

**PRESS INFORMATION**

For immediate release

**RIEDEL launches Junmai glass in Hong Kong**

*As sake takes the culinary world by storm, Riedel has the perfect glass for it*

**(Hong Kong – 12 June 2018)** – Riedel today launched its Junmai glass in Hong Kong – its second glass specifically designed for Japan’s national drink.



Junmai glass  
HK\$197.50 each  
HK\$395 pair

The term “Junmai” – which translates as “pure rice” – refers to sake without the addition of distilled brewer’s alcohol. In contrast to Daiginjo, Junmai sake boasts a much greater complexity and range, making it the perfect companion for food.

The great appreciation of Japanese cuisine in Hong Kong has strengthened the popularity of sake and thus the demand for a suitable glass. Sake has quickly emerged as the darling of sommeliers in top restaurants around the world.

**“We are thrilled to have been able to develop a variety-specific glass for Junmai-shu together with Japan’s leading sake manufacturers. The new shape accentuates the layered and umami-rich flavour profile associated with a classic Junmai – a rich body, a slightly higher acidity level and a velvety texture,”** explains Georg J. Riedel, 10th generation of the family business, who played a leading role in the development of the new glass shape.

Riedel had conducted 42 workshops with 170 brewers and sake experts. Controlled blind tastings featuring more than 120 types of Junmai from every region of Japan were carried out, until finally the new “Junmai” glass shape was created and introduced to the market in the spring of 2018.

**From Daiginjo to Junmai-shu**

Riedel’s Daiginjo glass caused a stir in 1999. After two years of working with dozens of sake brewers, Riedel was able to pinpoint the ideal glass shape for Japan’s national beverage. The result was an elegant egg-shaped vessel with a convex rim to highlight the sake’s fruity and floral bouquet while bringing sweetness, acidity and bitterness into balance. Sake aficionados embraced the receptacle, sparking a new trend for drinking sake in wine glasses, and not just in small porcelain cups as before.

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Following the success of the Daiginjo glass, Riedel turned its attention to Junmai. While most of the Daiginjos on the market are light and aromatic, Junmai does not have one definite aroma and flavour profile. There is much more variety and complexity in the flavours and aromas.

Unlike the realm of wine, where appellation systems govern the provenance and stylistic classifications, the categories of premium sake – Daiginjo, Ginjo, Junmai Daiginjo and Junmai Ginjo – are determined by seimaibuai (rice polishing ratio), the amount of rice remaining after the grains' outer layers are milled away. Because the Junmai designation carries no minimum seimaibuai requirements or rules pertaining to style, the category's flavour profile runs the gamut from dry and simple, to bright and fruity or rich and earthy.

## New shape

At first glance, the shape of the new glass might well be taken for a cocktail glass owing to its wide rim. This is, however, necessary to evenly disperse the grain-inflected, woody and sherry-like aromas of rich matured Junmai sakes, which would be overbearing in a close-mouthed glass. The diamond-shaped base, which was developed from Riedel's Extreme series, controls the flow so that the liquid stays on the tongue, highlighting the sake's velvety texture. The glass is fitted with a tall and graceful stem, intended, as Georg Riedel quips, "to elevate sake to the level of wine at the table."

Riedel recommends the Junmai glass for fuller and umami-dense types of Junmai, such as Kimoto and Yamahai, or rich matured brews displaying complex notes of caramel, dried fruit and mushroom. Aromatic types with lighter body and pure characteristics – such as Daiginjo, Ginjo, Junmai Daiginjo and Junmai Ginjo are best served in the Daiginjo glass.

John Gauntner, leading global sake expert, who was also involved in developing both glasses, added: ***"The release of the new Junmai glass comes at a moment where sake knowledge is spreading rapidly. The fact that Riedel created a Junmai glass will raise awareness of sake around the world. That will surely entice many who would not normally be interested in sake."***

For more information, visit [www.riedel.com](http://www.riedel.com).

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**High-res images can be downloaded at:**

[https://www.dropbox.com/sh/76xan2fha8wzsf5/AADsEG\\_cC9icKx\\_mH7fsLvNSa?dl=0](https://www.dropbox.com/sh/76xan2fha8wzsf5/AADsEG_cC9icKx_mH7fsLvNSa?dl=0)

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**NOTES TO EDITOR****About Town House**

Town House is a Hong Kong retailer and distributor of branded tableware and home accessories, representing numerous leading brands in Hong Kong including Riedel Crystal, Nachtmann Crystal, Alessi, Maxwell & Williams, Zanetto Argenti, Carrs Silver and many others. The company's origins are in retail and date back over 50 years. Town House is the perfect place to stock up on gifts, on items for the home and for corporate events.