

# USHIKU

# KOSHU



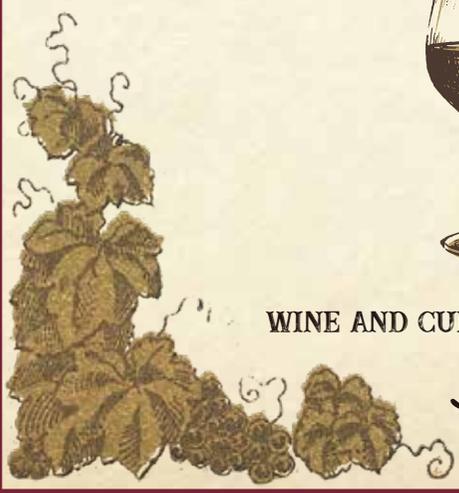
## 140-YEARS HISTORY OF JAPANESE WINE

WINE THAT IS MADE USING JAPANESE GRAPE IS THE FRUIT OF JAPANESE RICH CULTURE

USHIKU, IBARAKI PREFECTURE



KOSHU, YAMANASHI PREFECTURE



WINE AND CULTURE JAPAN HERITAGE COUNCIL



# 140-years history of Japanese wine

Wine that is made using Japanese grape is the fruit of Japanese rich culture

*140 years history of Japanese wine*

STORY 1

## The birth of private wineries: A big step in the history of Japanese wine

Koshu, Yamanashi Prefecture

As Japan aimed to modernize in the late 19th century, the government organized attempts at producing wine. At the forefront was Yamanashi Prefecture, which had already been known for centuries as a source of grapes.

In 1877, Japan's first private winery, the DaiNihon Yamanashi Wine Co.,Ltd, was established in the village of Iwai, now Katsunuma-cho in Koshu, Yamanashi. That same year, 19-year-old Tsuchiya Ryuken (then named Sukejiro) and Takano Masanari took their shared dream of Japan-made wine to France by order of their company. About a year-and-a-half later, they brought back knowledge of grape cultivation and winemaking, and began producing wine with Japan's native Koshu grape variety.

Moving quickly to return on government backing for their trip, they completed their first batches of Japan-made wine in 1879. Two unopened bottles of wine found in a Takano storehouse are considered Japan's oldest wine, the fruit of Ryuken and company's passion. The foundation was laid for winemaking in Japan, but due to a lack of wine experts and domestic familiarity, the company

folded within ten years. Government organized winemaking was similarly at a deadlock.

Ryuken partnered with fellow winemaker Miyazaki Kotaro to form Kaisan Shoten in 1889, but the following year he gave the reins to Kotaro so that he could continue making wine privately. Many young men interested in winemaking would join him. One of them was Kawakami Zenbee, a man from northern Niigata Prefecture who would eventually bring about grape varieties like Muscat Bailey A. Even now, Japan's native Koshu variety and the Muscat Bailey A variety Zenbee created for red wine are the two most-used grapes for winemaking in Japan.

Miyazaki Kotaro used the knowledge he gained from Ryuken to begin winemaking at home in 1889, selling his wine to Kaisan Shoten, but sales were slow. Most Japanese people at the time weren't interested in the taste of wine. After much thinking, Kotaro leaned back on his industrialist roots and changed course with the Ebi sweetened wine brand. By adding honey and Chinese medicinal herbs, he created a balanced, unique, and easy-to-drink wine that was well-received.

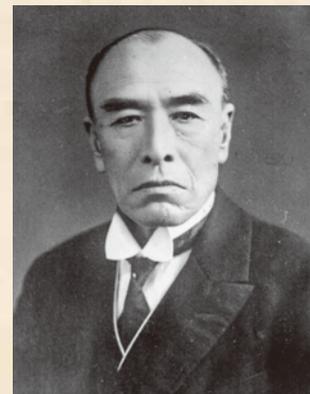


Takano Masanari (left) and Tsuchiya Ryuken (right)



Japanese wine, 1879 vintage

Japan's oldest wine, the first created after the France trip. The bottles were hermetically sealed to preserve them indefinitely.



