

i i c h i k o

SH●CHU JAPAN

JAPAN'S BESTSELLING BARLEY SHOCHU

iichiko is Japan's leading barley shochu brand, produced by Sanwa Shurui in Oita Prefecture. Since its launch in 1979, iichiko has become a household name, celebrated for its clean flavour and approachable style, playing a key role in popularising mugi (barley) shochu across Japan. The range emphasises purity, craftsmanship and accessibility, using high-quality ingredients, traditional Honkaku distillation methods, and soft volcanic spring water. Within the range, Saiten and Shinwa showcase modern, cocktail-driven expressions while iichiko Silhouette is a classic style that reflects how shochu is traditionally enjoyed in Japan. With its reputation for quality, iichiko has grown beyond Japan to become a global ambassador for shochu, appealing to both traditional drinkers and modern bartenders.

