



## CHOYA Honey

**Launch:** 2013

**Volume:** 750ml

**Alcohol:** 15% alc./vol.

**Ingredients:** honey, ume fruit, cane spirit

**Category:** fruit liqueur (Umeshu)

**Sales point:** No added sugar, only 100% natural honey

New gorgeous design by a London-based company

Slimmer bottle for more cylinder shape

Debossed with a CHOYA brand name for more luxurious look

### Tasting Notes

Pleasant honey flavour balanced with a tart taste of the ume fruit.

**UPC code:** 781682114802

**Size:** 12btl/carton

1 btl – 74mm x 74mm x 270mm, 1 case - 342mm x 258mm x 296mm; 17kg



### 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.