



Fukui brew sake with the belief that “it is not for drinking, but for tasting”; meaning the more you drink the mellower and more fulsome their sake becomes. Fukui’s sake is diverse but always with that underlying tone of smoothness and mellowness and a refreshing aftertaste.

Fukui has been brewing sake for over 260 years and their name comes from the Japanese clovers that bloom on the shores next to their brewery. Fukui uses some time-honoured techniques that date back to the Edo period! (1600-1800’s).

As an innovator in sake they not only produce extraordinary sake but they are also pioneers in low-alcohol sake and amazing real fruity, fruit sake.

ARTISAN SALES POINTS

Innovative flavours and sake

Local sourcing and supports local rice farmers

CEO PERSONAL MESSAGE

“Giving back to the community through the joy and pleasure from drinking sake”

Fukui Base taste

Smooth with a full bodied mouthfeel, moderate sake flavour