

HOW TO BUILD A SAKE RETAIL SHELF

SAKE INTRO | shelf space for 4 sake SKUs



TRY: Tozai Typhoon
SIZES: 720ml or 1.8L

1 Sake for Drinking
Warm & Cooking



TRY: Tozai Living Jewel
SIZES: 300ml or 720ml

Entry Level
Premium Cold Sake



TRY: Snow Maiden
SIZES: 300ml or 720ml

1 Nigori
(Cloudy Sake)



TRY: Blossom of Peace
SIZES: 720ml

1 Plum Sake

SAKE STEPPING UP | shelf space for 6 sake SKUs

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TRY:
Rihaku Wandering Poet,
Toko Sun Rise or
Tensei Endless Summer

Add 1 Premium Sake: Elegant & Complex



TRY:
Konteki Tears of Dawn,
Ginga Shizuku Divine Droplets
or Toko Ultraluxe

Add 1 Super Premium Sake: Daiginjo or Junmai Daiginjo

SAKE PRO | shelf space for 12+ sake SKUs

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TRY:
Fukucho Moon on the Water
or Kanbara Bride of the Fox

Additional Junmai Ginjo Selections



TRY:
Rihaku Dreamy Clouds,
Fukucho Seaside Sparkling
or Shiokawa Cowboy Yamahai

Additional Categories:
Dry Nigori, Sparkling & Yamahai



VINE CONNECTIONS