

# Tono Beer ZUMONA

Beer made in Tono City, a major hop producing area



# What is Tono Beer / ZUMONA

"Tono Beer / ZUMONA" is a beer brand that has been brewing since 1999. The product name "ZUMONA" comes from the local dialect and means "There is a rumor that...". It was named with the hope that Tono Beer would be loved by everyone and that people would say, "I hear there's good beer in Tono."



Beer factory exterior



Tank room



## Tono Beer Features

- ① A major hop producing area
- ② Water
- ③ Winning numerous awards.

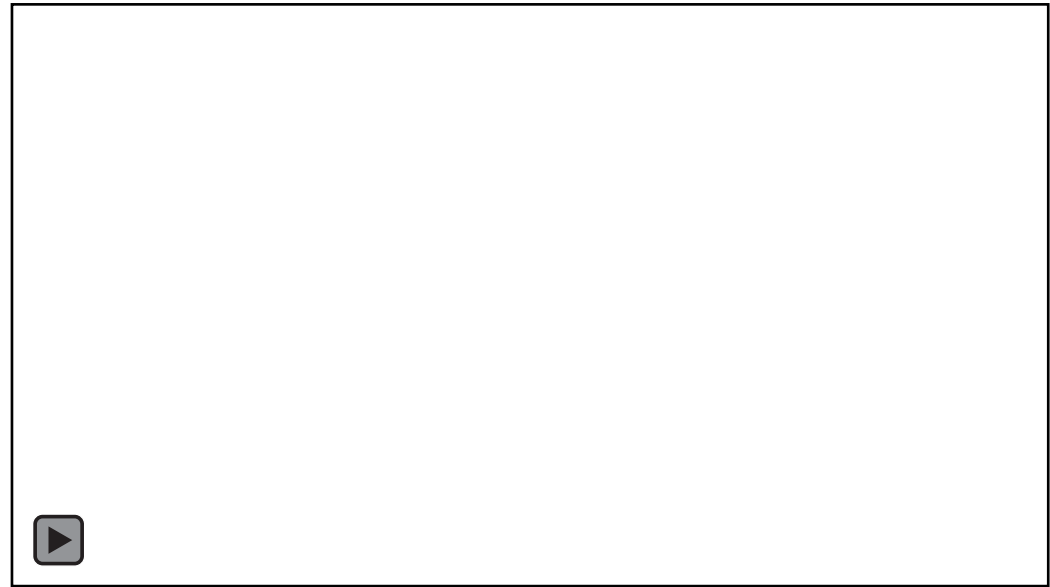
# ① A major hop producing area

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Belongs to the cold region.

Hops production areas worldwide are located between latitudes of 35 and 55 degrees, and Tono City falls into this category.



Surrounded by rich nature

Abundant water resources and clean air are important factors for beer brewing and hop production.

# ① A major hop producing area

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Hop field in Tono City

Tono City in Iwate Prefecture is a major producer of hops, the raw material for beer.

Hops are best grown in areas with large temperature differences. Tono, which meets the requirements, is one of the largest hop producing areas in Japan, accounting for about one-sixth of the national production.



# ① A major hop producing area

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Hop "IBUKI".

## "IBUKI", a hop produced in Tono

"IBUKI" is the hop used in Tono Beer.

Its most distinctive feature is its strong, pure floral scent.

The beer made from "IBUKI" has a deep and gorgeous aroma.



Hops in the form of pellets that are dried and compressed after harvesting to stabilize quality.



## ② Water

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### Using the same brewing water as sake

As with sake, we use natural water (soft water) that flows from the Hayachine mountain range, the second highest in Iwate Prefecture.

With our unique formulation, we have achieved both the softness of brewing with soft water and the deep aroma and richness of the malt blend.

### ③ Awards

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Winning numerous awards at the International Beer Cup, which is the third oldest beer judging competition in the world.

#### Awards

2021

Bohemian-Style Pilsener Style/Bottle•Can Section

International-Style Light Lager Style/Keg Section



2020

Fresh Hop Beer Style /Bottle•Can Section

Juicy or Hazy Pale Ale Style /Keg Section



2019

Fresh or Wet Hop Ale Style /Keg Section

Fresh or Wet Hop Ale Style /Bottle•Can Section



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# Popular Menu



Introducing three popular products that use a lot of Tono hops.

Weizen

Alt

Golden Pilsner

# Weizen

Weizen is a type of beer made with wheat malt.

It is characterized by a low bitterness and a fruity aroma similar to banana derived from yeast.

Raw materials :

Malt ( Barley malt, wheat malt ) , Hop

size : 330ml

Alcohol : 5%

Price : ¥ 400





# Alt

Alt is a traditional style from Dusseldorf, Germany.

It has a rich barley aroma and depth, yet it is refreshing to drink.

It can be paired with richly flavored meat dishes and desserts.

Raw materials : Malt, Hop

size : 330ml

Alcohol : 5%

Price : ¥ 400



# Golden Pilsner

Pilsner is the most widely drunk beer style in the world, made by major Japanese breweries. It is characterized by its refreshing and crisp taste. It is easy to pair with a variety of foods, but it is especially good with foods with strong flavors, such as dumplings and Chinese food.

Raw materials : Malt, Hop

size : 330ml

Alcohol : 5%

Price : ¥ 400



# Thank you for watching !

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