

JAPANESE BEER

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DRINKING BEER WAS A REQUIREMENT OF BEING HUMAN.

After all, this delightful drink had turned primitive human "Enkidu" into a civilized person.

The semi-wild "Enkidu" lived in the steppes with animals, eating grass and drinking water like them. "Gilgamesh", the king of the city of "Uruk", sent him an attractive temple nun, "Shamkat", and asked her to teach this unsculpted man to live like a man. This was necessary because Enkidu did not know how to eat bread and how to drink beer. Shamkat opened his mouth and said to Enkidu: "Eat bread Enkidu, this is part of life! And drink beer. Enkidu ate bread, until he was full. He drank beer, full of seven pitchers. His soul calmed and enjoyed it. His heart was filled with joy and his face sparkled. He washed his filthy body with water. He rubbed his body with oil and became "human."



THIS IS HOW THE EPIC OF GILGAMESH, CONVEYS AN ANCIENT LEGEND THAT EMERGED IN MESOPOTAMIA IN THE 1600S BC.

However, although some historians extended the origin of beer to Ancient Egypt, Chinese sources argue that beer was made on Chinese soil even back in 2500 BC. On the other hand, there are theses claiming that beer was produced with tools found in the Rain Forests in South America in 7,000 BC. However, none of these arguments sound as realistic as that of Mesopotamia.

THE 5000- YEAR-OLD CLAY TABLETS

exhibited in the Paris' Louvre Museum, provide clear information about the Sumerian beer production technique.



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Looking at this information, although we think that barley, water and fermentation do not change as the basic principles, it is a fact that the nuances such as material differences, production techniques, and the qualities of the water lead to enormous differences. Beer, which is much older than all religions and scriptures, is perhaps the first sign God sent to people.

**TODAY, I WILL TRY TO TELL YOU
ABOUT JAPANESE BEERS,
ONE OF THE MOST BEAUTIFUL
BEERS IN THE WORLD...**

With the encouragement and sponsorship of the Dutch, the first beer factory in Japan was opened by Prof. Komin (born Yutaka) Kawamoto in 1853, in the time of Edo. This precious scientist, who is accepted as the father of chemistry in Japan and has many books on science and technology, naturally drank Dutch, not Japanese, as his first beer. In 2010, in memory of Professor Kawamoto's 200th birthday, "Konishi Beers" produced and sold beer with his technique.

I wish I could have had a chance to drink it.

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"NAMA BIRU" - DRAFT BEER
"BIN BIRU" - BOTTLE BEER
"KAMPAI" - CHEERS
"OKAWARI" - FILL IT AGAIN



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IN 1869, TWO DUTCH PARTNERS, EMIL WIEPAND AND BENJAMIN NOORDHOEK HEGT FOUNDED "YOKOHAMA BREWERY" IN YOKOHAMA PORT.

"Spring Walley", founded by Norwegian American William Copeland followed "Yokohama". Syozaburo Shibutani, the first Japanese making and selling beer for the Japanese in 1872, opened his small business in Osaka . Then in 1876, the state decided to enter the beer business and "Kaitakushi Brewery" was opened with a state ceremony in Hokkaido.

"Yokohama Brewery", which opened in 1869, burned two years later, and the companies of "Spring Walley Brewery" and "Japan Brewery" merged together to acquire the burning factory and started production again in 1888 and changed their name to "Kirin" in 1906. Meanwhile, Komakichi Torii founded a company to make Japanese beer in German style in 1889 in Osaka, and after 3 years produced its first beer under the name of "Asahi" (rising sun).

In 1900, his fame increased with his bottled draft beer he showcased in Paris Expo (his production of draft beer with modern techniques in today's sense was in 1968).



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BEER TYPES

The Japanese, who are skilled at transforming their work to perfection, also make their beer with great care.

It is almost an unwritten rule to start every meal with beer. In "Shinkansen" (high-speed train), during long bus trips and sports events, beer is consumed in every occasion. "Nama" (draft beer) is served predominantly in "Izakaya" (Japanese taverns) and as a choice in other types of restaurants. The first question when you want beer is; "Nama" (draft) or "bin" (bottle)?

Draft beers make up 40% of the overall consumption. In Japan, where alcohol use is prohibited before the age of 20, per capita consumption is close to 50 litres per year. However, due to the high tax rates, beer is an expensive beverage. The tax rates on beer that entered the legislation in 1901 vary according to the amount of malt in it.



This ratio led to the development of 3 different types of beer:

1. Normal Beers
2. Low malt light beers called "Happoshu"
3. The cheapest beers, called "Shin Janru" or "Daisan no biru" (third beer), without malt, based on soy, peas, wheat, etc.

In Japan, where beer making at home is forbidden the four horsemen of the apocalypse in beer are "Asahi", "Kirin", "Suntory" and "Sapporo". Of course, although it changes every year, the approximate market shares are as follows;

Asahi: 35%
 Kirin: 30%
 Suntory: 15%
 Sapporo: 10%
 Other: 10%

ONE OF THE FACTORS FOR "ASAHI" LEADERSHIP WAS THAT:

it drew draft beer 13 years
before "Kirin"
(Asahi 1968 - Kirin 1981).



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Another is that "Asahi Super Dry", which was released in 1985 as a result of a large market research, dominated the market. The Japanese have adopted this spice-flavor called 'karakuchi' which they like very much and continue to consume. In the early 1990s in Tokyo, you could find vending machines selling only "Asahi Super Dry" everywhere.

