

For immediate Release

May 9, 2025
SBI Traceability Co., Ltd.

**Imayo Tsukasa Sake Brewery: IMAYO TSUKASA KOI "SHIROGANE"
introducing NFC Tags and Blockchain Technology in their New Series**

**The visualization of traceability information for brand protection, overseas exports,
and regulatory compliance.**

SBI Traceability Co., Ltd. (Headquarters: Minato-ku, Tokyo; CEO: Tomohito Wajima) is pleased to announce that Imayo Tsukasa Sake Brewery Co., Ltd. (Headquarters: Niigata City, Niigata Prefecture; CEO: Toru Okada, hereinafter "Imayo Tsukasa Shuzo"), the brewery of the "IMAYO TSUKASA KOI" sake brand, has implemented the 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: IMAYO TSUKASA KOI "SHIROGANE"

Junmai-Dai Ginjo brewed in wooden vats, which process has getting unpopular nowadays, with special packaging

Located in Nuttari, Niigata—a town renowned for its fermented foods—Imayo Tsukasa Shuzo continues the rich tradition of sake brewing. Niigata itself was once thriving as one of Japan's top three leisure districts comparable to Tokyo and Kyoto. This vibrant history attracted many gourmets and cultural enthusiasts. Drawing from this heritage, Imayo Tsukasa Shuzo today preserves its legacy by brewing sake with a clean and light taste that has been cherished for generations. The name Imayo Tsukasa, meaning "Master of the Era" in Japanese, reflects its ability to ride the wave of changing times, crafting creations that touch the hearts of those savoring them in this every moment.

The new IMAYO TSUKASA KOI series, “Shirogane,” is yet another masterpiece that reflects the passion of Imayo Tsukasa Shuzo. A beautifully patterned bottle is visible through a window of the box shaped like the silhouette of a fish, which gives you a sense of admiring Nishikigoi swimming on the surface of the water. "IMAYO TSUKASA KOI" is the company's signature product. This stunning creation, adorned with silver patterns that follow the red-and-white and gold designs of previous releases, exudes an imposing presence and elegance, making it a treasure cherished like a pearl in your hand.

The sake market is facing a challenging time, as young people show decreasing interest in alcohol and domestic demand continues to decline. Alcohol isn't something that is indispensable to human life. However, for centuries humans have made connections by enjoying it together. We believe that “IMAYO TSUKASA KOI SHIROGANE” will serve as a vital bridge, connecting people to sake, drinkers to brewers, individuals to their communities, and all to the values upheld by the Imayo Tsukasa Shuzo.

The “SHIMENAWA” service provided by SBI Traceability acts as a meaningful connection, bridging Sake of I Imayo Tsukasa Shuzo with customers. This service ensures that the dedication and expertise of the brewers, cultivated over generations, are faithfully and deliciously delivered to those who enjoy their sake. The “NFC tag (inlay) with opening detection” attached to the bottle cap guarantees that the product is unopened and authentic. By accessing to NFC tag using smartphones, it unlocks exclusive digital content via smartphone, enhancing and elevating the experience of enjoying sake at its finest.

Imayo Tsukasa Shuzo, as a custodian of ancient traditions and history, continues to move forward, connecting eras while delivering its sake to everyone who cherishes it in the present day. From the moment they appear on store shelves, the dignified presence of “IMAYO TSUKASA KOI” and the immersive world crafted by “SHIMENAWA” invite you to experience their story and savor each bottle as a portal to the soul of their craft.



Linking the Past and the Present 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.

Please check [here](#) for more information on Imayo Tsukasa Koi “SHIROGANE”

■ 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】

Imayo Tsukasa Sake Brewery Co. Ltd.

Location	Kagamigaoka Chuo-ku Niigata City JAPAN
Representative	Toru Okada (Chief Executive Officer)
Representative brand	IMAYO TSUKASA KOI
Company overview	We recognize that when we meet you it's not a random encounter, and we have the opportunity to create a lasting relationship. To that end, we hope to not just make a product, but make an experience for our customers and guests. Although that is a work in progress, we are excited about our next innovation, and about being a company that can support you though your sake journey. As long as there are people who want our sake, we will continue on ours.
URL	https://imayotsukasa.co.jp/en/

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/

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/

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