



Royal Honey

The Philosophy

After having success in the local Japanese market for more than three decades, we decided to expand overseas with a new Premium CHOYA called “Royal Honey”. Made from 100% premium Japanese Nanko ume from a famous ume region called Kishu, this Umeshu contains only 100% natural honey & royal jelly with no sugar added.

Launch: 2002 (renewal 2013)

Volume: 700ml

Alcohol: 17% alc./vol.

Ingredients: honey, ume fruit, cane spirit, royal jelly

Category: fruit liqueur (Umeshu)

Sales point: new stylish look with original design

Only 100% natural honey with royal jelly, no sugar added

100% Japanese premium Nanko ume

Tasting Notes

Mild sweetness & pleasant honey aroma followed by notes of almond and marzipan.

JAN code: 4905846114897 (700ml)

Carton size: 700ml – 12 btls/carton, 340mm x 255mm x 290mm; 18kg

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.



CHOYA UMESHU CO.,LTD.

Head Office 160-1 Komagatani Habikino-shi Osaka 583-0841 Japan / p.+81 72 956 0515 / f. +81 72 958 2561

Sales Office 1-1-2 Kamiikedai Ota-ku Tokyo 145-0064 Japan / p.+81 33 786 0906 / f. +81 33 784 1008

www.choya.com