Miyazaki Kotaro



Daikokuten Brand and Ebi Kaisan Wine

Daikokuten Brand was a genuine wine produced by Ryuken Tsuchiya and Masanari Takano. The Kaisan Ebi brand was a later brand from Miyazaki, sweetened for ease of consumption.



Correspondence (1877 - 1878)

Correspondence from Takano Masanari and Tsuchiya Ryuken regarding the events of their 13-month wine studies in France.



Documents related to DaiNihon Yamanashi Wine Co.,Ltd

Japan's first private wine company ledger, etc.



Return voyage log

A return voyage log written by Tsuchiya Ryuken describing sights from the ship and ports visited.

STORY 2

## Japan's first "chateau," with unified large-scale production

Ushiku, Ibaraki Prefecture

In truth, Kotaro was not the first man to sell sweetened wine in Tokyo. That honor goes to Kamiya Denbee, who established Kamiya Bar. At the age of 17 (1873), Denbee worked for a French trading firm in Yokohama, but he fell ill during that time. His employer recommended a wine to him that helped build back his strength, teaching him the nourishing qualities of wine. Since that time, wine was always on his mind. Starting in 1881, he created and sold Bee Brand wine. For this brand he made imported wine easier to drink with added honey and Chinese medicinal herbs. Miyazaki Kotaro would follow his example in Koshu later on.

For all the popularity the sweet wine won, Denbee was unsatisfied. His dream was to forge an entire industry from Japan-made wine. He knew that Koshu was on the cusp of creating such an industry. Just as two young men had left Koshu before, he sent his adopted son Kamiya

Denzo to learn about winemaking in France. Meanwhile, he would search for land suitable for growing grapes in Japan. He found a suitable 120-hectare plain in what is now Ushiku, part of Ibaraki Prefecture's Inashiki district. Denbee cultivated the land and transplanted 6,000 grape plants. After two years of construction, Ushiku Brewery (now Ushiku Chateau) was completed in 1903. The cutting-edge knowledge Denzo brought back from Bordeaux made it Japan's most modern winery.

Denbee used cart tracks to connect vineyard to winery to Ushiku Station, useful for transporting workers and large shipments. Thus Ushiku Chateau became Japan's first unified wine producer, guiding grapes from the vine all the way to wine shipments.



Kamiya Denbee



Ushiku Chateau and surroundings (1911)



Advertisement for Bee Brand Kozan wine

With Denbee's close friend and business partner Kondo Rihei's savvy marketing campaigns, their wine would become popular all over Japan by 1900.

### The origin of "Kozan"

The alias of Denbee's father Hyosuke, a haiku-writing dilettante. Kamiya Denbee Sr. named the new brand of sweet wine after his father so as to never forget his gratitude towards him.

- Ko — Combines the characters for millet and sweetness. Implies the sweet fragrance of grains and fruit.
- Zan — Translates to "hidden."
- Kozan — Rich fragrance, hidden away—like wine waiting to mature in its cask.



Bee Brand Kozan Wine

## A wine-producing region is established

Not to be left behind, Miyazaki Kotaro built a winery, Miyakoen, at his home in Koshu in 1912. It was built so that visitors could see wine being made, hold tastings, and purchase grapes and wine. This would be the first instance of wineries as we commonly experience them today. Kotaro also organized cooperative agreements with local vineyards, creating a system of support that propelled Katsunuma towards being Japan's biggest producer of wine. The support helped create many small and mid-sized wineries operated by farmers and temples, further cementing the spirit of cooperation between vineyards and wineries.

