



website proposal

Kayano Tokuzato

kayanotokuzato.com | sake website: process book

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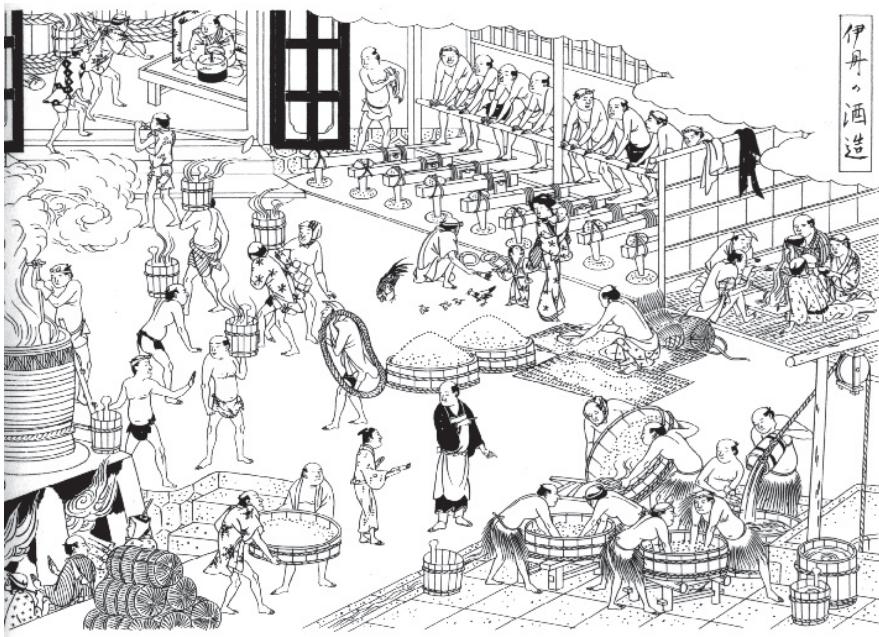
page designs

work cited

thesis

My thesis was addressed the question of how to transfer culturally dependent products into an international markets.

what is sake?



Sake is a naturally fermented alcoholic beverage known as rice wine from Japan, and it is made from the simple ingredients of rice and water.

project statement I

COMPANY:

The Japan Prestige Sake Association was established in 1975. Since then, it has become a valuable source of information for top-quality Japanese “sake” that is known as rice wine.

As more and more people around the world are now showing a greater appreciation of Japanese sake, the association is working to expand its list of select products, as well as its information network.

SUMMARY OF THE PROJECT:

The project will be an informative website for sake that is a culturally dependent product for users to experience, learn about its culture, history, and different products from different regions. This website will be developed to enable integration of a different culture into Western culture.

project statement II

TARGET AUDIENCES:

The website is targeting English speakers in the United States.

It is mainly for people who are interested in Japanese culture, ages between people 30s to 60s.

PROBLEMS:

The Japan Prestige Sake Association does not have sources that have sake classification with cultural value in English. A new source of information about this culturally based product is needed to expand sake and its cultural values to a wider audience of people in western culture.

project statement III

OPPORTUNITY:

Sake is a traditional Japanese alcoholic beverage made primarily with rice and water. Sake is becoming more popular in western countries. Since it is a culturally based product from Japan, it should be introduced not only as an alcohol beverage, but also with its proper background and history.

SOLUTION:

Creating a website is an efficient way to share the information to wider audiences. Since the Japanese sake culture is not common information to people in different cultures, this website should have supporting images and appeal representative of culture/history of sake and Japan itself. Warm organic colors and traditional patterns will be the theme of the site, and colors of blue will represent the quality of sake that is made from good quality of water.

competitive analysis I

sake world



sake-world.com

sake one



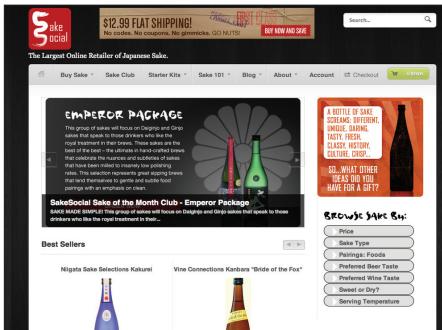
sakeone.com

japanese sake



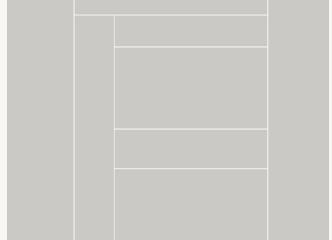
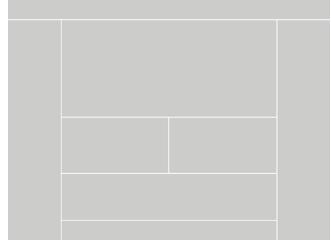
japansake.or.jp/sake/english

sake social

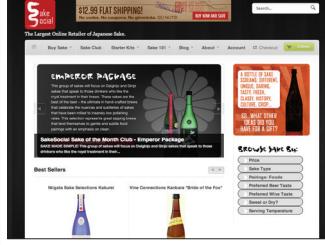


sakesocial.com

competitive analysis II

competitors	sake world	sake one	japanese sake	sake social
homepage				
web address	sake-world.com	sakeone.com	japansake.or.jp/sake/english	sakesocial.com
page layout				
content width	673 px	960 px	753 px	900 px
main section	9 sections	9 sections	7 sections	9 sections

competitive analysis III

competitors	sake world	sake one	japanese sake	sake social
homepage				
web address	sake-world.com	sakeone.com	japansake.or.jp/sake/english	sakesocial.com
color scheme	slateblue and white	white and gray	blue and ivory	black and white
texture	none	traditional japanese patterns	paper texture	wood texture
shop option	no	yes, but it is limited	no	yes
search option	yes	no	no	yes
site map page	yes	no	no	no

persona I

JAMES WHITE

49 years old

He was born and raised by the beach in Florida, and has lived in New York City for past 19 years.

He has worked at many restaurants as a chef for many years, and has also owned his own restaurant.

He has two sons who are 19 and 28 years old. They are both working at his restaurant.

He is living with his girlfriend, loves to try new restaurants around the city on their days off.



persona II



LINDA HALL

35 years old

She is living in Los Angeles, California

She is a photographer who works at Newspaper company for 12 years. She also has a wedding photo business with her mother on the side.

She loves traveling around world, especially Asian countries. Her grandmother is from Tokyo, Japan and she is a one fourth Japanese.

