

# 01 1869- KAITAKUSHI established

KAITAKUSHI played an important role in Hokkaido, and in establishing modern Japan.



KAITAKUSHI flag. The North Star that illuminates the night sky was KAITAKUSHI's symbol. This "red star" can still be seen in various places in Sapporo.

- Sapporo Clock Tower
- Former Hokkaido Government Office (red brick government building)
- KAITAKUSHI Sapporo Main Government Building
- Sapporo KAITAKUSHI Beer Brewery
- Sapporo Beer Museum (current location), etc.

The KAITAKUSHI star and the pioneering spirit it represents have been inherited by Sapporo Breweries.

## » 01 01 Establishment of KAITAKUSHI

In 1869, the new Meiji government established KAITAKUSHI (Hokkaido Development Commission) in order to help develop Hokkaido. In the same year, Japan's northern territory was renamed from Ezo to Hokkaido. The development of Hokkaido was a major project that contributed to the construction of Japan as a modern state.



◀ Promotion Officer Kiyotaka Kuroda (who would later become the 3rd KAITAKUSHI Director)

National Diet Library Collection

## » 01 02 Introduction of western style

In 1871, Promotion Officer Kiyotaka Kuroda sought to hire a KAITAKUSHI advisor from the US, and recruited United States Commissioner of Agriculture Horace Capron as a general producer. KAITAKUSHI also invited many other experts from overseas, leading to the start of western-influenced development.



Hokkaido University Library Collection

▲ General Producer Horace Capron (second from left) and other experts

## » 01 03 Business started by KAITAKUSHI

Under Capron's leadership, various aspects of Hokkaido were studied including its weather conditions, topography and mineral resources. The KAITAKUSHI businesses would eventually grow to include over 30 factories, many of which delivered successes.



The Archives of Hokkaido Collection

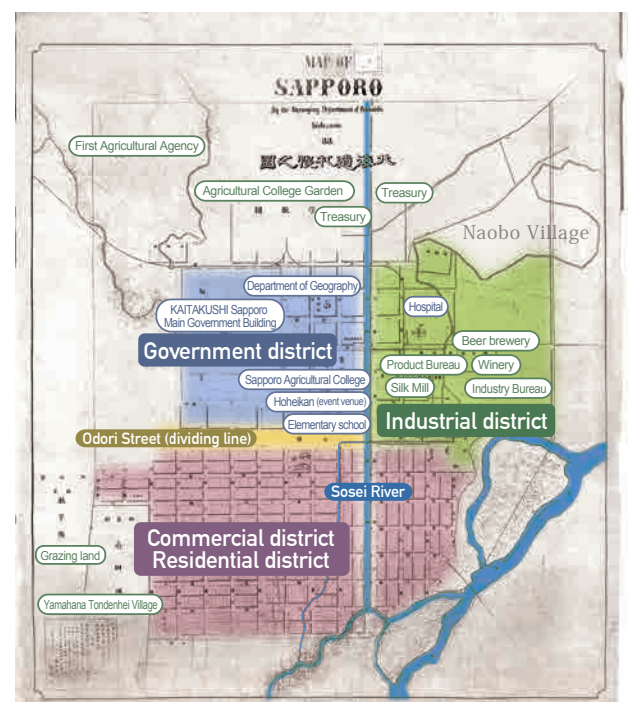
◀ KAITAKUSHI canned food label. Government-controlled factories introduced advanced can manufacturing technology brought from the US, and marine products such as salmon, trout and oysters, as well as deer meat were processed into canned foods.



▲ Sapporo Silk Mill

## » 01 04 Community development by KAITAKUSHI

After having been established in Tokyo at first, KAITAKUSHI moved to Sapporo in 1871. Thereafter, land zone measurements were conducted in the city, paving the way for the successive construction of the KAITAKUSHI Sapporo Main Government Building, an official residence, a hospital, etc. Using the present-day green belt along Odori Street as a dividing line, the northern part of the city was turned into a government district (blue area on map) while the southern part was used for commercial and residential areas (purple area). The area east of Sosei River was designated as an industrial zone (green area). The city was designed using an orderly checkerboard pattern, with 20m-wide roads running from east to west and north to south, and patches of land measuring 108m in either direction regarded as individual land sections, thus laying the foundations for the development of Sapporo City through today.



Hokkaido University Library Collection

▲ Urban development centered on KAITAKUSHI Sapporo Main Government Building

# 02

## 1875- The first beer brewers !

**KAITAKUSHI hired Japanese brewers trained in authentic brewing in Germany, and started running a beer business.**



Seibei Nakagawa (1848-1916)

Seibei Nakagawa became the first Japanese beer brewer after learning the craft in Germany, the homeland of beer.