Kamiya Denbee established Japan's first chateau in Ushiku, bringing together all the work involved in producing wine, from growing grapes to bottling. Over in



The Imperial family picks grapes at Miyakoen (1927)



Kaisan Shoten celebratory tour (1903)



Production at Miyazaki Winery

Koshu, Miyazaki Kotaro and his fellow pioneers established a traditional division of labor between regional vineyards and wineries, a partnership that still exists today. The Chuo Line and Joban Line were also established around the turn of the 20th century, enabling large shipments to the capital region. Both Ushiku and Koshu wines traveled the rails in great amounts.

The citizenry of Ushiku and Koshu succeeded where government-run wineries failed, making the most of their land's characteristics and spreading their competing brands throughout Japan. Japan's interest in genuine wines slowly rose from the popularity of sweet wines sold by Kamiya Denbee and Miyazaki Kotaro. Demand for genuine wine rose in 1975, bringing us to today.



A wine party at Ushiku Chateau's second floor office on October 13, 1913 (Itagaki Taisuke)

Denbee had exchanges with many famous individuals other than businessmen. Through contact with politicians like Katsu Kaishu, Yamaoka Tesshu, Enomoto Takeaki, Sone Arasuke, Itagaki Taisuke, Hijikata Hisamoto, officers like Oyama Iwao, Kodama Gentaro, and Saigo Judo, many famous individuals found their way to Ushiku Chateau.



Production at Ushiku Chateau

## Civic pride unique to Japan's winemaking heart

Ushiku Chateau, built by Denbee in Ushiku in the style of European castles, still stands. In addition to the building's construction, historic wine casks, equipment, and cart tracks still tell the tale of Japan's first explorations of winemaking. During the spring Cherry Blossom Festival each year, Ushiku Chateau is Ushiku's greatest attraction, and people crowd its grounds to see two hundred-some cherry trees in bloom.

The Miyazaki Second Winery, built in 1904 in Koshu, is open to the public as a museum, as is Kotaro Miyazaki's estate/modern-style winery Miyakoen. His estate houses a

winery within Japanese architecture, and functions as a hub for 30 surrounding wineries and a place to learn about winemaking and its history.

Citizens and winemakers of both cities can be seen enjoying exchanges with tourists from around the world. As the birthplace of Japan's wine, no doubt they feel great attachment to their home area. There are many exchanges between the cities as well, and united efforts towards further growth of Japan's wine industry. Visit both cities to understand this 140-year-old culture of wine, and you may find a greater depth to the taste of Japan's wine.



Cherry blossoms at Ushiku Chateau (Ushiku)



Kamiya Inari Shrine (Ushiku)

In the year before Kamiya Denbee's chateau opened (1902), prayers were offered at the Toyokawa Inari shrine in his home prefecture of Aichi for its deity to bless the area's wine production and sales. Here, you can get a sense of Kamiya Denbee's determination regarding winemaking.



Tangible Cultural Asset

### A winery with traditions (Koshu)

- ① Haramo Wine store and main building / east, west, inner storehouse
- ② Marufuji Wine plant and former winery / bottling plant and storehouse
- ③ Katsunuma Winery former main building / Katsunuma cask storehouse
- ④ Kurambon Wine former main building / wine cellar

A winery with over 100 years of history, stretching back to the beginning of winemaking in Japan. Uniquely, most of the buildings are of Japanese architecture, showing how the wine industry meshed with the region to become a local industry.



### Daizen-ji Wine Culture (Koshu)

In the late 19th century, a "wine-lover's movement" was organized to encourage local production and consumption of wine as opposed to sake. One can tell how engrained wine culture is around Katsunuma by the existence of Kashiwan Wine, produced by the priests and parishioners of Daizen-ji Temple. This wine is used in rituals and distributed at celebrations.

# Ushiku, Ibaraki Prefecture

This thriving town has both modern conveniences and rich nature, with plenty of fields and hillside settlements.