She loves Thai food, drinks dry white wine, and loves to invite her friends for BBQs during the summer.

She depends on her laptop computer and smartphone for both work and personal use.

persona III

BETTY MOOR

65 years old

She was born and raised in Seattle. She used to be a real estate agent for 30 years in Seattle.

She is married with two sons and three grandchildren who are all living in the Seattle area. They often get together for dinners, every holidays, and birthdays.

She has two dogs and loves going for long walks with them. The dogs are good with her cat and all grandchildren.

Her husband owns a small boat and loves going out fishing all year around, so they enjoy a lot of seafood at home. Sake would be a great substitute for wine.



persona III



WILLIAM HARRIS

30 years old

He is from Hong Kong and now lives in Olympia, Washington. He moved to the U.S. with his family when he was 9 years old because of his father's work.

He is an accountant and works during the week. He has been married for two years, and has a ten month old daughter. His wife is a high school teacher. They are both interested in a healthy diet and changed to organic products since they had a baby.

mood board I

酒



mood board II



Lucida Sans Unicode

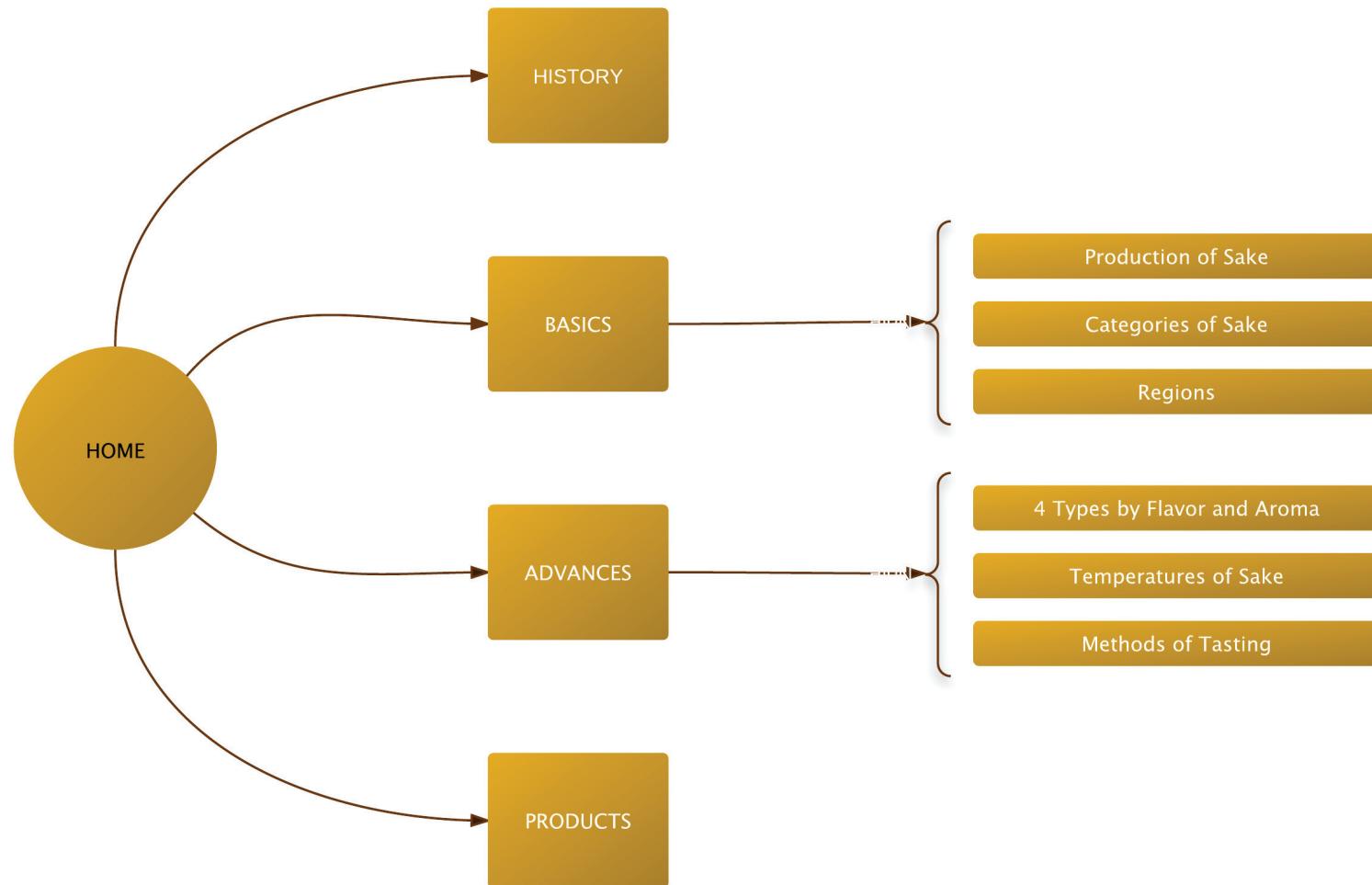
Asul

Handlee

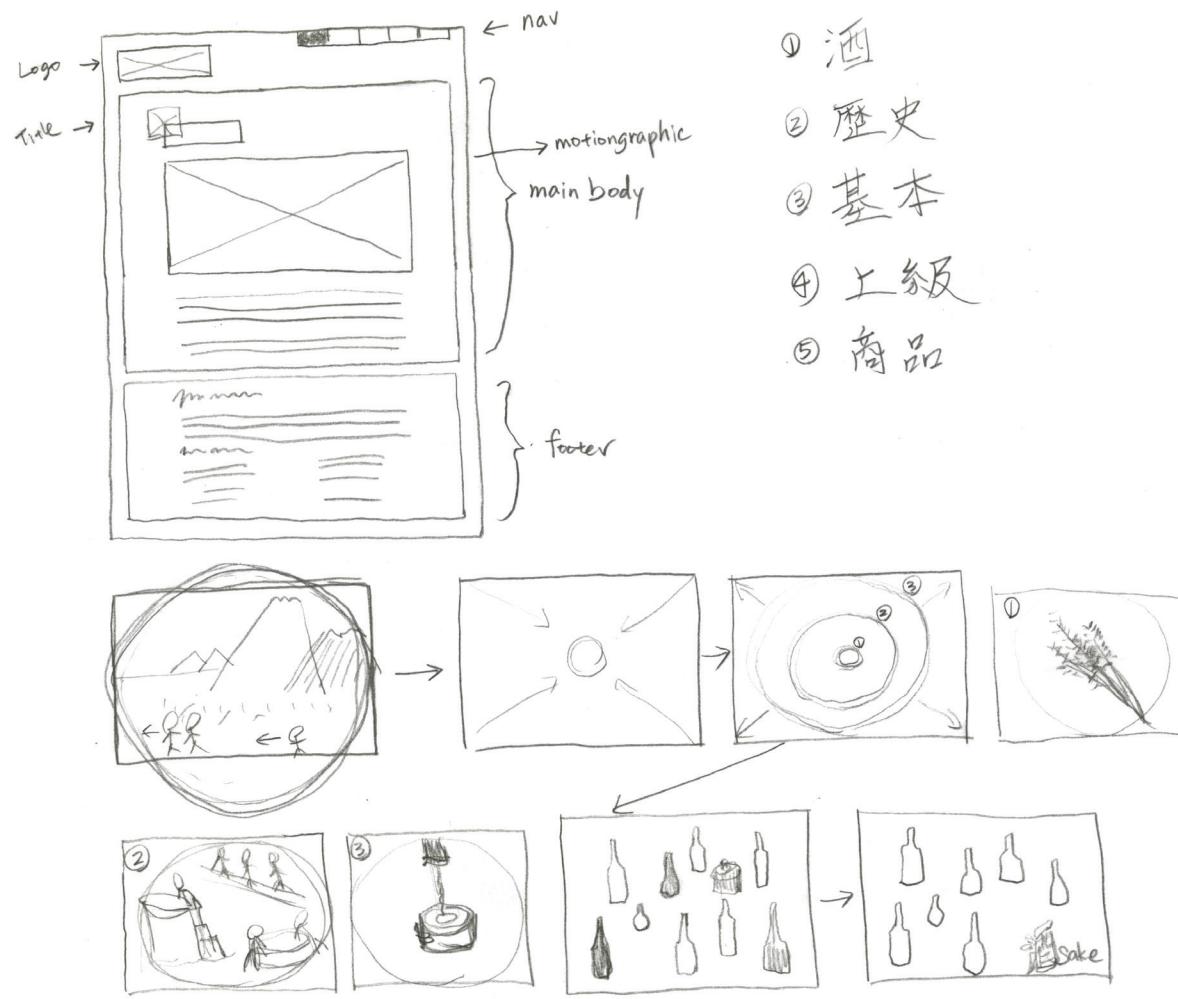
Kouzan Brush Font Gyousyo



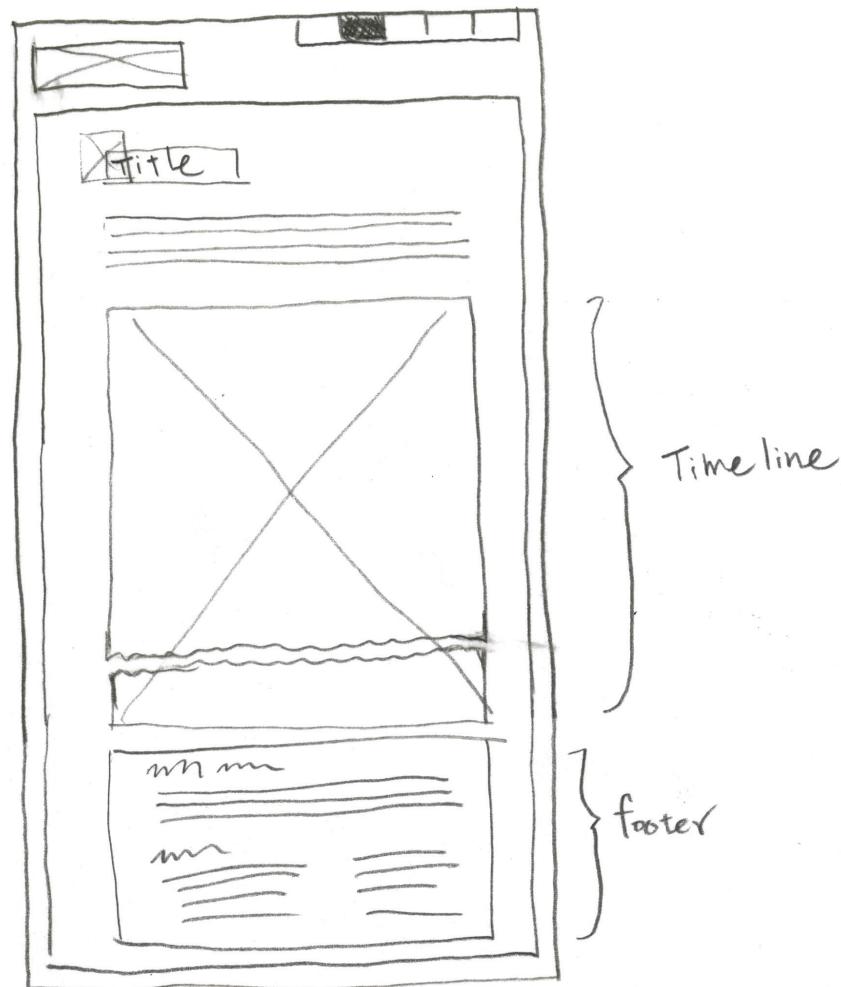
mood board II



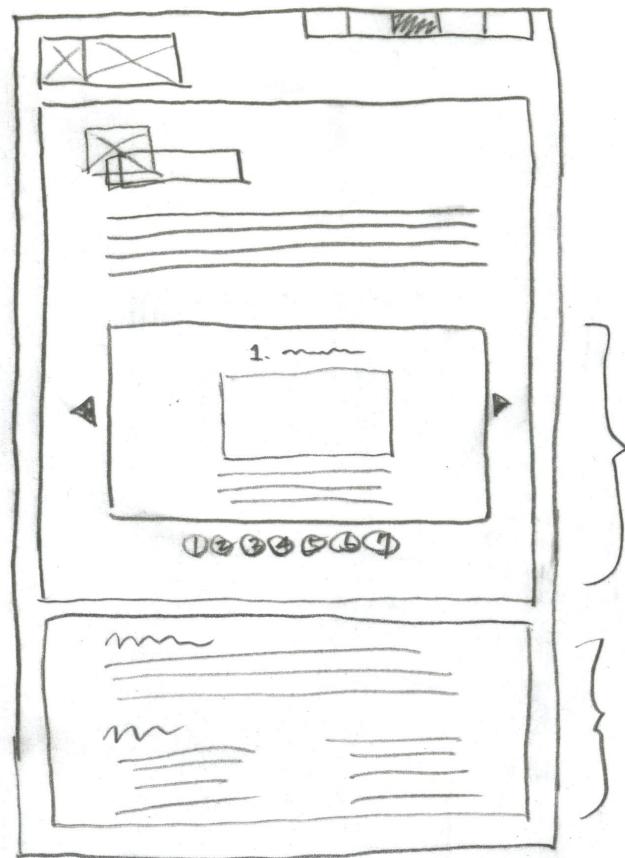
layouts / home



layouts / history



layouts / basics I



basics ① Production
-yellow
-基本

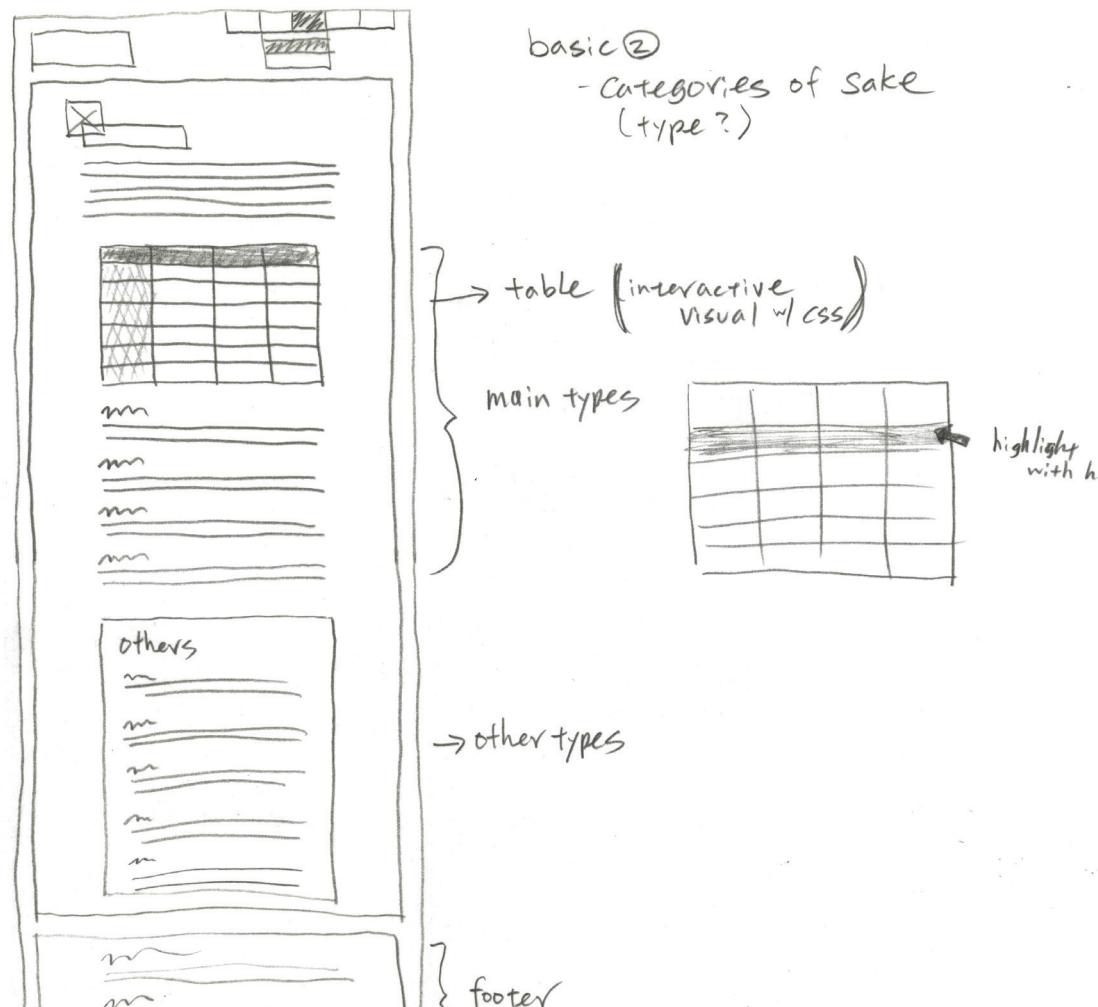
Slides

- ① Rice Polishing
- ② washing and soaking
- ③ Steaming
- ④ Koji Production

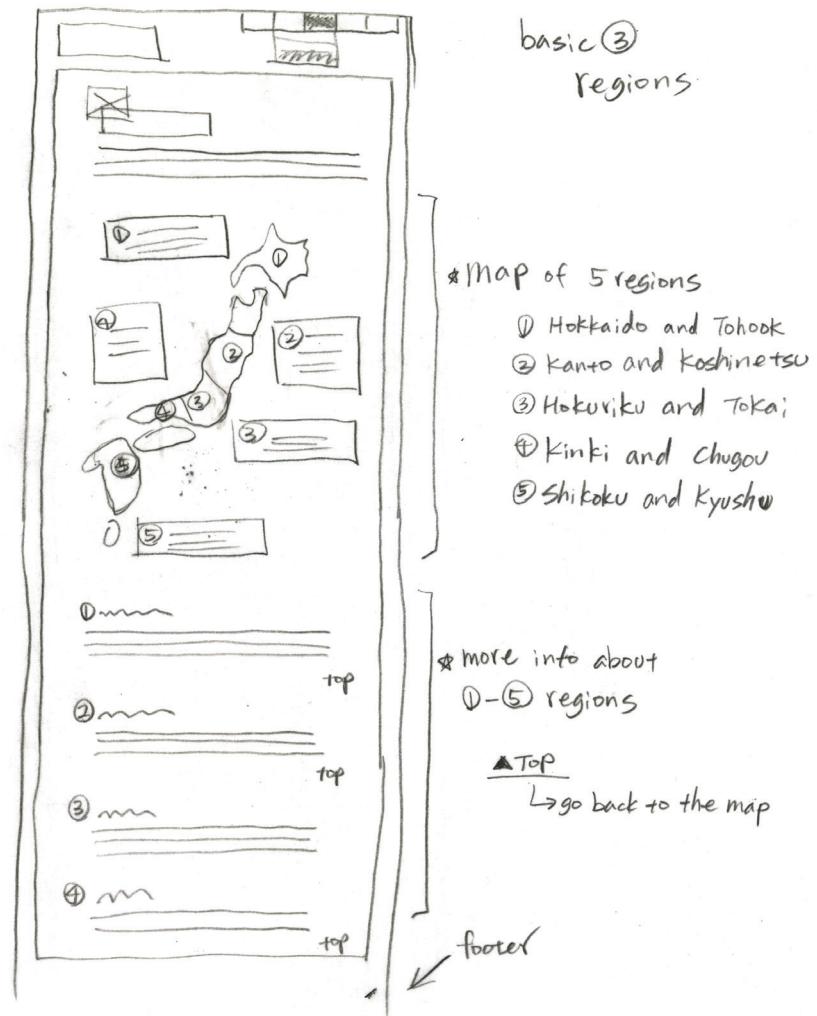
⑤ Yeast Starter
⑥ Moromi and Sandan shikomi
⑦ Pressing

