

# CHOYA

Japan



Choya originally started as a winery in 1914 and has been developing Umeshu products for over 40 years since it launched into the Umeshu market as the first commercializing company. Choya is recognized as the number one premium Umeshu manufacture in Japan with nearly 50% of the market share. Choya exports to Europe, USA, and Asian totaling to more than 40 countries. Choya has eight branches located in USA, Germany, China and Korea and four factories in Japan.

In Japan, Ume Liqueur is called Ume-Shu (wu-meh-shoo). Ume means plum-like Japanese fruit and Shu means Liqueur/Sake. The Ume fruit has been one of the most revered fruit in oriental culture for centuries. The soft, fragrant blossoms of the Ume tree are the first to show the arrival of Spring with elegant aroma. Ume flower is observed for its beauty and used in traditional Japanese poems. The Ume fruit is rich in Citrus acid lemon. It also contains affluent minerals such as potassium, magnesium and iron. Ume fruit is used in Japan to flavor sweets to pasta.

## UMESHU DENTO

WITH UME FRUIT

REGION: Osaka, Japan

COLOR: Golden Yellow

TYPE: 100% Ume fruit, sho-chu (Japanese distilled spirits)  
and sugar

TASTE: Flavors of honey and dried apricots with a drier more  
acidic finish

UME FRUIT: Top quality Nanko-Ume from Wakayama

AGEING: 2 Years if unopened

FOOD PAIRING: The rich acidity is well suited as an aperitif

SERVING TEMP: Chilled: 50° F (10° C)



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