

## **Hoshiroku Miso Brewery**

Hoshiroku Miso Brewery specializes in richly flavored red miso produced in a painstaking but rewarding process refined by the shop's nineteenth-century forebears. The brewery has historical ties to Hoshino Honten, a fermented foods shop founded in 1846. Hoshino Rokuro, the sixth child of the family that operated Hoshino Honten, established his own branch in 1897. Years later, one of his grandsons began to produce miso under the Hoshiroku brand name, founding the Hoshiroku Miso Brewery at its current location in the Settaya district in 1975. Over 50 years, the grandson further developed the fermentation process and dedicated the brewery to the creation of all-natural miso that reflects the company's core concept: enabling people to "eat delicious everyday foods, every day."

### *Characteristics of Hoshiroku Miso*

Hoshiroku miso is made using domestic ingredients. Rather than relying on mechanical equipment to shorten the fermentation process, Hoshiroku

allows its miso to ferment naturally for years in wooden barrels. This creates a rich, full-bodied flavor that is difficult to replicate using faster methods. The fermentation period affects the taste of the miso and, consequently, the culinary applications for which it is suitable. Customers may consult staff at the shop attached to the brewery for advice on which type of miso would match their cooking needs. Hoshiroku currently sells 15 types of miso, including premium miso, rice miso, barley miso, and Echigo red miso.

### *The Miso Storehouse*

This two-story storehouse is where much of Hoshiroku's miso production takes place. Its construction is typical of storehouses in Nagaoka, with steel sheet roofing, plastered walls, and slatted clapboard siding around the

lower half of the exterior. It was originally built in the late nineteenth century as part of the Hoshino Honten business and was used to produce soy sauce. It was moved and converted into a residence when Hoshino Rokuro started his own branch of the family. In 1918, it was moved again to its current location and converted once more to produce and store miso as

part of the Hoshiroku brewery. Viewing the storehouse is only allowed from the outside to avoid disturbing the fermentation process happening within.

The storehouse is a registered Tangible Cultural Property.