Ushiku City Board of Education, Culture and Arts Division  
3-20-1 Chuo, Ushiku, Ibaraki  
TEL: 029-847-3121 EMAIL: bunkazai@city.ushiku.ibaraki.jp



## Winemaking implements at Chateau Kamiya

Equipment that shows how wine was made in the late 19th century. The equipment was considered cutting-edge at the time in France.



## Awards given to Ushiku Wine at exhibitions around the world

A wine produced more than 100 years ago at Ushiku Chateau. This bottle is still unopened. The gold prizes given to this wine at 19th century exhibitions in countries like England and France show how highly Europeans valued it.



## Stored at Ushiku Chateau

Ushiku Chateau also displays old photographs, a visitors' book from around the turn of the 20th century, materials relating to vineyard tending and wine production that Kamiya Denzo (who later inherited the name Denbee) brought back from his visit to Europe, and logs of grapes gifted to Emperor Meiji.

## Site of Kamiya Denbee's Grave and Kamiya Monument

The Kamiya family grave was relocated from a corner of the chateau to Tokyo, and in its place is a monument to the father of wine in Japan. The monument was created by local citizens to remember Denbee's accomplishments.



## Site of Kamiya Vineyard railroad tracks

Kamiya Vineyard had a railway on its grounds. Today it's an active road, but maintains some old vestiges.

Ushiku city



## Kamiya Vineyard Layout

A survey of Kamiya Vineyard (now Ushiku Chateau) from around 1900. One of four existing copies. The grounds are color-coded by usage, crucially revealing the locations of their large vineyard and winemaking facility.



Important Cultural Asset

## Chateau Kamiya, Former Brewery Hall 3 (Office, Fermentation Room, Store Room)

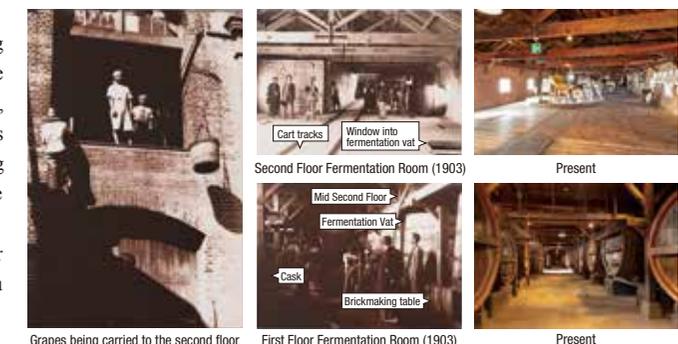
Ushiku Chateau was Japan's first true winery, established by Kamiya Denbee in 1903. Its European castle-like architecture and other features will transport you back to Japan's 19th century winemaking days.

ADD: 3-20-1 Chuo, Ushiku, Ibaraki TEL: 029-873-3151 Hours: 10:00 to 16:00

Closed: New Year's, intermittently Directions: Ride the Joban Line to Ushiku Station; an eight-minute walk from the "Chateau" exit

## Ushiku Chateau's winemaking system

Vineyard harvests would be transported to the building front via rails, then carried to the large opening at the second floor. There, the grape juice would be pressed, flowing through the floorboards through small hatches and down to the first floor fermentation vats, beginning the first fermentation step. This system of wine production is unique to Ushiku Chateau. Presently, it is open to the public as an exhibit for winemaking equipment and the history of Ushiku Chateau.



Grapes being carried to the second floor

Second Floor Fermentation Room (1903)

