

For immediate Release

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SBI Traceability Co., Ltd.

Abe Shuzo of Sake Brewery Introduces Special Fan Experience Using NFC Tags and Blockchain Technology at "Niigata Sake Festival 2025"

Exclusive video message from 6th Generation Master Brewer Yuta Abe accessible only after bottle opening

SBI Traceability Co., Ltd. (Headquarters: Minato-ku, Tokyo; CEO: Tomohito Wajima) is pleased to announce that Abe Shuzo Co., Ltd. (Headquarters: Kashiwazaki City, Niigata Prefecture; 6th Generation Master Brewer: Yuta Abe, hereinafter "Abe Shuzo"), the brewery of the "ABE" sake brand, has implemented our traceability service "SHIMENAWA," which enables secure linking of physical assets and digital information through the fusion of blockchain and IoT (NFC tag) technologies.



SHIMENAWA tag to be introduced in advance: Abe Junmai-Daiginjo Firstclass 2023

The SAKE is with 14% alcohol that has been aged at ice temperature for one year exclusively for this release, which doubles the roundness derived from Oligara-mi! This very limited-edition sake allows you to enjoy both its fruity taste and the delicious essence of rice.

The service will first be introduced with a premium sake varieties—"Abe Junmai-Daiginjo "Firstclass" 2023 (aged for 1 year, limited production)"—to be sold at the "Niigata Sake Festival 2025" in Niigata City on March 8-9, 2025.

Abe Shuzo's sake is brewed in a white-toned brewery nestled in a corner of Kashiwazaki that seems to capture the brilliance of rice. Yuta Abe has been innovating with his creative ideas and unconventional methods of sake brewing.

The journey begins with the brewer's commitment to creating "overwhelmingly delicious" sake. When this passion-infused creation reaches the hands of those who drink it, a magical chain reaction of sake appreciation is born. From the first moments of fermentation to the final precious drop, from the distinctive bottle shape to its thoughtful naming—Abe Shuzo's meticulous attention to every detail results in exceptional sake that stands in the spotlight.

Abe Junmai-Daiginjo Firstclass 2023 (one-year aged, limited production) is a Junmai-Daiginjo "Firstclass" with 14% alcohol that has been aged at ice temperature for one year exclusively for this release, which doubles the roundness derived from Oligara-mi! This very limited-edition sake allows you to enjoy both its fruity taste and the delicious essence of rice.

After opening the bottle, Yuta Abe, the 6th generation master brewer, reveals that your bottle is one of the most exclusive selections within the already limited 48-bottle production. In addition, the customer will be the recipient of a wonderful gift, along with expressing his gratitude to fans who enjoy Abe Shuzo's sake.

Imagine that moment when a bottle of sake arrives in your hands, carrying a personal message from its brewer. In that magical instant when the brewer's message reaches you across distance and time, sake drinking evolves from consumption to communion—a shared celebration between brewer and appreciator that will linger in memory long after the last drop is gone.

"SHIMENAWA" delivers Abe Shuzo's dedication while creating additional wonderful memories for fans. By combining the master brewer's pursuit of universally delicious sake with a direct message from the brewery itself, this technology creates a deeper connection between fans and Abe Shuzo, offering a revolutionary way to enjoy sake alongside the brewery's passion and vision.



The brewers of Abe Shuzo (6th generation master brewer, Yuta Abe: second from the left in the back), who have inherited the brewing methods used since the company's founding, but with new ideas and a spirit of challenge.



If you buy this sake and touch the NFC tag with your smartphone after opening the package, SHIMENAWA records the information about the package being opened in the blockchain and certifies that it has been opened on the top screen of the app.

■ Overview of the Functionality of “SHIMENAWA”

“SHIMENAWA” is equipped with the following basic functions to protect your valuable sake brands.

1 Authentication function

The unique ID recorded on the NFC tag attached to each product (physical asset) is securely linked with digital information —detailing "when," "where," and "who brewed" the sake— recorded in a tamper-proof manner on the blockchain to prove the sake brewer or brewing company.

