

## PRESS RELEASE

### **The Japan Times 120th Anniversary Edition Collaboration Ale (*Haru no Ibuki*, A breath of Spring) Available at all Brussels' shops from March 22nd**

Tokyo, March 30, 2017 — The Japan Times Ltd. celebrated its 120th anniversary edition on March 22nd 2017 and has entered into a business arrangement with Belgian beer bar Brussels Ltd. and Kyoto Brewing Ltd. to start selling a limited edition collaboration ale (1) (*Haru no Ibuki*) from March 22nd 2017.



This collaboration ale (*Haru no Ibuki*) is a citrus-aroma fruity Saison style brew (2). The fresh taste and clearly recognizable citrus aroma is the result of a brew involving no preservatives, and using waxed-free ponkan fruit from Ehime prefecture.

Based in Kyoto, Kyoto Brewing was established by a Canadian, an American and a Welshman who were influenced by brewing techniques used in Belgian and American beers. The creation of *Haru no Ibuki* involved incorporating recipe ideas from 3 companies which were then taken up and crafted by Kyoto Brewing.

Brussels was established in 1986 and was the first Belgian beer bar in Japan. There are currently 5 branches in Tokyo, 1 in Sendai and their beer is also available in Tokyo's Otemachi and Uchisaiwaicho shops.

*Haru no Ibuki* is only available from kegs on tap via Brussels shops and is not sold in cans or bottles.

# the japan times

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## (Product Outline)

On sale at: Brussels (Kanda, Kagurazaka, Otemachi, Shinjuku, Uchisaiwaicho, Sendai)  
(<http://www.brussels.co.jp>) (Only on tap. No can / bottle sales)

Launch date: March 22nd 2017 (Wed)

Brewer: Kyoto Brewing (<https://kyotobrewing.com/>)

Ingredients: Barley malt, ponkan fruit, hops

## (About The Japan Times)

The Japan Times is Japan's oldest and most widely read English language newspaper, offering a unique and independent perspective on Japan related news in English. Founded in 1897, it covers politics, economics, culture, social and sports issues and is also a key player in transmitting Japan to the world. Currently marketed as "The Japan Times / The New York Times" it delivers a quality product with the addition of the highly renowned international print edition of the New York Times.

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1. Production methods and malt ratio is similar to beer, but because oranges are used as a secondary ingredient, the product qualifies as a beer-like beverage (happoshu) under the Japanese Liquor Tax Law.
2. The product uses Saison yeast from Belgium giving a flowery aroma with a moderate bitterness. The fruitiness is enhanced by ponkan and special fruity hops.
3. Ponkan fruit which originated in India was first known in Japan in 1896, the year before The Japan Times inaugural edition.