Present

Cart tracks

Window into fermentation vat

Mid Second Floor

Fermentation Vat

Cask

Brickmaking table

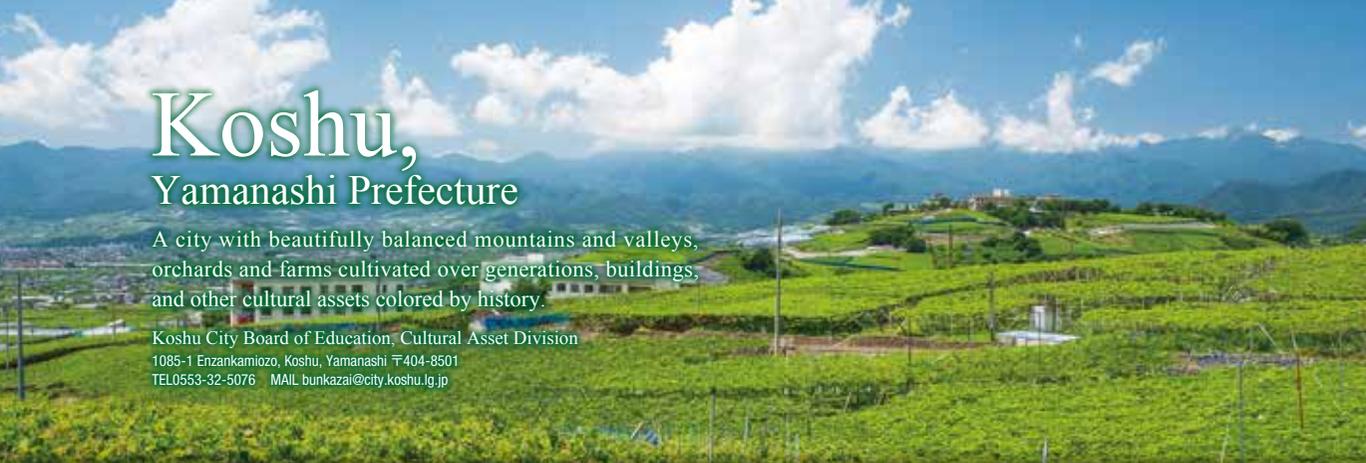
First Floor Fermentation Room (1903)

Present

# Koshu, Yamanashi Prefecture

A city with beautifully balanced mountains and valleys, orchards and farms cultivated over generations, buildings, and other cultural assets colored by history.

Koshu City Board of Education, Cultural Asset Division  
1085-1 Enzankamiozo, Koshu, Yamanashi 〒404-8501  
TEL:0553-32-5076 MAIL: bunkazai@city.koshu.lg.jp



Municipal Cultural Asset

## Former Miyazaki Winery (Miyakoen)

This winery was constructed by Miyazaki Kotaro in 1892 on his own estate, and later served as a wine tourism destination. The city of Koshu runs it now, and visitors to it will learn about the start of Japan's wine industry and its characteristics.

ADD: 1741 Shimoiwasaki, Katsunuma-cho, Koshu TEL: 0553-44-0444  
Hours: 9:00 to 16:30 (last entry at 16:00)  
Closed: Tuesdays (or days following Tuesday holidays), New Year's (12/28 to 1/4)  
Directions: Bus - Take the city bus from Katsunuma Budokyo Station, get off at Wine Mura Kasen Park  
Car - Use the parking lots for "Budo no Kuni Bunkakan" or "Chateau Mercian." Take R20 from Chuo Expressway IC towards Kofu. Take a right at the Shimoiwasaki intersection

## Miyakoen information

Miyakoen has exhibits of historical and cultural materials, such as ledgers and a visitors' book with names of notable individuals including the Imperial family.

## Miyakoen 35mm film

A 35mm film reel discovered during the repair of Miyakoen's main hall. It depicts a record of grape cultivation, winemaking, and tourism during the early 20th century. At the time, video-based advertisements were ground-breaking.

Prefectural Cultural Asset

## Former Miyazaki Winery

(Miyazaki Second Winery)  
The second Miyazaki Winery building, constructed in 1904, is currently open to the public as the Mercian Wine Museum.

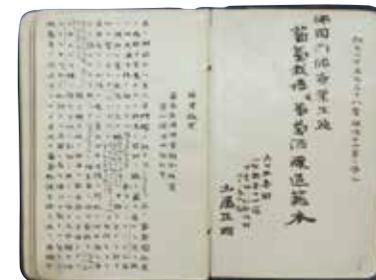
## Stored at Mercian Wine Museum

This museum stores and displays large-scale winemaking equipment from the turn of the 20th century that were in actual use, as evidenced by the Miyakoen 35mm film artifact.



