

For immediate Release

August 1, 2025  
SBI Traceability Co., Ltd

**Experience the Passion of Renowned Collector Funaki Joji Through All Five Senses**  
**"Moegi no Mura Special Whiskey" Introduce NFC Tag × Blockchain Technology**

SBI Traceability, Co., Ltd (headquartered in Minato-ku, Tokyo; Fumihiko Hayashiguchi, President) announced today that its traceability service "SHIMENAWA" has been implemented for a premium whiskey release. SHIMENAWA combines blockchain and NFC tag technologies to create secure connections between physical assets and digital information.

The service will be featured in "Moegi no Mura Special Whiskey: Kiyosato Field Ballet 35th Anniversary Whiskey," a premium blend created specialty for Moegi no Mura Co., Ltd. (headquartered in Kiyosato, Takanecho, Hokuto City, Yamanashi Prefecture; Joji Funaki, President) by renowned master blenders at Venture Whiskey Co., Ltd.



"Kiyosato Field Ballet 35th Commemorative Whiskey" with SHIMENAWA

A harmonious blend of artistry—Mr. Funaki's Swan Lake-inspired vision united with Mr. Akuto's meticulously curated vintage reserves.

Born from the visionary imagination of Joji Funaki, owner and community creator of "Moegi no Mura" in Kiyosato, Yamanashi Prefecture, combined with the precious aged spirits masterfully curated by Ichiro Akuto of Ichiro's Malt and Chichibu Distillery, an unprecedented alchemical reaction has given birth to the 11th creation in the Field Ballet Whiskey collection.

Upon the beautiful stage, hearts are stirred and emotions are born. Nature's bounty, at times can disrupted human endeavor. The whiskey's moisture that tickles the nostrils—no two moments are ever the same. Like beautiful works of art that reveal new discoveries with each encounter, exquisite flavors offer endless depths of nuanced complexity, each sip a unique journey through time. Human endeavor has always been a fusion with nature.

The performance of "Swan Lake" at the 35th Kiyosato Field Ballet awakens all five senses with an exhilarating intensity—this very essence is captured in the newly announced "Kiyosato Field Ballet 35th Anniversary Whiskey."

"Moegi no Mura Special Whiskey" and SHIMENAWA share profound common ground, but perhaps what resonates most deeply is their reverence for storytelling and unwavering faith in the power of emotion and narrative.

For this inaugural launch, all 500 bottles of the "Kiyosato Field Ballet 35th Anniversary Whiskey" will feature SHIMENAWA integrated seamlessly with the bottle's seal label. Purchasers can access the NFC technology to discover the whiskey's foundational unblended malt whisky imagery, the meticulous craftsmanship behind its blending, and encounter the direct words of creators Funaki and Akuto. Furthermore, the application's content screen automatically plays actual ballet footage, creating an immersive experience where the whiskey's embedded ballet story unfolds alongside its aroma and flavor.

Today's long-aged whiskeys carry the legacy of decades past. Classical ballet, too, is an art form that has expressed ancient beauty through to the modern era. The continuous flow of nature alongside humanity's fragmented yet persistent activities—the sensitivity passed down through generations via fusion and inheritance creates scenes that feel almost eternal.

Please savor to the fullest this glimpse into history's pages: the ballet-inspired aromas of "Moegi no Mura Special Whiskey: Kiyosato Field Ballet 35th Anniversary Whiskey"—a world-renowned Japanese whiskey—accompanied by the ballet narrative that SHIMENAWA brings directly to your hands, offering the pure joy of witnessing a moment in our long, shared story



"The 35th Kiyosato Field Ballet," staged in August 2024  
Envision delicate swan movements whispering through the night beneath a tapestry of stars.

## ■Image of SHIMENAWA in Use



A simple tap of the NFC-enabled certificate unlocks "SHIMENAWA's" blockchain-verified authenticity story.



SHIMENAWA is equipped with five core functions designed to strengthen and protect brand integrity for premium products:

**\*\*1. Authentication Function\*\***

Each product features a unique NFC tag with an ID that links to immutable blockchain records containing "when," "where," and "who" produced the item. This secure connection between physical and digital assets provides definitive proof of origin and authenticity.

**\*\*2. Tamper Detection Function\*\***

This safety-focused feature proves product integrity by detecting if packaging has been opened. When consumers first access their product, the "opening moment" is captured and displayed on an interactive map through an engaging user experience. The system collects valuable data on consumption patterns ("when," "where," "opened"), enabling intelligent business management.

**\*\*3. Distribution Management Function\*\***

The unique NFC ID assigned during production links to shipping destination data in our secure database. This function effectively deters unauthorized product diversion while enabling trend analysis of counterfeit goods and comprehensive distribution tracking.

**\*\*4. Customer Engagement Function\*\***

Upon purchase and product registration, customers access exclusive content through a private portal and can receive non-fungible tokens (NFTs), fostering brand loyalty and community building.

**\*\*5. Brand Customization Function\*\***

Launched in March 2025, this feature empowers companies to customize their SHIMENAWA application interface—including logos, colors, and messaging—creating cohesive brand experiences that align with their unique identity.

**\*\*6. Receiving, Shipping, and Inventory Management Functions\*\* <New Feature>**

Our RFID-powered receiving, shipping, and inventory management system assigns unique IDs to products and materials. Using dedicated readers, the system captures information contactlessly in batch mode, streamlining all logistics operations. This technology reduces processing time and human error while preventing inventory discrepancies and enabling precise stock control.

- \*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】

**KIYOSATO MOEGINOMURA VILLAGE    Moeginomura Co.,Ltd.**

Location	3545 Kiyosato, Takane-cho, Hokuto City, Yamanashi
Representative	Joji Funaki (Chief Executive Officer)
Company overview	From Kiyosato to the Future The history of Moegi no Mura began with the opening of the coffee shop ROCK in 1971 on the Kiyosato Plateau at an altitude of approximately 1,200 meters in Hokuto City, Yamanashi Prefecture. After half a century, it has now developed into a comprehensive tourist complex featuring a restaurant, hotel, brewery, cafe, carousel, music box museum, and various craft stores and workshops.
URL	<a href="https://www.moeginomura.co.jp/">https://www.moeginomura.co.jp/</a> <a href="https://www.moeginomura.co.jp/whisky/">https://www.moeginomura.co.jp/whisky/</a>

**SBI Traceability, Co., Ltd.**

Location	Izumi Garden Tower, 1-6-1 Roppongi, Minato-ku, Tokyo, Japan
Representative	Fumihiko Hayashiguchi, Representative Director
Business overview	Providing blockchain-based traceability services, etc.
URL	<a href="https://www.sbitraceability.co.jp/">https://www.sbitraceability.co.jp/</a>

**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	<a href="https://www.unitag.co.jp/">https://www.unitag.co.jp/</a>

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For inquiries regarding this press release, please contact :  
SBI Traceability Co., Ltd. [contact-ta@sbigroup.co.jp](mailto:contact-ta@sbigroup.co.jp)