At the age of 17, Nakagawa traveled alone to Europe. In Germany, he met Shuzo Aoki, the future foreign affairs minister of Japan, and received the opportunity to train as a brewer at the Berliner Brauerei Gesellschaft. After his return to Japan, he was hired as the brewmaster of the KAITAKUSHI Beer Brewery.

### » 02 01 Seibei Nakagawa's upbringing

Seibei Nakagawa, who would later become the first brewmaster of the KAITAKUSHI Beer Brewery, was born in Niigata Prefecture. As a curious youth, he traveled alone to Europe and was the first Japanese national to learn the craft of beer brewing in earnest at a brewery in Germany, the homeland of beer.



Museum Fürstenwalde

◀ From 1873, the 25-year-old Seibei devoted himself entirely to the study of beer brewing at the Fürstenwalde factory (photograph) of the Berliner Brauerei Gesellschaft for a period of 26 months.

### » 02 02 First Japanese national to learn the craft of beer brewing in Germany, the motherland of beer

In 1875, after completing 26 months of intensive training, Seibei Nakagawa returned to Japan with a brewing diploma in hand. Based on a recommendation by Shuzo Aoki, whom he had met in Germany, Seibei Nakagawa was hired as brewmaster by the KAITAKUSHI Beer Brewery, the predecessor to Sapporo Breweries. The opportunity to apply his knowledge, expertise and passion toward beer brewing was nothing short of a dream come true for Nakagawa.



▲ Diploma from Berliner Brauerei Gesellschaft (May 1875)

### » 02 03 Nakagawa's objectives

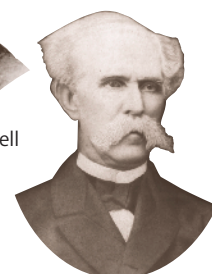
Based on the techniques he had learned in Germany, Seibei Nakagawa designed the brewery and procured the necessary ingredients. He overcame many difficulties before successfully manufacturing KAITAKUSHI' s beer. He subsequently continued to pursue research with great passion, and his achievements would be positively evaluated by the Berliner Brauerei Gesellschaft several years later. Nakagawa continued the challenge of creating the best beer. This spirit was present from the KAITAKUSHI era and has been inherited by Sapporo Breweries and firmly upheld through today.

### » 02 04 Proposals from foreign advisors

In 1872, Thomas Antisell, a foreign advisor hired by KAITAKUSHI, discovered wild hop in current-day Iwanai Town while conducting a geological survey. Based on this fortuitous sign that appeared to foreshadow the rise of the beer industry in Japan, he advised KAITAKUSHI to cultivate hop. Moreover, a survey by Horace Capron and his team determined that Hokkaido' s climate and topography were suitable for the cultivation of hops and barley, the two key ingredients of beer. The commercial production of beer was believed to be an effective means to support KAITAKUSHI' s broader aim of promoting new industry.



▲ Thomas Antisell



▲ Horace Capron  
Hokkaido University Library Collection

# 03

## 1875- Made in Hokkaido is the only way!

**KAITAKUSHI** was supposed to built a new brewing facility in Tokyo, which was abandoned by a very strong-willed person.



Hokkaido University Library Collection

Hisanari Murahashi (1842-1892)

Hisanari Murahashi was charged with the construction and business operation of the KAITAKUSHI Beer Brewery.

Similarly to Kiyotaka Kuroda (the third KAITAKUSHI director), Murahashi hailed from Satsuma and had fought in the Battle of Hakodate. Kuroda felt Murahashi was trustworthy and entrusted him with the important task of supervising KAITAKUSHI' s beer business.

### » 03 01 Hisanari Murahashi's upbringing

Hisanari Murahashi was appointed as supervisor of the construction and business operation of the KAITAKUSHI Beer Brewery. Born into an upper-class warrior family, he had traveled to England at the end of the Edo era as a Satsuma domain student. His first-hand experience in witnessing modern industry proved enormously useful in spearheading the KAITAKUSHI business.



▲ Satsuma domain students dispatched to England (Murahashi in the middle of the back row)  
Shoko Shuseikan Collection

### » 03 02 KAITAKUSHI for Hokkaido

KAITAKUSHI had originally planned to construct a beer brewery and run brewing trials in Tokyo. The decision had also been made to move the facility to Hokkaido once the trials yielded success. However, through discussions about beer brewing with Nakagawa, Murahashi had realized the importance of ice, and he questioned the construction of a beer brewery in Tokyo (mainly because Tokyo was not a cold area like Hokkaido, meaning ice and snow would be hard to secure even in the winter). Moreover, KAITAKUSHI' s objective was to encourage industry and agriculture in Hokkaido, and this strengthened Murahashi' s view that the beer brewery should be constructed in Hokkaido from the start.



