



THE SG SHOCHU - IMO (SWEET POTATO)

KYUSHU, JAPAN

IMO consists of a blend between two distinctive sweet potatoes, Koganengan and Eimurasaki. Koganengan is the most trusted variety used in sweet potato shochu, offering a robust structural framework to the spirit, while the Eimurasaki - a rare, purple sweet potato - is responsible for IMO's unmistakably seductive aromatic profile.

IMO's tropical inclination owes to the geography and climate of Kagoshima--the home of shochu in Japan's great southern prefecture. This gives IMO a sensibility akin to spirits produced in similar latitudes, such as rum, tequila, pisco, and cachaça, playing incredibly well with tropical fruits and spices. It can be used as a base in an icy cold riff on a daiquiri or find its way into a hot toddy with a touch of maple syrup and lemon juice.

ALCOHOL

38% ABV

SIZE

750 ML

MADE FROM

SWEET POTATO & BLACK KOJI

STYLE

HONKAKU SHOCHU

DISTILLATION

ATMOSPHERIC PRESSURE

AGING

NAS

AROMA

WHITE FLOWER, ORANGE PEEL, NECTAR, MAPLE

PALATE / FINISH

FULL BODIED / LONG GENTLE



THE SG SHOCHU

Founded by the bar industry powerhouse SG Group led by Shingo Gokan, The SG Shochu can be understood as the most expressive cocktail spirit available on the market today. Designed and produced in collaboration with three of Japan's leading shochu producers, The SG Shochu comes in three SKUs: KOMÉ, IMO, and MUGI, each representing rice, sweet potato, and barley as base ingredients, respectively.

Shochu is a single-distilled Japanese spirit with a tradition of over 500 years, produced extensively in the southern island of Kyushu and enjoyed throughout the country. The saccharification process takes place in the presence of koji, an indispensable ingredient in Japanese fermented foods and beverages, imparting a distinctive character.

The SG Shochu belongs to an authentic variety of artisanal shochu known in Japanese as honkaku shochu, a spirit category which does not permit any additives to the distillate besides water. This key feature, combined with single-distillation, allows for the flavor of each base ingredient to shine through, creating an incredibly flavorful spirit. Fine-tuned to the needs of classic and craft cocktails alike by Shingo Gokan's team, The SG Shochu boasts unparalleled versatility to complement its expressive potential.



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