2 Open Seal Detection Function

From the viewpoint of food safety, the system can prove that the sake is unopened and that “the moment you open the bottle” is shown on the map in an entertainment-like mechanism. This function also provides data on when, where, and how long the sake has been opened (consumed). Breweries can utilize this data for intelligent management.

3 Genuine product management function (linking of shipping destination information)

Sake breweries can use NFC tags to link the unique ID attached to each sake to the destination information and manage it in a database. This function can be used to deter unauthorized diversion of sake, and can also be used to identify trends in the origin of illegally diverted sake for use in distributor management.

4 Fan Marketing Function

A special screen is displayed only after the sake is purchased and opened (purchased) and registered, and it is possible to promote initiatives such as customer loyalty through a function that leads to a limited (private) website and the receipt of a non-fungible token (NFT).

5 Design and content management functions <New>

From March 2025, a new function has been implemented that allows user companies to create, change, update and manage the screen design (logo, colors and display text) and content of the SHIMENAWA application in their own way. This enables a more unified expression of the company's own brand.

*1 “Blockchain” refers to a technology that enables the preservation of value by sharing the history of data changes on a network by using digital signatures and hash pointers, a tamper-resistant data structure. It enables the realization of reliable end-to-end traceability by verifying the authenticity and quality of physical assets between traders.

*2 NFC tags are HF(High-Frequency)-band near field communication (NFC) tag technology that can be used to attach a unique ID to a physical asset and securely link it to important information about the asset recorded in a blockchain. It is also used in credit cards and My Number cards.

*3 NFT stands for non-fungible token, which is a unique, non-substitutable data unit recorded on a blockchain. NFTs can be used to associate a specific digital or physical asset with a license or right to use that asset for specific purposes.

*4 SHIMENAWA employs a custom logo-embedded NFC tag that was jointly developed with Uni Tag Corporation (Headquarters: Chuo-ku, Tokyo; President & CEO: Takuya Hanno).

【Company overview】

Abe Shuzo Co., Ltd.

Location	Production department: 3560, Yasuda, Kashiwazaki, Niigata, Japan
Representative	CEO, Shoichi Abe (5th generation) / Production manager Yuta Abe (6th generation)
Representative brand	Abe
Company overview	<p>The city has a population of about 80,000 in the Chuetsu area of Niigata Prefecture. The city is extremely scenic, with the mineral-rich ‘Kamiwa Shinden’ blessed by the sea and mountains, ‘Yasuda Torigoe’ and ‘Akada’ where people and rice fields coexist, and ‘Noda’ blessed by water and wind.</p> <p>The Abe Sake Brewery is characterised by its intellectual curiosity in brewing a variety of sake, without being limited by the aroma or taste of the sake. Currently, the sake brewed by the sixth generation, Yuta Abe, focuses more on the ‘umami of rice’ and ‘acidity’.</p> <p>Abe Shuzo brews sake under four production principles.</p> <ol style="list-style-type: none"> 1. from the beginning to the end of the restrainer. 2. always enjoy fermentation (Enjoy!) 3. aim for ‘overwhelmingly’ good taste 4. always be a challenger
URL	https://www.abeshuzo.com/

Company Name	SBI Traceability, Co., Ltd.
Location	Izumi Garden Tower, 1-6-1 Roppongi, Minato-ku, Tokyo, Japan
Representative	Tomohito Wajima, Representative Director
Business overview	Providing blockchain-based traceability services, etc.
URL	https://www.sbitraceability.co.jp/

Company Name	Uni Tag, Co., Ltd.
Location	4-11-2 Nihonbashi-Honcho, Chuo-ku, Tokyo, Japan (Head Office of KISCO, Co., Ltd.)
Representative	Takuya Hanno, Representative Director
Business overview	RFID design, development, manufacturing, sales and consulting including technical services
URL	https://www.unitag.co.jp/

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