

Experience How Distinct Japan's Native Spirit Can Be

The unmistakable fragrance of lychee originates entirely from shochu's natural ingredients of sweet potato and rice koji.



THE WORLD'S BEST 3
ALCOHOLS COMPETITION
— SHOCHU CATEGORY —

TRIPLE AWARDS

IWSC2019
TROPHY



ISC2020
DOUBLE GOLD



SFWSC2023
DOUBLE GOLD



DAIYAME
HAMADA SYUZOU
JAPANESE
TRADITIONAL SHOCHU

香熟芋

GOVERNMENT WARNING : (1) Under-aged drinking is prohibited by law. Please drink responsibly.
(2) Careful not to drink too much. (3) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (4) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

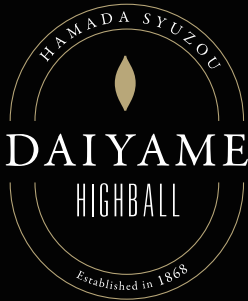
 **HAMADA
SYUZOU**
Established in 1868
PRODUCT OF JAPAN

Shall we DAIYAME

HAMADA SYUZOU JAPANESE TRADITIONAL SHOCHU

Cheers with a hint of lychee.

Made from 'Koujuku-imo' sweet potato with a rich aroma brought out by our original aging method. With a sweet aroma like that of fresh lychee you find in no other imo (sweet potato) shochu, the new product is a crystallization of the techniques developed over the 150 years since our foundation!



Enjoy refreshing taste with SODA

The combination of soda's fizziness and the crisp, sharp taste of DAIYAME makes it the best match for richly flavored cuisine. You can enjoy the drink and meal together from start to end.

Enjoy chilled and straight.

Excellent as an after-dinner drink, sweet, mellow, and thick.



Pasta



Mapo tofu



Fried chicken



Gratin



Cheese



Chocolate

Where does the product name DAIYAME came from?

DAIYAME means in the Kagoshima dialect 'a refresher after a hard day.'

The expression refers to a traditional habit in which you enjoy an evening drink with family or colleagues to give thanks for the day that has ended and refresh yourself for the coming day.

We chose the word DAIYAME for our new product with the hope of sharing the wonderful habit with men and women of various ages in different countries through this shochu that is easily available and enjoyable in different styles.



ADDITIVES FREE

Raw ingredients: Sweet potato (produced in Kagoshima Prefecture), rice koji mold (rice produced domestically) Alcohol content:25%

Please refer to website for more details. →

