HOU HOU SHU
SPARKLING SAKE



The Marumoto Brewery is known as nousan sakagura, the “Farmers’ Brewery,” because the people who grow the rice also make the sake.

Niichiro Marumoto

Owner, President, Brewmaster

Niichiro Marumoto is the 6th generation of his family to lead the brewery as its Brewmaster and President. He has been a pioneer in the sake category, creating the Chikurin brand which was the first and only sake brand to be made from 100% homegrown rice. He committed himself and the brewery to growing rice, earning the brewery its nickname, “the Farmers’ brewery.” He also launched HouHouShu, one of the first sparkling sakes in Japan.