



WE 酒 SAKE

**SMOOTH, CRISP AND
PERFECTLY SIPPABLE**

Not a beer. Not a wine. Not a spirit. Sake is sake.

Sake is a unique beverage unto itself. Sake, or as it's referred to in Japan "Nihonshu", is an alcoholic beverage of Japanese origin that is crafted through a brewing process by fermenting polished rice. Sake literally means "Japanese liquor" and has been in Japanese tradition for a long time, but it can be produced anywhere in the world. Sake has been crafted in Japan for at least 2,000 years and we knew we had to honor its heritage, tradition and strong connection with Japanese culture. WESAKE, a new canned sake brand co-founded by Brooklyn Beckham, David and Victoria Beckham's son, and longtime beverage entrepreneur Pablo Rivera. Rooted in the Japanese values of sharing and community, Beckham sought to find a way to bring the traditional spirit to the masses, while paying respect to one of his favorite cultures and countries. WESAKE developed a friendship and partnership with one of the oldest sake breweries in Japan to craft a premium-grade sake that would remain elegant for seasoned sake drinkers but bright, fun and easy for all those who are starting to drink it. We were brought together by a shared passion for sake and its future. We believe that through education, awareness, and accessibility we can contribute to the growth of the sake category and make this amazing beverage a real option for consumers anywhere and anytime. As our friends in Japan say, sake is for everyone, and there is no wrong way to enjoy it. Sake is best enjoyed with company - our name, WESAKE, is an invitation to discover sake together.



**“SINCE THIS SAKE WAS
PRODUCED, THE NUMBER
OF SAKE DRINKERS WILL
INCREASE FROM NOW.”**

-Chef Nobu Matsuhisa, Nobu

**“LOVE THIS AMAZING
SAKE. WELL DONE!
JAPANESE CERTIFIED.
THE BEST CANNED SAKE.”**

-Chef Hisato Hamada, Wagyumafia

**“AWESOME FRUITY
AROMAS, REALLY SOFT,
REALLY SMOOTH AND
A NICE ROUNDNESS.”**

-Eda Vuong, Sake School of America



We source and use traditional “Yamada Nishiki”, rice often referred to as the “The King of Sake Rice”, from Hyōgo. This unique strain has been grown in the Hyōgo prefecture for over a hundred years.



Water is key to sake brewing, and in our process we use what's considered to be "The Finest Water For Sake Brewing" from rains that percolate out of the Rokkō mountains in Nada.



Our partner brewery is oriented in such a way that the "Rokkō Oroshi", or the north wind that blows down to the coast from the Rokko mountains, can efficiently cool the hot steamed rice during sake production.



Generations of men and women brew masters called "Tōji" have lived and perfected sake brewing techniques in the Nada district, where our brewery is located, for nearly 700 years.

PREMIUM-GRADE JUNMAI GINJO

Ginjo is premium sake that uses rice that has been polished to at least 60 percent. It is brewed using special yeast and fermentation techniques. The result is often a light, fruity, and complex flavor that is usually quite fragrant. It's easy to drink and often (though certainly not as a rule) served chilled. Junmai Ginjo is simply Ginjo sake that also fits the “pure rice” (no additives) definition.



THE POLISHING PROCESS

Sake is made through a fermentation process similar to the one of beer using rice, water, koji and yeast as its main ingredients. One of the first steps in sake making is the polishing of rice. What does this mean? That the rice kernel has to be “polished” — or milled — to remove the outer layer of each and every single grain, so its starchy core is exposed. A useful example is imagining that to go from brown rice to white rice, you need to polish each grain to about 90 percent (i.e., polishing off 10 percent). Now, in order produce good sake, you need to polish off much more than that! We'll get into a little more detail below...but for now, keep in mind that good sake is usually polished to about 50 to 70 percent (i.e., polishing off anywhere from 30 to 50 percent). So, if you read that a sake has been polished to 60 percent, it means 40 percent of the original rice kernel has been polished away, leaving it at just 60 percent of its original size. So what is the point in losing a huge percent of each grain? That the more rice has been polished, the higher its classification level. Just keep in mind... more polished rice doesn't necessarily mean better rice: sake experts also love the cheaper local stuff, as long as it's made by good brewers from quality ingredients. Ultimately, you should trust your own palate and preferences.