▲ Request to Change Managerial Decision (December 1875), a petition Murahashi submitted at the risk of being dismissed  
The Archives of Hokkaido Collection

### » 03 03 Murahashi's objectives

In April 1876, Murahashi was transferred to Sapporo with instructions to construct a beer brewery, a winery and a silk mill. He would open the three facilities in only five months. During this period, he repeatedly submitted requests that exceeded the authority of his department in an effort to expedite the opening of the businesses he had been charged with. However, growing frustration with his actions prompted the Sapporo Government Building to inquire with the KAITAKUSHI Tokyo Office, the effective decision maker at the time, whether Murahashi had been tasked with "the construction of the three facilities alone or with the promotion of industry in Hokkaido as a whole." The Tokyo Office responded "Murahashi' s duties are linked to the promotion of industry in Hokkaido as a whole." Despite the risk of causing disharmony, Murahashi pressed on with his work to achieve his objectives.

### » 03 04 Environment suitable to beer brewing

The most important element of German-style beer brewing, which relied on fermentation and maturing at low temperatures, was the securing of ice for cooling purposes. As ice was easy to procure in Hokkaido, the latter provided an ideal environment for beer manufacturing. Moreover, because the inability to fully remove yeast at the time would change the taste of the beer when temperatures rose, there was also a need for ice-cooled transportation during the summer period. In addition, there was plenty of underground water near the brewery construction site, making it a perfect location for beer manufacturing.



▲ Ice collection at Toyohira River  
Hokkaido University Library Collection

# 04

## 1876- Beer brewery completed

The building of KAITAKUSHI, a two-story wooden brewery, was complete. It was the first brewery in Hokkaido.



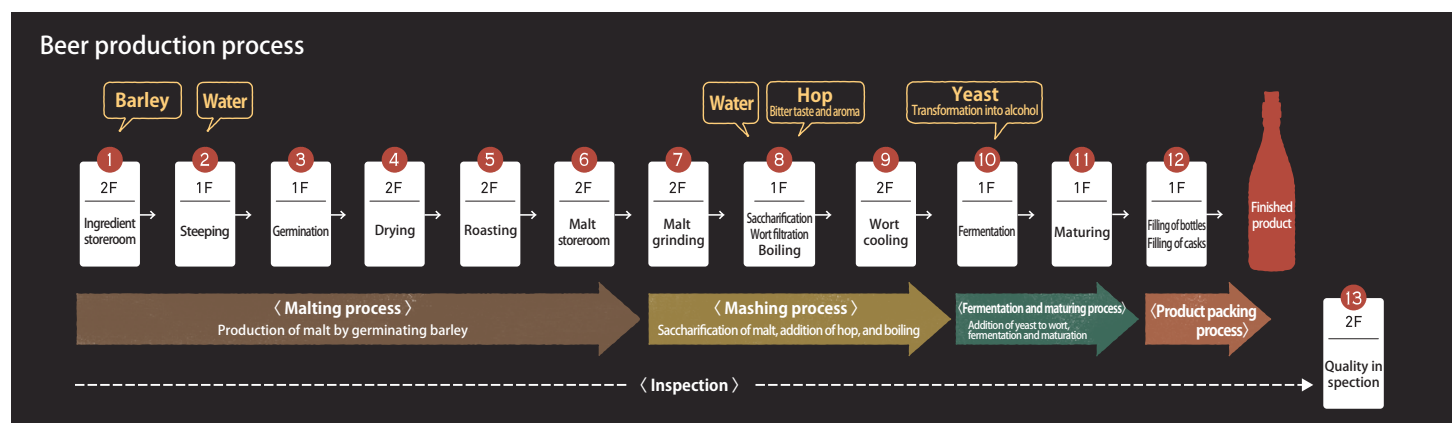
Hokkaido University Library Collection

### KAITAKUSHI Beer Brewery opening ceremony (September 1876)

The image of the opening ceremony shows beer barrels with the inscription “the production of barley and hop leads to an alcoholic drink called beer.” Perhaps the purpose of this message was to report to the KAITAKUSHI executives in Tokyo that the beer brewery had been completed.

