



THE SG SHOCHU - MUGI (BARLEY)

KYUSHU, JAPAN

MUGI consists of five types of barley shochu, with a unique combination of ageing method, distillation pressure, and koji ratio. Starting with a clear vision of a perfect blend, the process works backwards to construct the necessary component spirits to achieve the desired balance. By creating genshu (undiluted shochu) aged in oak barrels, sherry butts, and stainless steel, each distilled at different pressures, it becomes possible to construct exacting flavor profiles.

While experimenting with whisky-style cocktails can be a good start, MUGI offers a level of versatility rarely associated with barrel-aged spirits. The fruity notes invite interpretations of brandy-based cocktails, while the overall lightness lends itself to be used in place of unaged spirits.

ALCOHOL

40% ABV

MADE FROM

BARLEY & WHITE KOJI

DISTILLATION

ATMOSPHERIC & REDUCED PRESSURE

AROMA

CACAO, VANILLA, OAK

SIZE

750 ML

STYLE

HONKAKU SHOCHU

AGING

SHERRY BUTTS & AM. WHT OAK

PALATE / FINISH

**MEDIUM BODIED /
LONG SUBTLE**



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: KOMI, 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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