

SHISO Liqueur



A Botanical Creating New Value from Japanese Tradition

Red perilla, a traditional Japanese food ingredient, has a long history, going beyond being a mere seasoning. It holds the potential to create added value in alcoholic products, making it an ideal botanical material for differentiation in the premium market.

The Traditional Culture of Japanese Red Perilla " SHISO "

The history of red perilla in the Japanese archipelago is ancient, with seeds found in ruins from the Jomon period, suggesting it was introduced from China. In the Heian period, records appear of its medicinal and pickling uses, and it became deeply intertwined with food culture, notably used for coloring umeboshi (pickled plums). "Shibazuke," originating in Ohara, Kyoto, is a typical example of a fermented food culture with ties to The Tale of Heike, cleverly utilizing the pigment and preservative properties of red perilla. In particular, red perilla juice became popular as a measure against the summer heat.

Cultivation of Red Perilla: Climate and People's Wisdom

Red perilla prefers a relatively warm climate and well-drained soil. Within Japan, it is mainly cultivated south of Honshu, with Kyoto and Wakayama prefectures being known production areas. The harvest season for red perilla is from the end of the rainy season to summer, and it is used for pickling umeboshi and making red perilla juice.

Components and Efficacy of Red Perilla: Health Benefits Unveiled by Science

Red perilla contains various active ingredients, and its health benefits have been scientifically proven.

- * Anthocyanins: Red pigments unique to red perilla, they have strong antioxidant properties and are expected to have effects in preventing aging and lifestyle-related diseases.
- * Rosmarinic Acid: It has anti-allergy properties and is expected to have effects in alleviating symptoms of hay fever and atopic dermatitis.
- * Perillaldehyde: It has antibacterial properties and is expected to have effects in preventing food poisoning.

Red Perilla and Alcohol: Traditional Uses and New Possibilities

The health benefits of red perilla are suggested to be further enhanced by combining it with alcohol. For example, the anthocyanins in red perilla are expected to have an effect of suppressing oxidative stress caused by alcohol.

