



NEW ITEM!

Chilled, Premium, Japanese Sake

It's Great, But What the Heck Is It?

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Serve.

- Keep and serve premium sake **CHILLED**, never hot or room temperature
- Suggesting **BY THE GLASS** or **BY THE FLIGHT** gives sake newbies the chance to try different sakes side by side
- Match with just about **ANY P.F. CHANG'S DISH**, e.g., Seared Ahi Tuna, Chang's Spare Ribs, Beef with Broccoli, Sichuan-Style Asparagus and even New York-style Cheesecake! (Try to avoid pairing with super spicy dishes)

Artisanal.

- Premium Japanese sake brewers are **FAMILY CRAFTSMEN** vs. large industrial manufacturers
- Many have been brewing sake **FOR CENTURIES** (our oldest brewer started in 1100!)
- All artisan sakes are **MADE BY HAND**: rice is hand-grown & hand-harvested, koji (used to convert starch to sugar) is hand-made, and the toji (master brewer) manually moves the rice through the entire brewing process.

Key Ingredients.

Premium Japanese sake uses only the best and purest ingredients.

RICE

- Special varieties of sake rice
- Over 300 different varieties exist
- Rice equivalent of Napa Valley Cabernet Sauvignon

WATER

- Makes up 80% of finished sake
- Use key natural sources: springs, streams, wells

HANDMADE KOJI

- Special mold spores used to convert starch to sugar
- Made in small batches and tended to every 2 hours

SPECIAL YEAST (need?)

- Comes from the same brewery
- Selected for aroma and flavor

Extremely Trendy!

- Japanese sake imports have **GROWN OVER 30% EACH YEAR** over the past few years
- Rise in the **POPULARITY OF ASIAN CUISINE** leading to increased demand for high quality sake
- **SAKE-BASED COCKTAILS** are all the rage among younger drinkers.
- More and more **EXOTIC SAKE/FOOD PAIRING EVENTS, SAKE DINNERS & SAKE TASTING PARTIES** are much more frequent, especially in larger, metropolitan cities.