## » 04 01 Opening of KAITAKUSHI Beer Brewery

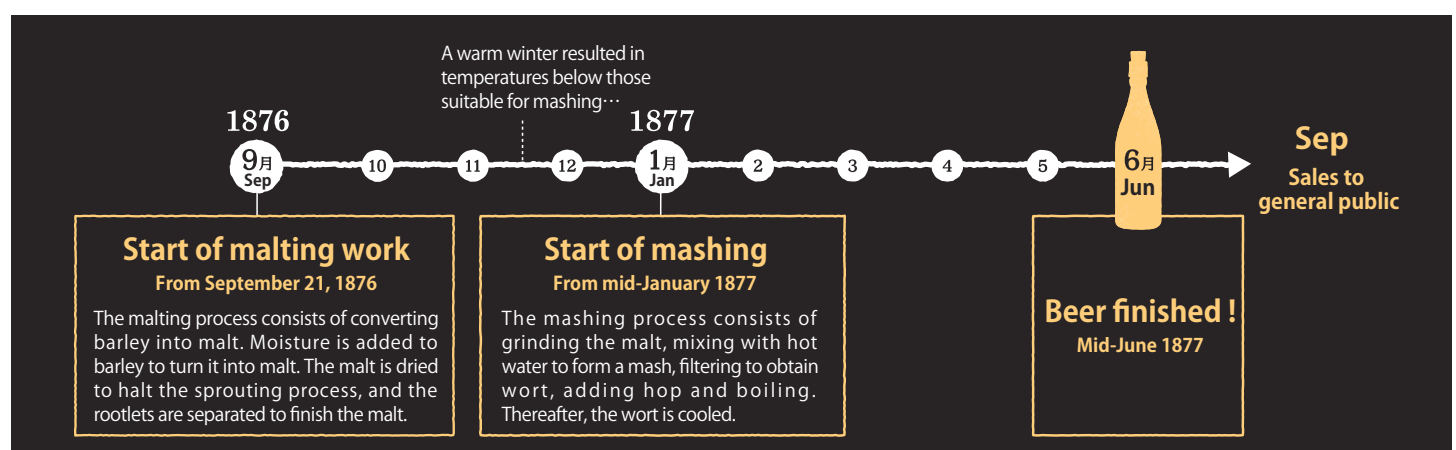
The construction of KAITAKUSHI Beer Brewery was led by Hisanari Murahashi, while the design and equipment of the facility were handled by Seibei Nakagawa. The construction started in June 1876 and was completed in September of the same year, three months later. The building was a two-story wooden construction and had an area of approximately 126 tsubo (1 tsubo = 3.306 sqm). The annual production target was set at 45kl.



▲ Judging from original documentation of the beer production at KAITAKUSHI Beer Brewery, there were no major differences with modern beer production processes although some degree of disparity existed in the degree of mechanization and the production scale.

## » 04 02 First beer production

After construction of the beer brewery was completed in September 1876, the first beer production immediately started. KAITAKUSHI planned to make a first shipment the following January, but an unusually warm winter caused delays and the mashing only started from January.



# 05

## 1877- First delivery of Sapporo Beer

Beer products sold in Tokyo were shipped with ice to keep the temperature low for quality.



### Imported empty beer bottle (late 1870s)

The image on the left shows imported empty beer and wine bottles that were used as beer containers. Securing empty beer bottles in Hokkaido proved a challenge owing to the long distance from Tokyo and Yokohama.

### Invoice for first batch of brewed beer (1877)

The first batch of KAITAKUSHI beer was sent to Tokyo as a gift to the Imperial Household Department and government officials.

## 01 Ice-cooled shipping of Sapporo Beer

Tokyo sales of Sapporo Beer started in September 1877. The beer was transported via established waterways to the port city of Otaru, from where it was shipped to Tokyo using government-owned ships. The beer filtration technology at the time was still underdeveloped, resulting in an inability to fully remove yeast after it had performed its role in the brewing process. Yeast would therefore continue to grow in the summer period, causing further fermentation inside the bottle. For this reason, the beer was shipped together with cooling ice.

Since Sapporo Beer was susceptible to further fermentation based on temperature, elevated temperatures in the summer prompted a need to not only maintain low temperatures during transportation, but also to store the beer in warehouse "ice rooms" for sales purposes. To address this problem, KAITAKUSHI Beer Brewery requested cooperation from Kahei Nakagawa, the first Japanese national to operate an ice business, and Sapporo Beer was thus stored in and sold through ice-cooled warehouses.



Hakodate City Central Library Collection  
▲ Kahei Nakagawa (1817-1897)



Sapporo Chuo Library Collection

▲ Ice collection in Hakodate

## 02 Procurement of beer bottles was a struggle

KAITAKUSHI's foray in beer production was not without difficulties, and one problem it faced was the procurement of beer bottles. Japan had just started industrial production of modern glass and had not yet acquired the capability to manufacture beer bottles. For this reason, KAITAKUSHI purchased imported empty beer and wine bottles, and used these for its beer. Once it ramped up beer production, the shortage in bottles intensified. While already acutely aware of the need to produce glass bottles in 1879, it would take two decades before the beer brewery would have its own beer bottle manufacturing facility.



▲ Sapporo beer bottle production facility, completed in 1900

## 03 First beer gifts

In June 1877, three months prior to the start of Sapporo Beer sales in Tokyo, the first batch of beer was shipped to Tokyo as a gift to the Imperial Household Department and government officials. The timing coincided with the Satsuma Rebellion, and the ranking government officials had therefore moved to Kyoto, which served as the military headquarters. As a result, the beer shipment had to be transported from Tokyo to Kyoto in a rush.