## Budo Sansetsu, introduction to winemaking and rough draft

A book containing ideas and knowledge on grape cultivation, winemaking, and equipment as written by Takano Masanari during his trip to France. Includes the rough draft with red proofreading comments from Maeda Masana.



## Instruction Manual for Viniculture and Wine Making

Tsuchiya Ryuken's report on his learnings after finishing his training in France, addressed to Maeda Masana, director of Mitai Nursery.



## Ryuken Cellar

A partially-underground, brickwork wine cellar built in the late 19th century. The construction techniques used were cutting edge for the time, and meant to improve wine quality.

# Koshu city



## Passage to France pledge

Contains Takano Masanari and Tsuchiya Ryuken's oath of dedication to learning during their trip to France, addressed to their company.



## Horse watering area

Shipments to the station were pulled by horse. In an expression of gratitude to the horses, the roadside watering area was stone-paved.



## Former Tanaka Bank office / storehouse

Tangible Cultural Asset

Originally constructed in 1897 as the Katsunuma Post and Telegraph Office, the building became the Yamanashi Tanaka Bank in 1920, adding a brickwork storehouse. This valuable building was used to invest in large-scale wine grape purchases, supporting the growth of multiple wineries.



## Former Ohikage / Fukasawa Tunnels

Brickwork tunnels constructed at the same period; the Chuo Line tunnel was finished in 1902. The opening of the railroad the following year made it possible to transport large shipments of grapes and wine to Tokyo. They're still in use today as both the Katsunuma Wine Cave and as an example of tunnel construction.



Registered Tangible Folk Cultural Asset

## Katsunuma viniculture and winery equipment

Vineyard and winery equipment used from the early 20th century onward. Valuable resources for understanding the history of winemaking in Katsunuma.



Tangible Cultural Asset

## Iwaibashi Bridge

A concrete arch bridge built in 1931 to replace a wooden rope bridge. Its concrete construction making the large-scale shipping of grapes and wine to Katsunuma Station possible.

National Treasure / Important Cultural Asset

## Daizen-ji Temple

An ancient temple said to have first opened in 718, its main hall is the oldest in Kanto and a national treasure. The principal image of Yakushi Nyorai in the main hall, its flanking images, their smaller set, and twelve divine general figures are all Important Cultural Assets. As Katsunuma's representative temple, it possesses legends of the origins of Japan's grapes, and distributes wine made from grapes grown on their grounds.

ADD: 3559 Katsunuma, Katsunuma-cho, Koshu TEL: 0553-44-0027  
Hours: 9:00 to 16:30 (16:00 from Dec to Mar) Closed: Intermittent  
Directions: Five-minute taxi drive from Katsunuma Budokyo Station

