



まさひろ OKINAWA GIN

まさひろオキナワジン

Recipe 01

BELIEF

What Okinawa Gin believes

Appreciating the moments of life – this is what

Okinawa Gin believes in. When you arrive at home, Okinawa Gin relaxes you with its taste and flavor. When you drink at bars, Okinawa Gin is with you at the table in a quiet manner.

One minute, one hour, and one day in your life – this is what Okinawa Gin wants you to appreciate.



WHO WE ARE

Who produces Okinawa Gin

Masahiro Distillery was founded in 1883 by Shobun Higa. His father – Shozoku Higa (the master chef for Ryuku Kingdom), who had an established reputation in Ryuku Kingdom, was awarded with the license for the production of Awamori (Okinawa's signature spirit). For over 100 years, Masahiro Distillery has been known for its production techniques, prominent qualities and passion for innovation, and Shozoku's passion for cuisines is still alive today.



HISTORY

When Okinawa Gin was created

In 2017, Okinawa Gin was created in the southern island of Japan – Okinawa. When Okinawa Gin dropped in the distiller for the first time, we were in the middle of the scorching summer and felt Okinawa's seasonal wind – Mahae.

We still remember that our distiller was overflowed with aromas that we had never sensed before.



PRODUCTION

How Okinawa Gin is made

Inspired by Okinawa's tradition and culture, we decided to utilize distillation techniques for Awamori, the local spirit of Okinawa. Unlike distillers in western countries, we distill gin in two different, single distillers to create a flavor that is unique to Okinawa Gin.

Respecting traditional techniques that are used in this southern island for over 130 years, we continue to produce gin in the conventional manner, even today.



BOTANICAL

Botanicals inspired by terroir

We are always inspired by Okinawa's terroir. Okinawa is a southern island covered with mineral-rich soils, located between two oceans. From a historical perspective, Okinawa was the cultural intersection of East Asia, which resulted in Okinawa's richness in farm products. In this context, we combined juniper berries with **five botanicals that express Okinawa's terroir in each bottle.**



Shekwasa Citrusness



Goya Bitterness



Guava leaves Fruitiness



Roselle Elegance



Pipatsu Spiciness

PRODUCT

This is Okinawa Gin

Product: Premium gin

Price: Between authentic and mainstream gin

Alcohol: 47 percent

Bottle: 750ml

Distiller: Masahiro Shuzo

Production: Made in Okinawa

Dink format: Rock, Soda, Ricky, etc.



A bottle of Okinawa Gin is nestled in a nest of palm fronds. The bottle is blue with a white label that reads "THE JAPANESE CRAFT GIN" and "OKINAWA GIN". The label also includes Japanese text and a barcode. The background is a close-up of the palm fronds, which are green and brown.

TASTE

Okinawa Gin in the mouth

NOSE

Citrus aroma with freshness originally from a Japanese traditional spirit – Awamori.

TASTE

Feel freshness in the mouth due to its citrus and southern botanicals, originally from Okinawa

FINISH

Long-lasting flavor, even after finishing the drink



STRATEGY

SELLING POINT

LOCALNESS

- Okinawa Gin is made in Okinawa
- Okinawa Gin is the first gin made in Okinawa. We receive inspiration from Okinawa's terroir and culture, which cannot be found anywhere else in the world.

ANTI-MAINSTREAM

- Okinawa Gin is made locally
- Okinawa Gin is not made by major distillers, such as Suntory and Nikka. Okinawa Gin is made by a local distiller (Masahiro Distillery), established in this southern island.

CRAFTMANSHIP

- Production techniques used for over 130 years here in Okinawa
- We decided to use traditional techniques used to make local spirits called Awamori; techniques that have been used in this southern island for over 130 years.

AUTHENTIC TASTE

- A southern taste that makes you feel Okinawa in the mouth
- We use botanicals which express Okinawa's terroir in the mouth. From Shekwasu to Pipatsu, we combine botanicals that have different aromas to create a complex and authentic taste.

POSITIONING

Okinawa Gin's position

Okinawa Gin's taste has an
unique place thanks to its
elegance and solidness



Parameters

Okinawa Gin's parameters

