



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.


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IICHIKO SAITEN SHOCHU

70CL | 43%

JAPANESE SHOCHU DESIGNED FOR COCKTAILS

iichiko Saiten, meaning to make a mark, is a Japanese Honkaku shochu, the most strictly regulated style of shochu, made from 100% barley and created specifically for cocktails. It is distilled at the family-run Sanwa Shurui distillery on the southern Japanese island of Kyushu, the birthplace of the spirit and home to the 500-year distilling tradition.

NOTES OF MELON, WHITE GRAPE AND BARLEY

iichiko Saiten bursts out of the glass with notes of honeydew melon, white grape and yuzu, layered over earthy undertones of barley and white pepper. On the palate, there are hints of jasmine tea and white peach, leading to a slightly saline, malt-driven finish.

100% BARLEY HONKAKU SHOCHU

iichiko Saiten is made from 100% two-row barley and fermented with white koji, using soft spring water sourced from Oita Prefecture. It undergoes a single distillation at atmospheric pressure, resulting in a full-bodied spirit with bold, umami-rich flavours and great complexity. After careful blending, primarily of undiluted shochus taken straight from the still, it is bottled at 43% ABV, a higher proof than standard shochu, making it especially well-suited for cocktails. As a Honkaku shochu, it is a single-distilled spirit that retains the essence of its ingredients, offering depth and complexity.



SERVE

iichiko Saiten is a great substitute for gin in many classic recipes. Try it in an Umami Gimlet by shaking 2 parts iichiko Saiten with 1 part fresh lime juice and 1 part simple syrup.


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IICHIKO SHINWA SHOCHU

70CL | 43%

PREMIUM SHOCHU DEVELOPED BY JAPANESE BARTENDERS

iichiko Shinwa is a Japanese Honkaku shochu, the most strictly regulated style of shochu, made from 100% barley. The name Shinwa means 'harmonious heart' and was developed to create a specific flavour profile in collaboration with globally renowned Japanese bartenders. Distilled at the family-run Sanwa Shurui distillery on the southern island of Kyushu, the birthplace of this spirit and home to the 500-year distilling tradition, iichiko Shinwa embodies both tradition and innovation.

NOTES OF PINEAPPLE, COCONUT AND CARAMELISED MALT

iichiko Shinwa has vibrant aromas of white peach, coconut, vanilla, green melon, white pepper and honey suckle. It displays a rich, creamy texture with notes of caramelised malt and honey and a long and balanced finish with layers of dark chocolate and a subtle earthiness.

100% BARLEY HONKAKU SHOCHU

iichiko Shinwa is made from 100% two-row barley and fermented with white koji, using soft spring water sourced from Oita Prefecture. It undergoes a single distillation at atmospheric pressure, resulting in a full-bodied spirit with bold, umami-rich flavours and great complexity. After careful blending, primarily of undiluted shochus taken straight from the still, it is bottled at 43% ABV, a higher proof than standard shochu, making it especially well-suited for cocktails. As a Honkaku shochu, it is a single-distilled spirit that retains the essence of its ingredients, offering depth and complexity.



SERVE

iichiko Shinwa is a versatile spirit that can replace any white spirit in classic recipes. Try it in a Martini: stir 2 parts iichiko Shinwa with 1 part Cocchi Vermouth di Torino Extra Dry, and garnish with a spritz of citrus oil.


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IICHIKO SILHOUETTE SHOCHU

72CL | 25%

THE TRADITIONAL JAPANESE HONKAKU SHOCHU

iichiko Silhouette is a traditional Japanese Honkaku shochu, the most strictly regulated style of traditional shochu. Made from 100% barley, it is recognised as the best-selling barley shochu in Japan. It is distilled at the family-run Sanwa Shurui distillery on the southern Japanese island of Kyushu, the birthplace of this unique spirit and home to the 500-year distilling tradition.

NOTES OF LEMON ZEST, LYCHEE AND ALMOND

iichiko Silhouette has a delicate aroma of fresh lemon zest, complemented by notes of lychee and ripe peach. On the palate, it reveals a rich sweetness layered with almond, orange blossom, and a hint of thyme, finishing with a barley-forward earthiness and a subtle touch of cinnamon.

100% BARLEY HONKAKU SHOCHU

iichiko Silhouette is made from 100% two-row barley and fermented with white koji, using soft spring water sourced from Oita Prefecture. It undergoes a single distillation at atmospheric pressure, resulting in a full-bodied spirit with bold, umami-rich flavours and great complexity. After careful blending, primarily of undiluted shochus using various traditional techniques – including all-koji fermentation and aging in oak barrels, it is bottled at 25% ABV. This spirit offers smooth, well-balanced flavours at a lower ABV.



SERVE

iichiko Silhouette is a traditional Japanese style of shochu, best enjoyed in classic serves such as with water, on the rocks, or oyuwari (with hot water). It is also delicious in low-ABV cocktails, like an equal-parts martini made with Cocchi Vermouth di Torino Extra Dry.


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