However, the bottles burst open during transit, and there was not a single drop of beer left when they arrived. The first shipment thus ended in complete failure. Supervisor Murahashi received a stern warning from Director Kuroda, and this led to a proposal to seal bottle corks with a metal wire to prevent spilling.

# 06

## 1880- Sapporo Beer's reputation soared

Sapporo Beer's refreshing flavor built a reputation among foreigners and other beer aficionados.



Sapporo Beer (1878, 1881) / Left, center  
Sapporo Lager Beer (1883) / Right

KAITAKUSHI's red polar star symbol was used as the trademark of the original Sapporo Beer and this practice was inherited by modern-day Sapporo Breweries.

### » 06 01 Growing reputation as delicious beer

Because Sapporo Beer had matured for a long time under low temperatures when it went on sale, it was distinguished by a refreshing flavor that was different from the mainstream "strong bitter" English beers. However, it was nonetheless well received by foreign beer experts and Japanese beer aficionados.



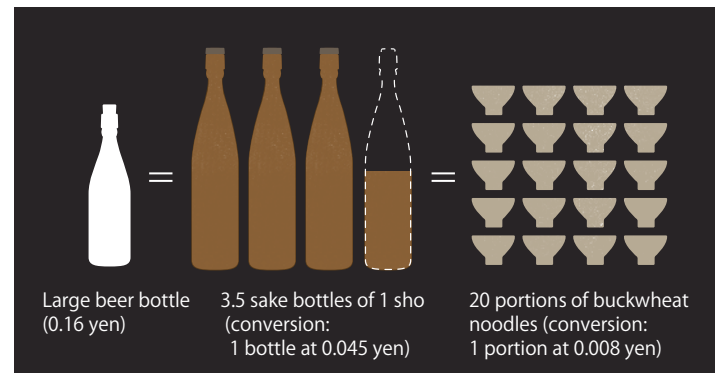
▲ Beer analysis report by David Penhallow, an instructor at the Sapporo Agricultural College



▲ Edward S. Morse mentioned the "delicious flavor of the KAITAKUSHI beer" in his book Japan Day By Day.

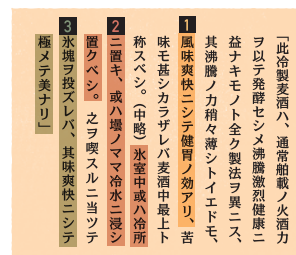
### » 06 02 Price of a bottle of beer

Tokyo sales of Sapporo Beer started in September 1877. The price of one large bottle was 0.16 yen. At the time, the average price of high-end sake was roughly 0.045 yen per sho (1.8l). This highlights just how expensive beer was.



### » 06 03 Beer advertisement in newspapers and statement of effect

Beer was a drink many Japanese were unaccustomed to. For this reason, KAITAKUSHI advertised its beer sales in newspapers and sold the beer with a product statement that provided information on the effects of beer and how to drink it. Advertisements described beer as a nutrient-rich tonic with beneficial health effects for the stomach that is refreshing and delicious when



- 1 Refreshing flavor and beneficial health effects for stomach
- 2 Should be stored in ice room, or cool and dark place; alternatively, bottles should be kept in cold water
- 3 Adding ice makes the beer more refreshing and delicious

▲ Statement of effect for beer

### » 06 04 Beer business during KAITAKUSHI period

When Sapporo Beer went on sale, a large number of foreigners living in settlements in Hakodate requested the beer be sold to them. Being accustomed to drinking beer, foreigners acknowledged the high quality of Sapporo Beer. Thereafter, brewery earnings steadily expanded.

# 07

## 1886- From state to private enterprise

The brewery started by KAITAKUSHI continued to grow under the management of leading Meiji period entrepreneurs.

### The men that developed Sapporo Breweries

A group of entrepreneurs who had their eye on the future of the beer business acquired beer brewery facilities from Okura Gumi, and established Sapporo Beer Brewery Company.



#### Eiichi Shibusawa (1840-1931) / middle

The "father of Japanese capitalism," who played a leading role in social public works and private-sector diplomacy

#### Soichiro Asano (1848-1930) / left

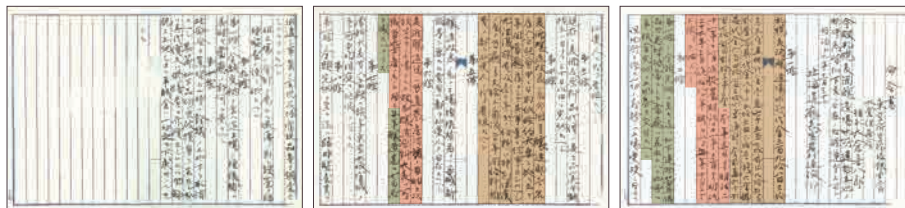
The "cement king of the Meiji era," who was the founder of the Asano conglomerate and also established the Keihin Industrial Zone.

