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**HAND-CRAFTED HIRO SAKE FROM JAPAN
ANNOUNCES THAT WWW.DRINKUPNY.COM NOW OFFERS HIRO SAKE
GIVING BRAND NEAR NATIONWIDE CONSUMER AVAILABILITY**

*Just in time for the holidays, Hiro Sake is available to all!
Celebrate with The Hot Holiday Hiro Cocktail.*

NEW YORK, NY – December 18, 2012 – [Hiro Sake](http://WWW.DRINKUPNY.COM), the hand-crafted and authentic sake from Japan, announces that [www.DrinkUpNY.com](http://WWW.DRINKUPNY.COM) has begun carrying Hiro Sake on their online retail site. This arrangement with DrinkUpNY.com, a retail site dealing in wine, spirits, sake, and accessories, gives Hiro Sake consumer **availability in almost all states nationwide**. Hiro is available in store/restaurants in Connecticut, Delaware, Maryland, Massachusetts, New Jersey, New York, Rhode Island, Virginia and Washington DC via its distribution arrangement with Monsieur Touton. Launched just one year ago, Hiro Sake offers both **Hiro Junmai (Red)** and **Hiro Junmai Ginjo (Blue)** which can be enjoyed straight, mixed in cocktails, warm or cold. Suggested retail price for Hiro Red is \$29.99 and for Hiro Blue is \$39.99. Find Hiro Red on DrinkUpNY at [http://www.drinkupny.com/Hiro Junmai Sake p/k0040.htm](http://www.drinkupny.com/Hiro_Junmai_Sake_p/k0040.htm); Hiro Blue at [http://www.drinkupny.com/Hiro Junmai Ginjo Sake p/k0041.htm](http://www.drinkupny.com/Hiro_Junmai_Ginjo_Sake_p/k0041.htm). (Only Nevada, West Virginia and Texas cannot find Hiro on-shelf – yet).



HOW TO DRINK HIRO FOR THE HOLIDAYS

The magic of Japanese sake is its incredible versatility. Today, Japanese sake is an enjoyable addition to any meal, and can be easily paired with cheese, chocolate and a wide assortment of other foods. Japanese sake can also be used in an infinite number of cocktails, replacing white spirits such as vodka, rum or gin, while containing half the alcohol of traditional spirits. Hiro Sake is a wonderful beverage for those looking to celebrate the holidays with a ‘healthier’ cocktail option since Hiro Sake is: only 43 calories/ounce, additive- and preservative-free, gluten-free and sulfite-free (less headaches), histamine- and allergen-free (no allergic reactions), has 1/3 the acidity of wine (making it easier on the stomach)...Making this one fairly guilt-free beverage!



And this holiday season, what better way to enjoy Hiro but in a hot drink? Hiro Junmai Red is ideal for the *Hot Holiday Hiro* cocktail:

The HOT HOLIDAY HIRO Cocktail

One part Hiro Red, One part Dark Spiced Rum, One part Apple Cider, Sprinkle of Cinnamon

Garnish: Cinnamon Stick

Combine equal parts Hiro Red, dark spiced rum and apple cider. Either heat all ingredients together on the stove or in microwave. Pour into a mug and sprinkle with cinnamon. Garnish with cinnamon stick.

Hiro Junmai Red is also exceptional served warm:

Place the open bottle in a pot with water that has almost reached boiling point and remove from stove. Allow bottle to sit for a couple of minutes until the desired temperature is reached and serve. The ideal temperature for hot Japanese Sake depends on individual taste preferences, ranging from 85°F to 130°F. Japanese Sake should never be heated above 140°F or boiled.

For more than 2,000 years, sake has been an integral part of Japanese culture and the Toji (Master Brewer) has been revered as both a master craftsman and artist. Hiro Sake is produced at the Taiyo Sake Brewery established in 17th century in the Niigata prefecture, the premiere sake-producing region of Japan. Taiyo Sake Brewery is a ten-time GOLD MEDAL winner at the largest and most acknowledged Sake competition in Japan, The National New Sake Awards. With an uncompromising commitment to quality and perfection, Hiro is made with only the finest ingredients (polished rice and water). The process begins with large high-grade rice kernels, which are milled or polished to remove the outer layers, leaving only the core or “pearl” of starch that is the center of each grain. The amount of material removed from each kernel determines the purity of the remaining rice grain and classification as Junmai or the higher grade Junmai Ginjo. Hiro Junmai Red is technically a Tokubestu Junmai meaning that the rice kernel is milled down 10% MORE than a normal Junmai. Hiro Junmai Ginjo Blue is produced with rice that is milled to remove 45% its original weight, giving it the added character and body to be served chilled, on the rocks or in a cocktail.

ABOUT WWW.DRINKUPNY.COM

DrinkUpNY.com is a retail site dealing in wine, spirits, sake, and accessories founded in 2006. The company has since gained nationwide exposure through its unique portfolio of hard-to-find items. DrinkUpNY.com was one of the first online retailers to offer real absinthe after the ban was lifted in 2007, in line with their mission to make hard-to-find items accessible nationwide.

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ABOUT HIRO SAKE

Offered in both Junmai (Hiro Red) sake and Junmai Ginjo (Hiro Blue) sake, Hiro is a premium, hand-crafted Japanese sake brewed in the Niigata prefecture, the premiere sake-producing region of Japan. Hiro's Toji (Sake Master) was awarded first prize in a 2011 Japanese national sake competition, regarded as one of the most important sake competitions in the world. Hiro has received top awards at *San Francisco International Wine Competition*; the *New York World Wine & Spirits Competition*; and the *Spirits International Prestige (SIP) Awards*. Hiro Sake is imported to the U.S. by [Monsieur Touton Selection Ltd](http://MonsieurToutonSelectionLtd.com) and available via www.DrinkUpNY.com in most states. Additional information about the company can be found at www.hirosake.com, as well as on Hiro's [Facebook](https://www.facebook.com/hiro_sake) page and on Twitter @hiro_sake.

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