footer

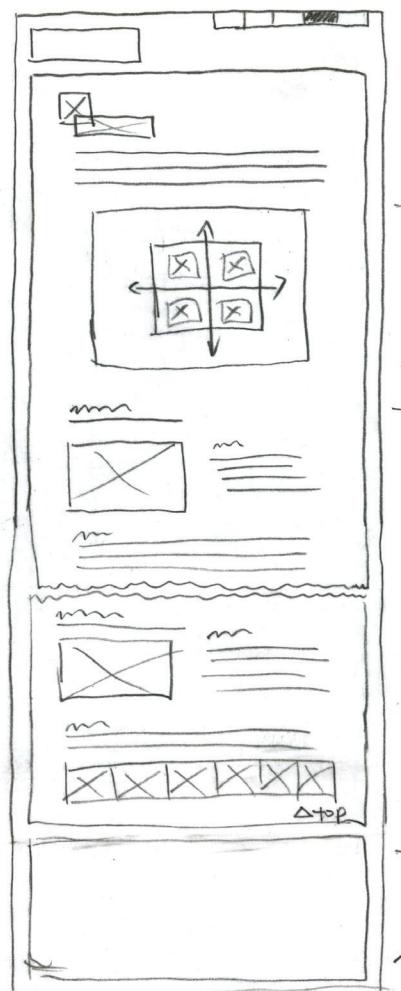
layouts / basics II



layouts / basics I



layouts / advances I



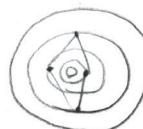
advances ①

4 types by Flavor and Aroma

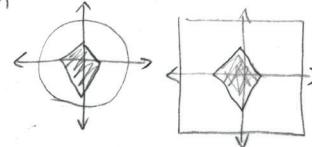
Interactive buttons

4 sections for each buttons

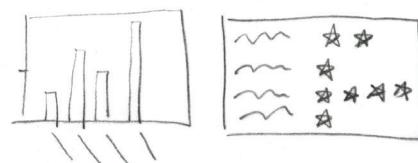
- Fragrant
- mature
- light Smooth
- rich



→ Image / Graph



→ food images



footer

layouts / advances II



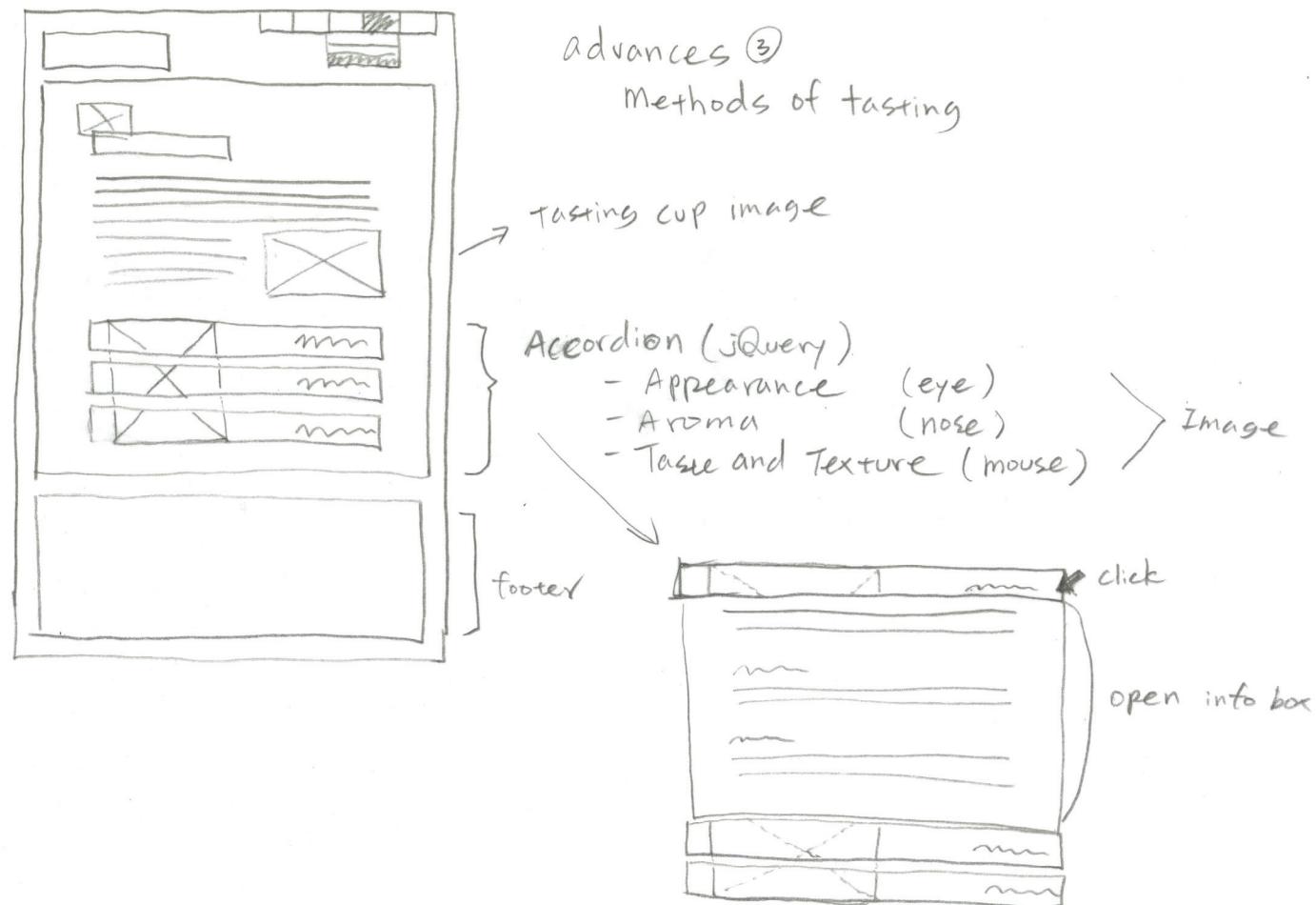
advances ②
temperatures of Sake

Infographic

- top warm
- Hot warm
- Upper warm
- WARM
- Sunshin Warm
- Skin Temp warm
- Room Temp
- Cool chill
- Snow chill
- Flower chill