WITH A LAW ENACTED IN 1994, AS A RESULT OF REDUCING THE MINIMUM PRODUCTION AMOUNT FROM 2 MILLION LITRES TO 60,000 LITRES, MANY BOUTIQUE BEERS HAD THE CHANCE TO COMPETE WITH THESE FOUR BIG BRANDS, AT LEAST IN FLAVOR...

Drinking the local beer of a place you go for the first time in Japan is a gentle approach. There is nothing like local beer, especially in open-air "Onsen" (Japanese Bath), because the mineral depot you are in now is the source of water used to make it.



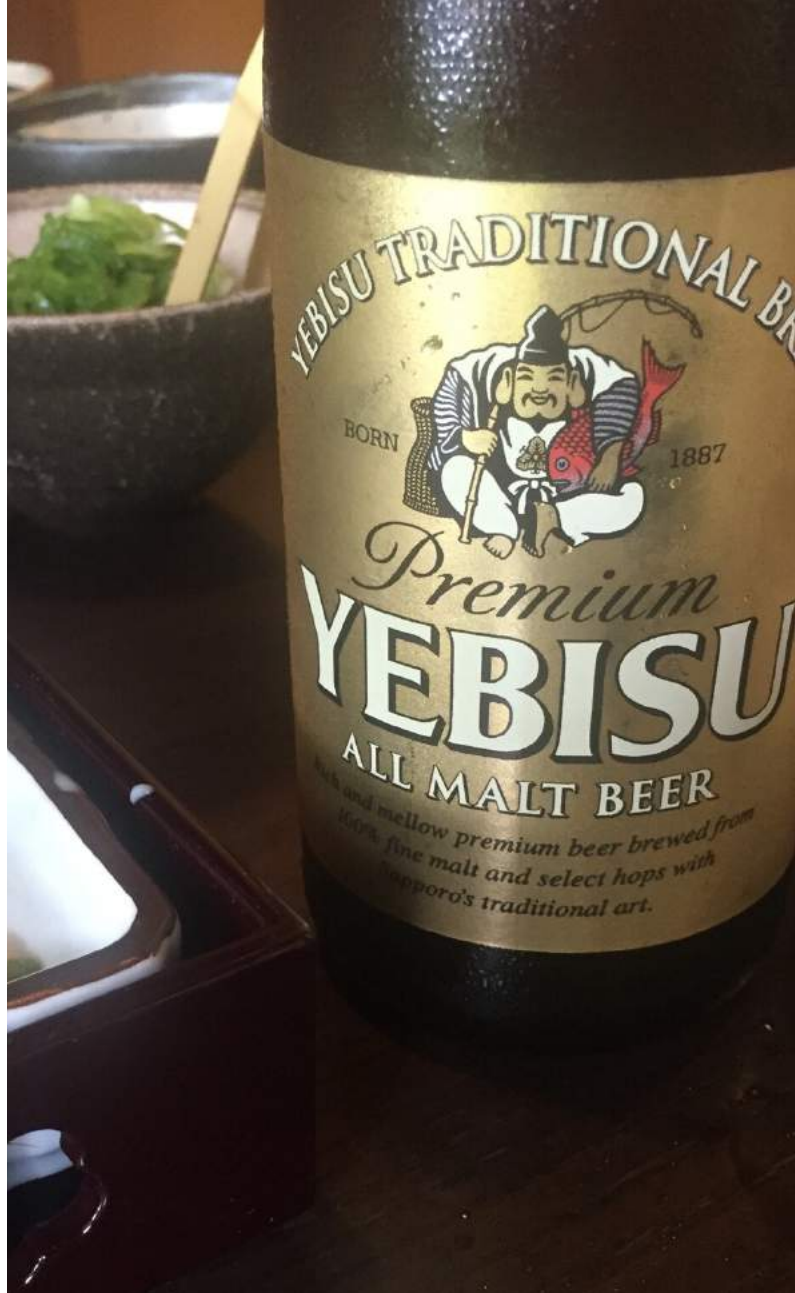
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THESE SMALL BUSINESSES, WHICH PRODUCE COLORFUL BEERS WITH VERY INTERESTING FLAVORS, ARE ALREADY SPREADING THE BEER CLIMATE OF JAPAN TO THE WORLD.

"Aboshiri" making deep blue beers with the water from the glacier bits hitting the northern coast, the palate splitting "Minoh" made by Masaji and his daughter Kaori Oshita, from the city of Ibaraki Ken "Hitachi-no", "Echigo", "Okhost", "Yo-Ho", "Orion", "Bairo", "Ishii" are some of the successful examples.

The sales rate of foreign beers in Japan represents a low percentage, the best-selling foreign beer is Heineken, as if it reflects a deep-rooted relationship between Holland and Japan.

If you go to Tokyo, I would definitely stop by the "Mikkeller" in Dogen-zaka. Top "Stand Craft" in Shibuya, "Craftsman" in Go-tanda, "Two Dogs Toproom" in Roppongi, "Tap Stand Craft Beer" in Shinjuku, where I often go for pizza and beer, "DevilCraft" in Nihonbashi, where you can taste different beers.



IF I FIND IT, I DRINK "KIRIN", AS FOR ME WHAT "KULUP" IS IN RAKI IS "KIRIN" IN JAPANESE BEER.

Especially "Kirin Ichiban" is my favorite Japanese beer. It is 100% malt, but there is never a heavy malt weight. "Ichiban" means first in Japanese, which means they only use the product that comes out after the first press in the filtration. Usually, two presses are made and the resulting product is mixed with each other before it is boiled. On the other hand, "Kirin Ichiban" and "Sapporo Premium Malt" are some of the beers that suit Japanese food. I recommend you try them. KAMPAI