



23°

The Philosophy

Originally launched for the Canadian market, CHOYA 23 was introduced especially for our customers, who preferred stronger Umeshu. Both great straight or on-the-rocks, CHOYA 23 has also become a popular cocktail base drink among Umeshu lovers.

Launch: 2007

Volume: 700ml (+120ml ume fruit)

Alcohol: 23.6% alc./vol.

Ingredients: ume fruit, sugar, cane spirit

Category: fruit liqueur (Umeshu)

Sales point: New more elegant design
Higher alcohol percentage
Great for cocktails

Tasting Notes

Made from traditional Japanese ume fruit, this amber gold colour Umeshu is rich in clean lime, plum and dried apricot flavours, is medium sweet with balanced acidity and soft finish.

Enjoy straight & chilled, on-the-rocks or as a cocktail base.

JAN code: 4905846114989

Carton size: 12 btls/carton, 340mm x 255mm x 290mm; 18kg (Canada)
6 btls/carton, 255mm x 175mm x 290mm; 9kg (EU)

Company Facts

Located in Osaka, the company first started as a wine-grape grower in 1914. Later in 1959 CHOYA began production of Umeshu, a traditional Japanese ume fruit liqueur. Today CHOYA is the No.1 Umeshu making company in the world.

Our mission is to produce and promote the finest Umeshu made from natural ingredients.



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