



SADOYA

Story of SADOYA

Historically, SADOYA was an oil company which started in the Edo era and switched business to become a liquor/beer distribution company in 1909. The owner of the 6th generation company, Seizo Imai established the current SADOYA as a wine maker and distributor in 1917.

Initially, Seizo and his oldest son Tomonosuke bought grapes made in Katsunuma to vinify the wine named as "Koutetesu tennen budoushu" until they were able to reclaim land and grew their own grapes.



Grand sale of newly opened
SADOYA liquor shop.
First prize was English bicycle.

Aiming to make quality wine from planting

Since Seizo had started making wine, he tried to learn French wine culture and he made Tomonosuke study French language. Seizo learnt that French people use special grapes which are grown purely for making wine. Different varieties grow in different areas depending on climate and the regional wine is represented as their signature agricultural product. At the beginning of new era, Showa, Seizo expected that Japanese food culture would be influenced by western countries in the future. He decided to grow special grapes which are specialized in wine making.

Tomonosuke sent letters to French grape plant farmers requesting to import their plants to Kofu, and they succeed in viticulture with the imported plants in 1936.

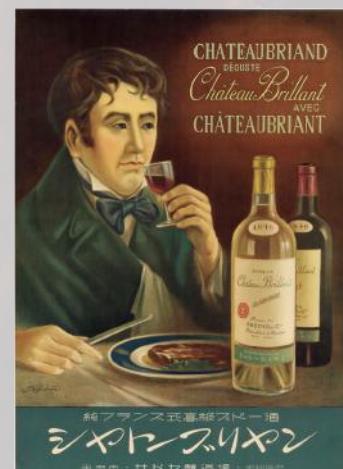
They started to vinify dry wine which was hardly known at the time in Japan. They struggled selling them at first but gradually it became popular in touristic restaurants in cities such as Tokyo.

Birth of Chateau Brillant

Just as cultivation started to get on track, Japan got involved in World War II and in 1945, the winery was burned down in a fire. 1946 had great climate and they were able to make exquisite quality wine in the rebuilt winery.

The special wine made in 1946 and sold in 1950 was named by Tomonosuke as Chateau Brillant* wishing that the wine will always signify a bright future for Japan and Kofu.

* Chateau in French means castle in English, Brillant is Brilliant.



Real wine making starts from planting

It took 10 years from the first planting in 1936 to make a quality wine that we were proud of.

Our wine making drew on French wine making and we have always intended to make wine that matches well with food.

Our wine made in Kofu in Yamanashi prefecture has gone through changes over the years and has been carrying people's thoughts, representing brilliant flavor of Japanese wine.