footer

layouts / advances III



layouts / products



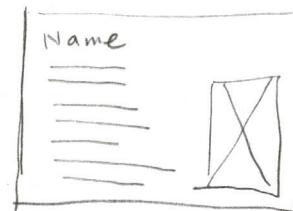
Product Page

filter buttons

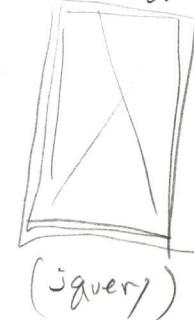
- Alphabet (name)
- Grade and Type of Sake
- Regions ⓘ button gives light box with infographic of regions

Products

- filtered products

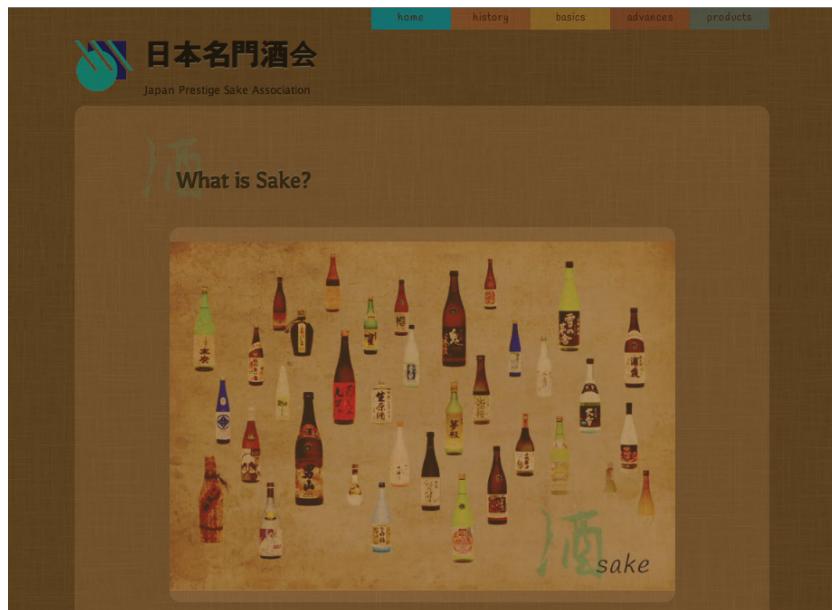


→ hover image
for bigger image



(jquery)

page designs / home



Japan Prestige Sake Association

The Japan Prestige Sake Association was established in 1975. Ever since, it has become a valuable source of information for top-quality Japanese "sake". Through its far-reaching network, the association has reached a broad cross-section of the consumer market. The local brands judged as being of the highest quality and character receive the association's "Prestige Sake" designation, which has contributed significantly to boosting the popularity of sake among the general public.

Contact Information

Japan - HEAD OFFICE
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fax: 03-3663-0469

U.S.A
Japan Prestige Sake International, INC.
tel: 1-212-219-1166
ax: 1-212-366-4925

H.K.
Nippon Foods CO.,LTD.
tel: 852-2898-8126
fax: 852-2897-9553

China
Shanghai Haowejia Food CO.,LTD.
tel: 86-21-6330-9541

Taiwan R.O.C.
Long Star CO.,LTD.
tel: 886-2-2816-3937
fax: 886-2-2816-4273
url: www.long-star.com

Singapore
Tanesel Trading PTE LTD.
tel: 03-3663-4845
fax: 03-3663-0469
tel: 603-8024-8010
fax: 603-8024-8020

Thailand
SEISHIN CO.,LTD.
tel: 66-2714-0824
fax: 66-2714-0829

page designs / history

 **日本名門酒会**
Japan Prestige Sake Association

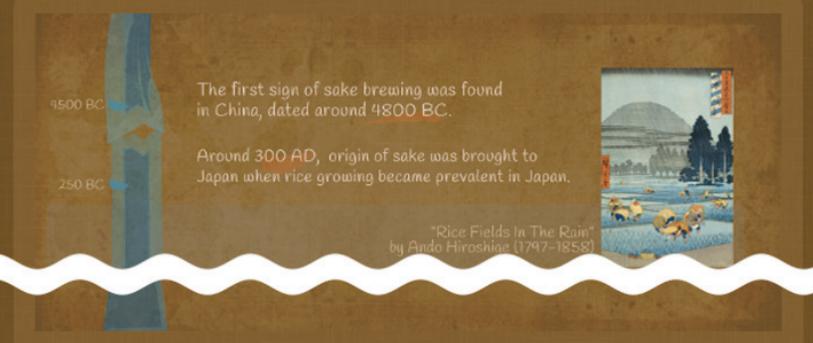
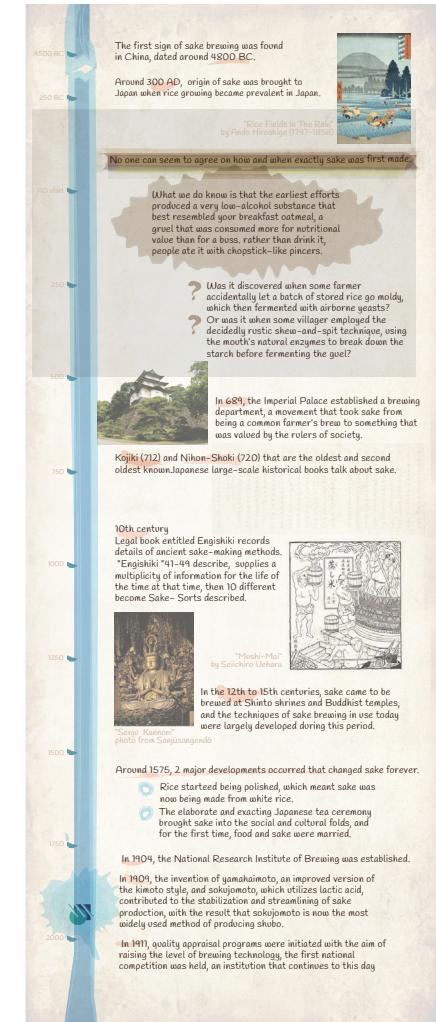
History

Sake is the traditional rice wine of Japan. It comes in several different varieties, and was first made at least 2,000 years ago. Since then, sake has played an important role in Japanese culture and history. From its origins as the "drink of the Gods" to its current status as the popular drink in Japan, the history of sake is steeped in tradition, innovation, and custom.