#### Kihachiro Okura (1837-1928) / right

The founder of well-known Japanese companies in various sectors such as construction, chemicals, steel, textile and food.

### 01 Transfer of beer business to private sector

In 1886, the beer brewery started by KAITAKUSHI was sold to Okura-Gumi Shokai, a business conglomerate led by Kihachiro Okura, and its name was subsequently changed to Okura-Gumi Sapporo Beer Brewery. The next year, Eiichi Shibusawa and Soichiro Asano, two prominent entrepreneurs of the Meiji era, led a takeover of the brewery from Okura Gumi and established Sapporo Beer Brewery Company.



▲ Notice and order of sale

A precondition for the sale was that "Hokkaido barley would be used to the extent possible." Even today, Sapporo Breweries continues to exclusively buy beer barley grown in Hokkaido.

### 02 Heat-treated beer ushers in new era

The Sapporo Beer Brewery Company entered a major period of transformation when German brewmaster Max Pormann was hired in 1887. Pormann provided guidance to enhance brewing techniques, and introduced heat-treated beer as a new technique to help resolve various quality problems faced by brewers.

Quality retention had been a problem, and heat treatment enabled long-distance transportation and thus expanded sales channels.



▲ Beer bottle sterilization

Sapporo Lager Beer label (1888) after heat treatment techniques were introduced



### 03 Inherited beer brewing techniques

KAITAKUSHI's beer manufacturing started with Seibei Nakagawa, who had learned the craft of beer brewing while working at a German brewery. At the time, the title of brewer could not be obtained through special training at a university but had to be earned through hands-on learning from an experienced brewmaster. The brewing craft had to be learned through intensive and constant training as a craftsman.

#### Brewmasters



First generation (1876 ~ 1891) Seibei Nakagawa



Second generation (1887 ~ 1894) Max Pormann



Third generation (1894 ~ 1899) Kagoro Kanai

# 08

## 1892- Modernization of beer brewing

Sapporo Breweries modernized its brewery to update brewing technology and boost manufacturing capacity.



In 1894, Chozaburo Uemura (1862-1941) became the effective chief executive officer of Sapporo Beer Brewery

Uemura aimed to further develop beer brewing and worked to improve brewing technology and modernization of equipment.

### 01 Enhancement of brewing technology

In 1894, Kyutaro Yagi, who had accumulated specialized knowledge at university, was hired as a prospective brewmaster candidate. After Yagi accumulated hands-on experience, he was ordered to travel to Europe as a student for the purpose of further research into beer brewing. Subsequent brewmaster candidates were also sent to Europe or the US to learn the craft of beer brewing.



Kyutaro Yagi ▶

### 02 Modernization of beer brewing

The beer factory was modernized through the introduction of the latest equipment such as steam engines, contributing to significant development of beer brewing techniques.



**Sapporo Beer Brewery factory around 1902**  
The production capacity was aggressively expanded to respond to growing beer demand.



**Ice machine**  
The introduction of ice machines paved the way for year-round beer manufacturing.



**Fermentation chamber**  
Production capacity was significantly increased by expanding fermentation and storage barrels.



**Sterilization of beer destined for bottles**  
The use of steam enabled the production of hot water in a short period of time, and supported efficient sterilization work.

### 03 Model of modernized Sapporo factory \* Dainippon Beer's Sapporo factory at the end of the Meiji era

(Push the switch to see the model lights turn on; from the left end.)



▲ Mashing room



▲ Fermentation room



▲ Storage room



▲ Bottle rinsing and beer bottling work



▲ Labeling and boxing



▲ Steam engine room



# 09

## 1903- Sapporo Breweries advanced to Tokyo

Sapporo Breweries became Japan's biggest brewery by opening its Tokyo brewery, which resulted in a reorganization of the beer industry.

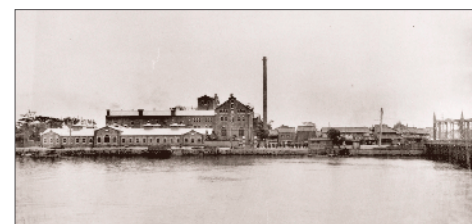


From Hokkaido to all over Japan, as well as the rest of the world.

From around 1900, overseas countries came to be regarded as promising new markets for Japanese beer. Sales channels expanded toward Taiwan, Manchuria, China, Hong Kong and Southeast Asia. From the 1930s, the beer produced by Dainippon Beer was exported as far as Africa.

