

**"TaKaRa CRAFT," a Regional Craft Chu-Hi Connecting Local Farmers and Consumers,
Awarded the Highest Three-Star Rating in Sustainable Selection 2026!**

TaKaRa CRAFT, a regionally exclusive craft chu-hi brand that connects local agricultural producers and consumers, has been awarded the highest Three-Star Rating in Sustainable Selection 2026, an award program organized by Alterna Co., Ltd. and the Sustainable Management Association.



TaKaRa CRAFT is a craft chu-hi carefully produced using locally sourced ingredients from regions across Japan and Takara Shuzo's unique "Hitotema Brewing" method, which combines those ingredients with carefully selected barrel-aged shochu. Since its launch in 2017, the brand has grown to include 45 varieties as of October 1, 2026.

For over 40 years, Takara Shuzo has developed a wide range of chu-hi products based on shochu. Through this experience, the company recognized the unique appeal of Japan's diverse domestic fruits and sought ways to support local production areas through their utilization. Guided by the desire to help revitalize regional communities through Japanese agricultural products, Takara Shuzo has been promoting local economic development through the creation and expansion of TaKaRa CRAFT, a regionally exclusive craft chu-hi brand deeply rooted in local communities and embraced by local consumers.

The judging panel highly evaluated TaKaRa CRAFT for:

- Increasing awareness of locally grown fruits while creating sustained demand through its region-specific, year-round sales model.
- Contributing to the reduction of food loss and the revitalization of abandoned farmland using off-grade produce, fruit peels, and other underutilized resources.
- Supporting sustainable agriculture and fostering the next generation of farmers through employee participation in harvesting activities, sales-based donations, and

collaboration with local communities.

■About Sustainable Selection

Sustainable Selection is an award program that recognizes and recommends products and services developed based on sustainable principles and practices.

The highest distinction, the **Three-Star Rating (★★★)**, is awarded to products and services that make a significant contribution to creating a sustainable society and generate particularly strong social impact while being offered by organizations actively engaged in sustainable management.

For more information about Sustainable Selection, please visit:

[Sustainable Selection \(Japanese only\)](#)

◆TaKaRa CRAFT's Regional Revitalization Initiatives

1. Background to the Creation of TaKaRa CRAFT

Before launching TaKaRa CRAFT, Takara Shuzo marketed chu-hi products made with domestic fruits as limited-time products distributed nationwide. While these products helped raise awareness and strengthen the branding of local fruits and production areas, several challenges emerged. As products remained on the market for multiple years, their novelty diminished, often requiring replacement with new offerings. In addition, because the products were available nationwide and only for a limited period, they were not well suited as local specialty souvenirs.

2. The Birth of TaKaRa CRAFT

As company employees visited fruit-growing regions throughout Japan, they witnessed various challenges faced by local producers, including the disposal of fruits that could not be sold as fresh produce, aging farming populations and labor shortages, and limited opportunities to promote local agricultural products outside harvest seasons.

To address these issues and build a sustainable business model that contributes to the long-term vitality of local communities, Takara Shuzo launched TaKaRa CRAFT in 2017.

The brand was created based on the vision that regional fruits should be appreciated not only by visitors but also by local residents. Through a regionally exclusive, year-round sales model, TaKaRa CRAFT helps enhance the recognition and value of local agricultural products while encouraging distribution through local restaurants and retailers by developing flavors that pair well with regional cuisine. In this way, the brand promotes a

local production-for-local consumption model that supports entire production areas. In addition, recognizing that many farming regions face labor shortages during harvest seasons due to aging populations and other demographic challenges, Takara Shuzo employees regularly visit partner production areas to assist with harvesting activities and provide hands-on support to local farmers.

For more information about the TaKaRa CRAFT brand, please visit:

[TaKaRa CRAFT Chu-Hi Brand site \(Japanese only\)](#)