The first sign of sake brewing was found in China, dated around 4800 BC.

Around 300 AD, origin of sake was brought to Japan when rice growing became prevalent in Japan.

"Rice Fields In The Rain" by Ando Hiroshige (1797-1858)

page designs / basics I

The screenshot shows a dark brown header with the Japan Prestige Sake Association logo and the text "日本名門酒会" and "Japan Prestige Sake Association". Below the header is a large yellow title "Production of Sake". A sub-section title "1. Rice Polishing (Seimai)" is followed by a small image of rice grains. At the bottom, there is a navigation bar with numbered circles from 1 to 7.

The screenshot shows a slide titled "3. Steaming (Mushimai or Jomai)". It features a photograph of a person working over a large steaming pot. The slide has a navigation bar at the bottom with numbered circles from 1 to 7.

page designs / basics II

The screenshot shows a dark-themed website for the Japan Prestige Sake Association. At the top, there is a navigation bar with tabs: 'home' (highlighted in green), 'history', 'basics' (highlighted in orange), 'advances', and 'products'. Below the navigation is a logo for '日本名門酒会' (Japan Prestige Sake Association) with its English name underneath. The main content area has a yellow background and features the title 'Categories of Sake' in both Japanese and English. A paragraph explains that sake is categorized by milling rates of polished brewing rice rather than rice varieties. It then details the difference between Junmai and Honjozo categories. At the bottom, there is a table with columns: 'Categories', 'Japanese', 'Added alcohol', and 'Rice milling rate'. The table lists the seven categories: Junmai, Junmai Ginjyo, Junmai Daiginjyo, Honjoso, Ginjyo, Daiginjyo, and Futsu.

Categories	Japanese	Added alcohol	Rice milling rate
Junmai	純米	none	typically up to 70%
Junmai Ginjyo	純米吟醸	none	up to 60%
Junmai Daiginjyo	純米大吟醸	none	up to 50%
Honjoso	本醸造	up to 10%	up to 70%
Ginjyo	吟醸	up to 10%	up to 60%
Daiginjyo	大吟醸	up to 10%	up to 50%
Futsu	普通	up to 10%	---

Categories	Japanese	Added alcohol	Rice milling rate
Junmai	純米	none	typically up to 70%
Junmai Ginjyo	純米吟醸	none	up to 60%
Junmai Daiginjyo	純米大吟醸	none	up to 50%
Honjoso	本醸造	up to 10%	up to 70%
Ginjyo	吟醸	up to 10%	up to 60%
Daiginjyo	大吟醸	up to 10%	up to 50%
Futsu	普通	up to 10%	---

page designs / basics II

Futsu-shu, 普通酒

It means "ordinary sake," and refers to average, run-of-the-mill, "table sake." This type of sake makes up about 75 percent of all sake on the market, and while much of this is cheap, bland, and hangover inducing, there are many perfectly drinkable futsu-shu sake available.

Junmai-shu, 純米酒

It is pure rice sake: nothing is used in its production except rice, water, and koji-kin, that magical mold that converts the starch in the rice into fermentable sugars. Junmai-shu is generally a bit heavier and fuller in flavor than other types of sake, and often the acidity is a bit higher. More solidly built, assertive sake like typical Junmai-shu is easier to match with meals than much lighter sake. It is not necessarily, however, what everyone prefers.

Ginjo-shu, 吟醸酒

It is, more than just a separate classification, a separate world. Essentially a ginjosu-designated sake is one for which the rice used in brewing has a seimaihusu (rice polishing rate) of at least 60 percent, which again means that more than 60 percent of the original size of the grains remains after milling. This, however, is simply the minimum requirement for sake to have the word ginjo-shu on the label. Within the classification of ginjo-shu there is the subclass dai-ginjo-shu, 大吟醸酒. For dai-ginjo-shu, the seimaihusu is a minimum of 50 percent.

Honjozo-shu, 本醸造酒

It is sake to which a very small amount of pure distilled alcohol has been added. Adding a small amount of alcohol to premium sake like that is not just a matter of increasing yields; there are

Other Type of Sake

Nigori-sake, 濁り酒

Nigori is a sake that has been purposely left unfiltered and has the less or rice polishings left in the bottle. Typically, the sake looks foggy or cloudy. It is also called unfiltered sake or cloudy sake.

Gen-shu, 原酒

It is sake that has been purposely left undiluted with no extra water added to bring the alcohol level down from its natural fermentation percentage of between 18 and 20 percent. Sake typically has an alcohol content between 14 and 16 percent.

Nama-zake, 生酒

It is sake that is not heated during the brewing process. This helps preserve the fragrance and flavor of the sake, but results in sake that spoils more easily. If possible, nama-zake should be drunk as soon as possible after opening it.

It is raw "moto (Yeast mash used to ferment the sake)" that has passed down for generations. It is used to contrast with scientifically produced moto. The process of creating kimoto takes nearly a month to complete, but allows for the creation of truly traditional sake.

page designs / basics III

The screenshot shows the homepage of the Japan Prestige Sake Association. The top navigation bar includes links for home, history, basics (which is the active page), advances, and products. The main content area features a large image of Japan with regions highlighted in different colors. A callout box for the "Hokkaido and Tohoku Area" lists the prefectures: Hokkaido, Aomori, Akita, Iwate, Yamagata, Miyagi, and Fukushima. Another callout box for the "Kinki and Chugoku Area" lists Shiga, Hyogo, Nara, Kyoto, Osaka, Wakayama, Tottori, and Okayama.