### » 09 01 Startup of Tokyo factory

By around the mid-1890s, growing demand for beer had sparked fierce competition among different beer makers. Against such a backdrop, the Sapporo Beer Brewery Company, which had mainly worked to expand sales channels locally in Hokkaido, struggled with instability because its sales were affected by economic trends in Hokkaido. In 1899, the company decided to build a factory in Tokyo. The Tokyo factory was completed in 1903. In this way, the Hokkaido-centric Sapporo Beer Brewery moved into Tokyo, and became the first sector company to operate two factories.



▲ Tokyo factory

### » 09 02 Establishment of Dainippon Beer KK

The startup of the Sapporo Beer factory in Tokyo dealt a harsh blow to Nippon Beer's Yebisu Beer, which had enjoyed immense popularity in the Tokyo market. As a result, Nippon Beer President Kyohei Makoshi sought opportunities for industry consolidation and in 1906, the three leading brewers at the time consisting of Sapporo Beer, Nippon Beer and Osaka Beer merged into Dainippon Beer Company. Kyohei Makoshi, who had led the merger between the three companies from beginning to end, became the first president of Dainippon Beer.



▶ Bijinga (image portraying a beautiful woman) poster advertising Dainippon Beer around 1907

### » 09 03 Beer manufactured by Dainippon Beer KK expands across the world

Partly due to the impact of the Sino-Japanese War, overseas countries came to be regarded as promising new markets for Japanese beer from around 1900. Sales channels expanded toward Taiwan, Manchuria, China, Hong Kong and Southeast Asia, and export competition among beer companies intensified. Thereafter, Japanese beer exports temporarily stalled, but they resumed growth fueled by the outbreak of the World War I, when the flow of European beer to Asian markets was interrupted.

### » 09 04 Start of sales of carbonated drinks

In 1909, Dainippon Beer became the first Japanese beer company to start selling carbonated drinks with its carbonated drink product Citron. The move came after Kyohei Makoshi conducted a tour overseas and learned that beer companies in Europe and the US were also manufacturing carbonated drinks.



▲ Carbonated drink Citron, which went on sale in 1909

# 10

## 1956- Sapporo Beer revival

The new brand “Nippon Beer” was released. However, The request for “Sapporo” got significantly increasing day by day.



“Munich, Sapporo, Milwaukee” poster (1958)

At a time when free overseas travel was still prohibited, the innovative and persuasive poster (and catchphrase) on the left, which showed a world map highlighting the three beer capitals of the world, drew a lot of attention.

### » 10 01 Period during which trademark expired

By around 1937, Japan’s economy rapidly took on the characteristics of a wartime economy. The prioritization of military demand resulted in severe supply shortages. Official prices were set for beer products as well, and rationing systems were introduced in 1940. In the three subsequent years, all beer companies were forced to discontinue individual labels.



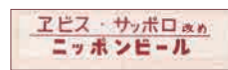
▲ Label with brand name omitted



▲ In August 1947, food substitute rationing began. Housewife receiving beer as a substitute for rice

### » 10 02 Establishment of new Nippon Beer company

Following the end of the war, Dainippon Beer became subject to the Act to Remove Excessive Concentrations of Economic Power in September 1949, and the company was split into Nippon Breweries (later renamed Sapporo Breweries) and Asahi Breweries. Nippon Breweries inherited the Sapporo and Yebisu trademarks. However, it did not use these and instead launched a new Nippon Beer product.



▲ Nippon Beer label



▲ Beer was a marquee product that symbolized Japan’s post-war reconstruction.

### » 10 03 Restoration of Sapporo Beer from Hokkaido!

The unrelenting calls by beer aficionados to bring back Sapporo Beer were addressed in 1956, when Sapporo Beer was resurrected in Hokkaido, its region of origin. The next year, Sapporo Beer went on sale across the entire country. In January 1964, Nippon Breweries changed its name to Sapporo Breweries.



▲ Label of resurrected Sapporo Beer (1956)



▲ Sapporo beer, which resumed nationwide sales (1957)



▲ The company name was changed to Sapporo Breweries (1964)

# 11

## 1977- Start of the draft beer era

Bottle products of Sapporo draft called "Sapporo Bin-Nama" was released, which enabled customers to easily enjoy the taste of draft beer. It was a huge hit.



### Transition to Sapporo draft beer

(from left)

1957: Sapporo Bin-Nama Beer (Sapporo Bottled Draft Beer)

1977: Sapporo Bin-Nama (Sapporo Bottled Draft)

1989: Sapporo Nama Kuro Laberu (Sapporo Draft Black Label)

1997: Sapporo Nama Beer Kuro Laberu (Sapporo Draft Beer Black Label)

## » 11 01 Shift from pasteurized to draft beer

Until about 1975, heat-treated beer remained the mainstream beer type in Japan. Meanwhile, Sapporo Beer had launched bottled draft beer at beer halls and gained a reputation for delicious draft beer. For that reason, the management team embarked on further research, and succeeded in developing technology that supported the bottling of draft beer in its original state. In 1977, Sapporo Bin-Nama (Sapporo Bottled Draft) launched nationally.



