

Soda made with Organic JAS Certified ginger packs a punch

Tosayama Ginger Ale

Ginger, with its sharp yet refreshing flavor, is a key ingredient in cooking. Now ginger takes center stage in a new ginger ale acclaimed for having flavor with a kick.

Photography: Satoru Naito Text/JQR Editorial Staff

Data	
Name	Tosayama Ginger Ale
Description	Non-alcoholic soda
Origin	Tosayama, Kochi Prefecture
Features	Made with Organic JAS Certified ginger
Ingredients	Premium: Tosayama organic ginger, sugar, yuzu citrus juice, red peppers Mild: Tosayama organic ginger, sugar, yuzu citrus juice, honey
On Sale	2010年
Price	01 Premium (350ml) 500 yen 01 Premium (200ml) 350 yen 02 Mild (200ml) 300 yen



Enjoy the true power of ginger in a richly flavored ginger ale

Ginger is a key ingredient in cooking. Grated, it is an essential condiment for seared bonito or horse mackerel. Mix it with soy sauce and make a delicious ginger stir-fried pork. Many people are surprised that adding thinly sliced ginger to stews, stir fries, and soups masks the smell of meat or fish. Ginger's sharp spiciness and its distinctive aroma bring out the flavors of other ingredients, making dishes more delicious. Cooking is not the only use for ginger; it also has health benefits. Its spicy compound improves blood circulation and metabolism, and has bacteria killing properties, while its aromatic compound has anti-inflammatory and detoxifying properties that relieve fatigue and stomach problems. Together, these compounds act as antioxidants, slow aging and have the potential to help prevent the onset and progression of cancer. Ginger is a perennial plant beneficial to humans, and it has been used in India and China since ancient times as both a food and a medicine.

Ginger grown in rich soil untainted by pesticides and chemical fertilizers

Kochi Prefecture is the leading ginger producer in Japan, with the Tosayama area being famous for producing high quality ginger.

Promoting itself as an "organic village," the mountain settlement of Tosayama stopped using pesticides and chemical fertilizers on its farmland 20 years ago. The area is still rich in nature and is surrounded by mountains, with pure streams flowing through its valleys, so the locals have a high level of environmental awareness. They purify waste water from the local households using BMW technology, which uses a natural purification system, and ensure the soil is always in good condition. It almost goes without saying that the ginger they cultivate under these conditions is aromatic and spicy. Tosayama Ginger Ale is produced using this robust ginger as well as water from the source of the Kagami River, which is certified by the government as one of the "Selected 100 Exquisite and Well-Conserved Waters."

The moment you take a sip of either variety--Premium (spicy) or Mild--the spicy ginger flavor fills your mouth. The rich aftertaste lingers. Shake the bottle and see the ginger powder--the essence of this drink--dancing in the ginger ale.



(top) Pure streams surrounded by thickly forested mountains flow through Tosayama. Thriving in the fresh air, the ginger field is fertilized and irrigated with clear water, with no added chemicals. (center) Freshly harvested Tosayama organic ginger is juicy and brilliantly colored. (bottom) Tosayama organic ginger is matured in special pots before it is used to make Tosayama Ginger Ale.

Manufacturer: Yumesanchi Tosayama Development Authority

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