The screenshot shows a detailed page for the Kinki and Chugoku Area. The top navigation bar includes a "top" link. The main content area is titled "Kinki and Chugoku Area". It contains two columns of text. The left column discusses Hyogo Prefecture as a major sake production center and Hiroshima Prefecture's Omachi rice variety. The right column discusses Kochi Prefecture's dry sake and Kyushu's shochu. Both columns conclude by mentioning Kumamoto yeast and its influence on sake flavor.

page designs / basics III



page designs / advances I

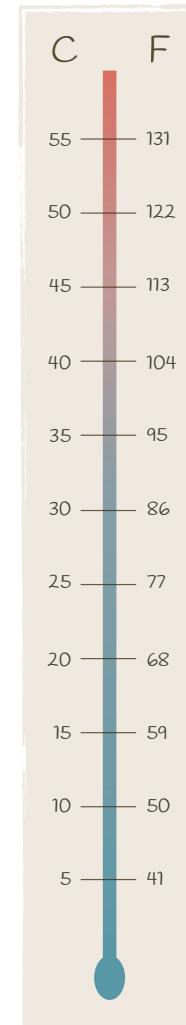
The screenshot shows a section titled "4 Types by Flavor and Aroma". It features a 2x2 grid diagram. The vertical axis is labeled "fragrant" at the top and "lightly flavored" at the bottom. The horizontal axis is labeled "full bodied" on the right and "light smooth" on the left. The top-left quadrant is green and labeled "fragrant" and "Kun-shu". The top-right quadrant is orange and labeled "mature" and "Juku-shu". The bottom-left quadrant is grey and labeled "light smooth" and "Shu". The bottom-right quadrant is red and labeled "rich" and "Nama". Arrows indicate the relationships between the categories.

The screenshot shows the "Rich (Jun-shu)" category page. At the top, there is a banner with various food items. Below it, a diamond-shaped diagram represents the flavor profile of Jun-shu, with axes for "sweetness" (vertical), "richness" (right), "bitterness" (bottom), and "sourness" (left). To the right of the diagram, a section titled "Flavor and Aroma" describes Jun-shu as full-bodied with a slight fragrance, ideal for meals. Below this, a section titled "Food" discusses its complementarity to beef, creamy soups, and strongly flavored chicken. At the bottom, there is another banner with various food items.

page designs / advances II

The screenshot shows a section titled "Temperatures of Sake" with a background image of a traditional Japanese sake bottle. The page includes a color-coded temperature scale from 5°C to 55°C (41°F to 131°F) with corresponding tasting notes for different temperature ranges.

Temperature Range	Description
Top Warm, 飛切燭/Tobikiri-kan 55°C/131°F	Fragrance is strong. Taste is dry.
Hot Warm, 热燭/Atsu-kan 50°C/122°F	Strength of fragrance increases; smell of alcohol becomes strong and sweetness disappears; feeling of stimulation is heightened.
Flower Chill, 花冷え/Hana-bie 10°C/50°F	Fragrance is subtle and the acidity becomes more distinct.
Snow Chill, 雪冷え/Yuki-bie 5°C/41°F	Fragrance is very light and a dry taste becomes prominent.



page designs / advances III

The screenshot shows a website page with a dark brown background. At the top, there is a navigation bar with five items: 'home' (green), 'history' (orange), 'basics' (light green), 'advances' (red), and 'products' (dark green). Below the navigation bar is the logo of the Japan Prestige Sake Association, featuring a stylized blue and green graphic next to the text '日本名門酒会' and 'Japan Prestige Sake Association'. The main title 'Methods of Tasting' is displayed in large, bold, white font, with the Japanese characters '四種' above it. Below the title, there is a paragraph of text in English. To the right of the text is a photograph of two white porcelain sake cups with blue concentric circles on their bottoms. Below the photograph is a horizontal banner featuring a traditional Japanese illustration of a woman's face. On the right side of the banner are three buttons labeled 'Appearance', 'Aroma', and 'Taste and texture'.

Japanese breweries and analysis laboratories use a special vessel called a kikichoko, but it is also possible to use a wine glass (Bordeaux style). When using a glass, it is recommended to cover the table with a white cloth to enable the color of the sake to be seen more easily.

Kikichoko is the cup used to taste sake at breweries and analysis. This is a 180 ml white porcelain vessel with two concentric cobalt blue circles on the inside bottom. The white color highlights differences in sake color. If there is turbidity, the edges of the two blue concentric circles become blurred, enabling detection of slight differences in turbidity.

Appearance

Aroma

Taste and texture

page designs / products I

The screenshot shows a website for the Japan Prestige Sake Association. At the top, there is a navigation bar with tabs: home (green), history (orange), basics (yellow), advances (red), and products (blue). Below the navigation bar is the association's logo and name in both Japanese and English. A large search bar features the text "Find Your Sake" and decorative sake bottles. The search interface includes dropdown menus for "Name of Sake" (with options like "all", "a-d", "e-h", "i-l", "m-p", "q-u", "v-z") and "Regions" (with options like "all", "1", "2", "3", "4", "5", and "i"). There is also a section for "Grade and Types" with options like "all", "junmai", "junmai ginjyo", "junmai daiginjyo", "honjozo", "ginjyo", "nigori", and "others". Below the search interface, three sake products are displayed in cards:

- Namahage**
"Devil's Mask"
Akita, Japan
Yamahai Junmai
1.8L/\$57 720ml/\$27
SMV +17
Acidity 1.7
Dry & Rich
- Ohyama**
"Big Mountain"
Yamagata, Japan
Junmai
300 ml/\$12
SMV +6
Acidity 1.3
Dry & Fruity
- Otokoyama**
Hokkaido, Japan
Tokubetsu Junmai
1.8L/\$57 720ml/\$29
300 ml/\$12
SMV +10
Acidity 1.6
Dry & Rich

work cited

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- Kimura, Katsumi. *Nihonshu No Kyōkasho*. Tōkyō: Shinseishuppansha, 2010. Print.
- Kondō, Hiroshi. *The Book of Saké*. 1st ed. Tokyo: Kodansha International, 1996. Print.
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“全国市販酒類調査の結果について | 酒のしおり・酒類業者の概況・全国市販酒類調査の結果 | 国税庁.” 国税庁ホームページ / National Tax Agency. Japan National Tax Agency, Dec. 2009. Web. 09 Feb. 2012. <<http://www.nta.go.jp/shiraberu/senmonjoho/sake/shiori-gaikyo/seibun/2010/01.htm>>.

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“日本山海名産図会.” 古典の図鑑. Web. 09 Mar. 2012. <<http://www1.s3.starcat.ne.jp/koten/sankpage/samokaji.html>>.

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