

Japanese Hamada Syuzou launches CHILL GREEN bitter & tropical drink

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Hamada Syuzou Co., Ltd. based in Ichikikushikino City, Kagoshima Prefecture, southwestern Japan, released an innovative product in its botanical "shochu" (distilled spirits) series, CHILL GREEN bitter & tropical drink.

Japan's declining overall alcoholic beverage industry, including "honkaku" (authentic) shochu, has seen a new wave of drinks that emphasise a specific aroma or base ingredient as its main feature. This phenomenon has overturned the traditional image of shochu and has been further developing the market by bringing new ways of enjoying spirits to consumers.

First released in February 2023, the "CHILL GREEN spicy & citrus" version features citrusy, crisp and piquant flavours thanks to "maqaw" spice. Its bottle has garnered praise from outside the traditional circle of buyers, gradually finding its roots in the alcohol market. The brand-new "bitter & tropical" version is the second offering in the series. Thanks to the rare Galaxy aroma

hop, this new flavour achieved that classic pink grapefruit sensation with a zesty, tart flavour. Following the success of the initial bottle, the company will continue to spearhead the shochu industry into the next era, broadening the customer base and creating more ways to enjoy the drink.