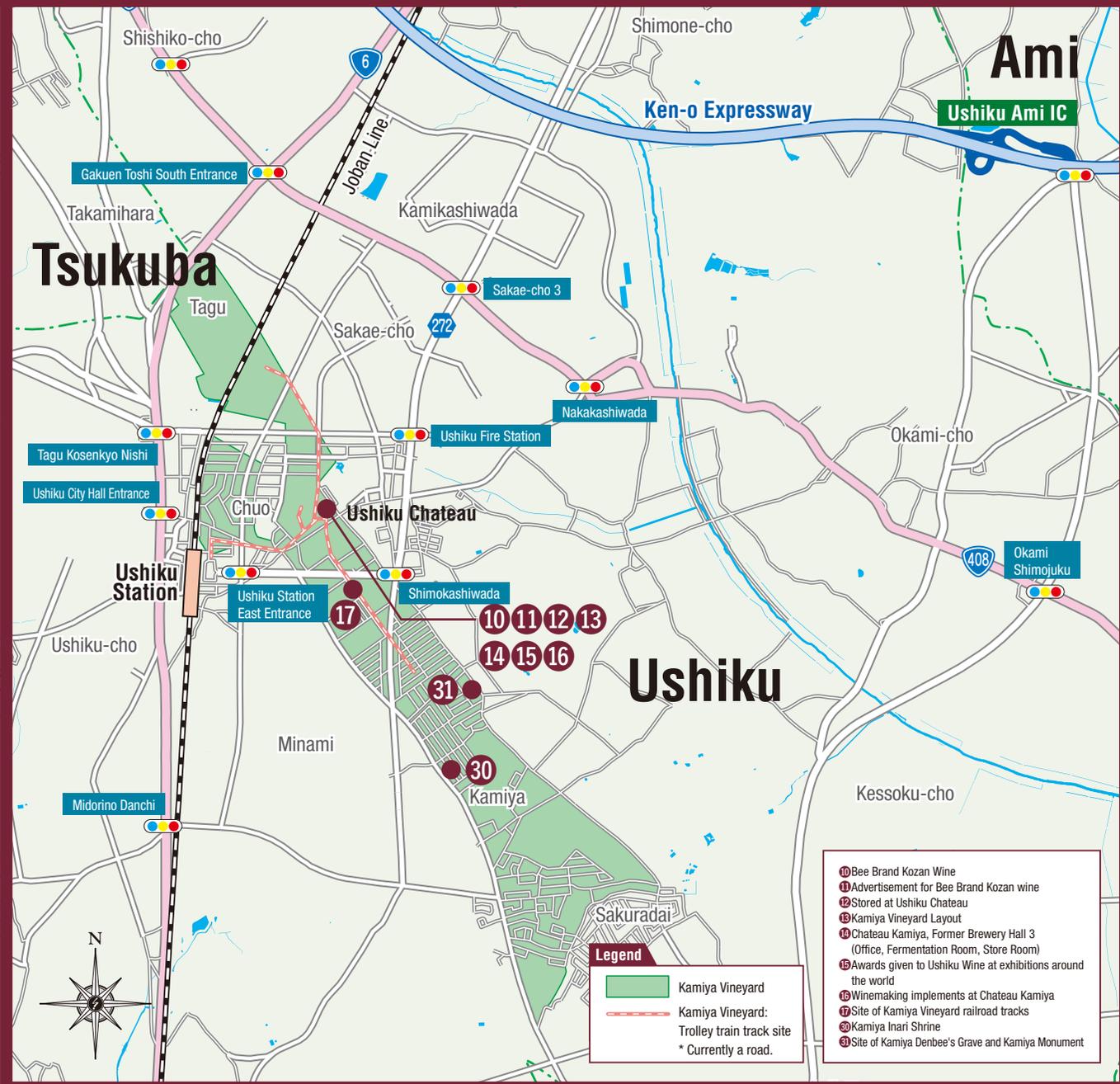


Yakushi Nyorai principal image holding grapes

# Koshu Map of Cultural Assets

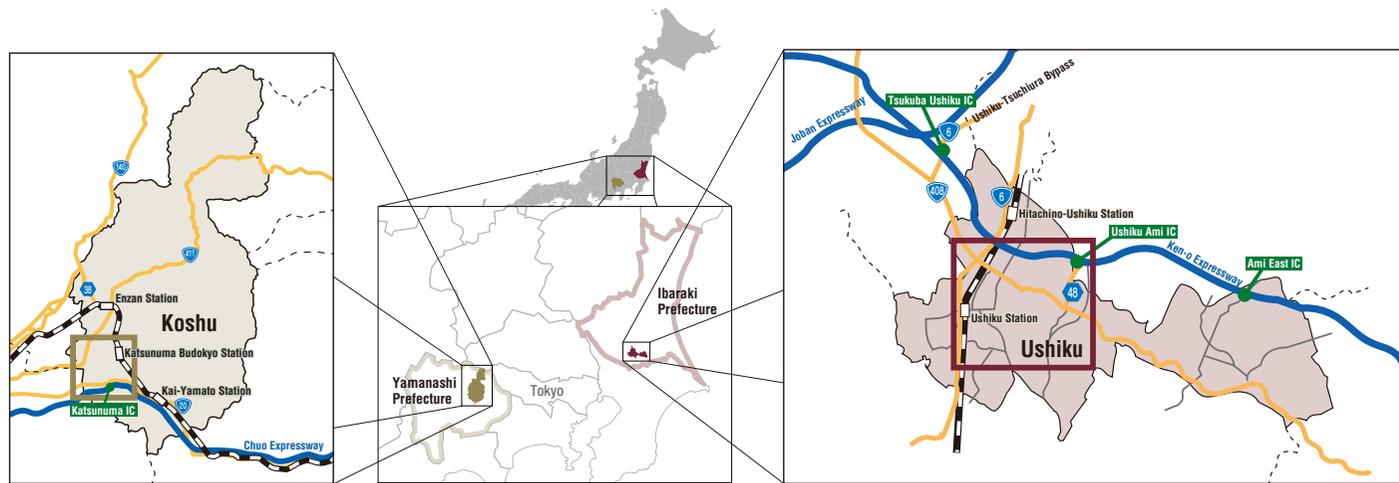


# Ushiku Map of Cultural Assets



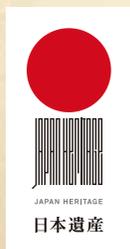
## Getting to Koshu

Via train	Via Tokyo	Shinjuku Station	JR Chuo Line	Katsunuma Budokyo Station	~100 min
	Via Matsumoto	Matsumoto Station	JR Chuo Line	Katsunuma Budokyo Station	Two hrs
Via car	Via Tokyo	Shinjuku	Chuo Expressway	Katsunuma IC	~90 min
	Via Matsumoto	Matsumoto	Chuo Expressway	Katsunuma IC	~90 min
	Via Gotemba	Gotemba	Chuo Expressway	Katsunuma IC	~90 min



## Getting to Ushiku

Via train	Via Tokyo	Tokyo Station	JR Joban Line (Ueno-Tokyo Line)	Ushiku Station	52 min				
	Via Mito	Mito Station	JR Joban Line	Ushiku Station	~70 min				
Via car	Via Tokyo	Tokyo	Joban Expressway	Tsukuba JCT	Ken-o Expressway	Tsukuba Ushiku IC	National Route 408	Ushiku	~40 km, ~1 km, ~6 km
	Via Narita International Airport	Narita International Airport	Shin-Kuko Expressway	Narita JCT	Higashi Kanto Expressway	Daijei JCT	Ushiku	~5 km, ~5 km, ~5 km	
	Via Ibaraki Airport	Ibaraki Airport	Prefectural Road	Chiyoda Ishioka IC	Joban Expressway	Tsukuba JCT	Ushiku	~20 km, ~25 km, ~6 km	
	Via Utsunomiya	Utsunomiya	Chuo Expressway	Utsunomiya JCT	Ken-o Expressway	Ushiku	~30 km, ~5 km		
	Via Maebashi	Maebashi	Joban Expressway	Utsunomiya JCT	Ken-o Expressway	Ushiku	~1 km, ~6 km		



## What is Japan Heritage?

"Japan Heritage" refers to Japan's stories of culture and tradition that come from regional characteristics and historical assets, certified by the Agency for Cultural Affairs. The tangible and intangible cultural assets key to passing down Japan's stories are managed and promoted by local organizations for potential visitors, both in and outside of Japan, with the goal of enriching local economies.



Cultural Asset Utilization  
Business Aid  
(Tourism Area Upkeep Business)