▲ The launch of Sapporo Bin-Nama (Sapporo Bottled Draft) in 1977 was well received and gave rise to the popular term Bin-Nama-To (Bottle Draft Fans).



▲ The bottled draft beer had its roots in the Sapporo Bin-Nama Beer (Sapporo Bottled Draft Beer) that went on sale in 1957. While sales gradually slowed in the capital, the product was a major hit in Hokkaido, where room heating was becoming more prevalent. Draft beer rapidly gained traction in Hokkaido. As a result, the perception that "Hokkaido has delicious draft beer" spread through word of mouth.

## » 11 02 Name given by customers : Sapporo Draft Beer Black Label

Sapporo Bin-Nama (Sapporo Bottled Draft) became a major hit by virtue of its refreshing flavor. Shortly after the beer went on sale, customers started affectionately referring to it as the Black Label, an informal reference to the black label of the bottle. In 1989, Black Label was adopted as the official name. The Black Label therefore owes its name to its customers.



▲ Official name changed to Sapporo [Nama] Beer Kuro Laberu (Sapporo Draft Beer Black Label) in 1989 (can: 350ml, large bottle: 633ml)

### The No. 1 Japanese beer in the US



In the autumn of 1980, a sushi bar that had opened a new outlet in Los Angeles received 10 cases of Sapporo Bin-Nama (Sapporo Bottled Draft), consisting of large bottles. Being more than double the size of the smaller beer bottles typically used in the US, the large bottles looked somewhat eccentric. Faced with this predicament, the owner cautiously served the larger bottles of Bin-Nama (Bottled Draft) and to his surprise, they became extremely popular among customers. Sales expanded steadily and by 1985, Bin-Nama (Bottled Draft) had grown into the No. 1 Japanese beer in the US.



# 12

## Inheriting a tradition of quality

The best barley, the best hops. Sapporo Beer's consistent commitment to quality ingredients comes from KAITAKUSHI.



Light, water, and wind.  
Beer barley growing in a rich natural environment.  
In the summer, the taste of beer reaches its full potential.



At the end of summer,  
hop plants grow lovely flowers.  
Cones. They are said to carry the spirit of beer.

August Hokkaido Kamifurano Town

### » 12 01 Raw material production for beer during KAITAKUSHI period

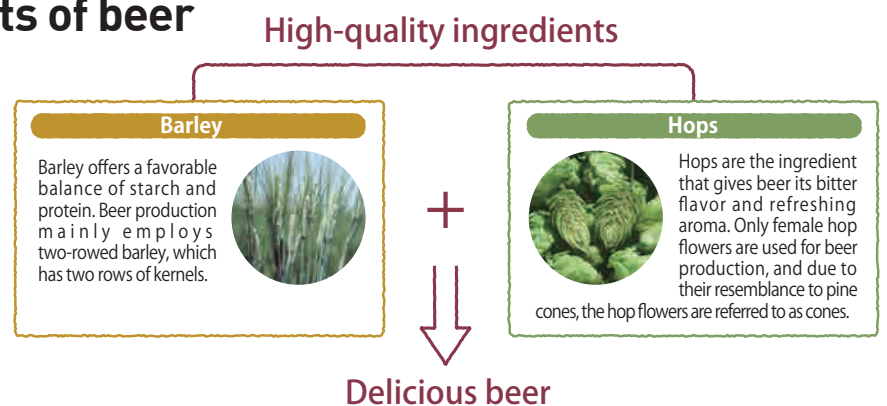
The beer business started by KAITAKUSHI was intended to promote agriculture and new industry. For this reason, KAITAKUSHI enlisted the help of General Producer Horace Capron and other foreign advisors, and a key objective was to manufacture beer using ingredients grown in Hokkaido.



▲ KAITAKUSHI Beer Brewery after capacity expansion around 1881

### » 12 02 Barley and hops, the ingredients of beer

The ingredients barley and hops determine the deliciousness of the beer. Delicious beer is derived from barley, which offers a combination of starch and protein, and hops, which give beer its bitter flavor and refreshing aroma.



### » 12 03 Self-sufficient supply and cultivation of ingredients continues through today

Based on the conviction that "high-quality ingredients will inevitably produce high-quality beer," trial cultivation of barley and hops started in Hokkaido before the establishment of the KAITAKUSHI Beer Brewery. Having inherited this pioneering spirit, Sapporo Breweries remains the only brewery in the world to grow its own barley and hops.

