to at least 50%) and even more precise and labor intensive methods. The pinnacle of the brewers' art. Generally light, complex and fragrant.

< Daiginjo-shu >

Brewed with very highly polished rice (to at least 50%) and even more precise and labor intensive methods. The pinnacle of the brewers' art. Generally light, complex and quite fragrant.

< Junmai Ginjo-shu >

Brewed with labor-intensive steps, eschewing machinery for traditional tools and methods, using highly polished rice (at least 60%) and fermented at colder temperatures for longer periods of time. Light, fruity and refined.

< Ginjo-shu >

Brewed with labor-intensive steps, eschewing machinery for traditional tools and methods, using highly polished rice (at least 60%) and fermented at colder temperatures for longer periods of time. Light, aromatic, fruity and refined.

< Junmai-shu >

Made with only rice, water and koji mold. The rice used must be polished to at least 70%. Often a full and solid flavor profile, clean and well structured.

< Honjozo-shu >

Made with rice, water, koji and a very small amount of pure distilled alcohol ("brewers' alcohol") to help extract flavor and aroma. Light, mildly fragrant and easy to drink.

< Futsuu-shu >

Futsuu-shu is "normal sake," and it is equivalent of "table wine" in the wine world, and makes up about 80% of all Sake that is made. Enjoyably drinkable type.

Light-alcoholic refreshers

Light-alcoholic refreshers such as Can Chu-Hi are flavored alcoholic drinks with a relatively low alcohol content. They come in many different flavors and are based on Shochu.

In the 20 years since Takara initially launched this light-alcoholic refresher's category in Japan, Takara has continued to use its technology in such areas as Shochu, water and fruit juices to enhance the quality of these extremely popular products and Takara Can Chu-Hi has remained a major hit for over two decades.

Seasoning : Hon-Mirin

Hon-Mirin is a sweet cooking wine that has been produced in Japan for several centuries. It is made from Koji (mold rice), glutinous rice and Shochu, resembling Madeira wine in some ways. Hon-Mirin is always essential in Japanese cooking since it enhances the special aromas and flavors of the ingredients being cooked and brings out the delicious taste in all dishes.

The following is some of the characteristics of Hon-Mirin :

- * Hon-Mirin gives food a favorable sweet taste, mainly that of glucose.
- * Hon-Mirin adds gloss to food.
- * Hon-Mirin improves the taste of the food.
- * Hon-Mirin improves food flavor. Alcohol contained in Hon-Mirin helps to mask off-flavors and off-smells when it evaporates during cooking.
- * Hon-Mirin gives a delicious, rich taste to food. Amino acids, peptides and organic acids add a delicious and rich flavor.

5. Main products < Alcoholic Beverages and Seasonings >

Shochu



Product Name TaKaRa Shochu
"JUN" 20%
Volume 720ml **Alcohol** 20%
Type Korui/Distilled from Grain



Product Name TaKaRa Shochu 25%
Volume 4L **Alcohol** 25%
Type Korui/Distilled from Grain



Product Name Zenryo-Imo Shochu
"Ikkomon"
Volume 720ml **Alcohol** 25%
Type Honkaku/Distilled from Sweet Potato



Product Name Honkaku Shochu
"Yokaichi" <Mugi>
Taru-Jyukusei
Volume 720ml **Alcohol** 25%
Type Honkaku/Distilled from Barley

Sake



Product Name Sho Chiku Bai Sake
<Josen>
Volume 1.8L **Alcohol** 15.1%
Type Medium-Dry



Product Name Sho Chiku Bai Sake
"Cask"
Volume 3.6L **Alcohol** 15.1%
Type Dry

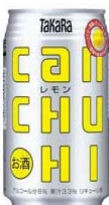


Product Name Sho Chiku Bai Sake
<Tokusen>
"Celebrational Cask"
Hon-Urushi Coated
Volume 2.7L **Alcohol** 16.1%
Type Semi-Dry



Product Name Sho Chiku Bai Sake
"Ten"
Volume 2.0L **Alcohol** 13.5%
Type Semi-Dry

Light-alcoholic refreshers



Product Name TaKaRa Can Chu-Hi
<Lemon>
Volume 350ml **Alcohol** 8%
Type Dry



Product Name TaKaRa "Oishii Chu-Hi"
<Grapefruit >
Volume 350ml **Alcohol** 5%
Type Semi-Sweet

Seasoning : Hon-Mirin



Product Name TaKaRa Hon-Mirin
"Junmai"
Volume 1L **Alcohol** 14.0%
Type Premium



Product Name "Kyo-Takara"
Hon-Mirin <P>
Volume 20L **Alcohol** 12.9%
Type For Processing