



Shochu, the healthy alternative liquor

“Without shochu there would be no pleasure in life, I would rather die then give up drinking”(1). Shigechiyo Izumi died in 1986 at the age of 120 still holds the Guinness world record for oldest man. Izumi drank shochu every night for the last fifty years of his life.

Shochu similar to vodka but distilled from rice, barley, soba, sugar cane, sweet potatoes, and numerous other ingredients (300+ varieties), has one third the calories. 15-20 calories versus vodka at 65-85 calories per ounce. Also the alcoholic content varies typically 25-35% versus vodka's 40-50%.

Red wine has an enzyme resveratrol that thins your blood. Shochu has about 1.5 times more of a cousin enzyme urokinase which is reactive in actually breaking down blood clots. Thereby aiding in the prevention of heart attacks and strokes.

Shochu is easy on hangovers. The distilling eliminates many of the impurities and harmful components that can cause hangovers. Drink responsibly.

Though shochu (soju in Korea) can be traced back to the 13th century, its popularity has soared from young and female drinkers in Japan so much that in 2004 shochu over took Sake as the highest volume liquor sold in Japan.

Shochu is traditionally distilled (otsu-rui) in a single distillation process that leaves a hint of the source ingredient, making it perfect to enjoy straight-up or on the rocks. Or run through a multiple distillation process (ko-rui) providing an excellent product to use in cocktail mixers martinis, mojitos, or with a fresh puree. Traditional Japanese will drink it with hot water and a plum.

SHOCHU, the restaurant/lounge in Chicago is the first establishment in America to focus a concept featuring this alternative healthy beverage.

1) Times Newspapers, LTD, Secrets of the oldest man in the world